

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Oct 31

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AT LARGE

Cablevision's Dolan

FCC to Congress:  
Abolish compulsory  
license

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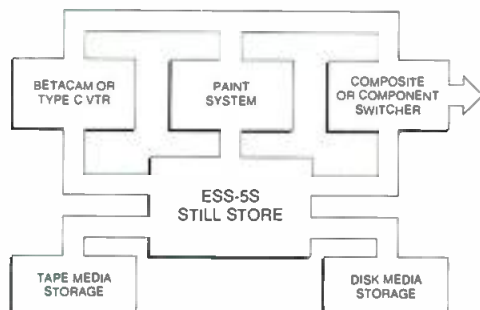


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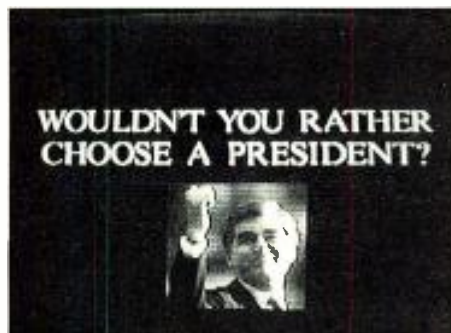
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**Eye for an eye?...** As race for White House enters its final week, there is increased



Dukakis ad

attention on impact of political advertising on presidential campaign—one widely regarded as negative and nasty. **PAGE 27.**

**Compulsory vote...** FCC will urge Congress to abolish compulsory copyright licenses; commissioners are divided over how much of rule should be dropped. **PAGE 29.**

**Counting on cable...** In this "At Large" interview with BROADCASTING editors, Cablevision's Chuck Dolan talks about how to take on the competition that he believes is a fact of media life. "All of our strategies should be predicated on the idea that competition is inevitable. One way or the other," he says. **PAGE 33.**

### 31/THIRD-QUARTER

Some television broadcast groups report flat or slightly better financial results for third quarter.

### 31/GETTING REAL

Reality shows dominate latest crop of syndicated program projects in development for 1989.

### 32/RIVERA CONTROVERSY

Geraldo Rivera's special that ran on NBC, *Devil Worship: Exposing Satan's Underground* wins its time period, but loses advertisers.

### 41/SWEEPS FORECAST

Network officials hope viewing levels will at least hold to last year's rating and share for November sweeps. Mini-series, *War and Remembrance*, could give ABC edge.



Candace Bergen in CBS's 'Murphy Brown'

### 39/POSSIBLE CUTBACKS

Four major food companies involved in possible buyouts may pare back their TV advertising because of deals.

### 40/DOWNSIZING

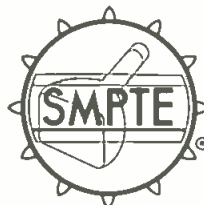
Tele-Communications Inc. is looking at reducing number of channels it carries as way of improving programming and promotion of existing cable services.

### 44/OBSTACLES

Even if launch of France's long-awaited TDF1 direct broadcast satellite is successful, questions remain on who will program it and how quickly French home dish audience can be built.

### 47/SMPTE SHOWCASE

Exhibit floor at this year's Society of Motion Picture and Television



Engineers technical conference in New York has latest, what there is of it, in Fifth Estate technical finery.

### 45/MIAMI FALLOUT

Opinions vary over whether Florida independent's offer to pay ABC for affiliation was foretaste or anomaly.

### 50/RADIO ESPAÑOL

Hispanic radio makes progress with ratings services.

### 54/ALLIES?

Participants at telco-cable joint venture seminar in Atlanta say two groups may end up jointly delivering fiber to nation's homes.

### 58/BACK PATTING

National Association of Broadcasters gives itself high marks for its lobbying efforts in

100th Congress as it readies for 101st.

### 79/ANSWER MAN

Milt Gross, described as having "encyclopedic knowledge" of political broadcasting law, heads small unit at FCC that is universally regarded as something special.

### 80/CHANGE OF VENUE

Group of news staffers at Westwood One's NBC Radio Network News resign—latest in series of complaints and resignations by long-time NBC news staffers that began after Westwood's purchase of radio network last year.

## DEPARTMENTS

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General Manager  
KITN-TV, Minneapolis

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## Undivided attention

Capital Cities/ABC has more interest than most in fate of FCC proposal to relax one-to-market rule to permit radio-TV combinations, action on which was deferred last week (see story, page 30). Under terms of April 1987 waiver, Capcities/ABC is allowed to keep radio-TV combinations in four markets—New York, Chicago, Los Angeles and San Francisco—pending resolution of rulemaking. If FCC simply terminates proceeding, Capcities/ABC will have to break up combinations (its preferred method is selling radio stations). But if FCC decides to permit combinations in major markets, as FCC Chairman Dennis Patrick advocates, or liberalizes waiver policy, as Commissioner Jim Quello advocates, broadcaster may be able to keep some or all of affected stations.

## Telcos on line

National Association of Regulatory Utility Commissioners, meeting in San Francisco this week, could decide to support FCC's rulemaking to let telephone companies into cable business. Item is on agenda, although sources were not sure body would act on it. Already, New Jersey and Michigan have voted to let telcos in, with adequate protections. Meanwhile, Florida, in reversing staff finding, has voted to retain prohibitions. Other states, such as California and Connecticut, have yet to make determination, although better indication may come this week in Bay City. (FCC comment deadline on matter has been extended to Dec. 1.)

Although NARUC has supported telco entry in past, new resolution would go even further, one PUC attorney said. Many utility commissions, frustrated with increases in cable rates, see telcos as way to provide check on cable. However, commissioners, who regulate portions of telephone business, want adequate safeguards in place if telcos enter, including retention of their own oversight functions.

## Turnabout

Current station market in network TV affiliates could make buyer out of seller when it comes to Viacom, which put UHF NBC-affiliate WWIV-TV Hartford, Conn., on market in mid-July with hopes of getting as much as \$200 million. Offers, however, have been between \$150 million and \$160 million. Disparity between asking price and bids is being blamed on glut of affiliates on market. Although Viacom would not say it was pulling station from block, company thinking was that it should make most of

market and build its television station division by acquiring another property.

## Wiring money

If it can get state approval, Control Data Corp., computer vendor for Illinois Lottery Commission, plans to conduct cable system test of interactive game show enabling viewers to wager money while playing along at home. CDC hopes that if test is success, Lottery Commission will add game to existing lotteries. In CDC system, viewers will gamble on correctness of answers to questions posed in show by making touch-tone phone call. Test run—using real money—will take place in selected households wired into American TV and Communication's Champaign, Ill., cable system.

## New reality

MCA-TV is challenging King World in January with new reality strip, *Reward*, targeted for prime access. *Reward*, which is being produced by Saban Productions and distributed by MCA, will focus on cases of wanted criminals with added twist that viewers responding with information may be eligible for reward money, twist that will be highly promoted in show. Format will feature male-female co-host team. Producers say they are now looking at news personalities from New York and Los Angeles areas to fill slots.

## Way out

Comcast and Tele-Communications Inc. may have found solution to problems encountered in Storer cable buy in Connecticut. State PUC turned down transfer application because of concerns over companies' concentration of ownership in state and impact leveraged aspects of deal would have on upgrading some systems. State source said negotiations continue on scenario in which Comcast, alone, would reapply for approval by PUC for Connecticut systems, thus getting around concentration issue that was aimed at TCI. Also part of negotiations, from state's perspective, would be some guarantee to upgrade systems. Such language on system improvements was not part of first application, state source said.

## Tops in talk

In the ongoing battle among syndicators offering reality shows, TV-Q scores, Marketing Evaluations Inc.'s measure of popularity of television personalities,

inevitably come into play as sales tool. In most recent survey of syndicated news and talk show hosts, Oprah Winfrey topped list with score of 30 (meaning 30% of those responding said she was one of their favorites). *Current Affair* host Maury Povich was second with 18. Geraldo Rivera and Morton Downey tied for third with 17. They were followed by Phil Donahue (16), Sally Jesse Raphael (14); Gary Collins (13); Mary Hart (12); John Tesh (11). Last on list was David Frost, with 7, who has just been signed by King World to host new offering, *Inside Edition*, for January launch.

## Scrambling out the little guy

Radio-Television News Directors Association believe survey on scrambling of Major League Baseball "backhaul" (stadium-to-broadcaster) feeds will document perception that high cost of descramblers disenfranchises small-budget stations. RTNDA has opposed MLB's encryption move—also being contemplated by other professional sports—as infringement on news access, and hopes to persuade MLB to discuss possible descrambler leasing program.

Veteran surveyor Vernon Stone has created questionnaire, issued two weeks ago to broadcast TV station news and sports directors, asking whether each station has purchased decoder to maintain ability to edit its own highlights of multiple same-day games. Survey also asks whether station would drop MLB coverage if scrambling investment made it too expensive. Results are expected before December.

## Tough row

U.S. Information Agency may have trouble, when Congress returns, restoring Worldnet to its status as provider of original as well as acquired programming. USIA Director Charles Z. Wick appears confident legislation providing for restoration—which died in last hours of 100th Congress—will be enacted early next year. And Worldnet's role of providing interactive programming—offering U.S. officials in Washington for interviews by journalists in American embassies abroad—still enjoys favor on Capitol Hill. Worldnet also buys some of its programming. But some Senate Foreign Relations Committee staffers wonder why Worldnet must produce material of its own, like *America Today*, modeled on *Today*, when commercial and public television material is available. Staffer objected to government competition with private enterprise, calling government funded and operated system "socialist." He also said programming provided by nongovernmental sources would have more credibility than that produced by government.



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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.

## Cable Regulation

■ Cable television industry remains under fire on allegations it is "unregulated monopoly." Cities may push for overhaul of Cable Communications Policy Act next year to strengthen their regulatory grip on cable and to provide entre for telephone companies to offer competitive services. Motion picture industry and independent broadcasters have also been pushing for stricter regulation of cable until there is more competition in delivering cable programming to homes. House Commerce Committee Chairman John Dingell (D-Mich.) has warned cable to be on best behavior or Congress may reevaluate regulatory environment. Oversight hearings have been held by House Telecommunications Subcommittee and Senate Antitrust Subcommittee.

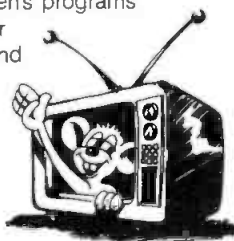
## Children's Television

Sudden breakthrough on Capitol Hill occurred two weeks ago 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,

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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.



## 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 programming 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 programming performance of stations should be basis for renewal.

FCC proceeding is also aimed at discouraging groups from using comparative renewal process and policy of allowing groups to peti-

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

## Compulsory License

■ FCC voted last week to recommend that Congress abolish 12-year-old compulsory copyright license, at least for distant signals, saying it would benefit consumers, broadcasters and cable programming services. Recommendation will be expanded to cover local signals if FCC Commissioner Patricia Diaz Dennis comes through with vote, which she is withholding until "editorial changes" are made.

What Congress will do is anybody's guess. At very least, if it decides to pass law requiring carriage of local signals, it will probably also preserve copyright license for those signals.

## Crossownership

■ *Telco-cable*—FCC has tentatively concluded it should recommend Congress lift crossownership ban on telephone companies providing cable television service in their service areas. Commission, which made proposal at July 20 meeting, will seek comments on subject, as well as on separate considerations to loosen its own regulatory restrictions on crossownership. 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

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

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

Chairman Dennis Patrick had also hoped to modify one-to-a-market rules to allow radio-TV crossownership, but was unable to reach consensus with other commissioners in time for Oct. 27 meeting. However, he still thinks consensus can be had.

**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.

## Equal Employment Opportunity

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

from National Treasury Employees Union on behalf of branch employees.

FCC has amended its broadcast equal employment opportunity rules and reporting requirements. Every station's EEO program will be subject to review at renewal time regardless of employment profile, but FCC said review will focus more on EEO efforts than numbers.

## High-Definition TV

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

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

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

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

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

## BY THE NUMBERS

Summary of broadcasting and cable

| BROADCASTING                             |        |                   |         |
|------------------------------------------|--------|-------------------|---------|
| SERVICE                                  | ON AIR | CP's <sup>1</sup> | TOTAL * |
| Commercial AM                            | 4,915  | 278               | 5,193   |
| Commercial FM                            | 4,116  | 606               | 4,722   |
| Educational FM                           | 1,356  | 265               | 1,621   |
| ■ Total Radio                            | 10,387 | 1,149             | 11,536  |
| FM translators                           | 1,625  | 439               | 2,064   |
| Commercial VHF TV                        | 543    | 19                | 562     |
| Commercial UHF TV                        | 506    | 205               | 711     |
| Educational VHF TV                       | 119    | 7                 | 126     |
| Educational UHF TV                       | 214    | 29                | 243     |
| ■ Total TV                               | 1,382  | 260               | 1,642   |
| VHF LPTV                                 | 109    | 164               | 273     |
| UHF LPTV                                 | 290    | 1,165             | 1,455   |
| ■ Total LPTV                             | 399    | 1,329             | 1,728   |
| VHF translators                          | 3,060  | 109               | 3,169   |
| UHF translators                          | 2,198  | 338               | 2,536   |
| ITFS <sup>2</sup>                        | 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 <sup>3</sup> & intercity relay | 2,836  | 166               | 3,002   |

| CABLE†                 |            |
|------------------------|------------|
| Total subscribers      | 47,042,000 |
| Homes passed           | 73,900,000 |
| Total systems          | 8,000      |
| Household penetration† | 52.8%      |
| Pay cable penetration  | 32%        |

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



## November 21 Special Report

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# CABLE'S FIRST 40 YEARS.

Cable has come a long way from its beginnings in the hills of Oregon and Pennsylvania. Forty years ago, entrepreneurs in both these states constructed community antenna television systems to bring the electronic pictures of a still infant television industry to the homes of Americans.

Now, 40 years later, cable has come into its own, not only delivering local broadcast stations, but also providing a myriad of programming choices to meet America's rapidly expanding appetite for video entertainment.

On November 21, 1988, *Broadcasting* will chronicle the feats of cable's early years in a special report on the "40th Anniversary of Cable Television."

Included: a chronology of cable's major milestones and conversations with pioneers who have had an important hand in its rapid development, and who continue to shape its future.

This Special Report is a must for every advertiser who wants to reach cable's decision-makers.

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## Home Satellite

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

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

## Indecency

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

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

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

## International Satellite

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

Intelsat board of governors approved \$394.3-million Intelsat VII series contract with

Ford Aerospace during Sept. 8-15 meeting in Washington. Contract calls for delivery of five satellites, first two to be launched in 1992-93. Each bird will carry C-band and Ku-band capacity, cross-strapping and spot beam antenna.

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

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

## Land Mobile

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

## 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 CPs.

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 was to be held in Las Vegas Oct. 25-28. Fifteen low-power stations are signing on each month, according to CBA.

## 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 re-

peal of network-cable crossownership ban.

## Public Broadcasting

CPB reauthorization for 1991-1993 passed Congress Oct. 21, after both houses agreed to cut annual authorizations to \$245 million, \$265 million and \$285 million over three years, down from original congressional proposals of \$304 million, \$345 million and \$404 million. Satellite replacement funding of \$200 million over three-year period was retained. Bill creates TV program fund specifically for independent productions, move opposed by noncommercial stations.

In August, even without authorization, President Reagan signed 1991 appropriation of \$242,060,000 to CPB, with additional \$56,810,000 for satellite.

## Syndex

FCC now has before it stack of petitions to reconsider, in whole or in part, new syndicated exclusivity rules it adopted at May 18 meeting. Rules empower broadcasters to enforce exclusivity of programs against cable systems that import duplicative 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, WPIX-TV New York and KTVU-TV Dallas, and Century Communications have already notified U.S. Court of Appeals of their intention to challenge rules in court.

## 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.

# *Enstar Communications Corporation*

*has been acquired  
by*

## *Falcon Cablevision*

*a California Limited Partnership*

---

*The undersigned acted as financial advisor to  
Enstar Communications Corporation in this transaction.*

***MORGAN STANLEY & CO.***  
*Incorporated*

*September 29, 1988*

# ***Emmis Broadcasting Corporation***

*has acquired radio stations*

**WYNY-FM**  
*(New York, NY)*

**WNBC-AM**  
*(New York, NY)*

**WJIB-FM**  
*(Boston, MA)*

**WKQX-FM**  
*(Chicago, IL)*

**KYUU-FM**  
*(San Francisco, CA)*

*from*

## ***National Broadcasting Company, Inc.***

---

*The undersigned acted as financial advisor to  
Emmis Broadcasting Corporation in this transaction.*

**MORGAN STANLEY & CO.**  
*Incorporated*

*October 1988*

# ***Emmis Broadcasting Corporation***

*has sold the license to broadcast at 103.5 mHz  
and certain assets of radio station*

**WYNY-FM**

*(Lake Success, NY)*

*to*

***Westwood One, Inc.***

---

*The undersigned acted as financial advisor to  
Emmis Broadcasting Corporation in this transaction.*

**MORGAN STANLEY & CO.**

*Incorporated*

*September 1988*

# ***Emmis Broadcasting Corporation***

*has sold certain assets of radio station WNBC-AM  
and certain assets of radio station WFAN-AM  
including the license to broadcast at*

**1050 kHz**

*(New York, NY)*

*to an affiliate of*

***Spanish Broadcasting System, Inc.***

---

*The undersigned acted as financial advisor to  
Emmis Broadcasting Corporation in this transaction.*

**MORGAN STANLEY & CO.**

*Incorporated*

*October 1988*

■ indicates new listing

## This week

**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.

**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**—"How to Make a Deal," seminar sponsored by *Academy of Television Arts and Sciences*. Directors Guild Theater, Los Angeles. Information: (818) 953-7575.

**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.

## Also in November

**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**—*Cable Television Administration and Marketing Society* general management achievement series seminar, co-sponsored by *Arizona Cable Television Association*. Ramada hotel, Tempe, Ariz. Information: (602) 967-6600.

**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*. Keynote speaker: Al Swift (D-Wash.). 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. 29**—*New York Women in Cable* meeting. Speaker: Marshall Cohen of MTVon "Consumers' Viewing Habits." Information: Beth Araton, (212) 661-6040.

■ **Nov. 30**—"The Greenhouse Effect and Our Changing Climate," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

**Nov. 30-Dec. 1**—"Telecommunications: Meeting Tomorrow's Challenges," meeting sponsored by *Telecommunications 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. 1**—"Weather Forecasting: Is It Improving?" con-



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**OTARI**

ference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

■ **Dec. 2**—"Agriculture 1989: Weather, Climate and Economic Prospects," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

**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. 13-14**—World telecommunications conference, sponsored by *Financial Times*. London. Information: (01) 925-2323.

■ **Dec. 15**—*International Radio and Television Society* Christmas benefit, featuring Frankie Valli and the Four Seasons. 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. 13-19**—*National Association of Broadcasters* winter board meeting. Scottsdale Princess, Scottsdale, Ariz.

■ **Jan. 15**—10th annual televised ACE Awards (Awards for Cable Excellence), sponsored by *National Academy of Cable Programming*. Wilmette Theater, Los Angeles.

**Jan. 24-27**—*NATPE International* 26th annual convention. Keynote address: Michael Eisner, chairman-CEO, The Disney Co. 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

# Major Meetings

**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. 13-19, 1989**—*National Association of Broadcasters* winter board meeting. Scottsdale Princess, Scottsdale, Ariz.

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

**Jan. 28-Feb. 1, 1989**—*National Religious Broadcasters* 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 Broadcast-*

*ers*. 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 20-23**—*National Association of Broadcasters* summer board meeting. Washington.

**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.

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West  
Chuck Martin  
☎ 818-880-4165

South Central  
Phillip Smith  
☎ 214-250-4429

Midwest  
Bill Boyd  
☎ 612-894-2121

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 20-23**—*National Association of Broadcasters* summer board meeting, Washington.

**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 Directors* 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.

# Open Mike

## AM answer

EDITOR: It's a pleasure to read positive statements about AM from a person who owns or manages both an AM and FM (Rick Charles' Oct. 17 "Open Mike").

The biggest problem with AM's today is they are owned or managed by someone who also has the "newer" FM. The AM-FM combo prevails in the large market, and the managers are ignoring the AM side of their house. Of course, there are exceptions; but when was the last time you heard of a 30- to 40-year-old AM being renovated? These managers are the same ones that shake their heads and say "AM is failing." Not true. Broadcast managers and owners are the ones

that are failing by ignoring the AM that first made them famous.

It's about time the FCC makes AM improvement a condition of license renewal (e.g. NRSC, stereo, maximum authorized power for day and night and minimum of 18 hours of operation for "full" timers).

From where I sit, AM is flourishing in small and medium markets because very few duopoly situations occur or can be afforded. Show me an AM that is giving full service news, weather, community information, advertisement, entertainment and "live" personalities, and I'll show you a "winner" AM—just like KAZM—Joe Tabback, president-general manager, KAZM(AM) Sedona, Ariz.

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## THE NEW POZNER

Vladimir Pozner, the charming Soviet disinformant who speaks perfect American, re-surfaced on the Donahue show on October 19. There have been big changes in the Soviet Union since Pozner was the toast of our TV talk shows in the spring of 1986, when he appeared on such shows as Donahue, Nightline and Crossfire. The Soviet press is now admitting what Pozner used to tour our TV studios and college campuses to deny. We said then that he should not be introduced as a Soviet journalist, but as a paid liar. That didn't sit well with ABC News president Roone Arledge.

On Viewpoint on May 26, 1986, Arledge said having Soviet spokesmen such as Pozner on ABC News programs "adds a dimension, adds their point of view, whether we agree with it or not....I think it is an educational process and a good one. I think on the occasions that they say things that others take issue with, it's immediately pointed out." He was confident that Nightline host Ted Koppel would not let Pozner get away with "unfounded statements."

If Roone Arledge saw Pozner's latest

appearance on the Donahue show, he might have concluded that the smooth-talking Russian had been conning him all along. Comparing what Pozner was telling us 30 months ago with what he is now saying demonstrates that the man is a very accomplished and all-too-convincing liar. His good friend, Phil Donahue, was much too polite to call attention to the dramatic changes in Pozner's line. That would have been embarrassing for both of them. It would have undermined Pozner's credibility and exposed Donahue's gullibility.

Pozner's message used to be that the Soviet system had its flaws, just as ours has, but that it has a lot of advantages that ours lacks. He derided suggestions that the Soviet people were not happy with what they had. He claimed they had no drug problem, no poverty, no homelessness and that people were free from worry because they had free medical care, free college education, low-cost housing and guaranteed pensions. Rarely did an interviewer challenge that rosy view of Soviet life, but in the past year the Soviet press has demolished it with incredibly candid admissions of the failures of the Soviet system.

The myths of absence of poverty, homelessness, and drug problems have been exploded. None of this was mentioned on

Donahue, but one caller told Pozner he had read that the Soviet Union had free public transportation, medical care and education and no income tax. The caller said he would gladly trade in his microwave for that. He asked if it was true.

Pozner replied, "No, it's not true....We do have income tax. It's a maximum of 13 percent. We have free medical care, but we are not happy with it. In fact, the quality is so bad that sometimes we say we should be paid to see the doctor. It is true that transportation is very cheap and that generally what we call the basic necessities of life are very cheap, but on the other hand, we have a lot of shortages. We don't have enough food, various kinds of food. We don't have a choice of consumer goods, the kind we'd like to have." He advised against making any rash decisions based on the kinds of lies he used to spread.

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A commentary on HDTV and DBS from Michael Hirrel, Davis, Graham & Stubbs, Washington

## Making HDTV viable via direct broadcast satellite

The week of Sept. 6-9 was called "HDTV Week" by the trade press, and for good reason. In those four days, four major events were held concerning that emerging technology. The House Telecommunications Subcommittee held both a day of hearings and a two-day demonstration of HDTV technology. The Association of Maximum Service Telecasters conducted a seminar on "HDTV: Narrowing the Choices." Finally, my law firm, Davis, Graham & Stubbs, conducted a seminar on "HDTV and the Business of Television in the 1990's."

A lot of fog was generated during HDTV Week. That's appropriate because all four events were held in Washington. At the same time, however, HDTV Week produced much new and valuable information. It highlighted our gradually increasing understanding of what HDTV means. For the communications industry, I think we learned that HDTV means that major changes are in store.

What will HDTV's impact be? First, it will profoundly alter the way consumers watch television. The man most often credited with the development of HDTV, Dr. Masao Sugimoto of NHK, noted during HDTV Week that large, flat-screen display systems are now under development in Japan. He expects them to be produced within five years. When those display systems are commercially available, their combination with HDTV will forever change the look of television. Football, for example, will seem as if the viewer were truly standing on the line of scrimmage.

At the same time these changes in image quality are taking place, equally dramatic changes will occur in transmission technology. HDTV itself will drive most of these changes. Within the limitations of the present broadcast spectrum, and assuming that the FCC remains unwilling to allow abandonment of service to NTSC receivers, terrestrial broadcast stations probably will not be able to provide full-scale HDTV. Limitations on the number of channels that can be carried over coaxial cables will also severely handicap cable television systems seeking to provide HDTV on their existing systems.

True HDTV can be provided, however, by direct broadcast satellites. The FCC's spectrum allocation to DBS can accommodate almost 100 true HDTV channels, and those channels can now be picked up on flat, indoor antennas as small as 10 inches square. HDTV will offer DBS something it has thus far critically lacked—product differentiation. For a time, DBS will be the only service to offer HDTV on a nationwide basis. That should be enough of an advantage finally to propel DBS into commercial



Michael J. Hirrel is of counsel to the Washington-based law firm of Davis, Graham & Stubbs. He has practiced communications law for 11 years and before that served four years as a law clerk in the FCC's Office of General Counsel.

reality.

A successful DBS industry is not the only change HDTV will bring about. Although cable systems can now accommodate only a few HDTV signals, fiber optic cable has the potential to carry vast numbers of such signals. Cable television companies will almost certainly rewire their systems with fiber to compete, first with DBS—then with the telephone companies.

Telephone companies are already wiring, on an experimental basis, entire exchange areas with fiber optic cable. A switch to all fiber optic plant by the telephone companies will occur for reasons unrelated to HDTV. Without HDTV, however, this fiber plant will give the telephone companies vast unused capacity to the home. Telephone companies, operated as they are by people who took a lot of physics courses, abhor a vacuum. They will certainly seek to use their capacity to carry HDTV programs. In what form? In the end, the engineering cultures of the telephone companies will provide poor media for successful programming ventures. They will be most successful if they adhere to their traditional roles providing facilities through which others communicate.

In that role, telephone companies will effect their most profound change. Many of them are already offering sophisticated switching services, called ISDN (integrated services digital networks), for data transmission. ISDN's make data "gateways" possible through which data services from different sources are aggregated and made available to consumers in accessible formats. ISDN switching technology can readily be developed for use with HDTV. That is already occurring. During HDTV Week,

Belcore, a telephone research consortium, demonstrated a four-channel HDTV switch in actual use.

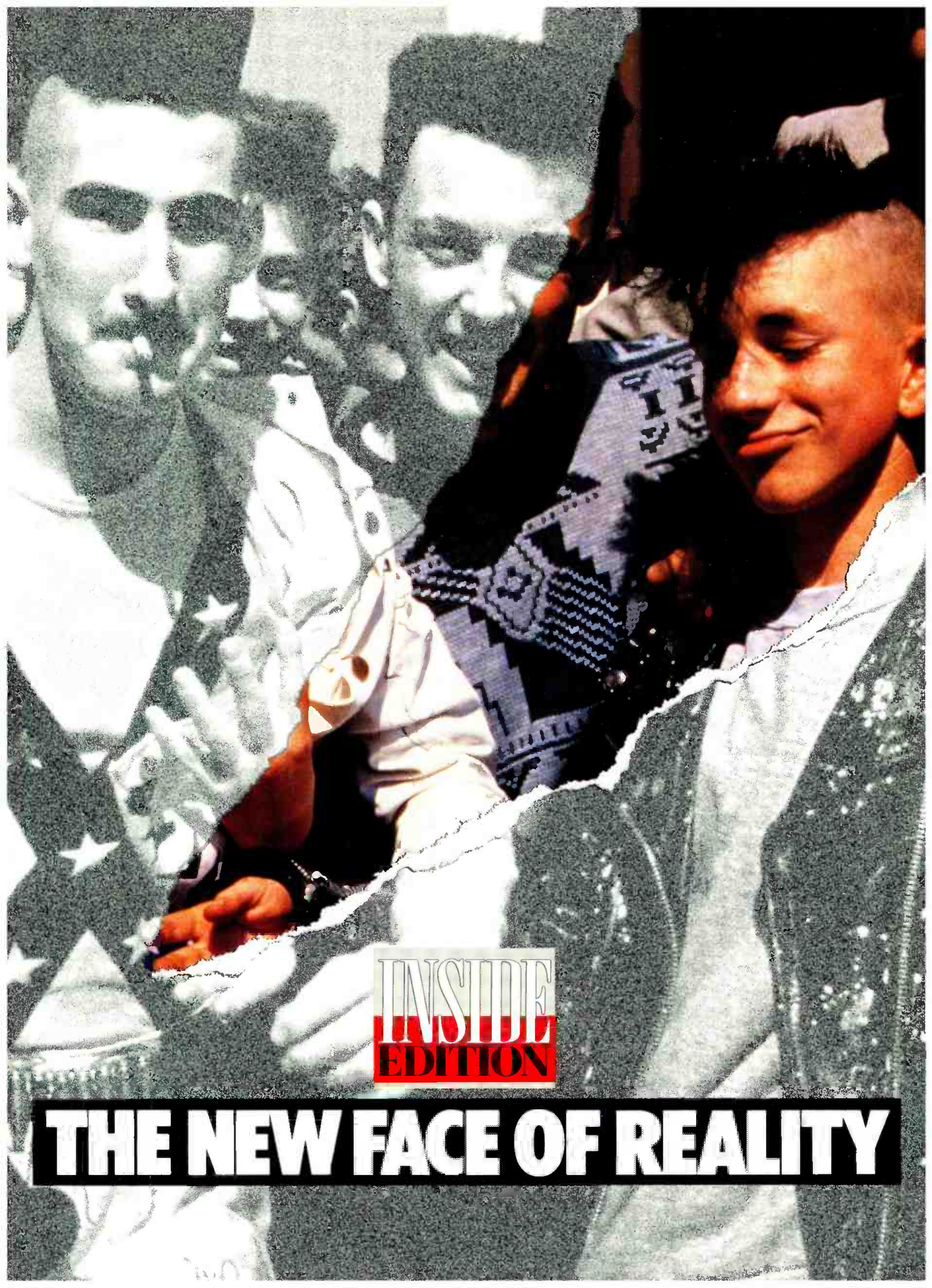
When high-capacity HDTV switches are combined with fiber to the home, video "gateways" will inevitably emerge. Such gateways will contain huge libraries of video programs, from cinematic releases to educational tutorials to syndicated television shows. Gateways can also offer live programs such as sports events and may store that day's original network programs for time-shifted viewing.

What should the existing media do in response to these possibilities? Like the guy with a headache, American industries faced with change almost instinctively reach for the aspirin of political inhibition. But history shows that political restrictions are rarely effective. Instead, existing media should anticipate change and prepare to adapt to it. Cable companies should not only rebuild their systems with fiber, they should reconfigure those systems from trunk-and-branch to starburst configurations. That will facilitate provision by the cable companies of their own switched video services.

Broadcast networks, to avoid extinction, must ultimately look to direct satellite transmission. Satellite transmission to the home will not only allow the networks to transmit in full HDTV—as they cannot with terrestrial networks—but will give them ubiquitous coverage and uninterrupted schedules. Networks must also offer a whole year of new and attractive programming. Programming reruns on real time will not be an attractive alternative to true on-demand video.

Broadcast stations will face the most difficult transition. They can respond with a variety of techniques. They can improve their over-the-air signals to the best resolution the limitations of the spectrum allow, and they can transmit in true HDTV over cable or through the video gateways. Such dual transmissions will permit stations to have their cake and eat it too. They will be the only medium that can easily reach portable receivers. In programming, broadcast stations may turn back to the 1950's by emphasizing local programming. They will remain the most efficient distribution medium for such programming. Stations should also consider using their programming and news gathering expertise to operate their own video gateways or program services over the fiber optic cable systems.

Flexibility is the key. At the last turn of the century there were numerous makers of horse drawn coaches and wagons. Of those, only Studebaker and Packard began to make automobiles. Their companies did not last forever, but they remained successful long after their fellow coach and wagon makers had disappeared. A similar readiness to adapt at this turn of the century will yield similar results. ■



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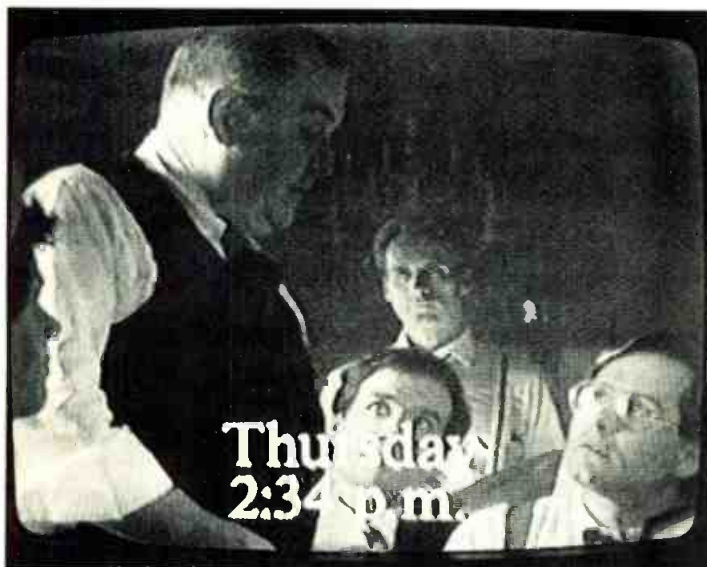
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# Broadcasting Oct 31

Vol. 115 No. 18

TOP OF THE WEEK



Dukakis ad on Bush handlers



Bush ad on furlough program

## Accentuate the negative, eliminate the positive

**Both Bush and Dukakis camps turn to glitzier, faster-paced spots; some trying to look like news material as candidates come down to wire**

The principal political story as the presidential campaign enters its final week is that Vice President George Bush is leading Governor Michael Dukakis in the polls in a campaign widely regarded as negative and nasty. Running that one a close second—in fact, enmeshed in it—is the impact political advertising and the candidates' handlers are having on the campaign. There is even the observation of some in the business of monitoring the media's relationship to politics that as the commercials begin to resemble news clips, the news clips begin to resemble commercials. All of which seems to suggest that the television journalists and the political admen and handlers are struggling for the mind if not the soul of the television viewer.

Marvin Kalb, former correspondent for CBS News and then NBC News and now head of the Center on the Press, Politics and Public Policy at Harvard's John F. Kennedy School of Government, seemed to be speaking for many critics of television coverage of the campaign in an appearance on CBS's *This Morning* last week. The network news programs, "particularly in the evening," had been "the victim of masterful media manipulation." Kalb also said the networks still offer the classic "he came, he said, he went" coverage. And the average length of the now-famous sound bite, he said, had shrunk

from 14.4 seconds in 1984 to nine seconds in the current campaign.

To the extent that the Kalb critique is accurate, there is little debate on which campaign is better at manipulation. "The Bush people did a Class A TV spectacular," said Robert Squier, a political consultant who calls himself "a late-inning reliever" in his current role as adviser to the Dukakis campaign. "The television networks and stations have covered the spectacular, in terms of location and how they produce it and how they keep the candidate away from the reporters. Just sound bites," said Squier. "It's been the opposite with Dukakis. The locations are not as attractive. The sound bites are not as well honed, and the candidate talks to reporters, so he walks over his message for the day."

Robert Lichter of the Center for Media and Public Affairs agreed. He said the Bush campaign "had a much better idea of how to integrate paid and free media." They tied Dukakis to "unpopular symbols of liberalism" by the repetition of simple messages by the candidate and his staff—"and in paid ads," Lichter said. The best way to get the message across, he added, "is to keep it simple and repeat it." Lichter said Bush would attack Dukakis for being "soft on crime," for instance, then his campaign would run ads "hitting hard on the issue, and personalizing it." Or the message would be Dukakis is "soft on defense"—and ads would run showing "a silly Dukakis in a tank."

That, in turn, influences the coverage.

Brian Healy, senior political producer for CBS News, last week noted that in the 1972 presidential campaign, the networks would do one or two pieces on political advertising. But because of the manner in which advertising is being used by the campaigns in 1988, he said, those ads are given double exposure. "We integrate stories on ads into our coverage of the campaign," Healy said. "We don't give free time. We put the ads in the context of the story. If Bush wants to talk about the economy, ads supporting that premise become part of the story." Or if he wants to talk about Dukakis being soft on crime, a revolving-door furlough ad is inevitable. Dukakis himself has been the cause of network news shows replaying a Bush commercial. "Dukakis says a Bush commercial is unfair," said Lichter, "and the networks replay the commercial, giving it more credibility," and at no extra cost to the Bush campaign.

The result has been a heavy barrage of negative stories on the ABC, CBS and NBC evening news programs. Both candidates suffered, but Bush not as much as Dukakis. Studies by the Center for Media and Public Affairs indicate that only 32% of the stories dealing with Bush had a positive cast—but that the percentage of such stories on Dukakis was even lower, 29%. That means that 68% of the Bush pieces and 71% of the Dukakis stories were generally negative. Equally revealing are the figures for the stories broadcast between the end of the conventions and Labor Day—44% of the Bush pieces were positive, while only 26%

## Television gets set for election night

Even with ABC, CBS and NBC agreeing not to project winners in a state before the polls are closed, the Nov. 8 presidential election may find the next occupant of the White House declared before polls on the West Coast have closed. Lane Vernardos, executive producer of CBS's election coverage, said that given what is currently a wide lead—on the basis of probable electoral votes—for the Republican party's candidate, Vice President George Bush, the networks may be announcing the next president as early as 8 p.m. EST.

The election-night coverage of all three broadcast TV networks will be anchored from New York beginning at 7 p.m., with Peter Jennings and David Brinkley co-anchoring for ABC; Dan Rather anchoring for CBS, and Tom Brokaw anchoring for NBC and "joined" by John Chancellor. While NBC's specific assignments have not yet been announced, it is expected that all three networks will have reporters at the campaign headquarters of both presidential candidates.

Cable News Network will culminate 22 months of presidential campaign coverage with 12 hours of live, continuous coverage beginning at 5 p.m. NYT. Anchor duties will be divided among three teams at CNN's national election desk—Mary Anne Loughlin and Lou Walters, from 5 to 8 p.m.; Mary Alice Williams and Bernard Shaw, from 8 p.m. to 2 a.m., and Patrick Emory and Donna Kelley, from 2 a.m. to 5 a.m. NYT.

C-SPAN will begin 15-hour overview of presidential and congressional results as polls close at 6:30 p.m. NYT, with live call-in show featuring Republican and Democratic consultants. C-SPAN's coverage will be available to some 14 million households in Europe through special live telecast by Britain's Sky Channel.

of those on Dukakis pieces were counted in that category. "And that was the period," said Lichter, "when Bush forged ahead in the polls." By way of contrast, both Bush and Dukakis, particularly Dukakis, were treated far more kindly on the network news shows during the primaries.

The effectiveness of the negative ads for which the Bush campaign has become known apparently came as no surprise to the campaign managers. The *Washington Post* last week reported that, like any ad group planning a campaign, the officials, including Lee Atwater, campaign manager, and Roger Ailes, the media consultant, tested on focus groups the negative themes that were to become staples of the campaign, and found them to have considerable appeal.

However, one of the subthemes of the campaign coverage is that voters are turned off by the campaign and the candidates and that the lowest voter turnout in 40 years is expected. Another subtheme is the uneasiness some in television news feel about the coverage.—CBS News's new president, David Burke, for instance. A couple of weeks ago, Burke raised some eyebrows when, in his first question-and-answer session with reporters, he called the presidential debates "a contrivance" and said he was uncomfortable with television coverage of the 1988 campaign. But he suggested that the public was at least partly to blame, in giving off signals that it was not interested in tough, thorough coverage of the issues (BROADCASTING, OCT. 24).

The journalists in the trenches are not happy with the coverage, either. But they blame the candidates for the general feeling of unease surrounding it. They talk of candidates who refuse to respond to reporters' questions lest the answers dilute the single message of the day the campaigns are determined to promote—a tactic initiated by Bush but copied by Dukakis when he saw it worked and was cost-free—and of media

events designed to show the candidate to best advantage.

But the journalists admit to a kind of helplessness. "It's their campaign," said CBS's Healy. "We can't be arrogant. We report what they say and do, and put it in context." ABC News's Sam Donaldson, who rides the bus and airplane following Dukakis, said: "The news media do not drive the campaign coverage; we're not supposed to." The candidates, especially Bush, are not discussing the issues, he said. "We're not talking about health insurance; we're talking about Dukakis saying he's not soft on crime."

ABC News's senior political director, Hal Bruno, appears similarly frustrated. "When they do and say trivial things, what you get is trivial stuff," he said. "And when we try to ask questions, what you get is trivial stuff." But he had a radical suggestion for dealing with what Kalb and other critics regard as the master manipulators. "We could ignore their stunts," he said. "That would force them to deal in substance."

Interestingly, the campaigns toss the blame back to the networks. They note that the network evening news shows contain only 22 minutes for news and that, as a result, stories are necessarily brief. That, in turn, is said to oblige candidates to reduce their messages to what will play on the

evening shows as compelling sound bites. But as Eric Engberg, a CBS News correspondent, said on *This Morning's* piece on the campaign, candidates ignore the opportunities they have to appear on a variety of long-form programs on commercial and public television. As he also noted, they each have about \$45 million in tax money with which to campaign—and which they could dip into for half hours of time for speeches. Both Bush and Dukakis are, in fact, buying half hours on each of the three networks for last-minute appeals on election eve.

Of course, Dukakis has broken the mold described by Engberg. He became a familiar figure on network television in the past week—appearing on CNN's *Larry King Live* on Monday, on ABC News's *Nightline* for a 90-minute interview with Ted Koppel on Tuesday, and on CBS's *Evening News* for a 15-minute interview with Dan Rather on Thursday. He was to be interviewed on tape by NBC News's Tom Brokaw on Friday (Oct. 28) for a piece to air this week. But the rush to sit in front of cameras for one-on-one interviews was clearly an effort to revive a campaign that seemed to be fading. As he said on *Nightline*, the long-form interview gives him a better chance than does a story running "30 or 45 seconds on the evening news" to convey "a real sense of who the real Mike Dukakis is." But Dukakis had turned down requests for television interviews since the spring, when he was campaigning for the primary in California.

Bush, presumably shaken by the increasingly frequent sight of Dukakis being interviewed at length on television, has loosened up a bit himself. He was scheduled to appear in a taped interview with Gene Randall on CNN's *Newsmaker Sunday* yesterday (Oct. 30). And both he and Dukakis agreed to be interviewed by Charles Gibson for the taped pieces on campaign issues that Gibson is doing this week on *Good Morning, America* as he travels cross country, west to east.

So it seems the networks do have some leverage in persuading the candidates to play by their rules. There are even signs that the networks are resisting the effort to be absorbed into the candidates' campaigns. Garrick Utley, in anchoring a piece on campaign coverage on NBC News's *Sunday Today*, said that producers of networks newscasts are trying to balance reports of the candidates' day on the road with background reports. He said there was one minute of coverage of other issues for every two minutes of candidate coverage.

And the network newscasts on occasion attempt to look behind the claims. NBC News's Lisa Myers, in reporting on *Nightly News* on Bush's claim last week that Americans are better off now than they were eight years ago, at least in part because the Reagan administration cut personal income taxes by an average of 27%, offered a footnote: "Most families now pay a larger, not a smaller, share of their income in overall federal taxes—income taxes plus Social Security taxes—than they did eight years ago."



Dukakis on ABC's 'Nightline' last week

That piece appeared the night after Richard Threlkeld, on ABC's *World News Tonight*, rebutted the Bush ad claiming Dukakis "has opposed virtually every defense system we developed." Not true, said Threlkeld. "He supports a range of new weapons including the Trident II missile."

That particular Bush ad is one of the more famous in the campaign. It uses footage that seems to have been aired almost as many times as some *I Love Lucy* episodes. It originated as a photo op. Dukakis in crash helmet and jumpsuit in a tank, intended by Dukakis's handlers to demonstrate their man is not soft on defense. It quickly became an object of ridicule, played that way on the evening news, and then was incorporated in the Bush ad. Nor was that the end of the footage's use. The Dukakis campaign used it as a point of departure for an ad to bolster Dukakis's claim that he is for a strong defense. Roger Ailes, Bush's media czar, is reported to be planning yet another ad using the footage, but it is not clear he is not kidding.

One Dukakis ad attempt at negativism tries something new, focusing on the Bush handlers. In a commercial called "Funny," actors appearing to be Bush advertising people are brainstorming a new spot promoting Bush as "a strong, experienced leader," as members of the group caustically note what are intended to reflect conflicts with that notion: "He was head of the task force on drugs," says one. "And drug traffic goes up 400%," says another. "Very amusing," says a third, obviously troubled. "They're trying to sell you a package," says a voiceover at the close. "Wouldn't you rather choose a President?" It was not clear the message of cynicism came through; the message was criticized by some as leaving viewers confused as to which camp was running the spot.

If efforts were being made to produce ads that looked like news clips, some observers watching the news see a resemblance to commercials, or at least MTV. "The pieces are glitzier, pithier," said the Center for Media and Public Affairs' Lichter. "You see more stories with the theme developed by fast cutting from one spokesman to another—bang! bang! bang!—not one spokesman explaining things. You skip from one expert to another in rapid-fire fashion and get more of an overall impression of the impression the story wants to make."

That impression is not universally shared, however. Although some responsible for producing news shows acknowledge that producers of news stories and ads both attempt to create a mood, CNN's vice president and senior executive producer, Bob Funnad, said there has been "no conscious effort to emulate advertising." Robert Murphy, ABC News vice president for television news coverage, adds: "I'd find that insulting to think that our stories resembled MTV."

While television news—and the press generally—is devoting considerable resources to analyzing the campaign in terms of the handlers and the ads, negative and otherwise, one veteran observer of the relationship between the press and politics thinks that, by concentrating on such "atmo-

spherics," reporters have missed the real story. And the story is? Michael Robinson, associate professor of government at Georgetown University, says the story is that the election is "typical of 200 years of American party politics. An incumbent party nominates a prominent member and wins, if there is peace and prosperity."

A separate and reinforcing theory of Rob-

inson's is that third parties had something to do with the public perceptions of the two candidates. "When President Reagan left the stage, Bush looked good. And Dukakis was looking good until Jesse Jackson, whom he had been beating in the primaries, left the stage."

Robinson thinks the election campaign ended, as a practical matter, on Sept. 5. □

## FCC wants Congress to dump compulsory licenses

**Commissioners are divided over just how much of rule they want dropped, saying it has given cable industry 'free ride at broadcasters' expense'**

The FCC will urge Congress to abolish, in whole or in part, the 12-year-old compulsory copyright license, which, it believes, has harmed broadcasters and cable programmers by allowing cable systems to carry "underpriced" broadcast signals.

