

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Oct 24

**Still leading the industry:
Pioneering numerous "firsts"
in radio and television.
Sharing in the spirit of
innovative local-station
operation and independence.
Forging new technologies
in satellite services for
stations and syndicators.
Hubbard Broadcasting, Inc.
3415 University Avenue,
Minneapolis, MN 55414.**



AL 36112

MAXWELL
BLDG 1405
ROOM 122
AUL-SAS

36112

12364 12K NOV/90

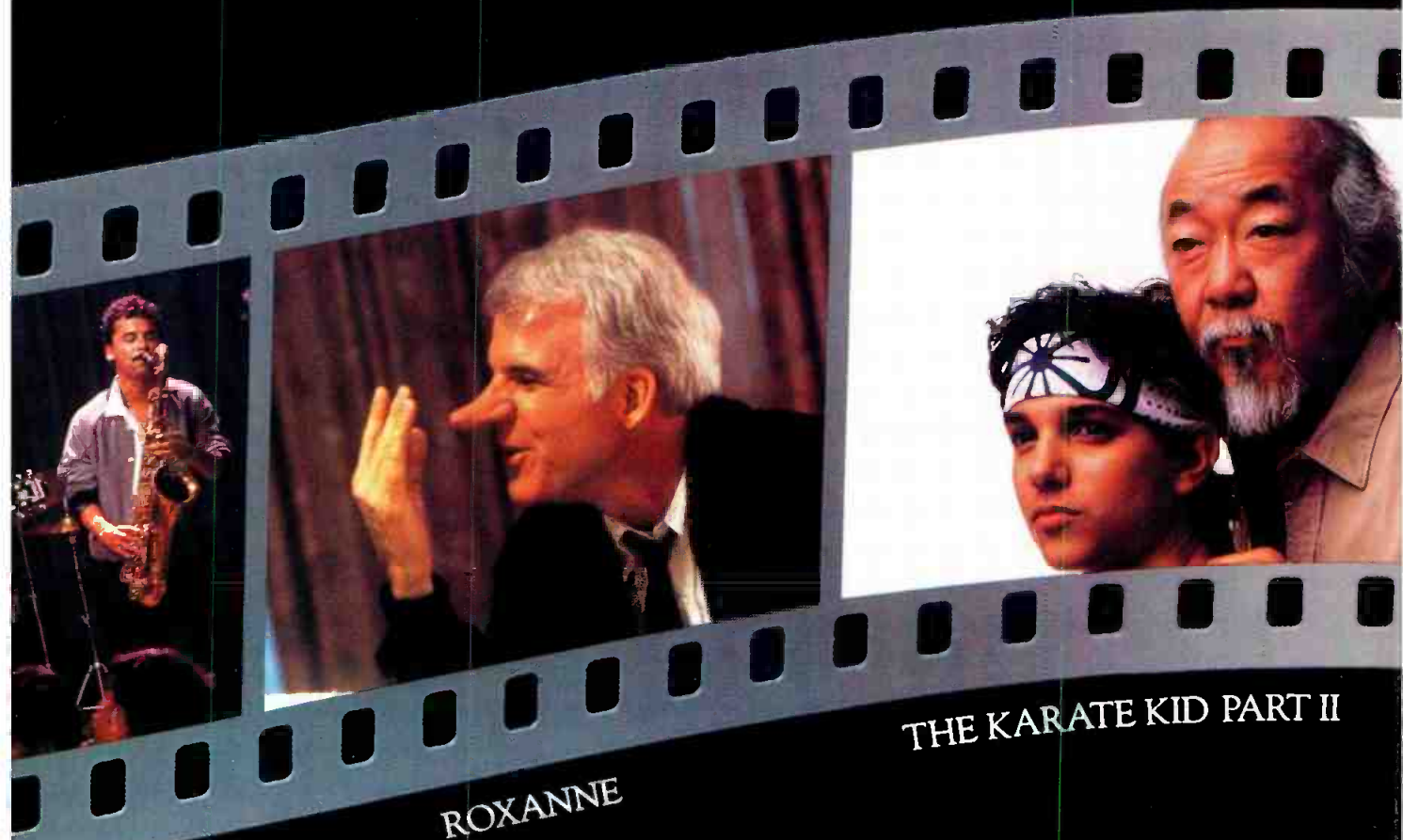
58th Year 1988

**SPECIAL REPORT
BASKETBALL**

□ Congress adjourns;
that's ahead for
the 101st

SHOWCASE I

Award Nominations
Best Picture.



Motion Pictures



Columbia Pictures Television
A unit of Columbia Pictures Entertainment



November 14 Special Report



Local TV and Cable Journalism

On November 14, 1988, Broadcasting will present the best and the brightest in local TV spot news, investigative reports and public service efforts from stations and cable systems around the country.

In this Special Report, broadcast and cable journalists showcase their talents with hundreds of examples of the who's, what's, where's, when's and how's of the past 12 months, including:

- Spot News...from toxic spills to presidential elections.
- Investigative Reports...shady deals revealed, unsafe products discovered, and more.
- Public Affairs...blood drives, food drives, debate sponsorships, and a host of other community services and outreach efforts.

This Broadcasting Special Report promises to be one of the year's best-read issues.

Space reservations and copy closing November 4, 1988.

The People Who Can Say "Yes"
Read Broadcasting. 

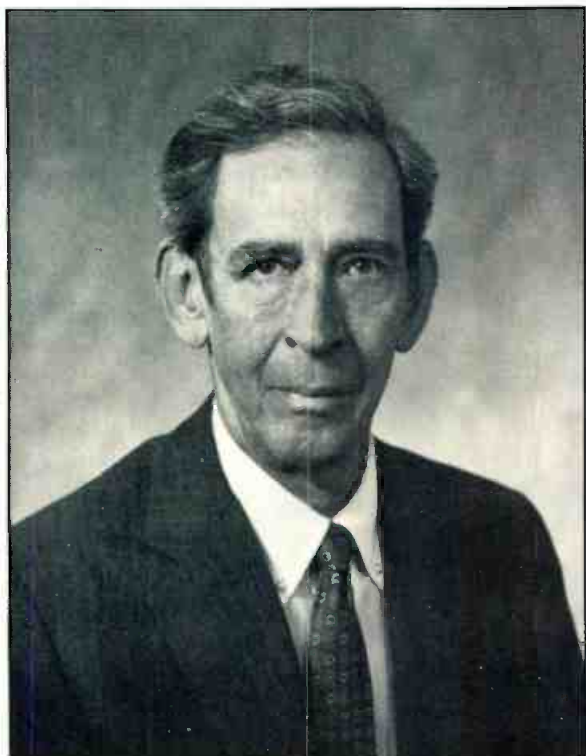
The News Magazine of the Fifth Estate

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“We met with three different brokers and felt Americom knew the buyers for our station.”



“Our board was unanimous for three reasons: 1) their track-record of successful sales at good prices; 2) the quality of their professional staff; and, 3) the selling process they proposed helped assure us it would be kept absolutely confidential -- which it was.

We are very satisfied with the outcome and think it was a good deal for both parties. We both got what we wanted.”

Samuel R. Simpson, Jr.
President, WMSP(FM), Harrisburg, PA

What other radio station owners say about Americom:

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

Jack Long, President, Media Concepts, Inc.

Top Prices • Quality Stations

Call Us

AMERICOM

Radio Station Brokerage & Financing

Hill action... Hundredth Congress passes TVRO and children's ad bills as it prepares to adjourn. **PAGE 27**; 101st Congress will see reprise of unresolved communications issues. **PAGE 28**.

The rights stuff...

Professional basketball continues to make its presence felt in Fifth Estate, with NBA rights fees climbing and ad rates rising. Then there is host of college preseason and playoff games on broadcast TV and national and regional cable services. Survey of rights picture, followed by team-by-team breakdown of NBA rightsholders, begins on **PAGE 35**.



Celtics' Larry Bird

Self-promotion... On-air promotions for ABC, CBS and NBC begin, with three networks collectively using up more than \$1 billion of their own air time running about 21,000 separate commercials. **PAGE 30**.

31/WAITING FOR THE HITS

In what program analysts say is one of worst seasons for new first-run programs, no hits have emerged from new batch of shows.

32/ABC'S OF ABC

Among topics Capital Cities/ABC executives discuss with press are peplemeters; possible \$20 million loss from mega mini-series *War and Remembrance* and new segment for *World News Tonight* with Peter Jennings.

45/COMING UP

Next round of syndicated programs includes several talk shows, some children's animation projects, game shows and reality-based programs, in addition to court show from dick clark productions and weekly

sports magazine program.

48/HEAT IS ON

Wireless cable operators see medium making headway in its struggle to secure rights to offer cable programing services to its subscribers. There is still way to go before medium has all programing it needs to compete with, or at least effectively complement, conventional cable.

50/UP AND UP

Two surveys released by NAB and BFMA show radio salaries and national/regional advertising rising.

51/RENEWAL REFORM

In comments to FCC, broadcasters and others argue that license renewals should be based on station's programing and that cap should be put on

comparative renewal settlements to stem "abuses."

52/DECISION ON FRANCHISE FEES

U.S. district court judge in San Francisco supports Century Federal's claim that city of Palo Alto, Calif.'s cable franchise fee is unconstitutional.

55/GOING FORWARD

Revisions to Warner Communications-Lorimar Telepictures merger agreement change stock exchange ratio and provide for further financing of Lorimar before deal closes.

55/TVB: NOW AND THEN

Television Bureau of Advertising examines second straight year of mid-single digit revenue growth and growing competition from other media for that money.

57/TISCH'S KEY TO PROSPERITY

CBS President and Chief Executive Officer Laurence



Tisch says broadcast television networks will prosper if they effectively nurture and promote programing that audiences want to see.

58/MIPCOM '88

American program industry takes to MIPCOM TV market in growing numbers. Satellite TV, co-productions and obtaining rights are among issues facing international gathering.

63/RADIO SALE

After 30 years in radio business, Roger Neuhoof agrees in principle to sell Eastern

Broadcasting Corp. for about \$65 million.

64/SMPTE TAKES MANHATTAN

Meeting at Jacob Javits Convention Center in New York City, members of Society of Motion Picture and Television Engineers attending group's 130th technical conference and equipment exhibit hear call for standardization.

87/THRILL OF VICTORY

Aaron Daniels, former Olympian and current president of ABC Radio Network, has brought that competitive spirit to broadcast medium.

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HE'S A CUT ABOVE

In his debut performance, Freddy slashed the record books, carving out huge time period increases in 17 of the 18 overnight markets. And in the 18th market, he equalled last year's performance. That's what we call a very sharp premiere!

Market	Station	Time Period	Oct 87 HH Share	Freddy's HH Share	Freddy's Increase
New York	WWOR	Sat 12:00AM	8	12	+50%
Los Angeles	KHJ	Sat 10:00PM	8	14	+75%
Chicago	WMAQ	Sat 12:00AM	16	18	+13%
Philadelphia	WTXF	Sun 6:00PM	11	16	+45%
San Francisco	KOFY	Sat 10:00PM	3	5	+67%
Boston	WFXT	Fri 10:00PM	4	6	+50%
Detroit	WXYZ	Fri 12:30AM	14	19	+36%
Dallas	KTXA	Sat 8:00PM	4	15	+275%
Washington	WDCA	Sat 9:00PM	7	8	+14%
Houston	KTXH	Sun 8:30PM	4	17	+325%
Cleveland	WUAB**	Sun 9:00PM	4	15	+275%
Minneapolis	KSTP	Sat 11:00PM	14	16	+14%
Atlanta	WGNX	Sat 9:00PM	4	8	+100%
Seattle	KCPQ	Thu 10:00PM	5	6	+20%
Miami	WCIX	Thu 8:00PM	6	9	+50%
Denver	KDVR	Sat 11:00PM	6	18	+200%
Hartford	WTXX	Sat 11:00PM	4	7	+75%
Sacramento	KRBK*	Sat 9:00PM	7	7	-

A Nightmare
ON ELM STREET: THE SERIES
Freddy's Nightmares

Source: NSI, NSI Overnight 10:00-11:00 PM
*Nov 87, not measured in 1986
**ARB, not measured in 1986


NEW LINE CINEMA

STONE
TELEVISION

VE THE REST!



How-to on must carry

This Friday's meeting of National Association of Broadcasters local carriage task force promises to be lively. Group must formulate legislative strategy for must carry that will pass constitutional muster. Number of options will be presented ("Closed Circuit," Oct. 17). Among latest idea to surface is suggestion that cable's compulsory license be repealed entirely and that broadcasters be granted broad antitrust exemption so they can deal collectively with wired medium.

Crossing over?

George Gillett, in speech before TVB convention last week, indicated that recent talks over possible sale of several TV stations involved two broadcasting companies, one of which is currently radio-only group. While Group W has long been assumed to fit first unnamed description, radio-only operator may turn out to be Emmis Broadcasting, which expressed interest in television earlier this year with attempt at buying WTTV-TV Bloomington (Indianapolis). Emmis President Jeffrey Smulyan offered uncharacteristic "no comment" on possibility.

Radio Marti II

Cuban-American community that backed Radio Marti, and is now urging creation of TV Marti, apparently is not satisfied with message U.S. government is broadcasting to Cuba. Cuban-American National Foundation, Washington-based anti-Castro think tank, is expected to file with FCC for shortwave station to target that country. Foundation is headed by Jorge Mas, Cuban-American businessman in Miami who heads President's advisory committee on Radio Marti.

Foundation has retained Washington engineering firm of Cohen & Dippell to work on project. And while no one is predicting serious trouble for application when it is considered by FCC, some cited language in commission's rules regarding international broadcast stations that might pose problems if, as expected, station is intended to vent anti-Castro feelings of its sponsors.

Birds poised for takeoff

It's brace-yourself time for seven satellite operators that filed in September 1987 to build 18 satellites and launch 15 of them (other three birds are proposed as ground spares). FCC Common Carrier Bureau staff has finished work on filings and passed on recommendations to chairman's office. Although they do not appear on

commissioners' agenda this week, Common Carrier Bureau Chief Jerry Brock expects tying of "loose ends" and subsequent FCC action "very soon." Next meeting is scheduled Nov. 17.

Orbital slot decisions will set comparative-renewal-like precedents as operators vie for limited orbital positions. Five applicants have requested 101 degrees west longitude and two want 93 degrees west, both of those slots among only six allocated for "hybrid" (simultaneous C-band and Ku-band) use. FCC decisions will affect dozens of cable and broadcast networks currently negotiating for satellite capacity for 1990's. In particular, CBS, ABC, PBS and NPR will need replacement capacity by 1992-93; it takes three years to build and launch satellite.

No help?

Anticipated FCC vote to relax rules to allow AM-AM and possibly radio-TV combinations in market will undoubtedly stimulate station trading as some broadcasters buy out others and consolidate station operations, sales and promotion. But station brokers contacted last week do not believe rules changes will be of great benefit to struggling AM. Some feel AM prices may get slight boost, but consensus was FCC initiative may be too little, too late.

Playing hardball for HDTV

Leaders of Europe's high-definition television effort (Eureka 1,250/50 standard) may be counting on alienating U.S. affection for NHK 1,125/60 production standard (formally adopted by Society of Motion Picture and Television Engineers and American National Standards Institute) as best bet to come from behind in their competition with Japanese. Discussion paper by Commission of European Communities says "there are some grounds for believing that there are enough dissidents [in U.S.] that appropriate actions by Europe could destabilize the Americans sufficiently to make the European HDTV alternative more appealing in the long run." Paper concludes that upsetting U.S. production marketplace—primarily by approaches to "decision influencers" in both government and industry—may be more important than winning endorsement by CCIR (world standards-setting body); outcome of that contest it called still uncertain.

Elvis everywhere

WCVG(AM)'s all-Elvis Presley radio format in Covington, Ky., has been good luck charm for station since adopting format last August. Then came all-Elvis KLVs(AM) Lake

Oswego, Ore., where market has been all shook up by new format. Three weeks ago, WHOS(AM) Decatur, Ala., began Presley around clock. Now it seems there may be chance of format going national. Group of Texas investors is looking into possibility of developing all-Elvis satellite delivery. Presley estate claims late singer's discography boasts more than 650 songs.

Eyes on S.F.

Adult contemporary KNBR(AM) San Francisco, last remaining station owned by General Electric's NBC, may be closing in on new owner. Details are still foggy, but York, Pa.-based Susquehanna Broadcasting Co. apparently has eye on station. Among other possible contenders: Bonneville International Corp., Century Broadcasting Corp. and Fairmont Communications Corp. All four companies presently have stations in San Francisco market, where KNBR made attractive top-10 climb in summer Arbitron ratings. Five NBC stations were sold to Emmis Broadcasting last February as part of NBC Radio Group divestiture.

Sitting this dance out

Although Robert Preston Tisch is on CBS board of directors, prime time series produced by his son—and nephew of CEO Laurence Tisch—is off CBS schedule in Salt Lake City, Utah. Affiliate KSL-TV has decided not to clear *Dirty Dancing*, produced by Vestron Television in association with Steve Tisch & Co. Station, owned by Bonneville International, which is affiliated with Mormon Church, had earlier indicated to CBS executives that neither show's title nor its content were consistent with community's values. One station executive said deal might have been worked out if station were given opportunity to screen each episode ahead of time, but for technical or other reasons that alternative did not come to pass.

Holding up

Despite ongoing consolidation in program syndication industry, through mergers and companies going under (Syndicast, Access Syndication and ITF are examples), NATPE organizers are projecting at least same number of exhibitors at 1989 convention in January in Houston as year ago, when 220 companies bought space. So far, 185 exhibitors accounting for 226,000 square feet in Houston convention center have signed up, down from about 195 at this point last year. But, said Nick Orfanopoulos, NATPE conference director, "there is usually a lot of activity among the smaller companies as we get closer to the show."

A Singular Sensation!

**The New
Twilight Zone...
first syndicated
hit of the season.**

**UP OVER LEAD-IN SHARE
IN THE METERED MARKETS:**

WEEK 1 UP BY 11%

WEEK 2 UP BY 13%

**BEATS MAY 1988
TIME PERIOD SHARE
IN THE METERED MARKETS:**

WEEK 1 UP BY 11%

WEEK 2 UP BY 13%

**WITH THE STRONGEST
TIME PERIOD RETURNS COMING
FROM THE BIGGEST AND
TOUGHEST MARKETS!**

HH SHARE / TWO-WEEK AVERAGE

				May 1988	New Twilight Zone	Advantage
NEW YORK	WPIX	Saturday	5 PM	9	12	+ 33%
LOS ANGELES	KTLA	Sunday	11 PM	5	11	+120%
CHICAGO	WPWR	Saturday	10:30 PM	4	8	+100%
PHILADELPHIA	WPHL	Sunday	6 PM	8	10	+ 25%
CLEVELAND	WUAB	Sunday	10 PM	5	7	+ 40%

THE
TWILIGHT
ZONE

Source: ARB Overnights, 9/24-10/2/88 and as dated



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Where Things Stand

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

AM-FM Allocations

NAB and other broadcast groups oppose FCC's proposed expansion of service to allow for local origination by translators, asking that rules establish translators as secondary services to fill in underserved areas of full-powered stations and not as "low-power FM" stations.

NAB opposed proposal to authorize FM's using directional antennas and permitting allocation of stations in short-spaced positions, saying that an increase in FM directional antennas would lead to AM-ization of FM band. Some broadcast groups, however, favored providing more flexibility for FM broadcasters seeking suitable sites to locate transmission facilities.

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

AM Stereo

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

Antitrafficking

Issue essentially boils down to reimposition of three-year rule, which required owners to hold broadcast properties for that long before selling. Quiescent at moment.

Cable Regulation

■ Cable television industry remains under fire on allegations it is "unregulated monopoly." Motion picture industry and independent broadcasters, particularly, have been pushing for stricter regulation of cable until there is more competition in delivering cable programming to homes. House Commerce Committee Chairman John Dingell (D-Mich.) has warned cable to be on best behavior or Congress may reevaluate regulatory environment. Oversight hearings have been held by House Telecommunications Subcommittee and Senate Antitrust Subcommittee. Congress adjourned without taking any legislative action.

FCC has adopted new rules that more narrowly define television markets where, in ac-

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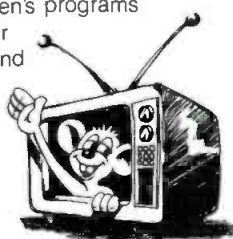
cordance with Cable Act, rates of cable systems cannot be regulated because systems are subject to effective competition.

Children's Television

■ Sudden breakthrough on Capitol Hill occurred last week when Senate passed children's television legislation paving way for its enactment. Approval came only days before Congress was slated to adjourn. Bill had become victim of political stalemate between House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), who wanted House version of legislation adopted, while Senator Tim Wirth (D-Colo.) was blocking Senate action on Markey's measure because it did not go far enough (BROADCASTING, Oct. 3, 10 and Oct. 17). Wirth, however, after receiving commitment from Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) to hold hearings on children's television in next Congress, withdrew opposition and measure sailed through upper chamber unopposed.

House measure is product of negotiations between Markey and NAB and proposes commercial limits in children's programs of 10½ minutes per hour on weekends and 12 minutes on weekdays. And it requires broadcasters to serve the "special needs" of children, which FCC would take into account at renewal time.

Only problem that might arise is that Justice



Department is on record 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 Chairman Dennis Patrick has also called for minimizing role of programing in FCC deliberations at renewal time.

Views of NTIA and Patrick are not shared by broadcasting industry. In first round of comments in FCC current proceeding aimed at reforming much-maligned comparative renewal process, broadcasters led by National Association of Broadcasters and Association of Independent Television Stations argue that past programing performance of stations should be basis for renewal.

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

FCC stopped short of proposing two-step renewal process, by which it would first decide whether to renew license before considering competing applicants.

Compulsory License

■ FCC is conducting inquiry into cable compulsory license and may have "front burner" item ready for action this week at open meeting. If views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license, although

Q. How do you out-talk

Johnny Carson

Arsenio Hall

Ted Koppel

Pat Sajak

Ross Shafer?

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).

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 July 20 meeting, will seek comments on subject, as well as on separate considerations to

loosen its own regulatory restrictions on cross-ownership. Comments are due Dec. 1.

FCC move follows National Telecommunications and Information Administration report on cable television regulation that recommended 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 are 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.

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. FCC is expected to take some action on relaxation at open meeting this week, but how far it will go is uncertain.

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into 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.

BY THE NUMBERS

Summary of broadcasting and cable

B R O A D C A S T I N G			
SERVICE	ON AIR	CP's ¹	TOTAL ²
Commercial AM	4,915	278	5,193
Commercial FM	4,116	606	4,722
Educational FM	1,356	265	1,621
■ Total Radio	10,387	1,149	11,536
FM translators	1,625	439	2,064
Commercial VHF TV	543	19	562
Commercial UHF TV	506	205	711
Educational VHF TV	119	7	126
Educational UHF TV	214	29	243
■ Total TV	1,382	260	1,642
VHF LPTV	109	164	273
UHF LPTV	290	1,165	1,455
■ Total LPTV	399	1,329	1,728
VHF translators	3,060	109	3,169
UHF translators	2,198	338	2,536
ITFS ²	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL ³ & intercity relay	2,836	166	3,002

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

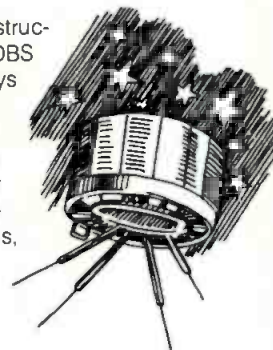
* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link.

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



A. You don't. You counterprogram!

The action packed alternative.



A Stephen J. Cannell Production from

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**SHEARSON
LEHMAN
HUTTON**

An American Express company



Cable Television

SCI Holdings, Inc.	Acquisition of SCI Holdings, Inc. by a Joint Venture of Tele-Communications, Inc. and Comcast Corporation (pending).
Robert M. Bass Group, Inc.	Divestiture of Wometco Cable TV, Inc. to Cablevision Industries Corporation (pending).
Comcast Cablevision of Maryland Limited Partnership	Acquired by Comcast Corporation through its wholly owned subsidiary, Comcast Cable of Maryland, Inc.
Essex Communications Corp. and the assets of Essex 1984-1 Operating Partnership and 3 Essex Limited Partnerships	Acquired by U.S. Cable Television Group, L.P.
Simmons Communications Merger Corp.	Acquisition of Scott Cable Communications, Inc.
Prime Cable of Georgia Ltd.	Acquisition of assets by Georgia Cable Partners (a partnership formed by Robert M. Bass Group, Inc. and Prime Cable Growth Partners, L.P. and certain of their affiliates and associates).
Cable Atlanta Limited	Acquisition of assets by Atlanta Cable Partners, L.P. (a limited partnership formed by Robert M. Bass Group, Inc. and Prime Cable Growth Partners, L.P. and certain of their affiliates and associates).
Jones Intercable, Inc.	Public Offering of \$150,000,000 of Subordinated Debentures.
Simmons Communications Merger Corp.	Private Placement of \$33,000,000 of Zero Coupon Senior Secured Notes and \$14,000,000 of Senior Secured Notes.
Paragon Communications, a joint venture between American Television and Communications Corporation and Houston Industries Incorporated	Commercial Paper Dealer.
Heritage Cablevision Associates, a Limited Partnership	Roll-up of 60% of the Limited Partnership Interests.

Broadcasting

Infinity Broadcasting Corporation	Management Led Leveraged Buyout.
Malrite Communications Group, Inc.	Management Led Merger Proposal (pending).
Forward Communications Corporation	Acquired by Adams Communications Corporation.
Infinity Broadcasting Corporation	Self-Tender by the Company.
Grant Broadcasting System, Inc.	Financial Advisor in Restructuring.
Infinity Broadcasting Corporation	Private Placement of \$185,000,000 of Senior Subordinated Discount Debentures.

Publishing

Reed International PLC	Sale of its North American Paper Group to a wholly owned subsidiary of Daishowa Paper Manufacturing Co., Ltd.
McClatchy Newspapers, Inc.	Public Offering of 2,760,000 shares of Class A Common Stock.

Cellular Telephone

U S WEST NewVector Group, Inc.	Public Offering of 8,400,000 shares of Class A Common Stock.
McCaw Cellular Communications, Inc.	Public Offering of \$100,000,000 of Convertible Senior Subordinated Debentures.
Cellular Communications, Inc.	Public Offering of U.S.\$50,000,000 of Convertible Subordinated Debentures.
Cellular Communications, Inc.	Underwritten Redemption of 6% Convertible Subordinated Debentures.

Entertainment/Other Media

MacAndrews & Forbes Holdings Inc.	Divestiture of Technicolor Holdings, Inc. to Carlton Communications Plc.
Heritage Communications, Inc.	Divestiture of Heritage Creative Outdoor Services, Inc. to Reagan National Advertising, Inc.
Modern Video Productions Inc.	Acquired by Carlton Communications Plc.
Silver Screen Partners IV, L.P.	\$400,000,000 of Limited Partnership film financing.
Orion Pictures Corporation	Public Offering of \$200,000,000 of Senior Subordinated Reset Notes.
Carlton Communications Plc	Vendor Placing of 3,625,000 new Ordinary Carlton Shares.

trum broadcasters will need. During special meeting on HDTV issues, FCC decided to follow report's advice (BROADCASTING, Sept. 5).

Low-Power TV

FCC's nine-day "window" for LPTV applications closed June 24, but not before 1,004 were received. Initial processing has been completed: 500 were directly grantable, and have been put on public notice as of Friday, Sept. 30. If no petitions to deny are filed within 30 days, those grants become CP's.

Of remainder, approximately 335 were returned because of filing errors and 165 are going to lottery. Possibility of another window for filing is imminent, perhaps as soon as December. Community Broadcasters Association convention is being held in Las Vegas Oct. 25-28. Fifteen low-power stations are signing on each month, according to CBA.

Mergers and Acquisitions

■ MSO's United Cable (UCT) and United Artists Communications Inc. (UACI) signed definitive agreement March 8 to merge into new company, United Artists Entertainment Co. (UAE). Under terms of agreement amendment

announced Sept. 19, UACI stockholders would exchange each share for one share each of class A and class B common stocks — class B stock convertible into class A and carrying 10 votes per share compared to class A stock's single vote. UCT stockholders have option to receive either \$35 cash or one share apiece of A and B stock in UAE, with right to put that stock to Tele-Communications Inc. TCI has expanded UCT ownership to 41% share as of July 29. TCI owns roughly two-thirds of UACI and would own a majority of newly-formed UAE.

¶ 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. KKR is keeping SCI's broadcast television interests. On Sept. 28, Connecticut Department of Public Utility Control blocked transfer of three cable systems serving approximately 112,000 subscribers, citing threat of high concentration of TCI-owned systems in state.

Must Carry

National Cable Television Association released must-carry survey Sept. 13 that it said showed cable operators have been responsible in their broadcast carriage decisions. NCTA survey, conducted by Price Waterhouse, found that 98% of qualified stations remain on cable systems. NCTA also found that 94% of cable systems had not dropped stations or denied stations carriage and 91% had not engaged in channel repositioning. FCC released results of must-carry survey Sept. 1, but they did little to end debate over whether must-carry rules or law requiring cable systems to carry local broadcast signals is necessary. Of 912 television stations that responded, 280, or 31%, reported 1,533 incidences of being dropped or denied carriage on cable since federal court struck down rules on constitutional grounds; of 4,303 cable systems that responded, 869, or 20%, reported 1,820 incidences of dropping broadcast signals or denying them carriage after court action.

And National Association of Broadcasters' survey found, of 259 television stations responding, around 50 are not being carried on at least one cable system that would have had to carry them under must-carry rules.

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QUAYLE HUNTERS MEET THEIR MATCH

Many viewers of ABC's Good Morning America and NBC's Today Show were appalled on October 5 when Marilyn Quayle, the wife of Senator Dan Quayle, was interviewed on these programs. She was interrogated about the religious beliefs of her aged father and her late mother. NBC's Jane Pauley and ABC's Joan Lunden wanted to know if Mrs. Quayle's parents had listened to taped sermons by Col. Robert Thieme, who was described as "a controversial fundamentalist minister."

Jane Pauley said: "It's my understanding that you grew up with your mother listening to his taped sermons in your house on a regular basis, and both your parents and your in-laws have attended intensive, week-long seminars with Col. Thieme."

Mrs. Quayle replied: "You know, in 1960, President Kennedy was dogged with questions about his religion, and he...said that the only important question to ask a presidential candidate or his family about their religious beliefs is whether or

not they believe in the Constitution and in the First Amendment, separation of church and state, then that's all the American people need to know.... And I agree with President Kennedy."

Jane Pauley said she agreed with that, but she persisted in asking, "But are the stories wrong? Your family has not been involved in Colonel Thieme's evangelism?" Given the same answer on Good Morning America, Joan Lunden said: "Well, I guess the reason, though, why many ask you these questions is how these religious beliefs impact on your political views and how our country works." Mrs. Quayle replied that she would never impose her faith on others and the question was not germane. Lunden then asked what Dan Quayle thought about the teachings of Col. Thieme.

Mrs. Quayle said she was familiar with Thieme's Biblical teachings, but all she knew about his social teachings was what she had heard from reporters. She added, "I really don't understand where this is leading, and quite frankly, I have a father who is a very, very gentle 76-year-old man, and I really resent the fact that he is being brought into this. He lives in a small town of about 45 people and is not used to being bombarded by reporters, and I really resent

what is happening to him and what the national media is doing to him."

Joan Lunden said, "Obviously you realize that when you're running for a public office as high as this one that everyone wants to put everything under a microscope, and they want to know if what you believe in your personal life and the influence you have over your husband will affect the way he might decide on an issue that...impacts on this country." Mrs. Quayle said her husband had undergone more intense scrutiny than either Dukakis or Bentsen and that he had told the nation over and over what he believes in. She said: "That's what's important. It's not what my father believes in. He is not running for anything." That ended this outrageous effort to make the religious beliefs of a candidate's in-laws a campaign issue.

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Network Rules

■ FCC's network rules are being reviewed, and several may be modified or eliminated in upcoming year on ground that networks now face stiff competition, particularly from cable. FCC has opened proceedings looking at rules prohibiting networks from representing affiliates in spot advertising market, barring networks from owning cable systems and limiting network-affiliate contracts to two years. In advance of filing formal comments next month, organizations representing affiliates of three networks have announced opposition to repeal of network-cable crossownership ban.

Public Broadcasting

■ Senate at press time expected to pass by acclamation 1991-93 CPB authorization after Oct. 19 amendment and passage in House. Congress cut authorizations to \$245 million, \$265 million and \$285 million over three years, down from its original proposals of \$304 million, \$345 million and \$404 million. House amendment requires CPB efforts to gain private funds for satellite replacement but retains \$200-million authorization for that purpose.

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 (BROADCASTING, May 30). Bill does include creation of \$6 million/year independent production program fund.

NAPTS-coordinated national programming task force, including station, CPB and PBS representatives, met for first time in Washington in early October, considered proposals including second public TV channel, possibly via cable.

PBS board of directors authorized satellite replacement project managers to enter immediately into negotiations with four satellite capacity vendors. Plans call for submission of final agreement 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.

New NPR Chairman Wayne Roth led first board meeting Oct. 18-19. "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%.

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) on Friday evening (BROADCASTING Oct. 17). 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.

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.

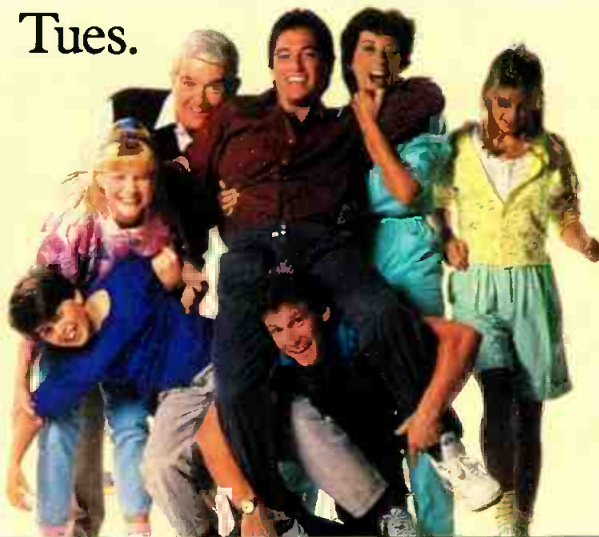
United Video, common carrier for superstations WGN-TV Chicago, WPX(TV) New York and

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KTLA in Los Angeles couldn't wait for the official January start date to strip Charles In Charge.

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KTVT-TV Dallas, and Century Communications have already notified U.S. Court of Appeals of their intention to challenge rules in court.

Wireless Cable

Wireless cable is up and running in several markets and may pop up in several more within next year to challenge cable operators or at least reach some of the homes they do not.

Microband Companies Inc., New York, is industry leader, with systems in Washington, Detroit and New York. Metropolitan Cablevision has 25,000 subscribers in Cleveland, and claims to be holding own in head-to-head competition with Viacom-managed North Coast Cable, conventional cable operator. People's Choice TV has targeted Sacramento.

New faces at Wireless Cable Association convention last week belong to former conventional cable operators looking at new opportunities in wireless cable. TechniVision, headed by former principals of Scott Cable Communications, plans to launch wireless system in Oklahoma City next year, first of four.

Wireless cable's principal problem remains inability to secure right to all cable programming they desire at equitable rates. Wireless pioneers charged that programmers recalcitrance is due to pressure from conventional operators, the programmers' principal customers and, in some cases, their owners.

To keep cable programming flowing to wireless, WCA plans to keep heat on cable industry in Washington with charges of anticompetitive behavior.

■ indicates new listing

This week

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—"Entertainment '88," conference on interactive entertainment, sponsored by *Alexander & Associates*, management consulting firm in New York, and *Twice* magazine, weekly consumer electronics magazine. Vista hotel, New York. Information: Sally Chin, (212) 382-3929.

Oct. 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: Bernadine 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. Regis-

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try hotel, Universal City, Calif. Information: Jeff Wald, (213) 460-5501.

■ **Oct. 29—Radio-Television News Directors Association** region four "SuperRegional" conference. Fairmont hotel, Dallas. Information: (202) 659-6510.

Also in October

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 Communicators. 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. 6-9—Canadian Association of Broadcasters and Western Association of Broadcast Engineers joint annual conference and trade show. Winnipeg Convention Center, Winnipeg, Manitoba. Information: Elmer Hildebrand, (204) 324-6464.

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

■ **Nov. 9—"Children's Television Programming: Whose Playground Is It?"** meeting of *New York Women in Film*. McGraw Hill building, New York. Information: (212) 512-8022.

Nov. 9-11—International Film & TV Festival of New York. Sheraton Center hotel, New York. Information: (914) 238-4481.

Nov. 10—USA Network local ad sales seminar. Grand Bay hotel, Miami. Information: (212) 408-9170.

■ **Nov. 10—"The Press and the Next President," American University** forum. Kay Spiritual Center, AU campus, Washington. Information: (202) 885-2058.

Nov. 10-12—19th annual Loyola Radio Conference, for college, university and high school students and others interested in broadcasting. Holiday Inn Mart Plaza, Chicago. Information: (312) 670-3207.

Nov. 10-12—Alpha Epsilon Rho, National Broadcasting Society, East regional convention. Holiday Inn Holidome, Suffern, N.Y. Information: (914) 359-9500.

Nov. 11—USA Network local ad sales seminar. Don

Cesar Resort, Tampa, Fla. Information: (212) 408-9170.

Nov. 11-13—Alpha Epsilon Rho, National Broadcasting Society, South regional convention. Sheraton Music City hotel, Nashville. Information: (615) 974-4291.

Nov. 11-13—Alpha Epsilon Rho, National Broadcasting Society, East Central regional convention. Sheraton hotel, Harrisonburg, Va. Information: (703) 568-3675.

Nov. 13—Academy of Television Arts and Sciences installation ceremonies for *Television Academy Hall of Fame*. 20th Century Fox Studios, Los Angeles. Information: (818) 763-2975.

Nov. 14-15—North American National Broadcasters Association executive council meeting. Willard hotel, Washington. Information: (613) 738-6553.

Nov. 15—Federal Communications Bar Association monthly luncheon. Speaker: Robert Galvin, chairman, Motorola. Marriott, Washington.

Nov. 15—Third annual Advertising Law and Business Conference, sponsored by *American Advertising Federation*. Drake hotel, Chicago. Information: (202) 898-0089.

Nov. 15—Southern California Cable Association Diamond Awards presentation, honoring southern California's local programming executives. Stock Exchange, Los Angeles. Information: (213) 684-7024.

Nov. 15-16—San Diego Communications Council second annual fall conference, "Advanced Communications Technologies and the Public Interest." La Jolla Marriott, San Diego. Information: (619) 594-6933.

Nov. 16—New York Television Academy drop-in luncheon. Speaker: Jeffrey Reiss, chairman and chief executive officer, Reiss Media Enterprises/Request Television. Copacabana, New York.

■ **Nov. 16—American Jewish Committee's Human Relations Award** dinner honoring John Malone, president-chief executive officer, Tele-Communications Inc., Denver. Beverly Wilshire, Los Angeles. Information: (213) 655-7071.

Nov. 16-18—Private Cable Show, sponsored by *National Satellite Programming Network*. Denver Tech Center, Denver. Information: (713) 342-9655.

Nov. 17—USA Network local ad sales seminar. Holiday Inn Crowne Plaza, Boston. Information: (212) 408-9170.

■ **Nov. 17—"Policy for Children and Television," Columbia Communication and Society** seminar sponsored by *Gannett Center for Media Studies*. Columbia University, New York. Information: (212) 280-8392.

■ **Nov. 17-20—Society of Professional Journalists, Sigma Delta Chi**, national convention. Convention Center, Cincinnati.

■ **Nov. 18—Broadcast Pioneers, Washington area chapter**, ninth annual awards banquet. Kenwood Country Club, Bethesda, Md. Information: Joe Ryan, 783-5100.

Nov. 18-20—"The Next Four Years," advanced economics conference for journalists, cosponsored by *Foundation for American Communications, Cox Enterprises, Atlanta Journal and Constitution and Ford Foundation*. Hyatt Regency Ravinia, Atlanta. Information: (213) 851-7372.

Nov. 19—Alpha Epsilon Rho, National Broadcasting Society, New England regional convention. Mount Wachusett Community College, Gardner, Mass. Information: (617) 632-6600.

Nov. 21—International Emmy Awards gala, sponsored by *International Council of National Academy of Television Arts and Sciences*. Sheraton Center, New York. Information: (212) 308-7540.

Nov. 22—International Radio and Television Society newsmaker luncheon, followed by goods and services auction. Waldorf-Astoria, New York. Information: (212) 867-6650.

Nov. 28—Academy of Television Arts and Sciences "Television Academy Hall of Fame" telecast (on Fox), honoring 1988 inductees Jack Benny, George Burns, Gracie Allen, Chet Huntley, David Brinkley, Red Skelton, David Susskind and David Wolper. Information: (818) 763-2975.

■ **Nov. 30-Dec. 1—"Telecommunications: Meeting Tomorrow's Challenges,"** meeting sponsored by Tele-

communications Conference Center. Keynote speaker: Senator Ernest Hollings. New York Hilton, New York. Information: (212) 633-8011.

Nov. 30-Dec. 3—Radio-Television News Directors Association international conference. Las Vegas Convention Center. Information: (202) 659-6510.

December

Dec. 7—Washington Journalism Center conference on "The Media and the 1988 Presidential Campaign: Was the Coverage Fair?" Watergate hotel, Washington. Information: (202) 337-3603.

Dec. 7-9—Western Cable Show, sponsored by *California Cable TV Association*. Anaheim Convention Center, Anaheim, Calif. Information: (415) 428-2225.

Dec. 12-13—Technology studies seminar for media professionals, sponsored by *Gannett Center for Media Studies*. Columbia University, New York. Information: (212) 280-8392.

Dec. 12-14—Promotion strategy seminar, sponsored by *Association of National Advertisers*. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

Dec. 13—Presentation of Women at Work broadcast awards, sponsored by *National Commission on Working Women*. Capital Hilton, Washington. Information: Sandra Porter (202) 737-5764.

Dec. 15—International Radio and Television Society Christmas benefit. Waldorf-Astoria, New York. Information: (212) 867-6650.

Dec. 16—Deadline for entries in 10th annual Frank O'Connor Memorial College Television Awards, sponsored by grant from *Mobil Corp.* Information: (818) 953-7568.

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

January 1989

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

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

Jan. 8-13—Annenberg Washington Program second annual winter faculty workshop, on "communications issues, policy issues expected to confront the new administration." Washington Program, Washington. Information: (202) 393-7100.

Jan. 12—Caucus for Producers, Writers and Directors meeting. Speaker: James Quello, FCC commissioner. Los Angeles. Information: (213) 652-0222.

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

Jan. 27-28—North American National Broadcasters Association annual meeting. Televisa, Mexico City. Information: (613) 738-6553.

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

■ **Jan. 31—Deadline** for entries in 14th annual Commendation Awards, sponsored by *American Women in Radio and Television*. Information: (202) 429-5102.

Jan. 31—Deadline for entries in *National Association of Broadcasters* "Best of the Best" campaign, honoring radio promotions. Information: (202) 429-5420.

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

February 1989

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

Information: (212) 254-4800.

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

Feb. 6-7—*National Association of Broadcasters'* managers roundtable, meeting "designed to give small and medium market general managers the chance to exchange ideas." Ramada Renaissance, Atlanta. Information: (202) 429-5420.

Feb. 7-8—*Arizona Cable Television Association* annual meeting. Sheraton Phoenix. Information: (602) 257-9338.

Feb. 8-9—*National Association of Broadcasters'* managers roundtable, meeting "designed to give small and medium market general managers the chance to exchange ideas." Sheraton Plaza La Reina hotel, Los Angeles. Information: (202) 429-5420.

Feb. 10-12—*Oklahoma Association of Broadcasters* winter meeting. Tulsa Marriott hotel, Tulsa, Okla. Information: (405) 528-2475.

Feb. 14-15—*Broadcast Credit Association* credit seminar. Orlando Airport Marriott. Orlando, Fla.

Feb. 16—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Allen, chairman, AT&T. Marriott hotel, Washington.

Feb. 22-24—*Texas Cable Show*, sponsored by *Texas Cable TV Association*. San Antonio, Tex. Information: (512) 474-2082.

March 1989

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

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

March 12-16—Sixth world conference of broadcasting unions, organized and hosted by *North American National Broadcasters Association*. Willard hotel, Washington. Information: (613) 738-6553.

March 13-14—*National Association of Broadcasters'* group head fly-in, "where heads of radio station groups will meet to discuss common issues and concerns of the broadcast industry." DFW Hyatt Regency hotel, Dallas. Information: (202) 429-5420.

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

March 30—*Federal Communications Bar Association* monthly luncheon, featuring international telecommunications panel, including Seth Blumenfeld, president, MCI International. Marriott, Washington.

April 1989

April 4—*Caucus for Producers, Writers and Directors* general membership meeting, featuring members of New York Business Roundtable, Los Angeles. Information: (213) 652-0222.

April 9-12, 1989—*Broadcast Financial Management/Broadcast Credit Association* 29th annual conference. Loews Anatole, Dallas. Information: (312) 296-0200.

April 10-12, 1989—*Cabletelevision Advertising Bureau* eighth annual conference. Waldorf-Astoria, New York. Information: (212) 751-7770.

April 19-23, 1989—*National Broadcasting Society, Alpha Epsilon Rho*, 47th national convention. Riviera hotel, Las Vegas. Information: David Guerra, (501) 569-3254.

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

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

April 27-29, 1989—*Broadcast Education Association* annual convention. Las Vegas. Information: (202) 429-

5355.

May 1989

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

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

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

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

May 24—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Kahn, president, Corporation for National Research Initiatives. Marriott, Washington.

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

June 1989

June 17-22—16th International Television Symposium. Montreux, Switzerland. Information, in Montreux: (021) 963-32-20.

June 21—*Federal Communications Bar Association* monthly luncheon. Speaker: Ralph Oman, Register of Copyrights, Library of Congress. Marriott, Washington.

July 1989

July 12—*Caucus for Producers, Writers and Direc-*

tors general membership meeting. Speaker: Michael King, president-chief operating officer, King World. Los Angeles. Information: (213) 652-0222.

September 1989

Sept. 13-16—Radio '89 convention, sponsored by *National Association of Broadcasters*. New Orleans.

Sept. 13-16—*Radio-Television News Directors Association* annual convention. Kansas City Convention Center, Kansas City, Mo.

October 1989

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

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

November 1989

Nov. 13-15—*Television Bureau of Advertising* annual convention. Century Plaza, Los Angeles.

Errata

Oct. 17 "For the Record" item on sale of WKTC(FM) Tarboro, N.C., should have valued transaction at \$3 million and 140,000 shares of Osborn Communications Corp. stock.

Open Mike

Telcos too

EDITOR: Your lead editorial in the Sept. 26 issue correctly points out that "the First Amendment will be an important consideration in the coming arguments over whether to let the telephone companies" provide cable TV service.

Unfortunately, however, the same editorial hints that BROADCASTING believes it is acceptable under the First Amendment for the government to continue excluding telephone companies from this business.

If that is your view, shame on you! BROADCASTING has been a leading crusader against government restrictions on the right to speak freely. It is amazing that you would suggest it may be appropriate for the government to restrict telephone companies' speech by prohibiting them from providing video programming service to the American consumer.

The First Amendment right to speak freely should apply to everyone—including the many cable operators and newspapers who today have a monopoly in their local com-

munities.—Rodney L. Joyce, attorney, Ginsburg, Feldman & Bress, Washington, and former administrator, National Telecommunications and Information Administration.

Togetherness

EDITOR: Despite the efforts of the National Association of Broadcasters to provide "AM Rally" forums at this year's Radio '88 convention, there was more negative AM talk than ever.

From cheap shots in convention publication parodies to negative "AM is more dead than ever" conversations in the hallways, it was very disturbing.

Yes, AM in general has many problems and challenges. And yet, the AM's that remain successful seem to be ignored.

It's a big enough hurdle in getting the public to "come back" and change their AM perceptions. It is a total disservice for all broadcasters to start downgrading AM at a time when all radio should get together to find solutions.

AM, FM...it's all "radio." We need to start thinking that way and looking at solutions.—*Mark Larson, program and operations manager, KFMB(AM) San Diego.*

News value

EDITOR: A job well done to ABC News on its week-long series of reports on the environment in the U.S. All of its newscasts, in addition to the *ABC News Special: The Poisoning of America*, gave us an in-depth, and sometimes very disturbing, look at what is happening to our world.

Some people may find investigative reporting and news specials boring, and network news divisions may be cutting costs on these projects due to below average ratings, but this past week of reports was well worth the money spent, and is proof of what broadcasting is supposed to do: to inform and to serve the public.

Television will always be a vital part of the mass media. Let's hope that the news divisions, on both the local and national levels, will keep providing this type of investigative reporting. The viewer at home does have a right to know.—*Philip J. Zocco, engineering, WTNH-TV New Haven, Conn.*

Tired of politicians

EDITOR: I don't understand why with all the to-do of equal time, the fairness doctrine and even candidates asking for free time, no one considers the viewer.

We are bored, insulted and begin to hate turning on our TV sets during campaigns. Why can't some thought be given to us?—

W.W. Whitfield, Columbus, Miss.

Saw it on the radio

EDITOR: My wife and I were anxiously trying to get home to watch the debate between George Bush and Michael Dukakis last month, but found ourselves stuck in a traffic jam going into Denver from the mountains. We were forced to listen to the first half of the debate on the radio.

When we finally got home and did turn on the TV, I realized we were better off with the radio.

I discovered that by listening (and not watching), it's possible to better analyze how the candidates stand on the various issues without getting caught up in their carefully orchestrated visual images.

Try it next time.—*Dick McMahon, Littleton, Colo.*

Sorry to see it go

EDITOR: With great sorrow I heard the final broadcast of WNBC(AM) New York. WNBC had offered a rich variety of informative and entertaining programs, including *The Time Machine*, an oldies program straight out of the 1960's Top 40 radio that got many of us off to school or work...and where we had fun along with the DJ's.

Since GE could not milk enough from the NBC cash cow, they simply threw 66 years of history and public service out the window. And what has Emmis Broadcasting contributed to the broadcasting art? In the space of a year, that company has bought two great personality-oriented New York AM stations [WHN(AM) and WNBC] and taken both of them off the air. What has replaced

WHN's personality country format and WNBC's variety of programs? Low-budget telephone call-in shows, seven days a week, 24 hours a day, in which sports is the *only* subject ever discussed...on Emmis's WFAN, a station more boring than the Eastern European propaganda stations that dominate shortwave. (Meanwhile, the old WHN/WFAN frequency of 1050 khz is being temporarily used by WUKQ, a Spanish-language station.)

Although New York has FM stations offering similar programming to WHN's country and WNBC's *Time Machine*, FM is no answer in this area. The much-bullyhoosed "AM-ization" of the FM band has been a fact of life for years here in Central New Jersey. Class B's in New York and Philadelphia operate on adjacent channels.

Emmis's [President] Jeffrey Smulyan has said that few listen to music on AM. I called the producer of *The Time Machine* on the night of that program's last broadcast and he said: "The phones here are going crazy"...and this was at 1:30 on a Friday morning. Even on a "normal" night or weekend, it was hard to get through on the studio lines during that program. I wish Smulyan could have been in that control room.

AM has great potential...especially if the FCC should ever test both AM stereo systems at its laboratories in Laurel, Md., under both clear reception and under interface/skywave conditions and set a single national standard *once and for all*. However, stereo and other improvements will do nothing to save AM if all we can expect from the AM stations is a steady diet of babble.—*Philip E. Galasso, licensee, experimental fixed station KA2XUK, Lakewood, N.J.*

Major Meetings

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 Washington and Omni Shoreham hotels, Washington. Future meeting: Jan. 27-31, 1990, Sheraton Washington and Omni Shoreham, Washington.

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

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

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

March 1-4, 1989—20th annual Country Radio

Seminar, sponsored by *Country Radio Broadcasters*. Opryland, Nashville. Information: (615) 327-4488.

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

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

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

April 29-May 2, 1989—*National Association of Broadcasters* 67th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

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

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

■ **Oct. 22-27, 1989**—*Society of Motion Picture and Television Engineers* 131st technical conference and equipment exhibit. Los Angeles Convention Center.

■ **Nov. 13-15, 1989**—*Television Bureau of Advertising* annual meeting. Century Plaza, Los Angeles.

A commentary on liability for payment of advertising time by Thomas J. Hogan and George Stella, Communications Credit & Recovery Corp., Garden City, N.Y.

Updating the basic rules of advertiser/agency liability

"Some other dude did it," or "soddi" as it is playfully referred to by the Criminal Defense Bar, is a means to obtain a dismissal of a crime with which a client has been charged. What is simply being said is that someone else is responsible for the act, but not the client.

