

Broadcasting Nov 21

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3415 University Avenue,
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50th Year 1988

A SPECIAL REPORT
**The First 40
Years of Cable TV**

Early reading
on the TV season

**Just when your
prospects for access
looked the darkest...**



**Leave it to the producers
of "Win, Lose or Draw"
and Lorimar to come up
with a bright new idea!**



Coming to
access, fall '89!

Sometimes the best ideas are the simplest ideas.

BURT & BERT
PRODUCTIONS

Kline &
Friends

LORIMAR
SYNDICATION
LORIMAR PRODUCTIONS COMPANY

The winner is... Early projections by some network observers and analysts show repeat of last year's network prime time race. **PAGE 19.**

Bird assignments... FCC assigns slots for nine new and 10 replacement domestic fixed satellites. None of seven satellite operators who have applied are locked out. **PAGE 21.**

Wire and remembrance... As cable television turns 40, BROADCASTING traces medium's growth from small town reception-only medium (at right) to multi-billion dollar industry reaching 52% of U.S. homes, keyed by ability to deliver programing via satellite, as illustrated by Media General's earth station at its Fairfax, Va., cable system, a picture of which opens this special report on **PAGE 35.**



20/STATUS QUO
Buyers say syndicated programing sales activity will be on par with last year.

22/OVER THERE
NBC taps video news agency, Visnews, to syndicate NBC News programs and footage worldwide.

25/ONCE-OVER
Many of most highly respected specialists in advanced TV development convene in Springfield, Va., to explore strengths and weaknesses of proposed transmission systems for terrestrial delivery of advanced TV in U.S.

27/TWO MEN'S 'FAMILY'
"We amuse and offend, but we try to amuse first." That's the

motto of Fox Broadcasting's bad boys of the sitcom circuit,



Cast of 'Married...with Children'

Married...with Children producers Ron Leavitt and Michael Moye.

56/REGULATORY PREVIEW
At New York seminar, media watchers assess future of federal broadcasting policy.



Zubin Mehta conducts New York Philharmonic

50/STOP THE MUSIC
New York Philharmonic radio network, unable to find replacement sponsor for Exxon Corp., says it will conclude its broadcast series Dec. 25. It is third nationally distributed classical program to lose corporate funding in recent months.

57/PREPARED TO FIGHT
Panelists attending National Advertising Law and Business Conference address potential advertising reregulation on several fronts. Says AAF President Howard Bell: "Our toughest fights are yet to come."

58/EXIT POLL
With its abundance of sound bites, visuals and polls, election '88 is noteworthy for media's involvement in story. Critics say fascination with tactics and strategy distracted media—and thereby public—from substance of presidential contest. But in-depth coverage was available for those who wanted it.

60/CHANGE AHEAD
New majority owner in British satellite TV service, Super Channel, plans to turn unprofitable service into multi-lingual, music-dominated programer aimed at Europe's younger audiences.

61/GRIDIRON GLASNOST
Two U.S. college football teams will meet on Moscow gridiron next fall for match televised in

U.S. and Soviet Union.

63/HDTV NEWS
According to some broadcast and cable television experts, there will be mix of HDTV transmission systems; widespread consumer marketing of HDTV may be as much as decade away.

87/UBIQUITOUS
George Gillett has combined even-handed management style with golden touch for deals to make place for himself in Fifth Estate.

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THIS IS REALITY.

BEATS TOP COMPETITION HEAD-TO-HEAD!

Pure Program HH Share Comparisons

BEATS Jeopardy (KCOP)	by +30%*	in Los Angeles/KTTV	7:30PM
BEATS Win, Lose or Draw (KHJ)	by +63%*	in Los Angeles/KTTV	7:30PM
BEATS Family Feud (KNBC)	by +86%*	in Los Angeles/KTTV	7:30PM
BEATS Wheel of Fortune (WUSA)	by +33%	in Washington/WTTG	7:30PM
BEATS Ent. Tonight (WJLA)	by +18%	in Washington/WTTG	7:30PM
BEATS Family Feud (WRC)	by +18%	in Washington/WTTG	7:30PM
BEATS Jeopardy (WXIA)	by +64%	in Atlanta/WAGA	4:30PM
BEATS Family Feud (WNBC)	by +45%	in New York/WNYW	7:30PM
BEATS Kate and Allie (WWOR)	by +60%	in New York/WNYW	7:30PM
BEATS USA Today (WLVI)	by +200%	in Boston/WFXT	7:30PM
BEATS Family Feud (WMAQ)	by +25%*	in Chicago/WFLD	6:30PM
BEATS Morton Downey (WJBK)	by +67%	in Detroit/WDIV	4:30PM
BEATS USA Today (KARE)	by +140%*	in Minneapolis/KSTP+	6:30PM
BEATS Kate and Allie (KTZZ)	by +350%*	in Seattle/KCPQ	6:30PM
BEATS Magnum (WTVJ)	by +25%	in Miami/WPLG	12:00M

Source: ARB (*NSI) overnights, 10/88

TOP RATED NEW FIRST RUN STRIP!

NTI Coverage Area Rating Season-to-date

A Current Affair	6.7*
Family Feud	6.3
USA Today	5.6*
Fun House	3.8
Morton Downey, Jr.	3.2
Finders Keepers	2.6*
Gong Show	2.4
On Trial	2.4
Group One Medical	2.1
Family Medical Center	2.1*
Sweethearts	2.1
Wipeout	1.6*
Relatively Speaking	1.4
Liar's Club	1.0
Body By Jake	0.8

Source: NTI/SCN 9/88-10/10/88. Includes reported weeks only. *Indicates multiple runs.

RANKS 2ND OF ALL STRIPS IN KEY DEMOS!

Viewers Per 1000 Viewing Households Season-to-date

	ADULTS 25-54
Entertainment Tonight	678
A Current Affair	665
Win, Lose or Draw	596
Geraldo	593
USA Today	582
Family Feud	543
Oprah Winfrey Show	543
Donahue	510
Jeopardy	493
People's Court	487
Wheel of Fortune	456
Cosby Show	

Demographic being reprocessed at press time

Source: NTI/WSON, 9/88-10/9/88. Includes reported weeks only, calculated on GMA rating.

BEATS WHAT IT REPLACED, OR IMPROVES ITS OWN PERFORMANCE!

Pure Program HH Share Comparisons

BEATS Magnum (5/88)	by +67%	in Detroit/WDIV	4:30PM
BEATS M*A*S*H (10/87)	by +11%*	in Chicago/WFLD	6:30PM
BEATS M*A*S*H (10/87)	by +11%	in Washington/WTTG	7:30PM
BEATS WKRP (5/88)	by +25%*	in Hartford/WVIT	4:00PM
BEATS WKRP (10/87)	by +17%	in Phila./WPHL	7:30PM
BEATS Benson (10/87)	by +29%*	in Seattle/KCPQ	6:30PM
IMPROVES upon 5/88	by +41%*	in Minneapolis/KSTP+	6:30PM
IMPROVES upon 5/88	by +29%	in Atlanta/WAGA	4:30PM
IMPROVES upon 10/87	by +40%	in Dallas/KDAF	6:30PM
IMPROVES upon 10/87	by +23%	in New York/WNYW	7:30PM
IMPROVES upon 10/87	by +20%	in Boston/WFXT	7:30PM

Source: ARB (*NSI) overnights, 10/88

BEATS ITS LEAD-IN!

Pure Program HH Share Comparisons

BEATS Local News	by +45%	in New York/WNYW	7:30PM
BEATS Entertainment Tonight	by +50%	in Boston/WFXT	7:30PM
BEATS Group One Medical	by +57%	in Cleveland/WKYC	5:30PM
BEATS Facts of Life	by +40%	in Phila./WPHL	7:30PM
BEATS M*A*S*H	by +30%*	in Los Angeles/KTTV	7:30PM
BEATS Newhart	by +75%	in Dallas/KDAF	6:30PM
BEATS Sally Jessy Raphael	by +29%	in Atlanta/WAGA	4:30PM
BEATS Love Connection	by +29%*	in Seattle/KCPQ	6:30PM

Source: ARB (*NSI) overnights, 10/88



THE ORIGINAL. THE BEST.



THE BIGGEST ACCESS H

Impressive comments from some people who are hard to impress.

“ENTERTAINMENT TONIGHT's improvement in both content and style is as dramatic as anything I've seen in syndication. In the most competitive market in the country — the only one with seven VHF stations — ENTERTAINMENT TONIGHT has moved into first place at 7:00 pm (NSI, Oct. '88), beating everything from 'Wheel' to 'M*A*S*H' to the 'ABC Evening News.'

**John Rohrbeck, VP/General Mgr.,
KNBC-TV, Los Angeles**

“ENTERTAINMENT TONIGHT looks the best ever in content, style, and delivery. In spite of extraordinary promotion by 'USA Today,' 'Cosby' and 'A Current Affair,' ENTERTAINMENT TONIGHT was the #1 network affiliate access show in the market.*

**John Long, Exec. VP/General Mgr.,
WJLA-TV, Washington, D.C.**

“For years, we've counted on ENTERTAINMENT TONIGHT to deliver key upscale demos. But with this season's exciting new look, it has surprised everyone — including us. Based on the October '88 Nielsen ET has moved within 3 share points of 'Wheel' (compared to a 12 point spread last October).

**Sturges Dorrance, VP/General Mgr.,
KING-TV, Seattle**

“ENTERTAINMENT TONIGHT is the season's biggest hit in Atlanta access and not just because it's the #1 show (NSI, Oct. '88). Viewers are crazy about the show's new focus. And advertisers are waiting in line to get on. What more could you ask for?

**Andy S. Fisher, VP/General Mgr.,
WSB-TV, Atlanta**

IT OF THE '88 SEASON

The most welcome surprise of the '88 season has been the resurgence of ENTERTAINMENT TONIGHT as an access powerhouse. The show has a hot new edge that's attracting younger, more affluent viewers to our television station.

**Johnathan Rodgers, VP/General Mgr.,
WBBM-TV, Chicago**

We chose ENTERTAINMENT TONIGHT to pair with 'Evening Magazine.' The October '88 NSI confirms we made the right choice. Our household rating increased by 25% and W18-49 share doubled. At the same time, 'Evening' increased significantly across the board in ratings and all demos.

**Jim Thompson, President/General Mgr.,
KYW-TV, Philadelphia**

ENTERTAINMENT TONIGHT is the strongest single vehicle we could have chosen for our prime access time period. It has brought a new look, a new excitement and a new commitment to access programming which will be with KGO for years to come.

**John Moczulski, Director of Program Services,
KGO-TV, San Francisco**



Bloom's still on cable rose

Despite slowdown of television station transactions, Wall Street investment bankers are happy with financings and acquisitions on cable side. Latest rumored deal is sale of Cable Systems USA Associates, Tionesta, Pa.-based MSO with 135,000 subscribers, with indicated price of near \$300 million. Leading candidate to acquire systems is Triax Communications, Denver, Colo.-based MSO, headed by James DeSorrento.

Yours and ours

Despite some resistance on part of networks, program distributors continue to push for simultaneous network runs for new game shows being offered in first-run syndication market. And one network—CBS—has co-funded two game show pilots with syndicators, one of which is said to be under consideration for dual run. In addition, both Lorimar and Buena Vista are pursuing simultaneous network-syndication runs for their new offerings, *3rd Degree* and *Twenty Questions*. But source at NBC submitted last week that syndicators get far better deal in simultaneous run—evidenced, he said, by severe viewing erosion of *Wheel of Fortune* in network daytime (down from 29 share in February 1987 to average 19 share in current quarter). Also, viewing for *Win, Lose or Draw*, in its second year, is up in syndication, but has eroded on NBC, albeit not as badly as *Wheel*. But CBS executive said that erosion can't definitively be blamed on exposure in first-run. "In today's marketplace, one has to be very open minded," he said. With pilot costs up to \$500,000 apiece, he added, co-funding is logical avenue for exploration.

Gag rule

Return of Republican Slade Gorton of Washington state to Senate could mean escalation in effort of Western congressmen to protect what some call "privacy and sanctity" of vote against networks' early projections of election results based on exit polling. Legislative ban on projections before polls close in West is weapon being considered. Ralph Munro, Washington secretary of state and leading critic of early projections, says that in Gorton's last tour in Senate, which ended two years ago, he had expressed interest in such ban, if networks do not abandon practice voluntarily. Gorton, former state attorney general, is said to believe necessary legislation could be crafted to avoid constitutional pitfalls.

Gorton could not be reached for comment, but press secretary Mike McGavick said he assumed Gorton would

discuss matter with Representative Al Swift (D-Wash.) before taking up matter on own. Swift's idea, which networks have supported, is legislation providing for uniform poll closing throughout continental U.S.

Take that

Ohio Democratic Senator Howard Metzenbaum's vitriolic attacks on cable industry were not taken lightly. According to latest records from Federal Election Commission, several cable executives made hefty contributions to Metzenbaum's Republican challenger, Cleveland Mayor George V. Voinovich, who at one time was thought to have good shot at unseating liberal incumbent. Metzenbaum won, however, with 57%. Among those giving \$1,000 to Voinovich: John Malone, Tele-Communications Inc.; Alan Gerry, Cablevision Industries; Robert Hughes, Prime Cable, and Bill Daniels, Phil Hogue, John Saeman, Robert Lee, all Daniels & Associates, \$1,000 each. Clive Runnells, Gulf Coast Cable, anted up \$500. According to National Cable Television Association President Jim Mooney, association's political action committee made no contribution to Voinovich.

Counterprogramming

Ted Turner's latest save-the-world project is *Captain Planet*, new cartoon series featuring characters who will circle globe, putting end to war, pollution and other crimes against humanity. Turner plans to pitch series to broadcast networks for inclusion in Saturday morning lineup so it reaches largest possible audience. Only if that fails will series make debut on Turner Network Television or superstation WTBS(TV) Atlanta. In Los Angeles last week, Turner was talking with three animation houses: DIC Enterprises, Ruby-Spears Enterprises and Hanna-Barbera Productions. "It will be the first kids' show where the kids try to save the planet and not just blow each other away with ray guns and stuff," says Turner.