The vote calling for repeal of the license at last Thursday's open meeting (Oct. 27) was as confusing as any recorded during Dennis Patrick's year-and-a-half as chair-

**"...the cable industry is enjoying a free ride at broadcasters' expense, and this cannot continue indefinitely."**

**—James Quello**

man. Patrick voted to recommend repeal of the license for carriage of local and distant broadcast signals; Commissioner James Quello voted for repeal of it for distant signals only, and Commissioner Patricia Diaz Dennis said she favored repeal for distant and local signals, but would withhold her vote until the recommendation to be forwarded to Congress was rewritten to her liking.

Caught unaware by Dennis's no-vote, FCC officials scrambled following the meeting to figure out just what the agency had done. The consensus: it voted to recommend repeal of the license for distant signals and, if Dennis comes through, for local signals as well.

Regardless, Patrick urged Congress to pay heed to the FCC's advice. If Congress is, as it seems to be, concerned about cable's growing competitive edge in the television marketplace, he said, it should "at a minimum...eliminate this undue and unwarranted subsidy for the cable industry."

With the license and without must carry, Quello said, "the cable industry is enjoying a free ride at broadcasters' expense, and this cannot continue indefinitely."

The FCC had no information on what impact elimination of the license would have on cable subscribers. At a press briefing following the vote, neither John Haring nor Jonathan Levy, the principal authors of the recommendation, could tell reporters what effect repeal would have on cable fees or on the number of broadcast signals available to subscribers.

"Whatever the original purpose of the license, I think it is no longer justified," said Patrick, contending that the costs of cable operators' dealing directly with copyright holders for retransmission rights—the "transaction costs"—make the compulsory license no longer "viable." That cable operators today deal with numerous "full copyright cable networks certainly attests to that fact," he added.

In most cases, Patrick said, the compulsory license acts as a "programming subsidy" for cable operators. It allows cable systems to pay less than the "market-clearing price" for distant signals and nothing at all for local ones. As a result, cable systems end up with "an unfair advantage" in their competition with broadcasters.

If the license were eliminated, Patrick said, broadcasters for the first time could sell their signals to cable operators and enjoy dual revenue streams like cable operators and programmers. The programming a broadcaster packages is "a valuable piece of property," he said. "Cable operators that want to carry that signal should have to pay for it."

Broadcasters would not have to sell their signals, he said. They could negotiate for other "valuable" considerations such as channel position, he said.

Although the license subsidizes distant signal carriage in most cases, Patrick said, it sets too high a price for distant signals in some, discouraging cable systems from carrying signals that they might otherwise if they were allowed to negotiate a price. "It has that perverse impact as well," he said.

By discounting broadcast signals, Patrick said, the license also harms cable programming networks, making it more difficult for them to compete with broadcast signals for carriage of channel-limited cable systems.

Explaining his halfway vote, Quello said he feared elimination of the license for local

signals would "conflict with the possibility—and I think the probability—that must carry will be reinstated by Congress in 1989." A must-carry law would require cable systems to carry local broadcast signals.

If Congress fails to reinstate must carry, he said, he would favor doing away with the local signal license.

Quello also suggested that the compulsory license should be retained, in part, to allow cable systems in small markets underserved by broadcast stations to import some distant signals. Asked whether that suggestion would be incorporated into the final recommendation to Congress, Levy said, "I can't rule it out."

Patrick acknowledged that "you would want something akin" to a compulsory license if there were must carry. But there is no must carry, he said, "and to leave the compulsory license in place when you have no must carry is absolutely the worst of all possible worlds for broadcasters. What it means is that cable does not have to carry any [local] signal, but it can carry whatever signal it wants for free without permission."

Dennis's decision to withhold her vote stemmed not so much from the conclusions of the recommendation written by the FCC staff as by its style. According to Dennis aide Noel Gunther, Dennis objected to the "tone" of the report, which she felt was unduly critical of Congress. Quello also said he wanted to "disassociate" himself from "criticisms lodged against Congress."

The FCC acknowledged that broadcasters could not reap immediately or automatically

the benefits of eliminating the compulsory license. Since broadcasters hold copyrights only to the small percentage of programming they produce, they will have to secure the cable retransmission rights from the suppliers of the bulk of their programming before they can pass on those rights (for some consideration) to cable systems.

Levy said he did not know how much, if anything, the program suppliers would demand from broadcasters for retransmission rights. Under the compulsory license scheme, cable operators paid an estimated 150 million in royalties in 1987, and most of that will go to program suppliers.

Broadcasters praised the FCC action. Jeff Baumann, executive vice president, general counsel, National Association of Broadcasters, said the association is "pleased" the FCC recognized the nexus between the license and must carry. "We are confident that when the Congress reviews the FCC's final report it will evaluate the compulsory license together with the need for local carriage rules."

Preston Padden, president of the Association of Independent Television Stations, supported Quello, saying INTV favors retention of the license "to permit cable operators to carry an extended zone of local television broadcast stations, conditioned upon compliance with a reasonable must-carry obligation."

In his prepared statement, National Cable Television Association President James Mooney argued against repeal of the license for local signals only. "It is only because of

the existence of the compulsory license for local broadcast stations that cable operators can offer local broadcast programming to their subscribers, even on a voluntary basis," he said. "Elimination of this license for local signals would create a chaotic situation in the delivery of local broadcast television to more than half the homes in this country."

The 101st Congress is unlikely to take up cable copyright on the FCC's prompting alone. However, it may revisit the issue in the context of the broadcasters' anticipated effort to win passage of a must-carry law. In the past, Congress has expressed reluctance to disturb the license without agreement among affected parties, notably the cable, broadcasting and programming industries.

The compulsory license, created by the Copyright Act of 1976, permits cable systems to carry local and distant broadcast signals and cover their copyright liability by paying semiannual royalties through the Copyright Office of the Library of Congress, which acts as a collection and disbursement agent. The royalties were set initially by the act, but are adjusted periodically by the Copyright Royalty Tribunal. The three-person CRT also determines how the collected fees are to be distributed among the copyright holders.

The FCC has no jurisdiction over the license or its implementation. It was created by Congress and can only be modified or eliminated by Congress. But since it has facilitated the importation of distant signals by cable systems, it has had a profound impact on cable and broadcasting policy. □

## FCC eases duopoly rule, defers acting on one-to-a-market

The FCC decided last week to relax its duopoly rule, which will permit broadcasters to own more closely spaced AM and FM stations, but, failing to reach a consensus, it deferred action on a related proposal to relax its one-to-a-market rules to allow AM-TV combinations in a market.

At last Thursday's open meeting, the three commissioners voted unanimously to relax the duopoly rule, citing potential economies of scale and little chance of harm to diversity.

But Mass Media Bureau Chief Alex Felker did not even present a recommendation to relax the one-to-a-market rule for a vote, saying a consensus among the commissioners had yet to be reached. He expressed optimism, however, that action would be taken at a later meeting.

FCC Chairman Dennis Patrick favors allowing AM-TV combinations at least in some large markets—the top 15 to top 50, for instance—and some kind of explicit waiver policy under which the FCC could consider AM-TV combinations in mid-sized and small markets. But Patrick lacks a second vote. FCC Commissioner James Quello will go so far as to allow AM-TV combinations, but only under a waiver policy that allows case-by-case review. "We have the same goal," said Quello the day after the meeting. "We just have different ways of getting there."

Despite the differences, Quello shared Felker's optimism. "We could get to an agreement soon—the next meeting or the meeting after." The next meeting is scheduled for Nov. 17.

Patrick will get little help from Commissioner Patricia Diaz Dennis. She was taking a hard line on any relaxation of the rule, believing it would do harm to the principle of diversity of ownership and voices. She has been a strong advocate of diversity. When Patrick gave a speech at the meeting on behalf of relaxing one-to-a-market, Dennis said: "I didn't think we were going to get into it today."

Patrick was not commenting on Dennis's recalcitrance last week. But Quello suggested that it was ideological. It is a "liberal Democratic stance" to insist on rules that promote diversity where there is already plenty of diversity, he said.

Relaxation of the duopoly rule will not have the impact that relaxation of the one-to-a-market rule would have. Under the new duopoly guidelines, a broadcaster will be able to own two or more AM's or two or more FM's not in the same market, but in closer proximity than before.

The duopoly rule prohibits overlaps of contours of commonly owned AM and FM stations. What the FCC did was reduce the contours specified in the rule (from 1 millivolt/meter for both to 5 mv/m for AM and 3.16 mv/m for FM) so that stations could be spaced more closely without overlap.

Felker gave some examples of the effect of the change. Two commonly owned Class A FM's that formerly had to be spaced 30 miles apart could now be located 17 miles apart, and the space between two commonly owned Class C stations could be reduced from 110 miles to 84. The space between two commonly owned 5 kw AM stations in the middle of the band with average ground conductivity could be cut in half, from 120 miles to 60.

The change will have little impact on diversity and provide for "substantial economies," Patrick said. Dennis and Quello agreed.

Most broadcasters contacted last week said the rule change would not have a major impact on their businesses. But Wallace Jorgenson, president of Jefferson-Pilot Communications and chairman of the National Association of Broadcasters, said: "These changes will give broadcasters in many communities the opportunities to apply stronger resources in maintaining local service."

# Uninspired third quarter

## Many broadcast groups report flat or slightly better financial results

Flat revenue was the third-quarter result reported by some television station groups while others showed mid-single-digit revenue increases. Capital Cities/ABC was one of those reporting last week, and it indicated that television network revenue for ABC was up by roughly a mid-single-digit percentage. Most of those commenting on the fourth quarter said they expected a continuation of advertising "softness."

For the Capital Cities/ABC broadcast group as a whole, revenue was up 7% to \$753 million, producing operating income of \$114.3 million, up 24%, or \$22 million. Of the latter number, roughly \$8 million was due to accounting adjustments made by Capcities at the time of its purchase of ABC.

Broadcasting group increases were especially noticeable, said the company, at its radio operations and the cable television operations included in ABC Video Enterprises. The company said it expected "continued softness in national advertising revenue" for the fourth quarter.

At A.H. Belo, third-quarter television revenue was \$36.4 million, unchanged on a comparable basis. The Dallas-based publisher and group owner said revenue improved at its ABC affiliate in Dallas, WFAA-TV, but that "the broadcast group was generally affected by the delayed introduction of fall network programing and a soft spot advertising environment."

Gannett said that on a comparable basis, broadcasting revenue was up 2%. Of that, radio revenue was up 9%, implying that television revenue was flat or down.

Chris-Craft said that television operating income was flat in the third quarter. "However, both national spot and local advertising markets have shown further weakness in the fourth quarter. In addition, the division is incurring substantial cost increases associated with programs which premiered this fall. As a result, we expect a significant decline in fourth-quarter television division operating income."

For LIN Broadcasting's media operations, consisting predominantly of television station operations, net revenue was flat at \$37.3 million while operating income was down 2% to \$16.2 million. The group owner said that "as of this date, broadcast orders for the fourth quarter of 1988 are running behind the prior year."

Media General said its mostly NBC-affiliated group would produce a "strong fourth quarter...as audience gains in Tampa [Florida] and Charleston [South Carolina] are reflected in higher rates and revenue." Third-quarter results were benefitted by political advertising and favorable comparisons for two Florida-based stations compared to the year-ago period, when the state's proposed tax on advertising affected sales.

Multimedia said that on a comparable basis, broadcasting revenue, including both

television and radio stations, increased 6% in the third quarter, to \$33.3 million, while operating cash flow was up 8% to \$13.3 million.

Post-Newsweek station revenue was up 5% in the third quarter.

Pulitzer said a television operating cash flow increase of 5% was offset by a 57% decrease in radio cash flow. Combined cash flow was \$7.3 million on broadcasting revenue of \$24.1 million, up 6%.

Scripps-Howard reported declining operating income on increased revenue. The company said that third-quarter television and radio revenue increased 7%, to \$48.7 million, while the division's operating income fell 5% to \$10.6 million. The company said that "political advertising and the broadcast of the summer Olympics boosted revenue, but these gains were more than offset by otherwise soft local advertising and increased programing costs."

Times Mirror's television operations suffered a 14% revenue drop, to \$20.9 million, and operating profit plummeted 40.1%, to \$7 million. The company said the result "continues to reflect the industry-wide decline in advertising demand and the effects of a depressed Texas economy on our two stations located in that state. In St. Louis, KTVI(TV) has also been adversely affected by an extremely competitive environment for market share."

Third-quarter revenue for Tribune's broadcasting and entertainment group was

\$137.4 million, up 5% from the year before. Within the unit, television revenue at Tribune's six independent stations totaled \$95.4 million, up 5% from the corresponding period in 1987. WGN-TV Chicago and KTLA-TV Los Angeles reported the strongest improvement, the company said. Revenue from Tribune's five radio stations and radio network were up 9% to \$11.8 million for the third quarter, primarily because of the performance of WGN(AM) Chicago. Entertainment revenue was up 6% to \$30.1 million.

Tribune's broadcasting and entertainment operating profits were \$27.3 million for the third quarter, up 15% from third quarter 1988. The company said that higher revenue and lower nonprograming costs contributed to the increase, but the overall improvement was partially reduced by continuing increases in programing costs. Tribune said that programing costs for the quarter increased 13% over the corresponding period last year because of amortization of higher-priced TV programs acquired in previous years, as well as higher programing expenses for its syndication arm, Tribune Entertainment.

Although Park Communications did not break out separate broadcasting revenue or earnings figures, its announcement referred to "softer than expected advertising sales in...broadcasting."

McGraw-Hill also said it experienced "softness" in its television operations for the third quarter. □

## Syndication snowballs toward NATPE

### Companies continue to announce new development projects, with reality programing leading way

New syndication program projects for 1989 were revealed last week, as development for next season gains momentum on the road to the NATPE International convention in Houston in January. The reality format, for strips and weeklies, still dominates program development. But projects in other genres

were represented in the new crop as well, including an original weekly prime time movie package from D.L. Taffner and various weekly half-hour projects.

Among the newly proposed reality projects:

■ *Mother's Day with Joan Lunden*, now on Lifetime, will leave the cable network in January and continue in first-run syndication next fall as a half-hour strip. It is being offered on a cash-plus-barter basis. Lunden's husband, Michael Krauss, will produce and syndicate the program. Lunden has gained approval from ABC to continue as host of *Good Morning America* while taking her cable show into first-run syndication. The show is being targeted to affiliates as a morning, noon or early-fringe vehicle.

■ *Eye on L.A.*, the KABC-TV Los Angeles access magazine strip, is reportedly being considered for national syndication by Lorimar under a different title. Lorimar refused to comment on the report last week.

■ *All in a Day's Work* is a half-hour strip from Harmony Gold, possibly targeted for access, about some unusual and dangerous ways people make their livings. The terms were not available at deadline. Harmony is co-producing the program with Rete Italia, in association with Cummings Entertainment. The host is former NFL quarterback Dan Pastorini.

■ A new weekly medical news program



Joan Lunden on 'Mother's Day'

has been announced from MacNeil-Lehrer Productions and Current Trends Productions. CTP (owned by former CNN President Reese Schonfeld and TV producer Ward Sylvester) is producing *Crime Watch Tonight* for Orion next fall, produces a series of *People Magazine* specials for CBS and contributes episodes to Orbis's documentary series, *Final Report*.

Several companies said last week they were considering bringing other new half-hour reality programs to the market for next season, including CTP, Reeves Entertainment and Republic.

D.L. Taffner said last week it would produce, in a co-venture with London Weekend Television, Radio Television Luxembourg and Comedia Productions of Canada, a series of 10 original films for television (at an average production cost of between \$3 million and \$4 million) under the banner *Mystery Wheel of Adventure*. Six of the two-hour, prime time movies will focus on new adventures of the fictional detective *The Saint*, and three others will be adaptations of mystery novels from author Dick Francis.

The movies will be offered on a barter basis (12 minutes national and 12 minutes local), with stations getting two runs, in the fourth quarter of 1989 and the second quarter of 1990. The barter time will be sold by the joint venture company formed by Group W, MGM and Taffner. The movie package has already been picked up by WWOR-TV Secaucus, N.J. (New York), and the United Television group of independents that includes KCOP-TV Los Angeles, KBHK-TV San Francisco, KMSP-TV Minneapolis, KPTV-TV Portland, Ore., and KUTP-TV Phoenix. Rick Levy, president of sales and marketing at Taffner, said the company also has a handshake agreement with a Chicago station that should be in signed form by this week, giving the package over 22% coverage.

A second new weekly sports magazine show emerged last week, this one from Orbis, entitled, *The Other Side of Victory*, a half-hour weekly sports magazine, to be hosted by professional tennis player Arthur Ashe, focusing on the careers of black athletes. The program will be bartered. Two weeks ago Select Media announced *Insport* with Ahmad Rashad and Robin Swaboda as a weekend access show for next fall.

In the half-hour weekly category, Palladium Entertainment is considering returning TV viewers to those thrilling days of yesteryear with a remake of *The Lone Ranger*. The company has already agreed to produce, in a venture with MCA, a new first-run *Lassie*, with MCA TV distributing for next fall. Palladium is also distributing for syndication next fall new versions of two game shows, both from Bob Stewart Productions—*Jackpot*, which ran on NBC in the mid-1970's, and *I.Q.*, which ran on NBC in the late 1960's as *I Guess*. A version of *Jackpot* produced in Canada has been running on USA Network since 1986 and is the highest rated show in the network's 12:30 p.m. to 5 p.m. game block, said Palladium's Bob Firestone.

In other development news, King World announced it has signed David Frost to host its new tabloid show for January 1989, *In-*



Arthur Ashe hosts  
'Other Side of Victory'



'Lone Ranger' rides again?

side Edition. The company also said it has cleared the program in nearly 30% of the country, including five of the top 10 markets (see story, page 42). And Paramount

executives denied a rumor widely circulating last week that it had moved the start date of its *Tabloid* project to March 1989 from fall 1989. □

## Rivera's latest raises a ruckus

**'Devil Worship' drives away advertisers; viewers protest preemptions in some markets**

Geraldo Rivera proved last week that big ratings don't always translate to big advertiser demand. In fact, just the opposite proved true with his special that ran on NBC last Tuesday, *Devil Worship: Exposing Satan's Underground*. The live, two-hour special won its time period (8-10 p.m.) with a national average 21.9 rating/33 share.

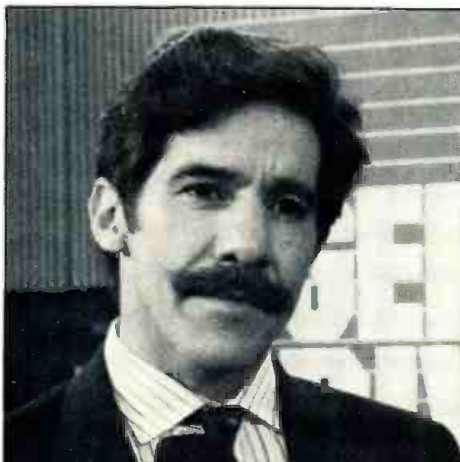
But the program's content proved so controversial—much of it dealt with graphic depictions of brutal ritualistic slayings—that advertisers pulled around \$2 million in orders and the network had to slash prices by as much as half (to \$75,000 for a 30-second spot) to keep sponsors. One of the biggest advertisers was presidential candidate Mi-

chael Dukakis, whose campaign committee picked up five minutes at the end of the program.

NBC officials confirmed the network received several thousand calls, running about two to one against the show. Officials also confirmed that NBC Entertainment President Brandon Tartikoff had considered canceling the special as late as Tuesday morning, and regretted scheduling the program at 8 p.m., when millions of younger viewers were watching television. The program did carry strong parental discretion disclaimers at each return from a commercial break.

But despite negative reviews and sponsor resistance, there were howls of protest by thousands of viewers in markets where NBC affiliate stations preempted the program. In Louisville, Ky., WAVE-TV received 2,000 calls of protest, a bomb threat and a threat on the life of the program director, for its initial decision to preempt the show, said General Manager Guy Hempel. That decision was not one based on content, but rather, because the ABC affiliate in the market has just picked up Rivera's daytime strip, *Geraldo*, and WAVE-TV did not want to promote indirectly. A local radio station, WQMS(FM) got in on the act, urging viewers to call WAVE-TV to voice their opinion. At the last minute, WAVE reversed its decision and carried the special.

In Salt Lake City, KUTV-TV stuck by its decision to preempt the special to air a debate on a series of tax initiatives coming up for vote on Nov. 8. "We caught holy hell," said program director Maria Smith. The station received around 1,500 phone



*Continues on page 39.*



*Chuck Dolan of Cablevision  
on making the most  
of cable's head start  
in the wired nation*

**“All  
of our  
strategies  
should  
be  
predicated  
on  
the idea  
that  
competition  
is  
inevitable”**

**Bill Daniels, the cable pioneer, remarked several weeks ago that after 40 years cable is still only at the beginning. Do you agree with that?**

It's been emerging for a long time. You need to go back 10 years and consider what cable was then to see how really dynamic its growth has been. I can't imagine that's going to stop at this point. We'll change the form and grow in different ways, but it will certainly continue to develop.

**Cable seems to be having an awful time getting past the 50% penetration barrier. Are you encouraged to think that situation may change?**

I notice people like Veronis are predicting that it will grow in 1992 or 1993 to 56% or 57%. And these are percentages of all television households. I'm sure we're going to get from the 50% number to the 60%, and with changes in technology, we will become a part of every household almost automatically.

Right now I believe we're probably a much higher percentage than 51% of really active television households. There is a passivity about television, you know, which is the number one problem in

selling cable television. When our people go to the door, the most frequent answer is: "Well, we don't really watch television in this house. Television is not important. We have only one black-and-white set over in the corner and we rarely turn it on." It is breaking down that apathy toward television that is the wall.

Cable brings its own resources to that task, because when we get there, increasingly so, television becomes something different than what it was before. And I think the impetus of that will be that we get more penetration.

**What do you mean in saying that changes in technology will make it more automatic to get cable?**

I'm anticipating that what we're today calling cable will ultimately be fiber, and that the capacity that we have to provide services to the home will grow, and that the home will want us there not only for what we can do to expand the choice of programming on the screen, but will want to stay for other reasons as well. And that homes that perhaps have been indifferent to television will accept us because we're providing something else that they are not indifferent about.

**An interview with the editors of BROADCASTING**



**Charles Dolan**, chairman and chief executive officer of Cablevision Systems, entered the cable business as president of Sterling Manhattan Cable in 1961, which served southern Manhattan. The company, backed by Time Inc., distributed motion pictures as a pay service, the forerunner of Home Box Office. Dolan left Sterling in 1971 and bought several cable systems on Long Island which became the foundation of Cablevision Systems. Today, Cablevision serves 1.3 million subscribers and owns five regional sports services and SportsChannel America, Bravo, American Movie Classics and Long Island News 12.

#### Does that touch on blue sky?

Yes, it touches on it, but I think we're all recognizing that blue sky is getting a little closer to earth than it was.

**Might that be a double-edged sword for you? Those other, more esoteric, services, if you will, nonconventional services—information services—are the ones the telephone company is talking about, for instance. Might that provide an entry for them to come into the cable business by providing those services?**

Very possibly. I don't think you can strategize around that; this is a question of public policy. But there is no way that the cable industry can say that we don't want competition, or save itself from the competitive possibility. The best that we can do in that regard is to suggest that if there is to be competition, please let it be competition, and not just a substitution of one industry by another. Before the telephone company is permitted to provide services competitive to ours, I'm sure it will be examined to see whether it is really going to create an ongoing competition in the marketplace, or whether it is likely to result in less competition.

The telephone company doesn't have a history that shows it is very competitively minded. In fact, it has historically been very anticompetitive.

But putting that whole dialogue to one side, the idea that there might be competition in the industry is certainly one that we should very much keep in mind, and all of our strategies should be predicated on the idea that competition is inevitable. One way or another.

**Do you foresee a day when a BOC would be allowed to own a cable system beyond its service area? That PacTel could apply for a franchise in Boston, and put in fiber, cable or whatever, and provide programming, video and also information services? And wouldn't that be a situation you would shrink from?**

The idea that there might be competition, wherever it may come from, you just have to consider. If PacTel wanted to put a system into Boston, I'm sure Boston would have many questions of PacTel, and there would be an elaborate discussion having to do with it being a level playing field.

But our system in Boston is not predicated on the idea that there will never be any competition. I think the most any of us can ask of this situation we have really already received, and that is a head start.

We have the opportunity now to create services that are very identifiable and unique and to create consumer preference for those

services, and I think that's a wonderful advantage against the competitive environment that I believe inevitably will develop.

**So how does the telephone company catch up—if they don't simply come in and take over? Do you think you could hold out against the telephone companies on a one-to-one basis?**

Well, that introduces the whole question of whether that would be fair competition. All other things being equal, I believe that the challenge to us is to come up with a service that would enable us to hold out against anybody providing a like service facing like cost.

We should almost be like publishing. We should all have the same access to the marketplace, the same opportunity to develop the wonderful editorial product. We should begin to escape our origins in the sense that we not be called the cable industry. We should be what's on the screen, what we provide to that screen. Cable is very incidental, and our attitude should be that if there is another technology better than cable, then we should quickly move to that technology, whether it's wire or nonwire, or a combination of the two.

And when we have that service free from the conduit that it uses in order to arrive at the home, then we ought to be competitive with anyone else. All that gets into questions of really what the industry is all about; are we a cable industry or are we oriented to the conduit and to the franchise, or are we an editorial service fundamentally. And of course we believe we're the latter, an editorial service.

**What do you mean about being tied to the franchise? Is there a way to get away from the franchise?**

Not to get away from the franchise, but it is inevitable that the core value of the industry will be the programming contract, not the fact that you have a franchise, or the terms and conditions of that franchise.

The industry has grown on the basis of franchises—there has been a de facto exclusivity in those franchises, and the industry has seen franchises being the fundamental value.

Without making any predictions about how long that will persist, certainly our attitude has to be something different from that. We should look at the franchise period as the opportunity that we have been given to create a service that will finally be able to stand on its own and be competitive. And when people look at us to assess the values of our companies, they will look not at what franchise we have, but at what kind of service we offer and how uniquely identifiable that service is and what kind of patronage has that service, standing by itself, been able to attract.

Once you reach that decision, it doesn't make any difference whether you operate by cable or fiber or something else, and any change in technology simply becomes a new efficiency that you employ to provide that service in a better and a more efficient way.

**How do you think the cities will react? Or will the question be moot in 15 to 20 years?**

I think all of that will resolve itself; that there really won't be any stress.

Cities have seen cable as an opportunity to accomplish certain objectives through television they have not been able to accomplish with just the broadcast medium. And their opportunity to do that has been in terms of a franchise; one company is coming in to construct a cable system. But as this develops, I think the cities will see their objectives being served in many different ways, and they will be less concerned about it.

If you cite access, I think that as technology advances and channel capacity increases, access to the home via television will be no more difficult than it is today with print. And anybody who has a service, whether it's a city or somebody else, for which they think there is a viable readership or audience, will have the opportunity to produce that service, and those people who are interested in having it will have access to it.

Obviously, there are some very naive ideas out there which may or may not stand the test of time. Access channels—no more than any other channel—cannot be imposed on the home. Simply having it there doesn't mean the family is going to utilize it. And that's as it should be. When you print something, that doesn't mean anyone is going to read it.

**Do you anticipate the cable industry will aggressively seek to install**

**fiber on its own ahead of the telephone company or independent of the telephone company?**

I think the industry's use of fiber will not be driven by a concern about the pace at which the telephone company is deploying fiber. And I think the same is probably true of the telephone company. There's beginning to be a "fiber mystique" that is a little bit unreasonable. Fiber is a new means of transmission which is still in the process of development. It will be employed or deployed as it can be, and that will happen as we see opportunities to use it and see market reasons for having the new capacities that fiber will provide.

I believe there will be plenty of market reasons for doing that, and I think the industry will move very aggressively to use fiber as it is practical to do so. The result is that cable is as likely to progress with fiber just as rapidly as the telephone company.

We're putting in fiber now, and we're studying the ways that we can utilize fiber beyond the point we're now doing, and that study is going to continue.

**Is there also a growing HDTV mystique?**

Well, I think that HDTV is inevitable. It is going to be wonderful. But like fiber, the pace will be determined by what is possible and will not be driven by other considerations.

HDTV is going to be a wonderful experience for the American home, and the sooner we can have it, the better. The Japanese have the lead, the MUSE system is excellent. They're going to start transmitting in 1990, sets will be produced in 1990, and when that happens in Japan, it can't be very long before it will happen here. And if another technology isn't ready to go, to compete with that and meet the demand that I think the availability of those sets will create, then likely we're going to have MUSE.

**But the Japanese introduction is going to be by direct broadcast satellite, and we can't deal with MUSE, at least for the moment, because its bandwidth is too wide.**

Well, DBS can deal with it, cable can deal with it, the video machines can deal with it. Therefore, the public is going to have it.

**Are you anticipating then that DBS will begin here or are you going on the assumption that DBS already exists?**

Well, they're certainly looking at a plan to launch Ku-band satellites—the same kind that are being used in Japan—in 1990. And I understand that the development of those will be fairly rapid from that point forward. We should also anticipate that somebody will want to use that facility to provide DBS service in HDTV.

And that will give incentive to all of us to do the same. Certainly we don't want cable television to be the second best service to the home—we want it to be the best. And with video and DBS out there, we're going to have to do that, too.

**Within the cable industry, you enjoy a reputation as being somewhat of a maverick. Can you describe how your vision of the industry differs generally from that of your colleagues?**

I don't think that has as much to do with personality or vision as it does with environment. Our first cable experience was Manhattan, and that's a lot different from the conventional experience of the industry. We have always specialized in urban cable as opposed to rural cable, and our systems have tended to be driven by programming.

Manhattan Cable languished when it was a reception-only service, and really began to pick up steam when we were able to put on sports events and motion pictures, and that moved us to HBO and then out to the suburbs. And then those systems grew because they offered an alternative or a supplement to broadcasting and not because they were a utility which people needed in order to have any television, which is really the history of the cable industry.

My background was film and motion pictures, so I think we have tended to be very content oriented. For that reason we may look at the industry differently from a company that is just providing a quasi-utility service to many, many smaller communities where they need cable primarily for reception improvement, where distant signals are primary.

And that leads to a difference of view. And since our experience has had that kind of background, that may have caused our opinions to differ from others in the industry and may result in that maverick tag, if it's justified.

**Does that explain why you go into a pay-only offer in Brooklyn and the Bronx? Is that because of content orientation?**

Well, yes; I think that's the case. I'm surprised that there has been as much reaction as there has been to that. I would ask, rather: How could you not?

We're building in Brooklyn and the Bronx a 550 megahertz system, we are deploying all the addressable converters, we have impulse response on these converters. We've been hearing for years from consumer advocates and from offices of attorneys general, et cetera, about the opposition to tie-in selling. We believe strongly in packages while the consumer insists that the household have the opportunity to also buy the elements of that package separately—so you're never compelled to buy one service over another.

So we have that consumer drive on the one side, and what we have been saying to these people is, well, packaging is what we do now because it is all that we can do. We've explained the limitations of the programable converter, which has dominated the industry for so long, and now we're moving to the addressable-impulse response. And what we have said is that when we have the capacity to provide a la carte purchase of all of the services that we're offering we'll do so. And that's really all we have done in Brooklyn and the Bronx.

And there is competition as well. In New York you have MDS and MMDS, STV, you have video, et cetera, all of which provide the consumer with an a la carte option. So why wouldn't we do the same when we can? I think most of the people who have expressed an opinion on that don't understand it. I don't know what they heard when they made their response—but people have gone immediately to the must-carry issue, and I think we now get into the definition of



what does everybody mean by must carry?

Because we're carrying the broadcast signals. We're carrying every one of them that would be required for must carry—plus. But are they saying now that must carry means must buy? Are they saying—never mind to us, but to the consumer—that you can't have anything from cable unless you also take the broadcast signals? Just having it on the cable and available isn't enough; you're insisting that the consumer take the broadcast signals.

I don't think I even want to get into that, but I don't believe that's an issue for us as much as it is for the legislators, to work out the consumer end of this.

**There's a concern about the A/B switch, whether that device will actually work in the marketplace.**

If the home finds cable going by the front door and it has been with broadcast service for years and now it decides it wants cable—one service, say HBO—is that likely to mean that they're abandoning all of their other broadcast?

Probably they've figured that out. They're going to have HBO either on an A/B switch or coming into one television set. Isn't it sort of an overreaching by government in saying, well, if you bring in that HBO service on that wire, you had better have all the broadcast signals on that wire, too, because there's some possibility that you haven't sufficiently provided yourself with the opportunity to access that. And if they're going to say that to cable, what are they going to say to the MMDS people? And to all the other technologies that are going to provide one or another a la carte selection?

Why, if that suddenly has become a requirement of the home, never mind us, then how are they going to cause the home to put in a proper A/B switch when they subscribe to MMDS?

**Do you foresee basic services going a la carte once the technology and addressability get there? If I only want ESPN, CNN, the Sports-channel and Arts and Entertainment in the Bronx, will I be able to get it some day?**

That's a good question. The basic is just another package, and one of the problems that we have in the industry today is the mindset about basic, which is historic. It used to be that when you bought cable, all you could buy was basic—we never heard the term "basic" before the early seventies because cable was just cable; there wasn't a choice of services.

Then we began to add premium services, but they were always supplements of basic, something you could have in addition to the basic. So basic sort of grew up being the gateway service to the premiums. The industry has never really learned how to market premium services separate from basic, and now with the Cable Act, there is a tendency to take all the pay services and shove them into basic, and fatten basic and increase the cost of basic service and have it continue to be that basic is to be the equivalent to cable, that you would buy cable and basic and you would get all of this and pay a certain amount.

That runs contrary to the evolution of technology of the industry. We don't need to have basic as a gateway anymore, and it doesn't need to be a monolithic basic. So, the answer to your question is yes, I think it will break down, and I think your basic package will begin to split out into interest packages, where you will be able to buy basic sports or basic news and information, basic performing arts or whatever. And people will select one and not the other. They will also have an opportunity, packaging being what it is, not to do that: They can buy it all if they want. But you're certainly going to go into basic and split it up.

**What's to become of conventional, over-the-air broadcasting?**

Well, I'm not a prophet and I don't see the future of our industry in terms of what happens to broadcasting. I think broadcasting is very helpful to our future in the sense that it contributes to the mix, we have broadcast on cable and that makes cable more attractive to the home. Even in an area like Long Island, despite everything I've said about being program driven, when you go back to the homes in the survey and ask: "What do you like about cable and why are you buying cable?", better reception continues to be up there at the top of the list. And all the viewing surveys still show that broadcasters are getting most of the audience—increasingly the pay and basic channels are getting audience share, but the broadcasters get the most. So the public has a perception of cable—even in an area like

New York where there is no recognized perception problem—as a way that facilitates their opportunity to see what the broadcasters are offering.

So why should we wish for the demise of the broadcasters? I think we have a great future by continuing to broaden the choice to supplement what the broadcasters are doing, and that creates wonderful opportunities for us. I think cable would be hurt if the broadcasters were hurt at this point.

**We're presumably going into a new stage of evolution in telecommunications. First there was broadcasting, and that went on for quite a long time unchallenged and quite prosperous. And then cable came into it and has gotten larger and larger although still far smaller in revenue terms, a smaller business than broadcasting. But now we have the threat—or opportunity—of the telephone company coming into it, and people are beginning to sense that there may be a major shift in the balance of all these powers. I wondered if you had a sense yourself of how that all is going to come out.**

Again, I won't try to be a prophet, but I think our job is to continue to develop programming services for the home, and that's fundamentally where we're going—and part of that is to take advantage of every opportunity to improve the transmission method that we use to carry those programs to the home.

Everything else will fall into place. Advertising support is going to be divided; some of it will go to broadcasters and some to cable, but it will fundamentally continue to be a way that advertisers have of reaching audience, and we'll both provide some.

Will broadcast change? Sure it will change. I'm sure that it will be different in the future from what it is now. I don't think I can foretell how it will be different. I do remember from long ago in radio we thought that when television came in, that would be the end of radio. And the radio industry grew; there are more broadcast stations by tenfold than before television came in, and I think radio does more business, far more than it did before. Radio became something else.

And we are seeing a shift in television to concept channels, and not that those channels are capturing all the audience today, but they are certainly becoming very important, with our news channel and financial channel and MTV, et cetera.

The idea that all viewing will belong to channels that are sequentially providing a selection of programs is probably going to erode—just as in radio where each broadcast station not only identifies itself with a particular format—music or talk or whatever—but a particular kind of music and a particular kind of talk. I'm sure that as television becomes increasingly fragmented, that specialization just has to be the other side of the coin. We're going to see a lot more of that.

I guess what I'm trying to say is that coincidental audience isn't going to drive the industry in the future as it has in the past. And that's probably all to the better. And I'm sure that everyone will find their fortune one way or another within the context of that change. It doesn't mean that there aren't inevitable losers.

**How is the economy for cable today?**

OK. I think we're fortunate in that the home gives as much priority as it does to what we're doing. It does give us some insulation from the cyclical economic change we've seen in the last couple of decades.

Cable's penetration growth and continuity of subscriptions do not seem to be affected by downturn; even in areas that have particularly felt economic impact, cable continues to go along.

I think you can see a bright side and a dark side to almost any economic change. If we go back to inflation and the higher interest rates, that will have an effect on system values and might have a lot to do with the availability of money. But on the other hand, that will also reduce prices, and if you want to grow, you'll have to pay less for cable properties. I don't see a dark economic cloud in our future.

**You've been known for regionalization, owning News 12, building systems. Where might we see the next regional expansion in cable markets?**

We do like regionalization, because on a regional basis you can put together very compelling program services. And it takes a very compelling program service today to attract the affiliations needed to make it viable.

I think today—and this will change later—there are enormous

difficulties to be faced in launching a national service as opposed to a regional. So we like the regional sports channels and we have said that we're going to try to increase a number of them that we own and operate and we're going to try to become an important supplier to all regional sports services, whether they're ours or not.

We also are intrigued with regional news. We're very pleased with the results so far with the 24-hour news on Long Island and would like to expand it. And we think at the other side of the syndicated exclusivity rule is that there may be an opportunity to regionally develop channels that are based fundamentally on syndicated programming, and that the only opportunity cable might have to copy-right syndicated programming is to approach it regionally and buy it in competition with the broadcast stations, and to program channels with common channel numbers within a region in cooperation with other cable systems in that region.

In a way you can see it as sort of a dismantling of the independent station. The independent has done fundamentally sports, news and syndicated programming. And I think it's a natural evolution that cable, with its multichannel capacity, would devote channels to news and devote channels to sports and to syndicated programming. I think the public would be well served by such a development.

**Would you have any antitrust problems? If you and Warner and Time Inc. got together in New York and bid for the next 'Cosby' in five years, would there be an antitrust problem?**

That would amaze me—but it could be. Somebody might have that response to it. But on one hand, we're being told that you can't have access to syndicated programming via broadcast signals. The broadcaster operates on a regional basis, and is and has been the only one who can buy copyrighted programming.

This is fiction that we are piggybacking the broadcasters and that we should go to the marketplace and buy our own copyrighted programming, when there are 18 different ownerships or municipal franchises against a single federal ownership of a broadcast license in an area. We have had virtually no access to copyrighted programming as an industry except via the distant signal route—and now we're being told we can't have that. The only logical response is that we get together and compete with the broadcasters on a regional basis. That would seem to me to be justice, it's the kind of competition that people have wanted. But would it surprise me if someone said: "Hey, that's antitrust and you can't do that?" No, it wouldn't.

**How long have you been exploring such alliances?**

For a while. And others have, too. John Malone [of Tele-Communications Inc.] has spoken about this kind of channel. It is just now becoming possible because in some markets you're reaching a critical mass of subscribers, and we interconnect between systems. And perhaps more important than anything is the diminishing cost of a C-band transponder.

I think you can begin to look at putting up such a service and making it available on an economic basis.

**When might we see a radio acquisition by Cablevision? Are you exploring the possibility?**

We love the idea. The stations are very high priced at this point, but we think it would be wonderful to have a radio station in conjunction with regional cable services. One, you can billboard the cable services and, two, there could be a great sharing or continuity between the video and the broadcast. Whether it's a talk show on radio that could also be seen on television—or another good example is our News 12, which is talking to the state highway department about putting cameras on all of the overpasses of the expressway on the Northern State. It's an attractive part of the service. In the morning we just go live to the highway and you see what's happening on the highway instead of just hearing about what's happening.

Now that's great as long as you're in the house, but as soon as you step out of the house and get in the car it doesn't do you much good any more unless there is a radio service watching those same monitors and saying, "All right, we're now watching the News 12 camera on Farsack Bridge, and here's what's going on right now."

I think that's a good bringing together of the different technologies to provide a single service to the community. And I've always loved radio, so maybe I've got a bias for it, but the idea of having cable

systems in New Jersey, Westchester and Connecticut and Long Island—all regional—and a regional sports channel, and then being involved with a radio station that covers the same area and talks to the same people you're trying to reach with the other services, but at different times and in a different environment—that makes a lot of sense to me.



**Would you like to venture a guess as to how high the prices of cable systems are likely to go in five years?**

No, I don't know. Private market values are of course always driven by demand, and demand is responsive to results that will increase because I think we're going to do increasingly well with the systems. We're very confident of our ability to continue to service the debt that we have incurred, and we look forward to increasing discretionary cash flow. I think that will happen with others, and that the private value cable systems should respond to that.

I hear the theories that, well, if the telcos start buying cable systems, that will drive up prices, too. It's just more demand. But we're not predicated on where those values are going; we think our job is to watch that debt service and make sure that we're always able to take care of the debt service. The only concern we have about private values is that the multiples, in the eyes of the banks, define the underlying values, and if those values decline, the banks would be a little less comfortable, there would be less money available. But then, as we said before, prices will also go down, so things tend to balance themselves out.