An analogy is the situation that has been known to arise in the media in the event of non-payment for an advertising schedule, although here the statement might be more appropriately changed to "I ordered it, but the other dude is liable for it." Fortunately for the media, the finger pointing that occurs on delinquent accounts represents an insignificant percentage of overall advertising billed. However, while the percentage of accounts is small, the dollars involved are not at all insignificant. In this article we will again examine and attempt to update some guidelines concerning liability issues for application to situations that confront media credit personnel daily.

To begin, it is helpful to review principal-agent law: A principal may give its authorization to an agent to act on its behalf. That agent has the power to bind the principal for obligations made to third parties, as long as it acts within the scope of its authority. In binding the principal, the agent is not liable for the obligation.

Having restated the common law principle, it must be noted that its application to everyday situations that arise in the media requires an examination of the factual patterns which exist, in order to answer the question of where liability rests.

If an advertiser is exercising complete discretionary control over the placement of advertising, with the agency producing no creative input and simply making buys as directed by its principal-client, then in the event of non-payment of the advertising schedule, absent any acknowledgment of liability by the agency, liability rests with the advertiser directly.

While this is a simple description, it hardly illustrates events typical of the routine media buy. More often, the agency is supplying creative input and is making specific recommendations as to how the advertiser can best reach its target market. As the agency increases its level and extent of judgment and control, it takes on a new role, that of the independent contractor. In this role, the agency, while still acting on behalf of the client advertiser, is performing its function in a discretionary manner.

In assuming the role of independent contractor, the advertising agency is taking on a significant amount of responsibility in the advertising campaign, and lacking any other clearly stated definition of its role, a com-



Thomas J. Hogan (l) is vice president-general manager of Communications Credit & Recovery Corp., Garden City, N.Y. Prior to joining CCR, he held several management positions in the commercial collection industry.

□

George Stella is president of CCR. He is a member of the New York State Bar and has held sales and sales management positions with WNBC-TV New York, NBC-TV, Petry Television, Katz Communications and Lifetime Cable Television Network. He was also an NBC-TV affiliate relations sales service representative.

mensurate liability to media for advertising buys made, even though those buys are ultimately made on behalf of a client.

The dilemma faced by the media credit grantor is to determine what scenario, or degree thereof, applies to the potential order with which it has been presented. But how can this question be answered?

Asking the credit department of the potential media credit grantor to determine what roles are being played by advertiser and agency is at best a difficult task. This is particularly so since they are not privy to the contractual relationship between the two. Nonetheless, clarification of this issue is a must in the event of a future delinquency.

The key, of course, is defining to whom credit is being extended. For years, the industry standard had been sole liability for payment by the advertising agency. With the financial failure of certain substantial ad agencies, an effort was made by the media to extend the liability point beyond the agency to include the advertiser as well. After all, the theory went, it is the advertiser that is really receiving the benefit of this advertising, and they should also be liable. (Essentially, this is a restatement of the "unjust enrichment" concept.)

The "dual liability" theory, which has a solid basis in substantive legal precedent, has encountered numerous problems in practical application to the media. *CBS vs. Stokely Van Camp*, in which the Federal District Court of New York ruled that, lack-



ing an overriding contractual statement of liability, the advertiser did not have a direct obligation to the media, makes clear the court's unwillingness to find liability on the part of the advertiser when the facts indicate that the agency was not serving as an agent in the common law sense. The assumption that the agency is automatically in a position to bind the advertiser, or that the advertiser is bound after being notified of an agreement between station/publisher and agency but without formal ratification of that agreement, is erroneous.

To avoid uncertainty, it becomes incumbent upon the media to make clear its position in dealing with an agency and, through that agency, an advertiser. In the first instance, agency recognition forms should be identified as credit forms, and a statement for the position with respect to agency liability should be made clear, and should be restated on any order acknowledgments or confirmations. Since this is a practice already implemented by many media credit grantors, it is the next step that bears more extensive discussion.

In order to establish a link in support of a claim of liability on the part of the advertiser, we recommend the following:

- Have the advertiser pre-sign all orders for time or space.

- If the order is signed by the agency only, send a letter to the advertiser before the schedule runs or the ad is published acknowledging receipt of the order, with a copy requesting the advertiser to sign the dual liability provision, indicating its consent and acknowledging liability.

- A letter of continuing guarantee executed by the advertiser, where there is a long-term relationship with frequent buys to be made; or

- As a last resort, a more general letter might be requested from the advertiser, stating that the ad agency is its agent for the placement of all advertising.

The means to avoid a cloud of uncertainty or strengthen a potentially weak position should a default in payment occur is clearly contained in the written form. If it is not forthcoming with the initial order, then further discussion should be considered as part of the overall credit approval process.

Of course, whether or not a station or publisher may choose to insist upon any acknowledgment from an advertiser will properly depend upon its relationship with the agency involved as well as its reading of the agency's financial position. Should media believe that the circumstances do warrant such action, then by obtaining one of the recommended confirmations the creditor will have solidified its position for future use should its evaluation of a potential payment problem with the agency become a reality.

Setting new standards for VHF technology and reliability

Harris' revolutionary 4 kW through 60 kW **Platinum Series™**

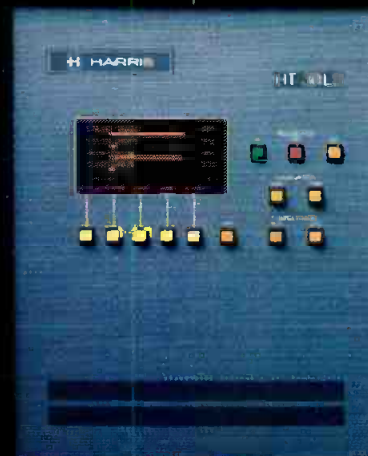
VHF solid-state transmitters look different because they *are* different. Quite simply, these rugged, modular transmitters provide unequalled system redundancy to keep your station on the air.

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

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

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Conservatively-rated 1 kW visual and aural power amplifier modules with individual MTBFs of 250,000 hours are identical and interchangeable. For extended life and reliability, each high-silicon module features a unique heat sink. "Hot-pluggable" modules can be changed easily and safely while the transmitter is operating.



Control Panel/User Display

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



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

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

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HARRIS

Broadcasting Oct 24

TOP OF THE WEEK

Congress, in overtime, passes TVRO, children's ad bills

H.R. 2848 clears up copyright questions over delivery of over-the-air signals to home dishes; broadcasters now must provide programing for 'special needs of children' with ad limits; also OK'd is lottery advertising

The 100th Congress flexed its regulatory muscle last week and, as a result, the Fifth Estate will operate under some new ground rules. For starters, the Senate, after months of uncertainty, approved by voice vote a House measure (H.R. 3966) that would reimpose limits on the amount of advertising during children's programs and require broadcasters to serve the "special needs of children." Despite earlier threats of a presidential veto, most observers felt the measure would become law.

And a copyright bill (H.R. 2848), which should bolster the struggling home satellite industry as well as ensure backyard dish owners access to network and independent broadcast signals, was also headed for the President's desk.

This was all part of last week's activity on Capitol Hill as Congress prepared to depart last Friday night (Oct. 21). Slated to adjourn more than two weeks ago, the lawmakers stayed on primarily to pass a mammoth antidrug bill (BROADCASTING, Oct. 10, 17). By week's end, however, it appeared that the 100th Congress had completed its communications policymaking business.

The copyright measure creates a six-year compulsory license for the satellite distribution of broadcast signals to dish owners (BROADCASTING, Sept. 26, Oct. 10). The bill goes a long way toward eliminating uncertainties surrounding the legality of such distribution under copyright law.

The Satellite Broadcasting Network (trade name Primetime 24), which has been engaged in court battles over the delivery of its program package of network signals to rural dish owners, hailed the new law as a "giant step" toward advancing the goal of bringing television services to "thousands of unserved households."

H.R. 2848 establishes more than copyright policy. It should help stabilize the fledgling home satellite (TVRO) industry through provisions that establish stiffer penalties for piracy of satellite signals and make the manufacture, assembly and modification of unauthorized descramblers a felony punishable by a fine of up to \$500,000 and imprisonment of up to five years. Also, the FCC would be required to conduct an inquiry to determine if a universal encryption

standard is needed.

The measure was plagued by problems since its inception some two years ago. But after lengthy negotiations between industry groups, the lawmakers (chiefly House Copyright Subcommittee Chairman Robert Kastenineier [D-Wis.], Mike Synar [D-Okla.], Rick Boucher [D-Va.] and Billy Tauzin [D-La.]) fashioned a suitable compromise. Support slowly grew, with satellite carriers, the TVRO industry, cable, the motion picture industry and broadcasters even-

have to provide programing that serves the "special needs of children." Additionally, the FCC during license renewal time would have to determine whether a licensee had and Information Administration sailed through the House. They establish funding levels and, in the cases of the FCC and CPB, incorporate some policy changes (BROADCASTING, Oct. 17).

The National Association of Broadcasters was especially pleased with the final passage of a lottery advertising measure, enabling stations to air advertisements or even public service announcements promoting all legal lotteries. Currently, broadcasters can carry advertisements for state-run lotteries only. "Many broadcasters have had to turn down the requests of charity groups and others to publicize their community events, much to the frustration of these groups," said NAB President Eddie Fritts in a statement last week.

Of last week's congressional accomplishments, the children's television bill was certainly the most controversial. Stalled in the Senate since June (BROADCASTING, June 13), the measure's fate was hanging in the balance. House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and Senator Tim Wirth (D-Colo.) were at loggerheads over the measure after Wirth blocked Senate action in an effort to amend the House bill, of which Markey is a key sponsor (BROADCASTING, Oct. 10, 17).

Wirth, who chaired the House Telecommunications Subcommittee when he served in the House, was criticized by the bill's proponents for "interfering," and was accused of trying to claim credit for legislation others had labored over. Wirth does not sit on the Commerce Committee, which oversees communications matters, but in the Senate it takes only one member to hold up legislation. Hill sources say he pulled back to avoid any blame for killing the measure.

Nevertheless, Wirth's undertakings won praise from some groups, including the American Academy of Pediatrics, American Psychological Association, Consumer Federation of America and the National Education Association, which issued a joint statement endorsing his actions. They also voiced disappointment with the broadcast industry for blocking Wirth's efforts.

But Peggy Charren of Action for Children's Television defended the broadcasting industry. "The industry signed onto this in good faith.... I think their behavior was fine." She was ecstatic about the prospects of the new law. "This reverses the Reagan administration's attitude of 'let them eat

100TH CONGRESS 2d Session	H. R. 3966
IN THE SENATE OF THE UNITED STATES	
June 9 (legislative day, June 8), 1988	
Received	
June 13, 1988	
Ordered held at the desk	
AN ACT	
To require the Federal Communications Commission to reinstate restrictions on advertising during children's television, to enforce the obligation of broadcasters to meet the educational and informational needs of the child audience, and for other purposes.	
1	Be it enacted by the Senate and House of Representa-
2	tives of the United States of America in Congress assembled,
3	SECTION 1. SHORT TITLE.
4	This Act may be cited as the "Children's Television Act
5	of 1988".
6	SEC. 2. FINDINGS.
7	The Congress finds that—
8	(1) television can assist children in learning impor-
9	tant information, skills, values, and behavior, while en-

tually backing it. (Despite that momentum, an internal dispute between Senate and House members over trademark legislation almost sank the bill [BROADCASTING, Oct. 17].)

The most formidable opposition initially came from broadcasters. But independents were finally placated with language that instructs the FCC to consider a syndex rule for the retransmission of broadcast signals to dish owners. And the networks dropped their objections after stronger safeguards concerning the delivery of affiliate signals to so-called white areas (where network signals are unavailable by other means) were added.

Three authorization bills affecting the FCC, the Corporation for Public Broadcasting and the National Telecommunications

cable," said Charren, who also praised Markey. "Markey deserves more credit than anybody on this legislation," she said.

Under the measure, broadcasters would "serve the educational and informational needs of children in its overall programing." Advertising would be restricted to 10½ minutes per hour on weekends and 12 minutes per hour on weekdays. But the limits would not take effect until after Jan. 1, 1990, and by 1993 the FCC would be authorized to review the standards and modify them if necessary.

During the Senate's action last week, Wirth expressed his frustration with the initiative and stated his preference to see the programing requirement made "stronger and more explicit." Nevertheless, he agreed to support it after receiving a commitment from Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) to hold a series of hearings on a "host of children's television issues."

Hollings also promised that the committee would conduct a study in 1990 to determine whether the renewal standard provision is providing enough of an incentive to increase the "quality and quantity of children's programing," something that Wirth had been pushing for in his proposed amendment.

A licensee must serve "the educational and informational needs of children in its overall programing."

Moreover, Hollings engaged in a colloquy with Wirth to clarify that while broadcasters "can rely upon overall programing," they must also "make some reasonable effort to meet the unique public service needs of the various segments of the child audience, including programing aimed at the young child."

The legislation is the product of nearly two months of intensive negotiations between Markey and the NAB (BROADCASTING, April 4). The networks and the Association of Independent Television Stations are also on board. "Although there were parts of this bill we would have preferred to omit, we did not oppose it in the interest of the child audience and in the interest of compromise," said Benjamin McKeel, chairman of NAB's television board and vice president of television for Nationwide Communications.

Not only did broadcasters work with Markey to reach a consensus, but there were already signs of heightened sensitivity to the issue. NAB announced last week it was launching a national campaign in January to promote a "Family Viewing Month" to "reinforce the medium's educational and entertainment aspects."

But the FCC reacted strongly. FCC Chairman Dennis Patrick called the legislation "both unnecessary and ill-advised, especial-

ly considering the pending resolution by the FCC of related rulemaking dockets." Patrick was referring to the agency's comparative license renewal proceeding (see page 51) and its broad inquiry into children's advertising. Moreover, the chairman took issue with the ad limits, saying that they are "considerably below the industry standard." (Under the old NAB code, the limits were 12 minutes per hour on weekdays, but only nine-and-a-half minutes on weekends.)

His comments drew a sharp rebuke from Larry Irving, senior counsel to the House Telecommunications Subcommittee, who said Patrick's statement "smacks of arrogance," and that it is "ridiculous that the chairman of the FCC can not figure out that Congress does not have to wait for the FCC to act." □

Looking ahead to the 101st; more activity likely on fairness, must-carry, HDTV, cable issues

It may be far too early to read the tea leaves for next year, but it does seem a virtual certainty that much of the vigorous Hill oversight of the broadcast and cable industries, which has been the trademark of the 100th Congress, will continue and possibly accelerate when the 101st Congress convenes Jan. 3.

Last week as Capitol Hill prepared for adjournment, communications lobbyists and Hill staffers shared their thoughts with BROADCASTING on what lies ahead in the 101st Congress. There was a general consensus that lawmakers would pick up where they left off concerning the fairness doctrine, must carry, high-definition television, children's television and the issue of cable's growing market power and whether its competitors are being denied access to cable programing. But the ongoing negotiations between Hollywood and the networks over the FCC's financial interest and syndication rules could spill over to Capitol Hill. And the telephone industry's desire to enter the television business may generate some activity.

Reimposition of the fairness doctrine will be a chief priority. House and Senate leaders, Ernest Hollings (D-S.C.), chairman of the Senate Commerce Committee, and John Dingell (D-Mich.), chairman of the House Energy and Commerce Committees, have vowed to see it become law next year. Until that happens, other Hill action on broadcast issues will remain on hold as it has since the FCC abolished the doctrine in 1987.

Broadcasters should prepare for a busy season. Hollings promises to hold a series of hearings on children's television issues. The senator's broadcast reform legislation, introduced in 1987, could serve as a base from which he might act next year. It would impose significant programing and administrative obligations in exchange for a two-step license renewal procedure.

The industry may come under further assault as lawmakers will probably revive a bill that would guarantee that candidates be given a lower political advertising rate. Efforts to tax the industry's use of the spectrum

and legislative proposals affecting broadcasters' advertising revenue are other areas of potential Hill action.

Some Hill watchers were predicting that Representative Tom Tauke's (R-Iowa) proposal calling for removal of antitrust restrictions so that broadcasters can come up with a voluntary code to regulate such things as children's television and violence, will gain ground next year. The Association of Independent Television Stations is already backing it. Some industry observers think Tauke's initiative will offer broadcasters an alternative to government regulation.

Tauke told BROADCASTING he will push the measure and is interested in building support outside Congress for the initiative. Senator Paul Simon (D-Ill.) has promised to move his television violence measure again.

With fairness settled, however, broadcasters would likely see a "serious run to codify some form of must-carry rules," predicted one House aide. "I don't know how we'll do must carry," said Larry Irving, senior counsel to the House Telecommunications Subcommittee, who pointed out that it has to be "done carefully" to create a record for rules that will pass constitutional muster.

According to Irving, Subcommittee Chairman Ed Markey (D-Mass.) wants to take a "good look at the status of the telecommunications industry." He intends to take a comprehensive approach to looking at all the issues, said Irving.

The development of high-definition television is another matter the subcommittee will focus on, said Irving.

As for cable, the subcommittee has not developed an agenda, although it will convene the last of three oversight hearings it had planned to hold before adjournment. The FCC has tentatively concluded it should recommend that Congress lift the cross-ownership ban on phone companies providing cable television services in their service areas, and Irving anticipates the matter will draw some interest.

And the FCC is conducting an inquiry into cable's compulsory license which might result in a Hill review of the matter.

As for the 100th Congress and some of the earlier forecasts that the cable industry was in deep trouble, National Cable Television Association President Jim Mooney quickly pointed out that despite greater congressional scrutiny, those assumptions "have not yet manifested themselves of anything tangible."

Mooney admitted there was a fair amount of "cable bashing by various of our competitors and a few members of Congress too." But, he continued, "that is not something that has been peculiar to our industry. Congress exercises a lot of its power through oversight, not just of government agencies, but oversight of industries over which it has jurisdiction. Undeniably we've come in for our share of criticism, but so have a lot of other industries as well."

Nor does he think cable's standing has been harmed by that criticism. The deal struck between cable programmers and the National Rural Telecommunications Cooperative (a noncable distributor serving backyard dish owners) was "obviously regarded

by many in Congress as a sign of the cable industry's willingness to be responsive to members of Congress's concerns," he said. And NCTA's efforts to "try to work out some kind of resolution of the must-carry issue has been noticed up there too," said Mooney.

"The fact that must-carry was not addressed by this Congress was not our doing. That was really a function of differences some members of Congress had with the broadcast industry on another matter." (Mooney is referring to the fairness doctrine.)

As for the next Congress, Mooney hesitated to make any predictions. He does, however, think the telco-cable debate "may in the end" not be as much of an issue as many people anticipate it will be. Furthermore, he said he believes the issue is being driven by the trade press and "to a very significant degree by [FCC] Chairman [Dennis] Patrick."

Senator Al Gore (D-Tenn.), who failed to win passage of his controversial home satellite bill, is prepared to again battle with the cable industry (BROADCASTING, Oct. 17). But Mooney refrained from discussing what might occur on that front next year. He is, however, hopeful the backyard dish industry "at some point will devote its energies to marketing and pursuing business strategies."

Asked what the likelihood is for any future Hill action on cable's compulsory license, Mooney thinks it will largely depend on what happens with syndex. "If syndex sticks, I am not sure what the compulsory license issue would be because they no longer could say that they [broadcasters] are being deprived of anything that they should

have. All syndex is, is a kind of retrenchment of the compulsory license." Reexamination of cable's compulsory license on Capitol Hill failed to materialize despite efforts on the part of independent television to make it an issue in the must-carry debate.

There are few signs that cable's critics will be any less vocal before the 101st Congress. Based on INTV President Preston

Padden's assessment of what lies ahead, there will be continued pressure. "I think some of the collective voices of concern about what is going on in the communications marketplace are going to be heard in the next Congress. I think the heat is going to be greater than ever." Padden feels policymakers will want to "fashion something to put the house in order." □

Sketching scenarios for network-cable crossownership

Analysts say if FCC prohibitions are repealed, it's more likely an MSO might try to buy a network than vice versa

The FCC's proposed rulemaking to lift restrictions on broadcast network-cable system crossownership may be debated in the language of public policy. But whether any ownership changes actually take place, if the rules are changed, may more likely be decided by business considerations. The current view from Wall Street says that the three TV networks would encounter a mess of complications were they to attempt to take advantage of the proposed rule change. If anything, the proposed rulemaking, while understood as allowing ABC, CBS or NBC to buy cable systems, may more likely permit an MSO to buy a broadcast network.

Especially for NBC and Capital Cities/ABC, programming for cable is a higher priority than purchasing systems, analysts say. NBC is launching its Consumer News and

Business Channel in 1989; ABC owns most of ESPN and part of Lifetime and Arts & Entertainment.

General Electric, NBC's parent corporation, appears most able to afford an extensive cable purchase, and has expressed the most interest in the recent move toward crossownership repeal. But before investing, "They want to see the cable-telco situation work its way out," said John Reidy, an analyst at Drexel Burnham Lambert. Capital Cities/ABC would have more limited resources, and CBS, which has \$3 billion in cash reserves, probably would prefer to spend its money elsewhere. "Mr. Tisch does not buy things that are highly in vogue," Reidy said. The company has stated, moreover, that one of its major objectives is to continue station acquisitions so that its owned and operated stations, currently in markets covering about 21% of U.S. households, reach the maximum allowable 25% level. The cost of such a purchase, Reidy

Media agendas of Dukakis and Bush

Governor Michael Dukakis of Massachusetts is not saying "no" or even "maybe" to invitations to appear on television. Dukakis, who is trailing Vice President George Bush in the presidential race, will be the subject of a 90-minute interview on a special edition of ABC's *Nightline*, beginning at 11:30 p.m. NYT this Tuesday. Dukakis and his wife, Kitty, will appear for an hour on *Larry King Live* tonight (Oct. 24), starting at 9 p.m. NYT, on CNN. Those appearances followed the governor's appearances on ABC's *Good Morning America* and CBS's *This Morning* last Friday (Oct. 21). The Bushes were nowhere to be seen on any of that free media.

In fact, Dukakis's scheduled solo, face-to-face appearance with Ted Koppel tomorrow night in Denver, where the governor will be campaigning, is a consequence of the Vice President's refusal to participate in a 90-minute debate on *Nightline*. Dukakis had accepted the invitation to debate within a week of its issuance on Sept. 30. Bush made it clear he was not interested, but did not finally reject the offer until the day after his second televised debate, Oct. 13, during which he stated unequivocally his refusal to participate in any more debates. Koppel had said that if only one of the candidates accepted the invitation to debate, he would be asked to sit for a 90-minute interview.

Bush may yet show up on a special edition of *Nightline*. ABC News President Rooney Arledge, during a press tour, said he would "entertain having the Vice President on," although he said that was not a commitment. Bush was already the subject of a lengthy interview on a special one-hour *Nightline* on June 4.

The interview is remembered primarily because of the insistence of the Vice President—who was not in the studio with Koppel but was visible to him and the audience on a monitor—on calling the anchor "Dan."

Dukakis also appeared on ABC in a five-minute block of purchased time, on Saturday night (Oct. 22).

In his interviews with *GMA*'s Charles Gibson and *This Morning*'s Kathleen Sullivan, Dukakis explained his eagerness to accept invitations like theirs: "I want to get my message across in the final 18 days of the campaign." Bush last week had not yet responded to invitations by the two shows to sit for live interviews. Larry King was also awaiting an answer to an offer to the Bushes to appear on his show. He said a campaign aide told him the couple "might do it."

Dukakis, meanwhile, has decided to take advantage of another opportunity offered by *GMA* to get his message across. It will come in connection with Gibson's planned East-West tour of the country, examining issues in key states during the week of Oct. 31-Nov. 4. *GMA* invited each of the candidates to sit for taped interviews with Gibson on the issues. Dukakis has accepted, Bush last week had not responded. If he does not accept the invitation, a spokeswoman said, *GMA* will produce pieces on his positions.

A spokesman for the Bush campaign in Washington said the Vice President "hasn't ruled out appearances on television shows." But he said Bush was campaigning "on a personal level in media markets."

estimated, would be about \$1 billion.

By comparison, with the same \$1 billion, CBS would be able to buy, at a rough price of \$2,000 per subscriber, half a million subscribers—about one-half of 1% of U.S. TV households. In the cable television universe, pointed out John Reidy of Drexel Burnham, this is barely enough to achieve an economy of scale in programming.

CBS, or one of the other broadcast networks, could make a larger acquisition of cable systems through borrowing. But any large acquisition raises a separate problem, analysts say. "The main restriction is not availability of funds, but affiliate concern," said Ken Noble of PaineWebber. If a network were to own a cable system in the same market as an affiliate, both network and affiliate would be competing for advertising dollars in the local market—an obvious conflict of interest for the network, Noble said. Such difficulties might cause a defection of affiliates. Because the value of a network lies in the audience it can reach, Reidy said, it doesn't make sense to favor cable systems reaching 50% of TV households over affiliates reaching nearly 100%.

Affiliate conflicts thus would guide networks to buy systems where they had no local affiliates, Noble said. This would lead networks to smaller markets with one or two affiliates. The economic return on the operation of systems in these smaller markets is unclear. The three affiliate groups were planning to file joint comments today detailing their opposition to the crossownership repeal.

The experimental value of small-scale systems would be limited, Reidy said, because of all three players' previous experiences in cable: "They all know how it works," he said. Under a limited waiver to the crossownership restriction, CBS in 1982 bought an 18,000 subscriber system in the Dallas/Fort Worth area. It sold the system three years later after unencouraging operating results. NBC President Robert Wright spent three years as the president of Cox Cable Communications, and GE operated several cable systems before its acquisition of RCA. Capital Cities operated systems with 350,000 subscribers before its merger with ABC forced the division's sale in order to comply with the current network-cable crossownership rules.

The addition of the broadcast networks to the list of potential cable system acquirers would probably increase those systems' prices, said Sumner Redstone, chairman of Viacom: "I would love to see them as potential buyers, because it would drive cable system values higher."

There are at least some who think that network purchase of cable systems is a non-issue. Peter Falco, a securities analyst for Merrill Lynch, said: "It's going to be cable buying network." From the point of view of cable operators, carrying ABC, CBS and NBC is essential, Falco said. Repeated surveys of cable subscribers, Falco said, point out that the top three favorite channels of cable subscribers are the three network affiliates.

The value of a cable system, in the long run, comes down not to its delivery mecha-

nism but to the attractiveness of its programming, Falco said. It makes sense for an MSO to protect its most valuable supply of programming by purchasing it, especially if the MSO is going to have to compete with a telephone company in home entertainment. The cable operator, Falco said, needs the most attractive channels to offer consumers at an attractive price, or it needs one or two proprietary channels that a consumer will buy.

But buying a network would be no easier for an MSO than an MSO purchase would be for a network. According to recent valuation estimates of the networks made by BROADCASTING (Sept. 26), the CBS network (not including the owned and operated stations) has a value of about \$1 billion. ABC is worth more, about \$1.3 billion, while NBC's worth is closer to \$2 billion. But while valuable, at least the ABC and CBS television networks are not generating a great deal of cash that could help finance their purchase by an MSO. The CBS television network, for example, will have an operating cash flow of \$93 million for 1988, according to an estimate by Ray Katz of Mabon, Nugent & Co. But if a network were purchased, "affiliates would depart en masse," Noble said. As a result, networks might not be able to generate the advertising revenue they do with their current affiliates. "Part of the value of a network is that it can assure clearances in major, major markets," Reidy said. If the network owner does not own the major market stations, "they won't have assurances of clearances." To generate cash flow that could support their purchase, the networks would need regulatory changes such as repeal of the financial interest and syndication rules. But, Reidy emphasized, he does not think a network and its station group are separable.

An additional barrier is that the network owners probably do not want to part with their networks while retaining the stations. Much of the value of owned and operated stations comes from their network affiliation, an affiliation that might not be guaranteeable after network purchase. Indeed, the very value of that affiliation might be diluted by cable ownership.

If an MSO wanted to purchase a network and its stations, it would first have to find a seller. "GE ain't purchasable," Reidy said. And neither, he said, is its broadcasting group, the purchase of which was the rationale for GE's RCA acquisition.

To purchase one of the other networks would require purchasing power on the scale of that belonging to Tele-Communications Inc. or Time Inc.'s American Television & Communications. CBS's television broadcasting operations have an asset value of more than \$3 billion, according to Katz; Capcities' network and stations are worth about \$6 billion.

After the purchase, an MSO would face the same possibility of affiliate defections as would be the case if the broadcast networks were to buy cable systems. Additionally, because of restrictions on crossownership of cable systems and broadcast stations in the same area, the MSO might have to choose between the value of a cable system's revenues and the value of an owned and operated station's coverage and revenues.

Ultimately, it appears that the economic problems raised by crossownership might be too great for either networks or MSO's to take advantage of the opportunity. If and when crossownership restrictions are lifted, said Lisa Donneson, an analyst at Salomon Brothers, "it's something that's taken place too late, for these companies, to have an effect on their mix of assets." □

Networks: Blowing billion-dollar horn

Self-promotion begins in earnest; use of alternative media and new strategies tied to staggered season start and slippage in viewer levels

The rush of on-air promotions for ABC, CBS and NBC has begun. During the upcoming weeks, the three networks will collectively use up over \$1 billion of their own air time running roughly 21,000 separate commercials.

While much of the network promotion is traditional, the next few weeks will also see some change and experimentation. At least two of the networks are increasing their use of alternative media, in part because the declining share of their own on-air promotions no longer carries the same impact as in past years. Network advertising and promotion chiefs also look for media with a more targeted audience and for ways to reach light or occasional viewers:

■ Last Friday (Oct. 21), a CBS advertisement for made-for-TV movie *Jack the Ripper* ran in newspapers in Dallas and Houston saying, "There is a shocking new movie and

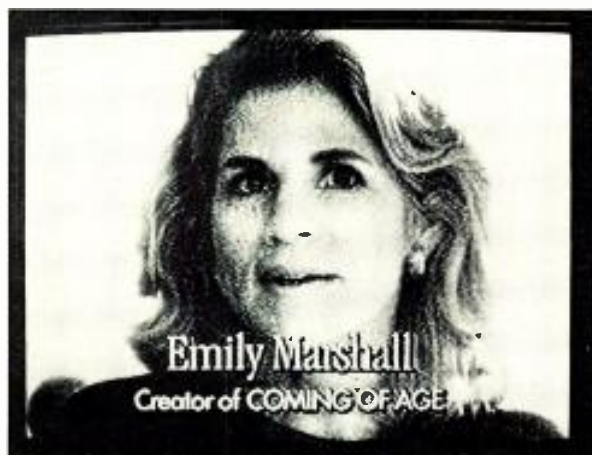
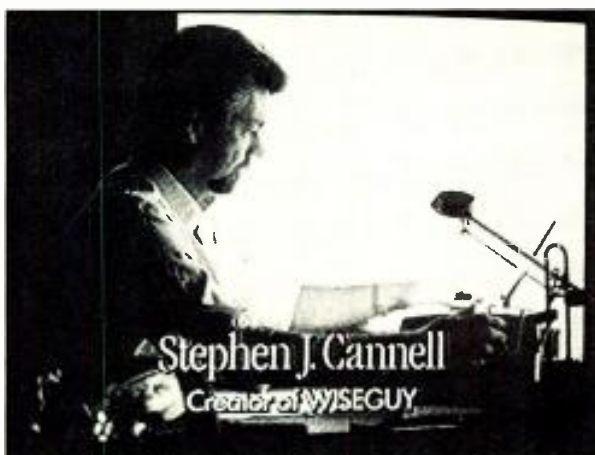
you won't find it in a theater anywhere." The ad did not run in the television section of the newspaper; rather it was mixed in with movie display ads. CBS was only partially successful in trying to reach those who don't read the television section because most newspapers, including papers in New York and Los Angeles, declined to guarantee that the ads would run in the film listings section.

■ ABC recently signed an exclusive agreement with the Black Entertainment Television cable network, giving it the right to run its promotions on BET, while denying it to the ads of CBS, NBC and Fox.

■ NBC has followed the trail only recently blazed by consumer products advertisers, putting a 60-second promotion for its shows on the "trailers" of three videocassette films. Said one NBC executive, "Several home video distributors were not too thrilled with the idea."

■ A promotion for *Dirty Dancing* running on MTV would not have passed the broadcast standards department of the network which will carry the show, CBS.

■ ABC will be buying an eight-page sec-



First two of CBS's 'Creators' spots

tion in *USA Today* to trumpet its upcoming mini-series, *War and Remembrance*. It has gotten some advertisers, such as Lincoln-Mercury, to be a part of the section.

Despite the fact that the people producing and placing the networks' advertising and promotion probably number no more than a few dozen each, those departments are viewed with great importance. Last Wednesday, before the International Radio and Television Society, CBS Chief Executive Officer Laurence Tisch designated promotion as one of three key elements in the network's strategy (see page 57).

At CBS, the task of letting the greatest number of desirable viewers know about the schedule has been given to George Schweitzer, who was recently hired back from Young & Rubicam, where he was vice president, corporate communications. Schweitzer's counterparts at ABC and NBC are Mark Zakarin and John Miller, respectively.

These three share many of the same tasks given to advertising/marketing executives of any company: defining the conceptual strategy, executing production and planning media placement. But there are differences particular to television. For one, much of the product—the shows—that has to be promoted is not ready until just before it is consumed. Therefore, network promotion chiefs have little time to test various promotions or to plan strategies. This has never been truer than this year, where last minute program changes caused by the writers' strike are the order of the day.

Another difference is that the network's promotion is actually made from the product, with clips from the show often being pasted together to form the advertising spot. But the networks are now probably doing more original "shooting" of spots promoting shows than ever. A good example of such promotion is that which began airing last week on CBS. Called the "Creators," the spots feature the executive and creative producers of various CBS series. Schweitzer said the spots are intercut with footage from the shows: "They are done in kind of a documentary style," he said. Much of the new promotion is being done in-house under the stewardship of Michael Mischler, who Schweitzer recently hired as vice president, advertising and promotion, from King World Productions.

Creativity is applying more and more to the placement of media as well. For ABC and CBS, their own radio networks and stations serve as a secondary medium (NBC has sold its radio network and all but one of its stations), although, unlike television, they use each other's networks as well. Alternative media such as newspapers, specialty magazines, direct mail, outdoor, billboard and transit advertising are all being considered—CBS is even thinking about putting up advertisements on the side of its 52-foot mobile units. Measuring the effectiveness of these various promotions is a major task in itself, which is why promotion research is the fastest growing segment of at least one network's research division.

The choice of media ideally works hand in hand with strategy, and here there are currently differences among the three networks. CBS, because it lacks the large audience vehicles such as the Olympics, *War and Remembrance* and the baseball playoffs on which to attach promotions for other shows, appears to be going more to outside media. Schweitzer said there are other reasons to do this as well, including the ability to better target households which currently are light viewers or non viewers. For this reason CBS will be, for instance, buying ad space in teen magazines for the first time, to promote shows like *Almost Grown* and *TV 101*.

ABC's Zakarin said his major concern is to try to counteract the confusion caused by the strike. Specifically, he thinks ABC needs to emphasize on what days the new shows will premiere, and for that reason the network will this year assume a greater share—going from one-half to two-thirds—of the cost of co-op advertising that affiliates place in local newspapers.

Part of developing network strategy is to work with the competition. While NBC began running ads on MTV four years ago to promote *Miami Vice*, it is now doing joint promotions with videocassette companies. Print ads promoting the network's schedule are being placed in packages of blank TDK videocassettes. An even more complex strategy is ABC's allowing Sony to use the title for *War and Remembrance* on four-packs of blank videocassettes. Ads are then running in such places as record stores and in programs like the syndicated *Siskel & Ebert*, saying: "If you can't be there be sure

to record it on Sony video tape."

"Do as I say, not as I do," may be what network sales executives tell advertisers if the networks' own promotion departments increase their buys on nonnetwork media. Miller said NBC has even gotten involved with TV stations' current worry, local cable. But right now, outside spending is only about 10% of the value of total promotion. The real problem in promotion is neither the media nor the money, said ABC's Zakarin: "It is not that hard to find innovative ways to spend money...the difficulty is getting both innovative media and an innovative message and matching the two in the right time and the right place." □

New season race results

So far, new syndicated entries aren't burning up the track; on networks, 'Roseanne' does best among premiere episodes

USA Today: The Television Show continues to underwhelm the viewing audience and the 156 stations around the USA that carry it. Last week, Nielsen released the first national weekly rating for the show, an average 5.3 for the week ending Oct. 9. The national rating had been held up for several weeks due to discrepancies in Nielsen's station lineup for the program.

Nielsen also continues to withhold national ratings for *The Cosby Show* due to problems in confirming station lineups. In metered markets, however, *Cosby* continued to perform sluggishly, with an overnight market average (in week two) of a 9.6 rating/19 share, below expectations. In Los Angeles, for example, the show pulled a 7.1/13, far below the 14 rating initially projected by the station, KCOP(TV).

In what program analysts say is one of the worst seasons for new first-run programs, no hits have emerged from the new batch of shows. The highest rated new first-run program on Nielsen's top-20 list last week was Viacom's *Superboy*, which placed 13th over all with a 5.4 rating. *USA Today* was 14th and LBS's struggling *Family Feud* was 15th with an average 5.2. Despite the low num-

bers, LBS said that *Feud* would definitely be renewed for a second season (see "In Brief").

The King World troika of *Wheel of Fortune*, *Jeopardy!* and *Oprah Winfrey* continues to top the syndication ratings, placing first, second and third, respectively, on the Nielsen charts for the week ending Oct. 9.

Season to date, among new game shows the news is not good. The latest available Nielsen nationals rank the *Gong Show* 80th over all among the 142 syndicated programs Nielsen measures, with an average 1.9 rating. Multimedia Entertainment's *Sweethearts* is tied for 92nd with an average 1.6 rating, along with the two new medical programs, Lorimar's *Family Medical Center* and MGM/UA's *Group One Medical*. Paramount's new game show, *Wipeout*, ranks 107 with a 1.2 average rating, while Select Media's game entry, *Relatively Speaking*, came in at 111 with a 1.1.

The five worst performers among new shows this season include Samuel Goldwyn's *Body by Jake*, at the bottom in 142nd place with a 0.5 rating. Four Star's *New Liar's Club* is 134th with an average 0.6, while the off-network *Care Bears* and *Latin Connection* from All America are tied at 128th with a 0.7. Rounding out the bottom five is *The Snorks*, from Worldvision, at 124th with a 0.8. □

Move over boys of summer, there's a new player this fall and her name is Roseanne. ABC's *Roseanne*, in its premiere on Tuesday, Oct. 18, 8:30-9 p.m., scored a 23.7 rating and a 35 share, beating NBC's coverage of game three of the World Series by more than four rating points in that half-hour

slot, and demolishing CBS's *High Risk*, which scored a 7.1/10. *Roseanne* increased its lead-in from *Who's the Boss?* by almost two rating points. *Roseanne*'s numbers are the best season premiere results this season.

The World Series averaged a 24.7/40 on Tuesday, Oct. 18, and a 24.0/39 the next night, winning both evenings handily for NBC. On Monday night, without the Series, NBC also won, with its *Monday Night Movie*, *Double Standard*. NBC averaged a 21.1/33 against ABC's *Monday Night Football*, which scored a 15.1/26, and against CBS's *Monday Night Movie*, "Out of Africa," which scored a 12.7/20.

In other season premieres last week, ABC's *Growing Pains* (Wednesday, 8-8:30) scored a 19.1/30, winning its time period against the beginning of game four of the World Series, which scored a 14.9/25, and against the Smothers Brothers special on CBS, which scored an 8.1/13. Also premiering on ABC last Wednesday night and following *Growing Pains* was *Head of the Class*, which began its third season with an 18.8/29, also against game four of the World Series and the Smothers Brothers special.

ABC counterprogramed the World Series on Tuesday and Wednesday from 9 to 11 with parts one and two of the mini-series *North and South*. The mini-series came in third on Tuesday, averaging a 12.8/20 against game three and against the CBS Tuesday Movie, *Fatal Judgment*, which scored a 15.4/24. On Wednesday, the mini-series did slightly better, with a 13.8/22, against the 24.0/39 garnered by game four of the Series from 9 to 11, and against the 9.8/16 achieved by the two-hour *Wiseguy* special. □

ABC executives tackle questions on peplemeters, programing

Perhaps the highlight of the semiannual ABC press tour last week in New York came in response to a question posed not to, but by, Capital Cities/ABC Chairman Thomas Murphy. He asked the several dozen assembled journalists how many of them would conscientiously activate the peplemeter—Nielsen's electronic television viewing ratings device—after the first few weeks. Only two raised their hands.

The new ratings methodology continues to be an important question with the Capital Cities/ABC executives, especially given anticipated further declines in three-network shares. In response to a question about ABC's working assumption about that share five years from now, network group president John Sias responded with the estimate from a study commissioned by the network showing three-network viewing deteriorating to between 55% and 65% of the audience by 1992 (Sias appeared to be slightly off. The study's author, Paul Bortz, told BROADCASTING the actual range was 60%-63%).

Much of the interview with Murphy, Sias and CCC/ABC President Daniel Burke focused on ABC's expensive and lengthy mini-series, *War and Remembrance*. Sias said the cost of the show has risen by \$5 million, to \$110 million, within the past few months alone as ABC has rushed to get the first part of the mini-series, initially planned to run in early 1989, ready for November.

On the revenue side, Sias said ABC had sold all but a couple dozen 30-second spots, despite the numerous prohibitions against certain advertising categories that were insisted upon by Herman Wouk, the author of the book upon which the mini-series is based. Wouk had also insisted there be no commercials shorter than 30 seconds, and that the commercial load be restricted to six minutes per hour for the network, and one-third less than the current two minutes for the owned stations. Sias said that units being sold for the second half of the mini-series in May were getting still higher prices. Several attempts were made by Murphy to persuade Wouk to change his mind about the advertising restrictions, but, Murphy said, "I'm zero-for-three."

The bottom line, said Murphy, is that *War and Remembrance* may lose "about \$20 million." That estimate, subject to change depending on revenue derived from the mini-series' second network run, takes into account estimated revenue to be derived from the network's owned stations, and from foreign syndication revenue (Paramount owns the domestic syndication rights). The estimate does not include, Sias said, the cost of money—the income lost from not having invested elsewhere the money paid for the show.

Still, Murphy said that even given the

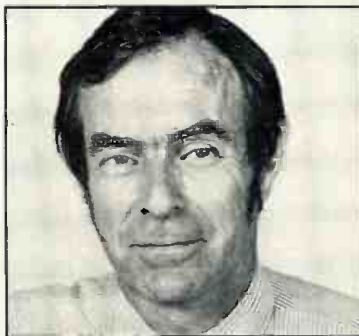
'USA Today' tries the Bellows touch

As *USA Today: The Television Show* continued its struggle to find an audience last week, newly appointed supervising producer Jim Bellows was shuttling between Washington and White Plains, N.Y., trying to wrap up his work at Prodigy, a home computer company, while trying to find a remedy for the ailing TV program. Bellows will be at *USA Today* full time by Nov. 1.

In an interview last week, when asked why he joined the program, Bellows responded, "I think it's a hell of a challenge. It's doable, making it an exciting, interesting and compelling news show." One of the show's problems, he said, was the lack of "visceral news. There doesn't seem to be much conflict. All news is conflict [and should have] a beginning, middle and end." Bellows said he will be taking a hard look at all program content—not only at story selection, but also the writing, how stories are presented and particularly how they are introduced.

Some critics have said the program's attempt to mirror the *USA Today* newspaper's four segments—sports, business, life and front section—has resulted in a lack of focus, and may turn off viewers who are interested in perhaps one or two but not all sections. Those critics say the only way the show will survive might be to keep and expand the more appealing "Life" section, while scrapping the other three.

"I can't rule anything out," said Bellows, but added, "[It] is a different kind of show that we are trying to do. It would not be that exciting for me to do just another entertainment news show."





ABC's Burke, Murphy and Sias

advertising restrictions, he might have agreed to go forward with the project again. "I would say that I've been up and down on that decision.... There were times...you could spend \$110 million on a project like this and have a flop on our hands. We think we have a massive hit on our hands...."

But Murphy seemed to indicate that such an undertaking will not be mounted again by broadcast television: "The economics of it are such that I can't imagine a book of that stature coming along with a commitment of 32 hours." Editing of the tape is still taking

place, so the exact length of the show may be less.

Regarding the upcoming bidding for the rights to televise the 1992 summer Olympic games, Burke said he would not discuss ABC's strategy. He did say that NBC's ratings disappointment in Seoul would be factored into the network's analysis: "The Olympics have been reduced to slightly more human size, as a result of what happened there."

On the next day, Thursday, ABC News President Roone Arledge spent much of his

time discussing what he described as the "progressively worse manipulation" of the media by presidential candidates. Arledge said that despite such concerns, the networks still could not become too subjectively involved in the process of determining the campaign: "I blame us partly, but I really blame the politicians...the conventions are pre-packaged and rigged...every issue of importance is decided outside."

Tomorrow (Oct. 25), *Nightline* will carry a conversation between Ted Koppel and Democrat Michael Dukakis. Executive producer Richard Kaplan said he made an offer to Republican George Bush's campaign, but was told "their campaign schedule did not permit it."

Arledge also announced the addition of a new segment to *World News Tonight with Peter Jennings*. The segment, "American Agenda," will have reporters assigned to beats that are, according to the division president, "a little more abstract, but nonetheless important." The six beats are family, environment, health, education, money and drugs.

Arledge also talked about a new show being worked on by the news division, which may be placed in the Thursday 10 p.m. time slot once held by 20/20. He said the one-hour show would "basically be a live program," perhaps including some taped elements.

Syndex first: Viacom sells films to superstations

Battles line were drawn in the marketplace on syndex last week.

In what is being called the first major interpretation of the FCC's order on syndicated exclusivity that was issued in May, Viacom Enterprises has licensed a package of 20 films to two cable superstations—Turner Broadcasting's WTBS(TV) Atlanta and Tribune Broadcasting's WGN-TV Chicago. Tribune's other five stations have also licensed the action-adventure package, which includes such movies as "Superman IV" and several Charles Bronson and Chuck Norris pictures. The other Tribune stations are WPIX(TV) New York, KTLA(TV) Los Angeles, WGNX(TV) Atlanta, KWGN-TV Denver and WGNO-TV New Orleans.

Several other stations that bought the package prior to Viacom's deal with Tribune and WTBS were not informed by Viacom of the deal with the two superstations. Viacom said last week that the "Viacom XIII" deals with broadcast stations were done before and after the deals with WTBS and Tribune. Viacom has offered film packages on a non-exclusive basis in the past. Given the uncertainty of just what the final wording of syndex will be, Viacom has not changed from offering movies on a nonexclusive basis, and based on that they felt no need to notify stations of the superstation sales.

According to the FCC's syndex order, a station that has licensed syndicated product on an exclusive basis has 60 days to inform cable operators in its area to black out that same product when it is carried on a cable service such as a superstation. That essentially makes syndex a matter for buyers and

sellers of syndicated product to work out among themselves, say observers.

Given a possible FCC review of its syndex order, and the probability of legal challenges, the exact terms of any syndex ruling have yet to be determined.

Several independent television stations said they will not purchase syndicated product that is not protected by syndex as it currently exists.

Charlie Edwards, executive vice president of Gaylord Broadcasting and general manager of KTVT-TV likened the nonexclusive sale of "Viacom XIII" to "Armageddon" for broadcasters. "This is good and evil in the final battle," he said.

Edwards said that "full disclosure" of sales to superstations is essential to syndication given the existence of syndex. "It's absolutely, positively illegal not to give full disclosure," he said, and added that Gaylord would sue if necessary to enforce its programming contracts.

Preston Padden, president of the Association of Independent Television Stations, said that syndex in its current form leaves room for "buyers and sellers to make a judgment on their own." He said INTV was not in a position to pursue a particular syndex resolution for its members.

Jim Curtain, associate director of programming at Katz Television, said that syndicators have attempted to avoid any problems that arise from syndex "by being cagey" when asked if a film package will be sold to a market on an exclusive basis. He said the syndicators sometimes respond to those questions with answers such as: "The exclu-

sivity of the property will be determined later." Curtain said that he felt that most syndicators are "trying to get away from offering exclusivity."

Joe Zaleski, president of syndication at Viacom, said the sale "was in best interest of the product, the producer and [Viacom]."

Several of the movies in "Viacom XIII" will have their first runs on a barter basis. Subsequent runs of those films, along with the other films in the package, will be for cash. The films in "Viacom XIII" are being offered for between five and 10 runs over five years.

The barter window for some of the movies makes clearance of the package in the top three markets essential for Viacom, since advertisers typically only buy national advertising that will appear in more than 60% of the country. Without the top three markets (which cover roughly 16% of the country) that becomes difficult. Two of three independent station groups in the top three markets (Tribune and the MCA/Chris-Craft consortium) contain superstations. Independents are commonly bigger buyers of barter product, including film packages, than are affiliates.

Katz's Curtain added that the market for film packages "overall, is where it was two years ago—down. Plus, we're not seeing value in those packages to stations because of the overall reduction in broadcast television viewing levels due to fractionalization of the market." All of that, he said, may have forced Viacom to sell "Viacom XIII" on a nonexclusive basis to superstations and broadcasters. □

Cities want changes in Cable Act

NLC committee proposing to fight for revision in law to give more power to cities over cable franchising process and to allow competition from telephone companies

Concerned about cities' diminishing regulatory power over cable and the lack of competition to cable, a policy review committee of the National League of Cities is calling for an overhaul of the Cable Communications Policy Act of 1984 to restore some of the power and to remove barriers to telephone companies' operating competitive cable systems.

The NLC's Transportation and Communications Steering Committee, meeting in Tucson, Ariz., Oct. 14, voted to press the NLC to put reform of the Cable Act on its legislative agenda next year.

The committee action reflects "a fair amount the frustration with respect to the interpretation of the Cable Act and the way its intent in Congress has been circumvented at the FCC and in the courts...and a great deal of frustration over the lack of competition...that we looked forward to, to insure protection to consumers," said Thomas Volgy, committee chairman and mayor of Tucson.

National Cable Television Association President Jim Mooney reacted strongly to the news and, at the same time, tried to downplay it. "We are not going to go to war with the cities just because the red hots on this committee crank up an anti-cable manifesto," he said. "I can't believe this is broadly representative of city officials' views."

Relations between NCTA and NLC are already strained. The steering committee's action comes as negotiations between the two groups to draft legislation that would immunize cities against having to pay damages in suits stemming from the exercise of their franchising authority have reached an impasse. In an Oct. 11 letter to Volgy, Mooney complained that the legislation sought by NLC is "extremely overbroad."

Saying the steering committee position was arrived at in "executive session," Volgy would provide no specifics. But Cynthia Pols, NLC legislative counsel, offered an outline.

According to Pols, the steering committee advocated legislation that would allow more cities to regulate cable rates, strengthen the cities' position in approving franchise renewals, give the cities some oversight of system transfers and limit FCC jurisdiction over cable and, thereby, its ability to preempt local regulation.

To bring the benefits of competition and fiber optic technology, Pols said, the steering committee also concluded that the Cable Act's telco-cable crossownership ban should be relaxed to allow telephone companies to own cable systems in their telephone service areas "subject to certain safeguards" and some "local control." The "safeguards" would insure against telcos becoming "bottlenecks" and subsidizing their cable activities with revenue from their telephone mo-

nopoly, she said. "Local control" would entitle cities to levy franchise fees, to demand and regulate access channels and certain "facilities and equipment" and to provide "consumer protection," she said.

Pols said the steering committee also concluded that the judicial restrictions blocking the Regional Bell Operating Companies from offering cable television and other "information services" should be lifted. The restrictions are part of the 1982 consent decree that ended the Justice Department's antitrust suit against AT&T and led to the spinoff of the seven RBOC's.

The steering committee support of telco entry is a last resort, according to Volgy. "There are three choices," he said. "We can have intra-industry competition in cable, which we have not seen. We can have regulatory controls in the absence of competition, which the FCC has decided we cannot have. Or we can have inter-industry competition. Evidently, we haven't been able to get the first two, so the third one seems to be an important one to look at.

"That does not mean the world is all rosy

with telcos," Volgy said. "Our relationship with them will have to be very carefully worked out so that there is the promise of true competition or some sort of regulatory mechanism in the absence of competition. But none of those ground rules has been addressed yet."

The steering committee's proposal is far from being NLC policy, let alone part of its legislative agenda. At the NLC's Congress of Cities in Boston, Dec. 3-7, the steering committee's proposal will be examined by its parent committee, which Volgy also chairs, and the umbrella resolutions committee. Whatever comes out of that process will be presented to the full membership for inclusion in the National Municipal Policy, which sets forth in detail NLC policy on every issue of importance to it. To be included, a proposal has to be approved by a two-thirds vote.