Had their chance

Before Visnews closed deal last week giving NBC one third of its stock and allowing it to market NBC News programs overseas (see "Top of the Week"), international video news agency offered rival network CBS same deal at least twice, said CBS source. Visnews Managing Director Julian Kerr acknowledged paying "courtesy call" year or so ago to then CBS News head Howard Stringer, as well as news executive Dick Wald of ABC, which owns big piece of rival news agency World Television News (WTN). Kerr said talks looked at various options for agency at

time when pre-existing contract with NBC was due for renewal. CBS later signed on with WTN.

Testing fiber

Tele-Communications Inc. plans to release this week results of fiber test conducted in Dallas cable system owned by affiliate Heritage Communications. "Rigorous" field test utilized AM fiber in trunking application, using fiber supplied by AT&T. J.C. Sparkman, executive vice president, will review results during AT&T-sponsored seminar on fiber in Dallas Tuesday (Nov. 22). TCI's future plans on fiber are also expected to be included in presentation.

Industry's leading MSO's fiber activities have not been well known to date. No. 2 American Television & Communications has been trailblazer, with fiber tests both in laboratory and in field. Other MSO's are rolling out fiber trunking applications, as technology is increasingly at center of cable-telco debate.

Good things, small sizes

National Hockey League official said league continues to have confidence in SportsChannel America, new national cable television rights holder, even though reach of league has been dramatically reduced this season. SportsChannel has signed only Home Team Sports and WCCO II as affiliates in addition to its five owned services to carry league's games, giving it combined reach of under 10 million homes. SportsChannel outbid ESPN (47 million subscribers) for rights earlier this year.

League official said "we have complete confidence" in SportsChannel and expects company's grass roots advertising campaign will cause hockey fans to pressure cable programmers and operators to pick up package. "They are the best marketers in the business," NHL official said. Price has been main sticking point preventing other regional sports networks from signing for package, in addition to those operators already carrying extensive amount of local pro basketball and hockey.

Habla español

Arbitron and Nielsen have made major, perhaps final, presentations to Spanish-language networks Univision and Telemundo for bids to establish Hispanic peoplometer service. Companies have already submitted detailed proposals covering such issues as sample size, report frequency and data to be gathered. Networks will pick one rating service by early December, in order to enable testing of system in Los Angeles by fourth quarter 1989. Contract, at least five years in length, will be worth \$5 million to \$7 million per year.

A TELEVISION POLICE SHOW WITH REAL COPS AND REAL CRIMINALS.

Every story you see on "COP TALK: BEHIND THE SHIELD" is real, told by the people who lived to tell them. It's an exciting hour of reality programming every week, with poignant personal insights from the headlines and heroes, eyewitnesses and victims...the famous and infamous names inside the real world of modern crime.



**TRIBUNE
ENTERTAINMENT**
Company

TELETRIB
(212) 750-9190



SONNY GROSSO BRINGS HIS UNDERSTANDING OF CRIME TO TELEVISION.

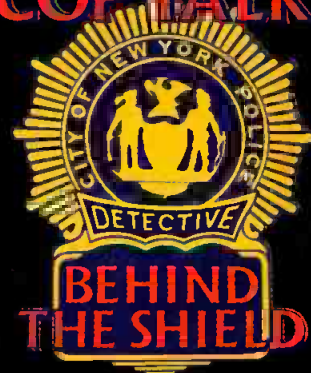
Host Sonny Grosso's reputation as a crime fighter was made in the streets. A 20-year veteran police detective, Grosso and his partner Eddie Egan were made famous by the Academy Award winning movie, "The French Connection."

The film launched a successful career in the entertainment industry, including credits on such projects as "The Godfather," "The Rockford Files" and "Baretta."

Most recently, Grosso-Jacobson Productions has developed such critically acclaimed television movies as "Question of Honor" and "Out of Darkness," as well as the CBS late night series "Night Heat."

This unique combination of police and entertainment experience gives Sonny Grosso special insight as host of "COP TALK: BEHIND THE SHIELD."

COP TALK:



Where Things Stand

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■ 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-power 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 an-

tennas would lead to AM-ization of FM band. Some broadcast groups, however, favored 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.

BY THE NUMBERS

Summary of broadcasting and cable

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

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

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

AM Stereo

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

Antitrafficking

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

Cable Regulation

Cable television industry remains under fire on allegations it is "unregulated monopoly." Cities may push for overhaul of Cable Communications Policy Act next year to strengthen their regulatory grip on cable and to provide entry 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 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

Proponents of children's television legislation suffered blow at hands of President Reagan, who issued pocket veto of bill on Nov. 5.

Measure passed Senate only days before adjournment (BROADCASTING, Oct. 24). Chief executive's rejection of bill will make it priority in 101st Congress. Television networks and National Association of Broadcasters let White House know they backed legislation, but President found measure "counterproductive" and at odds with broadcasters' First Amendment rights. Measure would have put commercial limits on children's programs of 10½ minutes per hour on weekends and 12 minutes on weekdays. It also required broadcasters to serve "special needs" of children, which FCC would have to take into account at renewal.

Comparative Renewal

National Telecommunications and Information Administration, in *NTIA Telecom 2000* report on future of broadcasting and telecommunications, recommended that FCC purge license renewal procedures of "references to program content" as part of overall elimination of rules "governing content." FCC Chairman Dennis Patrick has also called for minimizing role of programing in FCC deliberations at renewal time.

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

FCC proceeding is also aimed at discouraging groups from using comparative renewal process and policy of allowing groups to petition 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 month (BROADCASTING, Oct. 31) to recommend that Congress abolish 12-year-old compulsory copyright license, at least for distant signals, saying it would benefit consumers, broadcasters and cable programing 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.

During last Congress, House Telecommunications Subcommittee member John Bryant (D-Tex.) offered bill (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast sig-

nals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure in June.

Crossownership

Telco-cable—FCC has tentatively concluded it should recommend Congress lift cross-ownership ban on telephone companies providing cable television service in their service areas. Commission, which made proposal at July 20 meeting, will seek comments on subject, as well as on separate considerations to loosen its own regulatory restrictions on cross-ownership. Comments are due Dec. 1.

FCC move follows National Telecommunications and Information Administration report on cable television regulation recommending telephone companies be allowed to serve as transporters of others' programing, although not programers themselves, in telcos' own service areas (BROADCASTING, June 20).

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 barriers to such crossownership by seven Bell operating companies. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC entry into information services, including cable.

Resolution now pending in House calls on Congress to wrest jurisdiction from Greene and eliminate barriers. Measure has backing of House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and, at last count, 112 co-sponsors.

Duopoly/one-to-a-market—FCC has voted 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.

Direct Broadcast Satellites

GE Americom-HBO goal of beginning medium-power direct-to-home TV service may have been derailed by Nov. 8 FCC decision to deny request to modify K-3 power from 45 to

60 watts.

High-power Ku-band direct broadcast satellite delivery of television programing directly to homes will become reality in U.S., says Hughes Communications, which proposes launch of 200-watt direct broadcast satellite in "1992 time frame." Higher power—10 times higher than current fixed satellite service birds—says Hughes, will enable reception of video programing by only one-foot downlinks, thereby expanding current consumer home satellite market well beyond current two million.

Hughes's plan will go to parent, General Motors, for approval by end of year.

GE Americom might have beaten Hughes to punch, launching 60-watt Ku-band DBS birds, K-3 (as early as January 1990)

and K-4 (both already under construction), marketing with HBO joint venture, Crimson Satellite Associates, to provide service to both cable industry and home dish owners (owning three-foot dishes), with cable likely retailers.

Hughes says GE service would only be "interim" step toward its 200-watt service. Hughes and GE agree on need to bring together "business system," including programers and cable operators.

Before end of year, FCC hopes to rule on April 8 round of five new applications, offering up to 32 channels in each of eight orbital slots in DBS arc.

High-Definition TV

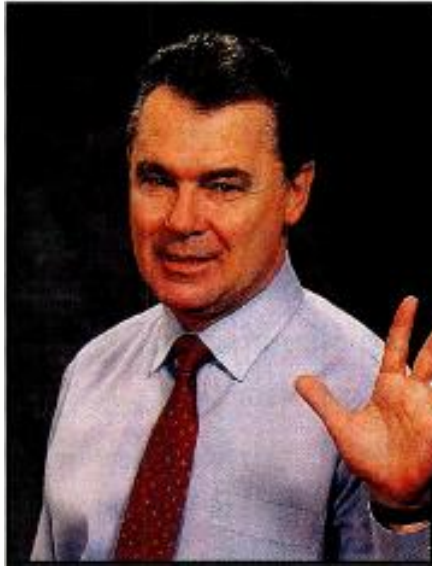
Advanced Television Test Center, project co-sponsored by NAB, ABC, NBC, CBS, PBS, Association of Maximum Service Telecasters and Association of Independent Television Stations, moved into temporary offices in same Alexandria, Va., building that houses PBS headquarters on Oct. 31. Permanent site for ATTC's headquarters is to be found by mid-1989, 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.

Consortium formed by several cable system operators, Cable Television Laboratories Inc. (Cable Labs), has been organized to perform HDTV transmission tests and other cable TV research and development. Temporary offices for group have been established in Boston with permanent test facilities also still in formative stage. Some have suggested that ATTC, Cable Labs and test representatives from satellite transmission companies form joint lab to provide central location for HDTV testing.

Analysis subgroup of ATSC committee's systems subcommittee has received submissions for 15 proposed HDTV or EDTV transmission systems and seven other audio- or video-only subsystems. Thirteen of the 15 full systems was studied in-depth by analysis



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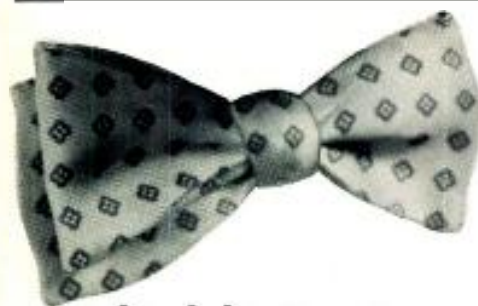
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group during meeting held Nov. 14-18 in Washington.

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. Comments on issues raised in inquiry are due Nov. 31.

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.



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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. (President Reagan signed bill on Nov. 16.) 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"—those not able to receive network programming off air and not choosing 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.

Momentum behind S.889 was believed to have weakened because of announcement that National Rural Telecommunications Cooperative (noncable distributor serving dish owners) had closed deals with five leading cable programmers, move many observers feel persuaded lawmakers that congressional intervention is unnecessary.

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.

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

continues on page 66.

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Founder and Editor
Sol Taishoff, (1904-1982)
1705 DeSales Street, N.W. Washington 20036
Phone: 202-659-2340
Editorial department fax: 202-429-0651
Administrative department fax: 202-331-1732

Lawrence B. Taishoff, publisher

Editorial

Donald V. West, managing editor.
Mark K. Miller, Harry Jessell,
assistant managing editors.
Leonard Zeidenberg, chief correspondent
Kira Greene, senior news editor.
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Shelene Scott, receptionist.

Corporate Relations

Patricia A. Vance, director.

Bureaus

New York: 630 Third Avenue, 10017
Phone: 212-599-2830
Fax: 212-599-2837

Geoff Foisie, chief correspondent.
Scott Barrett, Rich Brown, George Mannes, staff writers.
June Butler, advertising assistant
Cecelia Tyson

Hollywood: 1680 North Vine Street, 90028
Phone: 213-463-3148
Fax: 213-463-3159

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introduced in 1972. ■ Reg. U.S. Patent Office. ©
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■ indicates new listing

This week

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) 667-6650

Also in November

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. 28-30—"Radio News in the 1990's," conference of *North American National Broadcasters Association/European Broadcasting Community* joint steering committee. Dublin

Nov. 29—*New York Women in Cable* meeting. Speaker Marshall Cohen of MTV on "Consumers' Viewing Habits." Information Beth Araton, (212) 661-6040.

Nov. 29—"The Future of the TV News Magazine" and

"On Location at the Network News Magazine Programs," two-part seminar sponsored by *Center for Communication*. CC, New York. Information: (212) 836-3050.

Nov. 29-30—Seminar on signal leakage and cumulative leakage index compliance, sponsored by *National Cable Television Association*. Kansas City Airport Hilton, Kansas City, Mo. Information: (202) 775-3637.

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—"Bridging the Gap—Broadcasting," third in four-part series of seminars sponsored by *Young Lawyers Committee of Federal Communications Bar Association* with *Continuing Legal Education Committee*. FCC, Washington. Information: Michelle Plotkin, (202) 371-5761.

Nov. 30—"Policy for Sale: Do Foreign Governments Buy Influence in Washington?" forum sponsored by *American University*. Kay Spiritual Center. AU campus. Washington. Information: (202) 885-2058.

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

Dec. 1—Deadline for entries in 21st annual Addy Awards, sponsored by *Advertising Club of Metropolitan Washington*. Information: (301) 656-2582

■ **Dec. 1**—"Fiber, Cable and Other New Video Media: Can Broadcast Television Survive?" symposium sponsored by *Communications Media Center at New York Law School*. Law school, New York. Information: Deborah Schull, (212) 431-2160.

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. 4-9**—*American Advertising Federation*, *Northwestern University's Kellogg Graduate School of Management* and *Medill School of Journalism* first advanced advertising management seminar. James L. Allen Center, Northwestern campus in Evanston, Ill. Information: (202) 898-0089

Dec. 4-Jan. 7—"The American Children's Television Festival: A Holiday Celebration," sponsored by *Museum of Broadcast Communications*. MBC, Chicago. Information: (312) 987-1500.

Dec. 6—"Second Thoughts on the First Amendment,"

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VIEWPOINT IS DYING

Viewpoint, ABC's noble experiment with journalists responding on camera to questions from their fans and critics, has been dying a slow death for two or three years. It deserves to die if Ted Koppel and his crew can't do any better than they did on November 9. The topic for discussion was the media's coverage of the election campaign, which had just ended the night before. ABC had hastily assembled a panel consisting of Sam Donaldson; Lesley Stahl; Tim Russert, a vice president at NBC News and former top aide to Governor Mario Cuomo of New York; Mark Hertsgaard, a young leftist writer; Kirk O'Donnell from the Dukakis campaign; and James Lake from the Bush campaign.