# Stock Index

|                                 | Closing<br>Wed<br>Oct 26 | Closing<br>Wed<br>Oct 19 | Net<br>Change | Percent<br>Change | P/E<br>Ratio | Market<br>Capitali-<br>zation (000,000) |
|---------------------------------|--------------------------|--------------------------|---------------|-------------------|--------------|-----------------------------------------|
| <b>BROADCASTING</b>             |                          |                          |               |                   |              |                                         |
| N (CCB) Capital Cities/ABC....  | 361 1/4                  | 350 3/4                  | 11 1/4        | 03.21             | 21           | 5,844                                   |
| N (CBS) CBS.....                | 174 3/4                  | 177 3/4                  | - 3           | -01.68            | 9            | 4,129                                   |
| A (CCU) Clear Channel.....      | 13 3/4                   | 13 7/8                   | - 1/8         | -00.90            | 25           | 53                                      |
| A (HTG) Heritage Media.....     | 4 1/4                    | 4                        | 1/4           | 06.25             | -5           | 47                                      |
| O (JCOR) Jacor Commun.....      | 6 1/4                    | 6 1/8                    | 1/8           | 02.04             | -14          | 61                                      |
| O (LINB) LIN.....               | 56 1/2                   | 57 5/8                   | - 1 1/8       | -01.95            | 36           | 2,919                                   |
| O (MALR) Malrite.....           | 10 1/4                   | 9 1/8                    | 1 1/8         | 12.32             | -22          | 139                                     |
| O (MALRA) Malrite 'A'.....      | 10 1/4                   | 9 1/4                    | 1             | 10.81             | -14          | 139                                     |
| O (OBCCC) Olympia Broad.....    | 3 1/2                    | 3 1/2                    |               | 00.00             |              | 8                                       |
| O (OSBN) Osborn Commun.....     | 7 1/2                    | 7 3/4                    | - 1/4         | -03.22            | -6           | 38                                      |
| O (OCOAC) Outlet Commun.....    | 23 3/4                   | 23 3/4                   |               | 00.00             | -8           | 155                                     |
| A (PR) Price Commun.....        | 7                        | 6 3/4                    | 1/4           | 03.70             | -5           | 67                                      |
| O (SAGB) Sage Broadcasting      | 4 1/2                    | 4 1/4                    | 1/4           | 05.88             | -6           | 17                                      |
| O (SCRIP) Scripps Howard.....   | 77                       | 79                       | - 2           | -02.53            | 62           | 795                                     |
| O (SUNNC) SunGroup Inc.....     | 1 7/8                    | 1 7/8                    |               | 00.00             | -2           | 4                                       |
| O (TMD) Telemundo.....          | 6 1/2                    | 6 1/2                    |               | 00.00             | -1           | 49                                      |
| O (TVXGC) TVX Broadcast.....    | 1 3/4                    | 1 13/16                  | - 1/16        | -03.44            |              | 10                                      |
| O (UTVI) United Television..... | 28 1/4                   | 28 1/8                   | 1/8           | 00.44             | 46           | 309                                     |

|                                                |         |         |         |        |    |        |
|------------------------------------------------|---------|---------|---------|--------|----|--------|
| <b>BROADCASTING WITH OTHER MAJOR INTERESTS</b> |         |         |         |        |    |        |
| N (BLC) A.H. Belo.....                         | 27      | 27 3/8  | - 3/8   | -01.36 | 11 | 285    |
| O (ASTV) Amer. Comm. & TV                      | 1/16    | 1/16    |         | 00.00  |    | 4      |
| N (AFI) American Family.....                   | 14      | 13 5/8  | 3/8     | 02.75  | 12 | 1,133  |
| O (ACOMA) Assoc. Commun.....                   | 26      | 26 1/2  | - 1/2   | -01.88 |    | 247    |
| O (BMAC) BMA Corp.....                         | 29 1/2  | 29 1/2  |         | 00.00  | 79 | 309    |
| N (CCN) Chris-Craft.....                       | 22 3/8  | 22 3/4  | - 3/8   | -01.64 | 49 | 487    |
| N (DNB) Dun & Bradstreet.....                  | 56      | 54 3/4  | 1 1/4   | 02.28  | 21 | 8,512  |
| O (DUCO) Durham Corp.....                      | 35 1/4  | 36 1/4  | - 1     | -02.75 | 30 | 297    |
| N (GCI) Gannett Co.....                        | 34 7/8  | 34 1/8  | 3/4     | 02.19  | 17 | 5,646  |
| N (GY) GenCorp.....                            | 22 1/8  | 20 7/8  | 1 1/4   | 05.98  | 2  | 702    |
| O (GMXC) GMX Commun.....                       | 3/32    | 3/32    |         | 00.00  | 2  | 702    |
| O (GACC) Great Amer. Comm.....                 | 9 3/8   | 9 7/8   | - 1/2   | -05.06 | 9  | 246    |
| N (JP) Jefferson-Pilot.....                    | 34 1/4  | 35 1/8  | - 7/8   | -02.49 | 14 | 1,352  |
| N (KRI) Knight-Ridder.....                     | 45 3/4  | 42 1/4  | 3 1/2   | 08.28  | 17 | 2,602  |
| N (LEE) Lee Enterprises.....                   | 27 1/2  | 27 1/4  | 1/4     | 00.91  | 19 | 683    |
| N (LC) Liberty.....                            | 39 7/8  | 39 3/4  | 1/8     | 00.31  | 15 | 369    |
| N (MHP) McGraw-Hill.....                       | 71 5/8  | 71 3/4  | - 1/8   | -00.17 | 21 | 3,453  |
| A (MEGA) Media General.....                    | 35 3/4  | 36 1/2  | - 3/4   | -02.05 | 23 | 1,008  |
| N (MDP) Meredith Corp.....                     | 32 3/4  | 33 1/8  | - 3/8   | -01.13 | 13 | 629    |
| N (MCG) Mich. Energy.....                      | 31 1/2  | 32      | - 1/2   | -01.56 | 20 | 85     |
| O (MMEDC) Multimedia.....                      | 71      | 71 1/4  | - 1/4   | -00.35 | 68 | 781    |
| A (NYTA) New York Times.....                   | 27 1/4  | 27 7/8  | - 5/8   | -02.24 | 13 | 2,234  |
| N (NWS) News Corp. Ltd.....                    | 18 5/8  | 17 3/4  | 7/8     | 04.92  | 10 | 4,962  |
| O (PARC) Park Commun.....                      | 29      | 29 1/4  | - 1/4   | -00.85 | 23 | 400    |
| O (PLTZ) Pulitzer Publishing.....              | 27 1/4  | 26 5/8  | 5/8     | 02.34  | 18 | 285    |
| N (REL) Reliance Group Hold.....               | 5       | 5       |         | 00.00  | 5  | 375    |
| O (RTRSY) Reuters Ltd.....                     | 26 7/8  | 26 5/8  | 1/4     | 00.93  | 18 | 22,314 |
| T (SKHA) Selkirk.....                          | 45 1/8  | 36      | 9 1/8   | 25.34  | 38 | 366    |
| O (STAUF) Stauffer Commun.....                 | 138     | 138     |         | 00.00  | 46 | 138    |
| N (TMC) Times Mirror.....                      | 35 7/8  | 32 1/2  | 3 3/8   | 10.38  | 17 | 4,642  |
| O (TMCJ) TM Communications                     | 7/16    | 1/4     | 3/16    | 75.00  | 2  | 3      |
| N (TRB) Tribune.....                           | 39 3/4  | 39 3/4  |         | 00.00  | 22 | 3,032  |
| A (TBSA) Turner Bcstg. 'A'.....                | 14 1/4  | 14 3/8  | - 1/8   | -00.86 | -2 | 310    |
| A (TBSB) Turner Bcstg. 'B'.....                | 14 1/4  | 14 3/4  | - 1/2   | -03.38 | -2 | 310    |
| A (WPOB) Washington Post....                   | 204 1/2 | 209 3/4 | - 5 1/4 | -02.50 | 14 | 2,626  |

|                                  |        |        |       |        |     |        |
|----------------------------------|--------|--------|-------|--------|-----|--------|
| <b>PROGRAMING</b>                |        |        |       |        |     |        |
| O (SP) Aaron Spelling Prod....   | 6 1/2  | 6 1/4  | 1/4   | 04.00  | 5   | 119    |
| O (ALLT) All American TV.....    | 3 1/8  | 3      | 1/8   | 04.16  |     | 3      |
| O (BRRS) Barris Indus.....       | 7 3/8  | 7 3/8  |       | 00.00  | -3  | 57     |
| N (KO) Coca-Cola.....            | 43 3/4 | 42 3/8 | 1 3/8 | 03.24  | 18  | 16,424 |
| A (CLR) Color Systems.....       | 2 1/4  | 2 3/4  | - 1/2 | -18.18 | -1  | 12     |
| N (KPE) Columbia Pic. Ent.....   | 11     | 11 1/2 | - 1/2 | -04.34 | 157 | 1,207  |
| O (CAVN) CVN Cos.....            | 12 3/8 | 12 7/8 | - 1/2 | -03.88 | 10  | 215    |
| A (DEG) De Laurentiis Ent.....   | 13/16  | 3/4    | 1/16  | 08.33  |     | 9      |
| O (dipl) dick clark prod.....    | 4      | 4 3/8  | - 3/8 | -08.57 | 10  | 33     |
| N (DIS) Disney.....              | 67 1/2 | 65 5/8 | 1 7/8 | 02.85  | 20  | 8,948  |
| N (DJ) Dow Jones & Co.....       | 34 1/4 | 34 1/4 |       | 00.00  | 16  | 3,298  |
| O (EM) Entertainment Mktg.....   | 3 1/8  | 3 1/4  | - 1/8 | -03.84 | 10  | 38     |
| O (FNNI) Financial News.....     | 6 1/2  | 6 1/2  |       | 00.00  | 29  | 78     |
| A (FE) Fries Entertain.....      | 1 7/8  | 1 3/4  | 1/8   | 07.14  | 8   | 9      |
| N (GW) Gulf + Western.....       | 40 3/8 | 39 7/8 | 1/2   | 01.25  | 7   | 2,426  |
| O (ONTX) Hal Roach.....          | 3 5/8  | 3 5/8  |       | 00.00  | -8  | 25     |
| A (HHH) Heritage Entertain.....  | 2      | 2 1/4  | - 1/4 | -11.11 | 2   | 9      |
| A (HSN) Home Shopping Net.....   | 4 5/8  | 4 3/4  | - 1/8 | -02.63 | 21  | 403    |
| N (KWP) King World.....          | 25 3/4 | 25 3/4 |       | 00.00  | 16  | 742    |
| O (LAUR) Laurel Entertain.....   | 2 1/2  | 2 1/2  |       | 00.00  | 5   | 6      |
| A (LT) Lorimar-Telepictures..... | 11 1/2 | 12     | - 1/2 | -04.16 | -3  | 532    |
| N (MCA) MCA.....                 | 48 1/2 | 46 3/8 | 2 1/8 | 04.58  | 26  | 3,526  |
| N (MGM) MGM UA Commun.....       | 11 1/4 | 10 3/4 | 1/2   | 04.65  | -6  | 563    |
| A (NHI) Nelson Holdings.....     | 1/4    | 1/4    |       | 00.00  | -2  | 6      |

|                                  | Closing<br>Wed<br>Oct 26 | Closing<br>Wed<br>Oct 19 | Net<br>Change | Percent<br>Change | P/E<br>Ratio | Market<br>Capitali-<br>zation (000,000) |
|----------------------------------|--------------------------|--------------------------|---------------|-------------------|--------------|-----------------------------------------|
| <b>PROGRAMING</b>                |                          |                          |               |                   |              |                                         |
| A (NWE) New World Enter.....     | 3                        | 3 1/4                    | - 1/4         | -07.69            | 8            | 32                                      |
| O (NNET) Nostalgia Network....   | 7/8                      | 7/8                      |               | 00.00             | -1           | 4                                       |
| N (OPC) Orion Pictures.....      | 14 7/8                   | 15 1/4                   | - 3/8         | -02.45            | 13           | 256                                     |
| O (MOVE) Peregrine Entertain.    | 1 3/4                    | 1 5/8                    | 1/8           | 07.69             | -58          | 4                                       |
| N (PLA) Playboy Ent.....         | 13 7/8                   | 13 3/4                   | 1/8           | 00.90             | 15           | 130                                     |
| O (QVCN) QVC Network.....        | 8 5/8                    | 9 1/4                    | - 5/8         | -06.75            | -17          | 87                                      |
| O (RVCC) Reeves Commun.....      | 6 1/8                    | 6 1/4                    | - 1/8         | -02.00            | 30           | 77                                      |
| O (RPICA) Republic Pic. 'A'..... | 8                        | 7 3/4                    | 1/4           | 03.22             | 88           | 33                                      |
| O (RPICB) Republic Pic. 'B'..... | 7 1/2                    | 7 1/2                    |               | 00.00             | 53           | 5                                       |
| O (SMNI) Sat. Music Net.....     | 3 7/8                    | 315/16                   | - 1/16        | -01.58            | -96          | 34                                      |
| N (WCI) Warner.....              | 36 1/2                   | 37                       | - 1/2         | -01.35            | 19           | 4,604                                   |
| O (WONE) Westwood One.....       | 11 3/8                   | 11 3/4                   | - 3/8         | -03.19            | 15           | 163                                     |

|                                |         |        |       |        |     |       |
|--------------------------------|---------|--------|-------|--------|-----|-------|
| <b>SERVICE</b>                 |         |        |       |        |     |       |
| O (AMEA) A.M.E. Inc.....       | 8 5/8   | 8 1/8  | 1/2   | 06.15  | 9   | 42    |
| O (AGRP) Andrews Group.....    | 4 3/4   | 5 1/2  | - 3/4 | -13.63 | -1  | 31    |
| O (BSIM) Burnup & Sims.....    | 17 1/4  | 17     | 1/4   | 01.47  | 37  | 275   |
| N (CQ) Comsat.....             | 27 1/2  | 27 3/4 | - 1/4 | -00.90 | -10 | 504   |
| N (FCB) Foote Cone & B.....    | 25      | 25 5/8 | - 5/8 | -02.43 | 12  | 208   |
| O (GREY) Grey Advertising..... | 118 1/2 | 114    | 4 1/2 | 03.94  | 15  | 144   |
| O (IDBX) IDB Communications    | 8 5/8   | 8 5/8  |       | 00.00  | 34  | 35    |
| N (IPG) Interpublic Group..... | 35 1/2  | 35 1/2 |       | 00.00  | 15  | 796   |
| O (OGIL) Ogilvy Group.....     | 27      | 27 1/4 | - 1/4 | -00.91 | 13  | 384   |
| O (OMCM) Omnicom Group.....    | 21      | 21     |       | 00.00  | 14  | 516   |
| N (SAA) Saatchi & Saatchi..... | 19 1/2  | 19 1/4 | 1/4   | 01.29  | 9   | 2,841 |
| O (TLMT) Telemation.....       | 1 5/8   | 1 5/8  |       | 00.00  | 6   | 7     |
| A (TPO) TEMPO Enterprises..... | 9       | 8 5/8  | 3/8   | 04.34  | 30  | 51    |
| A (UNV) Unitel Video.....      | 11 1/2  | 9 7/8  | 1 5/8 | 16.45  | 17  | 25    |

|                                   |         |        |       |        |      |       |
|-----------------------------------|---------|--------|-------|--------|------|-------|
| <b>CABLE</b>                      |         |        |       |        |      |       |
| A (ATN) Acton Corp.....           | 13 1/4  | 13 5/8 | - 3/8 | -02.75 | 2    | 15    |
| O (ATCMA) Amer. TV & Comm.....    | 29 3/8  | 29 1/8 | 1/4   | 00.85  | 65   | 3,195 |
| O (CTEX) C Tec Corp.....          | 49      | 40     | 9     | 22.50  | 21   | 269   |
| A (CVC) Cablevision Sys. 'A'..... | 32 3/8  | 32 1/4 | 1/8   | 00.38  | -11  | 680   |
| O (CNCAA) Centel Cable.....       | 24      | 23 1/2 | 1/2   | 02.12  | 77   | 600   |
| N (CNT) Centel Corp.....          | 45 1/8  | 44 3/4 | 3/8   | 00.83  | 12   | 1,962 |
| O (CMCSA) Comcast.....            | 15 3/4  | 16     | - 1/4 | -01.56 | -71  | 704   |
| A (FAL) Falcon Cable Systems      | 20 1/8  | 20 1/8 |       | 00.00  | -62  | 128   |
| O (JOIN) Jones Intercable.....    | 12 1/4  | 12 3/8 | - 1/8 | -01.01 | 38   | 156   |
| T (MHPQ) Macelean Hunter 'X'..... | 13 1/4  | 13 5/8 | - 3/8 | -02.75 | 36   | 976   |
| T (RCL) Rogers Commun. 'A'.....   | 64 1/2  | 63 1/2 | 1     | 01.57  | -99  | 797   |
| T (RCLB) Rogers Commun. 'B'.....  | 58 3/8  | 57 1/4 | 1 1/8 | 01.96  | -89  | 722   |
| O (TCAT) TCA Cable TV.....        | 32 5/8  | 32 3/4 | - 1/8 | -00.38 | 63   | 393   |
| O (TCOMA) Tele-Commun.....        | 25 3/8  | 25 1/8 | 1/4   | 00.99  | 50   | 3,840 |
| N (TL) Time Inc.....              | 117 3/8 | 116    | 1 3/8 | 01.18  | 28   | 6,860 |
| O (UACI) United Art. Commun.....  | 26 1/4  | 26 1/2 | - 1/4 | -00.94 | 218  | 1,078 |
| N (UCT) United Cable TV.....      | 33 3/8  | 33 5/8 | - 1/4 | -00.74 | -175 | 1,244 |
| N (VIA) Viacom.....               | 28 3/8  | 28 3/4 | - 3/8 | -01.30 | -3   | 1,514 |
| N (WU) Western Union.....         | 2       | 1 7/8  | 1/8   | 06.66  |      | 63    |
| O (WSMCA) WestMarc.....           | 19      | 19 1/2 | - 1/2 | -02.56 | 24   | 272   |

|                                  |        |        |         |        |      |        |
|----------------------------------|--------|--------|---------|--------|------|--------|
| <b>ELECTRONICS MANUFACTURING</b> |        |        |         |        |      |        |
| N (MMM) 3M.....                  | 62 5/8 | 62 5/8 |         | 00.00  | 15   | 14,246 |
| N (ARV) Arvin Industries.....    | 19     | 20     | - 1     | -05.00 | 7    | 361    |
| O (CCBL) C-Cor Electronics....   | 14 5/8 | 13     | 1 5/8   | 12.50  | 24   | 29     |
| O (CATV) Cable TV Indus.....     | 5      | 4 7/8  | 1/8     | 02.56  | -33  | 15     |
| N (CHY) Chyron.....              | 4 1/2  | 4 1/2  |         | 00.00  | 16   | 46     |
| A (CXC) CMX Corp.....            | 11/16  | 11/16  |         | 00.00  | 7    | 6      |
| A (COH) Cohu.....                | 10 3/8 | 10     | 3/8     | 03.75  | 10   | 18     |
| N (EK) Eastman Kodak.....        | 48 5/8 | 48 1/2 | 1/8     | 00.25  | 13   | 16,479 |
| N (GRL) Gen. Instrument.....     | 23 1/4 | 24 3/8 | - 1 1/8 | -04.61 | -16  | 777    |
| N (GE) General Electric.....     | 44 5/8 | 44 1/8 | 1/2     | 01.13  | 19   | 40,847 |
| O (GETE) Geotek Inc.....         | 11/16  | 11/16  |         | 00.00  | -2   | 2      |
| N (HRS) Harris Corp.....         | 27 3/8 | 28 3/8 | - 1     | -03.52 | 12   | 1,120  |
| O (ITEL) Itel Corp.....          | 18 1/2 | 19     | - 1/2   | -02.63 | 43   | 491    |
| N (MAI) M/A Com. Inc.....        | 9 7/8  | 10 1/8 | - 1/4   | -02.46 | -6   | 267    |
| N (IV) Mark IV Indus.....        | 10 5/8 | 10     | 5/8     | 06.25  | 6    | 114    |
| O (MCDY) Microdyne.....          | 3 3/8  | 3 1/8  | 1/4     | 08.00  | -2   | 14     |
| O (MCOM) Midwest Commun.....     | 4 1/2  | 4 1/4  | 1/4     | 05.88  | 10   | 13     |
| N (MOT) Motorola.....            | 39 1/2 | 39 1/2 |         | 00.00  | 16   | 5,107  |
| N (OAK) Oak Industries.....      | 1      | 1 1/8  | - 1/8   | -11.11 | 10   | 75     |
| A (PPI) Pico Products.....       | 2 3/4  | 3      | - 1/4   | -08.33 | -55  | 9      |
| N (SFA) Sci-Atlanta.....         | 12 3/4 | 12 1/8 | 5/8     | 05.15  | 10   | 298    |
| N (SNE) Sony Corp.....           | 47 3/8 | 48 1/8 | - 3/4   | -01.55 | 77   | 10,954 |
| N (TEK) Tektronix.....           | 21 1/8 | 21     | 1/8     | 00.59  | 704  | 585    |
| O (TLCR) Telecrafter.....        | 5      | 4 5/8  | 3/8     | 08.10  | 22   | 7      |
| N (VAR) Varian Assoc.....        | 30 1/8 | 27 1/4 | 2 7/8   | 10.55  | -158 | 657    |
| N (WX) Westinghouse.....         | 53 3/4 | 53 7/8 | - 1/8   | -00.23 | 10   | 7,715  |
| N (ZE) Zenith.....               | 20 1/8 | 20 3/8 | - 1/4   | -01.22 | -25  | 521    |
| Standard & Poor's 400.....       | 324.22 | 318.81 |         | 5.41   |      | 01.70  |

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

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

Continued from page 32.

calls protesting the preemption. "Normally we feel like we've heard from the public if we receive 200 calls," she said. Smith also noted that 500 Utah viewers called the FCC

complaining that KUTV was "censoring" its schedule. Affiliates in Colorado Springs and Bristol, Va., also preempted the show, said NBC.

Commenting on the controversy, Rivera charged advertisers last week with "institu-

tional hypocrisy" for rejecting his show but endorsing the abundance of "pseudo-sex and violence" found in weekly entertainment programming. "The ultimate arbiter on issues of taste or controversy is the viewing audience," he said. □

## TV may be hurt by effects of food company buyouts

### Ad budgets of four large firms may be pared back in wake of takeover announcements

Four major food companies involved in possible buyouts may cut back their television advertising because of the deals. RJR Nabisco, Philip Morris, Kraft and Pillsbury, which together accounted for 8% of TV network ad sales in 1987, would probably reduce their advertising budgets, at least briefly, to free cash for takeover-related financing, according to several advertising observers.

"Anybody who says that the current activity won't have any effect on advertising is probably being too optimistic," said Andrew Wallach, an analyst at Drexel Burnham Lambert.

Last week, RJR Nabisco was the object of a management buyout bid worth \$17 billion and another \$20.3 billion bid from Kohlberg, Kravis, Roberts & Co. RJR Nabisco spent \$275 million in 1987 on network TV, spot TV, national syndication and cable network advertising, according to the BAR/LNA Multimedia Service, as compiled and published by Leading National Advertisers.

Philip Morris has made an \$11.4 billion takeover offer for Kraft, while Kraft's management has a \$12.5 billion plan to recapitalize the company. In 1987, Kraft and Philip Morris spent a total of \$642 million on network and cable advertising, according to BAR/LNA.

And Pillsbury, the object of a \$5.2 billion offer from Grand Metropolitan PLC, is considering a leveraged recapitalization or a leveraged buyout by management to fend off the Grand Met bid. Pillsbury's television-related advertising spending was \$238 million for 1987.

Because these companies might have to take on a great deal of debt as a result of the proposed purchases, short-term financial pressures could easily cut into advertising budgets, observers said. "Advertising is a fluid asset in a company if it wants to shore up the bottom line or pay the bank," said Marty Ozer, president of Katz Independent Television. If cash flow just matches debt service in a buyout, one of the "cushions" in a company's budget is marketing funds, said Alec Gerster, executive vice president, media, Grey Advertising. "It can get pretty volatile," he added. Because of the financial strength of the various companies involved and their familiarity with the need to support the value of a brand through consumer advertising, budget cutting might not take place as a result of current food-industry activities, Gerster said.

One paradigm that might be followed is

that of BCI Holdings, the parent company of the Beatrice Companies, of which KKR and Drexel Burnham made a leveraged buyout in 1986. In 1985 the company spent \$95.9 million on network TV, spot TV and cable advertising, according to BAR/LNA. The year of the buyout, that figure dropped to \$82.3 million; a year later, it was \$63.3 million. Part of the decline was due to the divestiture of brands, said one advertising industry executive, but he added that the company's corporate advertising "disappeared."

When advertising budgets are cut back, Wallach said, money comes out of brand-oriented "touchy-feely" advertising rather than sales-oriented promotions. Promotions would be favored over advertising because cash generated by advertising takes longer to materialize, said Joseph Ostrow, executive vice president and worldwide media director for Foote, Cone & Belding Communications.

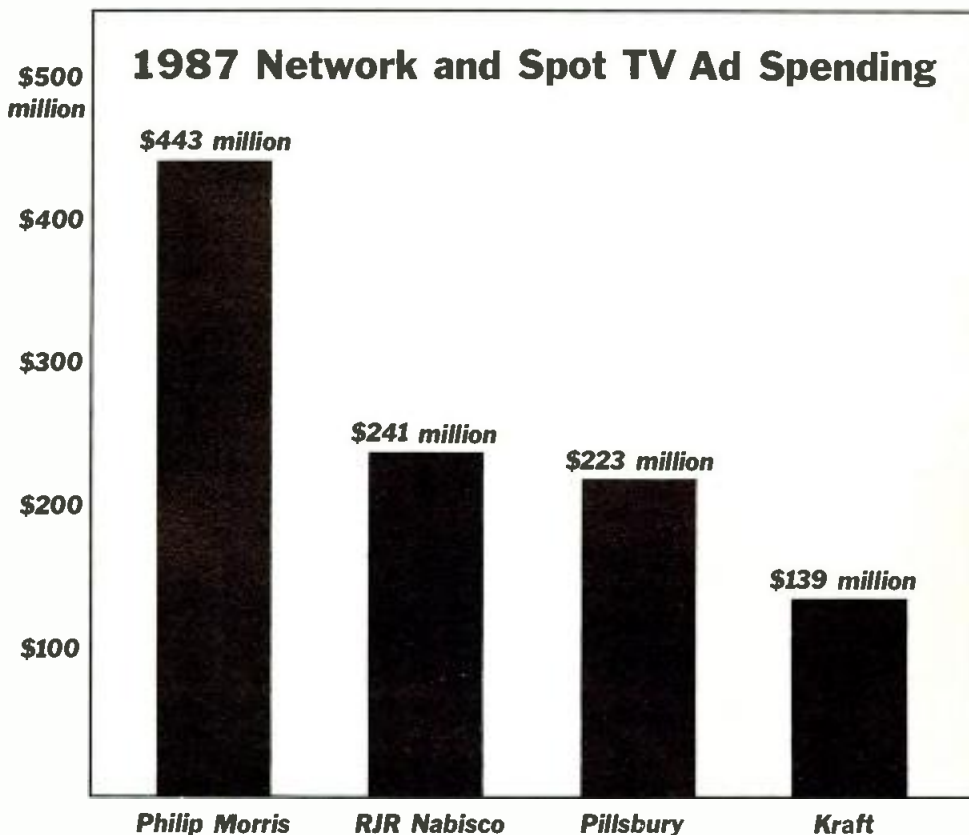
Another historical pattern that might be repeated is the advertising spending of major retailers bought in leveraged buyouts within the past two years. According to statistics gathered by analyst Peter Appert at C.J. Lawrence, five major retailers that un-

derwent a management LBO or other purchase since 1986 cut their advertising budget as a portion of revenues. Allied Stores, which was purchased by Campeau Corp. in 1986, cut its ad spending by 45% the year following the restructuring.

A leveraged buyout would not necessarily drive down a company's advertising budget for more than six months, according to Charles Crane, an analyst at Prudential-Bache Securities. After an initial drop in advertising due to financing costs and the wait for a new management team's marketing agenda, advertising budgets would probably increase to previous levels, he said. In past leveraged buyouts, television advertising was not reduced disproportionately in relation to other media, Crane said.

The long-term effect of food industry purchases might be a negative one, suggested Peter Falco of Merrill Lynch. In purchasing an established brand, a company is diverting money it might otherwise have spent on advertising new products of its own, he said.

If mergers do affect television revenue, they will also affect profit margins and station values, a point that was not lost last week on panelists at a New York City semi-



Source: BAR/LNA Multimedia Service, as compiled and published by Leading National Advertisers.

## 'Times' puts cable system on block

The *New York Times* announced last Friday that it was putting its cable system in southern New Jersey up for sale. The Audubon, N.J.-based system serves over 160,000 subscribers and could fetch a price of between \$350 million and \$400 million, one broker said.

The system has been much in the news since cable pioneer Irving Kahn announced plans to overbuild the system, eventually with fiber. Kahn, who has been granted five franchises to date in the area, said last week the timing of the NYT's decision reflects its concern about competition from Kahn's Choice Cable. "It seems obvious that the potential for success by Choice Cable in NYT's backyard could mean a dramatic negative impact on the price of the NYT system, and the timing of NYT's decision to sell probably reflects that fact," he said.

In addition to Kahn, likely bidders could include Comcast, which has franchised much of neighboring Philadelphia, and Continental. One broker also expected that Cablevision Systems could well make a strong run for the system. Because the system is large (among the nation's top 20), is in a growing area and has produced some strong pay-per-view results, the broker said, it may also draw the attention of the telephone companies.

NYT has retained First Boston to sell the system.

nar discussing TV station acquisitions. "Consolidations are done purposefully, and at least one of those purposes has a direct impact on television advertising," said Michael Finkelstein, chief executive officer of Renaissance Communications Corp. He said

that reducing advertising competition can be among a merger's goals, along with increasing leverage for shelf space and eliminating duplicative research and development. Finkelstein said that following the recent consolidation of the beer industry, television

advertising by beer makers declined in absolute terms. Several other panelists at the seminar also shared Finkelstein's view that the consumer product company mergers could affect buyers' attitudes toward station values.

Alan Gottesman, an analyst with PaineWebber, said he did not believe that advertising spending would necessarily be cut by any of the food companies at issue. Because purchasers are for the most part already involved in the food business, "nobody would have to learn the lesson of why to advertise." Nobody would have to learn the lesson, either, of reacting to one's competitors' advertising, he added.

On the other hand, bankers taking over a company might not be as knowledgeable, he said. "That's a lesson to be learned," he said. But the lesson would inevitably be learned, thus restoring advertising budgets, he said.

Gottesman also said that he did not believe that the situations of food product manufacturers were analogous to those of the retailers mentioned in Appert's study. Whereas a merger of two retailers might result in consolidated advertising, different food product lines would still require a certain amount of advertising per sale no matter who owned them, he said. □

## TCI looking at a "less is more" channel strategy

### MSO examines ways to improve programming and promotion of existing services as way to increase share of advertising pie

Tele-Communications Inc. is looking toward reducing the number of channels it carries and devoting more resources to improving existing cable programming services and promoting them better. The emphasis would be on improving the ratings of the cable networks, which would produce a more substantial share of the advertising pie.

"TCI is thinking about reducing our channels, not because we want to reduce channel opportunities to the consumer, but many times we put on channels which are low quality, where the consumer gets upset," said John Sie, senior vice president, programming, TCI, during a cable-telco seminar in Atlanta last week. "Unfortunately, our value [as perceived by the customer] is only as good as our louisiest channels."

Programming costs are enormous, said Sie: "Ask ABC, NBC or CBS. If we have 30 channels, that's a lot of channels to program 24 hours. I don't mind if we have good quality programming that the person does not watch. But when we have shlocky programming or low production values or objectionable programming, then somehow consumers think they are paying for that."

He acknowledged that "cable's rating is very small," and said "advertisers don't like to deal with 1's or 0.5's." They want 10's, he said. "Now, we can't get a 10 if we keep adding those fragmented channels, so at TCI we're studying what consumers think are good and bad services, whether they watch

it or not. We should really reinvest our money into improving the quality and promote the product we have, so that we can have a robust next phase of growth, which is advertising."

If networks "can do a good job with three channels with \$10 billion in revenue," he said, maybe cable can get one-third of that revenue with 20 channels. "I'd be very happy" with that, he said.

Sie believes the phone company is pushing fiber without considering whether consumers want or are willing to pay for all the services that capacity would afford (see page 54). HDTV, he contends, can be delivered with the present 6 mhz technology, without the need for fiber, using the Ferrugia system (BROADCASTING, June 13).

"So while we certainly have the capability to rebuild and add channel capacity through [fiber] backbone, it's not at all clear that more channels are better," Sie said. The channel capacity race from 30 to 40 to 50 to 100 "really didn't come from any consumer

demand," but stemmed from "a mindless franchising frenzy." Sie said TCI is looking at "how we optimize this plant we have, and one of the first things we have to look at is the channel lineup we have. And probably we'll take off some of the poorer-quality channels."

Sie said later that TCI does not see fiber as a solution for increasing channel capacity, since more is not necessarily better, or for implementing HDTV. "We view fiber purely as a technology," he said, which will be used to improve analog technology by providing better pictures more reliably and cheaply.

The optimal number of channels seems to be between 30 and 40, he said, depending on the number of off-air stations and other variables. In Pittsburgh, he said, TCI has reduced the number of channels from 66 to 44, which has produced "far better programming" for the consumer. He said the company is not against adding new services, but would want to ensure that any that are added are of good quality. □

## No hope for 'Ryan's' soap

Affiliate preemptions of ABC's noontime serial drama, *Ryan's Hope*, last week spelled death for the half-hour show. Network officials have decided to cancel the soap opera as of Jan. 13, ending a 13½-year network run. The move will allow the current half-hour infotainment show, *Home*, to expand to an hour.

Clearances for *Ryan's Hope* had deteriorated to approximately 75%, according to figures provided by A.C. Nielsen, as affiliates, including many in major markets, had decided to air their own noontime newscasts instead. *Growing Pains*, which currently runs at 11 a.m., will be moved to noon.

Within recent weeks, *Home* has added George Merlis as supervising producer. Merlis had previously worked with the show's executive producer, Woody Fraser, on *Good Morning America*.

## Sweeps, new season to attract viewers

**Networks hope viewing levels will be up during quarterly rating period, unusual this year because of delayed fall season; ABC expected to win race with 'War and Remembrance'**

With the delayed start of the new season, 18 hours of the ABC mini-series *War and Remembrance* and a year of peoplemeter numbers under their belts, network officials are hopeful that network viewing levels during the November sweeps (Arbitron—Nov. 2-29; Nielsen—Nov. 3-30) will at least hold to last year's combined 43 rating and 60 share. The blockbuster mini-series, officials at all three networks concede, should give ABC an edge in the sweeps.

Last year, combined network audience levels in the November sweeps fell about 10%, with most of the blame put on the switch to peoplemeters, although network executives also acknowledged that more viewing alternatives in syndication and on cable were factors as well.

Network ratings for the first five weeks of what normally would have been the start of the new season (Sept. 19) have slipped another 9.3%. Observers point to the writers' strike, which caused production delays for most new shows, and underperformance of the later than usual summer Olympics as primary factors.

"Viewing levels should be up again" to last November's levels, said Michael Eisenberg, a CBS research vice president. Both CBS and ABC have declared the start of the new season to be Oct. 24, one week shy of coinciding with the start of the sweeps period. Most of the new ABC and CBS prime time shows are debuting in November. Therefore, said Eisenberg, the initial viewer curiosity and sampling of new shows that normally takes place in September will occur during the sweeps, boosting audience levels.

ABC research vice president, Larry Hyams, agreed. "The network viewing levels [during the sweeps] should be comparable with a year ago," he said, "especially with the impact of *War and Remembrance*." NBC research vice president, Gerry Jaffe, also agreed: "The network performances should be pretty good relative to last year. I don't think levels will necessarily be up."

By far the big event of the sweeps is *War and Remembrance*, which ABC will air in seven parts beginning Nov. 13. The smart money has it that the mini-series should give ABC the sweeps. "I think it will do very well or very poorly for them," said one observer. "More likely it will work for them."

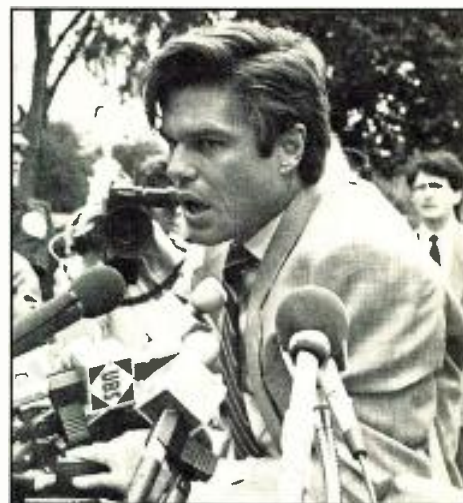
CBS and NBC are not pulling out too many big guns to counterprogram *War and Remembrance*. In fact, most counterprogramming will consist of regularly scheduled



ABC's 'War and Remembrance'

programming. Both NBC and CBS have avoided airing new season series premieres against the mini-series. On Sunday, Nov. 13, against part one, NBC will counter with perhaps its strongest special event, the hit theatrical "Back to the Future," with Michael J. Fox, leading out of *Family Ties* at 8:30 p.m. CBS's opening counterstroke against *War* will include *Murder, She Wrote* and the made-for, *Where the Hell's that Gold???*

Part two of *War* airs as a three-hour block Tuesday, Nov. 15, 8-11 p.m. CBS will go with "Police Academy III" from 8 p.m. to 10 p.m., followed by *High Risk*, the on-going strike-interim series. NBC has scheduled *ALF* and "Karate Kid II." On the following night, against part three from 9 p.m. to 11 p.m., regular programming has been scheduled by both CBS and NBC. The same is true for part four on Thursday (Nov. 17), with the exception of a JFK assassination special airing on CBS from 9 p.m. to 11 p.m. CBS and NBC have both scheduled made-fors, *Diamond Trap* and *Goddess of*



NBC's 'Favorite Son'



CBS's 'Peanuts' mini-series

*Love*, respectively, against part six on Nov. 20. Against part seven on Nov. 22, CBS has scheduled *High Risk* and another made-for, while NBC will go with "Pretty in Pink" and a special on John Kennedy.

ABC has six new-season premieres during the sweeps, including *McGyver*, *Wonder Years*, *Hooperman*, *China Beach*, *Knightwatch* and *Dynasty*. CBS has six new

**Nervous in Indiana.** NBC affiliate WTHR-TV Indianapolis, in the largest television market (24th) in the home state of Republican vice presidential candidate Sen. Dan Quayle, said last week it would not air NBC's upcoming mini-series, *Favorite Son*. A station spokesman said General Manager Michael Corken decided it was "inappropriate" to run what he described as an "exploitative fictional political series one week before the election," which might influence voters at the polls. "It could conceivably effect people's thinking one way or the other," the spokesman said. Quayle's family owns the powerful Indiana-based Pulliam Newspaper chain, but the WTHR spokesman insisted neither Quayle nor his family's company put any pressure on the station. The mini-series, which airs Oct. 30-Nov. 1, centers on a handsome young politician (Harry Hamlin) who is picked as a vice presidential running mate after surviving an assassination attempt and capturing the heart of the nation. At one point during the network's early promotion of the mini-series, NBC ran on-air promos in which viewers heard a voice asking: "You think a man should be vice president because he looks good on television?" The promo was pulled after a complaint from Republican Party officials. The WTHR spokesman said it was "a fleeting coincidence" that Quayle was from Indiana, and that the station would have pulled the program, scheduled as it was, regardless of who was running. "We are not here to protect Dan Quayle," he said.

At press time last week NBC said the Indianapolis station was the only affiliate not clearing the program (and that it would try to clear it on another outlet there).

season premieres in the sweeps, including *TV 101*, *Murphy Brown*, *Designing Women*, *Beauty and the Beast*, *Raising Miranda* and *Almost Grown*, which will have a two-hour "preview" on Nov. 27, followed by a second episode in its regular time period Nov. 28 (10-11 p.m.). NBC has seven new season premieres in the sweeps, including *Matlock*, *In the Heat of the Night*, *Night Court*, *Baby Boom*, *Cheers*, *L.A. Law* and *Miami Vice*.

CBS will air the second half of its animated *This is America*, *Charlie Brown* miniseries during the sweeps. Parts three and four will air Nov. 4 and Nov. 7 at 8:30-9 p.m., in both cases up against regular programming. NBC has programed *Favorite Son* (see sidebar, page 41) in three parts, Oct. 30-Nov. 1, concluding the night before the start of the sweeps period.

CBS and NBC will go head to head with two-part made-for Nov. 6 and Nov. 7 at 9-11 p.m. CBS has *Internal Affairs*, a sequel to the earlier *Double Take*, with Richard Crenna, going against *The Great Escape II: The Untold Story*.

On the list of scheduled specials for CBS: a "claymation" special, *Meet the Raisins: The Story of the California Raisins* (Friday, Nov. 4, 8:30 p.m.), and *Inside the Sexes*, a special on human sexuality (Monday, Nov. 21, 10 p.m.). On ABC, specials include a tribute to Cary Grant (Thursday, Nov. 3, 10 p.m.), *Kenny Rogers Classic Weekend* (Nov. 14, 8 p.m.) and the *50th Barbara Walters Special* (Tuesday, Nov. 29, 9 p.m.). On NBC's sweeps specials plate at press time was *Mickey's 60th Birthday Special* (Nov. 13, 7 p.m.).

All three networks will provide election coverage on Tuesday, Nov. 8, throughout prime time. Network researchers expect the coverage to turn in ratings about 25% lower than ratings that would be generated by entertainment programming. Low viewership on the coming election night will be reinforced, researchers say, by projected low voter turnout and greater apathy generally on the part of voters toward this year's presidential and vice presidential candidates. □

## Questions remain at stations over 'Family Feud'

**Even though LBS said it's renewed show, programers will wait to see how it fares in November books before renewing or rescheduling**

"Survey says" the jury is still out on *Family Feud*, despite an announcement by LBS Communications last week that the show has been renewed for its second season. The show has been a Dr. Jekyll and Mr. Hyde for stations, scoring impressive numbers in some markets and dismal ones in others. As is the case with many other shows in this turbulent season, the November books will determine whether *Feud* returns for an encore.

"It's a ridiculous statement," said Dick Kurlander, vice president, director of programming, Petry Television, of LBS's announcement that *Feud* will return. "It's only a positioning statement, a confidence builder to stations," he said, adding that no stations have renewed the show.

As for the show itself, Kurlander said "school is definitely out on the show's performance," adding that recently, "it has been trending upward." According to Kurlander, the show has seen continued growth in nine of the 16 metered markets. *Feud* has scored an average 6 rating and 13 share for the season to date. Kurlander said the show averaged a 6.3/14 in the 16 markets last week, adding that prospects for the show look good if it continues along this path.

Regarding the show's performance, Bill Carroll, vice president, director of programming, Katz American Television, said, "There have been some disappointing stories like in New York and Los Angeles, while there have been positive stories in Washington, Atlanta and Seattle. It hasn't turned out to be a runaway hit, but no show this season has." He added, "It has shown itself to be durable."

In Washington on WRC-TV—the NBC



O&O—*Feud* is consistently the number one or two show in the 7:30-8 p.m. time slot, facing *Wheel of Fortune*, *Entertainment Tonight* and *A Current Affair*. "We're absolutely very pleased thus far," said Kathy McCampbell, program director of WRC-TV. "The show usually runs in a dead heat for first place in the time slot, with between a 10 and 12 rating," she said.

The trouble for *Feud* may come from King World's *Inside Edition*, a reality-based series scheduled for launch in January. In its first week pitching the show to stations, King World has come to agreement with approximately 14 stations, representing nearly 30% of the country. The largest among them is WNBC-TV New York, which currently carries *Family Feud* in prime access at 7:30 p.m.

"*Feud* has not been succeeding in the time period, and will come off the air effective Jan. 6," said Bud Carey, vice president and general manager of WNBC-TV. *Inside Edition*, he said, "will take *Feud*'s time slot at 7:30 p.m. beginning Jan. 9," adding, "*Feud* has finished consistently behind its competition, which is *A Current Affair*, *Wheel of Fortune* and *Kate & Allie* reruns."

Kurlander predicted that *Inside Edition* will take 10 of the top 50 markets away from both *Family Feud* and *USA Today: The Television Show*, with *Feud* sustaining the

most damage. "Gannett," he said, "can withstand the defections because their pockets are deeper." Any further defections, especially in Chicago and Philadelphia where WMAQ-TV and WCAU-TV, respectively, carry *Feud* and have also purchased *Inside Edition*, "would seriously damage *Feud*," said Kurlander, adding, "Those stations [WNBC-TV, WMAQ-TV and WCAU-TV] represent approximately 15% of the country."

Outside of WNBC-TV, no other stations that purchased *Inside Edition* and who carry *Feud* have announced a time slot for the King World product, preferring to wait until the November books have come out.

"No decision will be made until November," said a spokesman at WCAU-TV, regarding the time slot placement for *Inside Edition*. "*Family Feud* is no more or less safe than any other show," he said. According to the spokesman, *Feud* consistently ranks third or fourth in its 7 p.m. time slot against *Jeopardy!*, *Entertainment Tonight* and a host of comedies on the indies in the market.

Bob Highland, general manager, KCBS-TV Los Angeles, said no decision has been made yet on the placement of *Inside Edition*, adding: "We'll wait to decide until December." He also said, "it's unfair to draw conclusions about *Feud*'s performance thus far because the baseball playoffs, World Series and Olympics have not allowed the show to face regular programming on an extended basis." KCBS-TV has also purchased both *Wheel* and *Jeopardy!* beginning in fall 1989, so another decision will have to be made then as to which shows to supplant.

"We won't have to make a decision until December as to the placement of *Inside Edition*," said Jack Sander, president and general manager, WAGA-TV, Atlanta, adding: "We're not even committed yet to putting *Inside Edition* in the 7-8 p.m. slot." Sander said he's been pleased with *Feud*'s performance to date, averaging an 11/21.0 in the Nielsen ratings from Sept. 28-Oct. 24 against *ABC World News Tonight*, which scored a 14/26 during that time, and *USA Today*, which scored a 10/18. □

## Tartikoff on NBC

**Network programing chief talks of Hollywood clout, NBC's passing on 'Roseanne' and use of owned stations to test program ideas**

The power in Hollywood is no longer necessarily with the networks, said the most successful of the broadcast network programming chiefs, Brandon Tartikoff. In the final presentation of NBC's fall press tour in New York, Tartikoff also disclosed that the network was given first option at *Roseanne*, the sitcom now on ABC. Tartikoff also said that the owned stations may be used to test ideas generated by the network's new program development group (BROADCASTING, Oct. 17).

In responding to a question about the frequent trips that top CBS executives have made to Hollywood to solidify ties to the production community, Tartikoff said, "The best way to have good relations in the Holly-

wood community is to buy shows from them and give them good time periods. Anything else is just...window dressing." But Tartikoff added that the networks also were looking at a new Hollywood structure: "Although you do have certainly some power still left...it really resides now, I think, in the dozen to 20 key writer-producers who can literally get a commitment from ABC, CBS, NBC, Fox, Turner, HBO, Showtime, whatever."

The president of NBC Entertainment said that he in fact turned down a chance from one of those key writer-producers, Carsey-Werner, which went to NBC first with *Roseanne*. The prime time sitcom is instead on ABC, where it has gotten off to a good ratings start. Tartikoff explained that Carsey-Werner had made a "rudimentary pitch" and on the basis of that pitch asked for an "episodic commitment." All NBC wanted to commit to was a pilot: "We were trying to stress the importance of making changes and making improvements on [Carsey-Werner's existing show on NBC] *A Different World*. And so we ended up leaving it at that...I don't think it's clear whether the choice is right or wrong...whether we should have offered six episodes to a comedienne who had never acted before..."

As for the sitcoms NBC has premiered, *Empty Nest*, *Dear John* and *Baby Boom*, Tartikoff said he had no complaints.

Tartikoff explained the purpose of the new program development group of which he was recently named chairman: "We can no longer operate in a blue-sky environment, where everybody in the company sort of goes about on their own, developing or doing projects without ever telling the other people what they're doing."

As an example, he said that previously he found out about the news division's daytime pilots after they were made: "Nobody ever consulted with us. They might have been told that there really wasn't a way to clear those kinds of programs where they were intended to go."

The owned stations may initially be the most involved and could be used to test out ideas, said Tartikoff: "It's to look at the similar kinds of things that we're involved in. We're very involved in the development of game shows. The owned stations are always in the market for late-afternoon programming."

The group, Tartikoff said, would be helping to shape the "concept" of a prime time news magazine, but, he added, it "would not be involved in the content or the producing of that magazine."

ABC's mini-series *War and Remembrance* would probably win its time periods this fall, Tartikoff conceded, noting that some of NBC's plans to counterprogram it were in dispute. The writers' strike hindered production of about half of the "missiles" that NBC had planned to use against the mini-series, he said.

The president of NBC Entertainment and NBC Productions expects the network in May to be able to mount a better "counter attack" against the second half of the 32-hour mini-series.

Reductions in the standards and practices department at NBC prompted questions to

Tartikoff. He answered by saying the main change was that the 20 jobs eliminated (out of 40) were primarily "lower-echelon" personnel whose primary task was to "buck" the problems to higher-echelon department members. The responsibility for bucking up the problems has now been given to the program executives overseeing the various shows, he said.

The NBC executive was called on to defend the standards decision on a recent broadcast of *Saturday Night Live*, which included a make-believe game show, "Jew,

not a Jew." Tartikoff said although the content of the segment was not changed, a "compromise" decision was made to move the skit to the back of the show: "We eventually allowed it to go on because the producer of the show is Jewish; the writer of the show is Jewish; the broadcast standards officer is Jewish...myself being Jewish. We all looked at it and said it did play on several levels and just didn't play on shock value of saying the word Jew so many times like that..." Tartikoff described reaction to the show as not "inordinate." □

**New soap.** Beginning in March 1989, NBC will increase its daytime soap opera schedule by one half hour with the addition of *Generations*. It is expected that the network will use the 30-minute drama as a lead-in at 12:30 p.m. to its afternoon block of hour-long soaps, which currently begin at 1 p.m. Making way for the new soap will likely be one of the network's game shows. NBC's game show block begins at 10 a.m. with *Sale of the Century* and ends at 12:30 p.m. with *Scrabble*. Likely targets for cancellation are NBC's three lowest-rated games, *Super Password* 12-12:30 p.m., *Concentration* 10:30-11 a.m. and *Sale of the Century* at 10-10:30 a.m. *Generations* was created by Susan Sussman, former writer for *The Young and the Restless*. The show is produced by NBC Productions, with Sussman serving as executive producer.

**New host.** Industry sources say Barris-Guber-Peters will announce soon that comedian Paul Rodriguez will replace veteran game show host Bob Eubanks as the host of the *New Newlywed Game*. The company declined comment, but sources said the switch is expected to be made the week of Dec. 5. The show, now in its third season, has suffered from stations putting it in less desirable time periods, and a number of strong affiliates have dropped the show, to be replaced by weaker independents, according to a program analysts.

**Silence broken.** Marina Oswald, wife of the accused assassin of John F. Kennedy, Lee Harvey Oswald, has consented to do her first TV interview since the Kennedy assassination 25 years ago. The interview is expected to take place live as part of Jack Anderson-Saban Productions' prime time syndication special, *American Expose: Who Murdered JFK?*, to air Nov. 2. "We have her promise" for an interview, said a source in Anderson's Washington office. The special will address the theory that there was an international conspiracy behind the assassination.