Even if the proposal (or some form of it) survives the policymaking process, it may not be carried to Capitol Hill. Because of its finite resources, the NLC cannot press for every change in federal law the NMP would dictate. Thus, the NLC board is forced to set legislative priorities early each year at the Congressional-City conference in Washington.

The process will give the cable industry ample opportunity to water down the steering committee's proposal or make sure it is pushed to the bottom of the NLC's priority list. A key player in the process will be Phoenix Mayor Terry Goddard. He will go into the Congress of Cities this December as first vice president of the NLC and chairman of the resolutions committee and, if form prevails, come out of it as the president.

The NLC and NCTA have been trying for the past several months to arrive at mutually acceptable language for an amendment to the Civil Rights Act that would immunize cities from damages in cable-related lawsuits. NCTA is apparently willing to go along with legislation that would immunize cities in cases involving efforts by parties to force cities to grant them franchises, but it does not want to go much further than that. In his letter to Volgy, Mooney expressed his opposition to NLC's "overbroad" language, saying it would "legislate total immunity from all violations of any law [including the Cable Act] related to denying, revoking, acquiring or conceding a franchise or related to any provision in a request for proposals or final franchise."

Volgy said he cannot understand cable's objection. "We had always assumed that immunity legislation was equally acceptable to NCTA and cities," he said. "After all, all immunity legislation would say is that cities that have acted by the letter of federal law should not be sued for damages. We would find it hard to believe that anybody would object to that."

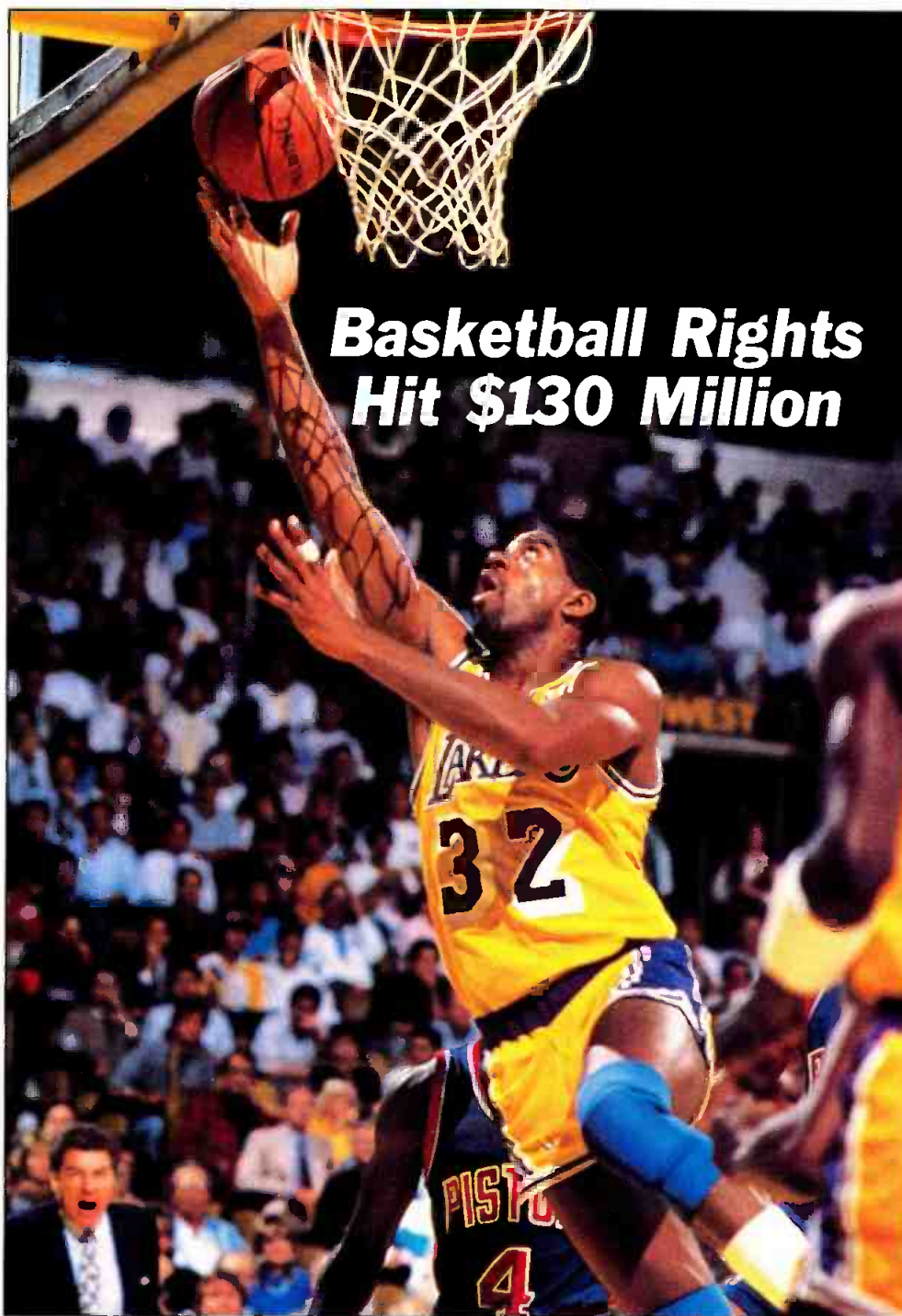
Volgy also said the steering committee is not going to pull back on its demands for changes in the Cable Act to strike a deal with cable. "We are not going to trade the future for immunity legislation," he said. □

IN BROADCASTING NEXT WEEK:



An "At Large" interview with Charles F. Dolan, chairman and chief executive of Cablevision Systems Corp., examining the shifting media tides of the Fifth Estate.

Broadcasting ■ Oct 31



Basketball Rights Hit \$130 Million

Local and national rights payments to the NBA will likely total more than \$130 million this year, spurred by increased interest in the league by viewers and advertisers.

The most recent indication of the viability of basketball is the contract that superstation WTBS(TV) signed for this year and next. It will pay \$50 million over those two years, double the total rights payments of its previous two-year deal. CBS-TV is in the third year of a four-year, \$173 million deal with the league. The two networks total payments to the NBA will be \$68 million for the '88-89 season.

Using the past two years of local rights fees for television, cable and radio as a yardstick—\$50 million in 1986-87 and \$63 million in 1987-88—total payments for this coming season will approach, and likely pass, the \$130 million figure.

Between the 1986-87 and 1987-88 seasons, local TV rights fees increased from \$23 million to \$29 million (a 26% increase); regional cable rights fees increased from \$16 million to \$19 million (a 19% increase) and local radio rights fees increased from \$11 million to \$15 million (a 27% increase). Last season's \$63 million total for local television-cable-radio rights constitutes a 26% increase over the \$50 million garnered the previous season.

The 1988-89 total for local NBA rights will presumably increase, even if there is no increase in rights fees, because of the addition of two new teams, the Miami Heat and the Charlotte Hornets. Both teams have finalized agreements to distribute their games locally via radio and broadcast and cable television (see capsules, page 39). The 1989-90 season will bring further expansion with the additions

of the Minnesota Timberwolves and Orlando Magic.

One factor affecting this year's rights payments will be the steady ratings increase for the NBA over the past six seasons. Because of that ratings rise, many of the teams are retaining their rights and selling most or all of the spots within the games themselves. Indeed, rights holders across the board report their inventories 80% to 100% sold in advance of the season.

According to NBA broadcast coordinator, John Kosner, average CBS and WTBS ratings increased 20% between the '83-84 season (7.1) and the '86-87 season (8.5). Last season's ratings dipped to an 8.1, the NBA said, in part due to three weeks of winter Olympics coverage on ABC last February. On the local level, said NBA broadcasting director Ed Desser, single-market TV ratings also shot up an average of 17% between the '83-84 and '87-88 seasons.

And according to Nielsen, average audience percentages of U.S. TV households and average shares had climbed steadily over the five seasons previous to last season for the NBA special events, particularly the championship series. Although playoff ratings are up slightly, from a 6.7/22 in 1983 to 7.5/23 in 1987, ratings for the championship series have soared from a 12.3/26 in 1983 to a 16.7/35 in 1987. The average audience percentage and share for regular season games were virtually flat during that period, although the number of games aired by CBS has increased.

"It's hard to say how much the peplemeter [introduced during the 1986-87 season] played into the ratings increase," said Desser. Some observers said the peplemeters more fully reported male viewing of sports than had the Nielsen diaries, thereby skewing the numbers higher (BROADCASTING, Oct. 19, 1987). "Certainly, when you have a 20% increase, a number of factors must be responsible," he said. "Better scheduling, better time periods, consistency, excellent production...terrific games and promotion" also contributed, he said. On the cable side, he added, "there is also a learning curve," as more people find the NBA on superstation WTBS(TV) Atlanta.

WTBS said its regular season ratings rose 26%, from a 2.3 to a 2.6, between the '86-87 and '87-88 seasons, when peplemeters replaced the diary system. There was a 20% increase in the playoff numbers, from a 3.7 to a 4.4 over the same period.

As it did last season, CBS will carry 15 regular season games, the NBA All Star Game and about 20 playoff games, depending on the length of each playoff series. CBS will also carry the best-of-seven-games championship series. Jay Rosenstein, CBS vice president, sports programming, said there is "no question, the NBA is a valuable and healthy product." But "I wouldn't want to begin to speculate," he said, on what that value might do to rights fees next time around.

On cable, superstation WTBS(TV) will carry 50 regular season games, 26 playoff games and a three-hour "All Star Saturday" (the day before the All Star game), which will include the Schick Legends Classic (old-timers game), American Airlines-Sheraton Long Distance Shootout (three-point contest) and Gatorade Slam Dunk Championship. In the pre-season, the superstation will carry two days of games from a McDonald's-sponsored tournament in Madrid involving the Boston Celtics.

The NBA is happy with the present broadcast-cable split of its national package. As to what the next television contract will look like, Desser said, "we would not rule anything out, including more cable outlets. [But] our basic philosophy has been 'less is more'." Staying with limited outlets has produced impressive results. We've avoided a glutinous situation. There is a desire for each national game to be a special event and also to complement local carriage. You have to be aware of the impact on your bread and butter...gate revenue."

Cable: Widening the share

WTBS's carriage of 50 regular season and at least 26 playoff games in the first year of its new NBA contract involves a doubling in price over its last contract. However, Don McGuire, vice president, TBS Sports, said "we will make money" because advertising rates will be adjusted correspondingly. "The market for NBA is so strong," said McGuire, "it's grabbing so much attention. Advertisers are standing in line to be a part of that."

WTBS's ratings for basketball have steadily climbed since its first year with the NBA in 1984-85. The regular season and playoff average has climbed from a 2.3 then to a 3.5 last year. The playoffs were even stronger, scoring a 4.4 rating, or 2,100,000 homes, in '87-88. The June 1 matchup between Boston and Detroit scored an

8.8 rating and delivered 3,980,000 homes, the highest figures ever for a sports event on basic cable.

Those increases help fuel increases in advertising rates. McGuire acknowledged the significantly higher rights costs saying, "we may not make as much as before, but we will make money." He said TBS would want to be part of the NBA even if it didn't make money, for the identity it brings. For instance, the Marriott hotel chain added TBS to its in-room television lineup last year on the strength of the service's NBA package.

Lou LaTorre, senior vice president, sales, Turner Entertainment Networks, said "sales are tremendous" for the NBA. WTBS is sold out for the fourth quarter, and 75% sold for the first quarter, he said. Miller Beer, as exclusive beer sponsor, remains the largest advertiser, he said, and Wendy's has been added as the exclusive fast food advertiser.

The regular season kicks off on Nov. 4 at 8 p.m. with the Los Angeles Lakers and the Dallas Mavericks in a rematch of last year's conference finals. Skip Caray and Bob Neal will handle the play-by-play this year, with Rick Barry and Steve Jones returning to do color commentary.

More and more NBA games are also showing up as a staple on cable regional sports networks. There will be 679 NBA (almost exclusively away) games on local TV this year, while regional cable outlets will carry 638 games, almost all of them home games. Only eight teams report no regional cable deals.

The NBA's Ed Desser said basketball is "still a gate revenue-driven sport," with as much as half the league regularly selling out its home games. But for teams not reaching that goal, he said, regional cable sports channels provide a "means of extending the box office...When you can't sell tickets, maybe you sell pay-per-view or a package in a cable context."

College ball: National coverage

CBS will pay about \$55 million for its college basketball schedule, including \$4 million for exclusive national rights to the Big East Conference. The network will carry 23 regular season games this year (eight more than last season), 10 of those games involving teams from the Big East.

But CBS's focus is the NCAA tournament, where it has first pick from 63 NCAA tournament games, usually the final 33, said NCAA communications director, Jim Marchiony. Over the past two seasons, tournament ratings have been 10.5 and 10.1, and tournament championship game ratings have been 19.6 and 18.8, while ratings for 23 regular season games have been 4.5 and 4.2.

NCAA Productions usually produces and syndicates 30 first-round games (late Thursday and Friday nights), he said, and ESPN carries about 20 of those. Syndicated carriage of those games has increased steadily, reaching 168 stations last season, he said. For the past few years, the association has made a 50-50 barter agreement split with broadcasters for carriage of early tournament games.

NBC will carry 19 games this season, including three regular season Atlantic Coast Conference games and the ACC championship game. NBC also gets its pick of five Notre Dame games and four DePaul games, including the one when they play each other.

In its third year of carrying college basketball, ABC will increase its schedule to 20 games, from 11 games two years ago and 14 games last season, a schedule "interrupted," said spokesman Mark Mandel, by the winter Olympics. Because of NBC's exclusive contract with the Atlantic Coast Conference (ACC) and CBS's exclusive contract with the Big East, said Mandel, ABC believes that this year's network exclusive carriage of the Big 10 "would give us a lift."

Not only has the regular season drawn fewer viewers than the NCAA tournament, but regular season ratings declined steadily since 1983, from a 5.2% average U.S. TV households to 4.2% last season on CBS. NBC has seen an even steeper decline (5.5% in 1983 to 3.3 % in 1987). CBS's tournament and championship ratings, on the other hand, have remained stable over the past five years—scoring in the 10 rating/25 share range for the tournament and 19/30 for the championship. Regular season averages for last season (before the NCAA tournament) showed ABC moving past NBC into second, behind CBS.

In general, syndicators and college conference spokesmen say the broadcast networks get first pick of the most important games in each conference. Local stations follow at second in the pecking

order. Then come the national cable services (including ESPN, USA Network, FNN-SCORE, superstations and, next year, possibly, CNBC). Many, and in ESPN's case most, of those games are cable exclusive, except in the local markets of the two teams, where local broadcasters retain the exclusive rights to the game. Regional cable sports, said the syndicators, generally get last pick.

College on cable: An equal share

The cable king of college basketball carriage continues to be ESPN, which will carry 211 games this season, including 173 regular season contests plus tournament action that includes NCAA regional men's matchups and regional and semi-final women's action. Most of the games will be cable exclusive, except for local blackouts, with ESPN estimating that between 75% and 80% aren't in other syndication packages or blacked out locally.

The season begins with Tennessee-Chattanooga vs. North Carolina on Nov. 18 as part of the Big Apple NIT tripleheader. ESPN will also carry the Hall of Fame Tipoff Classic (Kentucky vs. Duke), the Great Alaska Shootout and the Big Maui Classic in November.

During the regular season, ESPN will feature teams from 29 conferences including more games from western conferences for prime time on the West Coast.

The keystone of the schedule will be ESPN's Monday doubleheader, featuring the Big East and Big Ten. In January and February, ESPN will carry double or tripleheaders on Monday, Wednesday, Thursday and Saturday.

The network will carry selected conference tournament games through March. On March 17, for instance, ESPN will carry nine games, five live and four tape delayed from the NCAA men's first round action. The season ends with the NCAA women's semi-finals on March 31.

Jack Bonanni, senior vice president, of advertising sales for ESPN, said interest in basketball has been "incredible... More and more advertisers want basketball," he said. ESPN is "basically sold out" for the fourth quarter, he said, with double digit increases. That is compounded by a small but still increasing household reach, giving ESPN an even greater increase in ad dollars. The mainstays, such as the automobile dealers, are back this year, said Bonanni, along with Nike and Paine Webber, among others.

Last season, ESPN scored a 1.7 overall rating, and a 1.9 rating in prime time, the fourth consecutive year its prime time ratings rose. "The Big Ten really helped our numbers," said Bonanni.

Mike Patrick, Bob Carpenter, Tim Brando, Roger Twibell, Jim Kelly and Mike Gorman will handle the play-by-play, while Dick Vitale, Larry Conley and Bill Raftery will provide color.

USA Network will carry 20 college games this year, down from the 32 it carried last year. Its season begins with the tournament of

champions the weekend of Dec. 2-3, which will feature Temple, Missouri, Arizona and North Carolina. USA will carry the semi-finals and finals. USA's seven-game December schedule runs on weeknights. Starting in January, the games are scheduled for Sunday night.

FNN/Score will carry 35 regular season college basketball games this season plus the Big South finals, the semi-finals of the Southern Conference and the quarter finals of the ACC. Since FNN has extended its programming into weeknight prime time, Score will only be seen on Friday night, through year's end, and on Saturday and Sunday in 1989. Score carried 56 games last season.

WGN-TV Chicago will carry 26 college basketball games featuring DePaul (16) and Notre Dame (10) games this season. WGN-TV carries the games not picked by NBC-TV.

Black Entertainment Television carries college basketball on Saturday beginning in January. In addition to seven regular season games of black schools, BET will carry games from tournaments and post season action of several black conferences.

The national cable college basketball field may even grow by one. CNBC is scheduled to launch in the first quarter and the service plans to carry sports on the weekends. Several sources among the syndicators report ongoing negotiations with CNBC to carry basketball. CNBC said if basketball is carried, it will only be one of many events, along with interviews, profiles and analysis of all sports. And a spokesman said it was unlikely any current NBC games under contract would appear on CNBC this season.

Syndication: Scarcity vs. exposure

As in college football, there is a concern among syndicators about the overexposure of college basketball, which is affecting the ratings. "There are a lot of paradoxes," said Raycom Sports Inc. Executive Vice President Ken Haines. "The more games out there, the more risk there is of ratings drops and of [carriers] stepping on each other. But the colleges want exposure for recruiting, alumni support and the fans... Lay on top of that dilemma another question: Does TV affect the game?"

The trend has been toward fewer syndicators, and the consolidation among those remaining continues this fall with a new joint venture between Raycom Sports Inc. and Rasmussen Communications. They will carry a package of Big Ten Conference games, to which Rasmussen holds the broadcast rights. Raycom, holding the rights to ACC, Big Eight, PAC-10 and Metro Conference basketball, has extended by three years its joint venture with Jefferson-Pilot Teleproductions to carry the ACC through the 1993-1994 season.

Raycom and J-P are in the third year of a five-year \$35-million deal for the ACC, which averages out to \$875,000 in rights fees paid

Coast to coast hoops

ABC Radio Network

NBA: All-Star game and best-of-seven-game NBA championship finals.

ABC-TV

College: 20 regular season games featuring exclusive Big Ten games and championship games from three other major conferences—Southeastern, Pacific-10 and Big Eight.

BET

College: Seven regular season games and tournament action from black college conferences.

CBS-TV

NBA: 15 regular season games and approximately 20 play-off games, depending on how long each best-of-series lasts. **College:** 23 regular season

games including 10 exclusive Big East conference games. Final 33 NCAA tournament games through Final Four and championship.

ESPN

College: 211 games including 173 regular season games featuring teams from 29 conferences and 20 first-round NCAA tournament games.

NBC-TV

College: 19 games including three regular season ACC games and ACC championship, five Notre Dame and four DePaul games.

FNN-SCORE

College: 35 regular season games and

Big South conference tournament finals.

WTBS(TV) Atlanta

NBA: 50 regular season games and 26 playoff games; preseason tournament in Madrid featuring Boston Celtics and three European teams and All-Star Saturday, with Slam Dunk and Long Distance Shootout contests.

USA Network

College: 20 games, featuring December Tournament of Champions hosted by University of North Carolina, Charlotte.

WGN-TV Chicago

College: 26 regular season games from independents DePaul (16 games) and Notre Dame (10 games).

each year to each of the eight ACC teams. That figure is on par with some NBA teams.

But rights figures are not always a good indication of the sport's health on the college level, said Haines, because in the majority of cases, the syndicators have made revenue-sharing agreements with the conferences. And in most cases, Raycom barter advertising time with stations, leaving themselves able to sell time to advertisers in multiple regions. With everyone sharing time and revenue, the fees paid by the broadcasters and cable services do not translate to the whole worth of the product, said Haines. The fees, however, said Haines, are in a "slow rise, maybe a little ahead of inflation."

On the advertising front, teams are joining forces to focus control at the conference level. By selling entire conference broadcast rights to syndicators like Raycom and Creative Sports Marketing, the individual teams assure themselves wider exposure, not only to all the markets in the conference region, but to national broadcast and cable television network audiences—a boon to recruiting, alumni support and fan attendance.

Some conferences control the scarcity themselves. Mike Tranchese, associate commissioner, the Big East conference, which retains its rights, said that if the Big East Television Network were to produce only 10 Syracuse games for the Syracuse market, the result would likely be ratings around 27; on the other hand, producing 20 games for that market, including nonSyracuse conference games, would produce ratings of only nine or 10.

For syndicators, it is the combination of reach and ratings that is attractive to advertisers, said Haines. Because Raycom may be producing several games at one time, advertisers can reach 70% of U.S. homes by purchasing spots across all Raycom's games. "You put a local game on in the local area, and it is almost always going to beat the national game. That is where our success lies. We're able to sell to national advertisers as easily as the networks," he said. To date, Raycom is 75% sold out, with advertisers including Anheuser Busch, General Motors, Apple Computers, Piedmont Airlines, Ford Motor Co. and Pepsi.

Radio: Team exposure

ABC Radio's new two-year contract to carry the NBA All Star Game and the championship series is the only radio network carrying the NBA. It will be the third year ABC has carried the All Star game and the fifth time it has carried the finals. On the local level, most teams will get full season carriage but no rights fee for their games.

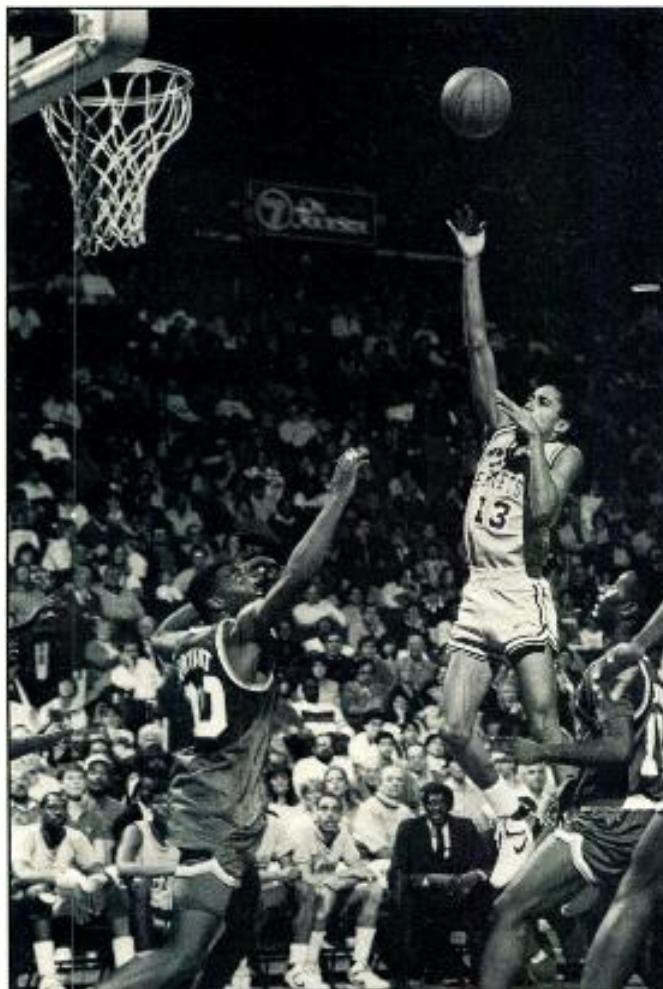
For the eighth consecutive year, CBS Radio will broadcast the NCAA regional semifinals and finals, the "Final Four" and the championship game. The network's NCAA coverage, which begins on March 23, is produced in conjunction with Host Communications, Lexington, Ky. Tentatively scheduled announcers for this year's games include Marty Brennaman, Quinn Buckner, Ted Davis, Ron Franklin, Caywood Ledford, Ted Robinson and John Rooney. The national championship will be broadcast live on April 3 from the Kingdome in Seattle. CBS coverage will also include three women's games: two national semi-finals on March 31 and the national championship on April 2.

In addition to the games, CBS will present two call-in talk shows: Selection Sunday, an NCAA playoff preview scheduled to air on March 12, and the Eve of the Final Four, set for March 31.

Mutual Broadcasting will provide 12 major college basketball games over nine weeks, with doubleheaders making up the last three weeks. The network's broadcasts, which are scheduled to begin Jan. 8, are negotiated in agreements with the individual colleges and not with the NCAA. Coverage will include Tony Roberts doing play-by-play and former NBA player Bob Lanier providing color.

College basketball on local radio and on regional radio networks, however, is healthy. A total of 243 games played by teams in the Missouri Valley conference, for example, will be heard on local radio stations this season; local radio will carry 240 Sunbelt Conference games and 187 Big West (formerly the Pacific Coast Athletic Association) games.

This "Special Report" was written by Peter Lambert, Matt Stump and Rich Brown.



Georgetown University's Charles Smith puts one up against Seton Hall.

The National Basketball Association



Atlanta Hawks

WGNX(TV), which holds the broadcast TV rights in a one-year deal, will air 32 road games. John Sterling will be play-by-play announcer, and Walt Frazier will provide color commentary. (Prior to the 1984-85 season, Turner Broadcasting System, which owns the Hawks and cable superstation WTBS(TV) Atlanta, broadcast most of the Hawks games over WTBS. Beginning with the 1984-85 season, however, TBS has televised a national NBA package over its superstation and has sold the local rights to WGNX.)

Last year, 15 games were offered on a pay-per-view basis over Prime Cable, the cable service serving 157,000 subscribers in Atlanta. A spokesman for the team said that response to last year's games was excellent, but a decision has not been reached about whether to offer a similar deal this season. A decision is not expected to be made until February 1989.

WGST(AM), which holds the radio rights and is in the final year of a three-year deal, will carry all pre-season, regular season and playoff games. Its coverage began with the Oct. 14 game against the Boston Celtics in Worcester, Mass. WGST is the originating station for a network of 30 stations. John Sterling will call the games when he is not doing so for WGNX; otherwise, that job will be handled by Steve Holman.



Boston Celtics

WLVI-TV Boston, in the fourth year of a five-year rights deal, will carry all road games on the Celtics' schedule this year, with the exception of those games picked up by CBS. Games will be called by Gil Santos (play-by-play) and Bob Cousy (color). WLVI-TV is the flagship station of a five-station network spanning three states.

In the eighth season of carrying the Celt-

ics and in the second year of a 10-year contract, SportsChannel New England, the regional cable sports network with 975,000 subscribers in six states, will carry one exhibition game and 39 home games—all except those being picked up by CBS. Mike Gorman will do play-by-play and Tom Heinsohn will provide color commentary.

WEEI(AM), in the second year of a seven-year contract, will broadcast every game—pre-season, regular season and playoffs. WEEI is the originating station for a 55-60-station network covering 14 states. Johnny Most will again be the play-by-play announcer and Glenn Ordway will provide color commentary.



Charlotte Hornets

One of the NBA's two 1988 expansion teams, the Hornets have made an unusual deal in having a college sports syndicator, Creative Sports Marketing, handle the television distribution of the team's games. CSM and originating station WCCB(TV) Charlotte have arranged a nine-station broadcast TV network throughout North and South Carolina and Virginia, which will carry one home game—the season opener—and 30 away games, all featuring play-by-play announcer Gary Sparver and color commentator Mike Pratt. According to CSM, Katz Sports, in a 50-50 barter arrangement with the stations, has already sold 98% of the advertising inventory.

No regional cable agreement has been made yet, said CSM President Bray Cary. However, he said, a deal with Washington-based Home Team Sports, which reaches Charlotte, for 12 additional home games is a possibility.

All the Hornets' pre-season and regular season games will be heard over a 36-station radio network, headed by Jefferson-Pilot's WBT(AM) Charlotte. WBT(AM) Sports Director Steve Martin will call the plays and Gil McGregor will provide the color.

Chicago Bulls

Under a long-term rights contract, SportsVision, a regional cable network serving 1.4 million homes, will televise two pre-season and 36 regular season Bulls games (30



home, eight away).

WFLD(TV) Chicago, in the third year of a six-year contract, will broadcast 34 away games and, possibly, six "wild card" home games. WFLD's ability to broadcast the wild card games is dependent on how well the Bulls do in selling seats at Chicago Stadium.

Cary Jones, general manager of WFLD, said the Bulls telecasts turn a modest profit, but "everything could be better." Sales for the upcoming season are going "pretty well," he said, adding that, as of last week, 85% of the inventory had been sold.

WLUP(AM) replaces WMAQ(AM) as radio originator this year, having signed a two-year rights deal with the Bulls.

Jim Dunham and John Kerr call the games on television, and the audio portion of their telecasts constitutes the radio broadcast.



Cleveland Cavaliers

The Cleveland Cavaliers this year have retained their radio and television rights. A 30-station group of affiliates will carry the radio feed that the team will originate. Joe Tait, who handled play-by-play for last year's radio rights holder, wwve(AM) Cleveland, will announce for the Cavaliers this year over WRMR(AM). The team will distribute all eight pre-season and 82 regular-season games.

This is the second year the Cavaliers have retained TV rights. Twenty road games will be shown on WOIO(TV) Shaker Heights, Ohio. Tait will handle play-by-play with former NBA forward Jim Chones as color commentator. On nights when Tait is announcing for television, Howard Kellman will fill his seat in front of the radio mike.

Sales are up this year, the team reports, with about 85% of both the radio and TV commercial time for the season sold. "We've worked out a deal with both the TV station and the radio stations to purchase the time slot, and then we turn around and sell all of the ads," the Cavaliers' Dave Dunbrowski said.



Dallas Mavericks

The Mavericks have signed a deal with KTVT(TV) Dallas to carry 63 regular season away games over the next three years. The station will carry at least 20 games this year, said Allen Stone, who handles the play-by-play for the team's telecasts and cablecasts. Last year the team put together a six-station television network throughout Texas, Oklahoma, Arkansas and Louisiana. Stone said seven stations are on the network this year, and more may sign. KTVT is a regional superstation, serving 3.5 million homes. WBAP(AM) Fort Worth is the sole radio outlet.

In both broadcast cases, the team retains the rights and sells the advertising. Stone said the Mavericks have been sold out for the past five years. The team has found selling advertising advantageous, since it ties the ads in with other promotions and premiums.

On cable, the team has a one-year deal with Home Sports Entertainment to carry 40 games (39 regular season and one pre-season). The other home game is in the CBS network package. HSE also handled distribution of four Maverick playoff games that were distributed to cable operators on a pay-per-view basis. (HSE is a regional pay service within Dallas and a basic service farther from the inner core market area.) Stone said the team was pleased with the PPV results, with some 55,000 buy orders over the four games. Cable systems price the games between \$10 and \$15 each.

Stone will be joined by Bob Weiss, former NBA player and coach, on the television broadcasts. Ted Davis will handle the radio play-by-play.



Denver Nuggets

This year the team retained its broadcast rights, opting to barter ad time to television broadcasters. Of the Nuggets' 40 away games, independent KTVD(TV) Denver will air 30 and KMGH-TV Denver will broadcast 10. The stations get 15 minutes per game to sell, and the team gets 20 minutes. In the Colorado Springs market, KXRM-TV will carry all 40 of the away games. For TV, the play-by-play announcer is Eddie Doucette, and color will be handled by Dan Issel. Previously (for 14 seasons), KWGN(TV) Denver has

broadcast Nuggets games.

As for radio, KOA(AM) Denver will settle for exposure; its deal does not include any ad revenue. As in the past, it will broadcast eight pre-season games and all regular season and post-season play. Jeff Kingery will do the play-by-play, and Bob Martin is the color commentator.

Ratings for the Nuggets have been good, with an average of eight for the regular season and a 12 in post-season. According to Mitzi Swentzell, vice president of broadcast for the Nuggets, the team expects to double its television revenue under this new arrangement.



Detroit Pistons

Like last year, broadcast television coverage of the Pistons will be handled by WKBD-TV Detroit, although all television and radio rights are retained by the team. Home of the Pistons since the 1973-74 season, WKBD-TV is now in the second year of a two-year deal with the team. There are two affiliates that will take part of the station's schedule of 25 Pistons games. George Blaha will provide play-by-play coverage of the games. A color commentator has yet to be named.

Cable television coverage of 40 games will be handled by ProAM Sports (also known as PASS), which enters the first year of a multiyear deal with the team this season. Calling the games on cable will be Fred MacLeod and Tom Wilson. WWJ(AM) Detroit enters its fourth year of Pistons coverage, with George Blaha, a 13-year veteran, behind the mike providing the play-by-play (a color commentator has yet to be announced). The Pistons games are heard on a radio network of 18 stations.

A resolution of a conflict between WWJ(AM)'s University of Michigan schedule and the early part of its Pistons schedule has yet to be worked out.

Golden State Warriors

The Golden State Warriors have added a second television rights holder this season—Group W's KPFX(TV) San Francisco, the CBS affiliate in the market. The station has an initial two-year deal, calling for coverage of 18 regular season games this season. Independent station KICU-TV (ch. 36) San Jose, with two years left on its current Warriors contract, will reduce its game load to 22, from 30 telecasts last season. But with the addition of KPFX, the team is boosting its television coverage from 30 games last season to 40 games this season. The Warriors



produce all of the games, with Roger Blae-mire, vice president of marketing and broadcasting, serving as executive producer. Instead of straight rights deals, the team has what amounts to barter agreements with both stations, where the team retains and sells roughly one-fourth of the 27 minutes of advertising time per game, with the stations retaining and selling the balance. (Under the agreements, the team has the rights to the beer category and to some auto and soft drink sponsors, said Blae-mire, with the stations selling most of the other accounts.) Among the television sponsors this season: Miller, Subaru, local Ford dealers and Jack in the Box. On the radio side, the Warriors have again this year bought time on KNBR(AM) San Francisco. The team retains the time within the radio broadcasts, but splits the pre-game, half-time and post-game spots with the station. Radio sponsors this season include Chevron, Michelin, American Airlines, Jack in the Box, California Lottery and Footlocker.



Houston Rockets

KTXH(TV) Houston holds the broadcast TV rights to 39 out-of-town regular season and five pre-season games, including all but one of the Rockets away games. Regional sports cable network Home Sports Entertainment will carry all but one of the 40 home games. The remaining two games will be on the CBS-TV schedule. Announcing for KTXH will be Bill Worrell and ex-Rockets coach Tom Nissalke, with Ron Franklin providing play-by-play. Worrell and McCoy McLemore will cover the games for HSE.

Ratings for the KTXH broadcasts last year were up 11% from the previous year, reported the station, and ad sales this year are up 19%. The KTXH contract extends through the 1992-93 season; this is the last year of HSE's five-year contract.

Radio coverage of all regular season games will be by KTRH(AM) Houston. The team buys time from the station and broadcasts all but playoffs or games that conflict with the Houston Astros schedule. Radio play-by-play is presented by Gene Peterson with the help of Jim Foley, Rockets director of communications.



Indiana Pacers

WXIN(TV) Indianapolis is the flagship for the three-station television network broadcasting 23 away games of the Indiana Pacers. Bill Hazen is doing play-by-play for the first year, joined by Bob (Slick) Leonard, in his fourth year as color commentator. For the first time, the team this season is retaining all broadcast rights. Season-long sponsorships are more than 50% sold, according to Greg Jamison, vice president of business operations; major advertisers include Coca-Cola and Miller beer.

In the last year of a three-year agreement, WIBC(AM) is originating games for the Pacers' 25-station radio network. Mark Boyle is announcing the play-by-play and Clark Kellogg will be doing color. The spots that WIBC has available are selling at about the same pace as last year, but at a higher price, according to General Manager Roy Cooper.



Los Angeles Clippers

KTLA(TV) Los Angeles returns for the 1988-89 season as the broadcast television carrier and broadcast television rights holder of the Los Angeles Clippers, with a new three-year contract. In the first year of its new contract with the Clippers, the station will air 20 games, 16 away and four at home. Ralph Lawler will return for his second year as the play-by-play man, and Hubie Brown is slated to provide color commentary.

The Clippers will have cable coverage for the first time with a two-year contract with Los Angeles-based Z-Channel. The agreement calls for the channel to air 28 regular season games, 22 at home and six away, with an option to pick up an additional five. Lawler will do the play-by-play and ex-Laker player and former Laker radio announcer Keith Erickson will do the color commentary. The Z-Channel holds the cable rights to the Clippers' games.

KRTH(AM) Los Angeles will carry all 89 pre-season and regular season games for the 1988-89 campaign. The station's contract with the team is on a year-to-year basis, and the Clippers retain the radio rights. Ralph Lawler will be announcer for KRTH.

The Clippers are expecting increased audiences for this season's games due to a

strong draft, considered by many to be one of the best in history. Rookie players for the Clippers this year include Danny Manning from Kansas and Charles Smith from Georgetown.

Los Angeles Lakers

Broadcast television and radio coverage of the Los Angeles Lakers has been arranged by the team, which retains the rights to all games. On cable, Prime Ticket, a Los Angeles-based regional sports channel principally owned by Lakers owner Jerry Buss, holds the cable rights and will televise 30 regular season games and any post-season action. Chick Hearn will do the play-by-play and Stu Lantz will do the color commentary.

KHJ-TV, the broadcast carrier of the Lakers



since the 1977-78 season, is in the fourth year of a six-year contract. The station will televise 40 road games this season, three pre-season and 37 regular season. Hearn returns for his 28th year as play-by-play man, and Lantz, in his second year, will handle the color commentary. Walt Baker, vice president and director of programming at the station, said all of KHJ-TV's spots for the games have sold out, with the Lakers' back-to-back championships "keeping ad prices on the incline." KHJ-TV is the flagship station for a seven-station network.

Since 1977, the Lakers have been heard on KLAC(AM) Los Angeles, which is in the fourth year of a five-year contract. KLAC, the flagship station in an 18-station network, will have Hearn and Lantz calling the action for all pre-season, regular and post-season games. This year, for the first time, Laker games will be broadcast in Spanish over radio station XPRS Tijuana, Mexico.



Miami Heat

An NBA newcomer in 1988, the Miami Heat has covered all its radio and television bases, so to speak, in signing a two-year agreement with WAQI(AM) Miami, which will carry all 82 regular season games in Spanish—this in addition to a five-year deal with

WQAM(AM) Miami, which, as flagship for seven more Florida stations, will carry the regular season games in English. Spanish-speaking people make up approximately half of "Miami proper," said the Heat's vice president of sales and broadcasting, David Axelson, a nine-year veteran of the game, having held similar positions with the Sacramento Kings (formerly Kansas City Kings).

WBFS-TV Miami bought the Heat's broadcast TV rights and will carry four pre-season and 21 regular season games over a seven-station network in Florida, Alabama and Georgia.

On the cable side, SportsChannel Florida will carry one pre-season game and 30 home games and 10 away games in the regular season. Both the broadcast and cable deals are five years in length. Going with simulcasting, broadcast TV, cable and radio will all share announcers Sam Smith, play-by-play, and Eric Reid, color. Sales on all fronts have been "extremely good," with more than 90% of inventories sold, said Axelson.

Milwaukee Bucks

WCGV-TV Milwaukee, in its first year covering Bucks basketball and the first year of a three-year rights contract with the team, will broadcast 30 road games and a still-undetermined number of playoff games.



WCGV-TV is the originating station of a four-station network. Jim Paschke will do the play-by-play and Jon McGlocklin will provide color commentary.

WTMJ(AM), which holds the radio rights and is the flagship station of a 24-station network in two states, will carry all 82 regular season games, five exhibition games and all playoff games. WTMJ has been covering Bucks basketball since the 1968-69 season. Jim Irwin will call the play-by-play and Jon McGlocklin will supply color commentary when not on television. The Bucks renew their contract with WTMJ on a yearly basis.

New Jersey Nets

The television rights to the Nets are held by SportsChannel, a New York regional cable sports network serving 1.3 million homes. SportsChannel, which is in the third year of a long-term agreement, will carry 39 home and 21 away games. The commentators will be Steve Albert on play-by-play and Bill Raftery on color. Post-season games that are not covered by CBS or Turner Broadcast System will be carried on SportsChannel.

The Nets retain the radio rights and also



produce and market the radio broadcasts. According to Nets spokeswoman Margo Sullivan, the Nets will once again broadcast all regular and post-season games with time purchased on WNEW(AM) New York, and this year have also added WBUD(AM) Trenton, N.J., to insure coverage of the entire Nets market. The radio announcers will be Howard David for play-by-play, Jim Spanarkel for color and Mike O'Koren, who is new this year, for features and second color.



New York Knicks

Madison Square Garden Network Corp., a Gulf + Western subsidiary, owns the New York Knicks and the Madison Square Garden Network, a regional cable sports network serving 2.4 million homes. So it should come as no surprise that MSGN will again be at the heart of the Knicks' television-radio plans for the upcoming season. MSGN will telecast 53 regular season and two pre-season games (42 home and 13 away), plus any post-season games that CBS does not.

MSG, which holds all television and radio rights, has contracted with MCA's WWOR-TV Secaucus, N.J. (New York), to broadcast 24 regular season away games. Of the remaining five away games, one will be televised by CBS, one will be off-limits because it is scheduled during a time when CBS has been guaranteed NBA television exclusivity, and three are part of the Nets' television packages.

Marv Albert and John Andaries return to handle all television play-by-play and color, respectively.

When Emmis Broadcasting purchased WNBC(AM) New York so it could move its all-sports WFAN(AM) to WNBC's frequency, it also purchased its 10-year contract with MSG to carry Knicks radio broadcasts. In the second year of that deal, WFAN(AM) will broadcast one pre-season, 69 regular season and any post-season games. The 13 games that conflict with WFAN's broadcast of the New York Rangers (National Hockey League) will be carried by MCA's WMCA(AM). Jim Karvellas and Ernie Grunfeld call the radio action.

Philadelphia 76ers

The broadcast TV rights to the Philadelphia 76ers games are held by WPHL-TV Philadelphia. The station is in the fourth year of a six-year contract, and carries all (45) away games with the exception of those that conflict with CBS carriage. The 76ers retain broadcast rights. Color commentator for the broadcasts will be former New York Knicks coach Hubie Brown, and subbing for Brown



when he has CBS color commentary commitments will be former 76er Steve Mix. Play-by-play will be provided by Neil Funk. Upfront ad sales for the games are "good," according to Steve Mosko, vice president and station manager, considering that the 76ers didn't make the playoffs last year and that ratings "weren't great." According to Mosko, ad dollar boosts over last year are attributable to an increased number of sponsorships rather than a unit rate increase. The telecast's major advertiser, Miller beer, is sponsoring the tipoff, an MVP award and a fourth-quarter shoot-out. Radio station WMMR(FM) is also sponsoring a 30-second health tip at halftime.

Cable rights are held by Prism, the Philadelphia-based regional sports and movie service. Prism has rights to 41 home games, minus any covered by CBS or any conflicting with CBS coverage of other NBA action. Prism has been covering the team for 12 years and is currently in the fifth year of a 10-year contract. The 76ers retain rights, with Prism selling advertising time and splitting the revenue 60-40 with the team, net of expenses. Currently Prism has sold seven minutes per game, which is on par with last year but short of the 15 per game it has targeted. Providing play-by-play is Jim Barniak, with Hubie Brown providing color. When Brown's CBS duties conflict, ex-76ers coach Matt Gukas will handle the color.

All sports WIP(AM) has the radio rights to all games, and is the originator for a 20-station network for the broadcasts. For the 19 games for which there is a conflict with Philadelphia Flyers hockey, to which WIP also has rights (the Flyers own the station), the games are aired on WDAS(AM). John Gurvitch handles the play-by-play, with a color commentator yet to be announced.

Phoenix Suns

The Suns have signed a new five-year deal with independent KUTP(TV) Phoenix to carry a minimum of 25 games during the regular season. No pre- or post-season games are included. KTAR(AM) Phoenix is the originating radio station.

The Suns sell the television rights but



retain a minority portion of the commercial avails, said Al McCoy, the team's director of broadcasting, who also handles the radio and television play-by-play. The Suns retain the radio rights and produce the radio broadcasts for an eight-station network. McCoy said that radio advertising "is virtually sold out," and that television "is close to a sellout."

Dimension Cable, the Times Mirror-owned system serving Phoenix, has six years to go on its cable contract with the Suns. It will carry 15 home and five away games this year.

McCoy will be joined on the broadcast by Dick Van Arsdale, who will handle the color commentary. On Dimension, George Allen will handle play-by-play and Joe Gilmartin will provide color.



Portland Trailblazers

Once again the Trailblazers are retaining all television (broadcast and cable) and radio rights. KOIN-TV Portland, Ore., will air 20 away games, and the Trailblazers are distributing 15 home games to 11 cable systems in Oregon and southwest Washington. Three of those cable systems that do not carry KOIN-TV will air all 20 away games (KOIN-TV gets a few minutes to sell, with the Trailblazers retaining the bulk of the inventory.) The team charges cable systems a per-game, per-subscriber fee for the games. Pat Lafferty and Steve Jones will call the action.

For radio, the Trailblazers have formed a 30-station network led by KGW(AM) Portland that will air all 82 home and away games. The franchise uses its own audio satellite network to distribute the games. Bill Scholley is the radio play-by-play man, with Geoff Petrie providing color. According to Dennis Paye, cable operations director for the Trailblazers, the team has sold 100% of its ad inventory.

Sacramento Kings

The Sacramento Kings have a new television rights holder this season—Koplar Communications' KRBK-TV (ch. 31). The station, with an initial three-year deal, takes over coverage from ABC affiliate KQVR-TV. KRBK-



TV will air 30 regular season games this season, up from 20 games a year ago. On the radio side, Group W's KFBK(AM) Sacramento has just renewed its rights pact, covering the full 82-game regular slate and five of seven pre-season games, for another three years. Sponsors in both radio and television this season include Taco Bell, Burger King and Budweiser. Additional television sponsors include Coke, Jack in the Box, Toyota and AMC/Jeep/Eagle, while BMW will run a schedule of radio spots.



San Antonio Spurs

Broadcast television coverage of the San Antonio Spurs will be handled by KSAT-TV San Antonio. KSAT-TV is now in the second season of its year-to-year deal with the team. Announcers for the station's schedule of 15 games has yet to be determined.

Cable coverage of 74 games is being handled by two Rogers Cable-owned channels: SportsChannel will televise a total of 39 away games. SportsChannel sells for \$10 per month. First Choice, the Rogers pay-per-view service, will offer roughly 35 home games at a cost of \$17.95 per game.

On the radio, WOAI(AM) will carry all 82 regular season games, in addition to eight pre-season games. A network of eight stations will take a feed of the station's coverage.

Spanish-language coverage of 43 Spurs games will be handled by KSAH(AM) San Antonio.

On-air play-by-play coverage of Spurs games (except those seen on KSAT-TV) will be handled by Dave Barnett. The Spanish radio play-by-play will be handled by Armando Quintero.

Seattle Supersonics

KIRO-TV Seattle holds television rights to 27 away and three home games, according to station General Sales Manager John Norden. Four of the games will be produced by KIRO and aired on KTZZ-TV Seattle. KIRO's current three-year contract with the team expires at the end of this season. Advertising this year is already about 60%-70% sold,



said Norden, with KIRO retaining all ad dollars except for a "minimal" amount given to KTZZ. Jimmy Jones will provide play-by-play and Jim Marsh will offer color commentary on the television broadcasts.

KJR(AM) Seattle, which is owned by Supersonics owner Barry Ackerly, will act as the originating station for an eight-station network that will broadcast 82 regular season (41 home, 41 away) and seven pre-season games. Radio play-by-play will be by Bob Blackburn; Kevin Calabro will provide color.

Utah Jazz

KSTU(TV) Salt Lake City is in the first year of a three-year agreement as the exclusive television broadcaster of the Utah Jazz. The station will carry 20 road games and six home games at the Salt Palace. Rod Hundley will do play-by-play for all the broadcasts, as well as for all the radio broadcasts and cable games. Utah Jazz director of broadcasting Carl Arky will do color on the games carried by KSTU. The team and the station also have an agreement to produce



Jazz-related events throughout the year, including a highlights special and a weekly show.

The team, which retains all television and radio rights, will carry 26 additional games on the Jazz Cable Network, a regional sports network run as a joint venture with Telecommunications Inc. Zelmo Beaty, who played for the Utah Stars of the American Basketball Association, will do color.

KISN(AM) is in the first year of a two-year agreement as originating station for the Jazz's 15-station regional radio network. The station will carry all eight pre-season games, along with the team's 82 regular season games. On games running on broadcast TV or cable, KISN will broadcast the audio feed; on the rest of the broadcasts, Hundley will be joined by Dave Blackwell.

Washington Bullets

Home Teams Sports, the Washington-based regional cable sports network, which has had a long-term exclusive regional agreement with the Bullets since the net-

work's launch in April 1984, will cablecast 30 home games and all playoff games not covered by CBS Sports. Mel Procter will handle play-by-play, former Bullet guard Phil Chenier will handle color, and another former Bullet, Kevin Grevey, will act as a third announcer. There will be a half-hour pre-game show, *Merchant's Tire Bullets Report*, which will be hosted by Chenier and Grevey and will feature interviews with coaches and fan call-ins.

WDCA(TV) Washington is in the first year



of a two-year contract with the Bullets and retains the television broadcast rights. The station sells ad time in conjunction with Capital Center Sales and shares revenue after expenses. WDCA will carry 28 away games and will also have Procter and Chenier as announcers.

WWDC(AM) Washington is the flagship for the Bullets' eight-station radio network and is in the third year of a three-year contract. There will be 82 regular games (41 home and 41 away) and three exhibition games, which will all be carried on WWDC with Charlie Slowes providing the commentary.

College Conference Lineups

Atlantic Coast Conference

Clemson University, North Carolina State University, University of North Carolina, Georgia Institute of Technology, University of Maryland, Wake Forest University, Duke University, University of Virginia

Raycom Inc. and Jefferson-Pilot have extended their joint venture through the 1993-94 season to produce and syndicate 37 regular season and seven ACC tournament games to 32 stations in Maryland, Virginia, North and South Carolina and Georgia. ESPN will carry 11 of those J-P/Raycom-produced regular season games in markets outside the conference and will carry the seven tournament games on a tape-delay basis. ESPN will also originate and carry 10 other games, most at 9 p.m. NYT, on Wednesdays, Thursdays and Fridays. NBC, with first pick on national ACC rights, will carry nine regular season games and will be the only broadcaster of the ACC tournament

championship game. CBS will air five regular season games.

Atlantic-10 Conference

Duquesne University, George Washington University, University of Massachusetts, Pennsylvania State University, University of Rhode Island, Rutgers University, St. Joseph's University, Temple University and West Virginia University

Creative Sports Marketing Inc. will syndicate 25 Atlantic-10 games to 15, possibly 19, stations. A total of 42 games will be televised locally through a combination of CSM and team-by-team deals with TV broadcasters. Another 35 games will be carried on regional cable sports channels, including SportsChannel New England, Home Team Sports and Madison Square Garden Network. A total of 180 conference and interconference games will be aired on local radio. Nationally, the conference that saw two of its teams, Temple and Rhode Island, make the NCAA Final Four last season will this season find two of its games televised on NBC and one game each on CBS and ABC. The combination of ESPN (six regular season games, plus the conference championship), USA Network (two games), FNN-SCORE (seven games) and SportsChannel America will carry perhaps more than 20 Atlantic-10 games.

Big East Conference

Boston College, University of Connecticut, Georgetown University, University of Pittsburgh, Providence College, St. John's University, Seton Hall University, Syracuse University and Villanova University

With the conference retaining its own rights, the Big East Television Network will syndicate an average of 10 games for broadcast TV in eight markets, while also providing production for 60 other games arranged by the individual teams' markets. But combining local broadcasts with carriage on regional cable sports channels—SportsChannel New England (30 games), Madison Square Garden Network (23 games), Home Team Sports (14 games) and the Sunshine Network in Florida (15 games)—games involving Big East teams will be seen in 20 local markets. National carriage of the Big East will be heavy with CBS carrying 10 regular season and three tournament games, ESPN carrying 22 games and superstation WWOR-TV Secaucus, N.J., carrying six or more games. Like top syndicators, Raycom Inc., Creative Sports Marketing and Jefferson-Pilot Teleproductions, the Big East Network generally barter advertising time, retaining six out of 20 minutes.