Counting Ted Koppel, there were six Democrats and one Republican on the panel. The audience consisted mainly of college students. Few, if any, were Bush supporters. Five of seven questions they asked were pro-Dukakis. Two were neutral. The first question, as summarized by Koppel, was, "Why weren't we tougher longer" on Quayle? No one pointed out that Quayle

was savaged more viciously than any candidate for high office in modern times.

The emphasis was all on how Dukakis, not Bush and Quayle, had been badly treated by the media. The imbalance was so gross that some wondered if ABC arranged the program as a sop to the Dukakis supporters who had been angered by an ABC News poll aired on October 12. This had showed Bush leading in states with 400 electoral votes and Dukakis leading in states with only 89 electoral votes. Sam Donaldson, O'Donnell and Hertsgaard all criticized ABC for having given so much time to this poll, even though it proved to be very accurate.

What is also very strange is that ABC gave the program almost no advance publicity. It was as though they were trying to keep it secret. There is some evidence that they wanted to forestall demands that the panel and the audience be better balanced. We discussed the program with ABC News president Rooney Arledge and the vice president in charge of Viewpoint, Robert Siegenthaler. Even though we stressed the desirability of having a media critic on the panel or even in the audience to provide balance, neither Arledge nor Siegenthaler mentioned that they had already invited a media critic to be on the panel. That was Hertsgaard,

who tilted the panel further to the left.

While they said a representative of AIM would be welcome as a member of the audience, they refused to give any assurance that we would be permitted to ask a question. They apparently didn't want a balanced audience any more than they wanted a balanced panel.

The next day we asked Siegenthaler if he was satisfied with the balance in both the panel and the audience. He replied that he was pleased that they had explored the issues they wanted to cover. We tried repeatedly to get a reply that was responsive to the question, with no success. A program like Viewpoint that discusses such things as fairness and balance in reporting ought to be fair and balanced itself. That means turning it over to an officer willing to admit that 6 to 1 is not balance.

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(202) 371-6710

sponsored by *Institute for Policy Studies*. IPS, Washington. Information: (202) 234-9382.

Dec. 6-9—EuroComm 88, telecommunications event sponsored by *European Economic Community*, including exhibition of telecommunications products and services from both European and non-European suppliers. RAI exhibition center, Amsterdam. Information: Amsterdam—020-549-12-12.

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. 8—"Bridging the Gap—Broadcasting," last in four-part series of seminars sponsored by *Young Lawyers Committee of Federal Communications Bar Association with Continuing Legal Education Committee*. FCC, Washington. Information: Michelle Plotkin, (202) 371-5761.

Dec. 9—Deadline for submitting nominations to Edward R. Murrow competition, "recognizing an individual whose work has fostered the growth and quality of public radio," sponsored by *Corporation for Public Broadcasting*. Information: (202) 955-5211.

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. 13-15**—"The New Administration and the Economic Outlook for 1989: Deficits, Spending and Taxes," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

Errata

Due to typographical error in Nov. 14 story about new program being tested for syndication marketplace called *Reunion*, name of production company was misspelled. Correct name is **Ran-kin/Bass Productions**.

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." Infor-

mation: (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. 4-7—*Association of Independent Television Stations* annual convention. Theme: "The Future of Free TV." Keynote address: Representative Tony Coelho (D-Calif.). Century Plaza, Los Angeles. Information: (202) 887-1970.

Jan. 7-8—Seminar on signal leakage and cumulative leakage index compliance, sponsored by *National Cable Television Association*. Seattle Airport Hilton, Seattle. Information: (202) 775-3637.

■ **Jan. 8**—*Academy of Television Arts and Sciences* installation ceremonies for its Television Academy Hall of Fame (to be taped for telecast Jan. 23). 20th Century Fox Studios, Los Angeles. Information: (818) 763-2975.

Open Mike

Farewell

EDITOR: I appreciated very much the opportunity to visit with your fine magazine after the announcement of my resignation. There are a couple of key points that I would like to make. Currently the RAB membership and budgets are at historic highs, and RAB enjoys broad-based support from every size market in America. It is the return of credibility to this association and the unifying of industry support on their own behalf which

we count as our major achievement as we leave.

Also, may I again, by way of this letter, say a sincere "thank you" to the thousands of stations and radio salespeople who have supported our programs, and to a very qualified professional staff who have made my role at RAB not only enjoyable, but a truly rewarding and learning experience.—*William L. Stakelin, president, CEO, Radio Advertising Bureau, N.Y.*

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. 4-7, 1989—*Association of Independent Television Stations* annual convention. Theme: "The Future of Free TV." 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* 23rd 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 9-11**—Public television annual meeting, jointly sponsored by *Public Broadcasting Service* and *National Association of Public Television Stations*. Sheraton Harbor Island Inn East, San Diego. Information: (703) 739-5082.

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

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 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, 1989—*National Association of Broadcasters* summer board meeting. Washington.

June 21-25, 1989—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 33rd 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. 22-27, 1989—*Society of Motion Picture and Television Engineers* 131st technical conference and equipment exhibit. Los Angeles Convention Center.

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

A cable franchise financing commentary by Colin Clapton, president, Fleet Mezzanine Capital, Providence, R.I.

The cable television industry has been a lucrative one for several years—both for the cable franchise owner and the investor who finances such an operation. However, as this market matures and growth potential begins to diminish, potential investors are looking more carefully than ever at a cable company's past performance and future prospects.

First introduced as a method for improving the reception of broadcast signals in the 1950's, cable is now available to more than 70% of all U.S. households, offering a vast array of pay channels in addition to basic and ancillary services. Although some of the country's largest cities have yet to be wired, consolidation and the rebuilding of older systems are now the major focus as this industry moves into the 1990's. The successful cable operators of the future will be those with the expertise needed to manage and grow mature cable systems.

As the investment banking arm of the Fleet/Norstar Financial Group, we receive hundreds of cable proposals each year ranging from small, start-up operations to large systems seeking millions of dollars to acquire other cable companies. One of the first things we look for is a well-developed business plan that includes a company history, a description of management and a list of banking and business references.

The plan should also include historical financial data going back at least three years and projections showing what the proposed financing would enable the company to do. The source of financing and the type of loan—whether a senior, secured debt owed to a bank; subordinate debt such as a loan from a mezzanine financing company, venture capital firm or equity investors; capital raised through the issue of common stock, or some combination of those—need to be thoroughly documented.

A detailed analysis of how the company would use the financing is also important. For instance, do you plan to refinance existing debt, invest in a new fleet of cars for the sales force or upgrade the control center? Maybe you need the financing to purchase an additional cable system or to meet operating expenses while you do any one of these things.

The lender also needs a detailed description of the cable system in question, including where it is located and the general economic conditions in the area. For instance, are new homes being built or likely to be built in the near future? What is the present market penetration? Is this a classic system whose basic appeal to subscribers lies in improved reception or are they likely to be attracted by the programming offered? The potential marketability of pay channels may help predict future profitability as the number of new subscribers levels off.

In analyzing the viability of a given cable



“Lenders must decide whether to believe in the management abilities of the cable franchise ownership and the undeveloped potential of the cable system.”

system, the bank or lending institution also needs a technological description of the existing system and an estimate of the time and capital needed to make any necessary upgrades. For example, the installation of underground cable will cost more than stringing cables on utility poles. Is the potential payoff sufficient to warrant this kind of investment? What other technological improvements must be made?

Information about the type of service currently being offered and the potential for expansion of services is also necessary. Are there ancillary services such as local advertising not presently available that might increase the system's marketability in the future? What about additional pay channels? The regulatory environment in a particular region can have an effect on the success of a cable operation, and a financier needs to know the details of the franchise agreement between the cable operator and the municipal, state and federal agencies that regulate the industry. Most licenses dictate minimum service levels, including channel capacity, public access, institutional loops and ancillary services. Regulatory agencies also often exert control over basic rates and accessibility to space on utility poles and may stipulate whether the license is transferable to another operator. Such factors can have a tangible impact on the value and profitability of a company.

Information on the current rate structure

and how it compares to competitive cable systems is also important since subscriber fees are often an underutilized source of revenue. Installation fees, advertising revenue and other ancillary services offer other income opportunities.

Once the bank or lending institution has received the applicant's business plan, the process of assessing credit risk begins. Beyond judging the management abilities of the proposed operators, the lender must also assess the financial situation of the company.

Do the projections contained in the prospectus seem reasonable? Is this a company that has generated profits in the past? If not, has something changed that would indicate there would be profits in the future? Although a lender might consider financing a cable company with recent losses, especially in the case of acquisition by an experienced operator, profits are generally a good indicator of financial status.

A lender will also try to determine whether cash flow is sufficient to cover the proposed debt service, including interest and principal, or whether the market value of the company adequately covers the loan exposure. The market value of the company is generally based on a multiple of the net operating income or on a per-subscriber basis, depending on a number of factors such as whether it is an urban or rural system, the overall quality of the system and its potential for growth.

The growth potential of a particular system is one of the most important factors. Can the existing market penetration be improved? Can pay channel subscriptions be increased? Is it possible to increase income by raising rates? Are there existing or potential new homes the plant can be expanded to? And last but not least, does management have the marketing experience it needs to continue to grow with this business?

With the completion of construction in all but certain major urban areas, the industry-wide growth in homes passed and basic subscribers has slowed. However, significant revenue growth and investment potential remain as the industry enters an era in which the elimination of rate regulation has combined with improved marketing and management.

In the final analysis, lenders must decide whether to believe in the management abilities of the cable franchise ownership and the undeveloped potential of the cable system.

The presentation of a sound business plan that provides potential investors with the information they need to analyze the potential risks—and gains—associated with their investment is perhaps the best place to begin to convince them of your management abilities and the potential for a return on their investment.

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TELEVISION 

Broadcasting Nov 21

TOP OF THE WEEK

Early returns on the TV season: NBC wins again

With prime time race still in first turn, outcome appears to be repeat of last year, with ABC second and CBS third

NBC first, ABC second, CBS third. If network observers and analysts polled are correct, that will be the order of finish in the 1988-89 network prime time race. That early projection, coming a mere eight weeks—or nine weeks, depending on who's counting—into this strike-altered season, gives NBC a lock on the top spot for the fourth year in a row, and leaves only a sliver of hope that CBS could avoid a last-place finish for the second year in a row.

"For all intents and purposes, the final-season rankings will be NBC, ABC and CBS third," said Richard Kostyra, vice president, director of media services, J. Walter Thompson.

"Investors believe that an NBC, ABC, CBS finish is most likely," said Peter Falco, vice president and senior industry specialist, Merrill Lynch, although he cautioned that it was still early in the race.

Kostyra pointed out that, the order of finish aside, "of major concern" to all the networks is the overall year-to-date decline in audience share over last year at this time. "Thus far the three networks are averaging a 41.5 rating and 68 share, down from last year's 44.2/74. The drop, said Kostyra, was the result "of returning shows being weaker than expected and new shows not performing up to pre-season expectations." Not to mention a strike that upset routine viewing patterns and increasing defections of broadcast TV viewers to cable.

The biggest surprise of all, Kostyra said, could be NBC's *Dear John*. Despite its respectable numbers thus far, "it was considered a can't miss hit due to its extremely



'The Cosby Show'



'Cheers'

favorable time slot," sandwiched between *Cheers* and *L.A. Law* on Thursday night, a night that also features *The Cosby Show* and *A Different World*. So far, however, *Dear John* is averaging a 29 share, off about 9 share points from *Night Court*'s performance in that time slot.

Kostyra doesn't see a second-place finish in the cards for CBS this season for several reasons. "CBS has few shows left to premiere," he said, citing only *TV 101* and *Almost Grown*. Of returnees *Beauty and the Beast* and *Tour of Duty* he said: "We don't expect [them] to do better than last year because the trend for returnees has been down." ABC on the other hand has a number of shows left to premiere or return, he said, citing *Moonlighting*, *thirtysomething*, *Hooperman*, *China Beach*, *The Wonder Years* and, "perhaps most importantly, their *Saturday Mystery Movie* with *Columbo* as one of the three features. As a result, CBS doesn't have much fire left while ABC has quite a bit."

As for the new shows, ABC's *Roseanne*, after three telecasts, is averaging a 37 share, while CBS's *Paradise*, which came out of the chute very fast, has faded.

"The performance of most of CBS's shows has got to be a disappointment," said Larry Hyams, director of audience analysis, ABC. "*The Van Dyke Show* is averaging a 12 share; *Annie Maguire* (with Mary Tyler Moore) is doing a 13; *Dirty Dancing*, 13; *Raising Miranda*, 11, and *Paradise* is averaging an 18, but will probably end up averaging somewhere around 16," considering its downward trend. "The only new series on NBC that is doing really well is *Empty Nest*, which is averaging a 34 share, which is about two share points higher than *Amen* was pulling last year," he said. "*Unsolved Mysteries* has proved to be a viable show,

'Different World'



'Roseanne'



averaging a 24 share," he said, adding, "*Baby Boom* and *Tattling*," which are anchored on Wednesday nights by *Night Court* at 9 p.m., are averaging a 19 and 18 share, respectively.

NBC has benefitted from an ABC cast-off in the form of *Disney*, which averaged an 18 share for ABC last year. ABC's *Incredible Sunday*, which occupies the timeslot that *Disney* held last year, Sunday 7-8 p.m., is averaging a 14 share. "Basically, the Disney audience from ABC last year moved to NBC," said Hyams.

While Hyams cautioned that it is premature for any network to either celebrate or raise the white flag, he is pleased with his network's performance thus far. "There's a good chance that we could be the number one rated network on Friday nights as well as having the highest rated new show [in *Roseanne*]."

Hyams' optimism regarding Friday night stems from the aging of CBS's Friday night soap lineup and the early season goodbyes for NBC's *Sonny Spoon* and *Something is Out There*. ABC's Friday night lineup, geared to younger demos, with *Perfect Strangers*, *Full House*, *Mr. Belvedere*, *Just the Ten of Us* and *20/20*, has proved to be formidable competition. "The CBS soaps, *Dallas*, *Knots Landing* and *Falcon Crest*, are weakening," said Kostyra. "It was surprising to see a 26 share for *Dallas* last week—that's low." Kostyra noted that *Mr. Belvedere* outdrew *Dallas* last week among women 18-49.