## NBC wins week five; CBS, ABC tie for news

The World Series put NBC on top for week five (ended Oct. 23), when the network scored an 18.7 rating and a 30.5 share. ABC maintained its hold on second place with a 13.9/22.6, while CBS closed out with a 12.7/20.7. ABC and CBS tied in the evening news race with a 10.2/20. NBC pulled in an 8.9/18, due in part to low coverage because of the World Series broadcasts. The combined rating for the three networks was a 45.3, or 40.9 million households. This figure is up from week four's 38.5 million households.

| Nielsen | □       | Net | Nielsen                  | □   | Net       |                           |
|---------|---------|-----|--------------------------|-----|-----------|---------------------------|
| 1       | 26 3/43 | N   | World Series, game 5     | 32. | 13.3/22 N | World Series, pregame 3   |
| 2       | 25.9/42 | N   | Cosby Show               | 33  | 12.8/22 A | Just the Ten of Us        |
| 3       | 24 7/40 | N   | World Series, game 3     | 34. | 12.8/20 A | North and South, part 1   |
| 4       | 24 0/39 | N   | World Series, game 4     | 35. | 12.8/20 A | North and South, part 3   |
| 5       | 23.7/35 | A   | Roseanne                 | 36  | 12 8/20 N | NBC Movie, Goonies        |
| 6       | 21 8/34 | A   | Who's the Boss?          | 37. | 12.7/20 C | CBS Monday Movie          |
| 7       | 21.1/33 | N   | NBC Monday Movie         | 38  | 12.3/21 N | World Series, pregame 4   |
| 8.      | 20 7/35 | C   | 60 Minutes               | 39  | 12.0/22 A | North and South, part 4   |
| 9       | 20 3/31 | C   | CBS Sunday Movie         | 40. | 11.3/21 N | Secrets Men Never Share   |
| 10      | 20.1/30 | C   | Murder, She Wrote        | 41. | 11.2/20 N | Something Is Out There    |
| 11.     | 19.2/33 | N   | Golden Girls             | 42  | 11.0/17 C | CBS Thursday Movie        |
| 12.     | 19.1/30 | A   | Growing Pains            | 43. | 10.5/19 C | This Is America C Brown   |
| 13.     | 18 8/29 | A   | Head of the Class        | 44  | 9.9/18 C  | B Bunny: Video Stars      |
| 14.     | 18.6/30 | N   | ALF                      | 45  | 9.8/16 C  | Wiseguy Special           |
| 15.     | 17 7/27 | N   | Hogan Family             | 46. | 9.6/15 C  | 48 Hours                  |
| 16.     | 16.5/29 | N   | Empty Nest               | 47  | 8.4/14 A  | Incredible Sunday         |
| 17.     | 15.8/26 | N   | NBC Sunday Movie         | 48  | 8.2/13 C  | Smothers Brothers Special |
| 18      | 15.4/24 | C   | CBS Tuesday Movie        | 49  | 8.0/13 A  | MacGyver                  |
| 19.     | 15 2/27 | A   | Full House               | 50. | 7.9/15 C  | West 57th                 |
| 20.     | 15.1/26 | A   | Monday Night Football    | 51. | 7.4/11 F  | America's Most Wanted     |
| 21      | 14 9/23 | A   | North and South, part 5  | 52. | 7.3/11 C  | High Risk                 |
| 22.     | 14 9/23 | C   | 60 Minutes Retrospective | 53. | 7.0/13 C  | Live! Dick Clark Presents |
| 23.     | 14 8/26 | C   | CBS Friday Movie         | 54. | 6.6/10 F  | Married ..With Children   |
| 24.     | 14 5/22 | A   | Mission: Impossible      | 55. | 6.3/11 C  | Simon and Simon           |
| 25.     | 14.2/24 | A   | Mr Belvedere             | 56. | 5.2/9 F   | 21 Jump Street            |
| 26      | 14.2/26 | N   | Amen                     | 57. | 4 0/7 F   | Reporters                 |
| 27      | 14.1/26 | A   | Perfect Strangers        | 58. | 3.9/6 F   | Gary Shandling Show       |
| 28.     | 14.1/25 | N   | NBC Friday Movie         | 59  | 3.5/5 F   | Tracey Ullman Show        |
| 29.     | 13.8/22 | A   | North and South, part 2  | 60. | 3.4/6 F   | Beyond Tomorrow           |
| 30.     | 13 7/25 | N   | 227                      | 61  | 2 9/5 F   | Duet                      |
| 31.     | 13.4/24 | A   | 20/20                    |     |           |                           |

## Questions remain over French DBS bird

**Even if last week's launch is successful, there remains to be determined who will program service and how soon enough dishes will be on line**

France's long-awaited TDF 1 direct broadcast satellite was expected to enter space late last week (see "In Brief"), but the successful launch of the bird is only its first obstacle.

Critical uncertainties continue to surround who will program the four-channel, several-hundred-million dollar system, which was conceived nearly a decade ago in an industry-driven joint DBS effort with West Germany. Also unknown is how quickly TDF 1 can build its French home dish audience.

French government communications officials are now in decisive negotiations to determine whether existing French television companies, most notably terrestrial pay service Canal Plus and leading commercial channel TF1, can be lured into the risk-laden project. Canal Plus is apparently considering taking two channels, including one for a new family-oriented service.

Foreign language broadcasts and foreign programmers are also being considered for the satellite. The West German Bundespost (telecommunications authority) has expressed interest in a channel for the delivery of a German-language national radio service and other German programmers may be interested since the German twin to TDF 1, TVSAT, failed to deploy after its launch earlier this year, leaving them without an anticipated new outlet.

A several month window remains before a final decision must be made on who will occupy the TDF 1 transponders, however, since the satellite will not be ready for service until early next year, according to Xavier Gouyou-Beauchamps, head of Tele-diffusion de France (TDF), the French national authority that developed the project.

The only programmer certain to be on TDF 1 is La Sept, a government-backed cultural channel that is expected to have a stockpile of more than 2,200 hours of programs by the end of this year.

Transponder costs are a major impediment to potential participants. Last year, programmers including TF1 and Canal Plus balked over average annual transponder costs as high as \$22 million. Negotiations dropped the rents steeply, but they remain substantially higher than those offered on competing European broadcast satellites, such as the soon-to-be launched Luxembourg Astra satellite, or on France Telecom satellites used for television and telecommunications transmission.

According to Canal Plus Executive Vice President Jean-Claude Dumoulin, cost is only one element in the channel's proposal

to broadcast on the satellite, with another important factor being whether the proper mix of channels can be brought to the satellite in order to entice viewers to buy the receive dishes and bring down their initial cost quickly. Dumoulin added: "Canal Plus is ready to take a risk [but we're] not ready to lose money."

In order to reduce initial risk for Canal Plus, the company's financial head, Claude Ravilly, said the company has proposed that it be allowed to start its new satellite family service simultaneously as a terrestrial pay channel.

By initiating the new channel on the ground, Ravilly explained, Canal Plus could build an audience and a revenue stream during the initial growth of a home satellite dish market. The same set-top decoders used for the temporary terrestrial service (a new model designed to receive the D2-MAC transmission standard of the French satellite) could later be used to receive TDF1 programming as well.

Worries over the growth of the home dish industry are only worsened by estimates of initial cost of the 40 centimeter dish needed to receive TDF 1 throughout France. Ac-

cording to Jean Georgy of TDF, industry estimates range from more than \$800 to \$1,000. By contrast, dishes used for a British three-channel DBS project to be launched late next year by British Satellite Broadcasting are expected to start at about \$450.

The satellite industry "mustn't give in to the illusion that we can afford to wait" while dish penetration reaches acceptable levels, since satellites have lifetimes limited to less than a decade, warned Andrea Caruso, director general of Eutelsat, which provides competing European TV satellite services.

Caruso added that DBS as currently conceived, with a limited number of channels for a national service, is not "economically feasible." A greater economy of scale can be achieved, he argued, by a new generation of 14-channel DBS systems that he said Eutelsat is examining for launch in the mid-1990's ("In Brief," Oct. 24). Transponders on those satellites will lease for about \$3.6 million (European Community dollars) apiece, or about the same cost as Eutelsat's current satellite rents. Their signals could be received across Europe on 40 cm-60 cm dishes, he added. □

## USIA struggles to save Worldnet

**Service out of luck since Congress adjourned without renewing it; will be able to provide presidential election coverage with feed from ABC**

U.S. Information Agency officials are pondering what they can do to salvage its Worldnet service. A last-minute effort in Congress to restore the noninteractive service at least for another year collapsed in Congress's rush to adjourn on the night of Oct. 21-22. After considering the available options with agency attorneys last week, Al Snyder, director of USIA's television service, said Worldnet would be on the air for

24 hours beginning at noon NYT on Nov. 7 to provide coverage of the presidential election.

Snyder said the lawyers concluded such coverage would not violate the present ban on passive programming since the coverage will be provided at no cost by ABC. As it did four years ago, ABC will make the coverage available provided it is "not for broadcast," that is, exclusively for USIA posts abroad. Presumably, however, anyone with a dish pointed at the satellite relaying the programming would be able to receive it.

Worldnet's passive programming—that is, news and feature programming—was suspended on Oct. 1 in accord with an authorization bill enacted last year. The legislation required the suspension unless USIA could demonstrate it attracted two million viewers regularly in Europe. USIA research indicated the audience was little more than 10% of that amount, and complained that the threshold set in the legislation was unrealistic for a three-hour program aired in the morning. USIA said that even the English-language satellite broadcasters, Sky Channel and Super Channel, both 24-hour services, daily reach audiences of only 1.3 million and 660,000 adults, respectively.

Senate staffers who had recommended the two million figure said USIA director Charles Z. Wick had claimed a substantial audience in Europe. In a letter to the Senate

**International affair.** NBC's Robert Wright has been named chairman of the 16th Annual International Emmy Awards Gala, scheduled for New York's Sheraton Centre on Nov. 21. Nominees for the awards, presented by the international council of the National Academy of Television Arts and Sciences, were announced last week from a record 197 entries. British programs dominated, with three apiece for the British Broadcasting Corp., Channel Four and London Weekend Television. Nominations also went to French, Australian, Canadian, Spanish and Dutch producers.

Foreign Relations Committee in June 1987, Wick said USIA used "gross average audience," a term employed by the A.C. Nielsen Co., that is arrived at by adding together the number of people reached by a series of rebroadcasts of a Worldnet program. And when a program is shown more than once, the "gross average audience" is the sum total of the number of viewers for each individual program. USIA also includes in the total the audience for radio rebroadcasts and the circulation figures of newspapers that run stories reporting on the program. The letter does not contain an estimated audience, but Wick has claimed billions of "impressions" for Worldnet interactive programs over a period of several years.

The Oct. 1 suspension generated a flood of reports from USIA posts abroad relaying complaints from foreign governments and media. USIA made available a sheaf of such cables, including one from Richard Burt, U.S. ambassador to West Germany, who said: "The blackout in Worldnet broadcasting has come at a time when the eyes of the world are focused on the American political process. A number of influential Germans have expressed disappointment that we have not been able to carry the presidential debates." The suspension came before the debate between the vice presidential candidates, Senators Lloyd Bentsen (D-Tex.) and Dan Quayle (R-Ind.) and the second debate between Vice President George Bush and Governor Michael Dukakis.

USIA mounted a major lobbying effort in Congress to win restoration of the service that was being delivered by satellite to receive-only dishes at 140 U.S. posts, including embassies and libraries, around the world. A compromise was drafted that was endorsed by members of the Senate Foreign Relations Committee as well as the House Foreign Affairs Committee. It would have restored the service until Oct. 1, 1989, indefinitely if it could have demonstrated by surveys that its worldwide audience exceeds two million viewers. However, it would have imposed program requirements: That Worldnet carry one hour daily of a U.S. public or commercial news program, "such as the *MacNeill/Lehrer NewsHour*," and no less than two hours of material on "historical, cultural or scientific subjects" that was produced by U.S. commercial or public television stations. U.S. government-produced programming would have been limited to one hour.

The measure, contained in an omnibus bill that included other relatively noncontroversial foreign affairs items, was approved by the House on a voice vote on the day before adjournment. But while the bill had the support of Senator Claiborne Pell (D-R.I.), chairman of the Senate Foreign Relations Committee, it was blocked by Senator Jesse Helms (R-N.C.). He put a hold on the bill until the Senate agreed to consider one or both of two measures he wanted to attach to the bill. Both were controversial—one

dealt with diplomatic immunity and the other would have, and he got clearance of neither. So the Worldnet measure died.

Wick last week appeared confident the next Congress would permit a resumption of the noninteractive programming. But Snyder and others in the television section were attempting to determine what they could do in the meantime, in addition to the interactive programs during which U.S. government officials and others in Washington are interviewed by journalists in U.S. embassies around the world. Thus far, the election coverage—which will include U.S. experts who will be made available during cutaways to explain the process to journalists in embassies abroad—is the only idea USIA is confident would be proper, under the law.

Snyder said other ideas are under consideration—relaying press briefings at the State Department, for instance, or distributing programs that, before Worldnet emerged five years ago, had been delivered by mail or government pouch. Such programs include *Newsfile* and *Science World*. And USIA officials feel it would be inefficient to use those means of delivery when satellites are available. However, none of the material would be distributed as Worldnet programming. And Snyder made it clear USIA would proceed cautiously. "We're just trying to figure out what we can do under the law," he said. "We won't do anything without checking [with staff members of the foreign relations committees]." □

## Business

### Industry divided over 'reverse compensation'

#### Opinions vary over Florida indie's paying ABC-TV to become affiliate

There was disagreement in the industry last week over whether WPBF-TV West Palm Beach's offer to pay ABC for an affiliation was trend setting or an exception ("In Brief," Oct. 24). Also it was learned that ABC executives called the stations vying for the affiliation at least a week after their formal presentations to ask "if they wanted to change anything in their proposals." ABC denied it was auctioning off the affiliation.

Some affiliates were saying the West Palm Beach situation was unique. ABC was soon to have been without an affiliate in the market and three UHF stations—two of which were going to have transmitters on the same tower—were trying to get that affiliation. The change in payments from outflow to inflow represents an estimated benefit of at least \$1.5 million a year to ABC in what is the 54th largest ADL.

On the other hand, the affiliate division heads at both other networks were allowing, perhaps in their networks' own interest, that the West Palm Beach situation may encourage other independent stations to do the

same when affiliation contracts come up for renegotiation. If nothing else, the comments by network executives may give current affiliates pause before giving notice that they wish to renegotiate their affiliation contracts for higher compensation or other benefits. There are dozens of other markets where independents with relatively competitive facilities might be willing to offer the networks money to steal away an affiliation.

George Newi, ABC senior vice president, affiliate relations, said the "reverse compensation" was only one of several factors that went into the network's decision to award the affiliation to WPBF-TV. He noted the station also indicated it would give strong financial support for promotion—the network usually pays half of co-op advertising in local newspapers, whereas WPBF-TV said it would bear the whole cost—and that one of WPBF-TV's owners, John Phipps Inc., owns another station in Tallahassee, Fla., WCTV(TV), with a good track record: "They have a news show there that gets a 74 share."

From the start, WPBF-TV offered to pay ABC for affiliation, unlike the other two UHF's, WTVX(TV) and WFLX(TV). Immediately after the station's formal presentation

before a group of roughly 15 ABC executives, Dennis Boyle, president of John Phipps Inc., said he spoke separately to Newi and ABC Network President Mark Mandala about the "financial" aspect of the affiliation.

Newi said ABC did not immediately make a decision on the affiliation but waited to see how certain legal matters involving WPBF-TV—WTVX had decided by that point not to let the competing station use its tower—evolved. Within a few weeks WPBF-TV had obtained permission to build a tower nearby, and at that point Newi called both WPBF-TV and WTVX to ask if they wanted to add anything to their bids. Newi said ABC was not running an auction: "At no time did we tell what the other stations were offering or bidding."

Lynwood Wright, general manager of WTVX, said: "At that point we offered to not take any compensation immediately but take a review on July 1. There was still no decision and we were told they were waiting to see if they [WPBF-TV] could get on air definitely by Jan. 1. In the last few days before the decision we then agreed to take no compensation, and finally made them an offer to pay." □

# TVB exhibitors show off

Advertising convention displays audience measuring products, sales management software, more

Exhibitors at the recent Television Bureau of Advertising convention in Las Vegas (BROADCASTING, Oct. 24) were mostly promoting information: audience and sales data, software to interpret it and ways to present it. Unlike many conventions, TVB does not rent a separate exhibition hall, and thus exhibitor space is limited to areas around its central meeting location. Thus, this year, as in past years, the New York-based trade organization had to turn away some of those requesting a booth.

Some of the audience data measuring and analysis companies that had merged with other exhibitors took just one booth. But they were replaced by other types of exhibitors. Cycle-Sat, for instance, was at TVB for the first year exhibiting its satellite delivery service, which sends advertising spots from national advertisers to the transponders, it said, of more than 500 television stations. Also new to the floor was ReCAS, which obtains co-op vendor dollars for local advertisers and TV stations, and RRN Inc., which provides stations with coupon promotion campaigns designed to attract local advertisers.

**Down under addition.** Foote, Cone & Belding Communications subsidiary has acquired Australian advertising agency Forbes Macfie Hansen for undisclosed terms. Combined agency will have estimated billings of \$80 million, according to FCB.

**Combination.** Select Media Communications, syndicator of program inserts, has agreed to merge with two-year-old Maltese Companies, to form as-yet unnamed New York-based company. Two organizations are currently in joint venture with third company to produce and syndicate game show *Relatively Speaking*.

Jefferson-Pilot "what-if" software for its Sales Management System was introduced. Broadcast Management Plus was showing its Newspaper Advertisers Report, which lets TV stations know which, and to what extent, advertisers are using newspapers. The system is currently being tested in three markets. Broadcast Resource Group was exhibiting pre-produced ads for stations to customize for local advertisers. Media Incentive Marketing was presenting incentive contests and other programs to motivate sales staffs and client advertisers.

Other ratings related products were exhibited by Marshall Marketing & Communications, TVSCAN, Leigh Stowell & Company and Norman Hecht Research. Arbitron and Nielsen were both talking about new products—Arbitron's "Custom Target Aid," introduced last spring, and Nielsen's "TV Conquest," introduced within the past few weeks. Both software products provide audience information broken down into categories narrower than ADI, such as county-by-county viewing information.

Some of the new products were more sophisticated versions of older software, enabled by advances in hardware, such as the recently introduced IBM AS/400 mini-computer.

Exhibiting sponsors were Impact Resources (MART), Jefferson-Pilot Communications and Bigger Than Life.

## Maltz-led group to buy out Malrite

Malrite Communications Group agreed to a senior management buyout plan led by Chairman and Chief Executive Officer Milton Maltz, the company announced last Monday (Oct. 24). The deal, worth about \$180 million, would pay shareholders at least 8.5% more than was offered in the original buyout proposal announced Aug. 15.

Under the terms of the deal, holders of Malrite's common stock or class A stock will be entitled to receive, at the election of each shareholder, either \$11.125 in cash per share or \$9 in cash and debt securities worth \$2.50. If fewer than 25% of the shares, other than those held by Maltz and his buyout company, are tendered for cash and securities, the buyout will become an all-cash deal. Maltz owns about 9.5 million of the company's 13.7 million common stock and class A shares, leaving about 4.5 million held by other shareholders to be purchased for at least \$50 million.

Under the management group's original proposal, the purchase price per share was \$10.25 for the Cleveland-based operator of 11 radio and six television stations.

The buyout group will also assume more than \$100 million in long-term debt, not counting \$40 million in principal amount of convertible debentures, which Malrite announced it would redeem upon the merger's closing at 85% principal value.

The management group previously announced that it would contribute \$60 million in equity to the new company. Additionally, the group said it had received a commitment for a senior loan of up to \$170 million from the Bank of New York, and a letter from Shearson Lehman Hutton regarding the sale of \$100 million in subordinated discount debentures.

The merger is subject to shareholder approval and other conditions. Because Maltz holds 74% of the voting power in the company, majority shareholder approval is guaranteed. In negotiations with the management group, Malrite was represented by a special independent committee of the board of directors, advised by the investment banking firm of Kidder, Peabody & Co.

## Fifth Estate Earnings Reports

| Company               | Period | Revenue (000) | % change | Earnings (000) | % change | EPS    |
|-----------------------|--------|---------------|----------|----------------|----------|--------|
| A.H. Belo             | Third  | \$91,221      | —        | \$663          | -90      | \$0.03 |
| Gannett Co.           | Third  | \$804,314     | 7        | \$75,121       | 7        | \$0.47 |
| Knight-Ridder         | Third  | \$503,126     | 6        | \$31,998       | -4       | \$0.57 |
| LIN Broadcasting      | Third  | \$68,644      | 17       | \$20,590       | 32       | \$0.39 |
| McGraw-Hill           | Third  | \$471,178     | 4        | \$58,756       | 12       | \$1.21 |
| Media General         | Third  | \$181,820     | 2        | \$10,787       | —        | \$0.38 |
| Multimedia            | Third  | \$107,592     | 5        | \$4,455        | -10      | \$0.36 |
| Orion Pictures        | Second | \$103,874     | -4       | \$2,563        | -39      | \$0.14 |
| Park Communications   | Third  | \$39,112      | 5        | \$3,947        | 2        | \$0.29 |
| Pulitzer Publishing   | Third  | \$94,408      | 5        | \$3,132        | 0        | \$0.30 |
| Tektronix             | First  | \$301,037     | 1        | \$7,392        | 322      | \$0.26 |
| Times Mirror          | Third  | \$814,779     | 5        | \$80,965       | 15       | \$0.62 |
| Warner Communications | Third  | \$1,027,442   | 25       | \$105,376      | 59       | \$0.66 |
| Washington Post Co.   | Third  | \$329,371     | 5        | \$38,060       | -38      | \$2.96 |

A.H. Belo said that prior-year period's net income included \$3.3 million net gain from asset sale. ■ **Knight-Ridder** now accounts for TV stations as discontinued operation, following announcement of intention to sell stations (BROADCASTING, Oct. 10). In third quarter, net income from broadcast operations was \$2.2 million, up 36%. ■ **Multimedia** said cable revenue for third quarter was \$25.4 million, while entertainment revenue was up 14% to \$15.9 million. Company's operating cash flow was up 8% to \$43 million. ■ **Park Communications** said third-quarter cash flow was up 4% to \$7.4 million. ■ **Tektronix** said that quarterly earnings for previous year, \$1.8 million, reflected \$6.5 million in charges because of fraud in company's German subsidiary and cost of relocating some employees within U.S. Company said sales in communications product area were up 42%, driven largely by company's television-related businesses. ■ Absent gain from asset sales, third-quarter net earnings for **Times Mirror** would have declined from year-ago period. Effective tax rate of company declined from 47% to 34%. Company said third-quarter cable revenue was \$71.1 million, producing operating profit of \$10.2 million. ■ Income in just completed quarter for **Washington Post Co.** would have been up 23% if prior year's third-quarter income excluded non-recurring gains of \$30.2 million. ■ Operating income for **Warner's** cable and broadcasting activities, through Warner Cable and minority-owned BHC Inc., was \$20.2 million for quarter, up 63% from same time period year before.

## Wrapping up SMPTE

**While not featuring a lot of new technology, annual show offered many improved versions of existing products**

The 1988 Society of Motion Picture and Television Engineers technical conference at the Jacob Javits Convention Center in New York set records for the numbers of papers and technical session topics, many of them related to high-definition television. But the other side of the SMPTE event seemed to be below expectations and below the records set at last year's show in Los Angeles. Attendance was about 15,500, below its target of 17,000. And, because of space limitations at the Javits Center, the exhibition sold out with 186 companies covering 71,750 square feet, far below last year's 261 companies and 79,000 square feet.

There was little in the way of new technology. The notable exception was the prototype of a half-inch, component digital VTR which was demonstrated at the Panasonic Broadcast Systems booth. Panasonic's parent company, Matsushita, plans to develop the new format, which some are calling D-3, into a system that will provide all the advantages of the D-2 composite digital format plus portability and eventually field acquisition (BROADCASTING, Oct. 24). Other new products, product enhancements and sale announcements were made by companies promoting tape library systems, computer graphics, cameras and other equipment.

The featured product at the Sony Corp. booth was its multicassette LMS (library management system) for TV station automation, introduced at the last National Association of Broadcasters convention but overshadowed there by other Sony product introductions, according to Raymond Baldock, manager, multicassette systems. Baldock stressed the various applications of the LMS, such as time-delayed recording from satellite feeds, multichannel regional network control and "banking" of up to 10,000 commercials or 600 90-minute programs with the LMS D-2 configuration. The system also supports Betacam SP decks.

To perform these tasks, Sony has developed its SID (segment identification) code software that "allows us to identify the location and duration of a tape," Baldock said. Sony is "ready to go with the industry" with the SID code, he said, and is planning to submit it to SMPTE for standardization.

A rival of Sony in the multicassette market, Odetics Broadcast of Anaheim, Calif., was claiming a market edge with "the most powerful set of software for networking cart machines that anybody ever imagined," according to David E. Lewis, vice president, commercial products and broadcast divisions. Lewis demonstrated how with new



SMPTE exhibit floor at Jacob Javits Convention Center

Odetics software and its Work Station equipment, which has reached the delivery stage after being introduced as a prototype at NAB, seven or eight editors at a large TV station could work independently, controlling the functions and database of the cart machine through computer terminals in an automated studio setting.

A smaller cart company displaying at SMPTE was Asaca/Shibasoku Corp. of America, Los Angeles, with its ACL (Automated Cart Library) series. The system can be configured to take up to 600 carts and can adapt to any format of videotape deck. The software is designed to interface with newsroom computer systems. Most of the \$245,000 ACL's installed so far have been at Japanese organizations. The system has been marketed in the U.S. since last year and delivered to two stations here, Asaca's Alex Au said.

Panasonic announced that it has sold more than 40 of its M.A.R.C. II cart systems operating with MII half-inch videotape decks since they went on the market at the last NAB show, and that they have installed 15. About half of those M.A.R.C. II units were sold to NBC, in a sale that was announced at NAB. The system is expandable to 1,200 cassettes. However, one installation in Fargo, N.D., is a 100-cassette system. Panasonic also announced at SMPTE that the Kansas State Network, a four-station group, has signed a deal to buy \$2 million of MII equipment, including installation of a M.A.R.C. II system at KSNW(TV) Wichita.

The U.S. introduction of Ampex Corp.'s new ALEX character generator was held at SMPTE after its unveiling at the International Broadcasting Convention in Brighton,

England, a month before. Ampex officials said that the company decided to introduce a character generator to fill a gap in its equipment line. An entire TV studio could be equipped with Ampex equipment, they said. ALEX's features include animated characters and symbols, character color changes, "write-on" signatures rather than right-to-left reveals, all in 1,500 typefaces and more than 16 million colors. The system is priced at \$15,000-\$50,000, depending on options such as additional keyboards, additional disk drives and RGB color monitor. Deliveries will begin in early 1989.

Another Ampex introduction was a component analog version of its Vista switcher, designed for off-line edit suites at small broadcast studio facilities equipped with either Betacam SP or MII videotape equipment. Deliveries of the units, available in either NTSC or PAL versions, are now beginning.

The largest number of product introductions on the SMPTE floor was to be found at the Tektronix booth where seven new units were demonstrated. The most important of the introductions, according to Steven D. Kerman, director, sales and marketing, was the 1780R video measurement set, which replaces the functions of monitor and vectorscope units that were introduced 15-20 years ago, and costs half the price of those two machines combined. "It's a very comprehensive, high-value product," said Dan Castles, Tektronix general manager, television division.

Next in order of importance, according to Kerman, were new component and composite digital test signal generators. The TSG-170D composite generator measures both D-2 and composite analog signals. The

TSG-422 for the D-1 studio can be built for either NTSC or PAL post-production.

Castles also stressed the convenience of the new SDP-300 signal development software, which allows for laboratory "design and development of CAV [component analog video] signals." Rounding out the Tektronix introductions are the 751 BTSC aural modulation monitor and decoder, TSG-100 NTSC analog test signal generator and the DP-100 digital video probe.

SMPTE was "a real exciting show for us," said Peter Symes, staff engineer for the Grass Valley Group, because of the company's new KADENZA digital picture processor, which he helped design. GVG showed the unit for the first time since its first live, on-air use by NBC Sports at the Olympic games in Seoul, where it was at the center of the network's graphics and post-production suite. It was used in animation with real-time digital and component analog outputs, and to edit signals from MII VTR's. "The feedback we're getting from NBC is that they were delighted with the system," Symes said.

Abekas introduced the A84 digital post-production switcher, a 12-input component digital switcher priced at \$275,000 and available for delivery in March. The switcher features an advanced digital key processor that, according to Abekas, yields a superior key through up-sampling processes and prevention of stair-stepping. The A84 also includes nine real-time color modifiers and eight independent keying layers, with two keyers per layer.

Abekas also demonstrated its Solo A34 integrated production system, which it is delivering in a PAL version in the first quarter of 1989. It has yet to decide whether it will introduce an NTSC version, and was looking for feedback on the product from potential U.S. customers at SMPTE. The A34 is a combination switcher and editor that features two channels of two-dimensional effects, multiformat video inputs, and an audio mixer, except for stereo inputs.

Harris Corp. demonstrated three software upgrades to its HarrisVws 5000 still store and graphics workstation: paint, composition and titling. The basic composition package allows for image compression and magnification, bordering and background design, and costs \$2,500; the advanced

paint and composition package will sell for \$9,000. Harris also debuted a lower-priced, single-user version of the 5000: the HarrisVws 1000 workstation, priced at under \$20,000.

As part of BTS's joint marketing agreement with Alias Research, BTS said that its Pixelator rendering system is being modified to enable it to render ALIAS/2 animations. Also shown were the TCS-1 machine control system, to be interfaced with the TAS/TVS-2000 distribution switcher for control of up to 100 machines. The TAS/TVS-2001 switcher, introduced at NAB, was also shown. The first unit of that model was recently installed at noncommercial WGBH-TV Boston in a 200 x 200 configuration. Larger configurations can also be constructed without degradation of the specifications, said George Crowther, BTS product manager.

Rank Cintel introduced its new ADS 2 CCD telecine, incorporating the company's proprietary 135 linear array imaging chip. The machine also features electronic dirt and scratch concealment, multiplexed transfers and single-switch 35mm-to-16mm operation.

The Cypher Sprint digital character generator from Quantel featured live-action manual control, Autoscore remote computer control and 4:4:4:4 component digital quality. It is also designed to accept and replay downloaded animation and graphics packages from the company's Paintbox and Cypher Sports. Quantel also debuted new E-Motion II software for the Harry editor, allowing operation of three VTR's from the editor's pen-and-tablet controller. The company is also shipping the first production models of its Carousel Ramcorder, a solid state, real-time Paintbox picture store first shown at NAB in prototype form.

Digital F/X showed upgrades to its DF/X 200 digital video graphics workstation. The company's new machine control option enables keyframe editing for VTR's and digital disk recorders. A stenciling upgrade to the system's paint capabilities enables it to erase part of one image laid over another and reveal the one underneath. The company also showed the DF/X-2A NTSC adaptive comb filter decoder to enable use of NTSC signals in component digital processing devices. The DF/X-2A lists for \$4,900 and

will be available for delivery in January.

Pinnacle Systems showed its PRIZM three-dimensional image manipulator, to be used in conjunction with its 2000- and 3000-series Video WorkStations. The PRIZM manipulates two-dimensional images and transitions in three-dimensional perspective, and will retail for an add-on cost of \$29,400. The human interface for the PRIZM is "well on its way to completion," according to a company representative; delivery is scheduled for December.

Chyron introduced its ACG, a real-time character, graphics, animation and video effects system priced under \$11,000 with a delivery target of first quarter 1989. The system's features include compatibility with Scribe Jr. and Scribe message formats, eight full font-loading positions, and real-time animations for character translations and page slides. It will also have expansion slots for animation, paint and digital effects upgrades. Chyron also introduced a component digital output option for the Scribe and Super Scribe retrofitable to current systems.

Aurora Systems demonstrated new features for its AU/280 real-time paint and animation system, such as a "browse" function enabling a user to locate a sequence by looking through a pictorial directory. Aurora also announced it has just begun to deliver its lower-priced version of the AU/280, the AU/250, which animates, but not in real time. Upgraded since NAB, the AU/250 retails for \$65,000.

The big news for cameras at Ikegami Electronics was a sale of the company's HL-55 frame interline transfer CCD camera to NBC News. NBC will be taking delivery on about 55 of the cameras by the end of the year, with a total sale of "several hundred" cameras expected over the next three years, according to Bob Estony, manager of communications for Ikegami. The list price for the HL-55 is \$28,000.

The HL-55 was one of three cameras exhibited as prototypes at NAB that Ikegami showed production models of at SMPTE. The others were the HL-791 Plumbicon tube camera, priced at \$45,000, and the HC-230 portable three CCD camera for the corporate and industrial market, priced at \$9,400 with zoom lens included. All models were available for immediate delivery, Estony said.

NEC America showed a production model of its SP-30 CCD camera, a high-resolution, high-end ENG camera. Priced at \$25,000 for the camera head only, the SP-30 uses the interline frame transfer CCD chips used in its EP-3 production/studio camera. About 20 of the cameras have been delivered since production models became available in September, according to a spokesman for the company.

Panasonic had a "capability demonstration" of an unnamed digital processing camera it hopes to show as a production model at NAB 1989. As a result of the digital processing and large-scale integrated circuit technology, the camera will be smaller than equivalent models and have 25% fewer parts, according to marketing manager Jerry Spencer. The camera will also have an optional fiber optic interface for use with digital VTR's and various other digital equipment. □

**Henson and HDTV.** Jim Henson, creator of the Muppets, has reached an agreement with Japan's NHK to explore use of the NHK-invented 1,125-line high-definition television system. The producer is particularly interested in using HDTV to produce for the international theatrical market.

Henson has not yet selected a specific HDTV project, but the NHK-Henson agreement calls for NHK HDTV experts to visit Henson International Television headquarters in London to familiarize the company's producers with the new technology. Henson producers have also agreed to collaborate on a new NHK high-definition film, "The Red Crow and the Ghost Ship," by creating a raven character for the production.

Peter Orton, chief operating officer for Henson International, said the commitment by Henson to NHK is "very significant," and added that the production company sees "enormous opportunities" in the new technology, particularly for post-production.

Orton added that theatrical possibilities using HDTV are foremost in the company's mind. The company, for instance, could produce made-for-TV movies in the U.S. that could later be distributed overseas for theatrical exhibition, Orton said. In addition, he added, Henson series such as the half-hour *Storyteller*, could have been distributed theatrically if shot on high-definition. Although the series was shot on 35 mm film, it had to be transferred to one-inch videotape for post-production and subsequent broadcast.

# Getting it together on HDTV testing

## FCC advisory committee works with systems subcommittee to coordinate HDTV system appraisal

A growing impatience with the process of recommending a new television transmission system for the United States is becoming evident at the FCC. The commission has begun to express concern that since the release of the first interim report from its advisory committee on advanced television service (ATS) progress has bogged down. Industry consensus is that establishment of testing labs was stalled by the lack of adequate testing planning procedures in the first interim report, which was written by the ATS committee's planning subcommittee.

To allay the FCC's concerns, the planning subcommittee has begun a partnership with the systems subcommittee to clarify the committee's testing needs.

FCC officials voiced their impatience during a meeting of the ATS planning subcommittee last Monday (Oct. 24) and during a systems subcommittee meeting held in New York during the week of the Society of Motion Picture and Television Engineers conference (Oct. 19). At the planning subcommittee meeting, Alex Felker, chief of the Mass Media Bureau, said: "I have a sense that the urgency with which we initiated this proceeding has dissipated a bit." While saying that he did not want to "question the dedication" of the ATS members, Felker claimed that "throughout the process the commission has been holding spectrum hostage." For one year, there has been a freeze on new UHF-TV stations. A planned spectrum sharing of UHF-TV spectrum in some large TV markets with land mobile radio service has also been put on hold.

Bruce Franca, deputy chief engineer of the FCC's Office of Engineering and Technology, said at the systems subcommittee meeting that many at the commission are in favor of lifting the spectrum freeze as soon as possible. The tentative decisions made by the FCC on Sept. 1 to consider only systems that provide for NTSC compatibility and additional television allocations only in the conventional VHF and UHF spectrum (excluding spectrum above 1 ghz) were made to save the ATS committee time by eliminating some of the testing necessary (BROADCASTING, Sept. 5). However, there has been strong support for continuing tests above 1 ghz in ATS working party meetings, and the Advanced Television Test Center (ATTC) now plans to continue with earlier plans to test HDTV propagation at 2 ghz and 12 ghz.

The issue is expected to be one of the main points of discussion in comments on a second inquiry on advanced TV transmission, due today (Oct. 31). If there is a great deal of opposition to the FCC's tentative decisions and an industry desire for slower progress, Franca warned that "the commission might want to reconsider this whole process. I think you've got to be a little bit careful about opening this up too much."

To hasten the process, the planning and systems subcommittee have agreed on steps to jointly work out a testing plan. After

meetings between the chairman of the planning group, Joseph Flaherty, vice president and general manager of CBS engineering and development; the chairman of the systems group, Irwin Dorros, executive vice president, technical services, Bell Communications Research, and the chairman of the overall ATS committee, Richard Wiley of the Washington law firm of Wiley, Rein & Fielding, the next moves the two subcommittees will take were listed in a formal letter written to Flaherty by Dorros.

The test plan will contain three components: the test parameter plan, the test procedures plan and the test management plan. The test parameter plan will be the responsibility of planning working party two, chaired by Richard Green, president of Cable Laboratories Inc. Green has broken the group into three subgroups. Subgroup A is identifying test attributes to be considered for a recommended standard and deciding whether video-only subsystems should be considered equally with audio-plus-video systems. Group B is studying "the specific application of the test parameter in specific tests" as called for in the Dorros letter. It will decide how test materials and test signals should be used in testing. Group C will decide what audio and video test inputs should be used and provide a plan for how the materials will be obtained by the testing groups. Green estimated that the three groups will have the completed test parameter plan completed by the second week in November.

The test procedures plan and test management plan will be devised by systems working party two, chaired by the ATTC's Ben Crutchfield. The procedures plan will include the specific steps that will be performed during testing, including what particular piece of equipment will be used for each test. The management plan will involve coordination between the various testing organizations and will devise contingency plans and other details "that can be spelled out in advance that can avoid uncertainty, misunderstandings or false expectations during and after the tests," the Dorros letter said. Crutchfield hopes to have the plans finished before the Christmas holidays.

Another way to save time will be to decide which of the many proponent systems should be tested. At the systems subcommittee meeting, working party one on systems analysis reported that it has received responses on 15 full transmission systems and seven subsystems for terrestrial HDTV and EDTV transmission. But the working party's chairman, Birney Dayton, vice president, engineering, Grass Valley Group, said that some submissions received have been unbelievable or not understandable.

To address the problem, Dayton said that he plans to hold a five-day, 60-hour meeting of the working party to hear presentations from each of the proponents of full transmission systems. Four-hour sessions will be devoted to each proposed system, with each proponent given 90 minutes for presentation

and engineers attending given the remaining two-and-a-half hours to question the proponents. Dayton said he will try to attract the most highly qualified television engineers in the country to attend and act as a "review board."

The purpose of the "marathon" meeting is to determine which systems should be advanced to the ATS committee's testing stage and which should be asked to go back to the drawing board. Some proponents, Dayton hopes, will withdraw their proposals after the meeting rather than force the working party vote on their systems' competence. "Very few engineering students ever had to be flunked out of engineering school. Most of them dropped out that weren't going to make it. I think this is a similar type of environment," he said. Dayton announced that the meeting will be held Nov. 14-18 at the Holiday Inn National Airport in Washington. Three systems will be examined each day.

Two deadlines loom for the ATS committee—submission of a second interim report to the FCC and a report on the business opportunities HDTV can provide to American industry, requested by Representative Edward Markey (D-Mass.), chairman of the House Telecommunications Subcommittee. The report to Markey, due Jan. 4, 1989, is being prepared by the planning subcommittee's advisory group on consumer and trade issues, chaired by Robert Crandall, senior fellow of economics at the Brookings Institution.

Wiley listed what will be contained in the second interim report. Along with the test plans to be devised by the Green and Crutchfield groups, there will be a status report by planning working party three, chaired by consulting engineer Dale Hatfield. That group has been constructing computer models of HDTV coverage in different TV markets to determine how much spectrum will be needed and whether any channel repacking will be necessary. The report will also include a list of the proponent systems with their level of development and an indication of when they will be ready for over-the-air testing. The third ATS subcommittee on HDTV implementation chaired by the David Sarnoff Research Institute's James Tietjen, will also submit an update of its activities.

Wiley proposed that the various working party reports be completed and submitted to the subcommittee chairmen by February 1, 1989. By March 1 those reports are to be forwarded to Wiley, who will write a summary of the report. The completed report will be sent to the members of the parent "blue ribbon" committee around April 1, with final submission to the FCC to follow in late April or May.

Also announced at the systems subcommittee meeting was that temporary ATTC offices were to open today (Oct. 31) in the same Alexandria, Va., complex that houses Public Broadcasting Service headquarters. A phone number was not announced. By mid-1989, ATTC hopes to move its headquarters to permanent facilities in the Washington area. □

## Spanish radio making ratings service progress

**Birch signs deal with Caballero, eyes endorsement from group of long-frustrated Hispanic broadcasters; Arbitron making 'substantial investment' in Hispanic sample**

In the ongoing battle of local radio ratings services, Birch Radio has made some recent advances. In addition to signing an exclusive five-year deal with group owner Shamrock Communications Inc. (see box below), national Hispanic rep firm Caballero Spanish Media has signed on for three years and, next month, several Spanish radio executives are expected to endorse Birch's ratings measurement for Hispanic broadcasters.

Some members of the disbanded Spanish Ratings Advisory Committee, which was formed more than two years ago by a group of advertising and Spanish radio executives, have indicated that Birch Radio will be following Spanish market survey recommendations suggested by SRAC. The move may be a breakthrough in reaching out to many Hispanic broadcasters, who have long complained that ratings systems have inaccurately reflected their form of broadcasting.

Birch has reported a number of new changes in its Hispanic market surveys, including the addition of 11,000 listener interviews, which the company says on average will double market sample sizes; a major focus on high-density Hispanic areas, and its Hispanic Target Market Report Series (HTM), launched in spring 1987, which will increase in frequency from two to four reports annually. The Birch Radio general market reports will not reflect high-density results, according to the company, but will refer readers to the HTM reports.

Eduardo Caballero, a founding member of SRAC and president of rep firm Caballero Spanish Media, said that although ratings for Hispanic stations have been consistent in Los Angeles, Miami and El Paso, Tex., numbers in those markets alone are not useful to a group owner with stations in other markets. Over all, he said, existing ratings for Hispanic stations have been inconsistent and have been questioned by advertising agencies.

"We are not in this business to sell only our stations in Miami and Los Angeles," said Caballero. Traditionally, he said, many Hispanic broadcasters have used a "trust me" approach with advertisers in lieu of effective ratings. He said today, however, that "the market is more sophisticated and the advertisers are more committed, so we have to be more professional."

SRAC was formed largely in response to complaints by advertising agencies, said Caballero, adding that representatives from J. Walter Thompson U.S.A., Procter & Gamble, Young & Rubicam and other major companies have participated on the commit-

tee. SRAC was essentially dismantled last February, with many of its members last March forming the Ethnic Radio Measurement Subcommittee of the Advertising Research Foundation.

The new subcommittee reports that it has assembled an outline proposal for a study comparing the effectiveness of such methodologies as door-to-door contact and telephone interviews when surveying minorities. The subcommittee, as part of the ARF, is not permitted to make endorsements, said Albert Wool, former chairman of SRAC and current chairman of the ARF subcommittee. The likely endorsement of Birch Radio by some Hispanic broadcasters this November, he said, would probably come from a group of former SRAC members.

Membership within SRAC was generally split in its preference of ratings methodologies, according to Jim Peacock, director of research for Arbitron Ratings Co. Spanish-

language broadcasters, he added, cannot easily be characterized as a monolithic group.

George Hyde Jr., general manager of Hispanic stations WQBA-AM-FM Miami and National Association of Broadcasters radio board vice chairman, agreed with Peacock that Spanish broadcasters have different agendas from one another. However, he added: "I don't think there is any Spanish-language broadcaster who is totally satisfied [with the existing ratings]."

Hyde said his stations are in the middle of an exclusive five-year contract with Arbitron Ratings Co., and he said the ratings service has been responsive to concerns of his and other Hispanic broadcasters. Beginning with the spring 1988 Arbitron diaries, for example, the bilingual diary was switched to present directions in Spanish first and English second.

Arbitron, said Peacock, has had an on-



**Birch finds a Shamrock.** Birch Radio is celebrating its new contract with group station owner Shamrock Communications Inc., Scranton, Pa. The broadcasting company has signed a five-year contract with Birch Radio to use the ratings service exclusively at its nine stations. Shamrock President and Chief Executive Officer Bill Lynett said the group owner has been a long-time subscriber of both Birch and Arbitron, and has chosen Birch exclusively because of its "quantitative as well as qualitative" data. Two of the stations, he added, have active contracts with Arbitron that would not be renewed. The stations included in the new Birch contract are: KLTD(FM) Lampasas, Tex.; KMYZ-AM-FM Pryor, Okla.; WDIZ(FM) Orlando, Fla.; WEJL(AM)-WEZX(FM) Scranton-Wilkes Barre, Pa.; WTRR(AM) Westminster, Md., and WGRX(FM) Baltimore, and WQFM(FM) Milwaukee.

Three of the Shamrock stations—WDIZ, WGRX and WQFM—will also feature the Birch/Scarborough Multi-Media Consumer Profile study available in those markets. The multi-media studies profile radio, newspaper and television audiences by local retail shopping and qualitative product use characteristics. Birch/Scarborough Research is the parent company of Birch Radio and Scarborough Research, which produces multimedia local retail marketing studies and newspaper ratings. Pictured signing the five-year deal are (l-r): Lynett; Tom Birch, chairman and chief executive officer of Birch/Scarborough Research (standing); George Duffy, Shamrock vice president and chief operating officer and Phillip Beswick, Birch vice president, broadcast sales, eastern division.



## THANK YOU FOR INVESTING IN RADIO'S FUTURE

The Board of Directors of **The John Bayliss Broadcast Foundation** wishes to thank all the radio and financial community executives who attended the **THIRD ANNUAL BAYLISS MEDIA ROAST** in New York City on October 26, 1988.

We applaud the stamina of **Jeff Smulyan** of Emmis Broadcasting Corp. who survived a blue-ribbon roast for the benefit of the Foundation. The monies raised will ensure that the Bayliss Scholarship Program will continue to grow, as will the number of Bayliss Broadcasters. To date 24 college students have become Bayliss Broadcasters.

We look forward to seeing you in black tie next year at the **FOURTH ANNUAL BAYLISS MEDIA ROAST**, October 25, 1989, at the Plaza Hotel in New York City.

Sincerely,

### **The Directors of The John Bayliss Broadcast Foundation**

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going dialogue with Spanish broadcasters and has shared about 20 years of the company's research with ARF. The company, he said, is also making "substantial investments" in its Hispanic sample and has plans to enhance follow-up premiums to participating Hispanic households beginning in early 1989.

The rating services have appeared to be making definite efforts to properly address the Hispanic market, said Richard Kraushaar, president of Lotus Hispanic Reps, but such efforts may go just so far. Supply and demand come into play: While Anglo radio dominates, he said, Hispanic radio comprises stations in perhaps 35 markets.