Big Eight Conference

University of Colorado, University of Iowa State, University of Kansas, Kansas State University, University of Missouri, University of Nebraska, University of Oklahoma and Oklahoma State University

Raycom Inc., in the third year of a four-year contract, will syndicate 22 regular season games and seven tournament games, including the conference championship game, to 24 stations in 16 markets. ESPN claims the cable-exclusive rights to the Big Eight conference games. Its schedule will include an early-season appearance by the defending national champs, the University of Kansas, in the Great Alaska Shootout, as well as a Feb. 15 NCAA championship rematch with Oklahoma.

Big Ten Conference

University of Illinois, University of Indiana, University of Iowa, University of Michigan, Michigan State University, University of Minnesota, Northwestern University, Ohio State University, Purdue University and University of Wisconsin-Madison

Beginning a joint venture this season, Rasmussen Communications Management Corp. (RCM) and Raycom Inc. will together produce and market a package of 10 Big Ten games to 43 stations in 36 markets. Rasmussen has held conference rights since 1986 and brings to the deal additional arrangements with individual team regional broadcast TV networks, to be served by the joint venture: Iowa (20 games), Illinois (17 games) and Purdue (15 games). Each team is allowed to make deals for 28 games, plus tournaments outside the continental U.S. As exclusive national network for the Big Ten, ABC-TV will carry seven conference games and four interconference games involving Big Ten teams. CBS will carry one interconference game. ESPN will carry eight games in its 9:30 p.m. (NYT) Monday schedule and three games in its 10 p.m. NYT Wednesday schedule.

Metropolitan Collegiate Athletic Conference

University of Cincinnati, Florida State University, University of Louisville, Memphis State University, University of South Carolina, University of Southern Mississippi and Virginia Polytechnic Institute

Reporting that A.C. Nielsen's Cassandra

Report showed Metro's Raycom Inc. basketball package to be the nation's highest-rated syndicated sports programming and fifth-highest-rated programming among all nationally syndicated TV programming last February, the Metro Conference again teams up with Raycom this season to distribute 21 regular season and three tournament games to 20 stations in 18 markets in the mid-Atlantic and Southeastern regions. ESPN will carry five regular season games in addition to carrying the conference championship game. The three broadcast TV networks will each carry "several games involving a Metro team," and one conference game will appear on the USA Network.

Missouri Valley Conference

Bradley University, Wichita State University, Illinois State University, University of Tulsa, Drake University, Creighton University, Indiana State University, Southern Illinois University at Carbondale and West Texas State University

In the third year of a three-year agreement, Creative Sports Marketing will produce and syndicate a package of 20 games to broadcast TV stations throughout the conference region. SportsVision Chicago will carry 15 regular season conference games and one conference-independent game, and Home Sports Entertainment, Prime Ticket and other regional cable sports channels will also carry conference games. The conference reports 243 radio broadcasts of games involving conference teams scheduled in the region (with 56 conference games counted twice in that total). Nationally, CBS-TV will carry one MVC game, ESPN will carry six, USA Network will carry two, and superstation WGN-TV Chicago will carry two.

Pacific-10 Conference

University of Arizona, Arizona State University, University of California-Berkeley, University of California-Los Angeles, University of Oregon, Oregon State University, University of Southern California, Stanford University, University of Washington and Washington State University

Distributing a package of 27 regular season and seven conference tournament games to 17 stations in 15 markets, Raycom Inc. has also arranged national television carriage agreements almost identical to last season's—three games on CBS, three on NBC (one fewer than last season), 10 on ESPN and three on USA Network—with the addition of four games to be aired on ABC, one of those being the conference championship. The USA Network games will include Arizona's participation in the Tournament of Champions in Charlotte, N.C. All told, said the conference, 53 games will be carried on television.

Development of new syndicated shows under way

Game shows and reality-based programs predominate, as producers vie to fill openings in tight market

The 1989 first-run program development season is in full swing after a delayed start. The new flock of programs for winter and fall 1989 run the gamut from early daytime to late night. The list is dominated by game shows, as syndicators anticipate the failure of many of this season's crop, as well as reality-based programs, in an effort to cash in on the success of such programs as Fox's *A Current Affair* and America's *Most Wanted*. The list also includes several talk shows, a smattering of children's animation programs and game shows and a court show from Dick Clark Productions, as well as a weekly sports magazine show from Select Media, titled *Insport*.

Select Media has signed Ahmad Rashad and Robin Swaboda to co-host the new sports magazine program, targeted for weekend access, and will bring a pilot to the NATPE convention in January for availability next fall. The cash-plus-barter program will be a venture of the merging Select/Maltese companies and Insport Productions Inc.

Syndication program development has been delayed this year, largely due to the staggered new season, whose start has been hindered by the six-month-long writers' strike, a later than usual summer Olympics, the World Series and elections. That, in turn, observers suggest, has prevented syndicators from getting an early read on what's hot and what's not.

Still, early returns seem to suggest a lot of the current season's new batch of shows won't be back next year, prompting distributors to come up with replacements. "There are more [new program] failures this year at this point than ever before," said Richard Kurlander, vice president, programming, Petry Television. He cited a number of shows as having "severe problems," including *USA Today*, *Group One Medical*, *Family Medical Center*, *On Trial* and *Live with Regis and Kathie Lee*, as well as practically all the new game shows, particularly *Family Feud*, but also *Relatively Speaking*, *Sweethearts*, *Wipeout*, *The Gong Show* and *The New Liars Club*. In terms of first-run, Kurlander said, "there is not a single hit. The best performers are turning in only marginal ratings. It's very distressing."

The likelihood that many of this season's new crop of first-run syndicated programs will fail suggests that a lot of development opportunities exist for next season. But in fact, many in the business, like Fox Television Stations President Robert Kreek, are finding that "it is much more difficult to sell programs" in syndication than ever before. Kreek cites two factors: "Stations are largely

over-inventoried," and with the soft national spot market, they're hard pressed to come up with the cash for new shows.

Some distributors suggest that the tight marketplace is forcing them to be more selective in the shows they develop. Dirk Zimmerman, president, Group W Productions, said his company looked at over 100 projects this year and will bring two to NATPE. A year ago, the company looked at nine projects and brought two to NATPE.

Robert Jacquemin, president, Buena Vista Television, said that the Disney subsidiary has not decided which of six or seven new

projects it will take to the syndication market or other media, such as the networks or cable. "The new season is so staggered it won't be for a couple of more weeks that we get a true reflection [of it]," he said. "It's a confusing marketplace," made even more confusing by the long-term commitments many stations have made to such programs as *Wheel of Fortune*, *Jeopardy!* and *USA Today: The Television Show*.

A survey of syndication companies last week has produced the following list of new programs (by program category) so far being offered for the 1989 season. It should be



Turner: Color it committed

Turner Broadcasting has struck what may be the biggest deal in the history of the color tinting of black and white movies. Over the next three to five years, American Film Technologies will transform up to 180 black and white classics such as "Jailhouse Rock," "Mutiny on the Bounty" and "Woman of the Year" from TBS's 3,300-title MGM library into color features, using a process it calls "colorimaging." That work will occur at the rate of 24-36 films per year. The deal calls for a minimum of 72 films to be "colorimaged." Given an average tinting cost of \$300,000 per film, AFT values the deal at \$22 million-\$55 million.

AFT has colored seven films for TBS over the past year and is working on five more. Among those films is "Casablanca," which Turner will debut in color on Nov. 8.

So far, Turner has tinted 34 MGM films. Prior to the deal with AFT, TBS's largest coloring deal was with Color Systems Technology. If the options in that deal are exercised, up to 100 films will be converted to color. Adding the 34 films already colorized to the options TBS has to colorize up to 280 more, Turner will have contracted for colorization of just under 10% of its film library.

TBS has been public with its desire to color parts of the MGM library since it was purchased in 1986.

Roger Mayer, president of Turner Entertainment Co., said that TBS is also studying AFT's recently developed tape-to-film colorimaging process that could allow for theatrical exhibition of colorimaged films. That process gives the films higher resolution on a bigger screen. An unacceptably grainy appearance to color versions of black and white movies shown in movie theaters has prevented attempts to seek that window for such product. The AFT process is being developed for theatrical distribution of colorimaged films, as well as in anticipation of the arrival of HDTV.

noted that many more new program announcements are expected between now and the start of NATPE, Jan. 24-27, 1989.

□

New reality shows in the marketplace for 1989 include:

■ *Crime Watch Tonight*, which Orion Television offered last season but for which they did not get enough clearances to proceed. The show's format has been altered slightly to a more "let's catch the bad guy" approach than last season's straight crime news approach. The company recently signed veteran CBS newsmen Ike Papas to anchor the half-hour strip, to be offered on a cash-plus-barter basis. The show has been purchased by WWOR-TV New York and the Gaylord station group. WWOR-TV owner MCA and Gaylord are equity participants in the show, and Orion Television Syndication President Scott Towle said one more group owner may be brought in as an equity partner. The show is produced by CTP Inc., New York.

■ *The Investigators*, from Tribune and Geraldo Rivera, a one-hour weekly investigative program to start in April 1989. Rivera will host the program, which is designed to allow participating stations to develop local stories for the show. Tribune will offer *Investigators* for cash plus barter, and intends to expand the weekly version to a strip when enough stories have been developed.

■ *Tabloid*, from Paramount, is in the works, but a company source would give no details on the show. Sources said the company was looking for a group station deal before announcing the proposed strip.

■ *Crime Diary*, from Quintex Entertainment. Quintex has also announced the reality-based *America's Lost and Found*, to be produced by Susan Winston, former *Good Morning America* executive producer.

■ Another, as-yet-untitled, tabloid program from Fox.

■ A reality-based strip, to be announced soon from Saban Productions, targeted for prime access. Saban is also producing a series of four live two-hour tabloid specials for prime time with Jack Anderson, under the umbrella title, *American Exposé*. Each will be offered on a bartered basis with 12 minutes each to the station and Saban.

■ King World is planning a January 1989 launch for its reality-based tabloid show, *Inside Edition*.

■ From King Features Entertainment comes *You Never Know*, described as short stories about "people who if they aren't famous, probably should be." The half-hour strip is scheduled for a fall 1989 launch.

■ *Missing/Reward*, a one-hour special by Group W, will be converted into a half-hour strip if station response is favorable, said Group W Productions President Dirk Zimmerman. Both the special and subsequent series will be hosted by Stacy Keach. The show features people or objects that have disappeared and the rewards offered for their return. In addition to *Missing/Reward*, Group W is developing *Evening* for a fall 1989 launch. The half-hour show is slated for a prime access time slot and is expected to supplement local *P.M./Evening Magazine* shows. *Evening* is a blend of entertainment and information and is a joint project

of Group W Television and Group W Productions.

■ All American Television is planning to launch *Wanted by Crime Stoppers*, a half-hour version of its hour-long special of the same name. The show is expected to be launched in fall 1989.

□

New game shows being offered for 1989 include:

■ *Stop the Music*, from Orbis.

■ *Betcha!*, described as an "event" game show, from Viacom.

■ *Couch Potatoes*, from Group W, in association with Saban Productions, is scheduled for January 1989 launch. The half-hour strip will be offered on a barter basis. The show tests the contestants' knowledge of television trivia, with a celebrity cameo appearance in every episode.

■ *Boggle* is the first show developed under the recent exclusive deal between Martindale/Gilden Productions and Parker Brothers. The show will be sold on a barter basis. Under the agreement, Martindale/Gilden has access to over 1,000 Parker Brothers game properties to develop into series.

■ Casablanca IV will launch *Celebrity Secrets* in fall 1989. The show, hosted by Bob Eubanks, is described as a reality-based, celebrity talk/game show. The show, produced in association with the Bud Granoff Company and Mac III Productions, will be sold on a cash-plus-barter basis and is targeted for early fringe and access.

■ MGM/UA's offering for fall 1989 in the game show genre is *Straight to the Heart*, a

romance game show similar to Lorimar's *Love Connection*. MGM is targeting a possible January 1989 launch if station sales warrant. Michael Berger hosts the show. *Straight to the Heart* will be sold on a straight barter basis.

■ Multimedia Entertainment has scheduled *Jumble* for fall 1989. The half-hour strip, derived from the popular newspaper game, will be sold on a barter basis.

■ D.L. Taffner will launch two game shows in 1989, *Talkabout*, scheduled for January, and *5-4-3-2-Run*, a children's game show slated for a fall launch. This marks the first entrance into the U.S. game show market for the New York-based company, which does much of its business overseas. *Talkabout*, a half-hour strip, will be sold on a cash basis when it launches in January and on a cash-plus-barter basis effective the following fall.

■ Orion has optioned a remake of *Name That Tune*, with Sandy Frank, but will not bring it to market in 1989. Orion may, however, produce a pilot for the 1990-91 season.

■ Lorimar Telepictures is in the process of developing a pilot for a strip slated to launch in fall 1989. Kline and Friends, producers of *Win, Lose or Draw*, will produce the series, tentatively titled *Third Degree*. The show is described as a contemporary version of a panel game show.

■ MCA also has a game show in the works, as does ABR Entertainment Co., which is looking at a late night show described as a half-game/half-talk show.

Week goes to NBC, CBS takes news

Boosted by two games of the World Series, week four (ended Oct. 16) went to NBC when the network pulled in a 15.7 rating and a 25.8 share. ABC, which broadcast games six and seven of the National League playoffs, posted a 14.5/24 for the week. CBS closed out week four with a 12.4/20.2.

Taken together, the three networks had a combined rating of 42.6/70, which works out to a HUT level (homes using television) of 60.9, or 55 million households. The 42.6 rating represents the networks' percentage delivery of all TV households during the week, or 38.5 million households.

Nielsen	□	Net	□	Show	Nielsen	□	Net	□	Show
1.	23.1/38	N	Cosby Show		33.	11.0/17	C	Blondie and Dagwood	
2.	22.9/36	N	World Series, game 2		34.	10.9/18	C	Wiseguy	
3.	22.2/37	A	N.L. Playoffs, game 7		35.	9.9/17	C	CBS Friday Movie	
4.	21.0/34	N	Different World		36.	9.8/16	C	High Risk	
5.	20.5/38	N	World Series, game 1		37.	9.8/17	C	Simon and Simon	
6.	20.0/33	A	N.L. Playoffs, game 6		38.	9.7/15	A	MacGyver	
7.	19.5/33	C	60 Minutes		39.	9.6/16	C	CBS: Debate Analysis	
8.	18.6/28	N	NBC Monday Movie		40.	9.6/17	N	NBC Friday Movie	
9.	17.6/27	N	ALF		41.	9.4/18	C	Back on the Road w/Kuralt	
10.	17.2/32	A	20/20		42.	9.4/14	C	Equalizer	
11.	17.1/26	C	Country Music Awards		43.	9.2/16	A	ABC: Debate Analysis	
12.	17.0/26	N	Unsolved Mysteries		44.	9.1/15	C	48 Hours	
13.	16.9/25	N	Hogan Family		45.	9.0/16	A	ABC Family Theatre	
14.	16.8/28	A	Monday Night Football		46.	9.0/17	C	West 57th	
15.	16.8/26	C	Murder, She Wrote		47.	8.9/15	A	Ultimate Stuntman	
16.	16.6/25	C	60 Minutes: Retrospective		48.	8.8/16	N	Sonny Spoon, preview	
17.	16.2/26	A	ABC Sunday Movie		49.	8.7/15	N	Destined to Live	
18.	15.7/26	C	CBS Tuesday Movie		50.	8.6/14	F	America's Most Wanted	
19.	15.2/24	N	Matlock		51.	8.1/14	N	Magical World of Disney	
20.	14.9/26	A	Full House		52.	8.0/12	F	Married...With Children	
21.	14.9/26	A	N.L. Playoffs, pregame 7		53.	7.5/13	C	Live! Dick Clark Presents	
22.	14.5/25	A	Mr. Belvedere		54.	7.2/12	A	Incredible Sunday	
23.	13.9/25	A	N.L. Playoffs, pregame 6		55.	6.4/12	A	All Star Celebrities: 88 Vote	
24.	13.7/23	N	World Series, pregame 2		56.	6.2/10	A	America's Favorite Movie	
25.	13.5/25	A	A Perfect Strangers		57.	5.7/10	N	Magical World of Disney	
26.	12.8/20	N	Highway to Heaven		58.	5.4/9	F	21 Jump Street	
27.	12.8/25	N	World Series, pregame 1		59.	4.8/7	F	Gary Shandling Show	
28.	12.7/22	A	Just the Ten of Us		60.	3.9/6	F	Tracey Ullman Show	
29.	12.5/21	N	NBC: Debate Analysis		61.	3.2/6	F	Reporters	
30.	12.1/20	C	CBS Sunday Movie		62.	3.0/5	F	Duet	
31.	11.9/19	N	NBC Tuesday Movie		63.	2.7/5	F	Beyond Tomorrow	
32.	11.2/18	C	Hara Comas Garfield						

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First offering. Paramount announced last week the first project in a joint venture announced earlier this year between Paramount and the London-based production company, Revcom. Paramount/ Revcom, in a joint project with the British Broadcasting Corp., will produce an adaptation of the Jeffrey Archer novel, "Not a Penny More, Not a Penny Less," as a four-hour mini-series.

Scary special. Host Marc Summers will star in a half-hour Halloween special for Nickelodeon, entitled *The Marc Summers Mystery, Magical Tour*, Saturday, Oct. 29, 7 p.m. (repeated Monday Oct. 31, 7:30 p.m.). Summers will serve as co-executive producer (with Steve Binder) of the program, which will feature an appearance by John Astin, reprising his role as Gomez Addams on the 1960's series, *The Addams Family*.

"The greatest" story. Directors International Productions, New York, announced last week it will produce a six-hour documentary (at a cost of \$7 million) entitled *The Muhammad Ali Story*. DIP was formed in 1984 as a partnership between John Cairns and Lindsey Clennell. Exhibition deals have not been sewed up yet, but the producers expect the production to air in 1990.

There are plenty of talk shows, covering various dayparts, in development for next season. They include:

- A new daytime talk program starring Joan Rivers, to be produced by Tribune and distributed by Paramount, which also distributes Tribune's successful *Geraldo* talk show. Tribune's Cooper said the new show, to debut next fall, is targeted for morning daytime and is being offered for cash and two minutes of national barter. ■ Tribune will produce, in association with Grosso-Jacobson Productions, *Behind the Shield: Cop Talk*, which will be hosted by Sonny Grosso, a former New York City policeman involved in the "French Connection" case. The weekly, one-hour, all-barter program (available in January) will present discussions with police involved in famous cases and discussions of police-related issues.

- GTG Entertainment will launch an as-yet untitled show with Beverly Sills in September 1989. The show will be "a combination of *Dinah Shore* and *Mike Douglas*, and much lighter than *Oprah* or *Donahue*," said Bob Jacobs, president of marketing, GTG. The one-hour strip is slated for early fringe, although Jacobs conceded, "We'll probably have to take some morning slots." The show is sold on a cash-plus-barter basis, with GTG keeping two minutes.

- Barris Industries Inc. will launch *Ken-ny Rogers*, a one-hour strip set for a fall 1989 launch. The show will be sold on a barter basis.

- The producers of *A.M. Los Angeles*, a local morning talk show produced by KABC-TV Los Angeles, have been talking with various syndicators about a nationwide rollout. The show would be following the same route taken by *Live with Regis and Kathie Lee*, which ran on New York's WABC-TV until syndicated nationwide last month.

- Talk shows that have been in the talk stage of development for some time include *Liddy*, from All American Television, and *And So It Goes* from King Features Entertainment. *Liddy*, brought to NATPE last year, has not only had trouble with station clearances but is also looking for a station to provide production facilities. *And So It Goes*, to be hosted by Linda Ellerbee, is still on hold, according to Homer Jolly, director of advertising, King Features Entertainment.

New children's projects in the works include:

- *Super Mario Brothers Power Hour*, from Viacom, a one-hour barter program based on Nintendo video game characters, announced in September for next fall.

- New episodes of *Huckleberry Hound* from Worldvision.

- Group W will launch *Bugsburg* in fall 1989. The half-hour animated series was created by Filmation, and will be sold on a barter basis.

- LBS Communications Inc. will be distributing *Police Academy: The Animated Series* for fall 1989. LBS will have available 65 half-hours of the barter show. The barter split of the Warner Brothers production is expected to be two-and-a-half minutes national, three-and-a-half local.

- Buena Vista will be launching *Chip and Dale's Rescue Rangers* in the fall.

- Claster will be syndicating *Muppet Babies*, most recently seen on CBS.

- Also slated for fall 1989 is *It's Punky Brewster*, an animated version of the former NBC prime time show.

New children's game shows for next year:

- *Skedaddle*, from Worldvision.

- A new project from Viacom, which pioneered the category with *Doubledare*, *Family Doubledare* and *Finders Keepers*.

- MCA-TV will be launching *Pictionary Jr.* in the summer of 1989. The show is an adaptation of the popular board game of the same name. According to Shelly Schwab, president, MCA-TV Enterprises, "The show has clearances in New York, Los Angeles, Houston, Dallas, Cleveland and Milwaukee." *Pictionary Jr.* is aimed at children, teen-agers, and young adults, and the half-hour strip is sold on a barter basis, with MCA holding back two-and-a-half minutes and stations keeping four minutes.

- D.L. Taffner's *5-4-3-2-Run* (see above).

- Inspired by a segment from the *Art Linkletter Show*, which ran in the 1960's, *Kids Say the Darndest Things* is a half-hour strip from the ABR Entertainment Company. The show, slated for a September 1989 launch, is produced in association with Art Linkletter Productions and Ralph Andrews Productions. *Kids Say the Darndest Things* will be sold on a barter basis, with the split tentatively set at two-and-a-half national, four

local. The show is being sold for early fringe and access time periods.

- In addition to the above shows, Lorimar is looking at a companion show for its live-action *Fun House*, as well as a reality-based game show. Both are half-hour strips and are slated for a fall launch if picked up.

The one new court show project so far, as yet untitled, is from Dick Clark Productions for Viacom. Essentially it is a reformatting into a half-hour strip of the *You are the Jury* network specials that appeared on NBC.

Late night offerings so far for 1989 include:

- The *Arsenio Hall Show* from Paramount, announced several months ago and already cleared in over half the country, scheduled for a January start.

- *After Hours* (working title), a half-hour late-night strip from Worldvision.

- *Off-Shore TV*, produced by Saban Productions for King World distribution. The half-hour comedy will be shown on a test basis in January 1989, and may have a national roll-out in February. The show will star the Hudson Brothers.

In the half-hour weekly category, MCA-TV will launch a remake of the *Lassie* series in the fall of 1989. The show will be sold on a barter basis, with MCA keeping four minutes and stations keeping three. *Lassie* will be filmed at the Universal studios in Orlando, Fla.



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Wireless cable operators look onward and upward

With a little bit of help from Washington, programers and Wall Street, wireless operators believe they can go a long way

With systems up and running in several major markets and systems in the works for several more, wireless cable has established a foothold in the television marketplace. But if the multichannel pay medium is to gain a large and permanent place in the marketplace, according to those at the Wireless Cable Association convention in Washington last week, it is going to need ready access to cable programming, some help from the FCC and some capital.

By turning up the legal and political heat, the budding medium has been making headway in its struggle to secure the rights to offer popular cable programming services to its subscribers, but, judging from talk at the

charged that the operators have pressured programers not to deal with the potentially competitive wireless medium. The operators leverage with the programers stems from the fact that they are the programers' principal customers and, in some cases, the their owners, they said.

"We're in for a fight. This is war and it is no place for the faint-hearted," said Robert Schmidt, president of the Wireless Cable Association, in his state-of-the-industry speech aimed at rallying the support, monetary and otherwise, of the WCA members. "I really believe that the public needs us."

"I'm not here to lead you up a blind hill," he assured them. But he warned those who enter the business, "You better do it right, you better do it with ethics. . . . We can win only if you believe, only if you commit and only if you're willing to take the risk."

That some wireless cable operators have

programers that don't sell to all parties "are getting out from under the antitrust laws," he said.

Not all the heat on cable is coming from Washington. Wireless cable lobbyists have urged on an investigation of a five-state (West Virginia, Texas, Maryland, New York and Ohio) task force of the National Association of Attorneys General's Antitrust Committee into the alleged anticompetitive behavior of cable operators and programers. In a speech at the WCA convention, Charles Brown, attorney general of West Virginia and head of the antitrust committee, said he and his fellow attorneys general are "deeply concerned" about reports that the cable industry is freezing out potential competitors by refusing to provide programming, or marking programming available to competitors are artificially high prices.

Martin McCue, general counsel, United States Telephone Association, speaking on a panel, tried to recruit wireless cable operators to the telephone industry's current effort to break down the barriers that block the telephone industry from offering cable services. Although it would appear there are many differences between the wireless industry and the telephone industry, he said there are similarities, chiefly their differences with the cable industry. "Our mutual cable adversaries say we alone should not even have the opportunity to speak where we do business," McCue said.

Paul Sinderbrand, a Washington attorney representing Microband and Companies, the biggest and most aggressive wireless cable operator, said the industry's problems at the FCC stem from the fact it is "blinded" by its faith in the marketing. It "just doesn't want to see that the marketplace isn't working."

He called on the WCA members to push for action on a proposal to increase the power of microwave transmitters, a measure that, if adopted, would greatly increase the reach and potential audience of wireless cable operators. He also noted that after five years, the FCC may finally lift the freeze of new OFS applications.

"We are providing a service that the consumer wants...that is better than cable TV," said Mark Foster, chairman of Microband.

Foster declined to give out subscriber figures for Microband's three systems in New York, Detroit and Washington, but said the number of the company's employees has grown from 35 to 575 in two years. The New York and Detroit operations have been up and running for six to seven months, he said, and they have a disconnect rate "of under 2%."

Microband is the first wireless operator to gain access to the Disney Channel. In the first three weeks of a limited marketing plan with Disney in New York, Microband has achieved a 21% penetration for the service



L to r: Foster, Theroux, Murrin, Specchio and Mauszycki

convention, it still has a way to go before it has all the programming it needs to compete or at least effectively complement conventional cable.

Wireless cable is also having a tough time at the FCC, according to some of the WCA convention's 400 attendees. It is not that the FCC wants to discourage the development of the medium, it is just that the bureaucracy and its rigid procedures often frustrate operators' efforts to lease and co-locate a sufficient number of the 33 MDS, ITFS and OFS channels in each market to go into business.

TA Associates, the Boston-based investment bankers, and some former cable operators were at the convention to talk about their investment in the industry, but, perhaps partly due to the medium's troubles with the programers and the FCC, the fact is investors and bankers are not lining up to bet on the medium.

Most WCA members consider access to programming their biggest problem and they see cable operators at the heart of it. Throughout the convention, speakers

been able to secure an ample supply of cable programming is due, in part, to lawsuits or the threat of them and to hitting some of cable's political pressure points. Schmidt and other wireless cable lobbyists have recruited some allies on Capitol Hill, including Senate Antitrust Subcommittee Chairman Howard Metzenbaum (D-Ohio), Senator Albert Gore (D-Tenn.), and Senator Larry Pressler (R-S.D.).

In a videotaped address to the WCA convention, Gore said wireless cable operators have common ground with the home satellite industry, which has also been frustrated in its efforts to get access to cable programming on "reasonable" terms. Gore said his bill to guarantee backyard dish owners access to the cable programming was defeated, but that he would reintroduce it next year and called on wireless cable to support it.

Pressler (R-S.D.) told a Tuesday luncheon that he plans to introduce a bill in the next Congress that would require cable programers to make their product available to wireless at nondiscriminatory prices. Cable

priced at \$7, Foster said. Microband "has an excellent relationship with Disney," he said.

James Theroux, president of Metropolitan Cablevision (MetroTEN), said, "Cleveland is demonstrating the power of wireless cable," where his company has "in excess of 25,000 subscribers."

Theroux disputed claims by the cable company about signing up eight in 10 Metroten subscribers. "We keep two out of three customers," he said.

MetroTen has begun selling its service in mature cable areas, said Theroux. "I have gone door to door" in those neighborhoods, said Theroux, and sold to nonsubs and former subs. MetroTen is also converting existing subs. "We're doing just fine, thank you," he said, because the technology "eliminates technical outtages," the service better and its "the best deal in the marketplace."

Another group of former cable executives plan to launch wireless operations in four markets, starting next April in Oklahoma City ("Closed Circuit," Oct. 10). The company, Technivision, was founded by former principals of Scott Communications, which sold its cable properties last year for \$225 million. In addition to Oklahoma City, Technivision plans to launch services in Wichita, Kan., and Corpus Christi, Tex., plus others, said Smith Murrin, vice president, business development.

The company believes that when its first four markets are operating, it can sign 100,000 subscribers to its service, with 50% coming from homes without access to cable, 5% to 7% from homes passed by cable or former subscribers and 6% to 8% by existing subscribers. The company will roll out impulse PPV in its markets to go along with its basic and pay packages. Basic will be priced at 20% less than cable's, about \$12.50, Murrin said, even though its costs are much higher. In a letter to Senator Howard Metzenbaum (D-Ohio), Murrin said the 15 to 17 basic channels that will cost Technivision \$3.75 this year, cost Scott Communications only \$1.26 last year. Technivision envisions offering pay services for \$7 to \$9 and \$4 for PPV events.

An even more ambitious PPV wireless project is expected to get under way by year's end in Sacramento, Calif., where a joint venture of Graphic Scanning and Peoples Choice TV will put on the air a system that will offer 25 PPV choices. PCTV plans to divide the movies they contract into several categories—comedies, dramas, westerns, etc. About seven to 10 PPV choices will be available among the 25 channels at any given time because of the transmitting technology, said Michael Specchio, president of PCTV. Specchio said the company has had discussions with most of the Hollywood studios about supplying product. It plans to price product anywhere from \$1.25 to \$4 for the PPV events. For the moment, he said, there will be no PPV club fee. The service will have six channels of basic, at a price undetermined, said Specchio. PCTV's system will be addressable, will deliver stereo sound and will have impulse capability.

As wireless cable moves into the second tier of markets, its venturers are already looking further. Murrin believes that if the

costs of transmitters and other equipment falls, and wireless systems can be put on the air for \$500,000 or \$200,000, versus \$1 million, making smaller markets will be ripe for the picking.

Chuck Mauszycki has proved that with his Family Entertainment Network. It has 2,000 subscribers paying \$14.95 per month for seven channels of basic in Mitchell, S.D. ("My pricing is not necessarily a good cable deal," he said.) That is producing an operating profit of 54%, he said. But Mauszycki made it clear he was not competing head to head with cable. "Our emphasis is to noncable areas," he said. Not one FEN subscriber has cable available to them, he said. That philosophy has helped, he said, when dealing with cable programmers, adding that "this industry needs to take a look at that philosophy."

Rick Churchill, general partner with TA Associates, which has spent \$30 million in financing wireless ventures said programming was the industry's "most surmountable problem."

He said wireless cable has a good story to tell. At \$350 per subscriber in building cost, wireless is cheaper than cable and has less maintenance costs. Add in a cash flow of \$150 to \$200 per subscriber per year and Churchill said, "You ought to be able to take that to the bank."

Changing birds

Satellite program service says syndex uncertainty forced move of superstations, savings

United Video and satellite operator GTE Spacenet last week signed a multiyear agreement valued at more than \$45 million that will provide three C-band transponders and one Ku-band transponder on two of GTE's in-orbit satellites.

The deal will see three of United Video's superstations, WPIX(TV) New York, KTVT(TV) Fort Worth and KTLA(TV) Los Angeles move next month from GE Americom's Satcom F4 to GTE's Spacenet III. UV's Ku-band audio services, which are supplemental to its C-band audio, will be fed over a transponder on GStar III. The superstations constitute the third full-time

cable programmer customer for GTE, which carries Detroit-based ProAm Sports and Los Angeles-based SelecTV.

Tulsa-based satellite television and audio programming delivery firm United Video said the deal was driven by costs related to regulatory and satellite market uncertainty. "The move to Spacenet gives us a long-term assurance of low transponder costs," said United Video senior vice president, Jeff Treeman, "which allows us to continue offering [the three superstations] regardless of future increases in satellite costs or which way syndicated exclusivity rules are finally resolved. It essentially syndex-proofs these signals by assuring future delivery."

Noting United Video's intention to continue challenging the FCC's syndicated exclusivity rules, Treeman added, "Given the present uncertainties created by the FCC's syndex rules, and increases in operating costs for satellite-delivered regional superstations, such a satellite move becomes a matter of economic survival for these services. Since WGN-TV has a larger national subscriber base, we will keep it on Galaxy I."

KTLA(TV) will be simulcast on both satellites from Nov. 1 through 30, when it will no longer be fed over Satcom. WPIX and KTVT will be simulcast from Nov. 1 through Dec. 15. United Video's top superstation, WGN-TV Chicago, serving 24.8 million subscribers on 11,415 cable systems, will remain on Galaxy I, owned by Hughes Communications. United Video will launch its new Ku-band SCS service via one Ku-band transponder acquired on GTE's GStar I.

"My concern," said United Video vice president, transmission services, Michael Peyton, "was the lack of commitment, so far, on the vendors' parts to launch follow-on capacity. I believe they will launch, but not without precommitments. I hate to sit here not knowing what will or will not be available." Moving the superstations from Satcom F4, due to reach the end of its life in early 1993, to Spacenet III will assure the superstations' satellite capacity through 1998, and possibly through 2000, he said. Also given a 10-year "guaranteed life," said Peyton, GStar I should be operational through 1995. The UV contract is for the life of each satellite. □



Satellite signing. L to r: Jeff Treeman, senior VP, United Video; David Liddle, account manager, GTE Spacenet; Michael Peyton, VP-telecommunications services, United Video, and Jerry Porter, director, satellite services sales, GTE Spacenet.

NAB-BFMA survey shows radio salaries moving up

General/station managers top list with average \$50,000 base salary; at lower end, news announcer salaries near \$20,000

Radio station salaries are on the rise, particularly among general/station managers, general sales managers and operations directors, according to the "1988 Radio Employee Compensation and Fringe Benefits Report." Another new survey, the "1988 Radio Financial Report," shows that station revenues making up those salary increases are coming from an advertising base that has seen a rise in national/regional advertising.

Both surveys have been released by the National Association of Broadcasters and the Broadcast Financial Management Association. The NAB said this year's financial report included weighted tabulations that should improve the reliability of the annual survey, which historically has suffered from low response rates. The NAB also noted that results of the radio employee report reflect a low response rate: of the 5,900 radio operations surveyed, 23.9% responded, or 1,408 operations representing 2,110 stations.

According to the employee report, which reflects salaries as of March 31, 1988, the highest-paid radio station employees outside upper management are operations directors with an annual average base salary of \$29,738. The salary for the position rose almost \$4,000 from last year's \$25,970 figure. The next highest salary went to the position of program director, which rose from last year's \$25,162 to the new level of \$26,767. Chief engineers saw a rise in annual average base salary from \$23,792 to \$25,286, while air personality salaries rose from \$17,445 to \$20,136. News director salaries rose from \$19,459 to \$20,144, while news announcers saw an increase from \$17,910 to \$19,450.

At the upper management level, the annual average base salary for general/station

managers rose from \$45,511 to \$49,758. Average annual bonuses for the position were \$6,951, up from last year's \$6,003. The figure for general sales managers, including salary, bonuses and commissions from April 1, 1987, through March 31, 1988, totaled \$48,435. That figure represented an increase over last year's \$44,097. Account executives also saw a rise during the same period, from \$24,043 to \$26,524.

The 1988 financial report, representing radio station figures for calendar year 1987, determined the following percentage breakdown for total average station ad dollars: 77.6%, local; 20.9%, national/regional, and 1.6%, network compensation. The figures

varied from last year's report, which showed 75.8%, local; 22.6%, national/regional, and a steady 1.6%, network compensation.

The report also indicated the following breakdown of departmental expenses: program and production costs, 20.8%; engineering, 4.5%; news, 4.2%; sales, 19.8%; advertising and promotion, 9.5%, and general and administrative, 41.2%. Most departments saw decreases from the 1987 "Radio Financial Report," which transferred into general and administrative costs: program and production costs, 21.3%; engineering, 5.1%; news, 4.4%; sales, 20.5%; advertising and promotion, 11%, and general and administrative, 37.7%. □

Riding Gain

Help for the hungry

The second annual *Children of the Americas* radiothon to benefit the U.S. Committee for UNICEF and World Hunger Year is scheduled for Nov. 12 from 4-8 p.m. NYT. Organizers of the satellite-fed event said that as many as eight musical acts will be featured; already confirmed are Crosby, Stills & Nash, The Fabulous Thunderbirds and Jackson Browne. The radiothon will be hosted by Graham Nash from the Palace Theater in Los Angeles, with announcers Pete Fornatelli and Bill Ayres in New York. WNEW-FM New York and KLSX(FM) Los Angeles are serving as anchor stations. Organizers said the show will be produced by Rich Linnell and Jon Sargent and distributed by Radio Ventures over IDB satellite.

fortysomething

Joe Franklin and Marty Glickman (r), two New York radio broadcasting legends, are



celebrating 40-year anniversaries. Sportscaster Glickman marked his 40th year of football broadcasts by presenting the Oct. 17 Bills-Jets game on WBSZ(AM). His first football announcing job was the Giants-Cardinals game at the Polo Grounds, heard on former New York station WMGM(AM). Franklin, who broadcasts a weekly nostalgia show on WOR(AM) New York, said this November will mark 40 years in the business since the start of his first show, *Vaudeville Isn't Dead*, on WNEW(AM).

Travis time

United Stations Programming Network will present *The Randy Travis Story* over the Oct. 28 weekend. The three-hour special will feature exclusive interviews with Travis along with several songs by the performer, who was recently named 1988 male vocalist of the year by the Country Music Association. The bartered program was written and produced by United Stations and will be hosted by Mike Brophy of WXTU(FM) Philadelphia.

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Radio for movies

The Radio Advertising Bureau hosted a three-hour seminar in Hollywood designed to promote the power of radio marketing to the motion picture industry. The seminar played to an audience of 35 representatives from the movie studio and film distribution businesses. Westwood One Chairman Norman Pattiz served as moderator, and his company underwrote the event.

Taking stock

All-news KYW(AM) Philadelphia chose the first-year anniversary of the Oct. 19 stock market crash as the day to launch its live market reports from the Philadelphia Stock Exchange. The new segments, featured during the station's daily business reports, will present the most active issues on the New York and Philadelphia exchanges, including metals, commodities, currencies and the Dow. Reports will air twice each hour from 9:55 a.m. to 4:25 p.m.



Changing of the guard. The three-year National Public Radio chairmanship of Jack Mitchell (r) "was just what we needed in a difficult time...an act I look forward to following," said new National Public Radio board chairman, Wayne Roth (l), at his first meeting at NPR's helm last week. With difficult restructuring decisions, such as the "unbundling" of NPR programming now behind the board, Roth, who is general manager of KUOW(FM) Seattle, said audience growth and support, not the 1983 financial crisis, can now "be the driving force behind our agenda."

Good news dominated the two-day meeting: the sale of 200 shares in Network Paging Systems will bring NPR \$2.5 million to \$4 million over five years and fiscal 1989 membership revenue may exceed projections by \$1 million, mainly because "one of the larger stations" has remained a full-service user after the institution of unbundling.

Law & Regulation

Broadcasters urge renewal based on programming

In comments to FCC, NAB, TOC, others say station's programming should be major part of license renewal decision; position is contrary to that of FCC chairman, who believes decision should be based solely on compliance with FCC rules

FCC Chairman Dennis Patrick and most of the nation's broadcasters have a fundamental disagreement when it comes to comparative renewal reform. Patrick believes a broadcaster's programming should play little, if any, role in the FCC deliberations over whether to renew a license. The broadcasters, led by the National Association of Broadcasters and the Television Operators Caucus, believe programming should be at the heart of those deliberations.

Patrick's position, part of his effort to endow broadcasters with the same First Amendment protections accorded newspapers, is well established by his public comments. When the FCC voted to launch a proceeding aimed at reforming the comparative renewal process last summer, he said: "I have made no secret of the fact that I would prefer to see us more in the direction of less intrusiveness with respect to programing decisions made by broadcasting...toward a model that will be more respectful of their First Amendment rights" (BROADCASTING, June 17). Indeed, he told Congress several months earlier it would be desirable to base renewal solely on "substantial compliance" with FCC rules.

In commenting on the FCC proceeding, most broadcasters agreed with the FCC that

the renewal expectancy standard needs to be revamped, but they rejected Patrick's concept of a compliance-only standard, arguing for one tied to programming. The broadcasters' position put them in the same camp as a number of citizen groups and a law firm well known for challenging incumbent licenses.

Most broadcasters also urged the FCC to crack down on "abuse" of FCC processes by limiting payments for the withdrawal or the promise not to file competing applications and petitions to deny renewals and station transfers.

The NAB included in its comments results of a survey of broadcasters, which it feels provide sufficient justification for the FCC to curb "abuse of process." The NAB

sent a questionnaire to 3,700 broadcasters that were thought to have transferred a station or applied for renewal since January 1985. Nearly 960 responded, but only 880 said they had actually gone through a renewal or transfer. Of those, 86 said they had been hit with competing applications or petitions to deny (or threats of the same) and, of those, 46 said they were "approached for some type of payment or other compensation."

Nonetheless, some commenters challenged the assumption running through the FCC's proceeding that "abuse of process" was rampant; they argued that limiting payments to those filing competing applications or petitions to deny was unnecessary.

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Judge rules franchise fee unconstitutional

A U.S. district court judge in San Francisco has provided additional ammunition for those who argue that cable television systems have the same First Amendment rights as the print media. But some lawyers seeking to rebut that argument say, in effect, the ammunition may blow up in the hands of those seeking to use it. And some representatives of the cable establishment itself are not cheering the decision.

The case involves Century Federal Inc.'s suit challenging the constitutionality of the 5% franchise fee that the city of Palo Alto, Calif., is attempting to impose on the cable system. Judge Eugene F. Lynch struck down the requirement as unconstitutional. He said the fee violated the First Amendment guarantee of press freedom and the 14th Amendment guarantee of equal protection under the law. The opinion was similar to previous decisions Lynch has issued in the long-running litigation.

But it was believed to be the first by any court holding that imposition of the franchise fee was unconstitutional. Lynch based his ruling on the view that the fee is discriminatory, that the city had failed to demonstrate there is a difference between cable systems and other users (such as telephone and gas companies) that justifies a "greater rent on cable." He added: "No explanation has been offered for why the government has chosen to enact a special regime for charging the press, and even speculation does not suggest a valid one." Lynch also struck down as unconstitutional other financial requirements.

The decision goes further than that of another judge of the Northern District of California, William W. Schwarzer, in a case involving Group W's battle with Santa Cruz. Schwarzer last year granted the company an injunction barring the city from denying it the right to continue serving the city. But he held that the city has the right to levy "a reasonable fee to defray expenses."

Schwarzer said determination of what constitutes a reasonable fee must turn on an appraisal of the fair market value of the rights of way, easements and other entitlements. Lynch's decision also seems to run counter to the Cable Act of 1984, which permits cities to levy fees of up to 5%.

As a result, some lawyers think Lynch may have overreached himself. Nick Miller, a Washington attorney who represents cities in their dealings with cable systems, said the decision is "so extreme, it makes it difficult for the appeals courts to uphold it." However, it was not clear last week whether Palo Alto would choose to settle or appeal. In any case, the First Amendment argument that the lawyer for the systems in Palo Alto and Santa Cruz, Harold Farrow, has used, does not always prevail. Miller said that, for various reasons, it was not successful in cases involving franchises in Chicago, Detroit, St. Paul and Erie, Pa.

And Frank Lloyd, a cable attorney whose clients include the California Cable Television Association, said the decision places the cable industry "in a quandry." He said that while "many in the industry would like to have full First Amendment rights, they feel constrained by the agreement reached with the cities in connection with passage of the Cable Act. Court decisions such as Lynch's, he said, "may lead cities to seek reregulation of cable, including rate regulation."

Indeed, a steering committee of the National League of Cities, after considering the matter over the Oct. 15-16 weekend, decided to recommend that the membership seek a reopening of the Cable Act. The committee will not only urge the membership to support telephone company entry into the cable business, but also a restoration of the regulatory authority over cable that cities say they gave up in the compromise that resulted in the act (see "Top of the Week").

its license (television station licenses comes up for renewal every five years; a radio station's, every seven), any group or individual can petition the FCC to deny the application for some alleged infraction of the FCC rules or file a competing application for the license. In the latter case, a hearing is held before one of the FCC's administrative law judges in which the incumbent and challenger are compared using well-established, but often vague criteria to determine which would best serve the public interest.

Broadcasters do not fear losing their licenses at renewal time as much as they do being drawn into time-consuming and expensive comparative hearings or defenses against petitions to deny.

The FCC proceeding launched last June is aimed at streamlining the renewal process to save time and money and inhibiting third parties from "abusing" the renewal process to exact—or, as Patrick put it, "extort"—money or other considerations from broadcasters in exchange for agreements to withdraw competing applications and petitions or not to file them in the first place.

In the proceeding, the FCC proposed making it easier for a broadcaster to win a "renewal expectancy," which carries considerable—usually decisive—weight in comparative hearings, by adopting a more objective standard. Today, winning a renewal expectancy depends on the ALJ's subjective determination that the station has provided "meritorious" or "superior" service.

The FCC offered three alternatives for the new renewal expectancy standard. Reflecting Congressional attempts at comparative

renewal reform, two would tie the renewal expectancy to past programming performance. The third, paralleling Patrick's thinking, would base it on an overall record of compliance with the Communications Act of 1934 and FCC rules.

The FCC also invited comments on some of the other comparative hearing criteria, particularly the diversification criterion that awards points to the party with the fewest broadcast holdings and the "integration" criterion which helps any party proposing common management and ownership.

To deter "abuses" of the petition to deny and comparative renewal process, the FCC proposed putting a cap on payments for agreements not to file or to withdraw petitions and competing applications. The agency also suggested requiring competing applicants to make fuller ownership and financial disclosures so that it could weed out "sham" applicants.

The NAB said it "still considers a station's provision of programming to serve the needs and interests of a community as the sine qua non of its legitimate renewal expectancy in a comparative hearing.... [As] long as the public interest standard remains in the Communications Act, any comparative renewal evaluation process must consider the community interest programming and other endeavors broadcasters provide in order to serve their communities."

The trade association said the renewal expectancy should be based on a showing that the incumbent has provided "responsive service" and is in substantial compliance with the act and FCC rules. "Responsive service should include consideration of the

programming the broadcaster has aired to serve his or her audience. This programming could consist of entertainment or nonentertainment programming."

The NAB also said the FCC does not "need to set quantifiable levels" of programming, noting that the FCC ruled out such an approach as not in the public interest 10 years ago.

NAB rejected the idea of basing the renewal expectancy solely on compliance with the act and FCC rules, saying it had "numerous pitfalls" for broadcasters. Even though the FCC indicated it would consider only "serious violations" and allow for mitigating factors, the NAB said it questions "if such a policy necessarily will be followed by ALJ's, new commissions or the courts."

The TOC, which represents several large television group broadcasters, said it "strongly believes" past programming performance "must remain a major element of an incumbent television broadcasters' renewal expectancy. This is so as a matter of law and as a matter of sound policy."

"Without a renewal expectancy based in large part on programming service to the public, incumbent licensees would have little to set themselves apart from the paper promises of competing applicants who own no other media interests and who propose that their owners, often with no professional broadcast experience, and no record of performance as a station owner, would manage the station in question," the TOC said. "The public is best served by the most reliable predictor of future performance, and an actual record is a far better guide to future performance than untested, paper prom-

ises."

Post-Newsweek Stations Inc. said the renewal expectancy should be based upon the incumbent's "past programing record as measured by a broad, objective quantitative standard." In particular, it said, it should be based on the incumbent's performance within "a single broad category of 'nonentertainment, nonsports' programing" encompassing news and public affairs.

Like some of the other broadcasters, Post-Newsweek acknowledged that any review of programing "raises risks of governmental content judgments and 'chilling' of broadcaster speech.... But as long as the Communications Act forces the commission to compare renewal applicants with competing new station applicants, there appears realistically to be no legal or policy alternative by which to avoid some consideration of the incumbent's past programing record.... Although even a properly formulated quantitative standard is not ideal, it can provide an objective method for evaluating past performance in the public interest that reasonably minimizes First Amendment tensions," Post-Newsweek said.

The Association of Independent Television Stations endorsed the Post-Newsweek position. "Objective and quantifiable standards for community service programing are far less intrusive upon broadcasters' First Amendment rights than is the existing amorphous and highly subjective evaluation process," it said. And they are preferable to such "vague" standards as "meritorius" programing, it said.

INTV parted slightly with Post-Newsweek, saying it favored allowing incumbents to present more kinds of programing. "Some useful additions to the Post-Newsweek formulations would include children's programing, religious programing and locally produced programing of any type.... By broadening the menu... in the quantifiable standards, the commission would simultaneously address the interests of a more diverse group of community constituencies and provide licensees with greater flexibility in program selection."

NBC and CBS, in separate filings, also endorsed renewal expectancy based on programing. To afford broadcasters maximum flexibility in programing, CBS said it favors a standard "under which a licensee would be entitled to a renewal expectancy upon a finding that it had acted reasonably in presenting programing responsive" to the public. NBC said the FCC's oversight of broadcasters' programing would continue to be "minimal as its role would be limited to passing on the reasonableness of the licensee's approach to program service in response to audience demands."

Westinghouse Broadcasting said the "ultimate renewal expectancy test should be the reasonableness of the licensee's judgment in programing to meet the needs and interests of its community.... It allows for enforcement of the commission rules and protection of the public interest, while according licensees necessary discretion under the First Amendment."

Cohen & Berfield, a Washington law firm that has represented a number competing applicants, agreed with broadcasters that

renewal procedures must continue to consider programing. "Under the act and the First Amendment, the commission must assess all material considerations in choosing between an incumbent and a challenger, including programing," it said. "Proposals that would prefer an incumbent based on little more than the avoidance of disqualifying misconduct could be squared with either the act or the First Amendment."

Most broadcasters favored limiting payments to filers of competing applications. The Miami-based law firm of Leibowitz & Spencer, on behalf of its clients, said: "Greenmail is the economic fuel that fires the passion of some renewal challengers.... By re-instituting the restriction on greenmail, the commission will provide the necessary stimulation for challengers to consider a risk/benefit analysis before filing applications, thus virtually assuring that any comparative challenges are filed for the sole purpose of acquiring the license to operate the broadcast station."

A number of citizen groups led by the Office of Communications of the United Church of Christ argued for a renewal expectancy based on a "program-based approach that employs objective standards. First, if objective standards were employed, broadcasters would have more certainty

about what was required to earn a renewal expectancy. In addition, broadcasters would have an incentive to meet the objective standards, thus providing better service to the public.... Moreover, the objective standards would facilitate judicial review."

The broadcasters call for limits on payments to those filing competing applications and petitions to deny was not shared by the all the commenters. The National Hispanic Media Coalition, which represents 32 Hispanic organizations, said it would go along with "narrow and carefully crafted adjustments of the FCC's comparative renewal procedures if, and only if, a record of abuse can be demonstrated. Any adjustments, however, must promote rather than attempt to frustrate the clear congressional mandate for encouraging settlements in all of the FCC's licensing cases."

Cohen & Berfield attacked the premise for capping settlement payments. The focus of the FCC proceeding is "inappropriate," it said, because it suggests that renewal challengers "as a class are presumptively dishonest.... It would be patently inconsistent with due process and the act to place unique burdens on an entire class of applicants based on speculative fears (largely industry generated) that particular members thereof might engage in misconduct." □

Washington Watch

Reprieve. In response to petitions from several trade associations, FCC Common Carrier Bureau extended by month, filing comments in its telephone-cable crossownership proceeding. Comments are now due Dec. 1; replies, Dec. 28. "An extension of time of 30 days will promote development of responsive comments and will not unduly delay the commission's deliberations," Bureau said. Comments will address FCC's tentative July 20 decision to recommend to Congress repeal of ban on telephone companies' providing cable service in same place they provide telephone service. □

Court challenge. National Association of Broadcasters and other media groups will participate in appeal of new indecency law (BROADCASTING, Oct. 3) that requires FCC to enforce its anti-indecency policy for radio and television broadcasts 24 hours per day. Initially, NAB said appeal was option. Under two-week-old law, FCC must issue new set of indecency rules by Jan. 31, 1989. Commission's current indecency policy includes "safe harbor" between midnight and 6 a.m., time when FCC determined there was less likelihood of children in audience. But last July, Senator Jesse Helms (R-N.C.) offered amendment to appropriations bill that would establish 24-hour ban on indecency, which Senate endorsed and House later accepted. Now NAB and industry groups are looking into best route for appeal on grounds that law is unconstitutional. □

Forest fire. U.S. Forest Service approved six-month delay in implementing its new fee schedule for charging broadcasters whose towers are located on federal land. New fees would result in substantial increase and were slated to take effect on Jan. 1., but following intense pressure from Capitol Hill and broadcasters, Forest Service issued delay. Service also extended its comment deadline from Sept. 26 to Dec. 2. National Association of Broadcasters contested fees on grounds they are based on broadcasters' "perceived ability to pay," not on "fair market value." NAB also enlisted congressional support to convince Forest Service to reconsider. Key senators, including New Mexico Republican Pete Domenici and Democrat Jeff Bingaman, wrote Service asking for delay. Representative Bill Richardson (D-N.M.) has introduced legislation that would ban any increases. □

AM standard. Legislation was introduced on the eve of congressional adjournment that would require FCC to establish AM stereo standard. Representative Matthew Rinaldo (R-N.J.), ranking minority member on House Telecommunications Subcommittee and Don Ritter (R-Penn.), offered measure aimed at reversing "decline" of AM radio. "The quickest way to enhance AM radio's attractiveness to programers and advertisers is by improving sound quality," Rinaldo said in statement accompanying bill. "Since the FCC has declined to act in this area, Congress must step in and 'seize the bull by the horns,'" said Rinaldo.