"Obviously there will have to be a dramatic change in the competitive picture for either CBS or ABC to catch NBC," said David Poltrack, senior VP, planning and research, CBS Inc. "That looks like an insurmountable lead," he said, referring to the two-rating-point lead that NBC currently enjoys. In the battle for second, Poltrack acknowledges that ABC will be tough to beat. "*War and Remembrance*, coupled with the strong early launches of *Roseanne*, *Growing Pains* and *Who's The Boss?*," will give ABC the edge in retaining second place, he said. CBS is projecting *War* will average a 19.5 rating, a full rating point below what ABC is guaranteeing to advertisers. But even if it achieves the lower CBS projection, Poltrack said, CBS would have to beat ABC by an average six-tenths of a rating point each week for the remainder of the season to overtake it. "That will be quite a challenge," he concluded.

Those calculations are based on the season that ABC and CBS said started the week of Oct. 24. CBS's performance would have to be even stronger to capture second in the fall season as defined by NBC, which started Sept. 19. In terms of regular series performance, however, "it is still too early to tell what the outcome will be between CBS and ABC," Poltrack said. "I think in terms of the regular lineup, the jury is still out," he said.

Still, he said, CBS is looking for competitive improvement in the network's programming by the end of the season and not a jump to second place. "We'll be happy if we are doing significantly better in April than we are right now," he said. □



George Brown Convention Center in Houston, site of NATPE '89

Steady as she goes for syndication sales

Upcoming NATPE and INTV shows are seen as generating about same interest as last year; indies must make decisions on shows in time frame shortened by writers' strike and early NATPE

The syndicated programming market this winter may be no more active than last year's, according to many buyers. Because of the strength of some current shows and a disposition against large inventories, programmers said that they do not plan extensive purchases, although they are hopeful for hits.

Whether active or not, this year's programming marketplaces at the Association of Independent Television Stations and NATPE conventions promise to be interesting for several reasons. Stations this year will have less time in which to grade their current schedule. The writers' strike and events such as the Olympics reduced the number of weeks in which to compare program performance against regular programming on other stations. On top of that, the upcoming NATPE convention is a month earlier (January). Outside of the top 20 or so metered markets, stations will have only one ratings book, the November sweeps, upon which to decide their strategy.

Said Bill Butler, director of programming and promotion at WPGH-TV Pittsburgh: "The first time to take a serious look at the ratings is around Dec. 15, then 15 days later we roll into INTV and, less than a month later, into NATPE. The time frame has accelerated so much it is bizarre. Especially with independents, you have to build a schedule, but while it is premiering you have to say whether it has failed."

Pricing of some shows may find new levels following the questionable performance of certain expensive product such as *USA Today: The Television Show*, although buyers expect that interest in first-run programming will continue strong. But the paucity of major hits among the current season's offerings may mean stations will be shopping actively, said Caroline Chang, program

manager of KTVU-TV Oakland, Calif. "Because the season started off slowly, people will be looking so they don't miss out on anything...that could potentially be a hit."

Another development affecting the programming marketplace is the reimposition of syndicated exclusivity, which may raise contractual complications.

As could be expected, many station executives were indicating that stinginess defines the current mood of program buyers. Whether the market will be as slow as was said to be the case last year may depend on whether lackluster revenue growth will curb stations' acquisition appetites. But there is little doubt there will be buying, because many stations were reluctant to discuss the question, lest they tip their planned program purchases to competing stations in the market.

Among independents, product is needed for a variety of dayparts, with sitcoms continuing to be in strong demand. Gail Brekke, general manager at KTNV-TV Minneapolis, said: "Every independent is always in the market to buy good situation comedies. I think it will be relatively quiet this year, but there are always a lot of first-run projects and we want to get in on the ground floor."

At co-located KMSP-TV, Programming Manager Gene Steinberg said: "Areas that we are looking at include good top-flight movie packages. We are looking at new things that we can do by ourselves—our fate is set in localism. [But that's] not to say we aren't buying syndicated programming."

Tom Shannon, program director at KWGN-TV Denver, is thinking long-range: "Last year we were concentrating primarily on animation...This year we are in good shape in terms of half-hours and movies. We are looking way down the road, like 1991 and 1992."

"There's not as much buying without a specific need as there used to be," said Marc Schacher, director of program services for Tribune Broadcasting. The question for programmers, he said, used to be: "Is it a good



Century Plaza in Los Angeles, site of INTV

use next year, with the possible exception of *USA Today*.

Having added *Live With Regis and Kathy Lee* and *Newhart* to the morning schedule this year, Bob McGann, station manager of CBS affiliate WCCO-TV Minneapolis, said that at this stage of the game, he, too, needed less product than last year. Another spot that might also have required syndicated programming—late night—will be

filled because the station is clearing Pat Sajak's talk show.

At KPIX(TV) San Francisco, Program Manager Jim Lutton said he did not think he would require as much programming this year as last year. "I have a number of things that are working for me in early fringe." A 90-minute block of courtroom shows—which ran in later time slots last year—starts out at 3 p.m. on KPIX, followed by *Win, Lose or Draw* leading into *Kate and Allie*.

Lutton, a NATPE board member, said that stations are finding success by concentrating on different show formats, such as game, talk or courtroom shows. As the stations evolve, he said, it becomes "tougher and tougher" to find time periods for new shows. Lutton said he would wait to analyze the November book before deciding what shows he might drop next year.

Frank O'Neil, president/general manager of KXAS-TV Fort Worth, Tex., said he

thought program demand would be the same as last year. One major challenge, he said, will be for people who don't have *Wheel of Fortune* to decide how to program against the top-rated show. KXAS is currently running *Win, Lose or Draw* opposite *Wheel*; he said he'd know by NATPE whether he wanted to replace the show.

"Our demand versus last year should be almost exactly the same," said Jeff Lovins, director of research and audience development for the broadcast division of A.H. Belo Corp., owner of five affiliate stations.

Five years ago, Lovins said, syndicated programs were being renewed on a year-to-year basis, with stations examining all day-parts at once. Now first-run syndication is being sold like off-network futures, he said, with shows being renewed in increments of more than one year. With *Wheel of Fortune* and *Jeopardy!* on four Belo stations and *The Oprah Winfrey Show* on all five, "That really has decided our fate for the next two years or so," Lovins said. He said that at each station, at most two half-hours were being considered for replacement in fall 1989, such as *Family Feud* at WFAA-TV Dallas and *Superior Court* and *The Judge* at WVEC-TV Hampton, Va.

Talking about the supply of new shows from syndicators, Bruce Marson, vice president of programming at WNEV-TV Boston, said: "It feels like it's going to be a slow year. We have not, to date, seen a lot of new programs." Marson said he got the sense that syndicators were not as aggressive in the past because there are so few successes among last year's crop of syndicated shows.

"I would imagine that there will be less demand this year," said Janeen Bjork, vice president/director of programming at Seltel. Rather than looking for new product, stations will be renewing current shows or trying to steal successes away from their competitors, she said. Stations aren't interested in experimenting, she said: "They're saying, 'Give me a winner!'" □

Satellite operators reap mass allocations for 1990's

FCC orbital arc plan avoids comparative hearings on slots; operators poised to make deals

It was not easy, but the FCC found enough room in the increasingly crowded geostationary orbital arc last week to assign slots for nine new and 10 replacement domestic fixed satellites, locking out none of the seven satellite operators that had applied.

Alascom, AT&T, Contel ASC, GE Americom, GTE Spacenet, Hughes Communications and newcomer National Exchange Satellite Inc. all were awarded one or more construction permits and orbital assignments last week (see chart, page 22). "We do consider the arc filled up now," said common carrier bureau Chief Jerry Brock.

In addition to 19 satellites with slots, the FCC authorized the construction of four ground spares. Of the 23 total, seven are C-band, four are Ku-band and 12 are hybrids carrying both C and Ku transponders.

Now assured of slots for their birds, the operators can firm up business plans and present more specific bids to potential customers, including the major broadcast and cable networks. "We've had to hedge everything we've said" to customers, "pending the FCC's decision," said AT&T media sales manager, David Stolz. The commission action, he said, "removes doubts that we'll be a player," and the assignments are "workable for our customers' needs."

But many of the birds may never be launched, various sources said. Because the operators over the past decade launched satellites first, sold space on them later and ran into low transponder occupancy levels, customer commitment prior to launch will be required this time around (BROADCASTING, July 18). Higher construction costs and launch insurance rates also mean \$150 million to \$200 million must be spent to launch each satellite. And if history is a measure, of the 20 assignments made in 1985, 16 were

subsequently relinquished, according to FCC attorney Fern Jarmulnek.

Hughes was "pleased," said Carson Agnew, vice president, planning and research, that it had been awarded authority to build, launch and operate three C-band satellites to replace its cable programming birds Galaxys 1, 2 and 3; two more C-band satellites to replace Westars 4 and 5; its first two Ku satellites (Galaxys A and B), and a new C-band satellite (Galaxy 5).

(The purchase of the Westar birds from Western Union was approved Nov. 16 on delegated authority, said Brock.)

Said Agnew: "We're particularly pleased with the replacement decisions," which—by assuring replacement at positions not requiring thousands of cable operators and other users to reposition their receiving dishes—"provide continuity of service to our customers." The authorizations to launch new satellites open the way to provide new services—private business VSAT networks, for

example, via the Ku birds—he said. Indeed all of the applicants, except Alascom, applied for and were awarded Ku-band authorizations (many in hybrid form), as most are betting VSAT and satellite newsgathering demands will continue to rise.

"I think we should prioritize continuity and stability," said FCC Chairman Dennis Patrick, describing the broad ruling as a "significant achievement. Where we accommodate all qualified applicants...without comparative hearings, it is...best from both an administrative perspective, as well as from a competitive perspective."

The central principle behind the "complex engineering and policy decisions" evident in the assignments was the commission's treating the slots as "fungible," said Brock. Although only some applicants competing for the same slots were awarded exactly what they had requested, "We do not expect there to be major upsets in the business plans of the companies [awarded second or third choices], although that is a potential issue...There are certainly slots that are more attractive than others" for coverage angle, repointing or other reasons. But if the slots had been rigidly set, he said, "we would not have been able to accommodate nearly so many satellites."

Some assignments, however, could prove entirely unworkable. "There may be some question about the viability" of Hughes's plans for one new C-band satellite, Galaxy 5, assigned to 64 degrees west longitude, said Hughes's Agnew. With that position, at the eastern edge of the domestic arc, transmission to "Hawaii is out of the question"—not an ideal proposal to offer a programmer, he said. Hughes has already told the FCC it "is prepared to return" its earlier awarded Galaxy 4 license, "because that assignment [141 degrees, at the western edge of the arc] is far too unfavorable for us."

Also evident in the decisions was the FCC's prioritizing requests for assignment of replacement satellites to the same slots occupied by the applicants' current in-orbit birds. Although the commission declined to issue an absolute renewal expectancy rule—that you "have a right to a slot" established over time by operating an in-orbit satellite there—said FCC General Counsel Diane Killory, the commission "considers the need for stability and capital investment" made by the operators and their customers.

Most replacement birds were assigned slots within one degree of their predecessors, and only Spacenet 1R was assigned a slot more than six degrees away. Although Americom's Oct. 1 applications to replace its Satcom satellites later in the 1990's were not among the authorizations, the commission tacitly awarded the current Satcom slots to Americom by keeping them open.

The commission also denied two related applications during its Nov. 17 open meeting: Contel ASC's request to move ASC 2 to a new orbital slot and the Mobile Satellite Service (MSS) consortium's request that the commission reserve some of the fixed-satellite service spectrum for its use.

A Contel ASC spokeswoman said the company was "pleased" about the assign-

FCC fixed satellite service orbital assignments

Applicant	Satellite	Designation	Band	Orbital Slot
Alascom ATT	Aurora 2	Replacement	C-band	137°
	Telstar 401	Replacement	Hybrid	97°
	Telstar 402	Replacement	Hybrid	89°
	—	Ground spare	Hybrid	—
Contel ASC	Contelsat 1	New	Hybrid	101°
	Contelsat 2	Replacement	Hybrid	129°
GE Americom	Satcom H-1	New	Hybrid	79°
GTE Spacenet	Spacenet 1R	Replacement	Hybrid	103°
	Spacenet 2R	Replacement	Hybrid	69°
	—	Ground spare	Hybrid	—
	GStar	Replacement	Ku-band	—
Hughes	GStar 4	New	Ku-band	64°
	Galaxy 1R	Replacement	C-band	133°
	Galaxy 2R	Replacement	C-band	74°
	Galaxy 3R	Replacement	C-band	95°
	Westar 4R	Replacement	C-band	99°
	Westar 5R	Replacement	C-band	125°
	Galaxy 5	New	C-band	64°
	Galaxy A	New	Ku-band	99°
	Galaxy B	New	Ku-band	131°
	—	Ground spare	Hybrid	—
National Exchange	Spotnet 1	New	Hybrid	135°
	Spotnet 2	New	Hybrid	76°

ment of its C-Ku-band Contelsat 1 to the 101 degree hybrid slot, for which four other applications were pending. It declined further comment on the actions, including the ASC 2 denial, until it had assessed the full bureau report.

The decision to award Westar IV's slot, 99 degrees, to Westar buyer Hughes, rather than Contel ASC, which owns Westar IV transponders, also demonstrated the commission's deference to operators. "The commission does not deal with the transponder owner, but with the satellite operator," said

Brock.

However, "as the result of the trilateral agreement" to share the arc with Mexico and Canada," said an FCC report on the actions, three satellites now in orbit will be required to relocate: Hughes must move Galaxy 1 one degree; Contel ASC must move ASC 1 one degree and GTE's GStar 1 must move 18 degrees (103 to 121).

In denying the MSS request, the commission said that reserving 100 mhz of each 500 mhz Ku-band allocation for MSS use "results in inefficient use of the spectrum."

NBC News going worldwide with Visnews

Network material will be distributed overseas; it also buys 38% interest in company from Reuters for \$10 million

In NBC's first definitive step into the world of international news programming, the network last week tapped video news agency Visnews to syndicate NBC News programs and footage worldwide.

Visnews has already signed its first contract using the expanded NBC News product supply—its largest ever—an approximately \$54 million, five-year deal with Rupert Murdoch's new British satellite service, Sky Television News.