He compared the situation to a person looking to buy an automobile: Although the buyer may be able to afford a \$25,000 automobile, he or she will likely settle for the moderately priced, time-tested model. He also drew an analogy to fishing: "Do you want to go fishing where there's one fish or where there's a school of fish?" Added Kraushaar: "I think they want to do it, but it comes back to economics."

At this stage, responsibility for the cost of research and development in improving Hispanic ratings may be a tug of war between Spanish broadcasters and the ratings services. Should ratings services invest in the area before getting full financial support from those stations? asked Janet L. Therrien, associate research director at rep firm Katz Hispanic Radio, or should they wait until those stations provide more support to

the ratings services? The real motivator at this point, she said, appears to be advertising agencies.

The Hispanic market is appearing economically feasible to ratings companies as

marketers dramatically increase their interest in the area and competition among Hispanic broadcasters heats up, according to Tom Birch, Birch/Scarborough chairman and chief executive officer. □

## NPR carriage not hurt by 'unbundling'

### November program planning meetings top staff agenda

In addition to electing Wayne Roth as new chairman of National Public Radio during its Washington meeting Oct. 18-19 (BROADCASTING, Oct. 24), NPR's board of directors amended its fiscal 1989 operating budget to reflect higher negotiated wages. But higher than expected station dues income means the board did not have to raise dues to cover the increased expense.

To comply with new federal laws requiring increased staff health insurance and "other salary adjustments" and to cover a union-negotiated wage increase that Bennet called "modest in relation to inflation," the board amended the current budget to increase revenues and operating expenses by \$425,000. Member dues increases will not be required, said NPR, because 1989 dues paid will likely exceed projections—thanks mainly to the fact, said Bennet, that one more major market station than expected has remained a user of all NPR programming since the Oct. 1 institution of unbundling—the new option to take only parts of the schedule.

"Last year the talk was about anticipating drops," said news division vice president, Adam Powell. "Instead carriage is up." Ninety-four percent of member stations carry the two-hour evening news program, *All Things Considered*; 91% carry the two-hour *Morning Edition* news program.

Since fiscal 1988, the stations have received national programming dollars directly from CPB and have had the discretion to spend that money at NPR or elsewhere. "If the stations are going to pay, we have to give them what they want," said Midge Ramsey, vice president, representation. Now the first results are in, and maintenance of the higher overall carriage, she said, could disprove perceptions that some programs purchased under the all-or-nothing bundled system were riding on the coattails of *All Things Considered*.

Nov. 9-15 program planning meetings in Washington, San Francisco and Kansas City, Mo. will allow station decision makers to express their assessments of current programming, said Ramsey. "We're looking at the meetings as an opportunity to hear from the first line of the listening public"—the station managers and other staff, who can also tell NPR "more about what is being produced locally. We want to find those little gems out in the system [which] we may have interest in bringing to the national audience," she said. After the priorities of "tweaking" current NPR programs and looking for potential additions of local productions to the national schedule, she said, "we're looking at what needs to be developed" as new programs.

Powell pointed out, however, that FY 1989 is a transition year between flat dues and "allocation by the cost of each program," meaning that "the price difference between taking only *All Things Considered* and taking *All Things Considered* and *Morning Edition* will be greater" in FY 1990, when "there will be more uncertainties." If NPR decides to further unbundle programming, "where we have five or six bundles" instead of the current two news-performance options, he said, some shakeout of programs could occur.

NPR is ready to produce hourly news updates, and approximately 20% of the members were prepared to pay for a top-of-the-hour service this year, he said, but "a slight majority" of the stations, most of them on July 1 fiscal calendars, have spent their 1989 budgets. "The first lesson of unbundling," he said, "is that we will have to arrange any new programs quite far in advance." The midday segment could be a likely candidate for new program blood, and universal carriage of any new programs may not be a necessity, he said, adding that, in using the November meetings as a way to "match station needs with NPR offerings" may show that NPR can serve various segments of its members in different ways. □

## BY POPULAR DEMAND TRENDSETTER II, THE CD

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**Have ad, will travel.** San Francisco-based ADVAN, which places radio station billboards on local delivery vehicles, said it has renewed its contract with WNSR(FM) New York. A company spokeswoman said that eight stations are currently signed on, paying an average of \$400 per vehicle each month.

# Cablecastings

## RAB business: new officers elected

The Radio Advertising Bureau has elected three new officers: Carl Wagner, president of Great American Broadcasting, to a two-year term as chairman beginning Jan. 1; Steven Berger, president of Nationwide Communications, as vice chairman, and Richard Buckley, president of Buckley Broadcasting, as finance chairman. Newly elected RAB board members are: John Dille, president of Federated Media; Carl Hirsch, president/CEO of Legacy Broadcasting, and Frank Wood, president of Jacor. New RAB committee chairmen and executive committee members are expected to be appointed before year's end.

Additionally, RAB approved a \$6 million 1989 operating budget during their board of directors' annual fall meeting held at the Arizona Biltmore Hotel and Resort in Phoenix. Activities included approval of a plan to target 176 specific advertising prospects by increasingly hitting clients on home ground, such as conventions and trade publications; approval of a working outline for a new 12-minute RAB promotional video; a go-ahead for a monthly minimum dues increase from \$55 to \$60; a ceremony honoring 1986-88 RAB Chairman James P. Arcara, Capital Cities/ABC radio president, and a salute to David Morris, long-time RAB supporter



Wagner



Berger

and president of Texas Coast Broadcasters.

In other RAB business, headliners at the association's 12th annual Managing Sales Conference will include marketer Hugh Thrasher, educator Fred Friendly and motivational speakers Harvey MacKay and Og Mandino. RAB has scheduled this year's conference for Feb. 2-5 in Dallas. Tentatively scheduled features include an entrepreneur panel and a discussion on "Value-Added Selling," one of 18 workshops planned. □

## Aces showing

The National Academy of Cable Programming has announced the 10 nominees for its Golden ACE award, which will be presented at an awards ceremony Jan. 15 in Los Angeles: Arts & Entertainment for its CityVideos competition; Black Entertainment Television for its programming aimed at blacks; CNN for its election coverage; C-SPAN for its coverage of the House and Senate; The Disney Channel for its family entertainment programming; ESPN for its Sunday night NFL football; HBO for its wide variety of programming; HBO for its *Dear America: Letters Home from Vietnam*; Nickelodeon for its programming serving children, and the Weather Channel for its weather coverage.

## USA gets into news

Network will debut newsbreaks in its prime time and daytime schedules beginning in January. The programming addition has been called a first for a basic cable network dedicated to entertainment programming.

Other nonnews basic cable networks may soon join USA in the news business. Insiders say other basics that do not program news are currently considering the addition of such programming.

USA explained the addition of news to its schedule as a method of keeping viewers in touch with the world outside television as they view USA's schedule of movies, sports and off-network and original series.

In prime time, the one-minute *USA Updates* will offer viewers hard news and financial news headlines at 9 p.m. At 11 p.m., the insert will consist of hard news and sports news. There will be 30 seconds of news in each of the program inserts. Advertising will make up the other 30 seconds.

Group W Television will produce *USA Updates*. All American Television, which has syndicated the Group W-produced *Newsfeed Network* to more than 80 stations across the country (and represents Group W on *USA Updates*), approached USA about news programming in 1987, according to Monia Joblin, USA's vice president of original programming.

*USA Updates* will have different on-air talent than Group W's syndicated effort.

Joblin said the move into news programming is part of an overall transformation of USA's on-air look, which includes new graphics and new formatting of program transitions.

In addition to keeping viewers up to date, Joblin said *USA Updates* will help the network's sales effort. "There is sales pressure" to get into news programming, she said. "There is business to be done with programming with news content."

Joblin said USA's move into news

programming should not be taken as the beginning of a bigger news effort. "There is no overall plan at this point to move into the news business... We're not providing this as a trial run," she said, and there will not be a separate news staff.

USA Network currently programs *The Wall Street Journal Late News* and *The Wall Street Journal Weekend Memo*, both two-minute inserts that appear at various times during the day.

## Helping hand

SelectTV said it has received an infusion of \$22 million from New York-based Interlink, which the company will use to expand its pay television and pay-per-view offerings. The monies will be used to convert SelectTV from a single channel to a multichannel pay television service in Los Angeles, and to retire debt.

In addition to its Los Angeles audience, SelectTV has been marketed to the TVRO, SMATV and wireless cable universe. Interlink, headed by brothers A. Frederick and Richard Greenberg, has spent more than \$200 million in funding motion pictures over the past several years, SelectTV said, and also has interests in banking, electronics and motion picture distribution.

An Interlink spokesman said SelectTV "is well positioned to be the nation's next pay TV leader." Interlink said in a release that with its "new proprietary technology," which it did not specify, SelectTV will "become a strong competitor in all program delivery marketplaces."

SelectTV has had a rocky existence since its inception in 1978. It was losing money in 1986 when a Japanese firm, Clarion Co., acquired it. SelectTV Chairman Gerald Bartell said Clarion has helped turn the company around, producing a positive cash flow of \$3 million on sales of \$34.4 million in 1987.

"In 21 months we've proven SelectTV to be a viable business," Bartell said, "But the real key to continuing this turnaround is the service's potential in multichannel delivery made possible by the financing from Interlink."

SelectTV carries movies and sports, primarily. It has recently added a second MDS channel in Los Angeles, carrying pay-per-view videos.

## Boxing at home

Reiss Media Enterprises said it has cleared 10 million addressable cable homes for a three-bout boxing card on Nov. 4 that includes WBA champion Thomas Hearns. RME and United Media Entertainment, a subsidiary of United Cable, own the television rights to the fight, including pay per view (RME operates Request TV),

closed-circuit television and home video. The fight will be backed by a local advertising campaign anchored on ESPN and by other promotional materials.

### **BMI vs. Rainbow**

In what it says is the first copyright infringement suit against a cable programmer, Broadcast Music Inc. has filed suit against the Rainbow Programing Services Co. and Rainbow Program Enterprises for the use of songs without payment of the required copyright fees. Rainbow Programing Services Co. and Rainbow Program Enterprises is the Cablevision Systems Corp.-owned operator of Bravo and American Movie Classics (both national services) and Prism (a sports and movie channel seen in Philadelphia). Among the 37 songs mentioned in the suit are "Jumpin' Jack Flash," "Locomotion" and "You Can't Hurry Love."

BMI and Rainbow have tried to negotiate their disagreement over the past year. In April of this year, BMI sent Rainbow a cease and desist order. BMI filed in U.S. district court, southern district of New York on Oct. 7, Rainbow would not go beyond a statement that it is "disappointed that BMI

is litigating as a negotiation tactic."

### **'Movie' on the move**

The Movie Channel reports that it has posted "impressive subscriber gains" since the debut last spring of its "new look" and its accompanying marketing campaign. TMC did not release an overall subscriber count, but a Viacom filing said there are 8.9 million TMC and Showtime subscribers.

Among the systems that grew as a result of The Movie Channel makeover were Storer Cable's Louisville, Ky., system, up 3,000 units in July and August, maintaining an 84% retention rate; Cox Cable's New Orleans system, up 20% in TMC subscribers in May-July; Warner Cable's Cincinnati system, up by 13,000 TMC units while retaining 70.1% of its current customers; and Viacom's Tacoma, Wash., system which added 3,000 subscribers since May and more than 1,000 since July.

### **Expanding**

Telesat said it has broken ground in two more cable franchises in Florida—the communities of Cape Coral and Deltona. Telesat plans to offer a 48-channel service

to the 25,000 dwelling units in Cape Coral. In Deltona, the company will also build a 48-channel system for that community's 13,000 homes. Both franchises require Telesat to build the entire city in three years, and both areas are projected to have rapid increases in homes in the future, Telesat said.

### **Joint venture**

The Public Broadcasting Service's for-profit subsidiary, PBS Enterprises, and Interactive Game Network, a venture of NBC, cable operators and phone companies, have entered an agreement to deliver a service that will allow TV viewers to participate in contests run simultaneously with television game shows and other programs. The deal is "in seven figures," according to IGN CEO David Lockton. PBS's sideband TV control signal system, National Datacast, will be used to deliver IGN signals to hand-held terminals in "almost every household in the country," over-air or cable, said IGN. A five-second local phone call will determine the winners. Said NBC Cable President Tom Rogers: "This agreement moves us much closer to assuring that interactive programing will be available nationwide."

## The Media

## **Cable and telcos: adversaries or partners?**

### **Some suggest the two industries may end up working together to rewire nation with fiber**

Although there is rhetoric on the surface between the cable and telephone industries these days, there may be enough common ground underneath for the two industries to jointly deliver fiber to the home in the future. Telco-cable participants at a telco-cable joint venture seminar in Atlanta acknowledged that possibility, and heard other speakers say that Wall Street and Washington may find that having those two industries work together is the best way to resolve the telecommunications issues facing the country.

Dan Behuniak, assistant vice president, external affairs, Bell Atlantic, said that while the rhetoric is going on, there is a "growing level of understanding at the grass roots. A lot of issues are going to go away, except the content issue." He said: "As trust builds, and as there is pressure from the outside, the distinctions will begin to blur. We're both in the information transfer business." The future may find one pathway into the home with multiple owners or two pathways with equal access rules, he said. "It's just a matter of putting the right rules in place," he said. He said government "will try to encourage us or force us to deliver fiber. It will become an international com-

petitive issue." It is "technology that drives what policies government comes up with."

William Steele, director, business development, GTE Corp., guessed that some form of regulation of the network will continue, such as universal service requirements and rate review. "Telcos and cable will find very attractive markets for both to pursue, sometimes together, sometimes in competition," he said.

But Chip Shooshan of the Washington consulting firm Shooshan & Jackson, did not see much working together. "I think we'll see minimal joint ventures." Allowing telcos to provide cable service would serve as a check on rates and would spur fiber development, he said. He believes there will be two wires into most homes, with cable being dominant in video and telcos in voice. There will be "much more intense competition," he said, for large business users, and added that regulatory changes will be made to facilitate competition.

Joint venturing also made sense from a business standpoint, said Stephanie Georges, an analyst with Salomon Brothers. "There is long lead time of customer acceptance of the technology," she said, citing VCR's and cellular radio. "No one should go at it alone," she said, adding: "We still see a meaningful capital investment ahead" in fiber installation, and the "risk rewards need to be balanced." She said Salomon

sees "joint ventures or joint ownership as the most reasonable approach."

John Sie, senior vice president, marketing and programing, Tele-Communications Inc., sought to debunk many of the "myths" about fiber. In talking about broadband ISDN, Sie said: "I really believe it's a technology-in-search-of-a-question problem for residential applications" from a technological, economic and marketing standpoint.

In speaking of video on demand, Sie said "nobody has shown me a cogent way of solving the traffic balancing problem.... Where to put the video switch?" he asked, when 100,000 subscribers want to switch channels at the same time. With cable's architecture, that situation "doesn't tax the system at all."

Sie said TCI's concern about cross subsidy is that telephone companies will find it the only way to accelerate deployment of fiber. "I don't nearly take as strong a view as NCTA," he said, on the cable-telco issue. But, "I disagree with your entry to get into cable. But in fairness, as soon as you get your act together...where one voice will say: 'Yes, we want to get into cable,' and 'Yes we want to push for a federal pre-emption to let cable get into voice and data' you'll hear John Sie saying: 'Let's look at that seriously.'" At that point, he said, "I will give a lot more respect and we can be true competitors or joint partners." Until then, he advised

telephone companies to get more specific and stay away from generalities in their arguments.

Although Sie may not go as far as the National Cable Television Association on the issue. James Robbins, president, Cox Cable, and chairman of NCTA's telecommunications committee, was there to carry that banner. "I must state upfront that the spirit of benevolent cooperation ends where the issue of cable-telco crossownership begins.... This controversy is not about facilitating cable-telco joint ventures. It's about the telco's blatant effort to rewrite our nation's communications policy so that they

can enter, then dominate, the TV programming business." Robbins said it was "a risk to both consumers and the TV industry and it would represent bad public policy.... To claim that permission to enter TV programming is necessary in order to deploy transmission systems is spurious, to say the least."

Behuniak did suggest one specific area where telcos and cable could work together, in asking that the FCC's 214 (fiber application) process be accelerated or streamlined. Bell Atlantic filed its Perryopolis, Pa., application in July and still is waiting for approval. With more fiber applications likely, "it's going to be a bottleneck." □

## Broadcasters spar over local ad substitution by WCCO-TV

**Rochester, Minn., market stations object to Minneapolis station inserting ads from Rochester ADI in their signal on local cable systems**

The three network affiliates in the Rochester, Minn.-Mason City, Iowa, market are alarmed at a practice by a subsidiary of WCCO-TV Minneapolis, that of substituting Rochester-area advertising avails for Minneapolis avails on the imported WCCO-TV signal of the Rochester cable system.

"It's a direct violation of the compulsory license," said Bob Dix, chairman of the TV division of Dix Communications, which owns KAAL(TV) Austin, Minn., one of three stations in the ADI that has been working to curtail the practice. The three stations say that WCCO-TV, as a nonlocal market station, is taking away advertising from their stations licensed to the ADI.

"We kind of view it as a little bit like cannibalism," said Nick Evans, president of Spartan Radiocasting, which owns KIMT(TV) Mason City. "We think it should be stopped. All of us are concerned about the implications to our own syndicated programming."

But WCCO Cable contends that its station gets significant viewership in Rochester and is only trying to realize the benefits of that viewership. "We pay for the programming that is carried on WCCO-TV," said WCCO Cable general manager Bill Craig. "If we can't exploit an audience we deliver," said Craig, then there is "something unfair about that... Our position is that we don't feel a moment of guilt."

Until now, the Rochester area broadcasters have tried to work out the matter without filing suit. They have been successful in getting Multimedia and King World to prevent WCCO-TV from substitutions in their programs, but substitution continues in *Live with Regis and Kathie Lee*, licensed to both WCCO-TV and KAAL. Dix plans on monitoring that show and says a lawsuit, remains an option.

WCCO-TV approached WestMarc Communications, which owns the Rochester cable system, in 1986 about handling advertising sales in that market, including the local insertions on WCCO-TV. WCCO Cable pays WestMarc a flat fee to handle local advertising on CNN, USA, etc. The rate card for WCCO-TV's 10 p.m. news, for instance, is

\$125 in Rochester and \$2,000 in Minneapolis. For a 60 Minutes adjacency, it is \$150 for Rochester and \$5,000 for Minneapolis. Most of WCCO Cable's revenue (\$2.5 million last year) came from the Minneapolis cable interconnect it runs. About \$200,000, Craig said, came from Rochester billings.

The three network affiliates in the Rochester market—NBC affiliate KTTC(TV) Rochester, owned by Quincy Newspapers; ABC affiliate KAAL(TV), and CBS affiliate KIMT(TV)—have objected to the local insertions. To some extent, some of the local broadcasters have been placated. KTTC and WCCO-TV both have purchased King World blockbusters *Wheel of Fortune* and *Jeopardy!* And KIMT and WCCO-TV both have licensed Multimedia's *Donahue*.

That leaves KIMT, as the market's CBS affiliate, with the greatest exposure. "Obviously, we are concerned with what they're doing with our network programming that should belong to KIMT," said Evans. KIMT is in the southwestern portion of its ADI, 70 miles from Rochester (and in another state). WCCO-TV is 75 miles from Rochester and is carried along with other Minneapolis signals on that system.

Evans said he has written CBS Affiliate Board Chairman Ben Tucker on the matter, but has yet to receive a response. The letter, said Evans, asked for the board's position on the matter and asked that if the board sides with KIMT, that it enlist the network to support it.

WCCO-TV is there selling ads in the market in the first place because it receives such strong numbers there. Craig said that in total homes in Olmstead county, where Rochester is located, WCCO-TV's total day share over four Arbitron books in 1986-1987 averages out to a 14. KTTC's is a 28, KAAL a 14 and KIMT an 8. In cable-only homes in the county, Craig said, WCCO-TV's share is a 13, while KTTC and KAAL both have a 13, and KIMT a four.

As to the copyright law, Craig said WCCO-TV is following the court ruling in the case between Hubbard Broadcasting and Turner Broadcasting concerning distant signals. The law prohibits a cable system from substituting avails, but does not prevent the broadcaster from doing so in his own signal, Craig said.

Craig said WCCO-TV has no problem with

# SOLD!

Acosta Broadcasting Corporation, Jose, Victoria & Carol Acosta, Owners, have entered into an agreement to sell the stock of WUNO-AM, WFID-FM, Noti Uno News Network and Beautiful Music Services San Juan, Puerto Rico to Win Communications, Walter A. Tiburski, President and Anthony S. Ocepek, Executive Vice President, an M.L. Media Partners L.P. company, Elton H. Rule, Chairman and I. Martin Pompadur, CEO for \$7,799,078 cash.

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Multimedia or King World asking that the practice be stopped in their syndicated programming. "That's the proper control point," he said, but not the courts or the FCC.

Other broadcasters disagree. "This practice flies in the face of localism," said Dix, and the Rochester broadcasters fear this tactic could be repeated across the country where larger broadcasters muscle in on the territory of smaller broadcasters. "The logical conclusion is that you will have 15 stations one day," said Dix. But competition is all around the industry, said Craig, and he said he would have no problem if KTTC, for

instance, got carriage in Minneapolis and wanted to substitute local ads.

Dorothy Raymond, an attorney with WestMarc, said the system is "hopeful [the broadcasters] can work it out," but acknowledged the system is caught in the middle. "We have a contractual obligation with WCCO and we have an equally strong obligation to the local broadcaster," she said. Raymond said the cable system does not get any revenue from the WCCO-TV sold ads, but the system was aware when the deal was made in 1986 that CCO wanted to sell local ads as a substitute to local Minneapolis ads. □

vision Inc. to Trinity Broadcasting Network Inc. for \$690,000. **Seller** is owned by Harvey M. Budd who has no other broadcast interests. **Buyer** is Santa Ana, Calif.-based group of three TV's headed by Paul F. Crouch. Principals of Trinity all are principals of 14 other TV's. WHSG is on ch. 63 with 3,396 kw visual, 339 kw aural and antenna 2,000 feet above average terrain.

**WNTZ(TV) Natchez, Miss.** □ Sold by Associate Broadcasters Inc. as receiver for MSLA Broadcasting Inc. to Miss-Lou Communications Inc. for \$600,000. **Seller** is principally owned by Thomas R. Galloway, who has interest in KADN(TV) Lafayette, La. **Buyer** is owned by Robert R. Faucheux Jr. (60%), Charles F. Zewe (30%) and Randy P. Roussel (10%). Principals are La Place, La., lawyers with no other broadcast interests. WNTZ is on ch. 48 with 1,186 kw visual, 119 kw aural and antenna 843 feet above average terrain.

**KATR(AM) Greeley, Colo.** □ Sold by Surrey Front Range L.P. to Robert D. and Marjorie M. Zellmer for \$230,000. **Seller** is subsidiary of Surrey Broadcasting, Denver-based group of three AM's and two FM's owned by John Nichols and his son Kent. **Buyer** is owned by Robert D. Zellmer and Marjorie M. Zellmer, husband and wife. It also owns KDMN(AM) Buena Vista, Colo., and KRQZ-AM-FM Wray, Colo. KATR is on 1450 khz with 1 kw-day, 250 w-night.

**WKLY(AM) Hartwell, Ga.** □ Sold by Wkly Broadcasting Co. to James E. and Billie F. Hicks for \$200,000. **Seller** is owned by Edna M. Pfander, pending filing of involuntary transfer of control papers due to death of her husband, Max Pfander, 50% owner. **Buyer** is owned equally by James E. Hicks and Billie F. Hicks, husband and wife. It has no other broadcast interests. James Hicks is plant foreman in garment plant, Billie is housewife. Wkly is 1 kw daytime on 980 khz.

**CABLE**  
**System serving Oscoda, Mich.** □ Sold by Lakeview Cable Inc. to Tele-Media Corp. **Seller** is subsidiary of Rock Associates, Kirkland, Wash.-based MSO which owns 20 systems in seven states serving 67,200 subscribers. It is headed by Gordon Rock. **Buyer** is State College, Pa.-based MSO which serves 400,000 subscribers in 15 states and is headed by Robert Tudek and Everett Mundy. It is purchasing Eastern Broadcasting Corp., Washington-based group of four AM's and five FM's. System passes 11,000 homes and serves 8,000 subscribers. **Broker: The Denver Group Inc. and Meridian Communications Inc.**

**System serving Spartanburg, S.C.** □ Sold by U.S. Cable of Blue Ridge to Telecable Corp. **Seller** is subsidiary of U.S. Cable Corp., Montvale, N.J.-based MSO which owns 24 systems in nine states serving 145,000 subscribers and headed by Stephen E. Myers. **Buyer** is Norfolk, Va.-based MSO which owns 22 systems in 15 states and serving 511,000 subscribers and headed by Frank Batten. **Broker: Daniels & Associates.**

**System serving Arnettsville, W.Va.** □ Sold by Mountaineer Cablevision LP to Century Communications Corp. **Seller** is owned by Consolidated Communications Inc. and is headed by Walt Kemmer. **Buyer** is New Canaan, Conn.-based MSO headed by Leonard Tow. It serves approximately 770,000 subscribers in 22 states. System passes 2,500 homes with 2,275 subscribers and 90 miles of plant. **Broker: Waller Capital Corp.**

## Changing Hands

**KROD(AM)-KLAQ(FM) El Paso, Tex.** □ Sold by ABS Communications Inc. to D&F Broadcasting Inc. for \$5 million. **Seller** is principally owned by Kenneth A. Brown and Jon Sinton. It is purchasing WPVA(AM)-WKHK(FM) Colonial Heights (Richmond), Va. ("Changing Hands," Oct. 3). **Buyer** is principally owned by Rick Devlin Jr. and Jon Ferrari. It has no other broadcast interests. KROD is on 600 khz with 5 kw unlimited. KLAQ is on 95.5 mhz with 88 kw and antenna 1,390 feet above average terrain. **Broker: Blackburn & Co.**

**Wscg(FM) Corinth, N.Y.** □ Sold by Jedco Broadcasting Corp. to Hastings Broadcasting Corp. for \$1.1 million. **Seller** is principally

owned by Edward Stanley who has no other broadcast interests. **Buyer** is principally owned by Gordon Hastings, who also owns WDOJ(AM)-WSRK(FM) Oneonta, N.Y. Wscg is on 93.5 mhz with 3 kw and antenna 422 feet above average terrain. **Broker: Kozacko-Horton Co.**

**WERA(AM) Plainfield, N.J.** □ Sold by Tri-County Broadcasting Corp. to Edward J. Santoro Jr. for \$695,000. **Seller** is owned by Henry J. Behre who has no other broadcast interests. **Buyer** is South Plainfield, N.J., lawyer who has no other broadcast interests. WERA is on 1590 khz with 500 w unlimited.

**WHSG(TV) Monroe, Ga.** □ Sold by Monroe Tele-

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## Choosing sides on network-cable crossownership

**Networks are joined by NCTA and many MSO's in supporting FCC plan to eliminate ban; many broadcasters, including INTV and network affiliates, side with Turner and MPAA in wanting it to remain**

Cable operators have no problem with the broadcast networks' owning cable systems, but local television broadcasters sure do.

In filings with the FCC last week, the National Cable Television Association, Tele-Communications Inc., American Television & Communications and other smaller cable operators joined the networks in support of the FCC proposal to repeal its 18-year-old ban against network-cable cross-ownership.

Still fearing the power of the networks, however, local broadcasters led by the associations of the network affiliates strongly urged the FCC to retain the ban.

The local broadcasters were not alone. Also arguing for retention of the ban for their own reasons were the Motion Picture Association of America; Turner Broadcasting System, a cable programmer, and the Association of National Advertisers.

Owning cable systems—an alternative path into the home—would give networks "ultimate control over their affiliates," the affiliate associations said in their joint comments. "It would be naive to think an affiliate could engage in anything approaching an 'arms length' negotiation with its network on clearance of network programming or network compensation if the network, through its ownership of cable systems, could unilaterally decide whether to carry the affiliate's non-network programming," they said. "Whatever leverage network have traditionally exerted over their affiliates, it pales in comparison to that which the networks would have...."

Noting that cable systems and television stations now compete head-to-head, the affiliates also said network-owned cable systems might decline to carry certain broadcast signals in pursuit on network programming or local advertising "objectives."

"A network-owned cable system might refuse to carry a station affiliated with a competing network in order to bolster the competitive position of its local affiliates," the associations said. "A network-owned cable system might also be reluctant to carry a local independent station for the same reason.... A network-owned cable system...might carry its affiliate's network programming, but delete the affiliate's nonnetwork programming and substitute the cable system's own programming and advertising messages."

The associations' arguments were under-

scored by local broadcasters. Fisher Broadcasting Inc., licensee of KOMO-TV Seattle and KATU(TV) Portland, Ore., said the FCC, in proposing repeal, is "fostering the centralization of programming decisionmaking at the national level. It is creating jeopardy for localism and diversity of free, over-the-air television."

KTVK(TV) Phoenix said: "The ability to delete any signal, combined with network ownership, would create a situation ripe with potential for adverse impact on network affiliates."

Cable has become a "far more powerful and competitive force" and the networks have "retained their position as the primary providers of national television programming," Westinghouse Broadcasting said. Allowing network-cable crossownership would "create the potential for the two dominant players to distort the video marketplace and leave the most important players, such as local independent and affiliated stations, independent programmers, and, most of all, the public out in the cold." it said.

The Association of Independent Television Stations warned that permitting the networks to "extend their control to local cable systems [would give them] greater ability and incentive than ever before to wield that control to the competitive disadvantage of their principal competitors—i.e., local independent television stations."

Instead of lifting the ban, INTV said, the FCC should "investigate the interrelated problems of local monopoly, ownership concentration and vertical integration in the cable industry...."

According to the MPAA, the ban is as necessary today to rein in the networks as it was 18 years ago. "While the dominance of the three major networks...is not so absolute as in previous decades, their dominance persists by any measure: audience reach, viewership, advertising revenues or programming expenditures," it said. "Neither independent TV stations nor cable programmers have eliminated this dominance."

Turner agree with MPAA that the networks remain the dominant forces in television. As cable system owners, it said, they

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could still hamper the development of competitive cable networks. "These risks continue to outweigh whatever theoretical efficiencies could be gained by allowing broadcast networks not only to produce cable programming but also to own the outlets for distributing it."

Concerned with preserving a competitive marketplace for advertising, the ANA also argued against repealing the ban. But if the FCC feels it must, it said, it should place "substantial" restrictions on the ownership. For instance, it said, ANA would support limiting the number of cable systems a network could own within any one geographical area. Should a network gain too great a regional concentration of cable ownership, "it could effectively dictate the terms of carriage for local broadcasters," ANA said.

The networks argued that they are no longer what they once were and fears that network-owned cable systems would be anticompetitive are unfounded. "It would be absurd to suppose that they might seek to employ cable ownership as a means of stifling the growth of a cable industry that now reaches a majority of the country's television homes," Capital Cities/ABC said. "It is equally unlikely that they would discriminate against competing program services or broadcast outlets in regard to cable carriage or other matters. The costs of such conduct far outweigh its benefits."

CBS said "any effort to limit cable network programming on a broadcast network's cable systems would generate serious financial losses and such a policy would clearly invite competitive entry, problems with local franchising authorities and federal regulatory intervention. "Any effort...to limit the carriage of other broadcast services would encounter similar difficulties, and there is no reason to believe that such ownership would have any effect on network/affiliate negotiations," CBS said.

NBC made the same pitch. "Obviously, the network could not eliminate any significant number or type of program services available on its cable system without severely jeopardizing its subscription revenues or even the existence of the system."

In support of the networks and the FCC proposal, the NCTA said the ban is no longer necessary. "Cable is now the medium by which more than half the nation's television viewers receive their programming," the trade

**High-level speculation.** Just-supposing column by *New York Times* columnist William Safire Oct. 24 put the name of Washington communications lawyer Richard E. Wiley in the ring for attorney generalship in a prospective Bush administration. As though he were reading Bush's mind, Safire wrote: "Bill Webster may be good for the Supreme Court—he's been a judge. I'll keep Dick Thornburgh as attorney general until the first court vacancy, then move him up and make Dick Wiley A.G." Also Safire-nominated: Henry Catto, "to put a sense of pride back in the U.S. Information Agency," and Labor Secretary Ann McLaughlin, as head of the Office of Management and Budget or chief of staff.

association said. "It is too late now for the networks to nip cable in the bud by acquiring systems and stifling their development, even if they could buy every cable system in the country. And given the continued increase in the value of cable systems, the networks could not buy a fraction of the systems they might previously have acquired."

And vertical integration—common ownership of the programming and the means of delivering it to the home—is no cause for concern, the NCTA said. "The potential benefits of verticle integration in the cable industry seem unambiguously to outweigh the minimal anticompetitive risks," it said.

TCI, the nation's largest cable operator, said: "While powerful, the networks are subject to competition and have insufficient history of predatory practices to support a continuation of their exclusion from the cable television business..."

Time Inc., owner of ATC, the second largest cable operator, and Home Box Office, the dominant pay programming service, said the network-owned cable system are unlikely to deny carriage to local broadcast signals. "Cable system operators long have found that consumers want to have all networks available to them through their cable service, as well as the vast majority of independent and public stations," it said. "It is highly unlikely that a network-owned cable system could long remain profitable if it provided customers with only its own affiliated stations and not stations carrying other networks or popular independent stations."

A group of cable operators represented by the Washington law firm of Fleischman & Walsh said the ban should go because the networks lack any incentive to discriminate against the programming of cable networks or local broadcasters in favor of their own. However, the group rejected that argument that repeal is warranted because cable has

"somehow matured to the point where it does not need protection from anticompetitive conduct."

Before deciding whether to allow network-cable crossownership, the Wireless Cable Association said, the FCC must adopt safeguards against the anticompetitive behavior by any company owning cable systems and programming. It proposed rules that would require programming services to "make their services available to local distributors on a technology-neutral basis." WCA members who distribute programming via multiple microwave channels have had difficulty acquiring rights to popular cable programming. □

## NAB lauds its lobbying efforts in last Congress

**Association says it was 15 and one with eight no-decisions in its efforts to influence legislation**

Officials of the National Association of Broadcasters told reporters last week that they believe the association did a good job during the just-adjourned 100th Congress and that it is now preparing for a "watershed" 101st, which will likely grapple with mandatory carriage of local broadcast signals by cable systems (must carry), the role of the telephone companies in television, reform of the FCC's comparative renewal process and sundry advertising and tax issues affecting broadcasting.

The officials were unabashedly self-congratulatory at the press briefing in NAB's Washington headquarters. Adopting baseball parlance, Executive Vice President-Government Relations Jim May said the NAB recorded "15 wins, one loss and eight no-decisions" on the Hill over the past two years. And, according to Executive Vice President-General Counsel Jeff Baumann, the association was three and one at the FCC over the same period.

NAB President Eddie Fritts would not rank next year's congressional issues in order of importance. "You can't deal if you tee up all your issues in a priority manner," he said.

But it was clear from the talk at the press conference that telephone-television is high on the list. The telephone companies have begun agitating for removal of the legislative, legal and regulatory barriers to their delivering video services to the home along with telephone services.

The cable industry vigorously opposes the telco's initiatives and is hoping that



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Sunbelt, Top 40 Market, New Class C, \$7 million

Western Small Market TV, Network Affiliate, \$2.6 million

Texas AM-FM, Only Stations in County, \$2 million

Arkansas Resort Area Combo, \$750,000



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broadcasting will join it in keeping the telcos out of television.

Although Fritts has expressed grave concerns about telco entry (BROADCASTING, Sept. 12), he said the NAB position will not begin to take shape until the NAB board addresses the issue next January in Scottsdale, Ariz. NAB's John Abel, who has been researching the issue, will make a presentation to the board, possibly with the help of outside consultants, he said.

Fritts said the NAB and the National Cable Television Association have been "sharing information" and that he has met with NCTA President Jim Mooney to discuss the issue. In addition, the telcos have briefed group broadcasters on where they stand.

In the end, Fritts said, the NAB may not take sides. "I suspect the NAB will stake out its own position....It might not be totally compatible with cable. It might not be totally compatible with the telcos."

On a par with telephone-television in the minds of the NAB officials was persuading Congress to adopt a must-carry law to replace the FCC's rules struck down as unconstitutional by the courts. Fritts said the NCTA is willing to support such an effort, regardless of whether the NAB supports NCTA on the telephone-television issue. There is no quid pro quo, he said.

In an effort to make any must-carry law immune from the court challenges that did in the FCC rules, the NAB hired a law firm to come up with a set of rules that justifies their intrusion into the First Amendment rights of cable operators and programmers.

Stressing the importance of must carry, Fritts said that Thomas Oakley, president of Quincy Broadcasting Co., told him that Quincy's four television stations have been knocked off 40 cable systems to make room for Turner Network Television, a new cable service that debuted Oct. 3. Contacted later, Oakley said he was aware of only one station (KTTCTV Rochester, Minn.) being replaced by TNT on one system (LaCrosse, Wis.). He noted, however, that his four Quincy stations have historically had trouble getting the cable carriage he feels they are entitled to.

Fritts said the NAB would be pushing for comparative renewal reform for radio even though the FCC is halfway through a proceeding covering the same ground for radio and television because "you don't know what the FCC will do." Like the FCC proceeding, he said, the NAB legislative proposal would discourage individuals and groups from exacting payoffs from incumbent broadcasters in exchange for withdrawal of competing applications and petitions to deny or simply for promises not to file in the first place. "It would get the process stabilized so you don't have everybody black-mailing you."

Efforts to eliminate the deductibility of advertising expenditures on businesses' tax returns failed during the 100th Congress, but the NAB is expecting similar efforts next year and is preparing for them. May said that the NAB has joined a coalition of advertisers and other advertising media to oppose the efforts, which could reduce advertising expenditures by between \$3 billion and \$30 billion. "We're going right after it," he said.

The NAB will also continue to oppose efforts to limit broadcasters' depreciation of intangible assets like program contracts, management contracts, broadcast licenses and network affiliation contracts and to work with the Treasury Department in its review of depreciable "lives" of tangible assets by the industry. Mark Fratrik, director of financial and economic research, NAB, is the coordinator of a task force of tax attorneys and industry financial officers working with Treasury.

Although the NAB officially opposes codification of the fairness doctrine by Congress, Fritts indicated that NAB will not actively oppose it. "It doesn't take a rocket scientist to add up" the votes and determine that codification is inevitable, he said. "How much blood do you want to spill over an issue that you are destined to lose?"

(If NAB opposed codification, it would not only spill political "blood" it would also cripple chances of pushing ahead its legislative agenda. The lawmakers controlling communications legislation favor bringing back in law the fairness doctrine, which was repealed by the FCC in August 1987.)

To back up the Hill record, the NAB released an eight-page report summarizing the 24 legislative battles it was involved in. Among the "wins": spurred passage of legislation permitting advertising of legal lotteries; amended home satellite legislation to protect broadcast stations; gutted legislation restricting alteration of motion pictures for broadcast; helped trim funding for TV Marti from \$20 million to \$7.5 million and made it more difficult for the project to receive further funding; defeated transfer tax measure, and eliminated "most objectionable provisions" from children's television bill.

Baumann called the FCC's reimposition of syndicated exclusivity rules last May a "major victory" for broadcasters, empowering them to bargain for programming exclusivity against cable systems as well as other broadcast stations.

At NAB's urging, the FCC has come a long way over the past year and a half in establishing ground rules for broadcasting of advanced television, ruling that any ATV system be compatible with NTSC sets and reserving additional spectrum for the service, Baumann said. When the FCC first took up the issue of ATV, he said, it was considered "pie in the sky," and the agency was on the verge of allowing mobile radio to

use spectrum that may be critical to broadcasting ATV.

The NAB was also instrumental in getting the FCC to launch a proceeding aimed at reforming the comparative renewal process and discouraging parties from using the process to exact "payoffs" from incumbent broadcasters, Baumann said. The NAB has provided the FCC with the "ammunition" it needs to act on "abuse of process," he said, referring to the survey of broadcasters that found 47 who said they were asked for money or other consideration from groups that filed against them.

Baumann put in the loss column the FCC's must-carry rules, which were struck down by a federal appeals court as unconstitutional for lack of sufficient rationale to justify their intrusion on cable operators' First Amendment rights. □

## Cable's Mooney not worried about attack on Cable Act

**NCTA president says he does not perceive widespread movement to revise act in next Congress**

If National Cable Television Association President Jim Mooney is worried about the National League of Cities attacking key provisions of the Cable Communications Policy Act of 1984 next year in Congress to strengthen cities' regulatory hold on cable (BROADCASTING, Oct. 24), he is not admitting it.

At a press briefing in Washington last week, Mooney continued to downplay the decision of the NLC's transportation and communications steering committee three weeks ago calling for the NLC to push for a major overhaul of the Cable Act in the 101st Congress.

"I don't sense any widespread enthusiasm among municipal officials across the country to revisit the Cable Act in any significant way," he said. "I do not detect either any widespread public pressure to revisit the Cable Act in any significant way."

Mooney said the steering committee vote

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could be either a reaction to the federal district court ruling in striking down as unconstitutional the cable franchise fees or a move designed to "bring pressure" on the cable industry to agree to legislation granting "blanket immunity" to cities faced with lawsuits stemming from the exercise of the cable regulatory powers.

Mooney said he did not know how "serious" the steering committee vote is, but suggested it was less than it might seem. He said the most vocal and active critics of cable tend to "congregate" at such committee meetings and express a disproportionate amount of dissatisfaction with cable.

To become official NLC policy, the steering committee recommendations have to be reviewed and adopted by two other committees and two-thirds of the membership at NLC's annual conference in December. And to be put on the NLC legislative agenda for 1989, Cable Act reform has to get the nod from the NLC board when it meets early next year.

Cynthia Pols, NLC legislative counsel, said the recommendations will survive the process. "I think there is a pretty good consensus that [Cable Act reform] will be one of the top issues in the next Congress for the NLC."

According to Pols, the steering committee is advocating 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.



Mooney

Pols also said the committee also wants to amend the act to permit telephone companies to offer video services in their telephone service areas subject to some local regulation and certain "safeguards" against cross-subsidization and market dominance.

The question of immunity has strained relations between cable and cities. Mooney said cable is willing to support legislation that would immunize cities against "damage suits" for acting in accordance with the Cable Act. "Unhappily," he said, the cities want more than that. They want legislation that would "confer blanket immunity not only for things the Cable Act says they can do, but also for things the Cable Act prohibits them from doing."

Pols challenged Mooney's assessment of the impasse. Cable wants to limit the immunity protection to suits brought by "over-

builders," she said. It wants the "incumbent protection act," she said. The cities need protection in cases stemming from the enforcement of franchising requirements against incumbent cable operators and decisions not to renew their franchises, she said.

## Network-SBN litigation all but settled by superstation bill

**Bill defines 'white space',  
sets fees and paves way for  
scrambling of network feeds**

Passage of the Satellite Home Viewer Copyright Act of 1988 (BROADCASTING, Oct. 24), in the words of H.R. 2848 co-sponsor Congressman Rick Boucher (D-Va.), "makes clear that the satellite carriers have the right to pick up the network signals and provide them at a modest charge to dish owners who could not otherwise receive them." But superstation sellers expect no new superstation launches and only marginal growth in home dish subscriptions.

Those sellers believe, however, that the bill provides long-sought legal sanction of their business activities. And, given passage of the bill by the President, said network spokesmen, copyright litigation between superstation sellers and the network broadcasters originating those distant signals will have been "legislated away"—that is with the qualified exception of one copyright decision already won by NBC in Atlanta district court earlier this year, the ramifications of which, the network says, remain to be settled.

The networks believe they and their affiliates will be protected by the bill's definition of potential subscribers: Only those in "white" regions who cannot receive a grade B network affiliate signal over the air and who have not subscribed to cable within the previous 90 days. The protection includes accountability: Superstation sellers will be required to provide the networks with lists of subscribers' addresses.

Said CBS vice president, Washington, Martin Franks: "We would have preferred [language in the bill saying viewers] 'passed by cable' [could not legally receive distant signal superstations], but once it became evident that we couldn't get that" during negotiations over the bill's language, he said, the networks accepted the 'previous-90-days' limit. "We made a commitment to Congress that we would solve the white space problem," and the bill does that, he said. "Assuming the President signs the bill, we will take the appropriate steps to render cases [against SBN] moot. You will have legislated away the underlying causes of the litigation."

NBC attorney, Howard Monderer, spoke less broadly, confining his statements to a copyright decision in NBC's favor handed down earlier this year in Atlanta district court (BROADCASTING, Aug. 22). That deci-

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sion found that Satellite Broadcast Network's (SBN) selling of NBC affiliate WXIA-TV Atlanta as a superstation, or "distant signal," was a copyright infringement. "We have been in serious discussions with SBN on how to settle" the ramifications of that decision, he said.

An ABC spokesman declining to be identified described the legislation as "representing a compromise we can live with [and that] solves a white area problem for which we have sought a solution for a long time."

Passage of H.R. 2848 could mean that TVRO subscriptions to three of SBN's 'Primetime 24' superstations will expand on the edges, said SBN President Kazie Metzger. There has been no court injunction limiting SBN's activity during litigation, but, said Metzger, some TVRO program retailers have been reluctant to sell year-long subscriptions in advance while there is any doubt about the continued availability of SBN's network superstations WXIA-TV, WABC-TV New York (an ABC O&O) and WBBM-TV Chicago (a CBS O&O).

Now SBN, which intended to appeal the Atlanta decision if the bill had not passed, said Metzger, is "in active discussions with several" retailers that had indicated a desire to include Primetime 24 services in their TVRO packages once H.R. 2848 passed. Primetime 24 is included in HBO's and the National Rural Telecommunications Cooperative's TVRO program packages. The bill "takes away the cloud," she said. "It's different when you're not being sued."

TVRO program retailer, Netlink, has "had several phone calls since passage" of the bill, said its president, Brian McCauley. Unlike SBN, which is primarily a wholesaler, he said, Netlink is primarily a retailer, and the receptiveness of other retailers is therefore less crucial to Netlink business. Home dish owners generally look at all the distributors' offerings, he said, so it is not necessary to saturate all the distributors' packages to assure the sale of Netlink's network superstations, KUSA-TV (ABC), KCNC-TV (NBC), KMGH-TV (CBS) and non-commercial KRMA-TV (PBS), all licensed in Denver. "We are both retailer and wholesaler," said SBN executive vice president, Ann Kirschner. "But it is important to us to seek the widest distribution through all responsible sources of programing packages."

Expecting no "big impact businesswise," McCauley noted, however, that the bill "clears up the legality and how you pay copyright." Beginning 90 days after the President signs H.R. 2848 into law—within 10 days after delivery to the White House last week—superstation providers will submit to the Register of Copyrights a fee computed by multiplying the number of subscribers to "secondary transmission of a superstation" by 12 cents per month, or by multiplying the number of subscribers to "each secondary transmission of a network station" by three cents per month. Those rates will be effective through Dec. 31, 1992. The involved parties may negotiate or arbitrate a different fee before, and must negotiate or arbitrate a fee by, that date.