Stock Index

Closing Closing
Wed Wed
Oct 19 Oct 12
Net Percent P/E
Change Change Ratio (000,000)
Market
Capitali-
zation

BROADCASTING

N (CCB) Capital Cities/ABC	350	357	1/4	- 7	1/4	-02.02	21	5,662	
N (CBS) CBS	177	3/4	178	1/8	- 3/8	-00.21	10	4,200	
A (CCU) Clear Channel.....	13	7/8	13	3/4	1/8	00.90	25	53	
O (JCOR) Jacor Commun.	6	1/8	6		1/8	02.08	-13	60	
O (LINB) LIN	57	5/8	59	3/4	- 2	1/8	-03.55	36	2,977
O (MALR) Malrite	9	1/8	9	1/4	- 1/8	-01.35	-19	124	
O (MALRA) Malrite 'A'.....	9	1/4	9	3/8	- 1/8	-01.33	-13	126	
O (OBCCC) Olympia Broad.	3	1/2	3	1/2		00.00		8	
O (OSBN) Osborn Commun.....	7	3/4	6	3/4	1	14.81	-6	39	
O (OCOMA) Outlet Commun. .	23	3/4	23	7/8	- 1/8	-00.52	-8	155	
A (PR) Price Commun.	6	3/4	6	7/8	- 1/8	-01.81	-5	65	
O (SAGB) Sage Broadcasting	4	1/4	4	1/4		00.00	-6	16	
O (SCRIP) Scripps Howard	79	80	1/2	- 1	1/2	-01.86	63	815	
O (SUNNC) SunGroup Inc.	1	7/8	1	7/8		00.00	-2	4	
O (TLMD) Telemundo	6	1/2	6	3/4	- 1/4	-03.70	-1	49	
O (TVXGC) TVX Broadcast	113	16	2	- 3/16	-09.37		10		
O (UTVI) United Television	28	1/8	28	1/4	- 1/8	-00.44	46	308	

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	27	3/8	28	-	5/8	-02.23	11	288		
O (ASTV) Amer. Comm. & TV		1/16	1/16			00.00		4		
N (AFL) American Family.....	13	5/8	12	5/8	1	07.92	11	1,103		
O (ACOMA) Assoc. Commun.	26	1/2	25	1/2	1	03.92		252		
O (BMAC) BMA Corp.	29	1/2	29	1/2		00.00	79	309		
N (CCN) Chris-Craft	22	3/4	23	3/4	- 1	-04.21	50	495		
N (DNB) Dun & Bradstreet.....	54	3/4	53	7/8		7/8	01.62	21	8,322	
O (DUCO) Durham Corp.	36	1/4	35	1/2		3/4	02.11	30	305	
N (GCI) Gannett Co.	34	1/8	32	3/4	1	3/8	04.19	17	5,525	
N (GY) GenCorp	20	7/8	20	3/8		1/2	02.45	2	662	
O (GMXC) GMX Commun.		3/32	3/32			00.00		2	662	
O (GACC) Great Amer. Comm. .	9	7/8	10	1/8	-	1/4	-02.46	9	259	
N (JP) Jefferson-Pilot	35	1/8	34	5/8		1/2	01.44	15	1,386	
N (KRI) Knight-Ridder.....	42	1/4	42	7/8	-	5/8	-01.45	15	2,403	
N (LEE) Lee Enterprises.....	27	1/4	27	3/4	-	1/2	-01.80	19	677	
N (LC) Liberty	39	3/4	40		-	1/4	-00.62	15	368	
N (MHP) McGraw-Hill	71	3/4	73	1/2	-	1	3/4	-02.38	21	3,459
A (MEGA) Media General	36	1/2	37		-	1/2	-01.35	24	1,029	
N (MDP) Meredith Corp.	33	1/8	31	7/8	1	1/4	03.92	13	636	
N (MCG) Mich. Energy	32		31	1/2	1	1/2	01.58	21	86	
O (MMEDC) Multimedia.....	71	1/4	72	1/2	-	1	1/4	-01.72	69	783
A (NYTA) New York Times.....	27	7/8	27	3/4		1/8	00.45	14	2,285	
N (NWS) News Corp. Ltd.	17	3/4	16		1	3/4	10.93	9	4,729	
O (PARC) Park Commun.	29	1/4	28	1/2		3/4	02.63	23	403	
O (PLTZ) Pulitzer Publishing...	26	5/8	26	3/4	-	1/8	-00.46	18	278	
N (REL) Reliance Group Hold. .	5		5	1/8	-	1/8	-02.43	5	375	
O (RTSY) Reuters Ltd.	26	5/8	26	5/8			00.00	18	22,106	
T (SKHA) Selkirk	36		36				00.00	31	292	
O (STAUF) Stauffer Commun. .	138		140		- 2		-01.42	46	138	
N (TMC) Times Mirror	32	1/2	32	1/2			00.00	15	4,205	
O (TMC) TM Communications ..		1/4	5/16		-	1/16	-20.00		1	
N (TRB) Tribune	39	3/4	39			3/4	01.92	22	3,032	
A (TBSA) Turner Bcstg. 'A'	14	3/8	14	5/8	-	1/4	-01.70	-2	313	
A (TBSB) Turner Bcstg. 'B'	14	3/4	15	1/8	-	3/8	-02.47	-2	321	
A (WPOB) Washington Post ...	209	3/4	208	1/2	1	1/4	00.59	14	2,694	

PROGRAMMING

O (SP) Aaron Spelling Prod.	6	1/4	6	7/8	- 5/8	-09.09	5	114
O (ALLT) All American TV	3		3			00.00		3
O (BRRS) Barris Indus.	7	3/8	7	1/2	- 1/8	-01.66	-3	57
N (KO) Coca-Cola	42	3/8	42	1/2	- 1/8	-00.29	17	15,907
A (CLR) Color Systems	2	3/4	2	1/2	1/4	10.00	-1	14
N (KPE) Columbia Pic. Ent.	11	1/2	11	1/2		00.00	164	1,261
O (CAVN) CVN Cos.	12	7/8	12	3/4	1/8	00.98	10	223
A (DEG) De Laurentiis Ent.		3/4	5/8		1/8	20.00		8
O (DCPI) Dick Clark Prod.	4	3/8	4	1/2	- 1/8	-02.77	11	36
N (DIS) Disney	65	5/8	65	1/2	1/8	00.19	19	8,700
N (DJ) Dow Jones & Co.	34	1/4	33	1/2	3/4	02.23	16	3,298
O (EM) Entertainment Mktg.	3	1/4	3	7/8	- 5/8	-16.12	10	39
O (FNNI) Financial News	6	1/2	6	3/4	- 1/4	-03.70	29	78
A (FE) Fries Entertainment	1	3/4	1	7/8	- 1/8	-06.66	7	9
N (GW) Gulf + Western	39	7/8	39	1/4	5/8	01.59	6	2,396
O (QNTX) Hal Roach	3	5/8	3	3/4	- 1/8	-03.33	-8	25
A (HHH) Heritage Entertainment	2	1/4	2	1/4		00.00	2	10
A (HSN) Home Shopping Net.	4	3/4	4	1/2	1/4	05.55	21	414
N (KWP) King World	25	3/4	24	3/4	1	04.04	16	742
O (LAUR) Laurel Entertainment	2	1/2	2	5/8	- 1/8	-04.76	5	6
A (LT) Lorimar Telepictures	12		12	1/4	- 1/4	-02.04	-3	556
N (MCA) MCA	46	3/8	47		- 5/8	-01.32	25	3,372
N (MGM) MGM/UA Commun.	10	3/4	11	3/8	- 5/8	-05.49	-6	538
A (NHL) Nelson Holdings		1/4	1/4			00.00	-2	6

Closing Closing
Wed Wed
Oct 19 Oct 12
Net Percent P/E
Change Change Ratio (000,000)
Market
Capitali-
zation

PROGRAMMING

A (NWE) New World Enter.	3	1/4	3		1/4	08.33	9	35
O (NNET) Nostalgia Network		7/8	1		- 1/8	-12.50	-1	4
N (OPC) Orion Pictures	15	1/4	15	1/8	1/8	00.82	13	263
O (MOVE) Peregrine Entertain.	1	5/8	1	1/2	1/8	08.33	-54	3
N (PLA) Playboy Ent.	13	3/4	13	7/8	- 1/8	-00.90	15	129
O (QVCN) QVC Network	9	1/4	9		1/4	02.77	-19	93
O (RVCC) Reeves Commun.	6	1/4	5	5/8	5/8	11.11	31	79
O (RPICA) Republic Pic. 'A'	7	3/4	8		- 1/4	-03.12	86	32
O (RPICB) Republic Pic. 'B'	7	1/2	7	3/4	- 1/4	-03.22	53	5
O (SMNI) Sat. Music Net.	315	16	4	1/8	- 3/16	-04.54	-98	35
N (WCI) Warner	37	36	1/4		3/4	02.06	19	4,667
O (WONE) Westwood One	11	3/4	11		3/4	06.81	16	169

SERVICE

O (AMEA) A.M.E. Inc.....	8	1/8	8	1/4	-	1/8	-01.51	8	40
O (AGRP) Andrews Group.....	5	1/2	5	1/4		1/4	04.76	-2	36
O (BSIM) Burnup & Sims.....	17		15	1/8		1 7/8	12.39	36	271
N (CQ) Comsat.....	27	3/4	27	5/8		1/8	00.45	-10	508
N (FCB) Foote Cone & B.....	25	5/8	25	3/4	-	1/8	-00.48	12	213
O (GREY) Grey Advertising.....	114		115	1/2	-	1 1/2	-01.29	15	138
O (IDBX) IDB Communications.....	8	5/8	8	3/4	-	1/8	-01.42	34	35
N (IPG) Interpublic Group.....	35	1/2	35	1/4		1/4	00.70	15	796
O (OGLI) Ogilvy Group.....	27	1/4	27	1/2	-	1/4	-00.90	13	388
O (OMCM) Omnicom Group....	21		20	3/8		5/8	03.06	14	516
N (SAA) Saatchi & Saatchi.....	19	1/4	18	3/8		7/8	04.76	8	2,804
O (TLMT) Telemation.....	1	5/8	1	5/8			00.00	6	7
A (TPO) TEMPO Enterprises....	8	5/8	8	7/8	-	1/4	-02.81	28	49
A (UNV) Unitel Video.....	9	7/8	9	7/8			00.00	14	21

CABLE

A (ATN) Acton Corp.	13	5/8	13	3/4	- 1/8	-00.90	2	16
O (ATCMA) Amer. TV & Comm.	29	1/8	28	7/8	1/4	00.86	64	3,168
O (CTEX) C Tec Corp.	40		39	5/8	3/8	00.94	17	220
A (CVC) Cablevision Sys. 'A'	32	1/4	32	3/8	- 1/8	-00.38	-11	678
N (CNT) Centel Corp.	44	3/4	44	5/8	1/8	00.28	12	1,946
O (CMCSA) Comcast	16		16	1/8	- 1/8	-00.77	-72	715
A (FAL) Falcon Cable Systems	20	1/8	20		1/8	00.62	-62	128
O (JOIN) Jones Interchange	12	3/8	12	3/8		00.00	38	157
T (MHPQ) Maclean Hunter 'X'	13	5/8	13	3/4	- 1/8	-00.90	37	1,004
T (RCIA) Rogers Commun. 'A'	63	1/2	64	1/2	- 1	-01.55	-97	785
T (RCIB) Rogers Commun. 'B'	57	1/4	57	3/4	- 1/2	-00.86	-88	708
O (TCAT) TCA Cable TV	32	3/4	32	5/8	1/8	00.38	64	395
O (TCOMA) Tele-Commun.	25	1/8	25		1/8	00.50	50	3,802
N (TL) Time Inc.	116		116			00.00	27	6,779
O (UACI) United Art. Commun.	26	1/2	27	1/4	- 3/4	-02.75	220	1,088
N (UCT) United Cable TV	33	5/8	33	5/8		00.00	-176	1,253
N (VIA) Viacom	28	3/4	28	1/2	1/4	00.87	-4	1,534
N (WU) Western Union	1	7/8	2	1/8	- 1/4	-11.76		59
O (WSMCA) WestMarc	19	1/2	19		1/2	02.63	24	279

ELECTRONICS MANUFACTURING

N (MMM) 3M.....	62	5/8	62	1/8	1/2	00.80	15	14,246
N (ARV) Arvin Industries.....	20		20	7/8	- 7/8	-04.19	8	380
O (CCBL) C-Cor Electronics ...	13		11		2	18.18	21	26
O (CATV) Cable TV Indus.....	4	7/8	4	3/4	1/8	02.63	-32	14
N (CHY) Chyron.....	4	1/2	4	3/8	1/8	02.85	16	46
A (CXC) CMX Corp.....		11/16		11/16		00.00	7	6
A (COH) Cohu.....	10		10			00.00	9	18
N (EK) Eastman Kodak.....	48	1/2	47		1 1/2	03.19	13	16,436
N (GRL) Gen. Instrument.....	24	3/8	27		- 2 5/8	-09.72	-17	814
N (GE) General Electric.....	44	1/8	43		1 1/8	02.61	18	40,389
O (GETE) Geotek Inc.....		11/16		11/16		00.00	-2	2
N (HRS) Harris Corp.....	28	3/8	26	5/8	1 3/4	06.57	12	1,161
O (ITEL) Itel Corp.....	19		18	1/8	7/8	04.82	44	504
N (MAI) M/A Com. Inc.....	10	1/8	9	7/8	1/4	02.53	-6	274
N (IV) Mark IV Indus.....	10		10	1/4	- 1/4	-02.43	6	108
O (MCDY) Microdyne.....	3	1/8	3	1/8		00.00	-2	13
O (MCOM) Midwest Commun.....	4	1/4	4	3/4	- 1/2	-10.52	10	12
N (MOT) Motorola.....	39	1/2	39	3/4	- 1/4	-00.62	16	5,107
N (OAK) Oak Industries.....	1	1/8	1		1/8	12.50	11	85
A (PPI) Pico Products.....	3		3	1/8	- 1/8	-04.00	-60	10
N (SFA) Sci-Atlanta.....	12	1/8	11	5/8	1/2	04.30	10	284
N (SNE) Sony Corp.....	48	1/8	45	3/8	2 3/4	06.06	78	11,128
N (TEK) Tektronix.....	21		20	3/8	5/8	03.06	700	582
O (TLCR) Telecrafter.....	4	5/8	5		- 3/8	-07.50	21	7
N (VAR) Varian Assoc.....	27	1/4	25	1/2	1 3/4	06.86	-143	595
N (WX) Westinghouse.....	53	7/8	53	3/8	1/2	00.93	10	7,733
N (ZE) Zenith.....	20	3/8	21	5/8	- 1 1/4	-05.78	-26	526

Working out the details of Warner-Lorimar deal

New agreement set that gives more shares to Lorimar shareholders

The merger of Lorimar Telepictures with a subsidiary of Warner Communications, delayed because of a dispute between Warner and major stockholder Chris-Craft Industries, has been revised so that Lorimar shareholders will get fewer shares of Warner in exchange for their Lorimar stock. Additionally, the revised agreement, announced last Monday (Oct. 17), provides for Warner's "substantial" financing of Lorimar's activities until the merger is completed and makes it more difficult for either party to back out of the merger.

A revised definitive merger agreement was expected within "the next few days," said Geoff Holmes, Warner senior vice president, last Tuesday (Oct. 18).

According to the terms of the new agreement, Lorimar shareholders will receive one share of Warner common stock in exchange for approximately 2.72 shares of Lorimar, rather than the 2.41 Lorimar shares designated as part of the May 17 definitive agreement. Lorimar shareholders will thus be receiving about 11% less Warner stock than they would have under the previous agreement.

As another part of the merger revision, Warner will make available to Lorimar "substantial interim financing...not required by the existing agreement," according to Warner's announcement of the revisions. Warner has already advanced \$60 million to Lorimar "on a secured basis," according to Warner. Loans to Lorimar appear to be necessary because the operation is suffering substantial losses. For the quarter ended June 30, Lorimar had net losses of \$45.3 million on net revenue of \$106.8 million. For the year ended March 31, the company had losses of \$86.8 million on revenue of \$677.7 million.

The company had long-term debt of \$530.6 million as of June 30, according to Lorimar's Aug. 31 proxy statement.

The revised agreement will contain provisions that make it "very difficult" for either party to withdraw from the transaction, Holmes said. According to Warner's announcement, "eliminating certain closing conditions and termination rights" is intended to "remove uncertainty concerning the consummation of the merger."

Warner's acquisition of Lorimar, scheduled for final approval by Lorimar shareholders Oct. 3, was delayed when New York State Judge Walter Schackman ruled Sept. 27 that Warner's acquisition of Lorimar's television stations would violate Warner's 1984 shareholder agreement with Chris-Craft. By that agreement, Warner is not permitted to own any television stations as

long as it holds at least 25% of the stock of BHC Inc., Chris-Craft's station group owner subsidiary. Warner currently holds 42.5% of BHC's stock. Warner has appealed the judge's decision, and a hearing on the appeal is scheduled for late November.

The FCC last week approved the establishment of an irrevocable trust that Warner argued in its case would prevent it from violating the shareholder agreement. The FCC's approval of the trust will "clearly" be part of Warner's appeal, Holmes said. Schackman, in his ruling, stated that an FCC trust would violate the 1984 agreement's prohibition against Warner "directly or indirectly" owning other stations: "Under the common meaning of the phrase 'indirect ownership,'" Schackman wrote, "Warner's pending interest in the Lorimar television stations, even with the creation of the voting trust, amounts to prohibited 'indirect ownership' of those stations."

Assuming the boards of Lorimar and Warner accept the new definitive agreement, several hurdles would have to be overcome before the merger could take place. The merger must be approved by a Lorimar shareholder vote, which could take place only after a proxy statement is approved by the SEC and sent out to shareholders. In addition, the issues regarding Lorimar's stations would have to be settled,

either through the current litigation, the sale of the properties or Warner's reduction of its holdings in Chris-Craft's broadcasting subsidiary. The third alternative, that would enable Warner to acquire Lorimar's stations without violating its agreement with Chris-Craft, is a highly unlikely choice for Warner, according to Holmes.

Hal Vogel, an analyst at Merrill Lynch, estimated that the merger would require "at least 40 days and more likely, longer than that." He said: "This deal has a history of falling apart at a critical moment."

Ray Katz, an analyst at Mabon, Nugent, said it was likely that the deal would close in 1989. He also said that acquisition of Lorimar would dilute Warner's earnings in the short term, but added: "It's a good deal for Warner, especially at this price." In the two trading days following the announcement, Warner stock rose 63 cents to \$37.38, while Lorimar stock fell 13 cents to \$12.25.

Lorimar has sought to sell its television stations since June 1987, according to Barbara Brogliatti, Lorimar senior vice president. The company closed the sale of three stations earlier this year, and has an agreement in principle to sell a fourth, WPGH-TV Pittsburgh. No agreements have been announced for the company's two remaining stations, WSUR-TV Ponce and WLII-TV Caguas, both Puerto Rico. □

Keeping TV competitive

TVB convention focuses on need to keep ad sales up; Gillett speech criticizes bureau for failure to promote this goal

While the theme of last week's three-day convention held by the Television Bureau of Advertising was "1989 and beyond," it was instead the present and recent past—a sec-

ond straight year of mid-single digit revenue growth and growing competition from other media for that revenue—that shaped most of the convention presentations and conversation at the Bally Hotel, Las Vegas. Sales executives heard in more than one panel session how current methods of selling television advertising may in the future no long-



TVB leadership. L to r: New TVB Chairman Thomas Oakley, TVB President William Moll and retiring TVB Chairman James Babb.

KMGH, Denver signs for Data Express Newsletter Service

October 24, Tallahassee

KMGH-TV, Denver is the latest station to subscribe to the Sales Newsletter Service from Data Express, the country's leading newsletter ghost-publisher. This addition gives the Tallahassee, Fla.-based company 84 clients in 33 states, according to Customer Service Manager Sharon Kennedy. KMGH-TV started the service last Thursday, October 20.

An extra monthly sales call

Kennedy says a sales newsletter helps a station maximize business by becoming an extra monthly sales call on clients and prospects. The newsletter helps keep them up-to-date on the station's programming, ratings, and activities.

Reaches everyone in the buying process

A newsletter can also reach people an account executive can't. Many stations use their newsletters to stay "in the face" of media directors, agency account executives, founding fathers, and other influential but hard-to-reach decision makers.

All-inclusive service

The Data Express service gives a station a fully-customized sales newsletter, published monthly. Data Express handles all editing, layout, printing, and mailing of the station newsletter — the station simply supplies the information and a mailing list.

Here's how the service works:

1. You send Data Express your newsletter information, including photos, charts, whatever you like.
2. Data Express puts your material into newsletter form, using professional writers and artists.
3. The company sends you a draft of the piece before printing, via fax machine or overnight courier, so you can make last-minute changes.
4. Data Express then prints your newsletters, and mails them directly to your clients and prospects (you send the company a mailing list).

Six-day turnaround

The whole process takes just six working days, so your newsletter is always timely and fresh. The service costs \$500 per month, which includes all postage.

For more information and samples call Data Express Customer Service Manager Sharon Kennedy at 904-386-3282.

er work, and that consequently today's account executive might in the future have to become a sophisticated marketing planner.

The convention was highlighted in a speech by station group operator, George Gillett, who challenged the TVB to do a better job providing information the industry could sell.

The TVB board elected Thomas Oakley, president of Quincy Newspapers Inc. Broadcast Group, as the new chairman of the board, replacing James Babb. Paul M. Hughes, president of broadcasting for King World Productions, was elected secretary; Peter Ryan, executive vice president, Harrington, Richter & Parson, was reelected vice president, and David Allen, president, Petry Television Sales, was reelected TVB treasurer. Membership elected four new members to the board: Gerry Mulderig, senior vice president and director of sales, WPIX-TV New York; Harry J. Pappas, president Pappas Telecasting; G. William Ryan, president of Post-Newsweek Stations, and, elected to fill the remaining two-years of a four year term was Edward T. Reilly, president of McGraw-Hill Broadcasting.

Babb and TVB President William Moll directly addressed the membership's concerns in their opening remarks Monday morning. Babb, executive vice president of Jefferson-Pilot Communications, said he was concerned by what he perceived to be "the industry's moaning and groaning... We are digging ourselves into a deep hole with this kind of thought, talk and actions such as bashing our reps and canceling membership to the TVB."

Moll reviewed some of the successes in the past year in which he has been president including a change in the organization's board composition, and revised training programs. In addition, Moll said that TVB and the rep firms with whom it had worked could claim over \$100 million in incremental advertising dollars going into the national television spot marketplace (see BROADCASTING, Oct. 17).

The TVB president presented the latest industry advertising estimates, based on results reported by 52 groups collectively owning a total of 258 stations, September spot sales were up 14.3% over the same month one year ago, while local sales, he said, were up 13.8%. For the year to date, spot was up 4.9% while local was up 6.1%, but TVB is projecting further fourth quarter gains, in part because of the Olympics, so that the year would end up at 6%-to-8% for local and 5%-to-7% for spot. Moll acknowledged the impact of the Olympics and other special events in boosting revenue.

Longer-term projections made by the New York-based brokerage firm, Veronis Suhler & Associates, were discussed at a presentation made to station group heads on Monday morning. According to one of those present, the five-year VS&A forecasts, which call for double-digit spot and local revenue growth through 1992, were challenged by those present. Fox was among other networks and station groups that held special meetings.

George Gillett got the attention of his audience Tuesday morning by criticizing the organization that invited him to speak, say-



Gillett

ing that TVB had so far failed to provide the statistical underpinning on which the industry could sell itself against other media.

To rectify that claimed shortcoming Gillett said he would offer to contribute up to one million dollars to fund a major research project, and added that one of the three broadcast television networks would probably be willing to commit another \$5 million to \$10 million. It was speculated by many in the audience that the unnamed network was CBS, with whom many of the largest market Gillett stations are affiliated.

Gillett, who is recovering from recent knee surgery, used a doctor-patient analogy to describe the marketing difficulties faced by the television stations. The group owner said that the confidence patients have in their doctor is a key ingredient in the success of their recovery. While advertisers used to have confidence in broadcast television, now it is television itself which is "in danger of becoming the patient," with advertising agencies assuming the role of diagnosing and writing prescriptions. "My father was a doctor," Gillett said, "...and I can tell you that in the economic scheme of things, the doctor does better than the patient."

Newspapers, he said, have had much higher cost per thousand gains than television in recent years, despite declining revenue. "Newspapers have learned something that we have not... most people don't want to use cost-per-thousands as their main basis. TV is 'well behind the curve in utilizing market research.'"

Despite "negative" newspaper and magazine articles about television, Gillett said the "real reality is not all that bad." He added that the industry's problems are not insoluble, and he asserted that his broadcast group margins were "north of 50%... the vast majority of business I know would give their eye teeth for those kinds of results."

Asked whether all of the stations controlled by the various corporate entities under Gillett's control were members of TVB, he responded that in the company's most recent budget review, two of his group's stations decided to drop out of TVB.

Dropping out by other stations was a concern discussed more than once by Moll, who said it may have contributed to this year's convention registration of 939, down

from last year's "near record" of 995. "The rate of canceling stations is distressing and alarming to me...The economic pressures that so many of you feel are leading some to short-term decisions to cut costs, any costs, including TVB. But we've got to stop thinking of TVB as an expense. Think of it as an investment that gets results."

Moll reported that the New York-based industry organization took in \$7.7 million in revenue while spending just \$20,000 shy of that amount with the difference added to TVB's reserves of "just under a million dollars."

For next year, TVB has budgeted assuming a five percent revenue increase—based on both an inflation-indexed across-the-board increase, and "net positive" membership gains. Expenditures, said Moll, would be directed toward increasing both local sales, an effort receiving a 15% increase in TVB spending, and national sales, a 29% increase. A Butterfield Communications survey done for the organization recently found that members, particularly in smaller markets, wanted the organization to focus primarily on local sales efforts.

At a Tuesday-morning panel session looking at advertising on cable, the sanguine view that both local broadcast and local cable could coexist, and even work together, was mixed with at least some concern on the part of broadcasters in the audience that cable was being judged by less severe standards than local television. Weldon Donaldson, general sales manager, KFMB-TV San Diego, said that local television stations never obtain "conceptual buys, unlike cable and radio." The latter two media, he added, are not subjected to post-buy ratings analysis, as are TV stations.

Connie Pettit, vice president of Times Mirror Cable's advertising sales unit, said that cable system advertising efforts are not directed at advertising agencies, but rather local advertisers. While Times Mirror systems, she said, do have Nielsen ratings in larger markets, much of its advertising revenue is obtained through nontraditional advertising such as campaigns incorporating coupons. Robert Williams, president of Boston-based National Cable Advertising, also said that traditional ratings systems have underreported certain alternative media, such as independent television stations and cable.

Representing the buying side, Keith Landau, director of media service for Taco Bell Corp., said that company uses broadcast television for its reach, but considers alternatives, including cable and special campaigns designed by local stations to supplement its schedule. Steve McNally, vice president and associate media director at J. Walter Thompson in Los Angeles, said that agency's clients who did not need to target specific audiences would most likely find local cable ineffective from a cost-efficiency point of view.

On Wednesday, Jack Trout, president of the New York-based marketing consulting firm, Trout & Ries, said the television industry is being blamed for what may in fact be the marketing mistakes of agencies and clients. Those mistakes, Trout said, derived from what he called "top-down marketing,"

which in turn lead to ineffective TV commercials. Advertisers then suggest that it is the TV medium itself which is no longer effective. Examples of ineffective campaigns, he said, included Xerox's attempt to get into the computer business, and efforts of automobile manufacturers, Isuzu and General Motors.

Trout proposed that advertisers and agencies instead adopt a new type of "bottom-up" marketing. The components of that concept include that those devising the campaign "go down to the front" where the customer is and that the marketers focus on a narrow goal. Next he suggested that marketers find a tactic "in the mind of the customer" and then build a strategy from the

tactic, rather than starting the process with a grand , as is the case, he said, with "top-down" marketing. To affect the "bottom-up" strategy, it may be necessary to make changes in the way the product is priced, and even its name. Finally, Trout said, launch the program in a big way.

The first "TVB Market of the Year Award" was awarded to the Television Broadcast Association of Louisville (TBAL) for its on-air promotional campaign asserting the "power of over-the-air free television." Honored for the project were four general sales managers: Steve Langford, WAVE-TV; Bob Hartman, WDRB(TV); Jim Oetken, WLKY-TV, and Tom Bornhauser, WHAS-TV. □

Tisch talks programing

CBS president said key to prosperity of networks is developing more shows with greater audience appeal; says efforts are hindered by adverse regulatory environment

Last week, Laurence A. Tisch, the CBS president and chief executive officer, who is typically pictured as a financially-oriented investor, instead discussed creativity and product. In a speech before the International Radio and Television Society, Tisch said that the broadcast television networks were not doomed, but rather could prosper if they effectively nurtured and promoted shows the audience wished to see. He added that the networks were still hampered in their effort by what he called an "outmoded regulatory framework."

Tisch said comments that the broadcast networks were doomed reminded him of similar comments made about "almost every business in which I have been involved, from movie theaters to insurance..."

But he said the networks would survive because they would continue to provide original entertainment. He said that on one night the previous week he "found not a single new entertainment series on any of the 24 cable services."

At CBS the task at hand has been facilitated, Tisch said, by "delegating broad deci-

sionmaking to our division presidents with the conviction that, through this talented team, we can unleash creativity and energy in all areas of the company. No more super-committees, elaborate review structures, detailed decision memos." Specifically, Tisch said the network strategy focused on three "key areas: improved programing, aggressive promotion to attract new viewers and innovative marketing that enhances the value of network television to advertisers."

"Unfair government regulation," the CBS president said, "prevents us from negotiating realistic arrangements with our affiliates and our program suppliers. And they continually inhibit our ability to respond to a changing marketplace even as others in cable, Hollywood and broadcasting are free to compete against us in virtually every aspect of the business..."

After Tisch's prepared remarks, he answered questions from the floor which were asked by Betty Hudson, NBC's vice president of corporate and media relations, who presided at the luncheon. Regarding CBS radio, Tisch said he had gotten 50 calls in the last six months from people wanting to know if the division was for sale, but that his response that radio was "not for sale at any price" had resulted in the calls dying down in the last 60 to 90 days.

In response to a question about CBS's \$3 billion-plus cash stockpile, Tisch said plans for the liquid assets would be determined by what is "of benefit to CBS shareholders.... It is a nice warm feeling to have that money in the bank." The CBS CEO said such money, in part, allows the company to comfortably make major programing acquisitions, such as its recent winning bid for the 1992 winter Olympic games. He added that some of the money would go, over the next year or two, to purchasing the company's full complement of television stations, taking it up to 25% coverage of television households; the maximum permitted by current FCC regulations.

Asked whether NBC's recent ratings disappointments with its telecast of the summer Olympic games had made him wish CBS had bid less for the 1992 games, Tisch replied: "Despite all this talk about NBC's poor ratings, I would have loved to have had their 40 share on CBS." □



Tisch

MIPCOM: Programing world comes to Cannes

Satellite TV, co-productions, obtaining rights among issues facing market attendees

A bustling MIPCOM international television market, driven by the burgeoning European media scene, drew more than 5,400 television buyers, sellers and producers to the French Riviera resort of Cannes for five days Oct. 14-18.

While few major deals are made or broken at MIPCOM, the fast-growing fall version of the venerable spring MIP-TV, the program fair reflects the industry's need to take a regular measure of a world market dramatically altered by deregulation, the advent of satellites and other fundamental changes.

Attendance this year was 25% higher, with nearly one-fifth of the 525 exhibitors there for the first time. The American program industry, anxious to build on its role as the leading producers of television in the world and exporter of more than \$1.3 billion in programs, has also taken to the show in growing numbers, with new exhibitors this year ranging from Hollywood majors like Paramount to independents like Reeves and Hanna-Barbera.

What first-timers to MIPCOM undoubtedly found is that the traditional promotion of television program buying and selling in the aisles of Cannes' Palais des Festival last week was, as often as not, accompanied by talk of the new program-making approaches of international co-production and advertiser-backed barter TV, as well as the effect of impending direct-to-home satellite services.

Satellite television has been most important so far more for its affect on program pricing and buying patterns than for its still-limited affect on TV viewing around the region. Although satellite TV program acquisitions have, for the most part, been minor, traditional broadcasters, already pushed toward more competitive buying habits by new terrestrial outlets, are becoming even more aggressive with the prospect of a new competitor.

Some major distributors remain undecided in their approach to satellite TV sales, however, not just because terrestrial buyers remain dominant, but because of complexities with satellite transmission like cross-border rights payments, pirating and the sequencing of pay channels.

Larger strategic considerations can also play a role. William Saunders, president of 20th Century Fox TV International, for instance, said his company is currently considering whether or not to sell to satellite service Sky Television, which is about to launch a four-channel service aimed at the UK market.

Sky and 20th Century Fox are both owned by the same parent, Rupert Murdoch's News International, but it is unlikely the satellite channel could regularly match fees paid the studio by British terrestrial buyers.

Turner International, which is itself considering a future European satellite entertainment service (see box, below), is trying to sort through the rights complexities of its extensive MGM and RKO libraries as well.

According to Jack Petrik, Chairman of Turner Program Services, the company's primary goal is to gain more complete control over the patchwork of world rights for its libraries, for instance, through the recent formation of an international home video subsidiary for new productions.

On the issue of selling satellite rights against terrestrial broadcasters, however, Petrik said that with the substantial growth expected in over-the-air broadcasting, it would take a "major change in direction to give up" its prospective revenue stream.

Walt Disney Studios is another example of a distributor that will hold its product off of European pay satellite at the same time it expands traditional distribution. Etienne De Villiers, president of Buena Vista International Television, said the company is considering developing up to five European national pay cable channels of its own, such as in the UK and France, modeled on its family pay service in the U.S.

As it launches several new Disney theme parks in Europe, added De Villiers, the company hopes traditional distribution in Europe in the next five years will grow to include several hours a week on European terrestrial TV, plus four specials a year and a weekly hour of Disney club programming.

One leading independent distributor at MIPCOM did take a first step into satellite sales. Worldvision Executive Vice President and Chief Operating Office Bert Cohen announced at the show a multimillion dollar

Turner eyes Europe. Turner Broadcasting founder Ted Turner, in an exclusive interview with BROADCASTING during his first-ever MIPCOM in Cannes last week, said he wants to launch a European entertainment network, but would hold off until his multimillion-dollar commitment bringing CNN to Europe turns a profit.

Said Turner: "At some point we would like to have an entertainment network over Europe, but I'm not ready to make that commitment right at the present time because it hasn't sorted itself out enough and I want to get CNN profitable over here before we are involved in the sort of losses that it would take, I believe, to get established."

CNN in Europe, which gets the largest part of its revenue from hotels and broadcasters using it as a news service, is probably a couple of years from profitability, Turner said.

Regarding an entertainment service, he said: "We can do one in a big hurry whenever we feel we want to start the meter running." Turner had already come close in recent weeks to taking over—in a joint bid with United Cable and Home Box Office—the European satellite-to-cable entertainment service Superchannel, before negotiations with the UK's Virgin Group and other shareholders broke down (BROADCASTING, Oct. 17).

Turner explained last week that "the more we looked at it [Superchannel], the more it looked like the losses were going to be greater than we wanted to bear and the people we were dealing with, HBO and United Cable, as they looked at it further, came to the same conclusion."

Of a dinner meeting with British publishing giant Robert Maxwell Oct. 16 in Cannes, Turner said: "He was the only major global media mogul that I hadn't met," and added: "We had a lot of similar ideas...about peace and about good Soviet, East-West relations and things like that." He declined further detail about the meeting, which he later described as "mostly social."

During a subsequent press conference, Turner criticized excessive violence in American programming. "So much of the television programing and the movies that come out of the United States are full of gratuitous violence," he told reporters. "A certain amount of violence can be good if it's necessary to prove a point. Gratuitous violence is when you use violence just to raise attention.... I don't think there's anything worse than making rotten, gratuitously violent programing. In my opinion and in a lot of other people's opinions, it leads to violence in society."

Regarding program quotas in Europe, which often effectively restricts American programing sales, Turner said he did not like quotas, but said he understood their application in certain cases. He added: "You're not going to change people's quota system by griping about it. You're going to change their quota systems by making programs that are so good the people in those countries are going to want them and the countries are going to want to let them in."

Turner last week was scheduled to continue his European swing, meeting in Italy with state broadcaster RAI and media magnate Silvio Berlusconi, followed by an annual trip to the Soviet Union.

deal with Sky TV covering more than 700 hours of television, including shows like *Love Boat*, *Eight is Enough*, *The Streets of San Francisco* and movies of the week.

Cohen explained that with the softness of the American market, "the importance of the international area is now more than ever of vital interest to our companies." The Sky deal is important in particular, he added, because it gives the company a new outlet in a market where broadcast regulations limiting foreign programing to 14% had constricted sales in the past.

Evidence that terrestrial buyers continue to drive the market, however, was exemplified by another Worldvision sale announcement at the show that will bring the Ten Network in Australian sitcom *Starting from Scratch*, soap opera *One Life to Live*, and other new syndicated properties over a five-year period.

In an effort to fill the growing demand for programing, both from terrestrial and other outlets, some already major producer-suppliers are looking to bolster their existing libraries as rapidly as possible. According to 20th Century Fox's Senior Vice President Leonard Grossi, the company is now looking to acquire product for both the feature and TV area, and is considering multiple titles, packages or even whole libraries. "Software is the key in a marketplace that's growing," said Grossi.

Co-production as a way to spread the program producing dollars was another consistent theme underlying the program fair, and virtually every major producer there was looking at co-productions in some form. Even the major studios, which had resisted co-production for some time because of their strong financial bases, are now actively engaged or examining ventures with off-shore partners.

Paramount, which had formed a partnership with French production company Revcom earlier this year, announced a project with the BBC, for instance, while 20th Century Fox Television, which is waiting on news from CBS for the co-produced *Jake's Journey* with Britain's HTV, had President Jonathan Dolgen at MIPCOM for the first time for the express purpose of talking co-production with the likes of French networks TFI and Antenne 2 and Italy's private broadcast company Reteitalia and others, said 20th Century Fox's Saunders.

Disney's Buena Vista Productions had on hand the newly hired executive David Simon, vice president, programing, Europe, one of whose key responsibilities will be to identify and seek co-production opportunities for Disney's cable service The Disney Channel, and its U.S. network production and first run syndication arms.

Independent producers, because of their smaller capital pools, remain most keen on co-production, whether they've already been active in the field, like Henson International, which announced a co-production deal with Japan's NHK for an English-language learning program with the Muppets and a weekly half-hour, *The Muppet Voyager*, or those producers now getting ready to use co-productions, like Aaron Spelling Productions President Jules Haimowitz, at his first MIPCOM.

But for off-shore producers, on the receiving end of so much American interest in co-productions, caution is in evidence. Reteitalia, the powerful media company of Italian Silvio Berlusconi with broadcast interests in Italy and France, for instance, has received numerous offers to help co-finance projects, but many without the creative involvement it seeks, according to program acquisition manager Daniele Lorenzano. "There's no way we want a part of those offers. It's not of interest for us to be silent partners."

Whether British producers, who share language with American producers and cultural interests with Europeans, can act as a "bridgehead" between the continent and the United States, is a possibility raised by Ann Harris, controller of international production for Telso International. Telso has co-produced with both Reteitalia and U.S. companies and currently has a family drama co-production in the works for the Disney Channel.

Another potential source of programing for the international market may be advertiser-backed programs. While many do not expect to see much of a market for barter programing in Europe soon, particularly from well-established broadcasters, new outlets that have little cash but that are willing to give up advertising time in return for fresh programing could be excellent candidates.

Ad giant Kodak, with the aid of agency Young & Rubicam, is already trying its hand at the evolving world TV barter market. Y&R's Paul Isacson has tapped music programing distributor Radio Vision International to place in at least 31 markets a half-hour show that chronicles the making of a just-released movie on the rock band U2 (airing on ABC in December), keeping a name entitlement in the program for Kodak and up to a minute-and-a-half of commercial time.

Isacson acknowledged the reluctance of off-shore broadcasters to give up often limited ad inventory to barter, but argued their interest in high-quality programing would bring them around.

Lorimar Telepictures' senior vice president and managing director of European Operations, Stuart Graber, also said he sees potential for distributors to help develop the barter relationship with advertisers and broadcasters in Europe, particularly the newer and more product-hungry outlets. The UK direct-to-home satellite service to launch next year, British Satellite Broadcasting, for instance, is anxious to take as much sponsored programing as it will be allowed by British regulatory agencies, said program executive Andy Birchall.

Less optimistic, however, is Henson International's Peter Orton, who helped pioneer European barter with a deal for *Fraggle Rock* on the European satellite-to-cable service Superchannel. A lack of audience for the service and the infrequency of viewer data for satellite TV probably contributed to the subsequent lack of advertiser interest, but Orton said he believes that until new outlets help open up ad inventory in Europe in the next three or four years, the barter market will go undeveloped. □

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VOA modernization: slow going

Ambitious plans begun five years ago to update aging transmission facilities have not materialized; blame laid on poor planning, too much planning and drawn out negotiations with countries where facilities were to be located

Five years ago, the U.S. Information Agency, acting on a directive of the National Security Council, announced ambitious plans to update and strengthen the Voice of America's transmission facilities, which were aging badly, unable to boom a signal with the authority and clarity the Reagan administration thought necessary. Four new shortwave relay stations would be built, as would a number of medium wave stations. Existing facilities would be refurbished. In all, the project, on which work would begin in fiscal year 1984 and run through fiscal year 1989, would cost \$1.3 billion. But as fiscal year 1989 begins, not a single shortwave relay station has been built, and the total thus far obligated is only \$360 million, while the estimated cost of the total project has risen to \$1.8 billion. And that is an amount the Office of Management and Budget has made clear will not be made available, at least in this administration's lifetime. OMB is contemplating a truncated effort costing \$600 million.

To some in government who have followed the progress of the project, the failure

of the Voice to have accomplished more is a lost opportunity not likely to come again soon. In President Reagan, the Voice has a firm believer in its mission of telling America's story to the world. And in USIA director Charles Z. Wick, a personal friend of the President, the Voice has an advocate for modernization with unique access to the President's ear. What's more, the project has had strong bipartisan support—until its pace slowed, and budget constraints imposed by Gramm-Rudman-Hollings took their toll.

Among other things, the NSC directive called on VOA to expand its coverage into the Near East, Far East, Africa and the Caribbean basin. And as conceived, the modernization project was a grand one. Major shortwave stations with arrays of 500 kw transmitters were to be built in Morocco, Sri Lanka, Thailand and Botswana. Five medium wave relay outlets were to be built in Latin America—in Costa Rica, Antigua, Honduras, Grenada and Belize. And existing relay stations in the Philippines, Liberia and Greece, as well as in Greenville, N.C., and Delano, Calif., were to be refurbished. The agency's reach, however, exceeded its grasp.

Thus far, three of the proposed medium wave stations are on the air, in Belize, Antigua and Costa Rica. One in Grenada is scheduled for completion in 1990. But the first of the shortwave relay facilities—to be

built in Morocco—is not expected to be operating until fiscal year 1992. Except for the installation of four new 250 kw transmitters and a new antenna at Delano and four 500 kw transmitters at Greenville, planning for refurbishment is not expected to get under way in earnest until 1992. And the project, as now configured, is expected to be completed in 1994, with the construction of only a second shortwave relay station, in Thailand.

What went wrong? Some critics, including former officials of the VOA, blame it not so much on poor planning as on an overdose of planning. Studies were piled on studies, according to some familiar with the process. Robert Barry, deputy director of VOA since 1987, who assumed responsibility for the modernization program in June when the former director, Mort Smith, left the agency, rejects that criticism. He cites reports of outside consultants and the USIA Inspector General saying the Voice was organized properly for the project. Barry attributes the delay to drawn-out negotiations with the countries where the new facilities were to be located. "By the time the negotiations were completed," he said, "the money was gone."

However, the same Inspector General's report cited by Barry, which was released in March, referred to a survey the IG had made in May 1986 and reported on in memoranda sent to VOA officials. Those memoranda had expressed "concerns that VOA's approach to modernization had been too time-consuming and may have unnecessarily delayed the achievement of program goals." The USIA refused to release the memoranda, even in response to a Freedom of Information Act request, describing them as internal documents not subject to the Act. But the March 1988 report said delays early in the program extended the program's completion date until "at least 1994" and were due only in part to the "lengthy site negotiations." The report also noted that Voice of America officials had complained of what they considered inadequate funding. But it referred as well to "the extended time required to hire and organize technical staff" and to "agency and VOA inexperience with major acquisition programs."

Dr. Robert Freese, director of engineering, who was not at VOA at the time the project was getting under way, disagreed only with the assertion regarding staff "inexperience" in handling major acquisitions. The staff had the necessary experience, he said. Rather, it was a matter of the engineering department's failure to coordinate its acquisition plans with those in the contracting and general counsel's offices. "Many believe the original time schedule created for the program," Freese said, "was overly optimistic." He also said a large number of "front-end" studies on technology and systems had overwhelmed the ability of the staff engineers to review and absorb them.

But Freese suggested the engineering department, then under the direction of Maurice Raffensberger, may simply have been

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attempting to follow guidance and avoid criticism. Freese said the General Accounting Office, Congress's watchdog, in 1982 had issued a report that criticized the VOA in connection with an earlier acquisition of facilities for having failed to perform systems-engineering and network studies. In the case of the largest modernization program in VOA's history, the studies, Friese said, "slowed the startup."

Whatever problems the studies caused, they served the purpose of enabling project managers to develop "prototypical designs" for civil works (roads, buildings, sewers and the like) to be built, as well as the broadcast systems. The major elements would be interchangeable. "We could build all the stations simultaneously and have all completed in two or three years, if the money was available," said Barry.

The grand design is showing up in the work being done. Freese said a site specific design for the four shortwave relay stations had been completed—"fairly prototypical and tailored to sites and needs." (Morocco is something of a special case, however. The site is a marsh; VOA found it necessary to dump a couple of million square meters of earth into it to make it serviceable. "Morocco is a disaster," said one critic. "The station is under water most of the time.") And on May 31, USIA awarded its largest-ever contract, one of \$57 million, for 10 500 kw transmitters, a high-power switch matrix, coaxial transmission lines, dummy loads and related equipment for the Morocco installation. The contract, awarded to a joint venture of Marconi Electronics Inc. and Cincinnati Electronics Corp., was written in a manner that will allow VOA to standardize on identical equipment for the three other relay stations. The same procedure is being followed in connection with a request for proposals for the antennas to be installed at the four sites, at a total cost of more than \$150 million. The request, released on Aug. 22, specifies that only antennas for Morocco will be acquired initially.

Although VOA officials sometimes blame a tight-fisted Congress for the slow pace of the modernization program, the record indicates that the slow pace has on occasion been a reason for that tight-fistedness. In 1987, for instance, when the administration sought \$90 million as the 1988 installment on its modernization program, Congress provided zero funding. The reason: USIA had \$142 million in unobligated modernization funds that were available, and Congress was not ready to provide more at a time of increasing budget austerity.

On the other hand, Congress is sometimes unhelpful. While approving \$65 million for the modernization program in a 1989 appropriations bill, Congress directed that \$7.5 million be allocated for startup funds for TV Marti, which would be an affiliate of the radio station that broadcasts to Cuba. Freese said the loss of \$7.5 million means the delay of completion of the Thailand shortwave facility until 1994. The \$7.5 million was to have been used to buy electric power for the station.

For all the grim talk of cutbacks and delay, however, there are some bright spots in the program—in one case, an unexpected

development. The West German government offered "a good deal," as Freese called it, on which the U.S. seized—the lease of a relay station, under construction near Munich, that will consist of four 500 kw transmitters. One transmitter went on the air a year ago, a second in April. Although VOA is not paying capital costs, its lease costs are taken from the modernization funds. Then there is the relay station being built in Israel for the joint use of VOA and the Board for International Broadcasting's Radio Free Europe/Radio Liberty, at a cost of about \$300 million. (The VOA was the lead agency in negotiating the project with the Israelis, but BIB is in charge of the construction, a procedure on which the two agencies agreed.) And work on the \$6.4 million job of renovating 19 of the VOA's studios in the Washington headquarters is proceeding, if not precisely on time. Work on the first batch of nine is nearing completion, and the contrac-

tor has promised completion of the remaining 10 by next May. That would be three months late. Freese thinks the estimate of a May completion date is unduly optimistic.

What of the remaining elements of the original grand design? VOA, if not OMB, anticipates construction of the shortwave stations intended for Botswana and Sri Lanka in, respectively, 1995 and 1996. Plans for them "have not been abandoned," said Barry. But, he said, acknowledging the calendar, "new construction will await the new administration." It will also, said Donald Levine, a former top official in VOA's engineering division, be dependent on a Congress not likely to be as willing as those in the first five years of the Reagan administration to provide the money. "It will be concerned about budget and trade deficits," he said. And Wick, he added, will not be available as an advocate. "VOA has frittered away its opportunity to modernize." □



WPGH(TV) Pittsburgh. □ Sold by LTB Corp. to Channel 53 Inc. for \$32,000,000. **Seller** is Sherman Oaks, Calif.-based group of 6 TV's and entertainment production and distribution company. **Buyer** is owned by Renaissance Communications Corp. and headed by Michael Finkelstein. Warburg, Pincus Capital Co. L.P., principal owner of Renaissance, has con-

trolling interest in KDFI-TV Dallas. WPGH is on ch. 53 with 2,338 kw visual and 233 kw. aur. and antenna 1,010 feet above average terrain.

WTL-AM-FM Lansing, Mich. □ Sold by MW Multicom Inc. to MSP Communications Inc. for \$10,220,000. **Seller** is Madison, Wis.-based group of nine AM's and nine FM's headed by

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William Walker. **Buyer** is owned by Jackson W. Smart Jr., 33.3%; Andre J. Bial, 33.3%; Robert P. Zabel, 33.3%, and has no other broadcast interests. WITL is daytimer on 1010 khz with 500 w and WITL-FM is on 100.7 mhz with 26.5 kw and antenna 640 feet above average terrain.

KYOK(AM) Houston □ Sold by All-Pro Inc. to Noble Broadcast Group for \$2.5 million. **Seller** is Los Angeles-based firm owned by Willie Davis, former all-pro Green Bay Packer. It has interest in KACE(FM) Los Angeles and WLUM-AM-FM Milwaukee. **Buyer** is San Diego-based group of 17 radio stations 10 FM's and 8 AM's headed by John Lynch. KYOK is on 1590 khz with 5 kw unlimited.

WTTN(AM)-WMLW(FM) Watertown, Wis. □ Sold by Select Communications Inc. to Joyner Communications Inc. for \$1,995,000. **Seller** is owned by Arthur W. Gaulke, 60%, and John T. Timm, 40%, and has no other broadcast interests. **Buyer** is owned by A. Thomas Joyner, 60%; David Weil, 40%. It also owns WZFX(FM) Whiteville, N.C., and WOOK(FM) South Boston, Va. WTTN is on 1580 khz with 1 kw-D and 7.8 w-N and WMLW is on 94.1 mhz with 50 kw and antenna 476 feet above average terrain.