The NBC-Visnews alliance is tied to the American network's long-awaited \$10 million acquisition of a 37.75% stake in the London-based agency from majority shareholder Reuters, whose holdings will drop from 88.75% to 51%. Visnews founder British Broadcasting Corp. holds the remaining 11.25%.

NBC has provided Visnews with domestic news footage for years, but agreed to the

10-year stake, effective next Jan. 3, at a time when Visnews is expanding its business as provider of basic news footage to include news programming and "value-added" news services.

The NBC deal comes after two relatively unsuccessful news programming projects by the network, one a plan to offer NBC News programming via satellite to European hotels, and another to co-produce an international news magazine.

Rival U.S. news organizations have made their own moves into international news programming. CBS, for instance, supplies a news feed overseas, has signed a deal with



A REUTERS Company

Visnews counterpart World Television News (WTN), has sold its flagship *Evening News* program to broadcasters in France, Japan and

elsewhere and also expects to see its news on a British direct broadcast satellite channel rivaling Murdoch's Sky.

Ted Turner's CNN has beamed an international version of its 24-hour news service for several years to overseas cable and hotel viewers and to broadcasters for excerpting

and last week announced it too had expanded its international deal with WTN to cover European distribution.

ABC, for its part, holds the dominant share of WTN along with Britain's Independent Television News, and has syndicated individual news programs like *20/20* abroad for a number of years.

Visnews does not sell to any of these other major American networks, in part because of NBC's position as a key supplier. Murdoch will also be prevented from reusing the material provided by Sky TV News for his American Fox Television network. (Murdoch owns an estimated 3%-6% of Visnews majority shareholder Reuters, but is expected to sell it soon.)

Visnews does not appear entirely settled on whether NBC programs would be offered on an exclusive basis, as opposed to the non-exclusive basis on which the agency's raw footage is now supplied to broadcasters around the world.

For NBC, the benefit of offering its programs internationally through Visnews is not the only advantage of the deal. The network expects its equity participation in Visnews to lead to cooperation between the two companies' journalists and news crews, it said.

But both companies downplayed the possibility that overlapping overseas operations could result in layoffs. According to NBC, minimal reductions of perhaps 10 or fewer positions would occur in the next year. But a lessened dependence on freelance news crews is expected, as is the consolidation of Visnews and NBC bureaus into shared facilities during the next year, said NBC News Vice President of Finance and Administration Natalie Hunter.

NBC has 150-175 news staffers in 18 overseas bureaus, while Visnews said it had about 70 full-time news crews in its 23 bureaus (including London), plus access to 400 professional part-time crews. NBC's Hunter argued that the companies may be able to minimize long-term cutbacks due to duplication by seeking to expand an existing Visnews business in the rental of crews and facilities to outside newsgathering organizations.

In other aspects of the agreement, NBC has extended its access to Visnews services domestically to allow its new cable venture, Consumer News and Business Channel, to tap in.

NBC also raised the possibility of long-term cooperative news ventures with Reuters, which it called the largest electronic publisher in the world. Visnews Managing Director Julian Kerr said, for instance, that while it was too early to be specific, some market research has already been done into a video newsfeed aimed at the financial services market. (Published reports last week said that Reuters bureaus would be consolidated into NBC bureaus in Rome, Paris, Frankfurt, Seoul and Hong Kong, and NBC bureaus into Reuters in Cairo and Jerusalem.)

Added Kerr: "The sooner we're able to utilize the joint strengths in the business of Visnews and Reuters to get into some sort of financial programing, the better." □

TCI: No baseball playoffs

Leading MSO feels cable playoff package would only be wise if it were crucial to league's health

Major League Baseball's television committee met last week to go over proposals from broadcast and cable networks for a new television contract amid news that Tele-Communications Inc. believes cable operators would be better off without playoff games on cable programing networks, unless that coverage were financially crucial to the league. TCI believes a cable playoff package would be too expensive and would create an anti-siphoning backlash in Washington.

An MLB spokesman said the TV committee made its views on the proposals known to MLB Commissioner Peter Ueberroth, who will make the final decision on the rights contract that ends in 1989. The spokesman said further negotiations with the potential candidates are planned. ABC, CBS, NBC, Turner Broadcasting, ESPN, USA and SportsChannel are believed to be the primary players.

But the public position of TCI, the industry's largest cable operator, would seem to narrow the contract's possibilities. "For some reason or another, the various cable networks have decided that they can't live if somebody else gets this baseball package and they don't," said TCI President John Malone. "And as a result, they are all competing with each other to pay a very big price for a set of programing which the cable industry, I think, is very uncertain that it wants or needs, particularly the playoff games," he said. "It is a big price tag to move the playoff games from broadcast to

cable, and how does the public benefit from it? It seems to me it's going to cost us a lot of money. We're not gaining any subscribers because of it, advertising can't carry the freight and we're going to have the public upset because we're moving something they can get anyway."

Cable operators would likely be asked to pick up some of the tab for playoff games. Said John Sie, TCI senior vice president: "We don't look for surcharges" to pay for additional rights fees, with the NFL on ESPN a notable exception. Continued Sie: "We hope they [the new baseball packages] fit into normal budgets."

"Don't forget we've got an awful lot of baseball on cable now," said Malone, between local broadcast, regional sports networks and superstations. And "the most important baseball on cable is local.... If you're a baseball fan, you're a cable subscriber already."

The baseball negotiations also point to the conflicts sometimes inherent in the cable operator-cable programmer relationship. "Siphoning sports for the sake of siphoning sports is something that the cable operators are not interested in," said Malone. "Cable programmers are a purchasing agent without a contract," he said, and his message to them is: "Don't go pay a ton of bucks for this baseball package and come back and expect us to underwrite it."

The major league owners meet in Ted Turner's hometown of Atlanta the first week in December, and it's possible a new contract could be ratified then. As Turner, who was not commenting on TCI's comments last week, described the present state of talks: "It's about the bottom of the eighth."

Wartime. ABC's *War and Remembrance* will have a hard time meeting advertiser rating guarantees of 20.5 if the four-night downward trend continues. The mega-series premiered Sunday, Nov. 13, at 8-11 p.m., winning the night with a 21.8 rating and a 31 share. On Tuesday, also at 8-11 p.m., the mini-series dropped more than two rating points to 19/29, but still won the evening. On Wednesday, the show aired at 8:30-11 p.m. and garnered a 19.8/31, still winning. But on Thursday, 9-11 p.m., *War* dropped to second place with a 16.8/25, behind NBC. On Sunday, CBS averaged a 13.6/20, featuring *Murder, She Wrote* and a made-for-television movie, *Where the Hell's That Gold?* NBC, with *Family Ties* and the movie *Back to the Future*, averaged a 17.5/25. On Tuesday night, CBS averaged a 10.7/16 with the theatrical release *Police Academy* and *High Risk*. NBC aired a one-hour special of *ALF* and followed with the broadcast premiere of *The Karate Kid II*, averaging a 1.9/25 for the night. On Wednesday, *War* went up against regular programing on both NBC and CBS. On CBS, *Annie Maquire*, *Equalizer* and *Wiseguy* scored an average 8.8/14. On NBC that night, *Night Court*, *Baby Boom* and *Tattlingers* averaged a 12.9/20. On Thursday, CBS ran a two-hour JFK special, *Four Days in November*, scoring a 13/20. The NBC lineup of *Cheers*, *Dear John* and *L.A. Law* scored an 18.5/28.



L to r: Jane Seymour, John Gielgud, Robert Mitchum and Victoria Tenant in 'War and Remembrance'

TCI goes shopping for CVN

A group of cable operators led by the nation's largest MSO (TCI) proposed a friendly takeover of the nation's second-largest cable home shopping service (Cable Value Network) last week. In a letter to the board of directors of the CVN Companies Inc., Tele-Communication Inc. President John Malone asked that negotiations begin for TCI to acquire 100% of CVN's stock. TCI proposes buying CVN at \$14 a share and \$4 for CVN's debt securities. CVN management has also been offered a role in the buyout.

Along with operating a cable channel, CVN also is a direct marketing company, with both mail and telephone operations. CVN is now owned by the public, its management and a group of MSOs led by ATC and Warner Cable, which each own 5%.

According to one analyst, the cost of the acquisition to TCI could range from \$300 million to \$450 million. Evaluating the final cost of the acquisition depends on considerations including what interest the group of cable investors being brought into the company will ultimately have.

TCI now owns 17.24% of CVN stock. TCI increased its stake in the company from 14% a month ago when CVN stock was trading at \$12.50 a share (BROADCASTING, Nov. 7). That purchase on the open market followed a reported loss of \$2.9

million for the fourth quarter ending Aug. 31.

TCI could also acquire the 3.7% interest in CVN held by United Cable once that cable operator's proposed merger with TCI affiliate United Artists Communications passes regulatory muster. At that point the company will own almost 21% of CVN.

Kenneth Goldman, a securities analyst for Hanifen Imhoff Inc., said that CVN would benefit from a purchase by TCI and other cable MSOs by being relieved from the worry of having to show earnings momentum. CVN would then be freed to build its businesses.

TCI Senior Vice President Peter Barton said that "we think this is a fair price for a company that is developing all kinds of direct marketing synergies."

Barton said that CVN plans to concentrate its energies on programing to a greater extent than it has in the past. In the past and currently, the home shopping genre has had a reputation for being "boring," he said. "It's programing that's snickered at."

Despite that reputation, Barton said that TCI feels that home shopping is a growth area that is "still in its infancy." However, to improve its future, home shopping will require an investment in programing, he said, adding that it is still not known whether the company will be taken private, or remain publicly traded.

Telco entry issue causing rift between broadcasters

NAB's Fritts blasts INTV for attending meeting with USTA

Broadcasters appear torn over how best to deal with the telephone industry and its desire to enter the video business. Sparks flew as National Association of Broadcasters President Eddie Fritts scolded the Association of Independent Television Stations for its talks last Thursday (Nov. 17) in Florida with the U.S. Telephone Association. Fritts, who has grave doubts about how INTV is handling the matter, sent a letter—variously described as harsh or friendly, depending on which side was reading it—last week to INTV President Preston Padden expressing his concerns.

Fritts's letter accused independents of acting prematurely and chastised Padden for putting broadcasters in a negotiating stance before there has been a thorough analysis of how telco entry might affect the industry. Furthermore, NAB is fearful that INTV may be giving away too much to the telcos, according to a knowledgeable source.

Padden refused to comment on the Fritts letter. Last month, NAB's executive committee attempted to meet with USTA officials, but that fell through. Fritts reportedly was invited to the Florida meeting but declined.

NAB has yet to take an official stand on whether all telcos should some day be permitted to offer television services, while INTV has indicated it might be receptive to the idea but only if certain conditions are met. Last week's gathering, however, was not a "negotiating session," but an "informal discussion," according to USTA and INTV.

At the heart of this internecine flap is the FCC's tentative decision to recommend that Congress repeal the telco-cable crossownership ban in the 1984 Cable Act which prevents phone companies from owning cable



Padden and Fritts

systems in their service areas. The second round of comments on that proceeding are due Dec. 1.

USTA is the driving force behind telco efforts to extend their reach into the video business, and it approached INTV after it turned down an invitation from the independents to send a spokesman to the INTV October board meeting in Vermont.

Last Thursday morning, the two camps gathered at the Palm Beach, Fla., Hilton, and at the close of the three-hour session a joint statement was issued by USTA Chairman Alan Hasselwander of Rochester Telephone Corp., Rochester, N.Y., and INTV Chairman John Serrao of WATL(TV) Atlanta.

They characterized the meeting as "a very important first step in developing a mutual understanding between the broadcasting and telephone industries." They were "pleasantly surprised" to learn how much the two groups "have in common and... look forward to continuing the dialogue."

Any specifics on the discussions or, for that matter, who the participants were, were not released. It is believed, however, that

officials from independent phone companies and the Bell operating companies joined USTA President John Sodolski and Ward White, the association's vice president for government and public affairs.

On the television side, INTV's Padden and Serrao were joined by Tribune Broadcasting's Shaun Sheehan and other association members. The Television Operators Caucus was reported to be represented by its coordinator, Mary Jo Manning.

The independents say they will not back telco entry unless certain issues are resolved. Basically, INTV wants guaranteed "free" carriage by any telco fiber network and an assurance that local broadcast signals will "become a base level of services for video subscribers" at no cost. The association wants what it calls "video dial tone."

Just as important to INTV is the matter of vertical integration. It wants a "separations policy" that will keep the telcos from having any interest in programing.

Both sides were keeping mum. But earlier last week Padden appeared on a panel at a Washington seminar with a slide presentation he later used in Florida. Slides of a 500-pound gorilla labeled "cable" and a 1,000-pound gorilla marked "telcos" were used to illustrate broadcasters' fear of substituting one "monopoly" for another.

Padden was also adamant when he told the seminar audience: "Broadcasters have no intention of paying for distribution." Furthermore, he said it was the government that erred by not requiring the separation of content and transmission with cable. In forming a new telco policy, he said, there is an "opportunity to correct that mistake." Perhaps indicative of the vastness of the gap that has to be bridged between telcos and broadcasters was the first question from a Southern Bell executive: "What is an independent?" □

Getting down to the engineering nitty-gritty on HDTV

Week-long marathon session allows FCC committee to hear presentations and then question 13 proponents of advanced television systems

The FCC's Advisory Committee on Advanced Television Services (ATS) took a step that many felt it had to last week. The group's working party on systems analysis held a grueling, five-day meeting in Springfield, Va., in an effort to winnow the systems vying to become the standard for high-definition broadcasting in the U.S.

During the week, representatives of 13 of the 15 system proponents described their systems in detail and then weathered two-and-a-half hours of questions, criticisms and comments from a roomful of television engineers who sometimes numbered as many as a hundred.

The working group does not have the power to reject any system, but it hopes that its intense scrutiny will expose the weaknesses in each system and induce some proponents to revamp or withdraw their systems.

As the meeting began, Birney Dayton, vice president, engineering, Grass Valley Group and chairman of the working group, said some systems may not seem "competent" at week's end. "I would expect that if we were to hold a session like this in another two or three months, maybe it would be a little shorter," he said. "There may not be quite so many people presenting and the proposals we would see offered would look a lot more like each other than they do today."