The copyright fee elements of the bill will also have an impact on sellers of non-network superstations. Having a set fee

"helps us with our planning," said Gil Korta, national marketing director, Eastern Microwave, which uplinks two nonnetwork superstations, WSBK-TV Boston and WGN-TV Chicago.

H.R. 2848 "offers the opportunity from a legal perspective to launch new network signals," Korta said. But "from a practical standpoint," based on "a great deal of research" conducted by EM before it began uplinking the Boston station and KTLA(TV) Los Angeles (BROADCASTING, Feb. 15), "there are probably not any solid opportunities for new superstations." (Tulsa-based United Video now uplinks the latter station.) The bill also clears the way for scrambling of network signals, said Franks, something that the network affiliates and the superstation sellers both need for the elimination of feeds "in the clear," and the resulting control of distribution. Indeed, Boucher—who hosted network-SBN negotiations this fall—said that due to the absence of legislative sanction of network superstations and "the imminent scrambling of network signals, [TVRO] homes were in danger of being shut out." In a statement released after the bill's passage, Boucher praised SBN, ABC, CBS, NBC and their affiliates. "Every group, from the TVRO consumers to the cable and motion picture industries made concessions in the interest of good public policy."

H.R. 2848 also allows attorneys for superstation sellers wider opportunities to go after video signal pirates in court, said McCauley, while raising the fines and jail

sentences for making, selling or using altered signal descramblers. These elements of the bill, said home dish programing providers, will protect the development of the home dish, or television receive-only (TVRO) market.

"The bill is tremendous" in giving the industry more firepower to fight signal theft, said McCauley, who this month was elected chairman of the Satellite Broadcasting and Communications Association's Antipiracy Task Force. With U.S. attorneys dealing with "higher priority crimes" in jurisdictions everywhere, he said, it has been difficult to get signal theft prosecutions going. "Netlink, if it wanted to now," under the new legislation, he said, "can go right out and prosecute. That's going to have a tremendous effect on piracy."

H.R. 2848 directs the FCC to study the need to set an industry satellite transmission encryption standard, but McCauley said "there is no need" for regulation in that area. Although he is "reserving final judgment" on General Instrument's proposed new hardware, Videocipher-II-Plus, due out next June (BROADCASTING, Sept. 12), "if VC-II-Plus doesn't work, program distributors will go to other vendors" for a workable solution. In the meantime, the FCC and the FBI, with help from the Motion Picture Association of America, which has "been through this ground for a long time," are working to deter signal theft. The task force will meet, at least via telephone conference, every two weeks, he said. "It is our top priority." □

July, 1988

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# For the Record

As compiled by BROADCASTING from Oct. 19 through Oct. 26 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

### Actions

- WGYJ(AM) Atmore, AL (BAL880301EC; 1590 khz; 5 kw-D, 1 kw-N, DA-1)—Granted assignment of license from Keymarket Communications of Pennsylvania Inc. to Maranatha Ministries Foundation Inc. for \$175,000. Seller is owned by subsidiary of Keymarket Communications. North Augusta, SC-based group of one AM and eight FM's headed by Kerby Confer. Buyer is owned by John K. Mathis, 33.3%; Willie L. Mathis, 33.3%; Muriel Mooney, 33.3%, and has no other broadcast interests. Action Sept. 9.
- WURL(AM) Moody, AL (BAL880802EA; 760 khz; 1

kw-D; DA)—Granted assignment of license from Cooke Broadcasting to Pearson Broadcasting Group Inc. for \$225,000. Seller is owned by H. Raymond Cooke and has no other broadcast interests. Buyer is owned by Robert A. Pearson, 51%; Myra D. Pearson, 49%. Action Sept. 15.

■ KFM(FM) Eureka, CA (BAPLH880701EE; 96.3 mhz; 30 kw; HAAT: 1580 ft.)—Granted assignment of license from Signal Associates to Merit Broadcasting Corp. for \$620,000 ("Changing Hands," Aug. 1). Seller is owned by Jerry Levin and has no other broadcast interests. Buyer is owned by Jeffrey B. Martin and family. It also owns KHTE(AM) Redding and KARZ(FM) Burney, both California. It is also buying KATA(AM) Arcata, CA. Action Sept. 16.

■ KVOR(AM)-KSPZ(FM) Colorado Springs, CO (AM: BAL880729EA; 1300 khz; 5 kw-D, 1 kw-N; FM: BAL880729EB; 92.9 mhz; 25 kw; HAAT: 2130 ft.)—Granted assignment of license from Penn Communications Corp to Shockley Communications Corp. for \$7,200,000 ("Changing Hands," Aug. 8). Seller is owned by Richard K. Penn, who also owns KQEO(AM)-KMGA(FM) Albuquerque, NM. Buyer is owned by Terry K. Shockley and Sandra K. Shockley, who also own KDAL-AM-FM Duluth, Minn. and WILV(FM) Madison, Wis. Action Sept. 15.

■ WGT(AM) Cypress Gardens, FL (BAL880728EC; 540 khz; 50 kw-D, 1 kw-N, DA-1)—Granted assignment of license from Cypress Broadcasting Ltd. to Florida Media Inc. for \$1,882,000 ("Changing Hands," Aug. 8). Seller is principally owned by Cordell J. Overgaard, Chicago-based attorney who also has interest in WTM(AM) Camden, NJ, and WJLI(AM) Cleveland. Buyer is owned by Howard L. Hoffman, 15%; Morton A. Goldberg, 14.17%; David C. Brown, 28.33%; and Harry M. Lowell, 42.5%. Action Sept. 15.

■ WLUS(AM) Gainesville, FL (BAL880725EJ; 980 khz; 5 kw-D)—Granted assignment of license from DAE Broadcasting to Eagle Broadcasting Co. for \$407,000. Seller is

owned by Larry Edwards who has no other broadcast interests. Buyer is owned by Sally W. Morris, 100%. Action Sept. 16.

■ WLBE Leesburg, FL (BAL880801EA; 790 khz; 5 kw-D, 1 kw-N, DA-N; HAAT: )—Granted assignment of license from Lake Country Radio Inc. to WLBE 790 Inc. for \$365,000 ("Changing Hands," Aug. 22). Seller is owned by Harry Reiner and has no other broadcast interests. Buyer is owned by Iris E. Lindstedt, 25%; Donald J. Kane, 50%; Charles R. Carroll, 25%. It has no other broadcast interests. Action Sept. 15.

■ WTIM(AM)-WTJY-FM Taylorville, IL (BAL880725GY; 1410 khz; 1 kw-D; FM: BALH880725GZ; 92.7 mhz; 3 kw; HAAT: 310 ft.)—Granted assignment of license from Sky Communications Ltd. to USA Radio Corp. for \$435,000. Seller is owned by Marsha Linton and Pat Delaney and has no other broadcast interests. Buyer is owned by James E. Green, 75%; Robert D. Baxter, 25% and has no other broadcast interests. Action Sept. 13.

■ KQAD(AM)-KLQL-FM Luverne, MN (AM: BAL880720EG; 800 khz; 500 w-D; FM: BAPLH880720EH; 101.1 mhz; 1 kw; HAAT: 530 ft.)—Granted assignment of license from Siouxland Broadcasting Inc. to Luverne-Siouxland Inc. for \$837,000, plus real estate valued at \$150,000. ("Changing Hands," Aug. 29). Seller is Spirit Lake, IA-based group of three AM's and five FM's owned by Paul C. Hedberg and family. Buyer is owned by James A. Herk, 100% and has no other broadcast interests. Action Sept. 8.

■ KMOM(AM) Monticello, MN (BAL880721EF; 1070 khz; 10 kw-D; 2.5 kw-N)—Granted assignment of license from KMOM Radio Inc. to Prime Factors Communications Inc. for \$426,000 ("Changing Hands," Aug. 29). Seller is principally owned by Dave Lund. Buyer is owned by Gregory C. Davis, 60%; Mary A. Davis, 35%; John E. Davis, 5%. Action Sept. 8.

■ KXOK(AM) St Louis and KLTH(FM) Florissant, both Missouri (AM: BTC880725EA; 630 khz; 5 kw-U, DA-2; FM: BTCH880725EB; 97.1 mhz; 100 kw; HAAT: 560 ft.)—Granted assignment of license from Emmett A. Capstick to E. Louis Werner and John E. Connelly for no consideration. Seller has no other broadcast interest. Buyer has no other broadcast interest. Action Sept. 8.

■ WQKA(AM) Penn Yan, NY (BTC880727EB; 850 khz; 500 w-D; HAAT: )—Granted assignment of license from David W. Mance to Russell and Monica B. Kimble for \$50,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action Sept. 15.

■ KALV(AM) Alva, OK (BAL880715EA; 1430 khz; 500W-U, DA-2)—Granted assignment of license from Martin Broadcasting Corp. to Alvaomni Inc. for \$366,000 ("Changing Hands," Aug. 22). Seller is owned by Lynn L. Martin. Buyer is principally owned by Mitch-Bro Co., 40%; Omni Communications Inc., 50%, and has interest in KJAK(FM) Slaton, TX. Action Sept. 8.

■ KBOG-FM Cordell, OK (BALH880715HO; 99.3 mhz; 100 kw; HAAT: 540 ft.)—Granted assignment of license from Washita Broadcasting Corp. to Kerr Broadcasting Corp. for \$139,000. Seller has no other broadcast interests. Buyer is owned by Robert M. Kerr, 79%; Charlie Seay, 10%; Arch Yancey, 10%; Lynn Beaumont, 1%, and has no other broadcast interests. Action Sept. 12.

■ WDTV(AM) Philadelphia, PA (BAL880729EC; 900 khz; 1 kw-D; DA)—Granted assignment of license from Masada Corp. to Franklin Broadcasting Co. for \$775,000. Seller is headed by Edward Felbin. It has no other broadcast interests. Buyer is owned by Howard P. Tanger, Norman B. Asher, Brenda Tanger, Alexander M. Tanger, Jerome M. Asher, Steven I. Krakow and Edward Young. It is subsidiary of Marlin Broadcasting Inc., and also owns WFLN-FM Philadelphia; WQRS(FM) Detroit; WTM(FM) Miami. Tanger has interest in WCLZ-AM-FM Brunswick, ME; WBOG(FM) Gloucester, MA. Action Sept. 15.

■ WJZM(AM) Clarksville, TN (BAL880725ED; 1400 khz; 1 kw-U; HAAT: )—Granted assignment of license from Radio Station WJZM to H&R Communications Inc. for \$420,000. Seller is owned by John Bailey and Charles Malone. It has no other broadcast interests. Buyer is owned by Thorold D. Ramsey, 50%; Lyman H. Hines, 50%. Ramsey owns WBMC(AM)-WTRZ-FM McMinnville, TN. Action Sept. 16.

■ KWM(AM) Del Rio, TX (BAL880721EG; 1490 khz; 1 kw-U)—Granted assignment of license from Val Verde

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**\$4,400,000 Cash**  
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**Northeast Top 10 Class IV AM**  
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**Class A FM — \$3,500,000**  
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**Coastal FL Resort, Class A FM**  
**\$1,900,000, terms**  
**JIM BREWER 904/730-2522**

**Top 50 Mkt. Class A FM with**  
**fulltime AM — \$2,700,000**  
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**Illinois Small Mkt. AM, good**  
**cash flow — \$395,000, terms**  
**BILL LYTLE 816/932-5314**

**Rocky Mtn. Top 40 Class C FM**  
**\$2,300,000**  
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**New California B-1 FM**  
**Attractive terms — \$2,500,000**  
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**Arizona Resort Area FM**  
**\$550,000, terms**  
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**Eastern Ohio 5 kw Fulltime AM**  
**Rated — \$980,000, 20% down**  
**MITT YOUNTS 202/822-1700**

**Top 10 Mkt. Class B FM/Full AM**  
**\$15,000,000, terms available**  
**JIM BREWER 904/730-2522**

**Southern Calif. Spanish AM**  
**Profitable — \$4,000,000**  
**RAY STANFIELD 818/893-3199**

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Broadcasting Inc. to FAZ Broadcasting Inc. for \$375,000. Seller is owned by Don Funkhouser and his wife Jeanne and has no other broadcast interests. Buyer is owned by Ramiro Faz Escobedo, 60%; Martha G. Faz, 20%; Carlos G. Faz, 20%, and has no other broadcast interests. Action Sept. 8.

■ **KELT(FM)** Harlingen, TX (BALH880725GW): 94.5 mhz; 100 kw; HAAT: 730 ft.—Granted assignment of license from Harbenito Radio Corp. to Rio Grande Partners L.P. for \$1.5 million. Seller is subsidiary of Tichenor Media System Inc., Harlingen TX-based group of five AM's and three FM's owned by Tichenor family. Buyer is Dallas-based radio consultant with no other broadcast interests. Action Sept. 9.

■ **WYRV(AM)** Cedar Bluff, VA (BTC880708HH): 770 khz; 5 kw-D.—Granted assignment of license from Cedar Bluff Broadcasting Inc. to Johnie W. Fletcher and Gary L. Deel for \$450,000. Seller is owned by Acie Rasnake. It has no other broadcast interests. Buyers are investors from Vansant, VA, with no other broadcast interests. Action Sept. 16.

■ **KRPM(AM)** Seattle and **KRPM-FM** Tacoma, both Washington (AM: BAPL880805EA: 770 khz; 1 kw-U, DA-2; FM: BALH880805EB: 106.1 mhz; 100 kw; HAAT: 700 ft.)—Granted Olympic Broadcasting to Heritage Media Corp. for \$12,008,000. Seller is Seattle-based group of four AM's and seven FM's owned by James D. Ireland and Ivan Braiker. Buyer is Dallas-based group of five AM's, four FM's and seven TV's headed by James Hoak, chairman. Action Sept. 15.

■ **KATR(AM)** Greeley, CO (BAL881007EB): 1450 khz; 1 kw-D, 250W-N; HAAT:—Seeks assignment of license from Surrey Front Range L.P. to Robert D. and Marjorie M. Zellmer for \$230,000. Seller is subsidiary of Surrey Broadcasting, Denver-based group of three AM's and two FM's owned by John and Kent Nichols. Buyer is owned by Robert D. Zellmer and Marjorie M. Zellmer, joint owners, 100%. It also owns **KIDM(AM)** Buena Vista, CO, and **KRDZ-AM-FM** Wray, CO. Filed Oct. 7.

## New Stations

### Applications

#### FM's

■ **Indianapolis** (BPH880728MX)—Patrick D. McConnell seeks 96.3 mhz; 3 kw H&V; 100 m. Address: 5515 Scott View Lane, Lakeland, FL 33813. Filed July 28.

■ **Indianapolis** (BPH880728MW)—Blackburn Broadcasting Inc. seeks 96.3 mhz; 1.15 kw H&V; 159 m. Address: 7220 N. Illinois St., Indianapolis 46260. Principal is owned by Alpha Blackburn, 100%. Filed July 28.

■ **Indianapolis** (BPH880728NB)—Thomas M. Eells seeks 96.3 mhz; 1.3 kw H&V; 151 m. Address: 10750 Cushman Avenue, Los Angeles 90064. Filed July 28.

■ **Indianapolis** (BPH880728MU)—Lapin Co. seeks 96.3 mhz; 0.95 kw H&V; 160 m. Address: P.O. Box 43, Westport, CT 06881. Principal is owned by Eileen S. Lapin, 49%; Douglas M. Lapin, 50%; Stanley P. Lapin, 1%. Filed July 28.

■ **Indianapolis** (BPH880728MT)—Spacecom Inc. seeks 96.3 mhz; 2.15 kw H&V; 119 m. Address: 444 Pine St., St. Paul 55101. Principal is owned by Space Center Inc., 100%, and headed by S.W. Richey. It also owns **KOSO(FM)** Patterson and **KTHI(FM)** Fresno, both California. Richey has interest in **WCWC(AM)**-**WYUR(FM)**, Ripon, WI; **WKHY(FM)** Lafayette, IN, and **KLBB(AM)**, St. Paul. He also owns **KQEU(AM)**, Olympia, WA. Filed July 28.

■ **Indianapolis** (BPH880728MS)—Media-Wise of Indianapolis Inc. seeks 96.3 mhz; 1.24 kw H&V; 157 m. Address: 9636 N. Highgate Circle, Indianapolis. Principal is owned by Sherma Wise, 100%. Filed July 28.

■ **Indianapolis** (BPH880728MQ)—Minority Female Broadcasters Inc. seeks 96.3 mhz; 3 kw H&V; 100 m. Address: c/o 6611 Cobden Ct., Indianapolis 46254. Principal is owned by Cynthia E. Harden, 100%. Filed July 28.

■ **California, MD** (880915MK)—Southern Shore Radio L.P. seeks 102.9 mhz; 3 kw. Address: Rte. 5, Box 444, Mechanicsville, MD 20659. Principal is owned by Frederick A. Hessick, 75% and Michael Maloney, 25%. Filed Sept. 15.

■ **California, MD** (880915MH)—Goodhart Broadcasting Inc. seeks 102.9 mhz; 3 kw; 100 m. Address: 4701 Willard Ave., #1226, Chevy Chase, MD 20815. Principal is owned by Judith Gutharz, 67%; Cori Jaye Gutharz, 33%. Filed Sept. 15.

■ **Whitehall, MI** (BPH880915NP)—P&B Communications Inc. seeks 102.5 mhz; 3 kw H&V; 100 m. Address: 636 Riverview Ct., Whitehall, MI 49461. Principal is owned by Stacie Perkins, 65%; Nancy Bott, 35%. Filed Sept. 15.

■ **Paynesville, MN** (880914MN)—Margaret Lannanace Lehner seeks 98.9 mhz; 50 kw; 150 m. Address: 23298 County Rd. 40, Albany, MN 56307. Principal has interest in **KASM(AM)** Albany, MN. Filed Sept. 14.

■ **Paynesville, MN** (880914ML)—Hicks Broadcasting Corp. seeks 98.9 mhz; 50 kw; 150 m. Address: 67 W. Michigan Mall, Battle Creek, MI 49017. Principal is owned by David L. Hicks, 100%. Filed Sept. 14.

#### TV's

■ **Bakersfield, CA** (BPED881012)—Community TV of Southern California seeks ch. 39, 310 kw visual; 406 m. Address: 4401 Sunset Blvd., Los Angeles 90027. Principal is owned by Sheldon I. Ausman, E. Eric Johnson, William H. Robin and Keith Larson. It also owns **KCET(TV)** Los Angeles. Filed Oct. 12.

### Actions

#### AM

■ **Atlantic Beach, NC** (BP871029AC)—Granted app. of Atlantic Beach Radio for 1200 khz; 5 kw-D, 1 kw-N, DA-2. Address: P.O. Box 889, Blacksburg, VA 24060. Principal is owned by Vernon H. Baker. Baker is head of Blacksburg, VA-based group of eight AM's and one FM. Action Oct. 17.

#### FM's

■ **Dothan, AL** (BPED861229MH)—Granted app. of Bethany Bible College and Bethany Theological Seminary Inc. for 91.1 mhz; 2.5 kw H&V; 100 m. Address: 2311 Hodgesville Rd., Dothan, AL 36302. Action Oct. 12.

■ **Shingle Springs, CA** (BPH860929MK)—Granted app. of Lobster Communications Corp. for 102.1 mhz; 1 kw-H&V; 563 m. Address: 2850 Wenworth Rd., Shingle Springs, CA 95682. Principal is owned by John M. McRae, 50%; Richard W. Green, 50%. Action Oct. 12.

■ **Monticello, IN** (BPH880107MU)—Granted app. of Kevin Robert Page for 107.7 mhz; 2.5 kw H&V; 40 m. Address: 3678 Noe Bixby Rd., Columbus, OH 43232. Action Aug. 3.

■ **Monroe, LA** (BPED880120MA)—Granted app. of State Colleges and Universities seeking 90.3 mhz; 87.1 kw; 263 m. Address: 150 Riverside Mall, Baton Rouge, LA. Principal is headed by Richard E. Arnoult. Action Oct. 13.

■ **Fairhaven, MA** (BPH860902MH)—Granted app. of Sage Broadcasting Corp. of Fairhaven, Mass. for 107.1 mhz; 3 kw H&V; 328 m. Address: One Dock St., Stamford, CT 06902. Principal is Stamford, CT-based group of eight FM's and six AM's headed by Gerald Poch. Action Oct. 12.

■ **Two Harbors, MN** (BPH880406MC)—Granted app. of Twin Ports Broadcasting Inc. for 104.3 mhz; 3 kw H&V; 100 m. Address: 5001 W. 80th St., #901, Minneapolis, MN 55437. Principal is owned by Dennis G. Carpenter, 87%; Sheldon A. Johnson, 13%. Action Oct. 13.

■ **Fredonia, NY** (BPH851115MH)—Granted app. of Chautauqua Radio L.P. for 96.5 mhz; .660 kw (H&V); 686 m. Address: 31 East Seventh St., Dunkirk, NY 14048. Principal is owned by Hector Rivera, 10%; Vincent T. Ridikas, 90%. Action Oct. 12.

■ **Crooksville, OH** (BPH870910OH)—Granted app. of New Age Broadcasting for 107.3 mhz; 3 kw H&V; 100 m. Address: 4433 Wells Parkway, University Park, MD 20782. Principal is owned by Arthur Belendiuk, 25%; Jeffery Busch, 55%; Darrell Baugues, 20%. Action Oct. 7.

■ **Nelsonville, OH** (BPH880229NJ)—Granted app. of Nelsonville TV Cable Inc. for 107.7 mhz; 3 kw (H&V); 100 m. Address: One West Columbus St., Nelsonville, OH 45764. Principal is owned by Eugene R. Edwards, 99.2%; Betty L.

Edwards, .4%; James F. Edwards, .4%. Action Oct. 12.

■ **Salem, SD** (BPH870309M13)—Granted app. of Rayfield Crume for 100.5 mhz; 50 kw H&V; 492 m. Address: 5433 Lescot Lane, Orlando, FL 32811. Action Oct. 6.

■ **Salem, SD** (BPH870310MB)—Dismissed app. of Franklin Broadcasting for 100.5 mhz; 50 kw H&V; 493 m. Address: 237 Western Blvd., Jacksonville, NC 28540. Principal is owned by Charles E. Franklin, 100%. It has interest in **WJIK(AM)**, Camp Lejeune, NC. Action Oct. 6.

■ **South Padre Island, TX** (BPH850712S2)—Granted app. of Rio Bravo Ltd., for 95.3 mhz; 2.51 kw (H&V); 100 m. Address: 2100 Padre Blvd., South Padre Island, TX 78597. Principal is owned by Maria De Los Santos, 11%; Horizon Broadcasting Co. L.P., 89%. Action Oct. 14.

## Facilities Changes

### Applications

#### AM's

■ **Mobile, AL**, **WKWA**, 1160 khz—Oct. 6-MP (BP810423AB) to change TL to: 3960 Whistler St., Prichard, AL, and make changes in ant. system and construct new ant.; 30 45 49N 88 06 36W.

■ **Bridgeport, CT**, **WJBX**, 1450 khz—Oct. 5-MP (BP860912AE) to reduce antenna height.

■ **Marietta, GA**, **WFTD**, 1080 khz—Oct. 4-MP (BP871202AB) to correct coordinates: 34 01 25N 84 40 04W.

■ **Aberdeen, SD**, **KKAA**, 1560 khz—Oct. 5-Application for CP to modify daytime DA radiation pattern.

#### FM's

■ **Cameron, TX**, **KCRM**, 103.1 mhz—Oct. 3-Application for CP to make changes: **FREQ**: 103.9 mhz (per docket #87-209); **ERP**: 50 kw H&V; **HAAT**: 150 m H&V; **TL**: 0.88 km NE of intersection of Texas Hwy. 435 and Old Providence church and cemetery; class: C2.

■ **Keene, TX**, **KJCR**, 88.3 mhz—Oct. 7-MP (BPE-D870225IM) to change TL: on college campus, 0.55 km W of Old Betsy Hwy., Keene, TX.

■ **Matewan, WV**, **WVKM**, 106.7 mhz—Oct. 3-Mod of CP to make changes: **ERP**: 1.18 kw H&V and TL: on mountain 0.6 miles N of Matewan.

#### TV's

■ **Dallas, WFAA-TV**, ch. 8—Oct. 3-Application for CP to change **ERP-VIS**: 316 kw; **HAAT**: 512 m; **ANT**: Dielectric **TCL-12A8**; **TL**: 600 m S. of Belt Line Rd., 0.8 km W. of Cedar Hill, TX; 32 35 06N 96 58 41W.

■ **Ithaca, NY**, **WACA**, ch. 52—Oct. 3-MP to change **ERP-VIS**: 13.22 kw; **HAAT**: 254 m; **ANT**: Bogner 2LPS3; **TL**: Mt. Pleasant Rd., Dryden, NY; 42 27 54N 76 22 23W.

### Actions

■ **Monticello, FL**, **WMFL**, 1090 khz—Oct. 6-Application (BP880516AD) granted for CP to correct existing site coordinates to: 30 31 58N 83 52 17W.

■ **Okeechobee, FL**, **WOKC**, 1570 khz—Oct. 6-Application (BP871223AI) granted for CP to correct coordinates of existing tower to: 0.48 km S. of Okeechobee on U.S. 441, Okeechobee, FL; 27 12 59N 80 49 53W.

■ **Greensburg, IN**, **WRZQ-FM**, 107.3 mhz—Oct. 6-Application (BMPH880603IA) dismissed for Mod of CP to

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change ERP and HAAT: 162 m H&V.

■ Newburgh, IN, WJIN, 1180 kHz—Oct. 5-Application (BP880407AE) granted for CP to correct coordinates to: 1180 Maple Lane, just N. of S.R. 662, Newburgh, IN; 37 57 16N 87 25 07W.

■ Lewiston, ID, KOZE-FM, 96.5 mhz—Oct. 13-Application (BPH870227MH) granted for CP to make changes: ERP: 96.5 kw H&V; HAAT: 300 m H&V. Request for waiver denied Dec. 8, 1987; petition for reconsideration filed Jan. 7, 1988.

■ Gretna, LA, KAIG, 750 kHz—Oct. 11-Application (BMP880401AD) granted for MP to make changes in ant. sys. and change TL: W. of McArthur Ave., Gretna, LA: 29 53 15N 94 05 03W.

■ Zealand, MI, WJFU, 640 kHz—Oct. 12-Application (BMP880726AD) returned for MP (BP810330AG) to change city of license to Merrillville, IN; TL: 49th and 50th W. of Chase, South of Gary, IN and reduce power to 250 w daytime: 41 31 38N 87 22 36W.

■ St. Cloud, MN, KCLD-FM, 104.7 mhz—Oct. 17-Application (BPH870227IK) granted for CP to change TL: 2.1 km W. of County Rte. 2, approx. 4 km E. of St. Wendel, MN; HAAT: 305 m H&V and make changes in ant. sys.: 45 40 20N 94 19 03W. Amended June 13 to new site: 45 34 03N 94 30 43W.

■ Brookhaven, MS, WJMB, 1340 kHz—Oct. 5-Application (BP880415AC) granted for CP to change TL: 3.84 km 323.4 degrees true from Brookhaven, MS; 31 36 28N 90 27 51W.

■ Boulder City, NV, KRRI, 105.5 mhz—Oct. 11-Application (BPH880720ID) dismissed for CP to make changes: ERP: 3.74 kw H&V; HAAT: 484 m H&V; change to class C2 (per docket #87-519); correct coordinates: 35 59 45N 114 51 51W.

■ Berlin, NH, WMOU, 103.7 mhz—Oct. 11-Application (BMPH880808IG) granted for MP (BPH861230IG) to make changes: ERP: 21.64 kw H&V; HAAT: 1181 m H&V.

■ Boonville, NY, WBRV-FM, 101.5 mhz—May 12-Application (BMPH880407IB) granted for MP (BPH851204MB) to make changes: TL: Jackson Hill Rd., 4.5 km S. of Boonville, Onondaga Co., NY; HAAT: 104 m H&V; ERP: 0.45 kw H&V.

■ Lewistown, PA, WIEZ, 1490 kHz—Oct. 5-Application (BMP880412AE) granted for MP (BP860522AE) to reduce power to 5.4 kw daytime.

■ Wellsboro, PA, WNB, 1490 kHz—Oct. 13-Application (BP860918AI) granted for CP to make changes in ant. sys. (including increase in tower height).

■ Bishopville, SC, WAGS, 1380 kHz—Oct. 14-Application (BP880519AE) granted for CP to make changes in ant. sys. and correct coordinates: 34 12 36N 80 13 50W.

■ Bluffton, SC, WLOW, 107.1 mhz—Oct. 5-Application (BMPH880722IH) granted for MP to make changes: ERP: 50 kw H&V; HAAT: 134.9 m H&V; FREQ: 106.9 mhz; change class to C2 (MM Doc #86-469); TL: 1.25 miles SW of Buckingham Landing, Beaufort Co., SC.

■ Conway, SC, WYAV, 104.1 mhz—Oct. 6-Application (BPH871203IA) returned for CP to change HAAT: 299 m H&V.

■ Martinsville, VA, WMVA-FM, 96.3 mhz—Oct. 14-Application (BMPH880708ID) granted for MP (BPH861008ID) to change ERP: 13.8 kw H&V; HAAT: 633 m H&V; TL: atop Cahas Mtn., approx. 5.1 km W. of Boones Mill, VA; class: C1: 37 07 02N 80 00 57W.

■ Yakima, WA, KBBO, 1390 kHz—Oct. 5-Application (BP880412AF) granted for CP to reduce night power to 0.4 kw and to change night ant. sys.

## Actions

### Commission Actions

■ Allowable Costs for Radio Reading Services using Subcarriers Clarified—MM docket 87-9 (report DC1256, action in docket case). Commission today adopted policy statement that clarifies kinds of costs that noncommercial radio station may properly charge to operators of radio reading service to lease station's subcarrier capacity under Section 73.593 of rules. Action by commission Oct. 13 by policy statement (FCC 88-323).

■ Advanced Television Systems, etc. Granted requests by Association of Maximum Service Telecasters Inc. and National Association of Broadcasters for extension of time to file comments in matter of advanced television systems and their impact on existing television broadcast service; review of technical and operational requirements: Part 73-E television broadcast stations; and reevaluation of UHF television channel and distance separation requirements of Part 73 of commission's rules. Comments are now due Nov. 30, replies Jan. 9, 1989. (MM Docket 87-268 by order extending time for filing comments [DA 88-1633] adopted Oct. 14 by chief, Mass Media Bureau.)

■ Lorimar Telepictures Corp. Commission has conditionally approved applications for transfer of control of licensees of stations WPGH-TV Pittsburgh; WLII(TV) Caguas, PR, and WSUR-TV Ponce, PR from Lorimar Telepictures Corp. to trust administered by former FCC Commissioner Anne P. Jones. (By decision [FCC 88-329], adopted Oct. 13 by commission.)

■ Transfer Applications for KPST-TV Vallejo, CA, set for hearing on misrepresentation and alien control issues—MM docket 88-514 (report DC-1265, action in docket case). Designated for hearing application to transfer control of Pan Pacific Television Inc. permittee of KPST-TV Vallejo from its share holders of record, Victor H. Sun, Wallace Lee, David Li and Shirley C. Lau to Silver King Broadcasting of Northern California Inc. by MO&O (FCC 88-330), adopted Oct. 13 by commission.

■ ITFS Grants to University of Colorado and to Denver School District Upheld (Report MM-349 Mass Media Action). Upheld Nov. 10, 1986, grants by Mass Media Bureau of applications for licenses for new ITFS stations by Board of Regents of University of Colorado and Denver School District No. 1. Action by commission Oct. 14 by MO&O (FCC 88-332).

■ Amherst, MA. Reaffirmed previous orders upholding review board's grant of application of Hampshire County Broadcasting Co. Inc. for new FM station at Amherst, MA, and denial of competing application of Amherst Broadcasting Inc. (BC Dockets 81-159 160 by MO&O [FCC 88-314] adopted Oct. 5 by commission.)

■ Omaha, NE. Denied Omaha Channel 54 Broadcasting Group LP review of review board's decision concerning competing applications of Omaha Channel 54 and Omaha Telecasters Inc. for new TV station at Omaha. (MM Docket 85-170 by order [FCC 88-313] adopted Oct. 4 by commission.)

■ Troy, OH: Point Pleasant, WV, and Union City, IN. Granted application of Point Pleasant Broadcasting Co. for new AM station at Point Pleasant; severed it from proceeding. (MM Dockets 84-481, 487, 489, by order [FCC 88-312] adopted Oct. 4 by commission.)

■ Paul and Nancy Schumacher. Ordered to show cause why permit for their station WSJL(FM) Cape May, NJ, should

not be modified to specify different antenna height. (By order to show cause [DA 88-1650], adopted Oct. 14 by chief, Mass Media Bureau.)

■ FCC regulations concerning RF lighting devices. Denied Linear Corp.'s request to reconsider decision with respect to existing technical standards for RF lighting devices. (Gen. Docket 83-806 by MO&O [FCC 88-298] adopted Sept. 9 by commission.)

■ FCC Grants LO-Jack Corp. and State of Florida Experimental License to Operate Stolen Vehicle Recovery System (Report GN-31 General Action). FCC has granted request by Lo-Jack Corp. and Department of Highway Safety and Motor Vehicles of State of Florida for authority to operate and conduct market test of experimental stolen vehicle recovery system on 173.075 mhz in State of Florida. Action by commission Oct. 18 by order (FCC 88-335).

■ Program Exclusivity. Additional information requested on whether to retain modify or eliminate nonnetwork territorial exclusivity rule. Rule prohibits TV station from entering into contract or arrangement with nonnetwork program producer distributor or supplier which precludes another TV station located more than 35 miles away from obtaining broadcast rights to same programming. Comments due Dec. 12, replies Dec. 27. (Gen. Docket 87-24 by further NPRM [FCC 88-322] adopted Oct. 13 by commission.)

■ FCC Proposes Rule Changes to Enhance Nighttime Operations by AM Stations. Improve Skywave and Groundwave Field Strength Calculations and Revise Methods for Calculating Nighttime Protection for AM Stations—MM dockets 88-508, 88-509, 88-510, and 88-511 (report DC-1261, action in docket case). In four separate actions, commission has proposed changes to its rules to facilitate enhancement of nighttime operations by AM stations (class II, class III, class II-S and class III-S), to improve methods for calculating skywave and groundwave field strength in AM broadcast band and to review methods of calculating nighttime protection for AM stations. Action by commission Oct. 13 by NPRMs (FCC 88-324, 88-325, 88-326, and 88-327).

■ 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 which 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).

■ FCC Amends Rural Cellular Service Rules—CC docket 85-388 (report DC-1254, action in docket). FCC has amended its rules for Rural Cellular Service by establishing five year fill in period for Rural Service Areas, similar to that established for Metropolitan Statistical Areas. During fill in period, RSA licensees may file applications to expand their original Cellular Geographic Service Area or propose other CGSAs within RSAs, without being subject to competing applications. This period will be measured from date of grant of original authorization of each initial system in RSA. Action by commission Oct. 13 by fifth R&O (FCC 88-320).

■ FCC Addresses Strategic Pricing in Special Access Investigation—CC docket 85-166, Phase II, Part I (report DC-1257, action in docket case). FCC has completed main phase of its investigation of strategic pricing of special access services, one of number of special access issues under investigation in CC docket 85-166. Action by commission Oct. 13 by MO&O (FCC 88-321).

■ FCC Proposes Ban on VHF Maritime Transmitters Capable of Using Unauthorized Frequencies—PK docket 88-507 (report DC-1259, action in docket case). FCC has proposed prohibiting use of VHF maritime transmitters that are capable of being programmed by operators to use frequencies other than those allocated to maritime services. This would alleviate harmful radio interference caused by maritime radio stations operating on unauthorized channels. Action by commission Oct. 13 by NPRM (FCC 88-319).

■ FCC Denies Joanne Brehm Reconsideration in Apalachicola, FL. FM proceeding (report MM-347, Mass Media Action). FCC has denied Joanne Brehm's request for reconsideration of FCC action which upheld Mass Media Bureau decision returning Brehm's application for new FM station at Apalachicola, FL, as not sufficient for tender. Action by commission Oct. 12 by MO&O (FCC 88-316).

■ 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 reaffirms grant of new FM station to Hampshire County Broadcasting at Amherst, MA—BC dockets 81-159-60 (report DC-1252, action in docket case). FCC has

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reaffirmed its action upholding review board decision granting application of Hampshire County Broadcasting Co. Inc., for net class FM station on channel 265A (100.9 mhz) at Amherst, MA, and denying competing application of Amherst Broadcasting Inc. Action by commission Oct. 5 by MO&O (FCC 88-314).

■ Cable TV. Proposed extending technical signal quality guidelines applicable to class I cable channels to television (video). Signals on class II, III, and IV cable channels, and establishing separate standards for nonvideo signals on class III and IV channels. Comments due Dec. 12, replies Jan. 11. (MM docket 85-38 by further NPRM [FCC 88-270] adopted Aug. 4 by commission.)

■ Fee collection program. Modified and clarified various aspects of fee collection program authorized under Consolidated Omnibus Budget Reconciliation Act of 1985. (Gen. docket 86-285 by MO&O [FCC 88-301] adopted Sept. 22 by commission.)

■ Knoxville, TN (Knoxville Broadcasting Corp., et al.). TV proceeding. Granted request by Tennessee Telecorp Inc. to amend its application to substitute name, Knoxville Channel 8 Limited Partnership; approved settlement agreements, and dismissed applications of Knoxville Broadcasting Corp., Community Broadcasters of Knoxville Inc., East Tennessee Broadcasting, Knoxville Tennessee T.V. Inc., Citizens Community Television Inc., Tennessee Telecasting Inc., HHS Inc., Le Conte Broadcasting Co. Inc., and South Central Communications Corp.; conditionally granted application of Knoxville Channel 8 Limited Partnership for new VHF television station on ch. 8 at Knoxville and terminated proceeding. (By order, Oct. 3, BC dockets 82-382, et al.)

#### ALJ Actions

■ Christiansburg, VA. Conditionally granted application of Valley Radio Corp. for new FM station on ch. 264 (100.7 mhz) at Christiansburg and denied application of Nirvana Radio Broadcasting Corp. (MM Docket 87-288 by ID [FCC 88D-33] issued Oct. 6 by Administrative Law Judge Edward J. Kuhlmann.)

■ Com/Nav Marine Inc. and Mobile Marine Radio. Granted Com/Nav's application to operate public coast station in Maritime Mobile Service on 156.8 mhz and 161.825 mhz at Mobile, AL, and denied mutually exclusive application of Mobile Marine for same frequencies near Foley, AL. (PR Docket 87-345 by ID [FCC 88D-32] issued Sept. 26 by ALJ Edward J. Kuhlmann.)

By chief ALJ Thomas B. Fitzpatrick on dates shown:

■ Flagstaff, AZ (Grand Coconino Broadcasting, et al.). TV Proceeding. Designated ALJ Richard L. Sippel to preside in proceeding. Scheduled prehearing conference for Dec. 15 and hearing for Jan. 18, 1989. (By order, Sept. 29, MM docket 88-470.)

■ Barstow, CA (Jean Bates, et al.). FM proceeding. Designated deputy chief ALJ James F. Tierney to preside in proceeding. Scheduled prehearing conference for Dec. 13 and hearing for Jan. 17, 1989. (By order, Sept. 29, MM docket 88-461.)

■ Delphi, IN (Wabash Valley Community Radio Corp. and Whitear Regional Broadcasting Co. Inc.). FM proceeding. Granted request by Wabash Valley Community Radio and dismissed its application with prejudice; granted application of Whitear Regional Broadcasting for new FM station on channel 275A (102.9 mhz) at Delphi; and terminated proceeding. (By order, Sept. 28, MM docket 88-246.)

■ Greenwood, IN (Sanders Broadcasting Co. Limited Partnership, et al.). FM proceeding. Designated ALJ Joseph Chachkin to preside in proceeding. Scheduled prehearing conference for Dec. 15 and hearing for Jan. 18, 1989. (By order, Sept. 29, MM docket 88-468.)

■ Utica, NY (Telecommunications Network Inc., et al.). FM proceeding. Designated ALJ Edward J. Kuhlmann to preside in proceeding. Scheduled prehearing conference for Dec. 12 and hearing for Jan. 13, 1989. (By order, Sept. 29, MM docket 88-447.)

■ Swanton, OH (Swanton Radio Limited Partnership, et al.). FM proceeding. Designated ALJ Walter C. Miller to preside in proceeding. Scheduled prehearing conference for Jan. 12 and hearing for March 27, 1989. (By order, Sept. 30, MM docket 88-432.)

■ Yauco, PR (Yauco Television Broadcasting and Maranatha Christian Network). TV proceeding. Designated chief ALJ Thomas B. Fitzpatrick to preside in proceeding. Scheduled prehearing conference for Jan. 6 and hearing for Feb. 14, 1989. (By order, Sept. 29, MM docket 88-466.)

■ Greenwood, SC (United Community Enterprises Inc. and Radio Greenwood, Partnership). FM proceeding. Designated ALJ Joseph P. Gonzalez to preside in proceeding. Scheduled prehearing conference for Dec. 12 and hearing for Jan. 13, 1989. (By order, Sept. 29, MM docket 88-443.)

■ Madisonville, TX (Oara Inc., et al.). FM proceeding. Designated ALJ Joseph Stirmer to preside in proceeding.

Scheduled prehearing conference for Dec. 13 and hearing for Jan. 17, 1989. (By order, Sept. 29, MM docket 88-454.)

■ By Deputy Chief ALJ James F. Tierney on date shown:

■ Clifton, TX (Lawrence L. Bush Jr., et al.). FM proceeding. Approved settlement agreement and dismissed with prejudice applications of Spanish Aural Service Co., Prikyrl-Hanna Partnership, and Smith Media Inc.; granted application of Lawrence W. Bush Jr. for new FM station on channel 277A (103.3 mhz) at Clifton and terminated proceeding. (By MO&O, Oct. 7, MM docket 88-359.)

By ALJ Joseph Chachkin on dates shown:

■ Arlington, NY (Tree Top Broadcasting Associates, et al.). FM proceeding. By separate orders, granted request by Dutchess Broadcasting Corp. and dismissed its application with prejudice; dismissed with prejudice applications of 1180 WHAM Corp. and Egmont Sonderling for failure to prosecute. (By orders, Sept. 28, 29, MM docket 88-393.)

■ Louisburg, NC (Franklin Broadcasting Co. Inc., et al.). FM proceeding. Granted, in part, request by Franklin Broadcasting Co. and added issue against Louisburg FM

Radio Ltd., to determine whether Louisburg's failure to report specification of issue in MM docket 88-265 violated commission rules and, if so, whether it possesses requisite qualifications to be commission licensee. (By order, Sept. 28, MM docket 88-297.)

■ Lebanon, VA (W.B. Moore Jr., et al.). FM proceeding. Granted, in part, request by Yearly Broadcasting Inc. and added issues against W.B. Moore Jr. to determine whether Moore presently has reasonable assurance of availability of his proposed transmitter site; whether he possessed reasonable assurance of availability of his proposed transmitter at time of filing; whether he misrepresented facts and/or engaged in lack of candor by certifying to commission that he had reasonable assurance of site availability at time he filed his application and in continuing such representation; and in light of evidence adduced, effects on Moore's basic and comparative qualifications; and, 2) granted request by W.B. Moore and enlarged issues against Yearly to determine facts and circumstances surrounding preparation and filing of Yearly's request to enlarge issues with regard to availability of transmitter site proposed by Moore, to determine whether Yearly has, through filing of its motion, engaged in abuse of commission's processes; whether it knowingly solicited dec-

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laration of Lloyd P. McFarland to be utilized in support of request to enlarge issues with knowledge that representations contained therein were false or misleading or without regard to truth or falsity of such representations; whether it attempted to mislead commission and/or otherwise abuse commission's processes in filing request to enlarge, supported by declaration which it knew did not accurately reflect true facts surrounding Moore's specification of his proposed transmitter site, and which Motion did not reflect all of relevant facts known to Yearly regarding matters addressed, thereby advancing inaccurate representation of circumstances addressed in its motion; to determine whether Yearly has sought to interfere with availability of transmitter site proposed by Moore, to threaten or intimidate owner of Moore's proposed site or to undermine or obstruct prosecution of Moore's application; and, to determine in light of evidence adduced, effect thereof on basic qualifications of Yearly Broadcasting. (By MO&O, Sept. 28, MM docket 88-211.)

By ALJ John M. Frysiak on dates shown:

■ El Centro, Ca (Univision Holdings Inc., et al.). TV proceeding. Approved settlement agreements and dismissed with prejudice applications of Univision Holdings and Imperial Valley Broadcasting, California Limited Partnership; application of La Paz Wireless Ltd., California Limited Partnership (formerly La Paz Wireless, Ltd.) remains in hearing status. (By MO&O, Sept. 29, MM docket 87-354.)

■ Mount Vernon, IN (Posey County Broadcasting Co. and Southern Indiana Broadcasting). FM proceeding. Granted, in part, request by Posey County Broadcasting and enlarged issues against Southern Indiana Broadcasting to determine whether it financially qualified. (By MO&O, Sept. 28, MM docket 88-84.)

By ALJ Joseph P. Gonzalez on date shown:

■ Kansas City, MO (Channel 32 Broadcasting Co., et al.). TV proceeding. Granted request by Mark L. Wodlinger and dismissed his application with prejudice. (By order, Oct. 6, MM docket 87-86.)

By ALJ Edward J. Kuhlmann on dates shown:

■ Ocean Pines, MD (Stegus Corp., et al.). FM proceeding. Granted requests by Stegus Corp., Brian Casey, and Wiltshire Broadcast Co. and dismissed their applications with prejudice. (By MO&O, Oct. 7, MM docket 88-342.)

■ Poughkeepsie, NY (Laqueth Flemming and Gloria Fleming, et al.). FM proceeding. Granted requests by David Rinehart and Harvest Broadcasting and dismissed their applications with prejudice; dismissed with prejudice applications of C&D Communications, Ocean Waves Broadcasting, HAL Communications and Farr Broadcasting Inc., for failure to prosecute. (By MO&O, Sept. 26, MM docket 88-279.)

■ Murrells Inlet, SC (Inlet Broadcasting Co., et al.). Granted request by Inlet Broadcasting and enlarged issues against Gary S. Morris & Nancy C. Morris, General Partnership, to determine whether they misrepresented its financial qualifications when certifying them in its application; whether they misrepresented their financial qualifications in their Jan. 29 amendment; and, in light of evidence, whether they should be disqualified; and 2) granted request for summary decision by Jerry W. Oakley and resolved financial issue in his favor. (By MO&O, Sept. 26, MM docket 88-296.)

By ALJ Edward Luton on dates shown:

■ Lewes, DE (Pavia Limited, et al.). FM proceeding. Granted request by Bay Communications Inc. and dismissed its application with prejudice. (By order, Oct. 4, MM docket 88-365.)

■ Holmes Beach, FL (Holmes Beach Broadcasting, Ltd., et al.). FM proceeding. Granted request for partial summary decision by W. Lynne Dayton and resolved site availability issue in Dayton's favor. (By order, Oct. 6, MM docket 88-85.)