WBTA(AM) Batavia and WBTF(FM) Attica, both New York. □ Sold by Radio Batavia Inc. (WBTA) and The Radio Inc. (WBTF) to Andrews-Mance Communications Inc. for \$1,500,000. **Seller** is principally owned by John T. King II, who is also selling WCLL(AM)-WZKZ(FM) Corning, N.Y. ("Changing Hands," Oct. 10). **Buyer** is principally owned by David Mance and Alan H. Andrews Jr. Mance is principal of WCDP(AM)-WCCO-FM Sidney, WTOJ(FM) Carthage, and WATN(AM) Watertown, all New York. Andrews is general manager of WBTA and WBTF and has 5%

interest in the sellers. WBTA operates on 1490 khz with 500 w-D and 250 w-N; WBTF is on 101.7 mhz with 3 kw and antenna 295 feet above average terrain. **Broker: Kozacko-Horton Co.**

WNBK(FM) New London, Wis. □ Sold by Goetz Communications Corp to Martin Communications Inc. for \$1,250,000. **Seller** is Marshall, Wis.-based group of 4 AM's and 6 FM's owned by Goetz Broadcasting Corp., principally owned by brothers Nathan L. Goetz, 50.1% and Robert Goetz, 49.9%. **Buyer** is owned by Quinn W. Martin, Milwaukee-based attorney, 100% and has no other broadcast interests. WNBK is on 93.5 mhz with 3 kw and antenna 270 feet above average terrain.

KTRF(AM)-KSNR(FM) Thief River Falls, Minn. □ Sold by KTRF-KSNR Radio Corp. to Woodland Communications Corp. for \$850,000. **Seller** is principally owned by Theodore S. Storck and has no other broadcast interests. **Buyer** is owned by Steve Glassman and Jack McKain and also owns KUBC(AM)-KKXK(FM) Montrose, Colo. KTRF is on 1230 khz with 1 kw unlimited and KSNR is on 100.3 mhz with 100 kw and antenna 583 feet above average terrain. **Broker: Ralph Meador & Associates.**

KGRT-AM-FM Las Cruces, N.M. □ Sold by KGRT Inc. to Sunrise Broadcasting Inc. for \$1,900,000. **Seller** is owned Mahaffey Enterprises Inc. Springfield, Mo.-based group of two AM's and two FM's headed by John B. Mahaffey. **Buyer** is owned by Denton V. Holmes, 35%; Judy H. Richardson, 35%; David C. Richardson, 20%; Virginia M. Ashby, 5%; David D. Hunt 5%. It has no other broadcast interests. KGRT is daytimer on 570 khz with 5 kw; KGRT-FM is on 103.9 mhz with 3 kw and antenna 150 feet above average terrain.

Broker: Chapman Associates.

WYHS(TV) Hollywood, Fla. □ Sold by Channel 69 of Hollywood Inc. to Silver King Broadcasting of Hollywood, Florida Inc. for \$950,000. **Seller** is owned by Whitco Broadcasters Inc., 51%; Silver King Broadcasters of Hollywood, Florida Inc., 49%. **Buyer** is Clearwater, Fla.-based group of 11 TV's headed by Lowell W. Paxson, and 100% owned by Home Shopping Network Inc. WYHS is on ch. 69 with 4,786 kw visual, 478 kw aural and antenna 1,015 feet

WEMJ(AM) Laconia, N.H. □ Sold by Central Broadcasting Services Inc. to Robert J. Tole for \$800,000. **Seller** is headed by James McCann and has no other broadcast interests. **Buyer** has no other broadcast interests. WEMJ is on 1490 khz with 1 kw-U.

WCIT(AM)-WLSR(FM) Lima, Ohio □ Sold by Allen Broadcasting Co. to David Skylar for \$480,000. **Seller** is headed by Martin D. Gould. It has no other broadcast interests. **Buyer** has no other broadcast interests. WCIT is daytimer on 940 khz with 250 w and WLSR is on 104.9 mhz with 3 kw and antenna 260 feet.

KOLX(AM) St. George, Utah □ Sold by Color Country Broadcasting Corp. to J.L. Communications Group Inc. for \$350,000. **Seller** is owned by Joseph A. Kjar, Donald E. Bydee, and Blaine W. Whipple and has no other broadcast interests. **Buyer** is owned by Jack London, 45%; Mel Maziar 45%, and Morgan Skinner, 10%, and has no other broadcast interests. KOLX is on 1450 khz with 1 kw-U.

WKFD(AM) Wickford, R.I. □ Sold by Inlet Communications Inc. to Wickford Wireless Inc. for \$322,500. **Seller** is owned by Paul Pabis and his wife, Patrice. They have no other broadcast interests. Paul Pabis is engineering supervisor at WJAR-TV Providence, R.I.; Patrice Pabis is news anchor at WJAR-TV. **Buyer** is headed by Jeannemarie Volk McGowan, president, and her husband, Benjamin McGowan, executive vice president. It has no other broadcast interests. Jeannemarie Volk McGowan is professional singer and owner-operator of fashion design business in South Salem, N.Y. Benjamin McGowan, former air personality, is sales executive with WREF(AM) Ridgefield Conn. WKFD is on 1370 khz with 500 w-D and 320 w-N. **Broker: New England Media Inc.**

WROV(AM) Roanoke, Va. □ Sold by WROV Broadcasters Inc. to Lisa Broadcasting Inc. for \$250,000. **Seller** is owned by Burt Levine and has no other broadcast interests. **Buyer** is owned by A. Thomas Joyner, 60%, and David Weil, 40%. It also owns WZFX(FM) Whiteville, N.C., and WOOK(FM) South Boston, Va. WROV is on 1240 khz with 1 kw-U.

KOLL(FM) Gillette, Wyo. □ Sold by Jeff Kehl, Receiver to Gillette Broadcasting Co. for \$250,000. **Seller** has no other broadcast interests. **Buyer** is principally owned by Axel R. Ostlund, 2.59%; Donald G. Cale, 14%; Roy A. Mapel, 60.42%. Gillette Broadcasting Co. owns KIML(AM) Gillette, Wyo. KOLL is on 96.9 mhz with 100 kw and antenna 400 feet.

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serve approximately 37,000 subscribers. *Broker: Communications Equity Associates.*

System serving Bearden, Ark. □ Sold by Bearden Cable Inc. to Buford Television. **Seller** is headed by Ralph Lewis and based in Fort Smith, Ark. It has no other cable holdings. **Buyer** is Tyler, Tex.-based MSO owned by Buford family serving approximately 25,000 subscribers in 3 states. System serves approximately 10,800 subscribers. *Broker: Communications Resources Unlimited.*

Systems serving Swifton and Grubbs, Ark. □ Sold by Teleservice Corp. of America to Douglas Communication Mid-South L.P. **Seller** is owned by TCA Cable TV Inc., Tyler, Tex.-based MSO headed by Robert Rogers serving approximately 330,000 subscribers in 4 states. **Buyer** is owned by Douglas Cable Communications Inc., Ridgewood, N.J.-based MSO headed by Doug Dittick serving approximately 42,000 subscribers in 8 states. *Broker: The Denver Group.*

40% of interest in system serving Gary, Ind. □ Sold by Cablevision Associates of Gary to Tele-Communications Inc. TCI previously owned 50%. **Seller** is owned by Gary Communications Corp. and has no other cable holdings. **Buyer** is Denver-based MSO headed by John C. Malone serving approximately 4,200,000 subscribers in 38 states. System passes approximately 35,000 homes with 11,000 subscribers. *Broker: Waller Capital Corp.*

Systems serving Blowing Rock and Watauga, N.C. □ Sold by Cablevision of Blowing Rock and Cablevision of Watauga to Booth American Co. **Seller** is headed by Jeff Smith and has no other cable holdings. **Buyer** is Detroit-based MSO run by Booth family and serving approximately 115,000 subscribers in eight states; it also owns five AM's and seven FM's. System passes approximately 2,227 homes with 1,500 subscribers and 67 miles of plant. *Broker: Communications Equity Associates.*

Systems serving Paoli and Washington, both Oklahoma □ Sold by Western Plains CATV Inc. and Washington Cable Television Inc. to Eagle Cable Inc. **Seller** has no other cable holdings. **Buyer** is Tulsa, Okla.-based MSO headed by Bob Price and serves approximately 13,400 subscribers in two states. It is also purchasing system in Rush Springs, Okla. (see below). Systems pass 405 homes with 157 subscribers. *Broker: Communications Resources Unlimited Inc.*

System serving Rush Springs, Okla. □ Sold by Rush Springs Cable TV to Eagle Cable Inc. **Seller** is headed by Margaret Milliken and has no other cable holdings. **Buyer** is headed by Bob Price, serving approximately 13,400 subscribers in two states. It is also purchasing systems in Paoli and Washington, both Oklahoma. (see above). System passes 700 homes with 300 subscribers.

System serving Brazoria, Tex. □ Sold by Starsatt Corp. and Coletto Cable Co. to Star Cable Associates. **Seller** is headed by Greg Hoffman and has no other cable holdings. **Buyer** is affiliate of Bent & Associates Inc., Coraopolis, Pa.-based MSO headed by Walter Bent serving approximately 36,663 subscribers in 4 states. System serves approximately 1,100 subscribers. *Broker: Thoben VanHuss & Associates Inc.*

For other proposed and approved sales, see "For the record," page 70.

Eastern Broadcasting group sold

After 30 years in the radio business, Roger Neuhoﬀ wants to retire and, to that end, he has agreed to sell his radio group to one of his station managers and two Pennsylvania cable operators for about \$65 million.

Neuhoﬀ announced last week an agreement in principle to sell Washington-based Eastern Broadcasting Corp. to Robert K. Zimmerman, the vice president and general manager of Eastern's WRSC(AM)-WQWK(FM) State College, Pa., and Robert E. Tudek and Everett D. Mundy, principals of Tele-Media Corp., a State College-based multiple system cable operator serving some 400,000 subscribers in 15 states. The three will be equal owners.

Under terms of the deal, prior to closing, Neuhoﬀ will spin off WCVS(AM)-WFMB(FM) Springfield, Ill., to his son, Geoffrey, for \$4.25 million. But instead of going into Neuhoﬀ's pocket, the proceeds will go into Eastern and become part of the assets that the buyers will acquire with the stock of Eastern.

Also, the deal includes a \$15 million non-complete agreement.

Less the Springfield stations, Eastern comprises nine stations: WTAD(AM)-WQCY(FM) Quincy, Ill.; WEST(AM)-WELV(FM) Easton, WRKZ(FM) Hershey, and WRSC(AM)-WQWK(FM) State College, all Pennsylvania, and WWAZ(AM)-WWLK(FM) Providence, R.I.

Neuhoﬀ founded Eastern Broadcasting Corp. and has been its chief operating oﬃ-

cer since he organized the company in 1958 following the purchase of WCHV(AM) Charlottesville, Va., for \$210,000. Over the next few years, Eastern purchased stations in Florida, Illinois, Indiana and Virginia. Most of the early acquisitions were sold off as the company purchased the larger properties, which are now part of this transaction.

Neuhoﬀ's largest single prior deal came two years ago when he sold WAVZ(AM)-WKCI(FM) New Haven, Conn., for \$30.5 million ("Changing Hands," Sept. 1, 1986). He had bought the stations four years earlier for \$6 million ("Changing Hands," June 14, 1982).

Neuhoﬀ said the deal is at the "handshake" stage. Although a price has been agreed on, contracts still have to be drawn up to the satisfaction of both sides.

Zimmerman said he was delighted with the deal and the opportunity to stay with Eastern. Upon closing, he will become president and chief executive officer, operating the group from State College. Tudek will be chairman; Mundy, vice chairman.

Zimmerman said the deal fell into place when Tudek, a neighbor and friend, said he was looking to expand his interests. Zimmerman knew that Neuhoﬀ had listed the stations with Jack Harvey of Blackburn & Co., and suggested they meet.

Neuhoﬀ intends to retire, but said if things get boring, he'll be back in broadcasting. "It's the only thing I know how to do."

October, 1988

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Engineering conference stresses need for standardization if new technology is to proceed

"Technology is galloping. Standardization is crawling." The official theme of the 130th Society of Motion Picture and Television Engineers technical conference and equipment exhibit in New York (Oct. 15-19) was "Innovations in Imaging and Sound." But it was the first line, delivered by William Connolly, president, Sony Advanced Television Systems Group, Teaneck, N.J., during the conference keynote address, that reverberated throughout the event.

Engineers at the Jacob Javits Convention Center learned that less than two weeks after the American National Standards Institute adopted the SMPTE-approved 1,125 line/60 khz high-definition television production standard, roadblocks to its success have appeared in the form of rival systems from both Europe and the U.S. SMPTE also took time during the conference to look at HDTV transmission, an issue in which it has traditionally not been involved. Again, there was

a multitude of technologies to study and none have come close to becoming a standard.

A parallel situation now exists between the competing digital videotape formats. Component and composite systems were once thought to be suited for different applications. But now composite appears to be eroding component digital's market. Another composite digital system, which will record on half-inch rather than three-quarter-inch tape, was shown in prototype at the equipment exhibition. Its developer, Japan's Matsushita, plans to market it as the replacement for Type C, one-inch analog equipment, over the earlier systems.

Connolly traced this explosion of proposed standards and the resulting confusion and controversy in the marketplace to the revolutionary advancements continually being developed for the semiconductor which "has put massive computer power into postage stamp dimensions." Demand from the broadcasting industry for smaller, higher-quality, less expensive equipment has driven manufacturers to find ways to develop new



Sony's Connolly

systems quickly. "VLSI [very large scale integration] circuitry is indisputably the means for meeting those expectations," Connolly said.

But as manufacturers have rushed to get products on the market, the standard-setting organizations have not kept pace, Connolly said. "Personally, I think most standards committees lack a real understanding of the relationship between VLSI manufacturing and design," he said. He explained that it takes at least 18 months to put a circuit on the market after the design has been completed. Any changes in the chip's design after it is on the market require the manufacturer to begin the 18-month process again. "This makes it critically important to have a standard at the beginning of the design process. If there is no standard, the manufacturer will have to go it alone," which is what has been happening, Connolly argued.

Connolly has been one of the leading American advocates of establishment of the 1,125/60 high-definition production system as a worldwide standard recognized by the International Radio Consultative Committee (CCIR). "Video image technology has found its Holy Grail. We finally have a video image that can match the picture quality of 35mm film," he said during the speech. Ironically, Michael Sherlock, NBC president, technical services and operations, who is among those who say that a worldwide HDTV production standard is now beyond reasonable hope, was able to agree with the central premise of Connolly's speech. That is why NBC formally submitted its new 1,050/59.94 high-definition production system for SMPTE standardization (BROADCASTING, Oct. 17) before developing equipment for it. "There is a driving competitive force and what we have to do is work to make manufacturers see the light and find ways, as Bill Connolly said, in terms of the VLSI process, to start that 18-month process in accordance with this production standard," he said.

The NBC system, developed jointly with

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the David Sarnoff Research Institute, is proposed as a more easily transcodable system with NTSC and any possible NTSC-compatible high-definition transmission system than 1,125/60 because it is based on NTSC's 59.94 hz field rate. The result, Sherlock said during an Oct. 15 press conference, will be an inexpensive, evolutionary advancement to HDTV for both the consumer and broadcaster. "NBC thinks it's about time that we start looking out for American viewers," Sherlock said. "I don't want high-definition television equipment to be any more expensive than the tape machine I buy today... That is my goal."

As originally planned, NBC proposed a system to build equipment for both 1,050 interlace scan and 525 progressive. But the day before the Oct. 15 announcement, NBC decided to add to the proposal provision for building 1,050/59.94 progressive equipment as well. The network took the move because, "we thought that there had to be an evolutionary process to even greater quality," Sherlock said. "While we were spending the time on the interlace system [we thought] we might also spend some time on the next step." He again agreed with Connolly's statement that consideration of such advancements should start with the standards organizations.

Before the announcement, eight broadcast companies and organizations had endorsed the 1,050/59.94 concept, including Capital Cities/ABC, Zenith Corp. and the Association of Maximum Service Telecasters. Afterward, two other organizations joined the list: Tele-communications Inc., the largest U.S. multiple cable system operator, and the Center for Advanced Television Studies (CATS), which unanimously voted for it in a meeting of representatives from its sponsor companies. Along with NBC, ABC and Zenith, CATS is sponsored by the Grass Valley Group, Eastman/Kodak, Ampex, Tektronix, Time Inc. and the Public Broadcasting Service.

However, there was criticism of the new system by some at the conference. Consultant Renville McMann did not quarrel with the 59.94 field. "But from a world standards point of view, which we can't have on one common field frequency, we could have it on one common line number, and 1,250/59.94 would be to my mind an alternate possibility.... It keeps the Europeans from having 25% more resolution than we do," McMann said. In response, Sherlock said that discussion of the best number of scanning lines will be a valid point of discussion in SMPTE standardization groups.

Richard Iredale of the Del Rey Group, developer of the proposed HD-NTSC transmission system, said that while the 1,050/59.94 system makes sense for American broadcasters, it will not be easily transcodable to European systems or to 35mm film. Commercially produced high-definition projects that have already been completed, such as CBS's *Littlest Victims* and RAI's *Julia and Julia*, will not be done in 1,050/59.94, he said, because the system will not have the same quality when transferred to film.

As an alternative, Iredale proposed a system of his own—HD-Pro—during a

SMPTE paper session. HD-Pro would call for 1,500 scanning lines at a rate of 24 fields per second. He called 1,500 lines "a magic number" because mathematically it is easily transcodable to any of the existing or proposed production systems that utilize interlace and progressive scanning of 525, 625, 1,050, 1,125, 1,250 lines, as well as with 35mm film. Further compatibility with film is achieved, he said, by matching film's 24 frames per second. (In recent years, an SMPTE study group has been looking at the idea of changing film's frame rate to 30 fps, which would make it easier to transfer to NTSC or 1,125/60.) Iredale said that he was presenting his ideas not so much as a full system, but as something "to run up the flagpole," for discussion in SMPTE standards groups.

Some, such as Sony Corp.'s Hugo Gaggioni, pointed out that 1,050/59.94 will now have to go through the same two-year process that 1,125/60 traveled before getting SMPTE approval. But Merrill Weiss, NBC managing director, systems engineering, speculated that it could take less time because much of the wording in the NBC system matches SMPTE's 1,125/60 document.

In answer to the question of whether prototype equipment will be available to SMPTE to test the feasibility of the proposal, Steve Bonica, NBC vice president, engineering, said that a manufacturer is now in the process of building a camera which will shoot 1,050/59.94 interlace and 525 progressive. He declined, however, to say which company. It is estimated that the camera could be completed by the end of November.

Anticipating that there will be a number of production standards, some SMPTE exhibitors had plans to face the conflicting demands. BTS Broadcast Television Systems Inc. showed its KCH 1000 high-definition camera, introduced at the National Association of Broadcasters convention last spring, which can be modified to shoot according to any scanning method or field rate. "That's just a software change," said Larry Riddle, BTS national sales manager. On the exhibit floor, the camera was shooting 525/60 progressive pictures, but could just as easily have been imaging in 1,125/60, 1,050/59.94 or in the European 1,250/50, "which is perhaps a strategically

good position to be in" for BTS, Riddle said.

Two days after the NBC announcement, Rank Cintel Inc., Valley Cottage, N.Y., said it will offer a 1,050/59.94 version of its MKIII high-definition telecine for transfer of 35mm film to video. Earlier versions of the telecine have already been introduced in the 1,125/60 and 1,250/50 formats. Rank Cintel's Mark Porter said that the system will be ready for delivery by the end of 1989. He could not estimate a price.

Central to NBC's proposal is the need for a 59.94 hz field, which it said will be easier for American broadcasters to transcode and of higher-quality when working with high-definition pictures. But throughout the five days of the conference, the SMPTE New Television Technology Committee provided a demonstration on the feasibility of conversions from 1,125/60 to 525/59.94. The system channeled an 1,125/60 signal through the Sony HDN-2000 525-line downconverter and from there into a prototype 18 megabyte frame memory converter in a system that is aimed at post-production houses. Sony plans to eventually market the converter after some bugs have been worked out of it. The memory device in the converter does not throw out any frame, but stores them until there is an overload. Approximately every 30 minutes the memory is automatically dumped, causing "a hiccup" on the screen, according to Ray Pashley, a Sony consultant who led the demonstration. "This is just to show everyone that we can do it," he said.

An overall assessment of the high-definition production standards battles was given by Steven D. Kerman, director of sales and marketing for Tektronix Inc., Beaverton, Ore., and SMPTE financial vice president, who said the concept of a worldwide standard is "utopian." Decisions by manufacturers, governments and broadcasters are being shaped by political rather than technical considerations. National pride and trade considerations are put before technical aspects. "The days of interchanging videotapes is going away.... The world would be a better place with a single standard, but I don't think it's possible anymore," he said.

□

"This was kind of an unusual tack for SMPTE," said Birney Dayton, vice presi-



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dent, engineering, of the Grass Valley Group, Grass Valley, Calif., about a panel on high-definition and enhanced-definition transmission issues. "We haven't addressed transmission issues before, and we tried out this whole session today because we felt that it was a critical, important issue," he said. The panel, which Dayton moderated, came at the end of a day-long technical session that was heavily attended throughout.

The panel included representatives from 12 different transmission proponents, perhaps the largest gathering of its kind so far. But most of the discussion centered around two nonproponent additions to the panel, Irwin Dorros of Bell Communications Research (Belcore), who is chairman of the systems subcommittee of the FCC's advisory committee on advanced television services (ATS), and John Story from the Canadian Reserach Center, an advisory arm of the Canadian Communications Department, Ottawa.

In answer to a question from the audience by Charles Rhodes, chief scientist of the Advanced Television Test Center (ATTC), Dorros said the systems subcommittee will hold to its plan to individually test complete systems in hardware form for both over-the-air performance and psychophysical audience reaction. Rhodes said that he wished to get the testing under way as quickly as possible and suggested that the audio and video components of systems could be tested separately, with full component tests to follow.

Backing Rhodes's suggestion was Wil-



NBC's Sherlock

liam Schreiber of the Massachusetts Institute of Technology, who pointed out that most of the proposed systems would currently be ruled out by systems subcommittee guidelines because they lack prototype hardware. But Dorros responded that testing each proponent more than once would be too difficult and time consuming. "We don't want to bring them back twice," he said.

In Canada, Story said, the Canadian Advanced Broadcast Systems Committee (CABSC) has been formed, like the ATTC in the U.S., to test proposed transmission systems over the air. Part of that group's function was also to establish contact with American testing organizations because "it is unrealistic to try independent tests of

proposed ATV systems in Canada after systems have been tested in the USA," he said. It will be in the interest of both countries to jointly approve a transmission method, he said. The CABSC has been made available to the ATS committee as a test facility. It joins ATTC and Cable Laboratories Inc. as testing labs available to the ATS committee.

Earlier in the day, Alex Felker, chief of the FCC's Mass Media Bureau, said that to significantly increase the quality of terrestrial television, stations will need additional spectrum. The questions are: How much additional spectrum will they need and how much will the FCC be able to allocate? Felker restated the finding of a commission study that found that all currently operating stations could be allocated a 3 mhz augmentation channel while almost all could be allocated an additional 6 mhz after "some repacking" in the major cities. (Story said that a similar Canadian study shows that only 3 mhz could be allocated to stations there.)

Among those proponent systems that either delivered technical papers or provided demonstrations of their equipment (or both) were the most well known and highly publicized, including NHK's MUSE, the David Sarnoff Research Center's advanced compatible television, North American Philips HDS-NA, the New York Institute of Technology's VISTA, the Del Rey Group's HD-NTSC and the two proposals from MIT. But SMPTE also provided an opportunity for some of the newer and less well known proponents to introduce themselves.

The new proponent that perhaps made the biggest splash was Production Service Inc. (PSI), Tucson, Ariz., which is proposing the Genesys Transmission System. Tom Bentsen, director of engineering, WBAL-TV Baltimore, who assisted the system's inventor, Richard C. Gerdes, read a paper on the Genesys system. What he described was a blending of technologies, one that allows 16 bits of digital information to be compressed and delivered in 3 bits, and another that allows two signals to be delivered over the same channel. PSI is proposing terrestrial transmission of both the conventional NTSC signal and the 1,125/60 production signal over a 6 mhz channel using this technique. Consumer equipment would not be made obsolete, Bentsen said, because it would simply decode the NTSC part of the signal. Broadcasting facilities will need only modifications he said. The system could also be modified to dual deliver the 1,050/59.94 signal or compact disk-quality audio as well.

Bentsen said that the NTSC/1,125 version of the system should be ready for testing in June 1989.

Joe Osborne of Osborne Associates Inc., Pomano Beach, Fla., also proposed a system for delivering high-definition video signals digitally. He predicted that eventually digital fiber optics will be the primary method of video delivery. Until then, he proposed a two-channel delivery system. Osborne described the system as "similar to Dr. [William] Glenn's bi-channel system, but also designed from the ground up to support digital transmission and efficient coding techniques."

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Central Dynamics, Pointe-Clare, Quebec, had originally planned to provide the first demonstration of its Stage-1 E (enhanced)-NTSC coders and translators (BROADCASTING, July 25) at the SMPTE exhibition, but was unable to complete the system in time. Gerald Lizotte, Central Dynamics engineering manager, said that the company instead plans to begin a tour of demonstrations of the system in American cities starting in New York, Chicago and Los Angeles by the end of November. E-NTSC is designed to eliminate NTSC cross-color and cross-luminance artifacts through a series of filters installed at the transmission site. It does not provide for wide screen pictures and at the same time does not require consumers to buy new sets to receive the enhanced pictures. The system has not been submitted to the FCC's ATS committee, Lizotte said, because as it stands, "it falls entirely in the boundaries of the NTSC standard." Stations may begin implementing it without FCC permission as soon as it is ready, he said.

Implementation of the first system from High Resolution Sciences (HRS), Los Angeles, has already been completed. The first public showing of the system, which is similar to the Central Dynamics and Faroudja Laboratories approaches, was held at the SMPTE exhibit using the signal from the Cable Value Network (CVN), the second largest U.S. cable home shopping channel, which had the HRS system installed a few weeks before. The main objective of the system is to eliminate chroma crawl (the flickering artifact that often appears on striped or dotted video images). "Based on the reaction" the system got at SMPTE, according to HRS vice president A. Kevin Schine, several more installations will follow. Instead of selling the systems, HRS plans to lease the equipment for \$6,000 a month. "It's a bargain," Schine said, "when you consider some of the other proposals for getting better television into the home." However, installation of the HRS system at broadcast stations cannot be done without FCC permission, he said. The system has been submitted to the ATS committee.

□

An area where William Connolly's observation that products are going on the market faster than standards are being adopted is digital videotape formats. Soon, three different digital systems will be available on the market, and so far only one of them, the component D-1 system, has been standardized by SMPTE and the CCIR. Composite digital D-2, developed by Ampex Corp., for which Sony and Ampex have been taking orders since last April, is expected to receive SMPTE approval as a standard in 1989, according to Stan Baron, managing director of NBC's technical division and SMPTE engineering vice president.

At this year's SMPTE exhibition another digital format emerged. D-3, as the marketplace has dubbed it, is a half-inch, composite digital system which was shown as an engineering prototype by Matsushita's Panasonic Broadcast Equipment Inc., Secaucus, N.J. Design of the new tape transports is based on Matsushita's MII component analog half-inch tape format. The company aims to have a preproduction model on dis-

play at the National Association of Broadcasters convention in Las Vegas next spring. Although an SMPTE study group has in the past researched small-format digital possibilities, no meetings have yet been held to begin standardization of the Panasonic format. The "D-3" designation has not yet been officially given to the system.

Stan Basara, president of Panasonic Broadcast Systems termed reaction to the half-inch digital demonstration as "excellent." The goal, he said, is establishment of D-3 as a universal standard for all applications of videotape: broadcast playback, production, post-production, field acquisition and others. The portability of D-3 and the fact that D-3 will take up less studio space than D-2 are features that broadcasters will desire. Engineers from NBC, Panasonic's largest customer of MII equipment, had not yet technically assessed the new system last week. But NBC's Sherlock was "thrilled" by the goals of putting "it in a small package and at a price that we can afford.... We have to keep lecturing to these guys [manufacturers] about the price." Panasonic plans to sell D-3 VTR's at about the same price as currently marketed D-2 machines.

Critics of the new system on the SMPTE floor included Fred Scott, director, videotape recorder engineering for Hitachi Denchi America, Woodbury, N.Y., who said that digital camcorders are an unnecessary expense in view of the quality that the current half-inch MII and Betacam SP formats now provide and will be bigger than those machines. In response, Basara said that for

many forms of field production much greater quality will result by maintaining entire projects in the digital domain, but he agreed that ENG does not necessarily need that level of quality.

Jukka Hamalainen, general manager of the Matsushita Applied Research Laboratory, described the technical details of the system in a paper given at the SMPTE conference. The cassette size will be the same as MII. Recording time on the prototype tapes is 66 minutes, but Hamalainen said that by the time VTR's are ready for shipping, the longest playing tape should be over 90 minutes, comparable to the longest running D-2 tape of 94 minutes.

While D-3 readies to do battle in the marketplace with D-2, there already seems to be a battle between D-2 and the component digital D-1. During the last NAB convention, where Ampex and Sony introduced their D-2 VTR's, it was generally believed that the composite format would replace one-inch Type C in broadcast studios and for low-end post-production, and that component would find a niche for very sophisticated, high-quality post-production. But others have begun to question whether D-1's additional cost is worth the additional quality as the great majority of D-2 machines sold so far have been to post-production studios.

Ampex's Peter Zakit, general manager, studio recorders, said that the bulk of its sales have been to post-production studios, but that it was expected. Post-production houses "see the benefits that they need and by nature they are risk-takers" compared to

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broadcasters. Therefore, he was not surprised that post production would be the part of D-2 targeted marketed that would react first. Also, he claimed that Ampex designed its VPR-300 VTR for more post-production applications than Sony designed for its DVR-100.

Most of Sony's D-2 machines have also been sold to post-production houses. Unlike Ampex, Sony sells both D-2 and D-1 VTR's and believes both will have a place in post production. "These are not good or bad formats. These are not competing formats. Each has their use," said Peter Dare, Sony vice president, product management. Dare read a technical paper at the technical conference describing the Sony-developed DFX 1200 D-1 to D-2 and DFX 2100 D-2 to D-1 standards converters. He played a tape of images fed through the converters over several generations showing only minor color artifacts.

But Michael Fayette of Post Effects, a Chicago post-production studio, foresaw little use for D-1 in the future. In a paper describing the studio's first project using D-2, (*D-2 Diner*, a seven-minute promotional tape played at the Sony and Abekas booths during the last NAB convention), Fayette said that within a year, most of its work will be done in composite digital.

Post Effects determined a number of criteria that had to be met by a new tape format before it would replace its Type C machines, Fayette said. Among them were better audio, interface with existing equipment, affordable cost and, because some of their work required working down to the 30th generation, digital multigenerational capabilities. All of those guidelines were met by D-2 while D-1 was found to be lacking. Besides the cost difference (Sony's DVR-10 costs \$75,000 and its DVR-1000 D-1 VTR sells for \$160,000), Fayette said that Post Effects could not obtain all of the component graphics and editing equipment to fill their needs while it had no such trouble finding D-2 compatible gear.

Fayette said that the quality differences between D-1 and D-2 that have been described in the past by the trade press and manufacturers' product literature have been simplistic and inaccurate, "that D-1 was intended for use for only high-end post-production facilities. The implication of that

Farewell. This year's SMPTE fall conference and equipment exhibition was M. Carlos Kennedy's last as president of the organization. Kennedy, director of product planning for Ampex Corp.'s recording systems division, is nearing the end of a two-year term. "It's been the highlight of my professional career," he told SMPTE members during the conference's opening session. The society announced that Maurice French, manager, technical planning, television production for the Canadian Broadcasting Corp., will succeed Kennedy as president. Other new officers announced at the conference included: Blaine Baker, president, MPL Film & Video Inc., Nashville, as executive vice president; John Spring, regional sales manager, Eastman Kodak, Chicago, as secretary and treasurer, and Frank Haney, director, TV facilities, Capital Cities/ABC, Los Angeles, as editorial vice president.

was, of course, that any facility wanting to be thought of as high-end and do work that the clients thought was high-end, had to buy D-1." In independent tests of the equipment, the studio found that the two formats are equal in quality. Post Effects does, however, have a DVR-1000 VTR and other D-1 interfaces. Blue-screen matting works better in component, he said, "however, most of our special effects work and almost all of our editing work doesn't require 4:2:2 signal processing or D-1 VTR's. For us, D-2 is the format of choice."

Meanwhile, a third tape manufacturer on the SMPTE exhibit floor, Hitachi, began taking orders for its own D-2 machine. Hitachi's Scott listed several differences between its VTR and those being sold by Sony and Ampex. Rewind has been speeded to 60 times play speed through a redesign of the transport to reduce the number of wrap angles. It will provide a complete range of slow motion capabilities and has a front panel with a menu-based operating system. Like the Ampex model, but unlike Sony's, it will take all three D-2 cassette tape sizes. At a price of \$75,000, the VTR will cost about the same as Sony's but have nearly all the capabilities of Ampex's, Scott said. Deliveries are scheduled to begin next April. □

In Sync

Boston fiber

A 100-mile fiber optic network is planned to cover 60% of the metropolitan Boston area in the next two years by Teleport Boston Corp. At the same time, the company will build the Boston-area's first teleport, which will house five earth stations, on the fiber optic network. The plan is for the system to support DS-3, 45 megabit per second video transmission and ultimately high-definition television.

Metro FiberOptic, a subsidiary of Teleport Boston, will market the network, which will extend from downtown Boston to the suburban areas of Cambridge, Waltham, Burlington and Framingham, all Massachusetts. The teleport will be located near Framingham. Construction is expected to begin in downtown Boston before the end of the year and the entire fiber optic network project is targeted to last 21 months.

Shipping schedule

Panasonic Broadcast Systems, Secaucus, N.J., has announced progress in the delivery of its MII half-inch videotape equipment. Deliveries have begun for the most heavily featured machine at NAB, the AU-660PE. More than 200 of the \$39,500-studio machines with a built-in time base corrector have been shipped. Panasonic has also delivered 50 of the new AK-400

CCD video cameras. The AU-620 studio player, designed for studio editing and installation in the M.A.R.C. automated cart system was first delivered last month. By the end of this year, Panasonic expects to start sending its AU-630 play-only studio unit and AU-640 player/recorder.

Service support

NEC America's broadcast equipment

division has opened new East Coast and West Coast service centers, designed to provide support for customers of its DVE digital video effects generators, CCD video cameras, VSR 10 solid state recorders and other professional video equipment. The East Coast office is located in Fairfield, N.J., and the new West Coast facility is in Hawthorne, Calif. NEC America is headquartered in Wood Dale, Ill.

Journalism

CBS's Burke criticizes TV coverage of campaign

News chief says television abets issue avoidance; also says CBS News will have to invest in more modern facilities to make it competitive

Calling the recent presidential debates a "contrivance," CBS News President David Burke said last week that his "comfort level" with television coverage of the 1988 campaign is "not very high."

"The state of the political art in the country is at a rather low level" that is not "conducive to the kind of choices that we have before us," Burke said at his first question-and-answer session with the press since he took over at CBS News about three months ago.

But Burke doubted whether the public would be receptive to more intensive coverage of the issues of the campaign.

As he put it: "...I sort of sense an unwillingness to know among the public...I mean, the public is buying the flag factories and the Pledge of Allegiance and card carrying this and card-carrying that." Television abets that inability to look at the issues by "being members of this same public and not as willing as we should be, perhaps, to put on the hair shirt and say: 'Look, sit down. I'm going to talk to you for a while about the federal deficit and you're going to like it.'"

Based on his low opinion of the debates and the way the presidential campaign has been conducted, Burke termed CBS News anchor Dan Rather's decision not to appear as part of a panel of reporters in a debate if he were asked, "comfortable." Burke added that rumors that the moderators of the debate had received instructions added to "the atmosphere of contrivance" and strengthened his and Rather's resolve.

He added that he would not be happy if any CBS News correspondent were involved in one of the debates.

Asked whether CBS News has been hurt by reports of turmoil within CBS News over the past four to five years, Burke said that "the institution called CBS News still holds a very strong place in the public eye...I think the pedestal called CBS News is very, very strong," he said.

Burke explained that his face-to-face appearance before the press last week could be taken as an indication of just how accessible



Burke

he expects to be in the future.

As Burke put it: "I'm a very serious person, and I'm very serious about this business. And there are lots of things I'm not serious about and I don't care about, like the kind of stuff that they've [the CBS News staff] been going through for four or five years."

The "virulent" practice of staffers talking to people outside of CBS News would not be tolerated under David Burke, he said.

Burke said that his "biggest surprise" upon arriving at CBS News was the "lack of modern facilities...[I]f we in the news division wish to be truly competitive as we go ahead and into the '90s, there are going to be some capital budgets that people may not

like if they want to do it right."

But Burke said that CBS News is currently a "break-even or even-then-some" division of CBS. The goal of CBS News within the corporate structure will be "self-sufficiency," he said.

Asked about his support of two CBS News programs in the networks prime time schedule—*48 Hours* and *West 57th*—Burke said the former is set "in stone." "I think it's a great idea, and its going to get even better than it is now," he said. *West 57th*, on the other hand, he called a "victim" of its rescheduling in various time periods. Burke called the show's current spot, 10-11 p.m. on Saturday nights a "ridiculous" time period. "It is really not to me the most propitious time to expect an audience to sit down and get rather serious about any kind of news or informational programing."

With CBS's alternative during that time period being to spend more money to program entertainment that probably won't do as well in the ratings, Burke said that "we have to work hard and help it overcome its upbringing."

In terms of his support of *CBS This Morning*, the News division's effort during a time period in which CBS has been chronically plagued by low ratings, Burke said "there's not going to be a maelstrom anymore as far as I'm concerned...The morning is an important piece of business and I'm anxious to see it grow." □

THE UNITY AWARDS OF LINCOLN UNIVERSITY OF MISSOURI

The 36th Annual Unity Awards In Media will recognize contributions in media of works that reflect issues impacting the rights and well being of minorities and/or the disadvantaged. Lincoln University of Missouri invites entries in this national recognition of outstanding coverage of these problems, issues or concerns.

DIVISIONS:

Print: General Audience; Print: Minority Audience; Broadcast: Radio; Broadcast: Television

CATEGORIES:

Reporting of: economic; education; politics; public affairs/social issues; investigative reporting; editorial writing.

ENTRY DETAILS:

Contact: Dr. Richard Klepac, Department of Communications, Lincoln University of Missouri, 820 Chestnut St., Jefferson City, MO, 65101 or call 314-681-5437. All entries must be received by January 6, 1989.

As compiled by BROADCASTING from Oct. 12 through Oct. 19 and based on filings, authorizations and other FCC actions.

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

Ownership Changes

Applications

■ **WYHS(TV)** Hollywood, FL (BTCCT881004; 69: 4786 kw-V; HAAT: 1,015 ft.)—Seeks assignment of license from Channel 69 Of Hollywood Inc. to Silver King Broadcasting of Hollywood, Florida, Inc. for \$950,000. Seller is owned by Whitco Broadcasters Inc., 51%; Silver King Broadcasters of Hollywood, Florida, Inc. Buyer is Clearwater, Fla.-based group of 11 TV's headed by Lowell W. Paxson and 100% owned by Home Shopping Network Inc. Filed Oct. 4.

■ **WCKC(AM)** Milton, FL (BAL881003EG; 1490 khz; 1 kw-U)—Seeks assignment of license from All-i-bird Communications Inc. to Sims Enterprises for \$70,000. Seller is headed by Allison A. Shadday and has no other broadcast interests. Buyer is owned by Louis R. Sims, 50%, and Christine J. Sims, 50%, and has no other broadcast interests. Filed Oct. 3.

■ **WKEU-AM-FM** Griffin, GA (AM: BAL880930HR; 1450; 1 kw-U; FM: BALH880930HS; 97.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Dominion Marketing Inc. to Design Media Inc. for \$2,300,000 ("Changing Hands." Oct. 10). Seller is owned by Albert Charles Schmick and Joseph H. Bourdow, and has no other broadcast interests. Buyer is headed by John Thomas and Peter Carpey, New York City investors with no other broadcast interests. Filed Sept. 30.

■ **WAYX(AM)** Waycross, GA (BAL881004EB; 1230 khz; 1 kw-U)—Seeks assignment of license from Rowland Radio Inc. to Young Communications Corp. for \$150,000. Seller is headed by Marshall Rowland and has no other broadcast interests. Buyer is owned by Charles P. Young, 51%, and H.C. Young Jr., 49%, and has no other broadcast interests. Filed Oct. 4.

■ **KTPK-FM** Topeka, KS (BTCH880928GZ; 106.9 mhz; 100 kw; HAAT: 1,210 ft.)—Seeks assignment of license from Shawnee Broadcasting Co. to The Marvin H. Wilson Wealth for no consideration. Seller is principally owned by Marvin H. Wilson. Buyer is owned by Marvin H. Wilson, 30.3%; Arthur A. Glassman, 49%; H. Pat Powers, 10.3%, and Robert V. Bundy, 10.3%. Filed Sept. 28.

■ **WITL-AM-FM** Lansing, MI (AM: BAL881006HV; 1010 khz; 500 w-D; FM: BALH881006HW; 100.7 mhz; 26.5 kw; HAAT: 640 ft.)—Seeks assignment of license from MW Multicom Inc. to MSP Communications Inc. for \$10,220,000. Seller is owned by Madison, WI-based group of nine AM's and nine FM's headed by William Walker.

Buyer is owned by Jackson W. Smart Jr., 33.3%; Andre J. Bial, 33.3%, and Robert P. Zabel, 33.3%, and has no other broadcast interests. Filed Oct. 6.

■ **WEMJ(AM)** Laconia, NH (BAL881004EA; 1490 khz; 1 kw-U)—Seeks assignment of license from Central Broadcasting Services Inc. to Robert J. Tole for \$800,000. Seller is headed by James McCann and has no other broadcast interests. Buyer has no other broadcast interests. Filed Oct. 4.

■ **WWGN(AM)** Washington, NC (BAL881003EA; 1320 khz; 500 w-D)—Seeks assignment of license from Pamlico Media Corp. to J.R. & P. Enterprises Inc. for \$65,000. Seller is headed by Richard Paul and has no other broadcast interests. Buyer is owned by Mahalla L. Phelps, 50%, and J. Ray Phelps, 50%, and has no other broadcast interests. Filed Oct. 3.

■ **WCIT(AM)** WLSR(FM) Lima, OH (BTC881005EE; 940 khz; 250 w-D; FM: BTCH881005EF; 104.9 mhz; 3 kw; HAAT: 260 ft.)—Seeks assignment of license from Allen Broadcasting Co. to David Skylar for \$480,000. Seller is headed by Martin D. Gould. It has no other broadcast interests. Buyer has no other broadcast interests. Filed Oct. 5.

■ **WPGH(TV)** Pittsburgh, PA (BAL881004; 53; 2338 kw-V; HAAT: 1,010 ft.)—Seeks assignment of license from LTB (WPGH-TV) Corp. to Channel 53 Inc. for \$32,000,000. Seller is Sherman Oaks, Calif.-based group of 6 TV's and entertainment production and distribution company. Buyer is owned by Renaissance Communications Corp. and headed by Michael Finkelstein. Warburg, Pincus Capital Co. L.P., principal owner of Renaissance, has controlling interest in KDFI-TV Dallas. Filed Oct. 4.

■ **WSDC(AM)** Hartsville, SC (BAL881004ED; 1490 khz; 1 kw-D)—Seeks assignment of license from Community Broadcasting Co. of Hartsville to Bell Broadcasting Co. for \$1,875. Seller is headed by Harold Bledsoe and has no other broadcast interests. Buyer is owned by John J. Bell. Bell has interest in WJHB(AM) Fair Bluff, NC. Filed Oct. 4.

■ **KDLX(AM)** St. George, UT (BTC880929EE; 1450 khz; 1 kw-U)—Seeks assignment of license from Color Country Broadcasting Corp. to J.L. Communications Group Inc. for \$350,000. Seller is owned by Joseph A. Kjar, Donald E. Bydee and Blaine W. Whipple and has no other broadcast interests. Buyer is owned by Jack London, 45%; Mel Maziar, 45%, and Morgan Skinner, 10%, and has no other broadcast interests. Filed Sept. 29.

■ **WPVA(AM)** WKHK-FM Colonial Heights, VA (AM: BAL880927GL; 1290 khz; 5 kw-D; FM: BALH880927GM; 95.3 mhz; 25 kw; HAAT: 300 ft.)—Seeks assignment of license from WPVA Inc. to ABS Communications Inc. for \$7 million ("Changing Hands." Oct. 3). Seller is Evansville, Ind.-based group of four AM's and five FM's headed by Alan R. Brill. It is also buying KUAD-FM Windsor, Colo. ("Changing Hands." Aug. 8). Buyer is principally owned by Kenneth A. Brown and Jon Sinton. It also owns KROD (AM)-KLAQ(FM) El Paso, TX. Filed Sept. 27.

■ **WROV(AM)** Roanoke, VA (BAL880928EB; 1240 khz; 1 kw-U)—Seeks assignment of license from WROV Broadcasters Inc. to Lisa Broadcasting Inc. for \$250,000. Seller is owned by Burt Levine and has no other broadcast interests. Buyer is owned by A. Thomas Joyner, 60%, and David Weil, 40%. It also owns WZFX(FM) Whiteville, NC, and WQOK(FM) South Boston, VA. Filed Sept. 28.

■ **WNBK(FM)** New London, WI (BALH880930HL; 93.5 mhz; 3 kw; HAAT: 270 ft.)—Seeks assignment of license from Goetz Communications Corp. to Martin Communications Inc. for \$1,250,000. Seller is Marshall, WI-based group of 4 AM's and 6 FM's owned by Nathan L. Goetz and Robert Goetz. Buyer is owned by Quinn W. Martin, 100%, and has no other broadcast interests. Filed Sept. 30.

■ **WTTN(AM)** WMLW(FM) Watertown, WI (AM: BAL880922GG; 1580 khz; 1 kw-D; 7.8 w-N; FM: BALH880922GH; 94.1 mhz; 50 kw; HAAT: 476 ft.)—Seeks assignment of license from Select Communications Inc. to Joyner Communications Inc. for \$1,995,000. Seller is owned by Arthur W. Gaulke, 60%, and John T. Timm, 40%, and has no other broadcast interests. Buyer is owned by A. Thomas Joyner, 60%, and David Weil, 40%. It also owns WZFX(FM) Whiteville, NC, and WQOK(FM) South Boston, VA. Filed Sept. 22.

■ **KOLL(FM)** Gillette, WY (BALH880928HJ; 96.9 mhz; 100 kw; HAAT: 400 ft.)—Seeks assignment of license from Jeff Kehl, receiver to Gillette Broadcasting Co. for

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\$250,000. Seller has no other broadcast interests. Buyer is owned by Axel R. Ostlund, 2.59%; Donald G. Cale, .14%, and Roy A. Mapel, 60.42%. Gillette Broadcasting Co. owns KIML(AM) Gillette. Filed Sept. 28.

New Stations

Applications

■ Buckeye, AZ (BPH880728NE)—Desert West Air Ranchers Corp. seeks 106.9 mhz; 3 kw H&V; 91 m. Address: P.O. Box 36717, Tucson, AZ 85740. Principal is owned by Ted Tucker, 50%; Jana Tucker, 50%. Filed July 28.

■ Buckeye, AZ (BPH880728MZ)—Arthur A. Mobley seeks 106.9 mhz; 3 kw H&V; 91 m. Address: 736 E. Morningside Dr., Phoenix 85022. Filed July 28.

■ Litchfield, CT (BPH880816NK)—Litchfield Radio Group seeks 97.3 mhz; 3 kw H&V; 100 m. Address: Kettletown Woods Rd., Southbury, CT 06488. Principal is owned equally by Kathleen O. Corpaci; Vickie Barbieri, and Ellen Duncan. Filed Aug. 16.

■ Newton, IL (BPH880728MP)—Jasper Broadcasting Co. seeks 106.9 mhz; 3 kw H&V; 100 m. Address: P.O. Box 151, Newton, IL 62448. Principal is owned by Don Hecke, 60% and James Tomaw, 40%. Hecke owns WPMB(AM)-WKRV(FM) Vandalia, IL. Filed July 28.

■ Woodlawn, IL (BPH880728)—Nellie Gaines seeks 106.9 mhz; 3 kw H&V; 100 m. Address: 19245 Wildwood Ave., Lansing, IL 60438. Filed July 28.

■ Woodlawn, IL (BPH880728ND)—Volunteer Broadcasting of Illinois seeks 106.9 mhz; 3 kw H&V; 100 m. Address: 847 Todd Preis Dr., Nashville 37221. Principal is owned by David M. Lister, 100%. Filed July 28.

■ Westport, IN (BPED880804MB)—Good Shepherd Radio Inc. seeks 91.5 mhz; 14.55 kw; 81 m. Address: 725 E. North St., Greensburg, IN 47240. Principal is nonprofit corporation headed by Ruth A. Bausback. Filed Aug. 4.

■ Augusta, KS (BPH880728MV)—Jeannine T. Rainbolt seeks 96.3 mhz; 3 kw H&V; 100 m. Address: 2202 North Minnesota Ave., Shawnee OK 74801. Filed July 28.

■ Augusta, KS (BPH880729MB)—Douglas D. Law seeks 96.3 mhz; 3 kw H&V; 100 m. Address: 53 Huntington, Augusta, KS 67010. Filed July 29.

■ Augusta, KS (BPH880728NI)—Curtis R. McClinton Jr. seeks 96.3 mhz; 3 kw H&V; 100 m. Address: 10224 Locust St., Kansas City, MO 64131. Filed July 28.

■ Wilmore, KY (BPH880727NE)—Marianne Warnock seeks 96.3 mhz; 3 kw H&V; 100 m. Address: 759 Havana Dr., Boca Raton, FL 33431. Filed July 27.

■ Allegan, MI (BPH880727NF)—Thomas A. Somers seeks 92.3 mhz; 3 kw H&V; 100 m. Address: 50 M-89, Plainwell, MI 49080. Filed July 27.

■ North Cape May, NJ (BPH880728MN)—Jeffrey E. Salkin seeks 106.7 mhz; 3 kw H&V; 76 m. Address: 3 B Hamill Rd., Baltimore 21210. Filed July 28.

■ North Cape May, NJ (BPH880728MR)—Cape Communications Corp. seeks 106.7 mhz; 3 kw H&V; 100 m. Address: 60 W. Castor Place, #4, Staten Island, NY 10312. Principal is owned by Philip W. Plack, 50%; Debora K. Plack, 50%. Filed July 28.

■ North Cape May, NJ (BPH880728NM)—Cape Broadcasting Corp. seeks 106.7 mhz; 3 kw H&V; 100 m. Address: 630 W. Spruce Ave., North Wildwood, NJ 08260. Principal is owned by Betty J. Boyd, 50%; Eugene W. Boyd Jr., 50%. Filed July 28.

■ Roland, OK (BPH880727NG)—Linda Blair seeks 92.3 mhz; 2.8 kw H&V; 118 m. Address: 320 South Crawford Norman, OK 73609. Filed July 27.

■ Renovo, PA (BPH880729MA)—J.C. Broadcasting seeks 93.1 mhz; 3 kw H&V; 100 m. Address: RD #1, Box 460, Cogan Station, PA 17728. Principal is owned by John A. Kennedy Jr., 50%; Calvin W. Tilley, 50%. Filed July 29.

■ Plainview, TX (BPH880728MO)—Leslie Troszak seeks 106.9 mhz; 50 kw H&V; 150 m. Address: 6425 Hunting Hill, Oklahoma City 73116. Filed July 28.

■ Woodville, TX (BPH880725NG)—Charles Arnold Demaree seeks 94.7 mhz; 50 kw H&V; 150 m. Address: P.O. Box 203 Rockport, TX 78382. Filed July 25.

■ Roanoke, VA (BPED880801ME)—Vision Communications Inc. seeks 90.3 mhz; 2 kw H&V; 455 m. Address: 2023 Westvan Drive, N.E., Roanoke, VA 24012. Principal is owned by Worth M. Miller, 50%; Michael Campbell, 50%. Filed Aug. 1.

Actions

■ Arab, AL (BPCT870331LS)—Dismissed app. of William

E. Bussey Jr. for ch. 50; 1,000 kw-v, 200 kw-a; 417 m. Address: 304 Stanton St., Jacksonville, AL 36265. Action Sept. 30.

■ Meridianville, AL (BPH880126ME)—Returned app. of Frank Digesu Sr. for 94.1 mhz; 3 kw H&V; 100 m. Address: 7807 Valley Bend Drive, Huntsville, AL 35802. Action Oct. 6.

■ Big Bear City, CA (BPH880126NM)—Returned app. of Bear Valley Broadcasting for 93.3 mhz; 3 kw H&V; 28 m. Address: P.O. Box 1607, Big Bear City, CA 92314. Principal is owned by Jacquelyn A. Cottingham, 40%; James W. Cottingham, 30%; George Perrin, 30%. Action Oct. 7.