Making presentations were David Sarnoff Labs, NHK, New York Institute of Technology, Zenith Electronics, Production Services Inc., Osborne Associates, Scientific-Atlanta, North American Philips, the Massachusetts Institute of Technology, the Del Rey Group, High Resolution Sciences, Quanticon and the Broadcast Television Association of Japan.

Two that did not appear were Faroudja Laboratories, Sunnyvale, Calif., and Avelex Co., Landover, Md. Faroudja President Yves Faroudja declined to appear because of previous commitments, but sent word that he believed his system was well understood by most television engineers. Faroudja's Super NTSC system is currently in testing on two cable systems in California. Avelex canceled just a few hours before it was scheduled to appear.

Some highlights:

On Monday afternoon, Jack Fuhrer of the Sarnoff Labs was questioned about Sarnoff's emphasis on its extended-definition ACTV-1 and ACTV-E systems rather than its high-definition ACTV-2 system. While prototypes of the EDTV systems are expected to be completed by next year, work on ACTV-2 equipment has not yet begun. "Until you show ACTV-2, there is no way we can vote on ACTV-1 or even E," said Arpad Toth, principal research scientist at North American Philips, Briarcliff Manor, N.Y., and a spokesman for his firm's system. "You've

got to show the top-of-the-line quality and whether it's robust enough, technically feasible and economically viable and practical, matching consumer needs."

Fuhrer replied that the extended-definition systems have been given priority because they are compatible with NTSC sets and because spectrum for the augmentation channel needed for ACTV-2 will not be available for several years. ACTV-2 was introduced in response to those who said Sarnoff was not interested in developing full HDTV following the announcement of ACTV-1. "There is nothing intellectually inspirational about ACTV-2. If you have two channels you can make [an HDTV] picture," Fuhrer said.

ACTV-1 was also criticized for the lack of improved vertical resolution in the side panels that increase the aspect ratio from the 4:3 of NTSC to 5:3. Fuhrer acknowledged the compromise. "There will actually be a difference in the vertical resolution of moving objects from center to side," Fuhrer said. "We're going to challenge anyone to find it, but it is there."

NHK's simulcast Narrow-MUSE and NTSC-compatible MUSE-6 and MUSE-9 systems were found by some at the meeting to have a few bugs that have yet to be worked out. In response to questions about possible co-channel and adjacent-channel interference from the Narrow-MUSE system, Taiji Nishizawa, director of NHK's advanced systems research division in To-

kyo, said the answers will have to wait until tests are conducted and calculations are made.

NBC's Merrill Weiss asked if an NTSC downconverter is being developed for the Narrow-MUSE signal in case the FCC approves the system but does not allocate an extra channel to each TV station for simulcast NTSC. Nishizawa replied that NHK has been working under the assumption that a simulcast channel would be approved and has done no work on a Narrow-MUSE converter.

NHK's MUSE-E system, the only HDTV transmission system to be fully developed and tested, has been found to be a viable system. But the FCC eliminated it from consideration because it was incompatible with NTSC and because it requires 9 mhz of continuous spectrum.

North American Philips' HDS/NA augmentation-channel HDTV terrestrial system and HDMAC-60 satellite system were criticized for not emphasizing ghost-eliminating techniques as much as some of the other proposals. "You can cancel ghosts if you know where they are and how big they are," said Mikhail Tsinberg, head of the advanced TV systems research department at Philips Labs. "Nobody can tell you how big the ghost-canceler should be in order to have a ghost-free picture."

Perhaps the sharpest criticism to be leveled at any proponent during the week was directed at Richard Gerdes of Production

Hersch launches new financing firm

Stuart Hersch, former chief operating officer of King World productions, has formed an entertainment finance company along with two other entertainment industry figures, it was announced last Thursday (Nov. 17). The company, which will arrange financing for entertainment, media and leisure-time industries and invest money from its own account, will also participate in a joint investment banking venture with the Wall Street house Mabon, Nugent & Co.

Hersch, the chairman of the new company, Hersch, Diener, Raphael & Co. (HDR), said that he thought the company would fill a need for a financial firm staffed with people with a knowledge of both the entertainment and financial businesses.

Principals in HDR, along with Hersch, will be President Stephen I. Diener, former president and chief executive officer of Heron Communications and chairman of Heron's Media Home Entertainment Division, and Managing Director Allan Raphael, former entertainment portfolio manager and research analyst with Soros Fund Management.

HDR also announced that it had formed a joint venture with the institutional brokerage house Mabon, Nugent & Co., called Entertainment Capital Partners, to provide traditional investment banking services to entertainment clients.



Diener and Hirsch



NHK's Nishizawa during presentation of Narrow-MUSE

system, scheduled to be ready for testing in June 1989, will deliver an 1125/60 signal transparently along with a standard NTSC signal through a conventional 6 mhz television channel through special digital bit rate reduction and "waveform modulation" techniques. Norman Parker of Motorola charged that the PSI system ignores the laws of physics.

The critics said Genesys would suffer from a poor signal-to-noise ratio and low power in the sidebands. "You have to have sideband energy to send transmittable information," Dayton said.

Gerdes told doubters: "We really are aware of the laws of physics... There is no magic here, although it looks like it, I'm sure." He invited those present to see dem-

onstrations of Genesys at PSI headquarters in Tucson, Ariz.

Zenith Electronics' Spectrum Compatible HDTV system was comparatively well received. A consensus was that Zenith's studies of interference and propagation characteristics of signals placed in UHF-TV taboo channels were among the best of their kind ever done. One of the main features of the Spectrum Compatible proposal is its claim that it can place HDTV in any VHF or UHF channel with minimal adjacent-channel or taboo interference due to its digital encoding technique.

But there was some criticism. Some felt its resolution might not qualify it to be called high-definition. Philips's Tsinberg pointed out that the 340 lines of static and

dynamic horizontal resolution Zenith claims "would have to be divided by 1.77 for 16:9 aspect ratio, which will bring you down." The actual resolution would be 192 horizontal lines per picture height. "That's still fine detail," said Zenith's Rich Citta. "That's VHS detail," Tsinberg replied.

An important part of the report Dayton will make to the working group's parent committee will be the state of development of each system. Charles Rhodes, chief scientist of the Advanced Television Test Center (ATTC), asked each proponent for an estimated timetable for completion of a prototype system with audio and video subsystems and when that hardware could be tested. The information is needed to plan when to buy test equipment for the test center and what equipment should be bought.

Rhodes's decision also hinges on the test procedures that are now being developed by the working party on testing specifications that is chaired by Richard Green, president of Cable Labs Inc., Cambridge, Mass. One of the things it must determine is whether systems will be tested with audio subsystems or without them (BROADCASTING, Oct. 31). Only a few of the proposed systems—including those of NHK, Osborne and Production Services Inc.—now propose specific audio systems.

Others, such as Sarnoff's system would be set back by having to build sound into their systems now. "It is not on our agenda at this point to choose an audio system," said Fuhrer. Without audio, Sarnoff's ACTV-1 system should be ready for ATTC in the second half of 1989. It would take several additional months for Sarnoff to deliver it with an audio subsystem, he said.

William Glenn, inventor of the the New York Institute of Technology's (NYIT) VISTA two-channel system, said a subsystem developed by Dolby Laboratories, San Francisco, is being built into the equipment now being developed for testing by the ATTC. Glenn's goal is to have that equipment ready for ATTC by early 1990. Adding the sound component is not delaying the equipment's development, he said. The bandwidth is to be placed in VISTA's NTSC signal, which could prove to be a problem when that signal is placed on VHF channel 6. Dolby has proposed "to add an additional carrier which is acutally at the bottom end of the next band up, which is OK except for places like channel 6 where it winds up in the FM band," Glenn said. A possible solution, he suggested, would be to place the audio in a sideband.

Dolby's system, along with an audio subsystem developed by Digideck Inc., have been submitted to Dayton's working party and are available for integration into proposed video systems. Dayton announced last week that he had received a "well written and very well thought out" submission of another audio system from the German company IRT, which would provide eight channels of digital stereo sound in a 64 kilobit channel. Robert Hopkins, executive director of the Advanced Television Systems Committee, said that he heard a demonstration of the IRT system and termed it "a competent system." □



Literati. Joining First-Lady-to-be Barbara Bush, honored as the "Outstanding national leader in the literacy movement" at Nov. 15 National Literacy Honors dinner, Washington Hilton, were (l-r) James Duffy, president, communications, CapCities-ABC, President-elect George Bush and J.T. Pace, one of 20 Project Literacy United States "Learners of the Month."

'Raunch' on a roll

Producers of Fox's 'Married...' push barriers with their 'slobcom'

Married...with Children producers Ron Leavitt and Michael Moya are to television comedy what Morton Downey is to television talk, or what shock jocks are to radio. They are the bad boys of the sitcom circuit, with a mandate from Fox Broadcasting Co. to stretch the bounds of what's acceptable to put on the airwaves each Sunday night in prime time. So far, the strategy is paying off—*Married* is FBC's highest rated entertainment show, and has continued to build an audience.

Sometimes they go too far. In its first season, one story line dealt with pre-menstrual syndrome (PMS), and its possible impact on female lead Katy Segal (Peg Bundy). At one point, trying to come to grips with the syndrome, Al Bundy (Peg's shoe salesman husband, played by Ed O'Neill) wonders aloud whether PMS stands for "pummel men's scrotums."

FBC ordered the line cut. As Leavitt recalls, it was shortly after that that FBC programming head Garth Ancier came to him and Moya (who serve as co-executive producers of the show) and said, "we kind of expected you guys to censor yourselves [a little bit]." The funny part was that they thought they had. "We're always throwing out things we think are too offensive even for Fox," added Leavitt.

The PMS edit was tolerable to the two executive producers. Usually Fox is "fantastic," as Moya puts it, about letting raucy, raunchy and, by the producers' own admission, generally tasteless material get by. That's why the producers were genuinely surprised when FBC pulled what was to have been the new season premiere two weeks ago (BROADCASTING, Nov. 14)—an episode in which the three female stars all get their periods on a weekend fishing trip and deal with their different emotional responses. The episode was written by the three female writers on staff. Both producers say they don't understand what all the fuss is about. According to Leavitt, FBC officials suggested that "they got a little nervous about the affiliates, [the problem being] the L.A. sensibility is one thing, but what about the Midwest?" Privately, FBC sources concede that hitting affiliates with that episode at the start of the season was a factor in pulling it. They also say it will be rescheduled later in the season.

But, according to Leavitt, "this was one of the mild ones. Don't get me wrong, this isn't in good taste or anything, but we stayed away from all the obvious flow jokes. Anybody who is going to be offended by this episode has long since stopped watching the show."



Moya (standing, left) and Leavitt register approval on 'Married' set

Indeed, the show's demographics suggest it has much greater appeal to young men (18-34) than to young women. Are women more offended by the show? Leavitt's response: "The show does have a male point of view. Half of our staff is female. We set out to make it even in terms of pointing out the foibles of each sex. But, because we're guys and basically pigs, it seems to permeate down to the guy's point of view. That's just kind of the way it happens."

Both Leavitt and Moya have track records in sitcom production stemming from the 1970's. They first met, and became a team, while working on the *All in the Family* spin-off from TAT, *The Jeffersons*, starring Sherman Hemsley as the cantankerous George Jefferson. The two also wrote for *Silver Spoons* and co-produced *It's Your Move*, before creating *Married...with Children* under a contract with Columbia Pictures Television for FBC.

With their latest sitcom effort, Leavitt and Moya like to think they are bringing a badly needed dose of realism to a genre they feel has been dominated by boring, one-dimensional stories about families simply too good to be true. "[In] nobody's home I've ever been to do people wear such nice sweaters and have great jobs and love each other so openly and obviously as on television," complains Leavitt. "I think [our show is more realistic] in that the father comes home from work and really does give a shit where his kids are, and he doesn't ask: 'How was school?' because he's had too tough a day."

Adds Moya: "We've done shows for the

big three and we just got tired of having to do shows where they say we can be goofy before the last scene, but in the last scene everybody has to stop and say: 'Gee, honey I'm so sorry for what I did a minute and half ago, and I really do love you and the kids are wonderful and let's sit here and hold each other.' We just got tired of that. It bores the hell out of me."

But is *Married...with Children* more realistic or just raunchier than your average sitcom? "The raunch is there too," said Moya. "We like to take a story that is somewhat grounded in reality, and then we spike the ball. Our motto has become, we amuse and offend, but we try to amuse first."

Stories grounded in reality? Take, for example, last season's episode where Santa Claus fell from a ledge, landed on his head and died in the Bundy's back yard. "That was probably our most outrageous 'joke,'" said Moya. And they swear something similar happened to a colleague of theirs (television director Dave Dupont) when he was a small child. Each year as a Christmas promotion, a local mall would have a Santa look-alike parachute into the mall area. One year Santa's chute failed to open. "It just seemed funny to us," recalled Leavitt. "You can't say that isn't funny," adds Moya. "What better way to celebrate the Bundy Christmas?"

From the earliest days of sitcoms, the producers say only one show has come close to reflecting their brand of "reality"—the 1950's *Honeymooners*, with Jackie Gleason,

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as the snarly, put-upon bus driver, Ralph Kramden.

Now, it appears, the "slobcom" may be emerging as a mini-trend. ABC has launched *Roseanne* starring Roseanne Barr as a wisecracking, female alter ego of sorts to Al Bundy. So far, the show appears to have caught on, beating a World Series game in the ratings on its first outing and placing second among prime time shows the first week of November. "If she works," says Leavitt, "each network will probably have their own disgusting family." Adds Moye: "Until the next guy comes along and sells Jello Pudding." □

The development beat goes on

Shows continue to be announced as syndicators roll out the product for NATPE

The steady flow of grist from the syndication development mill continued last week as distributors scramble to find new shows they hope will be to the liking of station programmers.

In the game show arena, Buena Vista Television announced a new project and Lorimar Syndication confirmed an earlier BROADCASTING report (Oct. 24) of a show it will try to launch. The Buena Vista project, *Twenty Questions*, is based on the age-old

parlor game. The Lorimar game show, from Kline & Friends and Burt & Bert Productions (who produce Buena Vista's *Win, Lose or Draw*), is *3rd Degree*, which is described as a program that combines both comedy and reality into a game show package. Two teams of celebrities compete to guess the relationship between two or more guests (a husband and wife who test birth control products, to cite one example in the pilot). Peter Marshall hosts.