By ALJ Walter C. Miller on dates shown:

■ Mableton, GA (Mableton Broadcasting Co., et al.). FM proceeding. Granted request by Tri-City FM Limited Partnership and dismissed its application with prejudice. (By order, Sept. 30, MM docket 88-400.)

■ Mahomet, IL (Adlai E. Stevenson IV, et al.). FM proceeding. Granted request by Alliance Broadcasting of Champaign County and resolved air hazard issue in its favor. (By MO&O, Oct. 3, MM docket 88-364.)

■ Webster, NY (Webster-Fuller Communications Associates, et al.). FM proceeding. Granted requests by Webster-Fuller and Peter Achilles Broikou and dismissed with prejudice application of Anthony E. Trimble for failure to obtain transmitter site. (By MO&O, Oct. 5, MM docket 88-83.)

■ New Ellenton, SC (GRR Marketing and Blessed FM Limited Partnership). FM proceeding. Approved settlement agreement and dismissed application of Blessed FM Partnership; granted application of GRR Marketing for new FM station on channel 274A (102.7 mhz) at New Ellenton and

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terminated proceeding. (By MO&O, Oct. 3, MM docket 88-404.)

By ALJ Richard L. Sippel on dates shown:

■ Oro Valley, AZ (Pueblo Radio Broadcasting Service, et al.) FM proceeding. Granted, in part, request by O-V Communications to enlarge issues against Classic Media, Inc. to determine whether Classic was financially qualified to receive construction permit at time it filed its application; whether it misrepresented or lacked candor in certifying its financial qualifications; whether it obtained necessary reasonable assurance of financing and under evidence adduced, whether Classic is qualified to receive commission permit. (By MO&O, Oct. 4, MM docket 88-137.)

■ Twenty-nine Palms, CA (Westwind Radio Co. and Morongo Basin Broadcasting Corp.). FM proceeding. Approved settlement agreement and dismissed with prejudice application of Westwind Radio Co.: granted application of Morongo Basin Broadcasting for new FM station on channel 299A (107.7 mhz) at Twenty-nine Palms, and terminated proceeding. (By MO&O, Oct. 5, MM docket 88-394.)

■ Portage, MI (Larry Langford, et al.). FM proceeding. By separate orders, granted request by Larry Langford and dismissed with prejudice following applications for failure to prosecute: Horizon Broadcasting Co., Radio Associates Inc., Walker-Kent Broadcasting Co., Steven J. Kuiper, Portage Group, WHW Broadcasting Group Limited Partnership and Portage Communications Inc.: approved settlement agreement between Larry Langford and PN Radio Co. and dismissed with prejudice application of PN Radio; granted application of Larry Langford for new FM station on channel 243A (96.5 mhz) at Portage, and terminated proceeding. (By order, Sept. 30 and by MO&O, Oct. 3; MM docket 88-346.)

■ Killington, VT (Albert E. Gray, et al.). FM proceeding. Granted request by Bruce M. Lyons and dismissed his application with prejudice. (By order, Oct. 5, MM docket 88-240.)

■ By ALJ Joseph Stirmer on dates shown:

■ Sedona, AZ (Morris Courtright Jr. and Phyllis J. Courtright, et al.). FM proceeding. Granted request by Sedona FM Limited Partnership and dismissed with prejudice applications of Morris Courtright Jr. and Phyllis Courtright for failure to prosecute. (By order, Oct. 5, MM docket 88-335.)

■ Silver Springs, FL (Silver Springs Communications, et al.). FM proceeding. Granted request for summary decision by Silver Radio Partners and resolved air hazard issue in its favor. (By MO&O, Sept. 27, MM docket 88-119.)

## Allocations

■ Bolivar and Lebanon, MO. At request of KYOO Broadcasting Co., dismissed its request for reconsideration to allot channel 300C2 (107.9 mhz) to Lebanon. (MM docket 86-278 by MO&O [DA 88-1575] adopted Sept. 26 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Carlinville, IL. Effective Nov. 21, amended FM table by allotting channel 240A (95.9 mhz) to Carlinville; filing window: Nov. 22-Dec. 22. (MM docket 87-608, by R&O [DA 88-1484] adopted Aug. 31 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Montauk, NY. At request of Nanette Markunas, proposed amended FM table by allotting channel 235A (94.9 mhz) to Montauk at its second local FM service. Comments are due Dec. 9, replies Dec. 27. (MM docket 88-495 by NPRM [DA 88-1608] adopted Sept. 28 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Boalsburg, Clearfield, Jersey Shore, Renovo, St. Marys, and Tioga, PA. Requests to amend FM table have been proposed as follows: proposed substituting channel 227B1 (93.3 mhz) for channel 228A (93.5 mhz) at Jersey Shore, and modifying license of WJSA-FM to specify operation on B1 channel; substitution of channel 254A (98.7 mhz) for channel 226A (93.1 mhz) at Renovo, and substitution of channel 234A (94.7 mhz) for channel 227A at Tioga; 2) proposed substituting channel 230B1 (93.9 mhz) for channel 232A (94.3 mhz) at St. Marys, and modifying license of WKBI-FM to specify operation on B1 channel; Elk-Cameron also request substitution of channel 226B1 for channel 230B1 at Clearfield, and modifying license of Clearfield Broadcasters, licensee of WQYX(FM) to specify operation on alternate channel; substitution of channel 229A (93.7 mhz) for channel 225A (92.9 mhz) at Boalsburg, Clearfield Broadcasters may show cause by Dec. 9 why its license should not be modified as proposed. Comments are due Dec. 9, replies Dec. 27. (MM docket 88-496 by NPRM and Order to Show Cause [DA 88-1607] adopted Sept. 21 by deputy chief, Policy and Rules Division.)

■ Garapan, Saipan. Effective Dec. 2, amended FM table by allotting channel 258C (99.5 mhz) to Garapan as its second FM service. Filing window opens Dec. 5, closes Jan. 3, 1989. (MM docket 87-459 by R&O [DA 88-1502] adopted Sept. 14 by deputy chief, Policy and Rules Division.)

■ Columbus, Eupora and Marion, MS, and Reform, AL. Effective Dec. 5, amended FM table by substituting channel 241C2 (96.1 mhz) for channel 269A (101.7 mhz) at Eupora; modified license of WEXA(FM) accordingly; substituting channel 276C2 (103.1 mhz) for channel 276A at Columbus; substituting channel 236A (95.1 mhz) for channel 276A at Marion; substituting channel 269C2 for channel 269A at Reform; modified license of WVRT-FM accordingly; deleted channel 269A from Eupora. (MM docket 87-324, by R&O [DA 88-1618] adopted Sept. 14 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Deputy chief, Policy and Rules Division, Mass Media Bureau, by NPRN's adopted Sept. 28, proposed amending FM table by making allotments; comments Dec. 12, replies Dec. 27.

■ Parker, AZ. On request of Station KMDX(FM), channel 257A (99.3 mhz), substitution of channel 257C2 for channel 257A and modification of station's license accordingly. (MM docket 88-490, DA 88-1617, adopted Sept. 28.)

■ Vacaville, CA. On request of Quick Broadcasting Inc., licensee of KUIC(FM), channel 237A (95.3 mhz), substitution of channel 237B1 for channel 237A and modification of station's license accordingly. (MM docket 88-491, DA 88-1616, adopted Sept. 28.)

■ Clarinda, IA. On request of G.O. Radio Ltd., substitution of channel 291C2 (106.1 mhz) for channel 292A (106.3 mhz) and modification of its license for KQIS-FM accordingly. (MM docket 88-494, DA 88-1614, adopted Sept. 28.)

■ West Point and Blair, NE. On request of Kelly Communications Inc., substitution of channel 300C1 (107.9 mhz) for channel 300A at West Point and modification of CP for KWPN-FM accordingly; in alternative, on request of LDH Communications Inc., substitution of channel 299A (107.7 mhz) for channel 292A (106.3 mhz) at Blair and modification of license for KBWH-FM accordingly. (MM docket 88-493, DA 88-1609, adopted Sept. 26.)

■ Borger, TX. On request of Fun Radio Group Inc., licensee of KDXR(FM), channel 282C (104.3 mhz), substitution of channel 282C1 (104.3 mhz) for channel 282C and modification of its license accordingly. (MM docket 88-492, DA 88-1615, adopted Sept. 28.)

■ Vero Beach, FL. Effective Dec. 5, substituted channel 229C2 (93.7 mhz) for channel 228A (93.5 mhz) at Vero Beach and modified license for WGYL(FM) to specify higher powered channel. (MM docket 88-111 by R&O [DA 88-1621] adopted Sept. 28 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Cornelia and Chatsworth, GA. Effective Dec. 5, substituted channel 257C2 (99.3 mhz) for channel 257A at Cornelia and modified license for WCON-FM to specify higher powered channel; and substituted channel 255A (98.9 mhz) for channel 257A at Chatsworth and modified license for WQMT(FM) to specify new channel. (MM docket 88-99 by R&O [DA 88-1622] adopted Sept. 28 by deputy chief, Policy and Rules Division.)

■ Sioux Center and Sioux Falls, SD. Effective Dec. 5, substituted channel 230C2 (93.9 mhz) for channel 232A (94.3 mhz) at Sioux Center and modified license for WKDB-FM to specify higher powered channel; and substituted channel 279C2 (103.7 mhz) for channel 228A (93.5 mhz) at Sioux Falls and modified license for KKRC-FM to specify new channel. (MM docket 88-165 by R&O [DA 88-1620] adopted Sept. 28 by deputy chief, Policy and Rules Division.)

■ Waynesboro, TN. Effective Dec. 5, allotted channel 235A (94.9 mhz) to Waynesboro as its first local FM service. Filing window opens Dec. 6, closes Jan. 5, 1989. (MM docket 87-604 by R&O [DA 88-1623] adopted Sept. 28 by deputy chief, Policy and Rules Division.)

■ Brownfield, TX. Effective Dec. 5, substituted channel 282C2 (104.3 mhz) for channel 280A (103.9 mhz) at Brownfield and modified license for KKTC(FM) to specify higher class channel. (MM docket 87-603 by R&O [DA 88-1624] adopted Sept. 28 by deputy chief, Policy and Rules Division.)

■ Liberal, KS. Effective Dec. 5, allotted channel 286C2 (105.1 mhz) to Liberal as its fourth FM service. Filing window opens Dec. 6, closes Jan. 5, 1989. (MM docket 86-508 by R&O [DA 88-1626] adopted Sept. 28 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Denison, TX. Effective Dec. 5, substituted channel 285C2 (104.9 mhz) for channel 285A at Denison and modified license of KMKT-FM to specify operation on higher powered station. (MM docket 88-152 by R&O [DA 88-1630] adopted Sept. 30 by deputy chief, Policy and

Rules Division.)

■ Johnson City, TX. Effective Dec. 5, allotted channel 300C2 (107.9 mhz) to Johnson City as its first local FM service. Filing window opens Dec. 6, closes Jan. 5, 1989. (MM docket 87-546 by R&O [DA 88-1627] adopted Sept. 29 by deputy chief, Policy and Rules Division.)

■ Lubbock, TX. Effective Dec. 5, substituted channel 293C2 (106.5 mhz) for channel 292A (106.3 mhz) at Lubbock and modified permit of KEJS to specify new channel. (MM docket 87-534 by R&O [DA 88-1628] adopted Sept. 30 by deputy chief, Policy and Rules Division.)

■ Lufkin, TX. Effective Dec. 5, substituted channel 257C2 (99.3 mhz) for channel 257A at Lufkin and modified license of KUEZ(FM) to specify higher powered channel. (MM docket 87-617 by R&O [DA 88-1629] adopted Sept. 30 by deputy chief, Policy and Rules Division.)

## Call Letters

### Applications

| <i>Call</i>          | <i>Sought by</i>                                               |
|----------------------|----------------------------------------------------------------|
| <b>New FM's</b>      |                                                                |
| WNJY                 | Whitcar Regional Broadcasting Co., Inc., Delphi, IN            |
| KLSN                 | Lyon Company Jefferson, IA                                     |
| KVCV                 | Northern Missouri Christian Broadcasting, Inc., Kirksville, MO |
| WIZD                 | John Anthony Bulmer, North Baltimore, OH                       |
| WZQK                 | Preston L. Salyer, Coeburn, VA                                 |
| WZBB                 | WNLB Radio Inc., Rocky Mount, VA                               |
| <b>Existing AM</b>   |                                                                |
| WECM                 | WCKC Sims Enterprise, Milton, FL                               |
| <b>Grants</b>        |                                                                |
| <b>New FM</b>        |                                                                |
| KLIQ                 | Lobster Communications Corp., Shingle Springs, CA              |
| WOTS                 | Daniel L. Goens, Mitchell, IN                                  |
| WMRS                 | Kevin Robert Page, Monticello, IN                              |
| KAYX                 | Laura L. Hendee, Richmond, MO                                  |
| WOTJ                 | Grace Christian School, Morehead, NC                           |
| WRJI                 | New Age Broadcasting, Crooksville, OH                          |
| KCDY                 | Taft City Radio, Taft, OK                                      |
| KCBZ                 | Radio Station KCAR, Inc., Clarksville, TX                      |
| <b>Existing AM's</b> |                                                                |
| WWRK                 | WSGC Radio Elberton Inc., Elberton, GA                         |
| WNFO                 | WIBR Southern Communications Inc., Baton Rouge, LA             |
| KJNA                 | CKKW Little River Radio Co., Juena, LA                         |
| KNUS                 | KZIA AM/FM Communications, Albuquerque, NM                     |
| KFNS                 | KWAS New Life Communications, Amarillo, TX                     |
| <b>Existing FM's</b> |                                                                |
| KCMT                 | KCFM Teresa R. and Michael E. Worral, Chester, CA              |
| WWRK-FM              | WWRK Radio Elberton Inc., Elberton, GA                         |
| WBLN-FM              | WAAW Jackson Purchase Broadcasting, Murray, KY                 |
| KJNA-FM              | KJNA Little River Radio Co., Juena, LA                         |
| KKNB                 | KBBV Agnew Broadcasting, Lincoln, NE                           |
| KKBZ                 | KTJB Torjaq Radio Inc., White Rock, NM                         |
| WGY-FM               | WGFM Empire Radio Partners Ltd., Schenectady, NY               |
| WHT                  | WKKE Sea-Com Inc., Williamston, NC                             |
| KRMK                 | KBOG Kerr Broadcasting Corp., Cordell, OK                      |

# Classified Advertising

See page 74 of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**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 PO Box 19517, Seattle, WA 98109-1517

**Local sales manager.** Minimum three years sales experience in top 20 market. Resumes to: LinaJean Armstrong, WFOX 97FM, 2000 RiverEdge Pkwy, Suite 797, Atlanta, GA 30328. WFOX is an Equal Opportunity Employer

**General manager for start up situation** in Fort Myers, Florida. Minimum 5 years G.M. experience. Ability to plan, lead, organize and control activities of new FM. Bottom line results a must. Serious candidates only, possible ownership percentage based on results. Box N-92 EOE

**General manager** needed for rapidly growing AM/FM in Southeast. Must be a take charge leader and be strong on local sales. Box N-93. EOE.

**General manager/sales manager** for south Florida East Coast Urban Contemporary AM station. Management and sales experience mandatory. Ownership possible with no cash investment for successful management. Send resume to Box N-100. Confidentiality guaranteed. EOE.

**General manager for Honolulu AM.** Must have sales ability, fiscal/financial experience, and profit motivation. Salary, commission, incentives, profit sharing. Prefer non-smoker with experience in Honolulu. P.O. Box 12469, Dallas, TX 75225 EOE

**Sales manager Northwest.** Market leader seeks new leadership. Resume and sales management philosophy to Box N-102 EOE.

**General manager: Equity and incentives.** Attractive, growing, small college market Eastern class B FM. Turnaround, strong sales experience a must. New acquisition. EOE. Box N-103

**Regional affiliate** acquisition managers needed for fastest growing radio network. Salary + commission + bonus plan. Call Roger 800—321-2349.

### HELP WANTED SALES

**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, KHTT-FM, 2775 E. Shaw, Fresno, CA 93710 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. Fredman, WRGI-FM, 950 Manatee Road, Naples, FL 33961 EEO.

**Sales rep:** Excellent list, growing economic area, looking for experienced salesperson. Beautiful Marysville CA. Send resumes to Mr. Leary, KRFD FM & AM, P.O. Box 631, Marysville, CA 95901 EOE

**Rapidly growing NYC Talk station** needs quality salesperson, with strong retail background. Excellent opportunity to make serious \$\$\$. Must be aggressive, hard-working, with strong, conceptual orientation. Call Bob Stevens, 212—586-6700.

### HELP WANTED ANNOUNCERS

**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

**Outspoken talk show host** for two-hour daily program. Combine with news or sales for full time position. Top 50 market. Southeast. Box N-84.

**WVOS AM/FM Liberty N.Y.** just lost it's mid day personality after five years! We seek a creative communicator for our AC/Full Service format. Immediate opening. T & R to: Mike Sakell, PD, Box 150, Liberty, NY 12754. EEO

### HELP WANTED TECHNICAL

**Austin, Texas** - A high-tech town with a high quality of life. The University of Texas at Austin is seeking an assistant director for technical services at the Center for Telecommunication Services. To provide direction as chief engineer and technical maintenance supervisor. Required qualifications: Bachelor's degree in electrical, telecommunication, or electronics engineering, five years experience in electronic broadcasting equipment design, installation, maintenance, and operation, knowledgeable in respect to FCC technical rules and regulations. On call nights and weekends (beeper will be provided). Annual salary is \$31,188 with excellent benefits. Department is willing to pay more depending on qualifications. Responsible for 100kw FM transmission facilities, including SCA audio production facilities (master control, air control, three additional control rooms and associated studios), satellite audio uplink/downlink and video downlink, video cable system; master/slave highspeed, open-reel audiotape duplication system, STL and leased full-duplex microwave systems. Send resume with cover letter and three professional references to Mr. William Giorda, Communication Building B, University of Texas at Austin, Austin, TX 78712. Applications will be accepted through December 1, 1988. Equal opportunity/affirmative action employer.

**Maintenance technician** for 5KWAM and CATV operation. General radiotelephone required. Knowledge of transmitters, studios, CATV headend equipment necessary. Southeastern PA. Good pay, vacation, benefits. Box N-42

**Chief engineer, public radio station** - Responsible for top-rated full-power facility. Strong commitment to new facilities. Bachelor's degree in communications engineering and one year experience in maintenance, design, operation or construction of technical broadcasting equipment highly desired. Alternate qualifications available. Salary range \$21,119-\$28,000. Send resume to: Central Employment, 4th Floor Stadium West, University of Florida, Gainesville, FL 32611. Applications must be postmarked by November 16. Must refer to ID #20874. EEO/AEE.

### HELP WANTED NEWS

**KICKS 106.3 FM** has a rare opening for aggressive reporter. T & R to Box 26523, Prescott Valley, AZ 86312. EOE M/F.

**News Director/Engineer** for an East Coast resort area AM/FM combo. Some talent in both areas needed to join up and coming operation. Let us know what you've got. T & R to Jim McHugh, 701 N. DuPont Hwy, Georgetown, DE 19947 EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**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

### 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.

**Your next General Manager!** Dynamic sales & promotion professional. Please call Bill Elliott, 413—442-1283.

**13 years experience,** sales, sales management. (Including National) Skilled pro seeks GM or GSM opportunity. Excellent references 305—386-5225.

**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.

**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.

**Group VP, GM, GSM,** Master's degree. Rating, sales excellence. In top 100, references, want new challenge and opportunity. Box N-78.

**Explosive success** is the best way to describe my record as GM and my wife's record in sales. Seeking opportunity to move up. Prefer Southeast. Box N-80

**Successful medium & large market GM** wants new challenge. Sales/bottom line oriented. 25 years skill development. Box N-83.

**Successful major market GM** seeks a new opportunity with a progressive broadcast group. Deep background in sales training, marketing formats and turnarounds. Interested in medium to large markets in Northeast and Midwest. No rush to leave current employer. Let's talk. Box N-85

**If you're looking** for a general manager with a stable job history to run your medium to large market station(s), a GM with a successful major market track record, who can market your formats, motivate your staff and clean up your P & L, you can write me. Box N-86.

**Nationally recognized major market general manager** needs to find a new opportunity to realize personal goals. Inquiries from respected broadcast groups, who are not bleeding from high debt service, who are looking to the future and can benefit from my history of success and dedicated company service, will learn more about my story. Other ads in this section describe my abilities. Box N-87.

**Experienced general manager.** 25 years of proven success in major and medium size markets. Currently employed but seeking equity/management opportunity with small or medium size group. Turnaround situations a specialty. Skilled at all levels but exceptional in sales motivation and development. Prefer Southeast but will consider all. Box N-91.

**Sales doctor:** Will make ailing station healthy, new station strong. SW, West markets. Results thru radio sales basics. Start up or turn around. JR 817—483-4630.

**GM** - profit minded, strong sales background. Experienced. Box N-95.

### SITUATIONS WANTED SALES

**GSM** - I sell, develop, train, motivate. Team leader. Solid sales management experience. Box N-94.

### 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.

**4 year professional** with versatility. Experience in news, sports, production. Smooth delivery. Dave 303—278-0106.

**18 years experience.** Seek on-air/production in Fredericksburg, Norfolk or Virginia Beach. Ed. 703—799-0739.

**Bob Browne,** radio personality, name band singer. Now doing top rated Big Band show. Want larger market. Expertise - talent, production, sales management. 307—634-7406.

**Serious only!!!** Have mic/will travel! 12 year personality - Oldies/MOR/Country...Ohio/bordering states...Bruce Wayne. 513—372-1657.

**Please hire me!** General announcing and music. First blind graduate from Columbia School of Broadcasting, Chicago. Harold Bocock, 3502 Ted Avenue, Waukegan, IL 60085. 312—623-6997.

### SITUATIONS WANTED TECHNICAL

**Chief engineer for ten years.** Hands-on experience in all phases of FM and AM directional. Good construction and maintenance skills. 804—276-4597

### SITUATIONS WANTED NEWS

**Wanna talk sports...** I do! Creative and enthusiastic sportstalk 'sidekick' ready to go solo. PAC/WAC basketball; minor league baseball PBP experience. Great work ethic and references. Mike 602—230-2450.

### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Have experience, will travel!** Versatile, talented AT/PD. Seeking programing position in stable small or medium market. Country or AC. 517—386-5332.

**Rare opportunity.** Veteran broadcaster could be your number two, with 20-years air/operations, promotion/sales experience. Let's talk. Medium-size markets welcome. Southeast only. Box N-96

**PD/OM.** Experienced pro Winner with people, sales research, promotions, ratings. College degree Call P.D. 205-546-7745.

#### MISCELLANEOUS

**Radio newsletters!** We compose, produce, and print newsletters exclusively for radio stations. Find out more. Call Apple Communications at 203-334-8972.

**Salespeople - Make extra cash** marketing Information On Hold to your current clients. Not competitive with radio advertising. Call Matt Caesar 404-548-0396

**Troubled AM?** Need programing to generate sales? Need sales to make bucks? Call Thomas Hall, 213-969-8559.

**AM in the red?** Get into the black. Tried and true methods. Knock on doors - make sales. Call Roger Petrik 800-321-2349.

**Down and out in the East?** Make \$ with great programing and good street wise sales programs. Call Roger Petrik, 800-321-2349.

## TELEVISION

### HELP WANTED MANAGEMENT

**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.

**Promotion manager:** Very solid ABC affiliate in Southeast is seeking an individual with experience. Must be both creative and well organized with strong background in TV production, writing and media buying. Very good salary and benefits package with top group. Send resume to: Box N-18, EOE/MF/Drug screened

**Sales manager - Fox 66, mid-Michigan's #1** Indy seeks an experienced manager. Join a growing broadcast group. Call Teresa Kollstedt at 513-351-9112, EOE.

**Promotion manager - New Mexico's number one** Independent, Fox affiliate is seeking a knowledgeable professional director of creative services. Will be responsible for all areas of station promotion - strategy, production, writing, use of all media. We are an aggressive station ready to put your ideas to work. Send resume and tape or portfolio to Erick Steffens, General Manager, KGSW-TV, P.O. Box 25200, Albuquerque, NM 87125 EOE, M/F.

**WVAH-TV, Charleston/Huntington** has immediate opening for a program/promotion manager. Indie experience preferred. We're VHF, channel 11, owned by Act III Broadcasting. Excellent opportunity for aggressive manager on the way up. Send resume and support material to Don Wilburn, General Manager, WVAH-TV, 11 Broadcast Plaza, Hurricane, WV 25526 EOE.

### HELP WANTED SALES

**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.

**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 Grocco, LSM, WUPW-TV 36, Four Seagate, Toledo, OH 43604, EOE.

**Commercial manager** with sales know-how and administrative ability for VHF in south Texas market. EOE, Box N-77.

**Account executive:** WTVR-TV seeks aggressive, innovative candidate for sales position. Must have exceptional people skills, proven track record in sales -- TV sales preferred but not essential. If you are results oriented and motivated by challenge: send resume to WTVR-TV, 3301 West Broad Street, Richmond, VA 23230, Attention: Ed Herbert. No phone calls please, M/F/EOE.

**Account executive:** Do you strive to be the best? Do you work harder than your peers? Do you build long term relationships with your customers? If so, we invite you to learn and grow in the company of other achievers. KMGH Magic 93.9 FM in Flagstaff, Arizona, the radio leader in the northern Arizona market, has an opening for a sales account executive. KMGH provides a guaranteed salary, sales training and existing accounts. Interested persons please send resume to KMGH, P.O. Box 3421, Flagstaff, AZ 86003. Attention: Jane Richardson, EOE.

**Manager of ad sales research:** Growing cable TV network seeks research manager with 3-5 years broadcast or agency experience to produce support materials for advertising and affiliate sales staffs. Custom research background and PC skills preferred. Send resume and salary history to John Morse, Research Department, Financial News Network, 320 Park Avenue, 3rd Floor, New York, NY 10022, EOE.

**Research director -** Leading Indie, in 23rd mkt seeks self-starter to create sales research materials, maintain sales planner and analyze meter information. Experience in sales/programming research preferred. Call Harvey Adelberg, GSM, WTXH-TV, 203-575-2020, EOE.

### HELP WANTED TECHNICAL

**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.

**Control room supervisor** of air switchers and tape operators at successful Independent. EOE. Please send resume to: Bob Hardie, Box 33223, Tulsa, OK 74153.

**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.

**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.

**ENG Maintenance Engineer -** Top rated affiliate in Sunbelt has an opening for an ENG maintenance engineer. General FCC license or SBE certificate preferred. Must have excellent knowledge of ENG cameras, VCR's, microwave and newsroom computers to the component level. Experience in broadcast maintenance and technology is required. Competitive salary. Benefits a big plus. Send resume and cover letter to Box N-76, EOE.

**Director:** Engineering exp., still photog, 3/4" editing, directing. Chyron. Ability to write and produce, 2-3 yrs commercial TV, preferably in promotions. Bachelor's degree in Radio-TV or Mass. Comm. Pay will commensurate w/experience. 7:30A - 4P Tue - Sat. Send resume to: WFLI, P.O. Box 7018, Lafayette, IN 47903, Attn: Tina Parker, EOE.

**Independent TV station expanding** to Albuquerque NM accepting applications for all positions. Send resume to Personnel Dept., P.O. Box 580, Santa Fe, NM 87504. (Positions avail. immediate). EOE.

**Chief engineer.** Group Owned CBS affiliate in top 50 Midwest market seeks a hands-on leader. Responsibilities include UHF transmitter maintenance, technical operation and administration. Great opportunity for assistant chief. Respond: Nancy Weller, Personnel, P.O. Box 250, Clio, MI 48420, 313-687-1000, EEO employer.

**Television director/technical director:** Seeking an experienced television director with substantial experience switching news programs. Operational knowledge of Grass Valley 1600 switcher, DVE, Chyron CG and Harris Still Store is essential. Send resume and tape to: Jon Miller, Director of Programing and Operations, WTVQ-TV, P.O. Box 2209, Durham, NC 27702-2009, EOE.

**Videotape editor:** CMX editor to operate a CMX-3600 1" edit suite. One year experience required. ADO and CG experienced preferred. Send resume and tape to Ned Traver, Desert Video, 1616 E. Osborn Rd., Phoenix, AZ 85016, EOE.

**WOSU-TV** of The Ohio State University is accepting applications for the following position: VIDEOGRAPHER to visualize and create EFP field pieces, supervise sound and tape recording on remote location, and edit. Candidates must have knowledge and experience with EFP video production and editing. Knowledge of common processes used in still photography required. Experience in full crew studio and remote production situation desired. Starting salary: \$17,520 - \$19,800. Hours may vary. To assure consideration for the position, materials must be received by November 30, 1988. Send resume and letter indicating position of interest to: Professional Employment Services, The Ohio State University, Lobby, Archer House, 2130 Neil Ave., Columbus, OH 43210. An equal opportunity/affirmative action employer.

**TV maintenance technician:** Must have considerable experience on RCA UHF transmitters and TCRs for overnight shift. Non-smoking facility. Send resume to: Personnel, Kathleen Roberts, c/o WPGH-TV 53, 750 Ivory Ave., Pittsburgh, PA 15214. No phone calls. EOE, M/F.

### HELP WANTED NEWS

**Three jobs:** anchor, consumer reporter and newscast producer. Experienced only. Tape and resume to: Gil Bueltner, WWMT, 590 W. Maple St., Kalamazoo, MI 49008, 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, WSET, 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.

**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.

**News director:** Midwest, VHF network affiliate in 100 plus market is looking for a hands-on news pro capable of leading the charge. Must have solid news, production, and people skills. Great opportunity for assistant news director or producer to move up. Send resume to Box N-75, EEO, M/F.

**Videographer/editor.** Strong handheld skills, self-starter with an "eye" for "up close and personal stories." Strong Christian commitment essential. Fund raising experience helpful. Resume to Box N-97, EOE.

**Writer/editor.** Ability to tell strong personal stories. Travel required. Strong Christian commitment. Fund raising experience helpful. Writing samples and resume to Box N-98.

**10 PM producer.** We want a leader. Experienced. Motivated. A philosophy to match ours. Substantive, not flashy news. Send tape and resume to WSMV News, P.O. Box 4, Nashville, TN 37202, EOE.

**News anchor** to work with female co-anchor at Midwest affiliate. The right candidate will have both anchoring and producing experience. No beginners. Send tape and resume to Ms. Arles Hendershott, WIFR-TV, P.O. Box 123, Rockford, IL 61105, EOE.

**Assignment editor:** Are you ready to move up? We need an experienced, aggressive leader who knows news and can motivate people. Send resume to Brian Peterson, WOWK-TV, 555 5th Ave., Huntington, WV 25706, EOE.

**Week-end anchor/reporter.** Individual should have outstanding reporting abilities as well as professional on-air look. Three years television experience a must. Non-returnable tape to Craig Alexander, News Director, WTVQ-TV, Lexington, KY 40555, EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**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.

**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, EOE.

**Associate producer** for Westinghouse Broadcasting's #1 talk show at the #1 station in the #1 city! Required: strong booking skills, some remote and field production, 1 year producing experience. Send tape and resume to: Joyce Richman, Producer, Pittsburgh 2Day, KDKA-TV, One Gateway Center, Pittsburgh, PA 15222. No phone calls. EOE.

**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

**TV news promotion producer.** Experienced TV news promotion producer needed for Charlotte's best TV station. Candidate should have excellent writing skills, ability to meet deadlines and great reel 2 years experience in broadcast TV required. Send resume and reel to: Alan Batten, WSOC-TV, 1901 N Tryon St., Charlotte, NC 28206. No calls EOE. M/F

**Photographer/editor:** Immediate opening for creative energetic photographer who can think in the field. A/B roll editing a plus. Long hours, much travel, varied assignments. No mistakes tolerated. Two years experience. Send tape and salary requirements to Orbis Productions, 358 W Ontario, Chicago, IL 60610. Attn: Photographer Position EOE

**Writer/producer/director:** 1/2 hour commercial production company in Midwest, good salary. Resume & tape only to Mike Clark, VP, Client Services, Hawthorne Communications, Inc., 406 W Depot, Fairfield, IA 52556 EOE

**Top 20 station** seeks top notch writer/producer for public service announcements and other on-air spots relating to community events. Must have 2 years TV promotions or public affairs experience, strong writing skills, and hands-on 3/4" off-line editing experience. Directing experience preferred. Send resume to, Box N-99 EOE.

**Rapidly expanding leader** in sports/entertainment syndication seeks talented self starter to direct all phases of promotion and public relations efforts. We're looking for someone to speak to the press, to create promotional materials for our product and head our presence at NATPE. We offer a competitive salary and benefits and the perfect environment for rapid growth. Come join us in one of the South's most liveable cities! Please send tape resume and salary requirements to Meade Camp, Sr. Vice President, Sales and Marketing, Raycom Sports & Entertainment, P.O. Box 33367, Charlotte, NC 28288-3367 EOE

**Immediate opening** for commercial producer in the production department. Very strong writing, creative concept and marketing skills a must. Should have a good technical background in TV production, directing, lighting and audio work. A minimum of two years similar experience required. EOE. Interested parties reply by cover letter and resume only to Ron Farina, WIXT-TV 5904 Bridge St., E. Syracuse, NY 13057

**Producer/director/videographer:** Greater Dayton Public Television, Inc., a growing, ambitious PBS station with new state-of-the-art facilities, operating Channel 16, Dayton (top 50 market) and Channel 14 Oxford (between Dayton and Cincinnati) seeks a qualified producer/director to join its production team. This position requires a college degree and at least 2 years experience in live and edited video production, including computer-assisted editing. Experience in location production videography will be a major responsibility in this position. Paint Box, DVE, character generator, and lighting experience/knowledge would be a plus. Public television background will be helpful. Salary mid-20's + benefits. Send letter and resume only to Producer/Director Position, Greater Dayton Public Television, Inc., 4th & Jefferson Sts., Dayton, OH 45402. Closing date October 31, 1988 EOE

#### SITUATIONS WANTED MANAGEMENT

**Station manager - general manager.** Versatile television pro with outstanding administrative and people skills seeks new challenge. My experience, talent and work ethic can make a difference for both ownership and staff. Box N-88

**Professional general manager** with more than 20 years radio and television management seeks new challenge with solid growing company. Strong community involvement, energetic sales leader, skilled in developing people and getting results through Management Team approach. Prefer medium market, location no problem. All replies strictest confidence. References available first letter. Box N-101

#### SITUATIONS WANTED NEWS

**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

**Experienced news director** looking for challenging opportunity to join quality team dedicated to excellence. Old school ethics leadership and work ethic. New school talent, vision and people skills. Market size not as important as opportunity and commitment. Box N-90.

**Professional experience!** In charge of production desk at major Los Angeles TV station. Desires reporting or writing position, preferably in Western states. BA in Journalism and a love for accuracy! 818-886-9917.

**Meteorologist.** Need a place to start. Ivy League grad. On-air experience. Also sports and play-by-play. Art Saxon 215-687-4224

**Superior intellect,** several degrees, former academician with mature good looks (early forties) and exceptional broadcast quality voice, seeks challenging talent position that can make a difference. Dr. de Mitry 619-440-2395.

**Looking for that first break.** Sharp young woman, BA in communications, TV experience. Prod. asst., field prod., reporter. You'll be impressed! Leslie 313-757-2359.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Seeking move** to top-notch production facility. Five years experience in camera, lighting and grip work. Hard worker! Box N-56.

**Videographer 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.

**Program manager.** Small market affiliate programmer wants to move up to new challenge. Solid references, experience. Organization, administration, creativity all aimed at revenue and image enhancement. Box N-89

**Program assistant.** 15 years independent research and 2 years on-air media experience. Lets talk. Tom 304-344-5993

#### CONSULTANTS

**Executive search TV, Radio and Cable.** General managers, sales managers recruited confidentially. Corporate and individual inquiries invited. George Ponte, VP, Executive Recruiter, Bornholdt Shivas & Friends, 295 Madison Avenue, Suite 1206, New York, NY 10017. Tel. 212-557-5252, FAX: 212-557-5704 EOE

#### MISCELLANEOUS

**Former WSTV WTVI WILCers. Red Donley is retiring!** Oct 28 last day. Cards, calls, 3/4" tapes to him, c/o WTVI-TV, Steubenville, OH 43952. 614-282-0911

**Primo People** is looking for weathercasters. Solid credentials and experience are paramount. Send tape and resume to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653. EOE.

**The Hot Sheet**---broadcasting's leading source for job listings! Compiled daily. Published twice weekly. Money-back guarantee. Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

## ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**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

**Instructor of Mass Communication** to teach in expanding interdisciplinary program. Non-tenure track convertible to tenure track for terminally degreed individuals. Renewable up to three years. Duties: teach undergraduate courses in audio and video production, public relations, advertising, performance, advise, participate in scholarly activities and develop courses in areas of expertise. Interest in corporate and home video preferred. Background in production essential, preferably with broadcast or commercial production house. University teaching experience preferred. Salary, low '20's. Facilities utilize state of art equipment with campus on-air public broadcast stations. Closing date: November 21, 1988, or until filled. Starting date: January 9, 1989. Interviewing in New Orleans. Send letter of application, curriculum vitae, recent video and audio tape, and names, addresses and telephone numbers of at least four (4) references to: Dr. Ernest E. Phelps, Chair, Mass Communication Search Committee, Station 3, Eastern New Mexico University, Portales, NM 88130. ENMU hires only U.S. citizens and aliens lawfully authorized to work in the U.S. and is an AA/EO employer.

**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.

**Chairperson,** Department of Communication, East Tennessee State University, beginning August 1989. The department consists of divisions of advertising, broadcasting, journalism, public relations, speech communication, and theatre. Ph.D. in communication required. Must have a solid record in teaching and research with strong academic credentials. Convincing evidence of successful administrative experience required. Sensitivity to the needs of a multifaceted department and excellent interpersonal and public communication skills are essential. Preference will be given to persons with professional experience in an area of the department. Women and minorities are encouraged to apply. Application deadline is February 1, 1989. Send vita and three letters of recommendation to Dr. Stephen Brown, Search Committee Chair, Box 19, 150A, ETSU, Johnson City, TN 37614. ETSU is an equal opportunity/affirmative action employer and employs only U.S. citizens and aliens lawfully authorized to work in the U.S.

#### HELP WANTED SALES

**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

**Government jobs.** \$9,811 - \$86,682/yr. Guarantee Job or moneyback. Federal list (1) 805-687-6000 ext. R-3000

**Attention-hiring!** Government jobs - your area \$15,000 - \$68,000. Call 602-838-8885. Ext. 8435

#### EDUCATIONAL SERVICES

**On-air training:** For TV reporters. Polish anchoring, stand-ups, interviewing, writing. Teleprompter. Learn from former ABC Network News correspondent. New York local reporter. Demo tapes. Private coaching. Group Workshop. Nov. 13. 212-921-0774. Eckhart Special Productions (ESP)

#### MISCELLANEOUS

**Jingle sales.** Experienced only please for America's hottest (and one of the oldest) jingle companies. 1-800-825-9595

#### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331

**Instant cash-best prices.** We buy TV transmitters, lowers, 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.

**We pay cash** for all types of vacuum tubes, both new and used. Enlightened Audio, 6392 Park Ave., Garden Grove, CA 92645. 714-897-9351

#### 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 25K (1977) \*\* Harris FM20K (1981), RCA BTF20E1 (1975) \*\* Harris FM10H3 (1974), RCA BTF10D (1968), CCA 2500RD (1982) 25 KW FM \*\* Transcom Corp. 215-884-0888, TELEX 910-240-3856

**1KW AM Transmitters** \*\* Harris SX-1 (1983) \*\* Harris MW1A (1983) \*\* Collins 829D2 (1981) \*\* CSI T1A (1981) \*\* Collins 20V3 \*\* Bauer 707 \*\* Gates BC-1T \*\* Transcom Corp. 215-884-0888

**AM Transmitters** \*\* CCA AM 10,000D (1970), Collins 820E (1978) \*\* Gates BC-5P2 (1966) \*\* McMartin BA 2.5K (1981) \*\* Transcom Corp. 215-884-0888, TELEX 910-240-3856

**50KW AM** \*\* CCA-AM 50,000D (1976), excellent condition \*\* Transcom Corp. 215-884-0888, TELEX 910-240-3856

**RCA UHF TV transmitter:** Parallel 60 kw, mid-band Klystrons, available immediately \$85,000. Call Bill Kitchen or Dirk Freeman. 303-665-8000.

**Silverline UHF TV transmitters.** New, best price and performance. 35 Kw. 70 Kw. 140 Kw. 280 Kw. also brand new air cooled 10 Kw Klystron transmitter. Bill Kitchen or Dirk Freeman. Television Technology. 303-665-8000.

**1000' Kline tower.** Standing in Nebraska. Available immediately. Can move anywhere. Call Bill Kitchen, Television Technology 303-665-8000.

**Channel 8 transmitter and antenna** GE4TT6E2/4TF4A1 Good condition available immediately. Bill Kitchen 303-665-8000, ext 101

**FM antennas.** CP antennas, excellent price quick delivery, from recognized leader in antenna design Jampro Antennas, Inc. 916-383-1177.

**TV antennas.** Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

**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 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 CDL's, 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 TT6B3 55 KW midband UHF \$95,000. Sintonics 1KW FM \$5,000 Showroom - 4525 Valerio St., Burbank, CA 91505. 818-845-7000. We ship worldwide.

**3/4" and 1" blank videotape.** Evaluated tape, broadcast quality guaranteed. Sample prices UCA/KCA-5 minutes \$4.95 each; KCS-20 minutes \$6.49, KCA-60 minutes \$10.99; 1"-60 minutes \$37.99 Elcon evaluated, shrink wrapped, your choice of album or shipped and delivered free. Almost one million sold to professionals. For more info, call 1-800-238-4300; in Maryland, call 301-845-8888.

**3,729 Fideipac audio cartridges.** Various lengths. Brand new. \$2 each, quantity discount. Technichrome 702-386-2844.

**Copper! #8 & #10 ground radials:** 2,3,4,6,8" strap; fly screen; ground screen. 800-622-0022. Ask for Copper Sales.

**Sony BVW15.** Dynamic tracking Betacam source deck. Like new. 750 hours. \$15,000 or best offer. Aldo Panattoni. Total Video. 415-583-8236.

**4 ARS1000 Reel to Reel -** Excellent condition. 2 PDII Record/Playback - Good condition. Call 503-667-1230.

## PLEASE NOTE:

When answering a Blind Box ad, **DO NOT** send tapes. BROADCASTING does **NOT** forward tapes or other oversized materials to Blind Boxes.

## RADIO Help Wanted Management

### GENERAL MANAGER

with strong sales skills needed. You will be required to lead, recruit, train and sell in Montana's largest market. New Class C FM. Good compensation package with possibility of equity position

**Anthony J. Gazzana, 216-771-2999**

### GM for Florida Power FM

in excellent West Coast market. Strong credentials and references necessary. Position open in December '88.

Full details to Box N-81

## Help Wanted Sales

### SALES MANAGEMENT OPPORTUNITY

IN TWO YEARS, WE HAVE ACQUIRED THREE STATIONS. I AM SEEKING PEOPLE WHO CAN HELP US GROW FASTER. THE PERSON OR PERSONS I AM LOOKING FOR CAN OVER DELIVER RESULTS. HE OR SHE IS TOTALLY COMMITTED TO MAKING THEIR STATION THE TOP BILLER IN THE MARKET. PLEASE APPLY IF YOU CAN DELIVER. IF SELECTED YOU WILL BE PAID VERY WELL AND GIVEN A PIECE OF YOUR STATION. IF YOU TALK GOOD, BUT CAN'T BACK IT UP, SAVE US BOTH TIME. BECAUSE I AM INTO RESULTS, NOT PROMISES

Reply Box N-104

## Help Wanted Technical

### KTRH NEWSRADIO 740 HOUSTON, TEXAS

Seeks experienced Assistant Chief Engineer with major market AM radio experience. KTRH is a Houston 50KW powerhouse, all news operation, flagship of the Houston Astros and Houston Rockets. ABC News affiliate and provides a great atmosphere for experience and growth. The Assistant Chief Engineer should be experienced in studio equipment as well as AM antenna and transmitting facilities. This person should be well-rounded with the personality and management skills to work with a variety of departments and individuals.

Please send resume, salary history, and references to:

**Errol Coker  
Chief Engineer  
KTRH Radio  
Rusk Corporation  
P.O. Box 1520  
Houston, Texas 77251**

or call 713-630-3621 between the hours of 9AM and 5PM CDT.

KTRH and The Rusk Corporation is an equal opportunity employer.

## 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) 791-0046

#### Michigan Office

151 North Hudson Street  
Coldwater, MI 49036  
Phone (517) 279-9412

## TELEVISION Help Wanted Management

### 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.

### RESEARCH DIRECTOR

Major independent station seeks Research Director with 3-5 years television Sales/Marketing experience. Must have in-depth knowledge of Nielson and/or Arbitron rating systems and strong writing ability. Experience with major market TV station strongly preferred; knowledge of computer graphics helpful. Please send resume and salary requirements to:



**KTTV/Fox Television  
5746 Sunset Blvd.  
Los Angeles, CA 90028  
Attn: Personnel Dept.  
213-856-1681**

### MEDIA RESEARCH MANAGER

The Discovery Channel, cable's fastest growing network, is seeking an individual who will coordinate, with the Director of Research, media research for the channel's Ad Sales effort.

The ideal candidate will have 4+ years research experience (3+ years in Media-related company), direct experience handling national Nielsen data and 1+ years PC knowledge. Cable experience is a distinct plus.

For confidential consideration, send resume to The Discovery Channel, 18 E 48th St., Floor 21, New York, New York 10017 Attn: Research Personnel. DO NOT APPLY IN PERSON OR CALL.



## Help Wanted Sales

### SALES REP SOPHISTICATED TV TEST EQUIPMENT

Good knowledge of TV signals. Min. 3 years sales experience. Involves substantial travel. Report directly to VP Sales. EOE.

Send resumes only to:



**A.F. ASSOCIATES INC.  
100 Stonehurst Court  
Northvale, NJ 07647**

## Engineering Supervisor

WCVB-TV seeks a multi-faceted individual to assist in supervision of the engineering department, with specific responsibility for supervision of approximately seventy technicians. Responsibilities include identifying and solving personnel, operation, and technical problems for station operations, as well as supervising the maintenance shop and overseeing all equipment maintenance and installation.

Responsibilities include handling hiring, terminations, discipline, training, performance reviews, scheduling for technical employees, as well as assisting management in labor negotiations and the preparation of the capital and operating budgets.

The successful candidate will have a Bachelor's Degree in Engineering or equivalent. Minimum of five years experience in broadcast engineering with two years of supervisory experience preferred. In addition, the candidate must have an excellent knowledge of TV broadcast systems, exceptional interpersonal skills and strong administrative skills with proven experience in successfully handling many projects simultaneously.

If interested in this position, please send resume with salary history to Carol Nicholson Bolling, Human Resources Manager, WCVB-TV, 5 TV Place, Needham, MA 02192. No phone calls please.

# WCVB5TV

WCVB-TV is an equal opportunity employer. Minorities and females are encouraged to apply.