■ East Hemet, CA (BPH880504MA)—Returned app. of Douglas R. Salamanca & Ernie Salgado Partners for 92.9 mhz; 292 kw H&V; 314 m. Address: 21100 Hwy. 79, #164, San Jacinto, CA 92383. Principal is owned by Douglas R. Salamanca, 50%; Ernie Salgado, 50%. Action Oct. 7.

■ East Hemet, CA (BPH880505PO)—Dismissed app. of Hemet Broadcasters Inc. for 92.9 mhz; 685 kw H&V; 186 m. Address: En Mirage, 5 Santo Domingo, Rancho Mirage, CA 92270. Principal is owned by Wolfram J. Dochtermann, 50%; Milton W. Jones, 50%. Dochtermann and Jones have interest in KPSP(AM), Thousand Palms, CA. Action Oct. 7.

■ Melbourne Beach, FL (BP850701AQ)—Dismissed app. of Rowland Broadcasting for 1,510 khz. Address: 99 Arapahoe Ave., St. Augustine, FL 32084. Principal is owned by Marshall W. Rowland, 50% and Carol C. Rowland, 50%. It also has interest in WSOS(FM) St. Augustine, FL. Action Oct. 4.

■ St. Cloud, FL (BP850701AH)—Granted app. of St. Cloud Broadcasting for 1,500 khz. Address: 10410 Windsor View Dr., Potomac, MD 20854. Principal is owned by Peter V. Gureckis. Gureckis has interest in WBZE(AM) Indian Head, MD and WDER(AM) Derry, NH. Action Oct. 3.

■ Edmonton, KY (BPH880324MZ)—Granted app. of Vickie K. Hatchet for 99.1 mhz; 3 kw H&V; 100 m. Address: 270 Yellow Buckeye Rd., Glasgow, KY 42141. Action Oct. 5.

■ Bethesda, MD (BP830511AD)—Granted app. of South Jersey Radio Inc. for 570 khz; 5 kw-D. Address: 15 Shore Rd. Linwood, NJ. Action Aug. 16.

■ Fairhaven, MA (BP880204AC)—Granted app. of Edmund Dinis for 1,270 khz. Address: 35 Orchard St., New Bedford, MA 02740. Action Oct. 3.

■ Taylor, MI (BP871120AC)—Granted app. of Bell Broadcasting Co. for 1,200 khz. Address: 2994 E. Grand Blvd., Detroit 48202. Principal is owned by Mary L. Bell, 55%; Wendell Cox, 15%; Iris Cox, 15%; Eric B. Bass, 7%; Treva B. Bass, 7%; Dorris B. Bass, 1%. It also owns WCHB(AM), Inkster, MI. Action Oct. 4.

■ Holdrege, NE (BP880805AC)—Returned app. of Family Stations Inc. for 1,020 khz; 10 kw-D, 1 kw-N. Address: 3108 Fulton Ave., Sacramento CA 95821. Principal is Sacramento-based group of three AM's, and eight FM's headed by Harold Camping. Action Oct. 5.

■ Haverhill, NH (BPH870327KG)—Dismissed app. of Harvest Broadcasting for 101.3 mhz; 3 kw H&V; 328 m. Address: P.O. Box 105, Hinsdale, NH 03451. Principal has interest in KTIJ-FM Elk City and KTTL-FM Alva, both Oklahoma. Action April 18.

■ Haverhill, NH (BP870331PC)—Granted app. of Puffer Broadcasting Inc. for 101.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box 1490, Main St., Wells River, VT 05081. Principal is owned by Eugene W. Puffer, 56%; Stephen J. Puffer, 22%; Clara H. Puffer, 22%. It also owns WYKR(AM) Wells River, VT. Action Oct. 5.

■ Farmington, NM (BPH871104MI)—Granted app. of Voice Ministries of Farmington for 95.7 mhz; 100 kw H&V; 120 m. Address: Star Tre. 5, Box 42, Gallup, NM 86615. Principal is owned by Frank Lucero, 25%; Cleone P. Lucero, 25%; Fareed Ayoub, 25%; Annette B. Ayoub, 25%. Action Sept. 29.

■ Fargo, ND (BPH850712M6)—Granted app. of Nan E. Carlisle and Jitendra R. Patel for 107.9 mhz; 100 kw; 984 m. Address: 3726 River Drive, Fargo, ND 58103. Principal is owned by Nan E. Carlisle, 50%; Jitendra R. Patel, 50%. Action Oct. 6.

■ Athens, OH (BP880516AB)—Granted app. of Minority Christian Radio of Ohio for 1570 khz. Address: 2711 Hwy. 62, Jeffersonville, IN 47130. Principal is owned by Mary L. Smith and also owns CP for WRRD(AM) Blennerhassett, WV. Action Oct. 3.

■ Loudonville, OH (BPH880301OD)—Granted app. of Holmes Radio Corp. for 107.7 mhz; 3 kw; 100 m. Address: 6975 S. Honeytown Rd., Wooster, OH 44691. Principal is owned by Esther L. Martin. Action Sept. 29.

■ North Baltimore, OH (BPH880316MA)—Granted app.

of John Anthony Bulmer for 107.7 mhz; 3 kw H&V; 62 m. Address: 20 Liberty Ave., Whitesboro, NY 13492. Action Oct. 5.

■ Bolton, VT (BPED871015ME)—Returned app. of Christian Ministries Inc. for 89.1 mhz; .06 kw; 378 m. Address: 136 Main St., P.O. Box 583, Essex Junction, VT 05452. Principal is owned by Alexander D. McEwing, 20%; John A. Fondry, 20%; Susan M. McEwing, 20%; Rick Edwards, 20%; Jennie J. McEwing, 20%. Action Oct. 4.

■ Danville, VA (BPCT870317KP)—Granted app. of A.W. Broadcasting for ch. 44; 4130 kw-v; 212 m. Address: 3348 Meadow Run Dr., N.E., Roanoke VA 24012. Principal is owned by Charles A. Wright, 100%. Action Sept. 4.

Facilities Changes

Applications

AM

■ Bloomington, IN, WGTC, 1,370 khz—Sept. 29-Application for CP to increase night power to 1 kw and make changes in ant. sys.

FM's

■ Aguadilla, PR, WTPM, 92.9 mhz—Sept. 20-Application for CP to change HAAT: 372.7 m H&V.

■ Lock Haven, PA, WWZU, 92.1 mhz—Sept. 21-Application for CP to change HAAT: 100 m H&V.

■ Chevak, AK, KCUK, 88.1 mhz—Oct. 3-Mod of CP (BPED880121MM) to change TL: approx. 125 m N jct. of Ringseal and Sandpiper Sts., Chevak, AK; 61 31 46N 165 35 20W.

■ Grand Junction, CO, KPRN, 89.5 mhz—Sept. 20-Application for CP to change HAAT: 375.81 m H&V.

■ Fairfield Bay, AR, KFFB, 106.3 mhz—Sept. 29-Application for CP to make changes; ERP: 50 kw H&V; HAAT: 150 m H&V; TL: Bancroft Hill, 0.7 km NW of State Hwy #9, 2 miles N of Rushing, AR; change class to C2; 35 45 22N 92 14 49 (per docket #86-154).

■ Colusa, CA, KKLK, 96.5 mhz—Sept. 27-MP (BPH851115MC) to make changes; HAAT: 12 m H&V; TL: 143 5th St., Colusa, CA; 122 00 23N 39 12 52W.

■ Socorro, NM, KMXQ, 92.7 mhz—Sept. 15-Application for CP to make changes; ERP: 104.7 mhz (per docket #87-308); ERP: 100 kw H&V; HAAT: 518 m H&V; TL: 43 km NW of Socorro, NM; change to class C.

■ White Plains, NY, WFAS-FM, 103.9 mhz—Sept. 27-Application for CP to change ERP: 0.74 kw H&V.

■ Columbus, OH, WXGT, 92.3 mhz—Sept. 21-Application for CP to change geographic coordinates: 39 58 16N 83 01 40W.

■ Vinita, OK, KITO, 95.9 mhz—Sept. 28-Application for CP to make changes; ERP: 95.9 mhz (per docket #87-73); ERP: 50 kw H&V; HAAT: 150 m H&V; TL: 3.5 miles due W of Cleora, OK on Country Rd., Craig Co., OK; change to class C2.

■ Carolina, PR, WVOZ-FM, 107.7 mhz—Sept. 27-Application for CP to make changes; HAAT: 499 m (H) only; TL: Cubuy Ward, Municipality of Loiza, 1.1 mile NE of Rd. 186 km 9; PR; 18 16 43N 65 51 21W.

■ Orangeburg, SC, WTCB-FM, 106.7 mhz—Sept. 15-Application for CP to change nondirectional operation.

■ Lufkin, TX, KYKS, 105.1 mhz—Sept. 22-Mod of CP (BPH870226ML) to make changes; HAAT: 325 m H&V; TL: 0.2 miles N of Oak Grove Church, 5 miles NE of Lufkin, TX; 31 22 08N 94 38 45W.

■ Waupun, WI, WGGQ, 99.3 mhz—Sept. 27-MP (BPH8703261F) for changes; ERP: 99.3 mhz (per docket #88-21); ERP: 50 kw H&V; HAAT: 150 m H&V; TL: 1,800 feet W of Dead End Rd., 0.55KM S of intersec. of Dead End Rd. and Wisconsin State Hwy. #23; change class to C2.

■ Gillette, WY, KOLL-FM, 96.9 mhz—Sept. 19-Application for CP to make changes; HAAT: 145 m H&V; TL: 1.5 miles E of I-90/U.S. 14 interchange.

Actions

AM's

■ Redding, CA, KHTE, 600 khz—Oct. 5-Application (BMP880526AF) granted for Mod of CP to make changes in ant. sys.

■ Brush, CO, KKGZ, 1,010 khz—Oct. 5-Application (BP880502AF) granted for CP to eliminate critical hours radiation restriction to operate with full licensed daytime facilities.

■ Los Angeles, KTNQ, 1,020 khz—Oct. 5-Application (BP880404AA) granted for CP to make changes in ant. sys. and modify day and night pattern.

■ Knox, IN, WKVI, 1,520 khz—Oct. 5-Application (BP880201AA) granted for resubmitted application nunc pro tunc: CP to increase power to 2 kw (0.41 CH).

■ Morganfield, KY, WMSK, 1,550 khz—Oct. 5-Application (BP880406AJ) granted for CP to make changes in ant. sys.

■ Vivian, LA, KNCB, 1,320 khz—Oct. 5-Application (BP880325AD) granted for CP to correct geographic coordinates and change TL: State Hwy #1, 500 feet N of city limits of Vivian, LA; 32 54 07N 93 58 58W.

■ Boston, WMEX, 1,150 khz—Oct. 5-Application (BP880201AF) granted for CP to make changes in ant. sys.

■ Scotland Neck, NC, WYAL, 1,280 khz—Oct. 5-Application (BP880229AG) granted for CP to correct coordinates: 36 08 09N 77 26 09W.

■ Hickory, NC, WIRC, 630 khz—Oct. 5-Application (BP880425AF) granted for CP to make changes in ant. sys.; TL: Eastern Access Rd., 1.4 km W of Fairgrove Church, Hickory, NC; 35 43 22N 81 16 41W.

■ Watkins Glen, NY, WGMF, 1,500 khz—Oct. 5-Application (BP851106AD) granted for CP to change hrs. of oper. to untd. by adding night service with 400 w; 42 21 11N 76 52 13W.

■ Escanaba, MI, WCHT, 600 khz—Sept. 30-Application (BP880622AH) granted for CP to make changes in ant. sys.; reduce power; change TL to: 1.4 km N of County Hwy. #414 on K Lane, 4 km S of Flat Rock, Wells Township, MI; 45 48 19N 87 10 13W.

■ Kensett, AR, KMOA, 1,190 khz—Oct. 3-Application (BP880603AE) granted for CP to increase power to 10 kw-day.

■ Palm Desert, CA, KNWZ, 1,270 khz—Oct. 3-Application (BP880201AB) granted for CP to change city of lic. to: Thousand Palms, CA; increase day power to 5 kw; change hrs. of oper. to untd. by adding night service with 0.75 kw; install DA-2; TL: 2 km N of Thousand Palms, at E. end of Sierra del Sol Street, Thousand Palms, CA; make changes in ant. sys.; 33 50 53N 116 23 19W.

■ Sharon, CT, WKZE, 1,020 khz—Oct. 3-Application (BP880223AC) granted for CP to increase power to 2.5 kw/1.8 kw (CH).

■ West Point, NE, KWPN, 840 khz—Oct. 3-Application (BMP880616AA) granted for MP (BP870428AF) to increase power to 5 kw.

■ Ocean City-Somers, NJ, WIBG, 1,520 khz—Oct. 3-Application (BP880115AD) granted for CP to change FREQ to: 1,020 khz; reduce power to 500 w; make changes in ant. sys.; change from DA to N-DA operation; change TL: 0.8 miles S of Palermo on U.S. Hwy. 9, Palermo, NJ; 39 13 40N 74 40 57W.

■ Silverdale, WA, KITZ, 1,400 khz—Oct. 3-Application (BP880224AF) granted for CP to increase day power to 1 kw.

■ Auburn, WA, KASY, 1,210 khz—Oct. 3-Application (BP880315AE) granted for CP to change city of lic. to: Auburn-Federal Way, WA; increase night power to 10 kw; install Da-2 and make changes in ant. sys.

■ Newburg, KY, WDDE, 860 khz—Oct. 4-Application (BMP880218AC) granted for MP (BP850328AD) to reduce night power to 450 w; increase day power to 1,300 w and make changes in ant. sys.

■ Park Rapids, MN, KPRM, 870 khz—Oct. 4-Application (BP880721AB) returned for CP to increase daytime power to 25 kw.

■ Philadelphia, WTEL, 860 khz—Oct. 4-Application (BP871230AE) returned for CP to increase night power to 0.5 kw; TL: 0.56 km WSW of intersec. of Rte. 63 and Rte. 232, Lower Moreland Township, PA (night only) and make changes in ant. sys. (new ant. construction, night only); 40 07 05N 75 04 27W.

■ Copperhill, TN, WLSB, 1,400 khz—Oct. 4-Application (BP880128AH) granted for CP to make changes; TL: Georgia Hwy. 60 near McCaysville, GA; 34 58 04N 84 19 39W.

■ Richmond, VA, WLEE, 1,480 khz—Oct. 4-Application (BMP870526AD) returned for MP (BP851112AH) to reduce hrs. of oper. to day with 5 kw and change from three-tower to two-tower array.

■ Little Rock, AR, KITA, 1,440 khz—Oct. 4-Application (BP870331CH) granted for CP to change hrs. of oper. to untd. by adding night service with 0.24 kw, DA-N and make changes in ant. sys.

■ Annapolis, MD, WANN, 1,190 khz—Oct. 4-Application (BP871028AB) granted for CP to make changes in ant. sys.; add an additional tower to existing two-tower array; change TL: Bay Bridge Rd., 0.5 km E. of Arundel on Bay Rd., near Annapolis, MD; reduce power to 25 kw; 38 56 33N 76 28 53W.

■ Wendell-Zebulon, NC, WETC, 540 khz—Oct. 4-Appli-

cation (BP870331BW) granted for CP to increase day power to 8 kw.

■ Jasper, TN, WAPO, 820 khz—Oct. 5-Application (BP880601AG) returned for CP to increase power to 10 kw.

FM's

■ Natchez, MS, WQNZ, 95.1 mhz—Oct. 6-Application (BPH870226IA) granted for CP to make changes; TL: 0.5 miles bearing 122 degrees true from Linwood, MS; ERP: 98.01 kw H&V; HAAT: 304.2 m H&V; 31 30 29N 91 24 27W.

■ Norton, VA, WNVF-FM, 106.3 mhz—Oct. 6-Application (BPH870116IE) granted for CP to make changes; ERP: 0.9 kw H&V; HAAT: 179.5 m H&V, and make changes in ant. sys.

■ Tullahoma, TN, WKQD-FM, 93.3 mhz—Oct. 7-Application (BPH880208IC) granted for CP to make changes; HAAT: 299 m H&V; TL: just N. of Hwy. 64 on Beans Creek Rd., 5 miles N. of Elora, TN; change antenna supporting structure height; 35 05 22N 86 21 27W.

■ Waco, TX, KNFO, 95.5 mhz—Oct. 7-Application (BPH880510IB) granted for CP to make changes; HAAT: 327 m H&V; ERP: 85.07 kw (V) only and make changes in directional antenna.

■ Mendota, IL, WGLC-FM, 100.1 mhz—Oct. 3-Application (BPH880526IC) granted for CP to make changes; HAAT: 100 m H&V; TL: 0.9 km E. of Illinois Gulf RR and 0.3 km S. of Trailer Park at Mendota, La Salle Co., IL.

■ Gainesville, TX, KZRK, 94.5 mhz—Oct. 3-Application (BPH870904ID) granted for CP to make changes; TL: N side of State Hwy. 902, 3 miles W of Collinsville, TX; HAAT: 590 m H&V; 33 33 36N 96 57 35W, petition for reconsideration filed April 6.

■ Altus, OK, KRKZ, 93.5 mhz—Oct. 4-Application (BPH880415IB) granted for CP to make changes; ERP: 45 kw H&V; HAAT: 161 m H&V; TL: Carmel Cemetery Rd., 0.8 miles W of Carmel Cemetery, 17 miles SW of Altus, OK; change from class C2 to class (per docket #87-200).

■ La Crosse, WI, WSPL, 95.9 mhz—Oct. 4-Application (BMPH880610IB) granted for MP (BPH870226IF) to change TL: 3.7 km N. of Reno, Houston Co., MN, on Rte. 26.

■ Chester, CA, KCFM, 98.9 mhz—Oct. 6-Application (BMPH880610ID) granted for MP to make changes; ERP: 25 kw H&V; HAAT: 737 m H&V; change antenna loc. on Keddie Ridge, 0.8 miles SE of Dyer Mountain Peak.

■ Springfield, MO, KTTS-FM, 94.7 mhz—Oct. 6-Application (BPH831129AJ) granted for CP to make changes; TL: State Hwy "FF" near Fordland, MO; HAAT: 98.788 feet H&V and make changes in ant. sys.; 37 13 08N 92 56 56W Accepted nunc pro tunc Aug. 27, 1984, per letter 8920-HC.

■ Apple Valley, CA, KXZY-FM, 102.3 mhz—Oct. 5-Application (BPH880405IG) granted for CP to make changes; ERP: 3 kw H&V; TL: Oro Mountain, near Juniper Flats, Apple Valley, CA; 34 24 42N 117 10 57W.

■ Petoskey, MI, WJML-FM, 98.9 mhz—Oct. 5-Application (BMPH880603IC) granted for MP (BPH860902IE) to change HAAT: 362 m H&V; TL: 3.25 miles N of M-119 on Emmet Heights Rd., 3.3 miles NNE of Harbor Springs, MI.

■ Titusville, FL, WSCF, 98.3 mhz—Sept. 28-Application (BPH880630ID) granted for CP to make changes; ERP: 50 kw H&V; HAAT: 141 m H&V; TL: on Putnam Grove Rd., 1.4 miles SW of Oak Hill, FL; change antenna supporting structure height; change class to C2 (per MM docket #87-554).

■ Virden, IL, WRVI, 96.7 mhz—Sept. 28-Application (BPH880504IB) granted for CP to make changes; TL: SE corner of Mooreshead and South First in city limits of Diveron, IL; HAAT: 100 m H&V; ERP: 3 kw H&V; 39 33 26N 89 39 24W.

■ Hilton Head Island, SC, WIJY, 105.5 mhz—Sept. 28-Application (BPH880722IC) granted for CP to make changes; FREQ: 107.9 mhz (per docket #86-469); ERP: 50 kw H&V; HAAT: 148.3 m H&V; change class to C2.

■ Anchorage, KASH, 107.5 mhz—Sept. 29-Application (BPH870227ND) granted for CP to make changes; TL: near Meadow Creek and Chugach State Park, Anchorage; ERP: 100 kw H&V; HAAT: 309 m H&V and make changes in ant. sys.; 61 21 10N 149 30 46W.

■ Bad Axe, MI, WLEW-FM, 92.1 mhz—Sept. 29-Application (BPH880609IB) granted for CP to make changes; ERP: 50 kw H&V; HAAT: 150 m H&V; TL: SW corner of intersec. of Grassmere and Filion Rds., Chandler Township, MI; change antenna supporting structure height; change to class C2.

■ Memphis, TN, WQOX, 88.5 mhz—Sept. 29-Application (BPED870218MC) granted for CP to make changes; ERP: 30 kw H&V; HAAT: 131 m H&V.

■ Springfield-Eugene, OR, KSND, 93.1 mhz—Sept. 30-

Application (BPH870225IF) granted for CP to make changes; TL: 4545 Blanton Rd., Eugene, OR; ERP: 100 kw (H) and 42.8 kw (V); HAAT: 342 m H&V; make changes in ant. sys.; 44 00 05N 123 06 48W.

■ Seneca, SC, WBFB, 98.1 mhz—Sept. 30-Application (BPH870302IN) granted for CP to change HAAT: 306 m H&V.

TV's

■ Panama City, FL, WPGX, ch. 28—Sept. 30-Application (BMPCT880803KF) granted for MP (BPT820122KE) to change HAAT: 228.22 m; change antenna supporting structure height; 30 23 42N 85 32 02W.

■ Milwaukee, WDJT-TV, ch. 58—Sept. 30-Application (BMPCT880707KE) granted for MP to change ERP-VIS: 2,800 kw; HAAT: 163 m; ANT: Andrew Corp/ATW25H2-HTC-58; 43 02 20N 87 55 04W.

■ Marianna, FL, WJOE, ch. 51—Sept. 28-Application (BMPCT880725KF) granted for MP (BPT840928KG) to change HAAT: 181 m; ANT: Bogner BU32H.

■ Lake Dallas, TX, KLDT, ch. 55—Sept. 28-Application (BMPCT880623KE) granted for MP (BPT840413KE) to change ERP-vis: 1344 kw (DA); HAAT: 142 m; TL: site of KLDD(AM) on Belt Line Rd., Dallas; ANT: Andrew ATW16G3-HSS-55; 32 56 47N 96 59 22W.

■ Fairbanks, AK, KTVF, ch. 11—Sept. 29-Application (BPT880825KK) granted for CP to change ERP vis.: 50 kw.

Actions

Commission Actions

■ Automated reporting requirements. In response to various petitions, FCC, while affirming in principle determinations reached in Sept. 17, 1987, order implementing Automated Reporting Management Information System (ARMIS) for common carriers, has clarified or modified data requirements and authorized chief. Common Carrier Bureau, to resolve remaining technical issues. (CC docket 86-182 by order on reconsideration [FCC 88-311] adopted Oct. 4 by commission.)

■ Blackfoot, ID. FCC has upheld action by Mass Media Bureau dismissing applications of RebeccaRadio of Idaho and Q Prime Inc., for new FM station at Blackfoot, ID. (MM docket 87-223 by MO&O [FCC 88-302] adopted Sept. 26 by commission.)

■ FCC approves assignment of KQHU-FM Yankton, SD, from William Turner to Flagship Communications Inc.—MM docket 87-272 (report DC-1263, action in docket case). Commission has approved sale of KQHU-FM Yankton, SD, from William F. Turner, trustee in bankruptcy of Oyate Inc., to Flagship Communications Inc. Action by commission Oct. 13 by MO&O (FCC 88-328).

■ FCC modifies license of WCCO-TV Minneapolis-St. Paul and allots ch. 4 to Crandon, MN—MM docket 84-456 (report DC-1262, action in docket case). Commission has modified license of WCCO-TV Minneapolis-St. Paul, to specify channel offset of "plus" in lieu of "zero," which enables FCC to allot ch. 4 to Crandon, WI, as its first local television service. Action by commission Oct. 12 by R&O (FCC 88-315).

■ FCC amends rules for terminal devices connected to cable television systems—general docket 85-301 (report DC-1264, action in docket case). Commission has amended parts 15 and 76 of its rules for terminal devices, such as converters and decoders, connected to cable television systems. Action by commission Oct. 13 by MO&O (FCC 88-331).

■ Transfer of Lorimar's three TV stations to trust to facilitate Lorimar-Warner merger approved (report MM-348, Mass Media Action). Commission has conditionally approved applications for transfer of control of licensees of stations WPGH-TV Pittsburgh, WLIH-TV Caguas, PR, and WSUR-TV Ponce, PR, from Lorimar Telepictures Corp. to trust administered by former FCC Commissioner Anne P. Jones. Action by commission Oct. 13 by decision (FCC 88-329).

■ FCC seeks comments on geographic limits of program exclusivity—general docket 87-24 (report DC-1260, action in docket case). Commission is requesting additional information on whether to retain, modify, or eliminate non-network territorial exclusivity rule. Rule prohibits television station from entering into contract or arrangement with nonnetwork program producer, distributor, or supplier that precludes another television station located more than 35 miles away from obtaining broadcast rights to same programming. Action by commission Oct. 13 by further notice of proposed rulemaking (FCC 88-322).

Call Letters

Applications

Call Sought by

New FM

KIKD-FM Larry S. Magnuson, South Sioux City, NE

New TV

WKRP-TV PSA Inc., Charleston, WV

Existing AM

WXCT WNNR Milstar Broadcasting Corp., Hamden, CT

Existing FM

KSQI KISF Radio Ingstad Colorado Inc., Greeley, CO
WBWW WBYY Casciani Communications Inc., Weathersfield, NY

KYQX KADE Springs Educational Broadcasting Foundation, Weatherford, TX

WOZZ

WNBK Martin Communications Inc., New London, WI

Existing TV

KBSD-TV KTVK Smith Broadcasting of Kansas Inc., Ensign, KS

Grants

Call Sought by

New FM's

WMLB Michael E. Bradford, Glen Arbor, MI
KPCL Voice Ministries of Farmington Inc., Farmington, NM
KMGK Thief to the Forks Broadcasting Inc., Thief River Falls, MN
KHST Michael Lee Husmann, Lamar, MO
WMNK C&S Radio Corp., Montawk, NY
WCKS John Strelitz, Karns, TN

Existing AM's

KMRY KCDR Dulaney Broadcasting Inc., Cedar Rapids, IA
KYUU KILS Lawrence E. Stickline, Liberal, KS
KNCI KBCB Bott Broadcasting Co., Overland, Park, KS
KSEL KENM James G. Boles, Portales, NM
WUKQ WFAN Spanish Broadcasting System of Florida Inc., New York
WFAN WNBC NBC Subsidiary (WNBC-AM) Inc., New York
WYLF WQKA M.B. Communications Inc., Penn Yan, NY
WNYR WAQX WOLF Radio Inc., Syracuse, NY
WAQX WNYR Craig L. Fox, Syracuse, NY
WKHO WDLV Murfield Broadcasting Inc., Pinelhurst, NC
WKTP WUSJ Eaton P. Govan III and Berton B. Cagle Jr., Jonesboro, TN
WRLT WWRB GMX Communications of Tennessee Inc., Madison, TN
WSVG WSIG Shenandoah County Broadcasting Corp., Mt. Jackson, VA

Existing FM's

WGCX WIZD-FM Wescom of Alabama Inc., Atmore, AL
KCIV KAJB AJB Broadcasting Inc., Bullion, CA
KCIB KRPB Richard P. Bott II, Central Valley, CA
KOQO-FM KFRE-FM GKC Broadcasting L.P., Fresno, CA
KYUU-FM KYUU KYUU Inc., San Francisco
KXXX-FM KYUU-FM KYUU Inc., San Francisco
KECH-FM KWRU Ketchum Radio Inc., Sun Valley, ID
WVAZ WBMX-FM Broadcasting Partners of Chicago Inc., Oak Park, IL
KMOQ KBLT T.G.S. Communications Baxter Springs, KS
KKCI KBOC Bott Communications Inc., Goodland, KS
KLXK WAYL-FM Entertainment Communications Inc., Minneapolis
KSEL-FM KKHJ James G. Boles, Portales, NM
WRLT-FM WWRB-FM GMX Communications of Tennessee Inc., Franklin, TN
KHWK KATP Holder Broadcast Services of Texas Inc., Canyon, TX
KJZY KWDC Denton FM Radio, Ltd., Denton, TX
KYTX KHBX Hamon Broadcasting Corp., Devine, TX

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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.

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.

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.

Business manager for Puget Sound radio station. Must have five years hands on experience in all facets of radio business management including computer based traffic and accounting systems. EOE. Send resume with salary history to: P.O. Box 19517, Seattle, WA 98109-1517.

WZZK FM/AM: Do you always strive to be the best? Can you visualize, develop, and implement plans effectively? Are you highly organized? Can you overcome challenges? Do you have a successful track record in organizing and executing promotions? If this is you, Newcity Communications has an opportunity as director of advertising, marketing, and promotion in a top 50 Sunbelt market with a #1 ranked combo. Call Mary Jo today at 205-942-7800. EOE.

Broadcasting Partners, Inc., A new and growing radio group, is looking to interview an accomplished general manager for that position at WPEG-FM/WGIV-AM in Charlotte, N.C. Must have at least two years experience as a GM in a competitive market. Send resume to BPI, 150 West 55 St., New York, NY 10019. We are an equal opportunity employer.

Small radio & TV group is looking for AM general manager/sales manager. Strong sales background preferred. Southeast market. Excellent benefits package. Send resume with salary requirement to Box N-64. EOE.

HELP WANTED SALES

Excellent opportunity to join growing regional FM. Sales managers, AEs, and sales trainee positions available immediately. FM 104.9 WYRY, 130 Martell Court, Keene, NH 03431. 603-357-4797. EOE/MF.

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.

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, KTHt-FM, 2775 E. Shaw, Fresno, CA 93710. EOE.

Olympia Broadcasting Wanted. This top rated broadcasting company continues to expand and seeks experienced account executives that want to enhance their broadcast careers. Please send resumes to VP/Director of Sales. Address: 605 First Avenue, Suite #510, Seattle, WA 98104. EOE.

Enjoy life in scenic Naples, Florida selling for a top station who offers a salary commission, good benefits and excellent growth opportunities. Send resume to E. Friedman, WRGI-FM, 950 Manatee Road, Naples, FL 33961. EEO.

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.

Growing regional New England FM soft AC wants professional AT. Strong production, copywriting, news, remotes, research. Tape and resume: WYRY, 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.

Growing regional New England FM, soft AC wants professional AT. Strong production, copywriting, news, remotes, research. Tape and resume: WYRY, 130 Martell Court, Keene, NH 03431. EOE.

HELP WANTED TECHNICAL

Maintenance technician for 5KW AM and CATV operation. General radiotelephone required. Knowledge of transmitters, studios, CATV headend equipment necessary. Southeastern PA. Good pay, vacation, benefits. Box N-42.

San Francisco area. Contract chief engineer needed immediately. Studio/xmtr maint, some construction. Part-time 15-20 hours/week. Send resume to Paul Sakrison, VP/Engineering, 2 City Blvd. East, #183, Orange, CA 92668. EOE.

Satellite facilities project engineer: Broadcast network seeks Project Engineer for its Distribution Division. Qualified incumbent must have an associates degree in electrical engineering or completion of a two year program at a technical institute. Minimum five years experience in broadcast and satellite maintenance and operations to include project management, procurement, scheduling and budget control necessary. Please send resume with salary requirements to: National Public Radio, Personnel Department, 2025 M Street, NW, Washington, DC 20036. EOE/AA.

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.

Upscale Midwest News/Talkers needs anchors, editors, and reporters. Experience and versatility important. Send resume to: Box N-63. An equal opportunity employer.

Reporter: (Education/Special Projects): Broadcast network seeks reporter for its National Desk. Position available through June 30, 1990. Qualified incumbent must have college degree or equivalent with 4 years reporting on educational issues, at least 2 years for a national news organization. Please send resume with salary requirements by November 4, 1988 to: National Public Radio, Personnel Department, 2025 M Street, NW, Washington, DC 20036. EOE/AA.

News reporter - Q106.5. Maine's regional news leader, has an opening for an aggressive self-starting news reporter. Experience required, college a plus, solid writing skills a necessity. Excellent salary and benefits. Join our 100KW team! Send tape and resume to: News Director, Q106.5, P.O. Box 100, Brewer, ME 04412. EOE.

WEHR Newsradio 970, Buffalo's public all-news station, is seeking candidates for current and future openings in the following categories: Assistant news director, editor, anchor, reporter and writer. Candidates should have at least two years of broadcast experience, strong writing and on-air skills and a demonstrated ability to work under deadline pressure. Forward letters, resumes and non-returnable audition tapes to Leon Thomas, News Director, WEHR, 23 North St., Buffalo, NY 14202. No calls Please. WEHR is an Equal Opportunity Employer.

Reporter radio news... 1430 WNAW is expanding the news department with openings for part-time news and sports-casters. Experienced broadcasters needed for afternoon sportscasts and Saturday news. Minimum three years in medium market preferred. Send tape and resume to Steve Raml, News Director, WNAW, P.O. Box 829, Annapolis, MD 21404. 1430 WNAW is a Duchossois Communications Company...EOE/MF.

News Reporter: Northern Kentucky University: News reporter/producer for public radio station WNKU. Bachelor's degree and minimum of 1 year broadcast news experience in public broadcasting or equivalent required. Responsible for producing and hosting half hour local news magazine. Good writing and production skills essential. Apply in person or by mail by Oct. 31, 1988. Please send resume and tape. Northern Kentucky University, Personnel Services, 708 Administrative Center, Highland Heights, KY 41076. NKU is an Affirmative Action/Equal Opportunity Employer and actively seeks the candidacy of minorities and women.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Wanted: Disciplined self-starter with desire to perform in dynamic, award winning, full service radio station in suburban metro market. Send resume: Box N-57.

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.

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.

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, programing 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 programing and good street wise sales programs. Call Don Karnes 717-321-9035.

A Top Biller in a top 10 radio market. Seeking radio sales management opportunity. Strong leadership, people, sales and research skills. 12 years radio experience. Ready to improve your bottom line! Box N-54.

Experienced GM with strong sales background and track record, seeks GM position with equity in West or Midwest. Box N-65.

Experienced broadcaster presently employed with solid references. Managed stations in small and medium markets. Bottom line oriented, knowledgeable in FCC rules, sales presentation and master at promotions. Box N-66.

Is your California FM a mess? Hard-hitting, no BS GSM with 20 years in all phases of radio wants solid GM opportunity. Presently GSM at large combo in top-40 market. I can make your station competitive and profitable. Box N-67.

Experienced general manager/sales manager. 20 years in small market radio. Ready for new challenge. Box 446, Seymour, TX 76380.

General manager/sales manager. Strong in sales. Currently employed. Want equity in small market radio station. Box N-68.

1988 Ivy League grad seeks entry-level announcing position. Unique, dynamic personality. Deep voice. Totally willing to relocate. Neil 301-424-4984.

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 afraid to stand alone. Call Dick 801-438-5624 in the evenings.

SITUATIONS WANTED SALES

AM in the red? Get into the black. Tried and true methods. Knock on door - make sales. Call Clark Jones 615-373-2108.

SITUATIONS WANTED ANNOUNCERS

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.

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 NEWS

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.

Award winning anchor/reporter, with experience as news director, talk show host, engineer and producer, seeks hard working small or medium market station. Energetic, aggressive, with degree. Richard Gieser, 312-668-5263.

Wanna talk sports... I do! Creative and enthusiastic sport-talk 'sidekick' ready to go solo. PAC/WAC basketball; minor league baseball PBP experience. Great work ethic and references. Mike 602-230-2450.

Addicted to news: Deborah Allen, reporter. See photo ad back of this mag. 816-531-2159.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Successful sports administrator seeks return to broadcast industry in operations/management position. Programming, PBP, news, sports, budget, personnel, production, sales abilities. Can lead staff, sell clients, entertain audience. Rob 714-651-9029.

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Radio newsletters! We compose, produce, and print newsletters exclusively for radio stations. Find out more. Call Apple Communications at 203-334-8972.

Troubled AM - Need programming to generate sales? Need sales to make bucks? Call Thomas Hall 213-969-8559.

Are you ownership ready? Passive investors seeking quality, proven radio GMs and/or properties; management equity, incentives assured. Box N-28.

Salespeople - Make extra cash marketing Information On Hold to your current clients. Not competitive with radio advertising. Call Matt Caesar 404-548-0396.

BUSINESS OPPORTUNITIES

It's working! Successful, experienced account executives can find rewarding opportunity in owning their own broadcast business. Dealerships now available. Call Ty Bryant, Vice President, Market Development, Audio Quest, Inc. Columbus, Ohio 43221, 614-486-7700.

TELEVISION

HELP WANTED MANAGEMENT

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.

Sales manager - #1 indy, top 100 market seeks experienced manager. Local/regional emphasis. Reply in confidence. Box N-55. EOE.

General sales manager: solid opportunity for articulate, achievement-oriented individual; total support from leading Oklahoma Independent management and staff; high salary and override. If you enjoy challenge and can instill a sales team, write or call Jim Lavenstein, General Manager, KOKI-TV, P.O. Box 33223, Tulsa, OK 74153 - 918-663-6880. EOE.

Top ten market East Coast Independent is in need of strong GSM with thorough knowledge of professional sports. He or she must be an aggressive self starter, very numbers oriented with a real winning attitude. If you're looking for a great opportunity, send your resume to General Manager, WDCA-TV, 5202 River Road, Washington, DC 20816. EOE.

GM/GSM, Middle, Georgia: Excellent opportunity for experienced general manager with strong sales background. Station is in a solid market and on the move. Top salary and incentive package. Send resume with salary history to David Hawkins, 5 Cordes Street, Charleston, SC 29401. EOE.

Sales manager - #1 indy, top 100 market seeks experienced manager. Local/regional emphasis. Call collect in confidence: 513-351-9112.

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.

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.

Sales rep. - Detroit area production facility has position open for experienced sales rep. Experience/knowledge in field and post production work. Good salary, commission and benefits. Send resume in confidence to: Sales Manager, Mobile Images Corporation, 21775 Melrose Avenue, Southfield, MI 48075. EOE.

Experienced Independent local sales rep needed to join growing Southeast group. We need imaginative marketers of goods and services to represent our station and earn the highest commissions in the Southeast. Exceptional growth opportunities for the right people. EOE. Box N-60.

Sales manager: Conus News & Syndication: If you're a top sales person who would like to work for an aggressive young company, where your abilities and talents will be fully utilized and where your accomplishments and contributions will be recognized and rewarded, Conus has a position for you. The right person will have at least five years in broadcast or syndication sales. Prior management experience is desirable, but not essential if you're the right person. Resumes should be sent to: Personnel, Conus Communications, 3415 University Ave., St. Paul, MN 55114. Equal Opportunity Employer.

Account executive for fastest growing indy in the Midwest, #65 Market. Self starting achievers can expect excellent financial rewards. Two years of sales experience required. Send resume and cover letter to Mike Gircoco, LSM, WUPW-TV 36, Four Seagate, Toledo, OH 43604. EOE.

HELP WANTED TECHNICAL

Small market television station in the Southwest is seeking a chief engineer. Salary commensurate with experience. Send resume to Box N-4. EOE.

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 Cintel 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.

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.

Control room supervisor of air switchers and tape operators at successful Independent. EOE. Please send resume to: Bob Hardie, Box 33223, Tulsa, OK 74153.

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.

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.

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.

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/BVW-40, HL-79EA, ADO, Chyron IV's, Paint Box, and PC based systems desired. Must be knowledgeable in digital and TV technology. Excellent salary/benefits pkg. Contact Dave Culver, GM, 215-568-4134. EOE.

PBS maintenance engineer - Experience with television equipment maintenance, such as VTRs, (1", 3/4"), monitors, switchers, cameras and distribution system. 3-5 years experience or 4 year degree desirable. Competitive salary and excellent benefits. Resume to Brantley Hunter, KIXE-TV, P.O. Box 9, Redding, CA 96099. Deadline November 4, 1988 - EOE.

TV maintenance engineer: Minimum two years experience with installation, operation, and repair of all types of broadcast equipment used in a modern TV studio facility. Ability to function independently, perform component-level repairs on broadcast equipment, and work well with students. Desire individual with FCC General Radiotelephone Operator License. Good benefits available. EEO employer. Send resume to Chief Engineer, George Washington University TV, 801 22nd Street, N.W., T-306, Washington, DC 20052.

Maintenance engineer: Minimum 2 years experience as a broadcast and production systems maintenance engineer. Technical schooling a must, SBE Certification a plus. WCFC-TV 38, Chicago's Christian broadcasting station and teleproduction center. Contact: Jim Tillery, C.E. 312-977-3838. EOE.

Chief broadcast engineer - \$20,370 to 25,055. Associate degree in related field plus 5 years' experience in operation, maintenance and repair of broadcast equipment or equivalent. FCC license, ability to read electronic circuit schematics and work with students. CLOSES: November 14, 1988. Submit: Application, resume, three current letters of recommendation or placement file, and unofficial transcripts to: Personnel Office, Arizona Western College, P.O. Box 929, Yuma, AZ 85364, 602-344-7504. AA/EOE.

Assistant chief engineer for UHF television station. Strong background in UHF transmitters, studio maintenance, and supervision. Contact Dick Stafford, Chief Engineer, KCIT-TV, 806-374-1414. EOE.

TV maintenance technician: Applicant must have previous television maintenance experience. FCC license or SBE certification required. Should be proficient at troubleshooting and repair of broadcast equipment. Assist in Master Control operations as needed. Please send resume: Chief Engineer, WHTM-TV, Inc., P.O. Box 5860, Harrisburg, PA 17110. EOE.

SF Facility seeks maintenance engineer. Knowledge of Sony 1" VTRs (BVH-2000 and 2500), Beta SP, 3/4", Grass Valley 200, CMX, ADO, Ampex D2, Sony BVP-7 and BVP-330 cameras, available to work evenings. Send resume and salary requirements to Personnel. Box N-69. EOE.

Chief engineer: Excellent opportunity in smaller, attractive Western community for individual whose highly hands-on technical ability is matched by strong management skills. You will be given responsibility, support and appreciation. Salary in 30 range. Box N-71. EOE.

HELP WANTED NEWS

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.

Three jobs: anchor, consumer reporter and newscast producer. Experienced only Tape and resume to Gil Buettner, WMMT, 590 W. Maple St., Kalamazoo, MI 49008. EOE.

Meteorologist/Ag specialist. Anchor weekend weather, report ag stories during the week. Great wx/ag medium market in upper Midwest. Must have reporting experience. Box N-58. EOE.

On line editor. Minimum one-year experience with computer editing (Grass Valley or equivalent) DVE and multi format suite. Contact - Mobile Images Corporation, 21775 Melrose Avenue, Southfield, MI 48075. EOE.

Producer: Top 40 Southwestern affiliate looking for creative producer with strong writing skills. Great opportunity for management training. Send letter, resume and salary requirements to Box N-59.

Weekend weather general assignment reporter: Dominant NBC station seeks weather talent who can also report during the week. Knowledge of computer graphics helpful. No beginners. Good salary, great location. Resume, non-returnable tape, to Michael Kronley, News Director, KSBW-TV, Box 81651, Salinas, CA 93912. EOE.

Reporter. Competitive news department seeks strong individual who can cover a beat and break stories. Minimum two years experience. Non-returnable tape to: Craig Alexander, News Director, WTVQ-TV, Box 5590, Lexington, KY 40555. EOE.

Meteorologist for Lynchburg/Roanoke affiliate. Personable, creative, and ability to report weather news a plus. Non-returnable tape, resume, references, salary requirements to: Bill Bouyer, WSFT, 2320 Langhorne Road, Lynchburg, VA 24506. No phone calls. EOE.

Anchor/reporter: Southeast Newswatch 32 is looking for anchor/reporter combo for early weekday newscast in, soon to be, 100 market. Organization and hardwork in a nine-person operation a must. Good writing and editing skills necessary. Please send tape and resume to: Mack Carmack, WKAB-TV, P.O. Box 3236, Montgomery, AL 36193. No phone calls, please. EOE.

Correspondents: The Nightly Business Report is seeking on-air correspondents with television news studio presentation experience. Minimum five years of strong journalistic background with broad-based knowledge of business and economics and related degree. Send resume, audition tape and salary requirements to Director of Administrative Services, WPBT/Channel 2, P.O. Box 2, Miami, FL 33261-0002. An Equal Opportunity Employer, M/F/H.

Assistant news director - 3-5 years experience required. Aggressive, hands-on coach to oversee day-to-day management of growing news product. Duties include supervision of editorial & production staffs. Gannett ownership and NBC affiliation assure commitment. Resumes & tapes to Paul Baldwin, News Director, WTLV, 1070 E. Adams Street, Jacksonville, FL 32202. Women and minorities encouraged to apply. EOE.

Assignment manager - 3-5 years experience required. Aggressive, and creative individual to generate daily content. Looking for someone who can put substance and spontaneity in the assignment sheet. Must be organized and able to direct a competitive staff. Gannett ownership and NBC affiliation. Resumes & tapes to Paul Baldwin, News Director, WTLV, 1070 E. Adams Street, Jacksonville, FL 32202. Women and minorities encouraged to apply. EOE.

Weekend/evening assignment editor - One year experience required. Looking for creative, aggressive, and eager individual who has enormous growth potential. Gannett ownership and NBC affiliation. Resumes & tapes to Paul Baldwin, News Director, WTLV, 1070 E. Adams Street, Jacksonville, FL 32202. Women and minorities are urged to apply. EOE.

Senior reporter - Three years experience required. Aggressive, self-starter. Individual must possess gut-level news instincts. Live skills and on-set debriefs essential. Gannett ownership and NBC affiliation. Resumes & tapes to Paul Baldwin, News Director, WTLV, 1070 E. Adams Street, Jacksonville, FL 32202. Women and minorities encouraged to apply. EOE.

Top 20 station seeks segment producers, researchers, for innovative news magazine style format. Looking for people who aren't afraid of new ideas and able to present material in an interesting and provocative fashion. Send tape/resume to Personnel Dept., P.O. Box 1118, Miami, FL 33138. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Computer editor: Looking for highly motivated, technically oriented editor for Ampex suite. Must be experienced with ACE editor, ADO, AVC switcher, VPR 6's, Franklin Video, Inc., 1300 St. Mary's Street, Suite 205, Raleigh, NC 27605. 919-833-8888. 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.

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.

Senior promotion producer - NBC affiliate seeks creative writer/producer to conceptualize & produce news promotion spots. Minimum three years experience in video, audio production & copywriting. Other promotion experience helpful. Send tape, resume, salary requirements to: Promotion Manager, WGRZ-TV, 259 Delaware, Buffalo, NY 14202. No phone calls/EOE.

Promotion producer: WA/Y-TV has an opening in its promotion department for a producer. Applicants should be team players with strong writing and producing skills. A minimum of three years promotion experience is preferred. Please no phone calls. Send tape and resume to Chris Cook, Director of Marketing and Promotion, 801 WA/Y Street, Portsmouth, VA 23704. AA/EOE.

Producer/director for award winning statewide public TV network. Produce and direct programs highlighting Nebraska, its people and resources. Bachelor's in Broadcast Journalism, Mass Communications with emphasis in television, film or related area and three years television production experience or equivalent required. \$24,592 minimum. Apply by November 11 to Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501. AA/EOE.

Reporter/associate producer: Reports directly to Alabama Public Television's News and Public Affairs Director as a member of the production unit which produces "For the Record," a public affairs series. Research assignments, schedules and conducts interviews, scripts, and edits videotape. Plans visuals and graphics to be used with each news report. Appears on live or taped broadcasts of "For the Record." Required: B.A. in closely related field and reporting experience. Preferred is experience as a television news or public affairs reporter. Grant supported position through 9/30/90. Grant renewal is anticipated for the 12-month period of 10/1/89 through 9/30/90. Salary: \$19,094. Employee will live and work in Montgomery, AL. Application deadline: 11/3/88. Resume tape/writing samples may be requested later. Send resume to: Employment Office, Box 870126, Tuscaloosa, AL 35487-0126. The University of Alabama is an Equal Opportunity/Affirmative Action Employer.

EFP Cinematographer and Editor: Challenging opportunity requiring creative person to develop concepts and guide a projects creative development. Two years experience location shooting and editing in 3/4" and 1" format along with college degree required. Please submit resumes to: Don Gollodge, KAKE-TV, P.O. Box #10, Wichita, KS 67201. EOE.

Production manager: Top ten affiliate needs a production manager with strong production, commercial, and operational background. 3-5 years experience in listed fields. Immediate opening. Send resume to Box N-62.

Local origination TV studio technician/engineer: Responsibilities include maintenance and repair of 3/4" VTRs, cameras, monitors, character generators and other studio and field equipment. Strong knowledge of operations and adjustment of video systems required. Also performs engineering function on L.O. productions. Two-four years TV studio experience necessary. Supervisory ability a plus. Send resume with salary history in confidence to Human Resources Manager, Viacom Cablevision, 1600 Motor Parkway, Hauppauge, N.Y. 11788. EOE, M/F/H/V.

Artist: Must have knowledge in computer graphics, print design and operation of TV production equipment. Individual should possess strong sense of design and creative imagination. Prefer degree in Art and 2 years TV experience. EOE. Reply to Box N-70.

Director for news at top 75 Southeast network affiliate. Fast paced newscast require experienced director who can switch and direct. Must have strong leadership capabilities and actively contribute to aggressive news product. Will supervise crew, produce commercials, program and promotional projects. Computer editing experience a plus. No beginners. Send resume and salary requirements to Box N-73. EOE.

Senior TV producer: Pittsburgh network affiliate is looking for a producer to create dynamic documentaries, service campaign spots, and special events programming. This person must have excellent writing and producing skills, no beginners. On-air talent ability a plus, but not necessary. Minorities encouraged to apply. EOE. Send resumes to: Box N-72.

Traffic manager - Fastest growing Independent In America's fastest growing major market. Experience with Columbine system a must, maintain station avail's, 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.

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

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.

Looking for that photographer who understands great looking video as well as efficiency? Look no further! Four years experience in commercial production plus one year news photography. Seeking move to news permanently. Box N-56.

12 years radio-TV ann/salesperson; 4 yrs. radio sales. Interested learning TV sales. Seek combo TV anchor/sales. Consider either or sales consulting contract. Southwest. No video tapes. Hire a man, not tape. References. Call A.M., Saturdays best. 214-270-1114.

Meteorologist. Need a place to start. Ivy League grad. On-air experience. Also sports and play-by-play. Art Saxon 215-687-4224.

Attractive minority female desires entry-level reporters position in any market. Recent Communications grad with 2 yrs: TV experience. I'm ready for a challenge! Tiana Everett 215-877-1777. Tape available.

Deborah Allen, reporter. 816-531-2159. See photo ad back of this magazine.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

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.

Seeking move to top-notch production facility. Five years experience in camera, lighting and grip work. Hard worker! Box N-56.

Videoographer plus! Seeks move into documentary type work. Five years experience in all aspects of production. Box N-74.

Cheap computer graphics! Freelancer with own equipment can provide quick turnaround on 3-D flying logos, effects, and simulations for your special projects. Broadcast clients - \$295 per finished animated second. Cable - \$250. Industrials - \$235. Non-Profit - \$195. Call for sample slides - Bruce Goren 818-769-4986.

MISCELLANEOUS

Primo people want's you. If you are a general assignment reporter who has some anchoring experience send your tape and resume to Steve Porcicelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

Entry-level opportunities nationwide! News, sports, production, sales, promotion, public relations. Media Marketing, P.O. Box 1476 -- PD, Palm Harbor, FL 34682-1476. 813-786-3603. EOE.

Bill Slatter and Associates offers talent coaching for the individual anchor and reporter. Also help with your audition tape. Call 312-328-3660.

Former WSTV/WTOV/WICers. Red Donley is retiring! Oct 28 last day. Cards, calls, 3/4" tapes to him, c/o WTOV-TV, Steubenville, OH 43952. 614-282-0911.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Instructor/assistant professor: Tenure track vacancy. Begins Fall 1989. Teach broadcast announcing/performance, radio production, and other course(s) in area of expertise. Master's in broadcasting or related field required. terminal degree necessary for tenure. Evidence of teaching and/or professional experience necessary. Position also requires advisement of student-produced programs. Send letter of application, resume, and three letters of reference by November 30, 1988, to: Dr. Robert Craig, 345 Moore Hall, Central Michigan University, Mt. Pleasant, MI 48859. CMU is an AA/EEO institution.

Chairperson. Department of Communications. The University of Tennessee at Martin, beginning Fall 1989. Responsible for leadership of an academic unit consisting of seven faculty members. 200 majors and communications programs in broadcasting and journalism. Applicant must have an earned doctorate in a communications field, demonstrated excellence in teaching and research, and evidence of successful administrative experience. One-half time teaching required, with experience in broadcasting and photography/graphics instruction helpful. Rank and salary dependent on qualifications. Send vita and three letters of recommendation to Dr. Jerald Ogg, Search Committee Chair, 305E Gooch Hall, UTM, Martin, TN 38238. Review of applications will begin on Dec. 1, 1988. UTM is an equal opportunity/affirmative action employer. Women and minorities are encouraged to apply.