Both proposed new game shows will be offered for cash plus one minute of national barter time. Lorimar is targeting *3rd Degree* for access, while Buena Vista is going for access or early fringe. Both companies also said last week they are seeking a simultaneous network daytime run for their game shows.

Several more reality shows are being pitched as well. Viacom said last week it

Enter the gladiators. Samuel Goldwyn Co. last week confirmed earlier reports of a program it will bring to NATPE in January—*American Gladiator* (BROADCASTING, Nov. 7). The concept is certainly different from anything else being offered so far this season. It is described by Dick Askin, president, TV Distribution, Samuel Goldwyn, as a "special event action series." The basic concept has two male guests and two female guests squaring off against six "gladiators" (three men, three women) in competitive events such as "Velcro Jousting" and "Power Ball." There are 12 events in all. The male and female guests who score the most points in competition against the gladiators (who have names like Cattulus and Zap) return to face two new guests in the next episode. Goldwyn is positioning the program as an affiliate late fringe vehicle, with strong male demographic potential, that would do well opposite *Saturday Night Live*, or on independents in early fringe. If the concept catches on, said Askin, "we are hoping it will go from a TV show to an arena sport and become a [long-term] franchise." The program will be offered on a barter basis (five national minutes, seven local), with Group W selling the national time.

would offer a new strip called *Trial by Jury*, from Dick Clark Productions, with Raymond Burr (formerly TV's Perry Mason) hosting. The half-hour series will also be targeted for clearance in prime access on a cash-plus-barter basis. It will dramatize real court cases and summarize key testimony and evidence. At the end of each case a jury will render a verdict.

MGM/UA Telecommunications will offer a strip called *Straight to the Heart*, with host Michael Berger (produced by Jim Rich & Associates), which will examine male-female relationships. The company's president and chief executive officer, Norman Horowitz, also reports that Van Gordon Sauter, who is producing *Group One Medical* for MGM/UA, also has a commitment to develop a spin-off program, although there were no details.

MCA's Universal Studios Florida and Stu-

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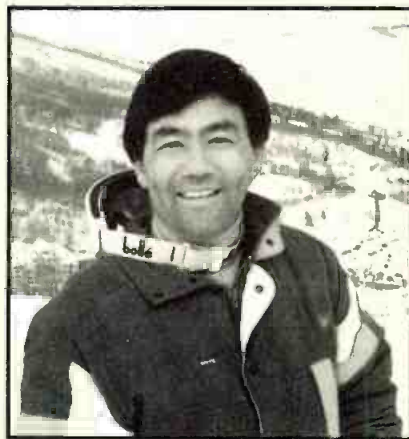
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HANK KASHIWA



Two-time Olympic skier and World Professional Skiing Champion, Hank Kashiwa, returns as host of American Skier.

Sajak sidekick. CBS has announced two appointments on *The Pat Sajak Show*. Dan Miller will serve as Sajak's sidekick and announcer. Miller and Sajak worked together for five years (1972-77) at WSMV-TV Nashville, where Sajak was the station's weatherman, and Miller, the station's anchorman. Tom Scott, jazz saxophonist, composer and producer, will be musical director of the late-night talk show. The show premieres Monday, Jan. 9, 1989.

dio Six Productions/WCIX-TV Orlando, said they would jointly produce a new one-hour weekly show for next fall called *Movie Lot Magazine*, featuring entertainment and industry news.

A couple of other programs are being tested for possible roll-out in national syndication for next fall. King World announced its first so-called "R&D" project to be tested for one month on stations owned by six groups beginning Jan. 9. The program is a late-night show called *Offshore TV* from Saban Productions (BROADCASTING, Oct. 24). Mark Hudson will star (and co-produce with brother, Brett) as the operator of an offshore pirate television facility. The show will feature fast-paced skits in the Monty Python tradition, as well as musical performances.

The show is being jointly funded by King



'Sesame Street' counts to 20. The diverse cast of public television's *Sesame Street*, pictured above, began the series' 20th season on PBS last Monday (Nov. 14) with a series of celebrations that will include an exhibit at the Smithsonian Institution in Washington next spring and a Museum of Modern Art salute in New York next fall.

Robert MacNeil, William F. Buckley Jr., Charlayne Hunter Gault, Mark Russell, Alistair Cook and other PBS personalities have taped tune-in spots for *Sesame Street*'s coming season, which will also see new filmed introductions; a new Muppet character, Blue Bird; a new Japanese cast member, Haroshi; new curriculum to encourage early interest in science, and more continuing plots.

Sesame Street's producer, Children's Television Workshop, founded by Joan Ganz Cooney, also pictured above, has begun a multi-year research project to study how children are affected by the show.

World and the six station groups (Gillett, Group W, King Broadcasting, Midwest Communications, Post-Newsweek and Scripps Howard); word is expected shortly on which stations will take part in the test.

Group W's KPIX(TV) San Francisco is de-

veloping a reality program entitled, *Can this Marriage be Saved?* It will be distributed to a few other Group W stations, as well as some stations not owned by the company. If it works, the show is seen as a candidate for national syndication. □

Election night, week, go to NBC; CBS, ABC tie for news

The third week of new fall programming—the eighth week of this season (ended Nov. 13)—went to NBC's 15.2 rating and 24.2 share. ABC came in second for the week with a 13.6/21.7, while CBS closed with an 11.3/18. That works out to a combined 40.1 rating for the big three, a slim one-tenth of a rating point above week seven and represents 36.25 million households delivered.

The erosion trend continues. Last year at this time the big three managed to deliver about 39 million households. In 1986 the figure was about 42 million.

In the news race, CBS and ABC tied for first place with a 10.7/19. NBC pulled in just behind with a 10.5/19.

Election night (Tuesday, Nov. 8) went to NBC's 11.7/18.3 average, just ahead of ABC's 11.5/17.8, and almost two points ahead of CBS's

10.0/15.5. Together, the three networks delivered a combined 33.2 rating, or 30 million households.

The 30-minute broadcast by the Dukakis-Bentsen ticket on Monday night (8 p.m.) pulled in an 8.7/14 on NBC, a 7.7/12 on CBS and a 6.7/11 on ABC. The Bush-Quayle broadcast, at 8:30 p.m. Monday night, garnered a 7.8/12 on NBC, a 6.9/11 on CBS and a 6.3/10 on ABC. In all three cases, the ratings numbers dropped at 8:30. ABC won the night with its *Monday Night Football* broadcast at 9 p.m., which ranked 13th for the week and averaged a 16.8/28. This gave ABC a 13.6/21.3 for the night, over CBS's 11.6/17.9 and NBC's 11/17.

ABC's Sunday night opening broadcast of the "maxi-series" *War and Remembrance*, came up with a 21.8/31 to rank fourth for the week.

Nielsen	Net	Nielsen	Net	Nielsen	Net
1. 30.3/47	N Cosby Show	32. 12.2/20	A Mr. Belvedere	63. 9.3/14	C 48 Hours
2. 23.5/35	N Cheers	33. 12.2/21	C Wiseguy	64. 8.9/16	A Police Story
3. 22.1/37	N Golden Girls	34. 12.2/18	N Decision 88 Elect., 9:30pm	65. 8.7/14	N Dukakis-Bentsen
4. 21.8/31	A War and Remembrance	35. 12.1/18	A 88 Vote, 9pm	66. 8.1/11	F America's Most Wanted
5. 20.2/31	C 60 Minutes	36. 12.1/18	A 88 Vote, 9:30pm	67. 7.8/12	C Annie McGuire
6. 19.9/31	A Growing Pains	37. 12.1/18	C CBS Sunday Movie	68. 7.8/12	N Bush-Quayle Campaign
7. 19.3/34	N Empty Nest	38. 12.1/21	C Falcon Crest	69. 7.7/12	N Dukakis-Bentsen
8. 19.1/32	N L.A. Law	39. 12.0/18	N Decision 88 Elect., 10pm	70. 7.5/12	A National Love and Sex Test
9. 18.5/28	A Head of the Class	40. 11.7/18	N Decision 88 Elect., 9pm	71. 7.5/13	C Dirty Dancing
10. 18.2/28	N Dear John	41. 11.6/19	N Decision 88, 10:30pm	72. 7.3/11	C Van Dyke Show
11. 18.0/26	N NBC Sunday Movie	42. 11.5/19	N Decision 88 Elect., 8pm	73. 7.3/11	F 21 Jump Street
12. 17.7/27	N Night Court	43. 11.4/18	A 88 Vote, 8:30pm	74. 7.1/12	N Decision 88 Elect., 7:30pm
13. 16.8/28	A Monday Night Football	44. 11.4/18	N Decision 88 Elect., 8:30pm	75. 7.0/12	A 88 Vote, 7:30pm
14. 16.6/27	A ABC Wednesday Movie	45. 11.3/17	A 88 Vote, 10pm	76. 7.0/12	C Simon and Simon
15. 16.5/23	C Murder, She Wrote	46. 11.2/19	A Just the Ten of Us	77. 7.0/13	C West 57th
16. 16.2/28	N Amen	47. 11.2/19	N NBC Friday Movie	78. 6.9/11	A Knightwatch
17. 15.9/26	C Knots Landing	48. 11.1/18	A 88 Vote, 8pm	79. 6.9/11	N Bush-Quayle Campaign
18. 15.8/29	N Hunter	49. 11.0/18	A 88 Vote, 10:30pm	80. 6.7/11	N Dukakis-Bentsen
19. 15.8/24	N Unsolved Mysteries	50. 10.8/19	A Crimes-Century Special	81. 6.7/9	F Married...With Children
20. 15.1/21	N Family Ties	51. 10.8/16	C Paradise	82. 6.4/11	C Campaign 88, 7:30pm
21. 14.9/26	N 227	52. 10.6/16	C Equalizer	83. 6.3/10	N Bush-Quayle Campaign
22. 14.3/24	C Dallas	53. 10.4/17	C Campaign 88 Elect., 8pm	84. 6.1/11	C Campaign 88 Elect., 7pm
23. 14.1/25	A 20/20	54. 10.3/15	C Campaign 88 Elect., 9pm	85. 6.0/11	A 88 Vote, 7pm
24. 14.0/24	A Full House	55. 10.2/16	C Campaign 88, 8:30pm	86. 6.0/10	C Raising Miranda
25. 13.7/21	C CBS Monday Movie	56. 10.1/16	A Incredible Sunday	87. 5.5/10	N Decision 88 Elect., 7pm
26. 13.3/23	A Perfect Strangers	57. 9.8/15	C Campaign 88 Elect., 10pm	88. 3.9/5	F Gary Shandling Show
27. 13.1/20	N Baby Boom	58. 9.7/16	C Campaign 88, 10:30pm	89. 3.5/6	F Reporters
28. 13.1/23	N Miami Vice	59. 9.7/17	C America. C. Brown, part 4	90. 3.2/5	F Tracey Ullman Show
29. 12.9/20	N Magical World of Disney	60. 9.6/16	C Cathy's Last Resort	91. 3.0/5	F Duet
30. 12.4/19	A Dynasty	61. 9.6/16	N Tattinger's	92. 2.7/5	F Beyond Tomorrow
31. 12.3/19	N NBC Monday Movie	62. 9.3/14	C Campaign 88, 9:30pm		

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Stock Index

Closing Closing
Wed Wed
Nov 16 Nov 9

Market
Capitali-
zation
(000,000)

BROADCASTING									
				Net	Percent	P/E			
				Change	Change	Ratio			
N (CCB) Capital Cities/ABC	345	360	5/8	- 15	5/8	-04.33	20	5,581	
N (CBS) CBS	166	7/8	173	3/4	- 6	7/8	-03.95	9	3,943
A (CCU) Clear Channel	13	1/4	13	1/2	-	1/4	-01.85	24	51
A (HTG) Heritage Media	4	3/8	4	1/2	-	1/8	-02.77	-5	49
O (JCOR) Jacor Commun.	6	1/8	6	1/4	-	1/8	-02.00	-13	60
O (LINB) LIN	56	3/8	58	1/2	- 2	1/8	-03.63	36	2,913
O (MALR) Malrite	10	1/8	10	1/8	-		00.00	-22	137
O (MALRA) Malrite 'A'	9	7/8	9	7/8	-		00.00	-14	134
O (OBCCC) Olympa Broad.	2	3/4	2	3/4	-		00.00		6
O (OSBN) Osborn Commun.	7	7	3/8	-	3/8	-05.08	-6	35	
O (OCOAC) Outlet Commun.	22	1/4	23	1/4	- 1	-	-04.30	-8	145
A (PR) Price Commun.	5	7/8	6	1/4	-	3/8	-06.00	-4	56
O (SAGB) Sage Broadcasting	4						00.00	-5	15
O (SCRIP) Scripps Howard	76	79	1/2	- 3	1/2	-04.40	61	784	
O (SUNNC) SunGroup Inc.	2	3/8	2	3/8	-		00.00	-3	5
O (TLMD) Telemundo	7	6	3/4	-	1/4	03.70	-1	53	
O (TVXGC) TVX Broadcast	1	7/8	1	3/4	-	1/8	07.14		11
O (UTVI) United Television	26	1/2	27	1/4	-	3/4	-02.75	43	290