Help Wanted Programing, Production & Others

## Program Research Manager

America's fastest growing pay television service, The Disney Channel, has an outstanding position available in our Marketing Division for a Program Research Manager.

This individual will be responsible for the design, analysis, and reporting of program research and will interface with original programming, on-air promotion, acquisition, scheduling, and other programming-related departments. Ongoing functions include preparing an in-depth monthly programming tracking study, maintaining programming norms, and analyzing the competitive environment.

The successful candidate will have a minimum of 5 years' of secondary research experience in the broadcasting or cable environment. Excellent oral and written presentation skills and the ability to interface with senior management are a must. PC familiarity is preferred. Strategic marketing and consumer research experience are highly desirable.

We offer a competitive salary and an excellent benefits package. Please send resume with salary history to:



**The Disney Channel**

Professional Staffing, Dept. S889-024,  
500 S. Buena Vista Street, Burbank, CA 91521

No Phone Calls. Please/Equal Opportunity Employer

## DIRECTOR OF ENGINEERING

#1 CBS affiliate in top 50 sunbelt seeks strong manager to head engineering department. People skills and ability to plan essential. State-of-the-art facility. Women and minorities encouraged to apply. Resumes only to Hank Price, Vice President & General Manager, WFMY-TV, P.O. Box 2, Greensboro, NC 27420.

**wfmy-tv 22 GANNETT**

## CORPORATE ENGINEER

A Texas based company has an immediate opening for a corporate engineering position. Ideal candidate will have three years hands-on microwave experience with both construction and operations background and an understanding of FCC and FAA rules and regulations. A college degree and cable T.V. experience helpful, but not mandatory. The person we are seeking will be a team player with an aggressive, get-it-done attitude and a willingness to work extra hours when necessary. The salary is competitive and the usual company benefits are available.

Please send a letter of application, resume and three, work-related references to:

P.O. Box 162047,  
Austin, Texas 78716.

Help Wanted Programing  
Production & Others

## PROMOTION WRITER/PRODUCER

FOX TELEVISION/WTTG's award-winning Creative Services department seeks a top-notch WRITER/PRODUCER. Excellent writing and production skills with at least 2 years experience producing movie and entertainment promotion. We offer a great working environment, state-of-the-art equipment and a chance to spread your wings. If qualified, please RUSH your 5 best spots and resume to:



Personnel  
Fox Television/WTTG  
5151 Wisconsin Ave. N.W.  
Washington, D.C. 20016  
WTTG EOE

Situations Wanted Management

## CREATIVE BOTTOM-LINER

Hands on G.M. the bottom line is #1. Knowledgeable in latest sales and marketing techniques. National Emmy and two time BPME award winner. News turn around track record. A well rounded, creative, bottom line manager for the 90's.

Reply Box N-61

## BROADCAST COMPUTER MANAGEMENT

Seeking station or group wanting greater efficiency and significant cost-savings. Ten years experience in all phases of computers including traffic management, news, avails and financials. Expert in BIAS, Enterprise, BASYS, Mini-Pak, Kosmic and most PC programs. Marketing oriented. Top 10 market experience. Consistently delivers 5 to 10 times salary directly to bottom-line.

Rick Swiers 415-930-7196



Conus Communications  
(Satellite News Gathering)

Newsweek (10/17/88) said: "The future of television news...is Conus." Due to rapid U.S. and international expansion we have openings for:

**SATELLITE NEWS PRODUCER** Responsible for planned and breaking news remotes and managing pooled coverage, project planning, budgeting, on-site coordination and client relations. Requires min. 4 years TV news/field producing exp. and hands-on knowledge of SNG.

**OVERNIGHT NEWS EDITOR/MASTER CONTROL SUPERVISOR** Responsible for preparing our daily Sunrise and Overnight news feeds, coordinating live shots and supervising our Master Control Station night shift.

**SATELLITE COORDINATION TECHNICIANS** Handle traffic on Ku band satellites, book and log satellite time. Previous TV news exp. req'd (engineering, dubbing, editing). Shifts will vary (24hr/day, 7 day/wk operation).

**SATELLITE NEWS COORDINATOR** News gathering and production, satellite traffic control and data management. Shifts will vary.

**Applicants must be currently employed in TV news.**

All positions open immediately.  
Submit letter or resume to:

Anita Klever, VP/News  
Conus Communications  
3415 University Avenue  
Minneapolis, MN 55414

NO PHONE CALLS, PLEASE  
EOE/M-F-H

## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

**Deadline** is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted: Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Blind Box Service:** (In addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc. count as one word each. Phone number with area code or zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

## Writing BROADCAST NEWS

**This lively book** is becoming the 'bible' for radio and TV newswriters. Author Mervin Block speaks to newswriters in the same way they're supposed to write—clearly, simply, directly.

Block's practical tips and rules are backed up with hundreds of examples from network and local newscasts.

**WRITING BROADCAST NEWS** gives very specific guidelines (both do's and don'ts) for writing news that captures the audience's attention and holds it. The book covers:

- The Dozen Deadly Sins and other common mistakes
- Ways to deal with problems writers face
- Thousands of asides and pointers on usage
- Tips to make you more adept at writing for the ear

Says Charles Kuralt, "Mervin Block is an old pro at television newswriting from whom anyone could learn a lot. I know. I have. His clinic, criticism and instruction offer the writer of news a wonderful opportunity for improvement." Bibliography and index.

To order **WRITING BROADCAST NEWS**, (230 pp, hardcover) send just **\$22.95** to:

**Broadcasting Book Division**  
1705 DeSales St., N.W.  
Washington, D.C. 20036.

Or call 1-800-638-7827 to use VISA or MasterCard.

## ALLIED FIELDS Employment Services

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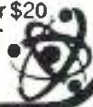
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## Media



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Hammer

**Susan Hoffman**, general sales manager, KPWR(FM) Los Angeles, joins KKHT(FM) Houston as VP and general manager.

**Tac Hammer**, general manager, WLOL(FM) Minneapolis, adds duties of VP.

**John Henry**, operations manager, WBTU(FM) Kendallville, Ind., named VP and general manager.

**James W. Humphreys**, regional sales director, The Weather Channel, Atlanta, joins Prime Time Tonight, Atlanta-based cable program promotional service slated to launch April 1989, as general manager.

**Peg Kelly**, VP and general manager, WNBC(AM) New York, named station manager, WYNY(FM) New York. **Ed Belkin**, executive editor, KYW(AM) Philadelphia, joins NBC Radio Network News, New York, as managing editor.

Appointments at stations owned by News-Press & Gazette Co., Jackson, Miss.: **Harvey Libow**, general manager, KSFY(TV) Sioux Falls, S.D., named VP/general manager. WSAV(TV) Savannah, Ga.; **Randall J. Cleland**, general manager, WAPT(TV) Jackson, Miss., named VP/general manager, KSFY(TV) Sioux Falls, S.D.; **Benjamin Strickland**, former general manager WAPT(TV) Jackson, Miss., named VP/general manager, WHLT(TV) Hattiesburg, Miss.; **Robert B. Beall**, general sales manager, WSAV(TV) Savannah, Ga., named VP/general manager, WECT(TV) Wilmington, N.C.

**Al Seethaler**, VP and general manager, KUTV(TV) Salt Lake City, joins KMGH-TV Denver in same capacity.

**Jon Van Hoogenstyn**, general manager, WGAN(AM)-WMGX(FM) Portland, Me., named VP and general manager.

**Nick W. Evens**, executive VP, Spartan Broadcasting Co., Spartanburg, S.C., elected president.

**Jerry Murray**, general manager, Warner Cable Communications Inc.'s Columbus, Ohio, cable system, named assistant executive VP at company's corporate headquarters in Dublin, Ohio. **Cheryl A. Roller**, sales and marketing analyst, Warner Cable, Dublin, named manager, sales and marketing administration.

**Mary Clunis**, affiliate relations director, Star Stream Communications, Houston, named VP affiliate relations.

**Virginia E. Breen**, acting director, radio, Oregon Public Broadcasting, Portland, named director of radio.

**Rita Silke**, manager, radar surveys and special projects, ABC Radio Network, New York, named director, station information and clearances.

## Marketing

**Jon Firestone**, executive VP, director of client services, BBDO, Minneapolis, named president and chief executive.

**Michael Moore**, senior VP and member of board of directors, DMB&B, New York, named worldwide media director of new worldwide media group.

**Ronald Raskin**, account supervisor, DDB Needham, Chicago, named VP of DDB Needham Worldwide.

**Lou Schiavone**, VP, associate creative director, McCann-Erickson, New York, joins W.B. Doner & Co., Detroit, as VP, senior copywriter.

**Jennifer Casolaro**, partner, International Advertising Sales, New York, named sales service director. **Richard J. Buck**, account executive, Teletrib, joins International Advertising Sales as senior VP.

**Bill Lepler**, manager of sales strategy, Showtime Networks, New York, named director, marketing analysis.

**Bette MacKinnon**, account executive, KABC(AM) Los Angeles, joins WRQX(FM) Washington as general sales manager.

**Tom O'Brien**, regional sales manager, Hillier, Newmark, Wechsler & Howard, Detroit, joins WENS(FM) Shelbyville, Ind., as general sales manager.

**James Baker**, co-owner and operator, KKAL(AM)-KZOZ(FM) San Luis Obispo, Calif., joins WFMT(FM) Chicago as national sales manager.

**Joseph Petrone**, VP and national sales director, Prism Entertainment, Los Angeles, named VP, sales and marketing. **Mark Ogle**, manager, promotion and special events, named manager, marketing.

**Joe Bultman**, copywriter, MOJO Advertising, San Francisco, joins D'Arcy Masius Benton & Bowles, St. Louis, as senior copywriter.

Appointments at Lifetime, Chicago: **Lindy Ellis**, product manager, American Hospital Association, Chicago, and **Lorie Wawak**, office manager, to account executives; **George Colabattisto**, staff accountant, to financial analyst.

Appointments at Harrington, Righter & Par-

sons Inc., New York-based station representatives: **Stephanie Reiss**, account executive, TeleRep, New York, to account executive there; **Karen Levine**, account executive, KTBC(TV) Nacogdoches, Tex., to account executive, Atlanta office; **Margaret Genter** account executive, WFTS(TV) Tampa, Fla., to account executive, Tampa office.

**Jeff Bergman**, account executive, WCCO Cable, Minneapolis; **Ken Loebel**, account executive, WQRF-TV Rockford, Ill., and **John Gorowsky**, recent graduate, University of Minnesota, join KMSP-TV Minneapolis as account executives.

## Programming

**Jack Masters**, VP, national television sales, Samuel Goldwyn Meyer Co., Los Angeles, joins BBC/Lionheart Television, BBC's U.S. distribution subsidiary, as president and chief executive officer. He will be based in New York.

**Martin Koughan**, producer, CBS Evening News with Dan Rather, CBS Reports, Walter Cronkite's Universe and 60 Minutes, CBS News, New York, joins Turner Broadcasting System, Atlanta, as senior executive producer for international documentary and special project productions.



Schwartz

**Al Schwartz**, VP of production, dick clark productions, Burbank, Calif., named senior VP of productions.

**Watson J. Harris**, VP, programs, NBC-TV Burbank, Calif., will retire Dec. 31 after 17 years in that position. Harris is responsible for all group-programming projects for seven NBC-TV stations.

**Patrick Tague**, line producer, Good Morning America, New York, named senior producer.

**Angela Mancuso**, executive in charge of production, 1125 Productions, New York-based high-definition production company, joins Lifetime there as director of production.

**Donna Swajeski**, director, daytime programming, NBC Entertainment, Burbank, Calif., named head writer, NBC-TV's daytime drama *Another World*.

**Mark McKay**, creative service director, KFKF(FM) Kansas City, joins WRQX(FM) Washington as production designer. **Kevin McCabe**, music director, WCXR(FM) Washington, joins WRQX as music director.

**Bob McNeill**, program director, Viacom International Inc.'s WMZQ-AM-FM Washington, named VP, programming, Viacom Radio, New York. **Gary G. McCartie**, program director,

KOY-AM-FM Phoenix, succeeds McNeill at WMZQ.

**Howard Braunstein**, research analyst, Fox Broadcasting Co., Los Angeles, named manager of series programming.

**Gene Steinberg**, program director, KITN(TV) Minneapolis, joins KMSP-TV there in same position.

**Kelly Carls**, program director, KMBZ(AM) Kansas City, Mo., joins KTRH(AM) Houston in same capacity.

**Margaret McSharry**, partner, McSharry/Collins Casting, joins CBS Entertainment, Los Angeles, as director, casting. **Amy Introcaso**, casting director, Marcia Kleinman and Associates, Los Angeles, joins CBS Entertainment, as director, casting, East Coast.

**Greta Pessin**, production manager, Nickelodeon, New York, named director, production management, Nickelodeon/Nick at Nite short-form programming. **Jeffrey Rowe**, manager of acquisitions, Video Hits One, New York, named director of acquisitions. MTV Networks owns and operates three cable programming networks—MTV:Music Television, VH-1/Video Hits One and Nickelodeon/Nick at Nite.

**Barry J. Stoddard**, research analyst, Group W Productions, Los Angeles, named manager of research.

**Stuart Walker**, account executive, Petry Television, joins Columbia Pictures Television, Burbank, Calif., as account executive, syndication, Midwestern region.

## News and Public Affairs

**Don Wells**, KFWB(AM) Los Angeles, sports director, announced his retirement after 33 years in broadcasting. Wells was first play-by-play announcer for California Angels.

**John Leonard**, television reviewer, *New York Magazine*, joins CBS News *Sunday Morning* as contributor. He will review television programs, movies and books, as well as provide commentary.

Appointments at SKY Television, London: **Penny Smith**, anchor of *Thames News* and **Stephen Coles**, reporter for Central TV's *Central News*, to presenter/reporters.

**Bob Davis**, independent news consultant, New York, joins CNBC, Consumer News and Business Channel, New York, as executive producer.

Appointments at WGNX(TV) Atlanta: **Cindy Glozier**, CNN producer, Atlanta, named executive producer of news; **Angela Stiepel**, associate producer of news, WAGA-TV Atlanta, to WGNX in same capacity; **Carol Lynde**, photo journalist, WAGA-TV, to chief assignment editor; **Kevin O'Shea**, assignment editor, KSTP-TV St. Paul, Minn., to WGNX in same capacity; **Hugh Simmons**, producer, morning news, WXIA-TV Atlanta, to producer; **Gary Abramson** and **Ginger Moss**, videotape editors, WAGA, to WGNX in same capacity.

Appointments at KMOV(TV) St. Louis: **Eric Eifrig**, producer, WMAQ-TV Chicago, and **Patti Beck Harrison**, producer, KTVI(TV) St. Louis, to newscast producers; **Mark Halfman**, sports producer, KTVI, to KMOV in same capacity;



**Bernard Weitzman**, former president and chief operating officer of American Film Technologies, has been named president and chief operating officer of the newly formed coloring division of A.M.E. Inc. In his new position, Weitzman will oversee all development, production, marketing and sales of the coloring division, which will be in production by January 1989. A.M.E. currently has patents pending for the coloring division which will transform black and white product into full color.

**Doug Vaughn**, sports anchor, WSVN(TV) Miami, to sports anchor/reporter; **Pat Milligan**, anchor, WINK-TV Ft. Meyers, Fla., and **Paul Farmer**, independent producer, St. Louis, to reporters.



Bailey

**Jim Bailey**, weekend anchor and reporter, WVUE(TV) New Orleans, joins WMTW-TV Poland Spring, Maine, as co-anchor.

**Paul Jackson**, sports reporter, KMGH-TV Denver, joins KOTV(TV) Tulsa, Okla., as weekend sports anchor. **Jane Mitchell**, general assignment reporter, KAUZ-TV Wichita Falls, Tex., joins KOTV in same capacity.

**Dave Polyard**, assistant news director and newscast producer, KGAN(TV) Cedar Rapids, Iowa, joins Associated Press, Des Moines, Iowa, as broadcast executive for Iowa, Nebraska, and South Dakota.

**Bill Hazen**, play-by-play announcer, SportsVision, Chicago-based regional cable sports channel, joins Indiana Pacers, Indianapolis, in same capacity.

**Melanie Miller**, news manager, KTRH(AM) Houston, named news director. **Bill Deweese**, news director, KBUC-AM-FM San Antonio, Tex., joins KTRH as morning anchor and public affairs director.

**Deborah Acklin**, producer, 6 p.m. newscast, KDKA-TV Pittsburgh, named producer. 11 p.m. newscast. **Gary Sassaman**, graphic artist, named news graphics designer.

**Marlene McClinton**, reporter and weekend co-

anchor, KHOU-TV Houston, named anchor, 5 p.m. and 10 p.m. news.

**George Warren**, weekend anchor, KXTV(TV) Sacramento, Calif., named 11 p.m. anchor. **Jennifer Smith**, noon anchor, adds duties as 5 p.m. anchor.

**Laurie Groves**, reporter and anchor, WHO-TV Des Moines, Iowa, joins WIBW-TV Topeka, Kan., as general assignment reporter.

## Technology

**George Woodward**, director of engineering, Radio Free Europe and Radio Liberty, Washington, named VP of engineering there.



Reaves

**David P. Reaves III**, radio operations manager, WNYC-FM New York, joins WHTZ(FM) Newark, N.J., as chief engineer.

**Kelly Hannig**, former electronic communications instructor, Salt Lake City Technical College, joins Gentner Electronics Corp. there as RF and audio

processing product line specialist.

Appointments at ESPN, Bristol, Conn.: **Steve Barchi** and **Peter Fredlund**, temporary employees, named studio technician I's; **Leo Fournier**, studio technician II, named studio technician III.

**Joseph Tibensky**, audio products manager, magnetic tape division, Agfa-Gevaert, Ridgewood Park, N.J., named national marketing manager, audio products.

## Promotion and PR

**Thomas L. Jackson**, director of development, noncommercial KETC (TV) St. Louis, named VP of development there.

**Edward Keller**, VP, account management, McCann-Erickson Inc., joins Lifetime, New York, as director of advertising. **March Chusid**, freelance producer, joins Lifetime as creative director, on-air promotion.

**Tanya L. Neimark**, manager, creative services, 20th Century Fox Television, Los Angeles, joins Tribune Entertainment Co., Chicago, as director, creative services.

**Tony Rezza**, director, photography advertising, ABC-TV, New York, named director, publicity and advertising photography, Los Angeles.

**Diana Dearin**, senior designer, Prism Entertainment, Los Angeles, named director, creative services there. **Amy Sexauer**, manager, publicity, named director, public relations and publicity.

**Catherine Lewis**, publicist for consumer public relations, Showtime, Universal City, Calif., to publicist, industry public relations, Showtime, New York. **Beth Braen**, public relations associate, division of fine arts, North-

eastern University. Boston, joins Showtime as publicist. West Coast, Universal City.

**C. Scott Elliott**, VP of development and publicity, WEBR(AM), noncommercial WNED-FM-TV and WNEQ-TV, all Buffalo, N.Y., joins noncommercial WCET-TV Cincinnati as senior VP, development.

**Jim Miller**, head of development, CBT Productions, Dallas, joins WACH(TV) Columbia, S.C., as creative services director.

**Murray Horowitz**, executive VP of public relations and advertising, ITC Entertainment, forms MH&A, Whitestone, N.Y.-based public relations/advertising firm.

**Andrea M. Montoni**, public relations manager, *The Denver Post*, joins Mind Extension University, college-level cable telecourse series produced by Jones International Ltd., Englewood, Colo., as public relations manager.

**Cathy Gugerty**, assistant director of promotion, WISN(TV) Milwaukee, joins WMCT(TV) Memphis as promotion manager.

**Craig Spellerberg**, creative services director, KSFY-TV Sioux Falls, S.D., joins KLAS-TV Las Vegas as promotions manager.

## Allied Fields

**Donna Leonard**, director of Marketing, Elliot Communications, Washington, D.C., joins National Association of Broadcasters there as director of radio membership.

**Bob Kingsley**, producer and host, ABC/Watermark's *American Country Countdown*, Los Angeles, joins Let's Talk, Seattle broadcast consulting firm, as senior consultant.

**Wilbur H. "Skip" Hinton**, general manager, Alabama Public Television, named president of Southern Educational Communications Association, Columbia, S.C.

**Ralph H. Justus**, director, engineering, regulatory and international affairs, science and technology department, National Association of Broadcasters, Washington, elected president, Institute of Electrical and Electronics Engineers' Broadcast Technology Society. He will serve a three-year term.

Appointments at Arbitron, New York: **Thomas F. Mocarsky**, communications director, to VP, communications; **Alan Kraut**, manager, meter and diary services, to account executive, Eastern television station sales; **Michael Pelaia**, account executive, wVIP(FM) Mt. Kisco, N.Y., to client service representative.

**Edwin J. Feulner Jr.**, president of Heritage Foundation, Washington-based public policy research institution, reappointed to third term as chairman of United States Advisory Commission on Public Diplomacy; **Louis B. Susman**, senior partner, Thompson and Mitchell,

**Leo Galanis**, 43, pilot/reporter, KUSA-TV Denver, and **Jon "Brian" Hostetler**, chief photographer, KUSA-TV, were killed Oct. 19 in a helicopter crash. Galanis and Hostetler were returning from an assignment when the accident occurred.

Galanis joined KUSA-TV in October 1987 from KWTU(TV) Oklahoma City, where he was a pilot/reporter for four years. Prior to that he worked for KMTV(TV) Omaha, where he first became a pilot/reporter. In 1986 he founded the National Broadcast Pilots Association, an organization of television helicopter pilots whose goal is to teach and stress safety to minimize accidents. He is survived by his wife, Sharon, and two daughters.

Hostetler joined KUSA-TV in 1980 as a photographer, and won various national awards for his work. He is survived by his wife, Kelly.

St. Louis-based law firm, appointed member, United States Advisory Commission on Public Diplomacy.

**Meredith Lewis**, correspondent, *World Monitor*, nightly news journal produced by *The Christian Science Monitor*, Boston, has been awarded National Association of Black Journalists award for international reporting.

**Julie E. Rones**, delegate to Space World Administrative Radio Conference, Geneva named National Association of Broadcasters 1988-89 Legal Fellow. One-year fellowship provides work/study experience for recent minority law school graduate. Program designed to prepare recipient for career in communications law.

**Donne E. Fisher**, treasurer, Western Telecommunications Inc. (now WestMarc Communications Inc.), Denver, named to board of directors.

**Stephen K. Later**, account executive, Arbitron Ratings Midwest Advertiser/Agency Television Sales division, Chicago, named division manager.

**Dana Fitzgerald**, general sales manager, WJZ-TV Baltimore, appointed to two-year term on newly formed ABC affiliate sales advisory committee.

## Deaths

**Mark Evans Austad**, 71, former Metromedia Broadcasting VP and ambassador, died of heart disease, Oct. 20, at Humana Hospital, Phoenix, Ariz. Austad began his broadcast career as announcer at KSL(AM) Salt Lake City. In 1941 he replaced Arthur Godfrey as CBS Washington commentator, position he held until 1961. He was founding trust member of Metromedia Broadcasting where he was VP from 1960 to 1980. From 1960 to 1980 he also interviewed U.S. and world leaders on wTOP(AM) Washington and WTTG(TV) Washington. He was U.S. ambassador to Finland from 1974 to 1977 and to Norway from 1980 to 1984. He is survived by his wife, Lola, and three daughters.

**Fred William Henck**, 67, former editor of *Telecommunications Reports* and president of Telecommunications Publishing Co., died of cancer, Oct. 10, at Northern Virginia Hospice, Arlington, Va. Henck retired from full-time work with *Telecommunications Reports (TR)* in 1984. He continued working part time as reporter, writer and consultant to TR staff until his death. Henck came to Washington in late 1930's as editor with Independent Syndicate. He joined TR in 1941 as associate editor. During World War II he served in Army Air Force for three years and was awarded Bronze Star. He returned to TR in 1946. Two years later he was appointed managing editor. From 1952 to 1964 he was executive editor. He became editor of company's various publications and president in 1964. Henck was president and majority shareholder until company's sale in 1981 to Business Research Publications, New York. He remained editor until his 1984 retirement. He was a director of Arlington Telecommunications Corp., Arlington, Va.-based cable TV firm. He co-authored "A Slippery Slope—The Long Road to the Breakup of AT&T," with former FCC common carrier bureau chief, Bernard Strassberg. He is survived by his wife, Bettye, two daughters and one son.

**Paul F. McRoy**, 76, founder and owner, WCIL(AM)-FM Carbondale, Ill., died of liver cancer, Oct. 20, at Memorial Hospital of Carbondale. McRoy founded WCIL(AM) in 1946. WCIL-FM went on air in 1968. He is survived by his wife, Mary, one daughter and one son.

**Robert Moberly**, 49, television actor, died of AIDS, Oct. 17, in Los Angeles. Moberly had guest roles on various television series, including: *Taxi*, *The Bob Newhart Show*, *Moonlighting* and *Murder, She Wrote*. He is survived by his father and one sister.

**Herbert W. "Hub" Jackson**, 79, former media broker, died in his sleep, Oct. 2, in Galesburg, Mich. Jackson joined Blackburn & Company, Washington-based media brokers, in 1962 and was with company for over 20 years. Prior to joining Blackburn & Co., Jackson was general manager of KTHS(AM) Berryville, Ark. He is survived by two daughters.

**Luis W. Alvarez**, 77, co-inventor of Gyro-zoom image stabilizing lens and Nobel Prize winner, died Sept. 1 at his home in Berkeley, Calif. The Gyrozoom lens was invented in 1983. Alvarez received Nobel Prize in 1968 for his work in discovering short-lived nuclear particles called resonances. Another Nobel laureate in physics, Hans Bethe of Cornell, said Alvarez "was one of the most brilliant experimental physicists of recent times." He is survived by his wife, Janet, two daughters and two sons.

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## Milt Gross: FCC's political answer man

The federal bureaucracy is often referred to—and with reason—as “faceless” or “impersonal.” File a complaint or ask a question, then experience the frustration as the machinery creaks into action (if that’s the word) and provides a response only over time. Maybe that’s why Milton Gross and the small unit he heads at the FCC for dealing with political broadcasting questions are universally regarded as something special: “You say you’re the manager of a political campaign and you and the local station don’t agree on how or whether the lowest-unit-charge law applies in a case where a commercial advertiser gets a discount only when he buys a full package of sports programs? You’ve called the right place. We can help.” And they do, promptly.

With the current presidential campaign entering its final days, Gross and the two attorneys who work with him may get 15 to 20 calls a day each—“60 calls on a good day,” Gross says, most of them dealing with lowest unit charge or the requirement that federal candidates be afforded “reasonable access” to broadcasters’ facilities. Sometimes the phones never quit, as in the period after the commission issued its public notice on its modified (and confusing) policy for implementing the lowest-unit-charge law. The fairness/political broadcasting branch of the Mass Media Bureau took about 150 calls in a single day; Gross personally handled 60 of them.

Over the fiscal year ending Sept. 30—which included the presidential primaries season—the unit received close to 6,000 complaints and inquiries. Some were in the form of letters, but five out of six were telephone calls handled, if not on the spot, within 30 minutes (on rare occasions, 24 hours), to permit time for consultation. Often, the lawyers help the campaign representative and the station resolve a problem by advising them of the law and FCC policy.

That’s service, and of a highly unusual kind. In a way, Gross’s unit seems one of the last outposts of humankind against the invasion of the computer. Asking Gross a question is like tapping into a database. Take the question about a station policy of offering a discount on its sports programs—including sports, like basketball, that occur after the election. The station was told the candidate could get the same discount by buying into only the sports programs aired during the election campaign period. “We told the broadcaster that the package constituted a volume discount, so the candidate was entitled to the same rate [as the advertiser buying the package],” Gross said. The purpose of the law, he said, “is to put the candidate in the shoes of the most favored advertiser.”

The commission’s decision in August



MILTON OLIVER GROSS—chief, fairness/political programing branch, FCC’s Mass Media Bureau; b. May 23, 1930, Pittsburgh; BS, Wharton School, University of Pennsylvania, 1951; LLB, University of Richmond Law School, 1954; U.S. Army, 1954-56; FCC, Common Carrier Bureau, telephone division, 1956-59; FCC, Opinions and Review, 1959-67; FCC, Complaints and Compliance Division, assistant to chief, 1967-68; chief, fairness/political broadcasting section (later branch) of Broadcast Bureau, 1968-82; present position since November 1982; m. Marjorie McDiffett, April 9, 1959; children—Scott, 28; Brian, 27; Valerie, 22.

1987 to repeal the fairness doctrine helped reduce the political unit’s work load—by about 25%, according to Gross’s estimate. But fairness questions remain a part of the unit’s budget, for the commission did not deal with the enforcement of the political editorializing or personal attack rules, the Zapple doctrine (which holds that broadcasters incur an equal opportunities obligation when they sell or give time to a candidate’s supporters) or the application of the doctrine to ballot issues. (Gross estimates that ballot issues now account for up to 20% of the inquiries his group handles.) And until and unless the commission declares those vestiges of the doctrine unconstitutional, the staff is charged with resolving complaints and questions regarding them.

Gross has acquired his unique expertise after 20 years in essentially the same post. He was on the job when many of the laws were passed and commission policies and rules adopted that now give rise to the questions. Sometimes a new question comes up, but not often. So generally Gross is free to provide answers without going to the commission. On occasion, he leaves even lawyers breathless. Two years ago, at a seminar the National Association of Broadcasters held on political law for members of the Federal Communications Bar Association, one of the lawyers asked Gross a question.

When he answered it, the lawyer said, “I never heard that before.” “Of course not,” said Gross. “I just said it.” If nothing else, the exchange demonstrated Gross’s command of the subject and, even more, his confidence. But he knows his place. “My job is to carry out the policy of the commission,” he says. “We don’t make policy.”

By any measure, Gross’s is a delicate and sensitive job. Gross sees the office as being “as nonpartisan as you can get in an area involving the political process.” Answers may be challenged, he says. “But we can back decisions with the language of the statute, legislative history and commission precedent.” He also says he has never been subjected to partisan pressure from the commission, regardless of the party in power. And while all of that may sound self-serving, the infrequency of complaints taken to court—and very few have been over the years—tends to support Gross’s view. Given the use that candidates make of broadcasting, Gross’s unit can be seen as one of the bulwarks against chaos in the conduct of political campaigns. The office could not function if it were perceived as partisan.

At the moment, the unit seems to be riding a crest of respect and confidence. And it is not only because Henry L. (Jeff) Baumann, the NAB’s senior vice president and general counsel, describes Gross as “one of the most helpful and cooperative people I’ve dealt with at the commission.” (Let the record show that Baumann and Gross are former colleagues. “Milt was my first boss at the commission,” says Baumann, whose first job after law school, in 1969, was at the agency.) Or because Henry Geller, a former FCC general counsel, says Gross has an “encyclopedic knowledge” of political broadcasting law. Rather, it is because Senator John Danforth (R-Mo.), at a hearing last month on legislation to modify the lowest-unit-charge law, singled Gross out for special mention. “I want you to know,” he told Gross, who had appeared with FCC Chairman Dennis Patrick, “that you have really an outstanding reputation.” And Robert Squier, the political consultant who was a witness at the hearing, endorsed the senator’s view, calling Gross “the highest example of public servant imaginable.”

After 20 years of answering questions about the fairness doctrine and the political broadcasting laws, and at the age of 58, Gross sometimes gives signs of burn-out. “When you’re close to retirement age, you start thinking,” he says. But the mood passes. “I still think this is one of the best jobs in the commission,” he says. “It’s been an exciting 20 years; you see the American democratic system at work in all its phases. So I plan to continue as long as I enjoy the work, and as long as they’ll have me.”

So to the extent Milt Gross can make an impact, that American system of democracy he likes to observe up close seems to be secure, for several more years at least. ■

President of NBC television network, **Pier Mapes**, said that within past week he **has received offer from independent station willing to pay to take away affiliation from current NBC affiliate**. Offer follows news of ABC affiliation in West Palm Beach, Fla., going to station which is paying network (see page 45). Mapes added that he has also received second inquiry that has not yet resulted in formal offer.

1,200 kw visual, 200 kw aural and antenna 496.5 feet above average terrain.

**American Television & Communications has decided not to seek Supreme Court review of an appeals court decision affirming right of Erie, Pa., to set franchise fees** for cable television systems and to require cable system to make access channels available to public and government. U.S. Court of Appeals for Third District, in Philadelphia, in August upheld decision of district court that had rejected First Amendment claims of ATC's subsidiary, Erie Telecommunications Inc. However, decision was not on merits of case. District court had upheld validity of broad release agreement between ETI and Erie that provided for franchise fees and access channels. Deadline for filing for petition for review by Supreme Court passed last week.

**Members of Teamsters Local 399 overwhelmingly approved on Thursday night, Oct. 27, agreement with the Alliance of Motion Picture and Television Producers to end 25-day strike.** Final tally was 1,039 for agreement, 190 against. Overwhelming approval of new contract is seen more as workers' need to get back to work rather than satisfaction with new agreement. Teamsters gave in on major point of contention—overtime on Saturday and Sunday. Because studios sometimes schedule production weeks from Tuesday through Saturday, or Wednesday through Sunday, Teamsters wanted to continue to receive overtime pay for Saturday and Sunday work. Alliance sought to abolish that policy, citing practice as one reason for increased production costs. Workers could return to work as early as today, Monday, Oct. 31.

**FCC Chairman Dennis Patrick told senior FCC management at meeting last Thursday that agency will ask for supplemental funding to cover cover anticipated \$5 million shortfall in fiscal 1989 budget.** FCC received \$99.6 million appropriation for year. With fate of supplemental funding request uncertain, however, FCC is taking steps to trim \$5 million from expenses. It has imposed hiring freeze, is encouraging early retirements and voluntary leaves without pay. But, according to FCC spokesman, Patrick made it clear that more drastic steps may be needed, namely involuntary furloughs without pay or closing of FCC for several days. Spokesman said if involuntary furloughs are necessary, each employee will be forced to take four or five days off during year. In any event, he said, there will be no furloughs before March and no more than one furlough day per person per month.

**Malrite Communications Group Inc. has agreed to sell WUHF-TV Rochester, N.Y., to ACT III Broadcasting Inc.** for undisclosed amount. Sources estimate price between \$10.5 million and \$11 million. Seller is Cleveland-based group of four AM's, six FM's and six TV's headed by Milton Maltz. Buyer is Atlanta-based group of six TV's headed by Bert Ellis. WUHF is on ch. 31 with

## Exits at NBC Radio Network News

A group of news staffers at Westwood One's NBC Radio Network News resigned from the company last week, including NBC News Director Frank Raphael and three full-time members that made up the network's London bureau. The announcements were the latest in a series of complaints and resignations by long-time NBC news staffers that began after Westwood's purchase of the network last year.

Raphael, who spent six years with the company, resigned last Thursday (Oct. 27) to become program director at ABC Radio Networks. He declined to comment on his departure from Westwood other than saying that he left to pursue what he described as an "excellent" opportunity at ABC.

Westwood One Chairman Norman Pattiz said he was not permitted by contract to discuss the terms under which Raphael left the company, but did say that the former news director's replacement had been hired one month ago and had been working in the position for the last two weeks. He said plans were also underway to "do some replacing in London."

"We've operated the network for a year now," said Pattiz, "and I think it became clear that some people weren't going to be happy in the environment that was evolving. It's always best in those kinds of situations for people to go where they are going to be happy and for the business to move on."

These latest moves followed a June 1988 memo circulated by Raphael to NBC news staffers that read, in part: "I keep hearing about people who are not happy working here. If you are unhappy about working at NBC Radio, remember the door opens from both sides.... If you want to leave, leave."

Following the advice was Fred Kennedy, who resigned as head of the London bureau last Friday (Oct. 28) after 16 years with the company. A major complaint of Kennedy, who served as director of European, African and Middle Eastern news, was that the news operation was focusing more on "shotgun" reporting and less on investigative pieces. In other words, since Westwood took over the network and pooled its coverage with the company's Mutual Broadcasting System, he said there was little room for any stories that ran longer than 12 seconds.

"What was once a great network and broadcast news operation is becoming an audio wire service," said Kennedy, adding, "and not even a good audio wire service." He said he stayed with the company for the past year "because I believed this loss of sense was a temporary thing."

Another complaint of Kennedy was what he described as "the task of trying to keep the creditors away from the door." He said such companies as London Black Cabs and British Telecom were owed money since the Westwood takeover, resulting in inconveniences like a temporary shutdown of telephone service.

A Westwood spokeswoman dismissed any incurred debts as confusion over dollar-pound transactions. She also said that charges of a lack of investigative news pieces were unfounded, pointing to a recent series of special reports on street gang violence that included half-hour documentaries airing on the NBC Radio Network and The Source.

Joining Kennedy's departure from the London bureau were foreign news editor-correspondent Phillip Till and Kit (Christopher) Frewer, senior producer for Europe, Africa and the Middle East. Frewer had worked for the company for the past 13 years; Till joined in 1974. Collectively, said Kennedy, the bureau had won a number of awards that included four consecutive Overseas Press Club awards.

"We resigned as a team because we worked together as a team," said Kennedy. Last spring, the London bureau had been cut back from seven to three employees. Westwood reported that at the time a number of duties that were held at the bureau were transferred to offices in New York and Washington.

Replacing Raphael as news director of NBC Radio Network News will be Bruce Hagan. Hagan, former managing editor for NBC Radio Network News, will be replaced by Ed Belkin. Westwood reported that at least two reporter-producers will be hired to staff the London bureau.

Previous staff resignations include the July 29 departure of James Farley, former vice president, news, NBC Radio Network and Alan Walden, senior correspondent, NBC Radio Network News.

Furlough days will be tacked on to weekends and holidays, he said.

Blair Television's marketing department has \$1 million-plus unwired network agreement with Dukakis presidential campaign to distribute spots for airing on 130 stations around country. Four-week agreement, which went into effect on Oct. 8, involves broadcast of two spots each week. Among spots are four released last week that are positive, with theme of "Imagine." Ads ask voters to imagine world where children could play without worrying about drugs, where people could grow old without becoming burden to families and where "Made in America would be a symbol of good workmanship." Dukakis agreement was one of three, totaling \$2 million, announced by Blair. Other agreements are with Winn-Dixie and Vlasic pickles.

FCC last week granted joint request of Association of Maximum Service Telecasters and NAB to publicly announce when low-power television, TV translator or booster stations request terrain waivers when applying for new stations or power increases. In policy statement released last April, commission established use of such waivers in cases where terrain shielding affects stations' coverage (BROADCASTING, May 9). Terrain shielding is blockage of signal by mountains or other natural barriers, usually applied to cases in western U.S. In last week's order, FCC said that public notice will give conventional TV stations that could be victims of interference ample opportunity to file petitions to deny terrain waivers.

Woac-TV Canton, Ohio, has sued Warner Cable, claiming company violated franchise agreement with city of Akron, when it dropped WOAC-TV and added TNT to cable system there. On separate track, hearing on preliminary injunction concerning signal dropping is scheduled for tomorrow (Nov. 1).

Cabletelevision Advertising Bureau has voted dues surcharge totaling \$250,000 that it will hold in reserve for use in combatting any negative cable advertising campaigns undertaken by other industries next year. Vote came as word reached CAB on activities at Television Bureau of Advertising conference, where cable inroads were discussed. Separately, CAB developed six point marketing plan for 1989, which includes increased contact with agencies and advertisers, programs to maintain local advertising inroads and expand national and regional spot efforts, and efforts to develop local cable research and to link peoplemeter data with cable, agency and advertiser needs.

National spot radio billings rose to \$87,517,300 during September 1988, up from September 1987's \$77,146,700. Figures, released by Radio Expenditure Reports Inc., represented 13.4% rise. Company's year-to-date total for 1988 landed at \$716,284,000, up from \$677,621,700 for same period last year. Year-to-date figure showed 5.7% rise over 1987 year-to-date. RER figures based on information provided by top 15 rep agencies.

FCC has altered its "cross-interest" policy which prevents individuals with ownership interests in broadcast stations from having "meaningful relationship" with another station or other media outlet. Before order was released last week, station owners or part-owners were not allowed to act as key employee, consultant, advertising agent or time broker with other media interests in same market. Policy also banned joint ventures or sharing nonattributable equity interests with principals of other communications companies in same market. Order deleted consultant, advertising agent, time broker and joint venture cases from policy. At same time, FCC issued rulemaking proceeding to study key employee and nonattributable equity interest cases.

ABC Video Enterprises President Herb Granath said last week that he has discussed possible ownership or cooperative ventures with number of different regional sports channel, but that there is



Joining forces. Old Washington ties were in evidence last week as NBC Cable announced the purchase of what could become a controlling interest in NuCable Resources Corp.

From its base in the nation's capital, NuCable gives cable systems access to "phototext technology," which gives photo advertising capabilities to cable advertisers. In the past, real estate advertising has been the mainstay of some of NuCable's ventures on part time or dedicated channels. A total of 200 systems covering seven million subscribers now carry what NuCable terms Cable Ad Channel Systems.

Other NuCable products include NuStar, which gives cable systems crosschannel promotion capability from their head ends.

NBC Cable's latest investment in cable programing brings together two of the architects of the Cable Act of 1984—NuCable Chairman Tom Wheeler (center) and NBC Cable President Tom Rogers (r). When the Cable Act was created, Wheeler was president of the National Cable Television Association and Rogers was senior counsel to the House Telecommunications subcommittee.

Wheeler and NBC President Bob Wright (l) know each other from NCTA, of which Wright was a member when he was president of Cox Cable.

The new issuance of NuCable debentures that NBC Cable is purchasing may be converted to shares of the privately held company within 18 months. NuCable is owned by Tribune Media Services, 10 MSO's and its officers. Together the 10 MSO's currently own more than 50% of NuCable, but if NBC Cable exercises its options, it will become NuCable's largest shareholder.

"nothing outstanding" to recent talks between ABC and Los Angeles regional sports channel Prime Ticket. ABC together with its 80%-owned ESPN cable channel was reported to be talking with Prime Ticket about possible joint ventures. Among other regional sports channels that ABCVE has talked with are Home Team Sports and Z Channel. Prime Ticket President John Severino echoed Granath's sentiments saying that channel has been investigating sale or co-venture since before he joined channel three weeks ago.

Representatives Norman Lent, ranking Commerce Committee Republican, and Matthew Rinaldo, ranking Telcomsubcom Republican, co-signed Oct. 27 letter to President Reagan urging him to sign Children's TV Act of 1988. Veto, they said, "would be misconstrued and would permit the Republican party's position on issues affecting the family to be distorted."

Richard L. Berger has been named president/COO of newly-formed MGM/UA Film Group subsidiary of MGM/UA Communications. Film group is expected to be vehicle for all film production at MGM/UA; United Artists Pictures unit will exist as film library. For past two years, Berger has served as executive VP of production for MGM Pictures. Previously he was president of Walt Disney Pictures.

# Editorials

## A workable solution

There was reason for all sides to applaud, as they did to greater and lesser degrees, the Satellite Home Viewer Copyright Act of 1988 (H.R. 2848), which a packing Congress passed two weeks ago on its way out the door for the Halloween-election-Veteran's Day-Thanksgiving-Christmas-New Year's holiday.

The legislation establishes an interim mechanism—the act is sunset in 1994—for the satellite distribution of network and independent superstation signals to white areas (those unable to receive them over the air or not already receiving them via cable). By doing so, it bridges, for the most part, the litigious gulf between the networks and satellite carriers—particularly Satellite Broadcasting Network—that retransmit network programming on superstations directly to home dish owners. It paves the way for the scrambling (and thus better protecting from pilferage) of retransmitted network signals and superstations, while insuring their availability to home dish owners.

By confining distribution to white areas, although defining them more broadly than the networks would have liked, and giving the networks some oversight mechanism—carriers must provide them with subscriber lists—the measure passes network muster. (SBN had been willing to concede the white area confinement since that is its principal market anyway.) The legislation establishes a compulsory license for the satellite distribution of broadcast signals, resolving their copyright status and restoring to somewhat more solid footing a service left up in the air when a U.S. District Court judge ruled last August (BROADCASTING, Aug. 22) that SBN's transmissions were not covered by cable's compulsory license. (Coincidentally, the FCC last week recommended to Congress that the cable compulsory license be dropped, concluding that it had served its purpose for an industry whose footing is solid and whose stride continues to lengthen.)

The concerns of independent stations about syndicated exclusivity are addressed in the bill as well. One purpose of the legislation, said the House Judiciary Committee report on the bill, is to create a "level playing field" between the cable and earth station industries. To that end, the committee said, the objective of "expand[ing] programming available to home dish owners may appropriately be constrained by the application of 'syndex' rules, if feasible in this market." The FCC is charged with conducting an inquiry and rulemaking to determine that feasibility.

Also to be applauded in the bill are stiffer fines and sentences for signal pirates, protections that home dish programmers feel will aid in the development of that market.

As we have said in reference to other legislation, there is a vast difference between compromise on issues and on principles. The latter is a mistake; the former, typified by H.R. 2848, is the legitimate child of political necessity whose birth, in the often misguided 100th Congress, is cause for congratulations.

## Slow going

Last week in this space we listed a number of regulatory issues that—if resolved in broadcasting's favor—had the potential of freeing up the Fifth Estate to compete effectively in the enlarging electronic universe. Last Thursday, at the FCC, progress was made on two of those issues: the compulsory license and duopoly.

Mind you, not enough progress to turn the world around. On

the compulsory license issue, the FCC issued what was essentially a nonbinding advisory to Congress saying that licenses for both distant and local signals should be abandoned. Time has passed that concept by, the FCC said, and it is time to let the marketplace work. Broadcasters, said FCC Chairman Dennis Patrick, have had to live in the worst of both worlds, forced to allow cable systems to pick up their signals whether or not they wanted them to, and left without leverage to negotiate the outcome one way or another.

The action on duopoly was in the right direction but woefully short of enough. Some closer spacing of commonly owned AM-AM or FM-FM stations will now be allowed, but the even more onerous restrictions on common radio and television ownership remain in place.

It's progress, all right, but of the tortoise—or tortuous—variety. It's time to hit the accelerator.

## Real world

Innovation and down-to-earthness are virtues rarely found in the same individual. The editors found them both in Chuck Dolan of Cablevision, whose "At Large" interview is featured in this issue.

What strikes one first about the Dolan interview is his matter-of-fact approach to competition. "All of our strategies should be predicated on the idea that competition is inevitable," he declares, following up with the assertion that all cable needs is a head start—the one it's already had—and a level playing field. We don't expect to see Chuck Dolan waiting at the station for the telephone companies to arrive, but neither does he appear to be erecting barricades on the edge of town.

We were struck even more by his view that cable shouldn't be wedded to cable at all: that if some other technology proves more efficient at delivering programming to the home, he'll be the first to hop to it. What does matter above all else is the programming contract with that home. In Chuck Dolan's view, he's in the editorial service business, not the franchise business. (We're reminded of what they used to say about the railroads earlier in the century: that they forgot they were in the transportation business, not the railroad business.)

Dolan has much else to impart about the state of his medium's art—and about the whole of the Fifth Estate. See page 33.



Drawn for BROADCASTING by Jack Schmidt

*"We may have been somewhat hasty in predicting that the mudslinging had come to an end."*



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