Instructor/assistant professor (tenure track) Mass Communication beginning 9-1-89. Teach variety of undergraduate courses in radio/TV production, communication law, news/editorial. Masters, experience required; Ph.D. preferred. Send letter, vitae, transcripts to Dr. Patricia Jefferson, University of Indianapolis, 1400 E. Hanna Avenue, Indianapolis, IN 46227. EOE/AA.

Graduate assistants to study for M.A. or Ph.D. in Mass Communication. Start Fall 1989. Stipend plus fee waiver. Train undergraduates in radio, television, or field production techniques, or do research. Persons with undergraduate degrees in Telecommunication or related fields and a 3.0 grade point average are invited to apply. Register by Nov. 8 to take Graduate Record Examination. Contact Dr. John Wright, Graduate Coordinator, Department of Telecommunication, College of Journalism and Communications, University of Florida, Gainesville, FL 32611. AA/EOE.

Assistant professor: Tenure-track position in Dept. of Broadcasting beginning, August, 1989. Teach radio and television production, broadcast news, and introduction to radio and television. Ph.D. in related field and broadcasting experience required. UTK offers B.S., M.S., and Ph.D. degrees. Emphasis of the program is on preparing graduates for leadership positions in the industry. Send letter of application, curriculum vitae, and names of references to Dr. Sam Swan, Head, Department of Broadcasting, UTK, Knoxville, TN 37996 by December 1, 1988. UTK encourages applications from minorities and women. EOE/AA.

HELP WANTED SALES

Media broker sales associate wanted to work in Florida corporate office. \$30,000 draw against commission. Send resume to Hudson Millar, the Millar Company USA, 1905 South 25th Street, Ft. Pierce, FL 34947. EOE.

Unique career opportunity. Market research sales in small and medium markets. Broadcast sales experience helpful. Call Neil Blum, 406-752-7857. EOE.

EMPLOYMENT SERVICES

Airlines now hiring. Flight attendants, travel agents, mechanics, customer service. Listings. Salaries to \$105K. Entry level positions. Call 1-805-687-6000 Ext. A-7833.

Be on TV. Many needed for commercials. Casting info. 1-805-687-6000 Ext. TV-7833.

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.

Government jobs. \$9.811 - \$86,682/yr. Guarantee: Job or moneyback. Federal list. (1) 805-687-6000 ext. R-3000.

BS Communication with 3 years experience supervisor - must know: EFP, Multi-cam, computer edit, lighting, A/V, video projection. Good pay - Gov't experience plus - EEO. Send resume to Grant Associates, 300 Lanidex Plaza, Parsippany, NJ 07054.

BSEE with 2 years experience: facility design, hardware knowledge, engineering cable systems, gov't facility consulting. Good pay - EEO. Send resume to Grant Associates, 300 Lanidex Plaza, Parsippany, NJ 07054.

2 years experience with AA/BA & communication skills important. Writer (Corp/Ind), Camera operator (video), A/V & video tech(s), lighting dir/tech & set designer. Good pay - Gov't experience plus - EEO. Grant Associates, 300 Lanidex Plaza, Parsippany, NJ 07054.

EDUCATIONAL SERVICES

On-air training: For TV reporters. Polish anchoring, stand-ups, interviewing, writing. Teleprompter. Learn from former ABC Network News correspondent/News York local reporter. Demo tapes. Private coaching. Group Workshop Nov. 13. 212-921-0774. Eckhart Special Productions (ESP).

MISCELLANEOUS

Scheduling economy with huge cost savings using this easy to use computer assisted program for manpower and equipment in broadcasting. Many unique features. Customized for each application. Full support after installation anywhere, by modem hookup. Outstanding results when tested in #2 market. Call Scheduling Unlimited 818-708-2025.

Speech training. Speaking exercises on cassettes for better diction, emphasis, persuasion, clarity. \$14.95. Free information. Chromotone, 1070B Detroit, Denver, CO 80206.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Irtubide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-best prices. We buy TV transmitters, towers, and transmission line. Bill Kitchen, Quality Media, 303-665-3767

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

We 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 8292D2 (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 GE4TTE2/4TF4A1 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.

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.

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.

Sony BVW15. Dynamic tracking Betacam source deck. Like new, 750 hours. \$15,000 or best offer. Aldo Panattoni, Total Video 415-583-8236.

Ampex VPR-5 only \$9,900. Several RCA TR-600s left at very low prices. Two new Microtime T-120Ds at half of list. These are brand new, full factory warranty. Several Grass Valley 1600s available. Many 1" VTRs of all kinds. Come see us at the NCAB show in Winston-Salem, NC. October 30 through November 1. And call Media Concepts 919-977-3600 or FAX 919-977-7298.

Sony BVW 10 and 40, excellent condition, low hours on new heads. \$27,500 for both. 919-833-8888.

RCA-TCR100 Cart machine parts for sale. WBRC-TV 205-322-6666.

Sony BVW-40, 30, 25, 15, in stock with BCS warranty BVH-2000. 1100, 500A also BVU-950, 850, 800, 200, 110. Call BCS = BroadCast Store. 818-845-7000.

1"VTR, RCA with full console: TR-800, excellent running condition \$16.5K. BCS = BroadCast Store, 818-845-7000.

Broadcast switchers: Grass Valley 1600's CDLs, Vittal 250-PN for mobile production. Vittal 114 all with BCS warranty. Call 818-845-7000.

BCS = BroadCast Store, your one stop for turnkey packages. Spectra SNG's w/300w. HPAs \$80,000. Several C & KU uplinks and TURO's available. Comark C-60KW UHF \$20,000 3 1/2 yrs. GE TT62B3 55 KW midband UHF \$95,000. Sintronics 1KW FM \$5,000. Showroom - 4525 Valerio St., Burbank, CA 91505. 818-845-7000. We ship worldwide.

CRL AM Stereo Audio Processors. 3 Units: SPP-800, SEP-800, SMP-900. NRSC filter. 1 year old, mint condition. \$4000. Curt Hahn, WNNZ, 413-562-7666.

Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes, \$6.49. Elcon evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video Inc. 301-845-8888, or call toll free, 800-238-4300.

RADIO Help Wanted 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.

Help Wanted Sales

ENERGETIC SALES MANAGER

For TOP rated 100,000 Watt CHR in medium sized market in coastal North Carolina. Stable company is looking for a mature, savvy manager with 5 years radio sales experience. Must have proven track record in personal sales, motivating sales force, good organizational skills, and innovative ideas. Excellent salary and generous bonuses, plus other benefits. EOE. Resume: WQSM-FM, Box 35297, Fayetteville, N.C. 28303, Att. John Dawson.

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.....

Florida Office

#611 2419 Gulf to Bay
Clearwater, FL 34625
Phone (813) 791-0048

Michigan Office

151 North Hudson Street
Coldwater, MI 49036
Phone (517) 279-9412

TELEVISION

Help Wanted Management

LOS ANGELES BASED MARKETING MANAGER

As a highly visible representative of the television industry, marketing managers develop and maintain TVB member stations. With an unparalleled network of industry contacts, ideas and research, you'll be responsible for developing new to television advertisers and coordinating market development projects.

This position requires a complete understanding of local television marketing, strong presentation skills and documentable new business skills. An understanding of marketing research, vendor fund development and co-op are highly desirable.

Send resume to:

Pat Ryan

V.P. Local Sales

**Television Bureau of Advertising
477 Madison Avenue
New York, NY 10022
EOE**

SMALLER WESTERN AFFILIATE

Seeks General Manager with strong management and leadership. Sales experience not necessary but must be experienced in some combination of news, ops, financial and technical. Expected to contribute to desirable home community. Incentives beyond salary anticipated. EOE.

Box N-71.

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.

Help Wanted News

PRODUCER

WFSB, a Post-Newsweek station, seeking experienced and creative news producer. Candidates should be experienced in news journalism, have a thorough knowledge of state-of-the-art equipment and have the ability to apply it to the production of our newscast.

Resume to: Deborah Johnson,
Executive Producer,
WFSB/TV3,
3 Constitution Plaza,
Hartford, CT 06115.
EOE.

Help Wanted Programming Production & Others

PRODUCER/WRITER

The Jim Owens Companies, producers of "CROOK AND CHASE," "WEEKEND WITH CROOK AND CHASE," and "THIS WEEK IN COUNTRY MUSIC," and numerous specials for network, cable, and syndication has an opening for a Producer/Writer.

This person needs a strong background in live television program production. Experience in producing and writing a daily, live program is a must. The pace is fast and the challenges are rewarding. If interested, please send tape and resume to: Bob Gordon, Operations Manager, Jim Owens & Associates, 1525 McGavock St., Nashville, TN 37203. EOE.

Help Wanted Technical



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

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.

Help Wanted Technical Continued



**BONNEVILLE
SATELLITE
COMMUNICATIONS**

**19 West South Temple
Suite 300
Salt Lake City, UT 84101-1503**

An Equal Opportunity Employer

**Los Angeles and
Washington, D.C.**

TV Engineering position
available.

RF - Satellite uplink and
microwave

Video - Maintenance of
cameras, tape machines, etc.
Experienced/capable of installation,
maintenance and operation

**Send resume or call:
Paulette 801-322-4427**

MASTER CONTROL OPERATOR

The Christian Broadcasting Network, Inc. has an immediate opening for a Master Control Operator. Basic functions include the proficient operation of television switching equipment, film chain, videotape machines and audio equipment. Must be able to playback programming, commercials and related material in an error-free manner according to program log. Candidates must have at least three years experience as a master control room switcher and videotape playback/record operator. Must demonstrate an ability to interpret and react to wave form monitor and vectorscope signal displays, audio signal displays and interpret a television program log. Resumes may be sent to:

**Employment Department
Box MC
The Christian Broadcasting
Network, Inc.
CBN Center
Virginia Beach, VA 23463**

HIGH DEFINITION TELEVISION

Plan, direct and conduct research, design and engineering projects required to develop advanced video systems for NASA's Television Development Division at Agency Headquarters in Washington, DC.

Candidates must demonstrate comprehensive understanding of design implications of digital imaging, processing, distribution and transmission; detailed knowledge of proposals for advanced television systems and technical issues which must be resolved during development of those systems; extensive experience with video signal generation, processing, distribution and transmission which conforms to existing standards and practices for terrestrial broadcasting, coaxial cable, direct broadcast satellite and fiber optic systems.

Salary range \$54,907 to \$71,377 depending on qualifications. Send resume and salary history to Paulette Quinn, NASA Headquarters, Code DP, Washington, DC 20546 or call 202-453-8500. NASA is an Equal Opportunity Employer.

KING 5 TELEVISION SEEKS ENGINEERS

If you are highly motivated, enthusiastic and have demonstrated experience in studio production including camera operation, lighting, video, switching and audio, send your resume immediately to:

KING 5 Television
333 Dexter Avenue North
Seattle, Washington 98109
Attention: Human Resources
Code B

PLEASE
NO PHONE INQUIRIES

Both full time and part-time positions available. Outstanding salary and benefits!

An Equal Opportunity Employer
M/F/H/C



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

I'M NO BEAUTY QUEEN BUT I DON'T TAKE NO FOR AN ANSWER!



Deborah Allen

Experience

Radio TV Reporter
Telethon Co-host
Talk Show Host
Announcer

WANTED: Anchor/Reporter position in Radio or TV. Talent Agents calls accepted.

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Media

Wallace J. Jorgenson, president, Jefferson-Pilot Communications Co., Charlotte, N.C., will retire Nov. 1 after nearly 11 years in that position. No definite plans have been announced, but Jorgenson will pursue other projects in industry. **James G. Babb**, executive VP, Jefferson-Pilot Communications, will replace Jorgenson as president. Jefferson-Pilot Communications is group owner of five AM, five FM and two TV stations and various media services.



Jorgenson



Babb



Scott

Joanne Scott, station manager, KSSN(FM) Little Rock, Ark., named VP of operations, Southern Skies Corp., Little Rock-based owners of KLEO(AM) Wichita, Kan., KSSN(FM) Little Rock and KZSN(FM) Hutchinson, Kan.

William G. Kelley, president, Foxmoor

Specialty Stores Corp., New York, joins CVN Companies Inc., Minneapolis-based owners of Cable Value Network and Fashion Channel Network, as president and chief operating officer.

Michael Baer, general manager, WKJN(FM) Hammond, La., joins KMPZ-FM Memphis in

same capacity.

Mike Dorn, director of operations, WEUZ(AM)-WBIZ(FM) Eau Claire, Wis., named station manager.

Stephen W. Dant, VP and general manager, WTOV-TV Steubenville, Ohio, joins WTJ-TV Altoona, Pa., as general manager.

Albert B. Sturges, sales manager, KKS(AM) Santa Barbara, Calif., joins KBBQ(AM) there as VP and general manager.

Michael D. Singpiel, VP and general manager, Comcast, Sterling Heights, Mich., named VP, area manager, Midwest region.

Donald C. Yeiser, VP and general manager, WHP(AM)-FM-TV Harrisburg, Pa., named director of broadcasting research and development, Commonwealth Communications Services Inc., group owners of WHP stations and WSPD(AM)-WLQR(FM) Toledo, Ohio.

Joseph (Mickey) Franko, general manager, KZZP-FM Mesa, Ariz., named manager of radio operations, Nationwide Communications Inc., Columbus, Ohio-based group owner of 16 radio stations. **Dale G. Weber**, general manager, WNCI(FM) Columbus, joins KZZP in same capacity to succeed Franko.

Cynthia Fenneman, executive producer, New Hampshire public television, Durham, N.H., named director of broadcasting.

Murray Green, VP and general manager, WFLX(TV) West Palm Beach, Fla., named senior VP, television division, Malrite Communications Group, Cleveland, Ohio.

Philip La Greca, controller, Lifetime network, New York, named VP, controller, Hearst/ABC-Viacom Entertainment Services there.

Marketing

Ted Gurley, national sales manager, KHOU-TV Houston, joins Katz Communications, Dallas, as sales executive.

Appointments at Univision, New York-based

Spanish-language network: **Laurence H. Tompkins**, director of sales, WRC-TV Washington, to Eastern director of marketing, New York; **Chris Roman**, account executive, KTTV(TV) Los Angeles, to director of marketing there; **Kathy Nicolini**, station manager, KXET(AM) San Antonio, Tex., to director of marketing, Central region; **Rosemary Gama**, account executive, network sales and new business development, Telemundo, New York, and **Liz Alicea-Velez**, marketing consultant, AT&T Communications, New York, to marketing managers there; **Dana Perri**, regional sales coordinator, spot sales, New York, to manager, audio visual services; **Sandi Mendelson** and **Lindsay Bloomfield**, account executives, spot sales, New York, to marketing managers there.

Dick Hammer, director of advertising sales, CBN Family Channel, Virginia Beach, Va., named managing director.

Appointments at BBDO, New York: **Lynn Impenna** and **Elsa Taitt**, assistant broadcast coordinators, to broadcast coordinators; **JoAnn Accarino**, **Jesse Garbowitz** and **Toni Racioppo**, media planners, to media supervisors.

Craig Smith, associate creative director, Cranford Johnson Robinson Associates, Little Rock, Ark.-based advertising, marketing and public relations firm, named VP and creative director. **Ralph Patterson**, creative director, Cranford Johnson Robinson Associates, named VP of creative services.

Appointments at Adlink, Los Angeles-based partnership of six cable systems formed to sell regional and national advertising through local interconnect: **Lynn Bolton**, account executive, Cable Networks Inc., to local sales manager; **Liza T. Field**, corporate director of ad sales, Rogers U.S. Cablesystems, to national sales manager; **Ed Rickles**, broadcast accounting manager, TMCI Broadcasting Inc., Dallas, to controller.

David Trusty, general manager, KGLF-FM Freeport, Tex., joins KLDE-FM Houston, as general sales manager.

Cal Dring, founder, Cal Dring & Associates, Little Rock, Ark.-based advertising agency, joins KLRT(TV) there as national sales manager.

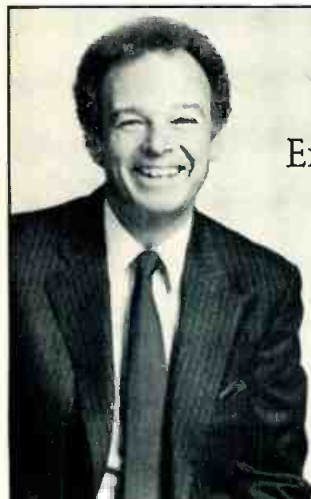
Bob Thomas, KCIT(TV) Amarillo, Tex., joins KCRA-TV Sacramento, Calif., as sales manager, Stockton/Modesto bureaus.

Rodney Lowenstein, branch sales manager, Chemical Bank, New York, and **Gregory Tolston**, advertising sales manager, Cablevision of Westchester, Yonkers, New York, join Warner Brooklyn Queens Cable Television, Flushing, New York, as account executives.

Howard Freshman, promotions manager, KPWR(FM) Los Angeles, joins KXXX-FM San Francisco, as marketing director.

M.P. Kelleher, account executive, Petry Television, Boston, named manager, Boston office.

Lorraine Hardt, account executive, WPTT-TV



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Pittsburgh, joins WPXI-TV there in same capacity.

Julie Viellieu, marketing representative, Eastman Kodak Co., Indianapolis, joins WTHR(TV) there as account executive.

Appointments at WZTV(TV) Nashville: **Armando Filtz**, account executive, Katz Independent TV sports and specials division, New York, **Ileen Brown Spack**, local sales manager, KTXH(TV) Houston, and **Gary Moggio**, account executive, syndicator sales, Carden & Cherry Advertising, Nashville, all to account executives.

Appointments at WQTV(TV) Boston: **Tracie Christmas**, national sales representative, College Quest, **Mylene Hodgson**, account executive WHLL(TV) Worcester, Mass., and **Peter Traum**, account executive The Christian Science Monitor Syndicate, Boston, all to account executives.

Michael Chambers, national sales manager, KSRF(FM) Santa Monica, Calif., joins KFAC(AM) Los Angeles, as account executive.

Programing

Jon M. Nottingham, executive VP, sales and marketing, LBS Communications, Los Angeles, named president of distribution station sales.

Marty Brooks, VP of programing, Madison Square Garden Network, New York, named VP of programing and network operations.



Simon

Tom Simon, executive in charge of production for *Explorer*, National Geographic series on WTBS(TV) Atlanta, named co-executive producer for *Explorer* and executive in charge of production for National Geographic Television, Washington.

Don LaCombe, director of video services, KPNX-TV Mesa, Ariz., and manager of Gannett Production Services, joins WTVR-TV Richmond, Va., as program/operation manager.

Mark Klose, on-air personality and acting program director, KSD-FM St. Louis, named program director.

Bill Curtis, on-air personality and production direction, WSNY(FM) Columbus, Ohio, joins WJQI-FM Virginia Beach, Va., as program director.

Andrew F. Trentacosta, programing and film acquisitions, SELECTV, division of Telstar Satellite Corp., Los Angeles, joins Playboy Channel there as director of film acquisitions and scheduling.

Lynn Deegan, VP, comedy development, MTM Enterprises, Studio City, Calif., joins Castle Rock Entertainment, Beverly Hills, Calif., as VP, television production.

Laurence M. Smith, VP, national accounts, Home Shopping Network, Clearwater, Fla., joins Consumer News & Business Channel (CNBC), New York, as regional VP, affiliate relations, East Coast. **Patricia Karpas**, corpo-

rate manager, customer service, American Television and Communications Corp., Denver, joins CNBC as director, affiliate marketing.

Larry Rosen, independent writer/producer, joins dick clark productions, Burbank, Calif., in development department. Rosen will focus on developing, writing and producing comedy and dramatic series.

News and Public Affairs



Bunyan

Maureen Bunyan, co-anchor, 5:30 p.m. news, and host 22:26 public affairs program, WUSA-TV Washington, adds duties of co-anchor, 11 p.m. news.

Alejandro Benes, news director, WXTV(TV) Paterson, N.J., joins *Noticiero Telemundo/CNN*, At-

lanta-based Spanish-language news broadcast produced by CNN for Telemundo network, as executive producer for elections news and political coverage.

Wendell Wood, director of stations services, Associated Press, Washington, named director of corporate communications.

Linda M. Lloyd, producer/director, Weather Channel, Atlanta, named executive producer.

Nancy Hall, noon producer and 5 p.m. news associate producer, KOCO-TV Oklahoma City, named producer, 6 p.m. news. **Andy Rubin**, news assistant, KOCO named noon producer and 5 p.m. associate producer.

Lynda Solomon, weekend news producer, WXYZ-TV Southfield, Mich., named producer weekday news.

Marci Christensen-Burdick, news director and early news co-anchor, KOTA-TV Rapid City, S.D., joins KYTV(TV) Springfield, Mo., as news director.

John Turner, associate producer, WHEC-TV Rochester, N.Y., named assignment editor.

Larry Conley, freelance college basketball analyst, ESPN, Conn., joins the network exclusively on national basis.

Russ Salzberg, sports anchor, CITY-TV Toronto, Canada, joins WWOR(TV) Secaucus, N.J., in same capacity.

Monica Pellegrini, weekend sports anchor, WHIZ-TV Zanesville, Ohio, joins WCBD-TV Charleston, S.C., in same capacity.



Dean Shepherd, correspondent and co-anchor, *The Nightly Business Report*, produced at noncommercial WPBT(TV) Miami, and seen on 260 PBS stations nationwide, joins *Money* magazine, New York as financial correspondent. Shepherd will also anchor weekday business reports for WGBS(W) New York and *Your Money Minute*, the daily personal finance report based on information from *Money* and offered to CBS Radio Network affiliates. Prior to joining *The Nightly Business Report* in 1985, Shepherd spent four years with RKO Radio Networks (now United Stations), New York as news anchor and business correspondent. Before that he was news director for KING-AM-FM Seattle.

Fred McLeod, sports director and sports anchor, WJBK-TV Detroit, adds duties of sports director, WRIF(FM) there.

Stuart Satow, weekend sportscaster and reporter, KXTV(TV) Sacramento, Calif., named sports director.

Jaime Garcia, reporter, KVBC(TV) Las Vegas, joins KFSN-TV Fresno, Calif., as morning anchor/reporter.

Lori Stokes, weekend anchor and medical reporter, WCIA(TV) Champaign, Ill., joins WBTV(TV) Charlotte, N.C., as weekend co-anchor.

Jeff Fowler, general assignment and investigative reporter, KTVY(TV) Oklahoma City, joins KSDK(TV) St. Louis, as general assignment reporter.

Technology

Jeffrey S. Wetherell, executive VP, Telex Communications Inc., Minneapolis-based manufacturer of communications antennas,

Blair moves. Alan Bennett, who joined Blair Entertainment in January of this year, has resigned as president of the entertainment arm of John Blair Communications Inc. "At the time I joined Blair, the company's strategic thrust was development and expansion of significant first-run syndication strips and specials. More recently, the company has decided to follow a different course involving other types of programing ventures," said Bennett. "As a result," he said, "I feel it is best for me to follow my own agenda in terms of TV program production, distribution and marketing."

In other changes at Blair, Alan Berkowitz was named executive vice president and general manager of Blair Entertainment. Prior to moving to Blair, Berkowitz had been president of RPR Productions, the sports programing arm of Blair Entertainment. Berkowitz has been with Blair since 1982.

named president and chief operating officer.

Appointments at NBC-TV, New York: **Rich Phillips**, manager, electronic maintenance operations, to director, Brooklyn studios operations; **Dave Bunker**, manager, political engineering & planning, NBC News, to technical manager, *NBC News at Sunrise*; **Jack Bennett III**, manager, NBC convention operations, to manager, electronic maintenance operations.

Patrick J. Smith, television operations manager, WGVU-FM Allendale, WGVU-TV Grand Rapids and WGVK-TV Kalamazoo, all Michigan, named maintenance engineer.

Promotion and PR

Carole Black, VP, worldwide marketing, Buena Vista Home Video, Burbank, Calif., named senior VP, marketing, Buena Vista Television there.

Jeffrey Cohen, executive creative director, NBC, joins Turner Broadcasting System, Atlanta, as senior creative director, advertising and promotion department.



Black



Cohen

Dan Martinsen, press representative, NBC Sports, New York, joins SportsChannel America, Woodbury, N.Y., as director, media relations.

Catherine Lewis, publicist, consumer public relations, Showtime, Universal City, Calif., named publicist, industry public relations. **Beth Braer**, public relations associate, division of fine arts, Northeastern University, Boston, joins Showtime as publicist, West Coast.

Ellen Morgenstern, director of publicity, JLM Public Relations, joins WWOR(TV) Secaucus, N.J., as manager, press and publicity.

Andrea Mandel-Pass, public relations consultant, KLTR(FM) Houston, joins MWV/Strategic Communications Inc., River Edge, N.J.-public relations firm, as account executive.

Jim Peterson, assistant promotions director, KPWR(FM) Los Angeles, named promotions manager.

Doug Miller, director of development, non-



Edward O. Fritts, president of the National Association of Broadcasters, Washington, is first recipient of University of Mississippi Silver Mike Award for outstanding contributions to broadcasting. Award will be given annually to "someone with Mississippi ties with significant achievements in the field of broadcasting." Fritts was honored at a luncheon Oct. 11 at The University of Mississippi, Oxford campus. Pictured: R. Gerald Turner (l), University of Mississippi chancellor, presents Fritts with award.

commercial WAER(FM) Syracuse, N.Y., joins WAMU(FM) Washington as membership director.

Allied Fields

Lisbeth Barron, VP, research, specializing in entertainment industry, Balis Zorn Gerard Inc., New York, joins McKinley Allsopp Inc. there in same capacity.

Janet Allen, assistant to director of TVRO marketing, Superstar Connection, Tulsa, Okla.-based home dish program distributor, named manager of TVRO administration.

Appointments at Viti Media International, New York-based media planning and buying company: **Robert Calandruccio** and **Leonard Lieboff**, senior VP's, to executive VP's; **Roberta Blick**, group VP, to senior VP; **Steven Abramowitz**, **Thalia Arsen**, **Howell Cohen**, **Shelly Senzon** and **Michael Siegel**, all VP's, to group VP's; **Gerard F. Broussard**, VP, media research, Jordan, McGrath, Case & Taylor Advertising, New York, to VP, media research director.

Kenjiro Takayanagi, supreme advisor, JVC (Victor Company of Japan Ltd.), has been conferred status of honorary member by So-

ciety of Motion Picture and Television Engineers. Honorary title is society's highest accolade; recipients must have "dedicated their lives to work that contributed substantially to the progress of engineering in the fields of motion pictures, television or allied arts and sciences."

Carolyn O'Neil, nutrition reporter, CNN, Atlanta, received the American Dietetic Association's 1988 Media Excellence Award for promoting good health and nutrition to public. O'Neil was presented award on Oct. 4 for her program *On the Menu* and "Nutrition News" segments.

Troy Kimmel, meteorologist, KVUE-TV Austin, Tex., named "Weathercaster of the Year" by National Weather Association (NWA) at NWA's national convention in Denver.

Kenneth R. Walker, anchor, *USA Today*, Washington, will receive first Distinguished Alumni Achievement Award from Black Organization of Students at The Catholic University of America, Washington.

Deaths

Lester Cohen, 77, retired communications lawyer, died Oct. 12 at hospital in Palm Beach, Fla. Cause of death is unknown. Cohen attended University of Virginia, Charlottesville, and Georgetown University Law School, Washington. During law school, Cohen served as clerk in firm of Hogan, Donovan, Jones, Hartson and Guider (now Hogan and Hartson), Washington. After graduation in 1935 he became associate and subsequently partner in firm, eventually heading firm's communication department. Cohen's clients included several newspaper publishers who pioneered in television, such as *Washington Evening Star*, *Baltimore Sun* and *Milwaukee Journal*. He is survived by his wife, Lydia, and one son.

Michael Morgan, 38, executive producer, *News at Ten*, WLVI-TV Cambridge, Mass., died of complications of diabetes, Oct. 11, at his home in Dorchester, Mass. Morgan joined WLVI in 1984. He had been news director at WROC-TV Rochester, N.Y., and anchor at WPXY(AM)-(FM) Rochester from 1981 to 1983. Morgan served as news director/anchor at KGBT(AM)-TV-KELT(FM) Harlingen, Tex., from 1976 to 1981. In 1979 he was 6 p.m. news producer at WNAC-TV (now WNEV-TV) Boston. In 1975 he joined KHOU-TV Houston as anchor/producer. In 1974 he was assistant news director with WHEN(TV) (now WTVH(TV)) Syracuse, N.Y. He held position of anchor/producer at WNYS(TV) (now WIXT(TV)) Syracuse from 1973 to 1974. Morgan was reporter/producer at WJAR(TV) Providence, R.I., from 1971 to 1973. He is survived by his parents and one sister.

Robert B. Braswell, 57, VP of MCA Inc., Universal City, Calif., died of heart attack, Oct. 11, at his home in New York. Braswell joined MCA in 1980 as chairman of board of MCA New Ventures Inc. Braswell most recently was head of corporate contributions program through MCA Foundation. He was MCA's liaison with Congressional Black Caucus and helped identify talented minority executives for company. He is survived by his sister, Virginia Gist.

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Aaron Daniels: ABC Radio Network's competitive edge

One morning in 1968, Aaron Daniels opened *The New York Times* to learn that the United States did not have a "fron tennis" team—a variation of jai alai—to send to the upcoming Olympics. The sport was not exactly a featured attraction at the New York Health & Racquet Club. But Daniels, a former squash team captain at Dartmouth, and currently president of the ABC Radio Network, seized the opportunity to learn the sport and become an Olympic athlete.

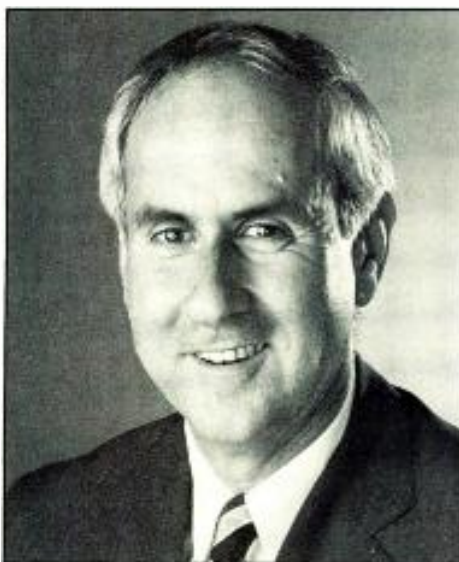
The young salesman, who had been with WPAT-AM-FM Paterson, N.J., for four years, asked for time off to train for the Olympics. With a no doubt patriotic appeal and a touch of salesmanship, Daniels finagled six weeks away from the office. He rounded up a team, booked them on a flight to Mexico City and spent the next few weeks practicing like crazy.

The 1968 U.S. fron tennis team lost every match that year. Revenge, however, was just around the corner. A week after the Olympics, Daniels and his teammates stayed in Mexico City and arranged some unofficial squash matches. "We did to the Mexicans in squash what they did to us in fron tennis," says Daniels.

A self-described competitive person, Daniels enjoys his position atop the traditional leader in ad billings. Among the accomplishments at ABC during his tenure as network president: newscaster Paul Harvey, who recently grabbed the top five slots in the RADAR network ratings, was signed to a seven-year contract; Satellite Music Network turned over ad sales to the network, as did Dow Jones's *Wall Street Journal Report* and Gannett's *USA Today* radio show, and the network added its Tour Marketing and Merchandising Division, the company's first new division in six years.

Quite a bit of activity for a man who, as recently as 1986, was working on the local level as president of Capital Cities' WPRO-AM-FM Providence, R.I. The station, as Daniels points out, is not in one of the top 25 markets. Nevertheless, he regards his experience there and at other local stations as among his most valuable. "I was at the local station level for most of my career," he says, an experience that he feels has made him especially sensitive to the concerns of individual radio stations. "I think that has helped me do my job at the radio network because I have a station background as opposed to a staff or management background."

Daniels's first job in radio was as an account executive at WPAT-AM-FM Paterson, N.J., in 1964, the beginning of a long career with Capital Cities. He applied for a job at the station, he says, because he was looking for a broadcasting job that could possibly lead him to the "glamorous" business of television. He abandoned his aspirations for



AARON MARTIN DANIELS—president, ABC Radio Network, New York; b. May 11, 1935, Holyoke, Mass.; BA, sociology, Dartmouth, Hanover, N.H., 1957; Harvard Advanced Management Program, 1986; account executive, Anchor-Hocking Glass Corp., New York, 1958-59; account executive, McCall Corp., New York, 1960-61; assistant to president/advertising director, Davis Publications, New York, 1962-63; account executive, WPAT-AM-FM Paterson, N.J., 1964-69; director of group sales, Fairchild Publications, New York, 1969-71; general sales manager, WPAT-AM-FM, 1971-79; VP and general manager of WPRO-AM-FM Providence, R.I., 1979-83; president of WPRO-AM-FM, 1984-86; present position since May 1986. m. Judy Friedman, Nov. 22, 1961; children—Greg, 25; Alex, 22.

television, however, when he concluded that radio had a glamour all its own.

Daniels joined WPAT from a sales background primarily in publishing. A salesman who was already successful in print, he thought, could be equally successful making sales in broadcasting. Capital Cities reversed the logic in 1969 and positioned Daniels as head of its newly acquired Fairchild Group, a publishing concern. He spent 18 months at the division, where he organized group sales for the company's publications. "Even though it was an interesting experience," says Daniels, "I really wanted to get back into the radio business."

Capital Cities heard his request and returned him to WPAT in 1971, this time as general sales manager. It was there that he got to know current ABC Radio Division President Jim Arcara, who at that time was general manager of WPAT.

In 1979, Daniels left WPAT to become a general manager himself. He and his family moved to Rhode Island, where he took the position of vice president and general manager of WPRO-AM-FM Providence. The AM station was adult contemporary; the FM was contemporary hit. Combined with his exper-

ience at easy listening format WPAT, Daniels was getting a feel for a variety of formats.

Daniels was made WPRO president in 1984, remaining in that position until 1986, when he once again convinced Capital Cities to give him some time away from the office.

This time around, it wasn't athletics but academics that interested him. He opted for the Harvard Advanced Management Program and seven hours of study nightly. Daniels sat in classrooms with domestic and international business executives from a variety of fields. Entering Harvard 29 years after earning his undergraduate degree, he says, was an "invigorating" experience.

An invigorated Daniels completed the management program and began his present position as president of the ABC Radio Network, where he oversees seven radio networks and a variety of feature programs that are provided to more than 2,000 affiliates nationwide. On the programming side, Daniels's approach could be called conservative.

"Rather than have eight, 10, 12 or 14 minor shows that we would put out in the course of a year, our basic philosophy is to give our stations just the blockbusters," he says. This February, he says, one such "major" new ABC show will premiere. "If we come out with a new show," he adds, "that show has got to be very, very well researched by us, and we have to know that that's going to be an important contribution to radio stations."

He says many station affiliates today appear to be looking for more information-oriented programming. Another program type that he says affiliates ask for frequently is comedy, which is an area not completely unfamiliar to Daniels: his 25-year-old son, Greg, is a writer for television's *Saturday Night Live*. If all goes according to plan, Daniels himself may try his hand at comedy.

"What I would love to do, if I perfect myself and get enough confidence, is go to a comedy club and get up and perform," he says.

"He has a very dry sense of humor," says Radio Network Association President Peter Moore, "and a good delivery." Comedy aside, he also describes Daniels as "forthright," a quality recognized by several colleagues as among his strongest features.

"As a competitor, I have to say that he's one of the more stylish, classy and upfront guys," says Tom Gatti, senior vice president and director of sales, DIR Broadcasting. "I wish there were five more of him in this business."

Daniels remains unmistakably bullish on the business of network radio, while not forgetting the importance of local radio. "There's a great deal of similarity between running a radio station and a network," he says, adding, "except that the radio network is a lot larger."

Network radio revenue for September 1988 were \$31,298,000, up over September 1987's \$30,958,826. Radio Network Association, which released figures, said 1.1% rise did not include revenue earned from Olympics. Year-to-date network radio revenue figure was also on rise compared to same period last year, up from \$273,062,144 to \$273,785,206. RNA figures represent financial information collected each month from network companies by accounting firm of Ernst & Whinney.

Senate last Thursday passed by unanimous consent fiscal year 1991-93 CPB authorization, one day after House passage. Senate had already passed S. 2114 earlier this month, but its consent was needed to endorse House amendment to companion bill, H.R. 4118, requiring that public broadcasters report to Congress by March 1, 1990, "the availability of private funding rather than federal financing for satellite replacement." Language requiring that CPB "endeavor to obtain donations" for satellite replacement from private sector was struck by House. Bill also requires that public broadcasting report on costs of transponder lease versus buy options. PBS plans call for submission of final agreement with satellite vendor in early 1989. Congress and President Reagan last August signed 1991 CPB appropriation of \$242,060,000, with additional \$56,810,000 earmarked for satellite replacement.

In what **MGM/UA called largest licensing arrangement in UK history**, studio has signed \$100 million-plus agreement with BBC and British Satellite Broadcasting for 198 feature films, TV movies and series. Two new James Bond films, "Rocky IV," "Moonstruck," "A Fish Called Wanda," "Baby Boom" and soon-

to-be released "Rainman," with Dustin Hoffman and Tom Cruise, are among features gained by BBC and BSB (direct broadcast satellite venture to be launched in late 1989) in six-year exclusive pay, satellite and terrestrial broadcast rights deal.

Interlink, New York-based firm associated with motion picture funding and distribution, **plans to make \$22 million investment in SelecTV**, Los Angeles pay television operator. Funding will be used to retire debt and to form new company that will expand SelecTV to multichannel offering. SelecTV carries movies and sports and has also been marketed nationally in TVRO, SMATV and wireless cable universe. SelecTV said its cash flow turned positive in 1987, at \$3 million on sales of \$34.4 million.

MacNeil/Lehrer Productions, which produces PBS's *MacNeil/Lehrer NewsHour*, **will produce hour-long special on Thomas Edison for Disney Channel**, first in what may be series of specials under *American Originals* banner. It is first commercial deal for production company, and if all goes well, up to six specials will be produced each year for pay cable network. Edison segment will be hosted by Roger Mudd and is scheduled to be completed by late January, 1989.

"No progress" was report out of last Thursday and Friday's negotiating sessions between broadcast network and Hollywood executives in New York over FCC's financial interest and syndication rules. Hollywood team with Jack Valenti, president of Motion Picture Association of America, Art Baron with Gulf + Western Entertainment Group, Bob Daly with Warner Brothers and Chuck Fries with Fries Entertainment met with network lawyers although network chiefs Larry Tisch (CBS), Thomas Murphy (Capcities/ABC) and Bob Wright (NBC) reportedly made cameo appearances. More meetings are anticipated.

Sage Broadcasting Corp. has agreed to sell WZFM(FM) Briarcliff Manor, N.Y., to West/Land Communicators for \$5 million. Seller is Stamford, Conn.-based group of eight FM's and six AM's headed by Gerald Poch. Buyer is New City, N.Y.-based broadcaster headed by Bobbi Lewis who is licensee of WRKL(AM) there. WZFM(FM) is on 107.1 mhz with 3 kw and antenna 330 feet above average terrain. Broker: Ted Hepburn Co.

Largest cable franchise in English-speaking world—500,000 homes in Birmingham, England—has been awarded to group including American telco US West, along with other European financial and investment companies. US West, attracted in part by provision allowing for telecommunications as well as TV services, has letter of intent to buy up to 25% of consortium and said it could initially invest up to \$30 million over six years. Consortium will begin building franchise in mid-1989, with first customers on-line in third-quarter 1989 and completion expected in about eight years. US West also finalized late last month 10% share acquisition of subsidiary of French firm, Lyonnaise des Eaux, which operates Paris cable franchise.

British government last week announced ban on all radio and television broadcast interviews with representatives of outlawed Irish Republican Army and its legal political wing, Sinn Fein. Ban also applies to outlawed Protestant paramilitary groups, such as Ulster Defense Association. Government spokesman said that broadcast coverage of events in Northern Ireland has included "occasional appearance of representatives of paramilitary organizations and their political wings who have used these opportunities as an attempt to justify their criminal activity." Spokesman said broadcast interviews "have caused widespread offense to viewers and listeners throughout the United Kingdom, particularly in the aftermath of a terrorist outrage." BBC said ban "sets a damaging precedent and will make our reporting of Northern Ireland affairs incomplete." It asked government to keep matter "under review." Gerry Adams, president of Sinn Fein and member of Parliament, said British government "is

High court declines review of Morison case

Samuel Loring Morison's effort to invoke the media's First Amendment right in a case the government considered one of espionage failed last week to move the Supreme Court. It declined, without dissent or comment, to review the case in which Morison, a former Navy intelligence analyst, was convicted of violating a 1917 espionage law for giving classified satellite photographs to a British military journal.

Morison, whose conviction in 1985 was upheld last April by the U.S. Court of Appeals for the Fourth Circuit, in Richmond, Va., had argued in his petition for review by the Supreme Court that the 71-year-old law was intended to apply to "classic espionage" and not to whistle blowers in government and others making unauthorized disclosures of information.

The case attracted the interest and attention of media organizations concerned about the possible implications for news organizations. They joined Morison's attorneys in seeking review by the high court, arguing that reporters would be unable to print articles based on classified information. The appeals court had rejected that argument, contending that it did not see any First Amendment right involved in the case of a civilian employee of a military intelligence service who stole classified information and gave it to someone who under the law was not entitled to it.

The 1917 act makes it a crime to transmit information "relating to the national defense" to anyone not entitled to it "if there is reason to believe that release of the information could injure the United States or be used to the advantage of a foreign government." Morison, a grandson of the naval historian Samuel Eliot Morison, was the first federal employee convicted on criminal charges for disclosing government information to the press. He had given to Jane's Defence Weekly, based in London, three satellite photographs of a Soviet nuclear aircraft carrier that was under construction at a Black Sea shipyard.

Morison began serving a two-year federal prison sentence in June.

denying citizens the right of expressing opinions." Ban means Adams is barred from being interviewed on British radio or television. Government did not extend ban to newspapers or magazines, or apply it in cases where alleged terrorist sympathizers were quoted indirectly on radio and television.

□

Advanced Television Test Center (ATTC), group formed by broadcasting industry to test high-definition and enhanced-definition transmission systems proposed to FCC's advisory committee on advanced television service, **has been granted FCC authorization to use UHF channels 58 and 59 in Washington market for high-definition terrestrial propagation tests.** Same two channels were formerly temporarily licensed to NAB, which, with Advanced Television Systems Committee, conducted similar tests last year and earlier this year. Before receiving temporary license, ATTC was required to show that transmissions on ch. 59 would not cause audio interference to nearby WBFF(TV) (ch. 45) Baltimore. Evidence was given that risk of interference would be minimal. Meanwhile, ATTC announced that as of Oct. 31 it will be established in temporary offices at same Alexandria, Va., complex that houses PBS headquarters. ATTC hopes to have permanent testing facility in Washington area set up by mid-1989.

□

New generation of European direct broadcast satellites has been proposed for mid-1990's by European satellite organization, Eutelsat. According to Eutelsat Director General Andrea Caruso, two or possibly three 14-channel satellites could be launched in late 1994 or early 1995, with European-wide footprints requiring only 40-60 cm receive dishes. Transponder costs would be about same as current Eutelsat service (approximately \$3.6 million), much less than transponder costs of three-to-five channel national DBS services being put in service during next year or two by British, French and West Germans. Eutelsat proposal, provisionally called Europesat, received tentative backing during Eutelsat membership meeting in Paris early this month. Technology group has been formed to consider system compatibility with national DBS services Europesat hopes to replace.

□

Scheduling last week of rulemaking on relaxation of duopoly and one-to-a-market rules for action at this Thursday's (Oct. 27) FCC's open meeting ("Closed Circuit," Oct. 17) **is indication that consensus on new rules among commissioners has been or is close to being reached.** However, action that may go so far as to allow AM-AM and radio-TV combinations is not certainty because Congress has now gotten into act. Upon learning early last week that FCC Chairman Dennis Patrick was aiming for Oct. 27 action, House and Senate communications subcommittees were expressing concerns about being left out of loop and impact relaxation would have on diversity of ownership and programming, policy goal at heart of rules. House subcommittee staffer Larry Irving said he received briefing last Thursday from Patrick's office on what chairman is proposing. He said attempt will be made this week prior to meeting "to work this out in a mutually acceptable fashion."

□

Satellite owner-operator **Hughes Communications and North American Philips Corp.'s Philips Laboratories are jointly investing \$2.5 million in test of satellite-delivered high-definition television**, results of which firms plan to demonstrate late next year. Satellite delivery aspects of Philips' High-Definition System for North America (HDS-NA) will be tested at HDTV Viewing Center, new facility to be created by Hughes in El Segundo, Calif., area. Companies will also assemble mobile version of Viewing Center for picture testing and consumer market research in different parts of country. Hughes is currently talking to other HDTV satellite delivery proponents, including Japanese NHK network, to set up similar programs for their systems. DBS testing will be primary focus of testing of HDS-NA, with some emphasis also to be placed on distribution to cable headends and broadcast stations.

□

After months of negotiations, **Walter Cronkite is about to sign new**

TNT tally

The first ratings are in and they show that TNT is off to a fast start, Turner Broadcasting System said last week.

TBS based that assessment on a Nielsen coincidental study of 1,800 cable homes during prime time (8-11 p.m.), which shows Turner Network Television averaging a 2.5/9 rating throughout its premiere week (Oct. 3-9).

Additionally, TBS reported, the first coincidentals show that on premiere night (Oct. 3), part one of "Gone With the Wind" averaged between a six and seven rating.

Putting that number alongside cable ratings for August, TNT would rank just behind the first place 2.6 posted by Turner's WTBS(TV) Atlanta, and ahead of the 2.0 for third-place ESPN. Bob Seiber, TBS vice president of research, said the first TNT ratings are "meaningful to us" even though it is understood that TNT would not be running programming as strong as "Gone with the Wind" every night.

TBS sold TNT based on a .9 rating during prime time and a 6 rating on a 24-hour basis.

The coincidental survey also showed that broadcast affiliates averaged only a 63 share of the television audience in TNT households, and that TNT's delivery of women outnumbered its delivery of men by 2 to 1. TBS said that TNT delivered more women per household than had any other broadcast or cable network during its premiere week.

long-term employment/consulting agreement with CBS, just two weeks before previous seven-year pact was to have expired. Unlike previous agreement, new deal will, according to sources, allow Cronkite to do work outside CBS, including both cable and public television; news and non news programs, and commercials, as long as he does not work for ABC or NBC. Cronkite's attorney and advisor, Ronald Konecky, while declining to discuss new agreement—including compensation or length—did say that former CBS anchor and current board member has still not decided on any of numerous outside offers he has received: "He will take his time and reflect and consider other possibilities."

□

ABC-TV has decided to award affiliation in West Palm Beach-Fort Pierce-Vero Beach, Fla., to WPBF-TV which is expected to be on air by Jan. 2, 1989, date when current ABC affiliate serving market, WPEC-TV, switches to CBS. WPBF-TV, ch. 25, is owned by 50-50 general partnership of Potamkin automobile company and John Phipps Inc., which has real estate and communications operations, including paging and mobile telephone, and owns WCTV(TV) Tallahassee, Fla.

□

Key members of House have made clear to Secretary of Commerce their opposition to any reorganization of that department that would incorporate National Telecommunications and Information Administration in new Office of Technology provided for in legislation Congress passed last week. Senate, in response to Commerce's wishes, had included language that would have permitted NTIA's absorption into new office, which would be headed by underscretary. But language was removed in conference at request of House. And last week, in statements on House floor, Representatives Edward Markey (D-Mass.), chairman of House Telecommunications Subcommittee, and Matthew Rinaldo (R-N.J.), ranking member of that panel, made it clear they objected to what Markey said was "incipient proposal" circulating in department "to eliminate NTIA's independent status and the direct line of authority" that exists between it and secretary. Markey said he was joining with Representative John Dingell (D-Mich.), chairman of parent Energy and Commerce Committee, and Senator Ernest Hollings (D-S.C.), chairman of Senate Commerce Committee, as well as Rinaldo, "in a commitment to preserve and enhance the stature and visibility of telecommunications policy in the executive branch." Rinaldo said Commerce "should maintain the agency [NTIA] responsible for developing communications policy at the highest level policy."

Editorials

Job One

It's still too early to tell whose administration will preside over telecommunications policy for the next four years, but it's not too soon to start thinking about what that administration ought to do.

The very first thing: It ought to give the broadcasting industry an even break with all the other media that have proliferated/are proliferating across the electronic landscape.

We're not talking about advantages. Or tax breaks. Or subsidies. We're talking about eliminating excessive and unfair regulation that, left in place, has the potential of dragging the entire broadcasting industry down.

It won't be an easy process; one man's poison is another's meat in regulation, too. It won't be an easy process, too, because just about the time you get rid of one rule another pops up to take its place, as witness the new children's TV regulations imposed by the departing 100th Congress.

Crucial to the process is a recognition that the playing field is tilting away from over-the-air television. Comes then the question: Is it good public policy to encourage that tilting by the continuation of policies that, even if justified when broadcasting was the only game in town, no longer are in a multimedia universe?

Were one making a list of the policies that ought to be reexamined, at least these come to mind: the financial interest-syndication rules, the compulsory license, various and sundry crossownership and network rules, the prime time access rule, the duopoly and one-to-a-market rules, territorial exclusivity and multiple ownership limits. (When one thinks of the tangle of regulation that still stands in the way of broadcasters doing their best and their damndest to make their medium excel in the marketplace, one begins to wonder what all the shouting's been about concerning the Fowler-Patrick deregulation of the past eight years.)

To repeat, it won't be easy. Many of these regulations were crafted to protect broadcaster against broadcaster, and advantage, once enjoyed, is not easily abandoned. But there is such a thing as a greater good. It's no longer a philosophical question about whether deregulation or regulation is the better approach. The question, ultimately, may be one of survival.

Special of the day

The Congress last week passed H.R. 3966, The Children's Television Act of 1988. The bill's heart would appear to be in the right place, showing a particular concern for the television viewing habits of future generations of voters. Its head, however, is not. The law requires broadcasters to serve the "special needs of children" without specifying what those needs might be or what might serve them. The legislation then takes that nonstandard—a yardstick without markings, if you will—and makes it a measure of performance at renewal time. That would be bad policy and poor precedent regardless of whose interests the legislation was attempting or purporting to serve. Asked to put the numbers on that yardstick is the FCC, which, under Chairman Dennis Patrick, has been moving to get out from under the burden—partly self-imposed—of content regulation, even as Congress has been working to further bury it.

The broadcasting industry, at least to the extent that it is represented by the National Association of Broadcasters, acquiesced to the bill "in the interest of compromise." A politic move in a political world? Surely it was meant to be. The NAB decided it could live with the content regulation, and with commercial time limits with which broadcasters were generally in compli-

ance already, especially if such acquiescence might convert into congressional goodwill come a day of must-carry reckoning.

Live with it? That question should be saved for the first licensee who runs afoul of some FCC administrative law judge with a contrary opinion about serving all those special needs.

After the ball

According to the special report on basketball in this week's issue (see page 35), the principal cable carrier of NBA games, WTBS(TV), will broadcast/cablecast 50 regular season and 26 playoff games in the first year of a new two-year contract that, at \$50 million, is double the price of the previous two-year deal with the league. CBS will pay over \$40 million to the NBA this year and \$55 million to the NCAA for exclusive rights to substantial regular season schedules and ready-for-prime-time championship series in both college and the pros. Local rights fees are on the rise, and the addition of two new teams this year and another two next year means the addition of at least four more hometownfuls of potential fans.

Cable's aggressive pursuit of sports programming continues unabated, and appears to be scoring points in the accounting department. The reason the NBA can double its asking price is the same reason that Turner is willing to pay it: "Advertisers are standing in line," TBS's Don McGuire offers succinctly.

Basketball is also playing well on regional cable networks, and with an interesting twist that bodes well for that venue. Regional networks will pick up some 600-plus professional games this year, about the same as local broadcast outlets, with cable carrying mostly home and broadcast principally away. The twist is that the cable carriage of home games is apparently viewed by the NBA not as a potential threat to gate revenue—the kind of perceived threat that prompted the NFL's blackout rule on broadcasts of home games—but as a "means of extending the box office." Cablecasters should count their blessings.

When the hundreds of collegiate contests on ESPN (the cable leader with 211), USA Network, FNN/Score, regional networks and other basic and pay cable services are combined, the strength of cable's foothold in basketball programming is clear, yet it is a hold that has not come entirely at the expense of the over-the-air medium.

Although cable is now competing head-to-head with broadcasting for the rights to some contests, it has also added bulk to a traditional television sports diet, while spicing it with a variety of sports that might not otherwise have received national play.

Cable is clearly in the big leagues to stay.



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