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	26	1/4	26	1/4	-		00.00	10	277
O (ASTV) Amer. Comm. & TV	1/32		1/32		-		00.00		2
N (AFL) American Family	13		13		-		00.00	11	1,052
O (ACCMA) Assoc. Commun.	28		30		- 2	-	-06.66		267
O (BMAC) BMA Corp.	30	28	3/4	-	1	1/4	04.34	81	314
N (CNAC) Chris-Craft	21	22	1/8	-	1	1/8	-05.08	46	457
N (DNB) Dun & Bradstreet	52	7/8	53	3/4	-	7/8	-01.62	20	8,037
O (DUCO) Durham Corp.	32	32	1/8	-	1/8	-00.38	27	269	
N (GCI) Gannett Co.	33	33	1/2	-	1/2	-01.49	16	5,343	
N (GY) GenCorp	18	1/4	20		- 1	3/4	-08.75	1	579
O (GMXC) GMX Commun.	1/16		3/32	-	1/32	-33.33	1	579	
O (GACC) Great Amer. Comm.	9	1/8	9	1/4	-	1/8	-01.35	9	240
N (JP) Jefferson-Pilot	31	1/4	32	5/8	- 1	3/8	-04.21	13	1,233
N (KRI) Knight-Ridder	44	3/8	44	1/4	-	1/8	00.28	16	2,524
N (LEE) Lee Enterprises	27		27		-		00.00	19	670
N (LC) Liberty	38		40		- 2	-	-05.00	14	352
N (MHP) McGraw-Hill	58	1/8	66	1/2	- 8	3/8	-12.59	17	2,802
A (MEGA) Media General	35	3/8	36	1/8	-	3/4	-02.07	23	997
N (MDP) Meredith Corp.	30	1/2	31	3/4	- 1	1/4	-03.93	12	586
N (MCG) Mich. Energy	30	30	29	1/2	-	1/2	01.69	19	81
O (MMEDC) Multimedia	71	70	3/8	-	5/8	00.88	68	781	
A (NYTA) New York Times	25	7/8	27	1/2	- 1	5/8	-05.90	13	2,121
N (NWS) News Corp. Ltd.	17	3/8	17	3/8	-		00.00	9	4,629
O (PARC) Park Commun.	28	3/4	28	3/4	-		00.00	23	396
O (PLTZ) Pulitzer Publishing	26	1/2	26	3/4	-	1/4	-00.93	18	277
N (REL) Reliance Group Hold.	4	3/4	4	7/8	-	1/8	-02.56	5	356
O (RTRSV) Reuters Ltd.	25	3/4	26	1/2	-	3/4	-02.83	17	21,380
T (SKHA) Seikirk	45	3/4	45	3/4	-		00.00	39	371
O (STAUF) Stauffer Commun.	135		135		-		00.00	45	135
N (TMC) Times Mirror	31	3/4	33	7/8	- 2	1/8	-06.27	15	4,108
O (TMC) TM Communications		3/8	3/8		-		00.00	1	2
N (TRB) Tribune	37	5/8	38	1/2	-	7/8	-02.27	20	2,870
A (TBSA) Turner Bcstg. 'A'	14	1/2	14	1/8	-	3/8	02.65	-2	315
A (TBSB) Turner Bcstg. 'B'	14	1/2	14		-	1/2	03.57	-2	315
A (WPOB) Washington Post	192	1/2	200	1/4	- 7	3/4	-03.87	13	2,472

PROGRAMMING

O (SP) Aaron Spelling Prod.	6	1/2	6	5/8	-	1/8	-01.88	5	119
O (ALLT) All American TV	3		3		-		00.00		3
O (BRRS) Barris Indus	6	3/4	7		-	1/4	-03.57	-3	53
N (KO) Coca-Cola	41	3/8	42	1/4	-	7/8	-02.07	17	15,532
A (CLR) Color Systems	2		2	1/4	-	1/4	-11.11	-1	10
N (KPE) Columbia Pic. Ent.	10	5/8	11	1/8	-	1/2	-04.49	151	1,165
O (CAVN) CVN Cos.	15	3/8	13	7/8	- 1	1/2	10.81	12	267
A (DEG) De Laurentis Ent.		1/2		9/16	-	1/16	-11.11		5
O (DCPI) Dick Clark Prod.	4		4	1/8	-	1/8	-03.03	10	33
N (DIS) Disney	60	5/8	63	1/4	- 2	5/8	-04.15	18	8,037
N (DJ) Dow Jones & Co.	31	7/8	32	3/4	-	7/8	-02.67	15	3,069
O (EM) Entertainment Mktg.	2		2	1/8	-	1/8	-05.88	6	24
O (FNNI) Financial News	5	7/8	6	1/8	-	1/4	-04.08	26	70
A (FE) Fries Entertain.	2	5/8	1	3/4	-	7/8	50.00	11	13
N (GW) Gulf + Western	37	5/8	38	1/2	-	7/8	-02.27	6	2,261
O (QNTX) Hal Roach	3	1/8	3	1/4	-	1/8	-03.84	-7	21
A (HHH) Heritage Entertain.	1	7/8	1	5/8	-	1/4	15.38	1	8
A (HSN) Home Shopping Net.	4	1/2	4	1/2	-		00.00	20	392
N (KWP) King World	24	1/2	25		-	1/2	-02.00	16	706
O (LAUR) Laurel Entertain.	2	1/2	2	5/8	-	1/8	-04.76	5	6
A (LT) Lorimar-Telepictures	10	3/4	11	1/2	-	3/4	-06.52	-3	498
N (MCA) MCA	43	7/8	47		- 3	1/8	-06.64	24	3,190
N (MGM) MGM/UA Commun.	12		11	5/8	-	3/8	03.22	-6	601
A (NHI) Nelson Holdings	3/16		1/4	-	1/16	-25.00	-1		5

Closing Closing
Wed Wed
Nov 16 Nov 9

Market
Capitali-
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(000,000)

PROGRAMMING									
				Net	Percent	P/E			
				Change	Change	Ratio			
A (NWE) New World Enter.	2	3/4	3	1/8	-	3/8	-12.00	7	29
O (NNET) Nostalgia Network		7/8		13/16	-	1/16	07.69	-1	4
N (OPC) Orion Pictures	13	5/8	14		-	3/8	-02.67	12	235
O (MOVE) Peregrine Entertain.	1	1/8	1	1/2	-	3/8	-25.00	-37	2
N (PLA) Playboy Ent.	13	5/8	13	7/8	-	1/4	-01.80	15	128
O (QVCN) QVC Network	9	1/4	8	3/4	-	1/2	05.71	-19	93
O (RVCC) Reeves Commun.	5	1/4	5	5/8	-	3/8	-06.66	26	66
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	3/4	4	1/8	-	3/8	-09.09	-93	33
N (WCI) Warner	32	5/8	34	1/2	- 1	7/8	-05.43	17	4,115
O (WONE) Westwood One	8		9	1/4	-	1/4	-13.51	10	115

SERVICE

O (AMEA) A.M.E. Inc.	8	3/8	8	1/4	-	1/8	01.51	8	41
O (AGRP) Andrews Group	4	1/4	4	7/8	-	5/8	-12.82	-1	28
O (BSIM) Burnup & Sims	18	7/8	19	1/8	-	1/4	-01.30	41	301
N (CQ) Comsat	25	1/4	26	3/4	- 1	1/2	-05.60	-9	463
N (FCB) Foote Cone & B.	23	7/8	24	1/2	-	5/8	-02.55	11	199
O (GREY) Grey Advertising	117		115		- 2	-	01.73	15	142
O (IDBX) IDB Communications	7	1/2	8	3/8	-	7/8	-10.44	30	30
N (IPG) Interpublic Group	34	1/4	33	1/2	-	3/4	02.23	15	768
O (OGLI) Ogilvy Group	25	1/4	27		- 1	3/4	-06.48	12	359
O (OMCM) Omnicom Group	19	7/8	20	1/2	-	5/8	-03.04	14	488
N (SAA) Saatchi & Saatchi	19		19	1/4	-	1/4	-01.29	8	2,768
O (TLMT) Telemation	1	5/8	1	5/8	-		00.00	6	7
A (TPO) TEMPO Enterprises	8	1/2	8	5/8	-	1/8	-01.44	28	48
A (UNV) Unitel Video	11	5/8	12	1/4	-	5/8	-05.10	17	25

CABLE

A (ATN) Acton Corp.	12	1/8	12	1/4	-	1/8	-01.02	2	14
O (ATCMA) Amer. TV & Comm.	27	3/4	25	3/4	- 2	-	07.76	61	3,018
O (CTEX) C Tec Corp.	43	1/2	41	1/2	- 2	-	04.81	19	239
A (CVC) Cablevision Sys. 'A'	27	3/4	31		- 3	1/4	-10.48	-9	583
O (CNCA) Centel Cable	23		23	1/2	-	1/2	-02.12	74	575
N (CNT) Centel Corp.	44	5/8	45	1/8	-	1/2	-01.10	12	1,940
O (CMCSA) Comcast	14	1/8	14	7/8	-	3/4	-05.04	-64	631
A (FAL) Falcon Cable Systems	19	7/8	19	7/8	-		00.00	-62	127
O (JOIN) Jones Interchange	12	1/4	12	3/8	-	1/8	-01.01	38	156
T (MHPQ) Maclean Hunter 'X'	13		13	1/4	-	1/4	-01.88	36	958
T (RCL) Rogers Commun. 'A'	60		63		- 3	-	04.76	-92	742
T (RCLB) Rogers Commun. 'B'	52	3/4	55	3/4	- 3	-	-05.38	-81	652
O (TCAT) TCA Cable TV	31	1/2	32	1/2	- 1	-	-03.07	61	380
O (TCOMA) Tele-Commun.	23	3/4	25		- 1	1/4	-05.00	47	3,594
N (TL) Time Inc.	97	3/8	104	1/2	- 7	1/8	-06.81	23	5,691
O (UACI) United Art. Commun.	25	1/4	25		-	1/4	01.00	210	1,037
N (UCT) United Cable TV	32	5/8	33		-	3/8	-01.13	-171	1,216
N (VIA) Viacom	27	1/8	27	3/8	-	1/4	-00.91	-3	1,447
N (WU) Western Union	1	3/4	1	7/8	-	1/8	-06.66		55
O (WSMC) WestMarc	18		20	3/4	- 2	3/4	-13.25	22	258

ELECTRONICS/MANUFACTURING

N (MMM) 3M.....	59	3/8	60	1/2	-	1 1/8	-01.85	14	13,507
N (ARV) Arvin Industries.....	18	1/4	18	5/8	-	3/8	-02.01	7	347
O (CCBL) C-Cor Electronics ...	15		14	3/4		1/4	01.69	25	30
O (CATV) Cable TV Indus.....	5		5				00.00	-33	15
N (CHY) Chyron.....	4	1/4	4	3/8	-	1/8	-02.85	15	43
A (CXK) CMX Corp.		3/4		13/16	-	1/16	-07.69	8	6
A (COH) Cohu.....	11	1/4	11	3/8	-	1/8	-01.09	10	20
N (EK) Eastman Kodak.....	43	3/4	45	7/8	-	2 1/8	-04.63	12	14,827
N (GRL) Gen. Instrument.....	21	1/2	23	7/8	-	2 3/8	-09.94	-15	718
N (GE) General Electric.....	42	5/8	44	5/8	-	2	-04.48	18	39,016
O (GETE) Geotek Inc.		11/16		11/16			00.00	-2	2
N (HRS) Harris Corp.....	25	3/4	26	3/8	-	5/8	-02.36	11	1,054
O (ITEL) Itel Corp.....	17	1/8	18	3/8	-	1 1/4	-06.80	39	454
N (MAL) Mal Com. Inc.....	9		9	1/2	-	1/2	-05.26	-6	243
N (IV) Mark IV Indus.....	10	1/8	10	3/8	-	1/4	-02.40	6	109
O (MCDV) Microdyne.....	3	1/4	3	3/8	-	1/8	-03.70	-2	14
O (MCOM) Midwest Commun.....	4	1/4	4	5/8	-	3/8	-08.10	10	12
N (MOT) Motorola.....	36	1/8	39	1/4	-	3 1/8	-07.96	15	4,670
N (OAK) Oak Industries.....		7/8		1	-	1/8	-12.50	8	66
A (PPI) Pico Products.....	2	1/2	2	3/4	-	1/4	-09.09	-50	8
N (SFA) Sci-Atlanta.....	11	1/2	12	1/4	-	3/4	-06.12	9	269
N (SNE) Sony Corp.....	48	3/8	47		-	1 3/8	02.92	79	11,186
N (TEK) Tektronix.....	19	7/8	21	5/8	-	1 3/4	-08.09	662	551
O (TLCR) Telecrafters.....	4	5/8	4	5/8			00.00	21	7
N (VAR) Varian Assoc.....	26	1/8	28	3/4	-	2 5/8	-09.13	-137	570
N (WX) Westinghouse.....	49	5/8	51	1/4	-	1 5/8	-03.17	9	7,123
N (ZE) Zenith.....	17	5/8	19	3/8	-	1 3/4	-09.03	-22	456

Critics Applaud "World Monitor"

"The sheer integrity of WORLD MONITOR is invigorating."

John J. O'Connor, THE NEW YORK TIMES

"WORLD MONITOR projects the same refreshingly thoughtful tone...as its quality parent, The Christian Science Monitor, does in print."

Howard Rosenberg, LOS ANGELES TIMES

"WORLD MONITOR...has the meaty content and sober style of an earlier, less frantic TV era."

Richard Zoglin and Sam Allis, TIME MAGAZINE

"WORLD MONITOR is a show with both substance and soul."

Joseph P. Kahn, THE BOSTON GLOBE

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Noel Holston, THE MINNEAPOLIS STAR TRIBUNE

"WORLD MONITOR, its first time at bat, established itself as a program that offered something different and valuable."

David Bianculli, THE NEW YORK POST

"WORLD MONITOR takes a few international stories each night and reports them with vivid pictures and lucid analysis."

David Zurawik, DALLAS TIMES HERALD

"It aims for a loftier goal: to shed a little light and understanding on what's going on in the world."

Robert P. Laurence, THE SAN DIEGO UNION



MONITOR

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CABLE

The First Forty Years



Within 24 months after the cable industry started to wire up subscribers, I will name you a list of the enemies that tried to stop us via lawsuits, FCC actions, whatever they could," says cable pioneer Bill Daniels. "You start with the three networks—ABC, NBC, CBS—local stations, local theater owners, movie producers, the FCC, AT&T, most cities, states and counties, the Congress, because of the political clout that the broadcasters had with senators and congressmen. 99% of the Washington lawyers, my lobbyist in Washington that represented a broadcaster, and the power companies..." "Here we are, a bunch of young crazy guys and that's our list of enemies. And I said: 'If all these big gunners are trying to stop us, we must have something. If we didn't have anything, they could care less about us.' I think that's the real story

about the history of cable."

From its humble beginnings in the hills of Pennsylvania and Oregon, cable television has been on a sometimes rocky 40-year ascendency, transforming the media landscape and permanently altering the way Americans watch television. It has grown from a reception-only medium to an original programming source, giving the country an ever-increasing number of programming choices. It has also become a big business, reaching 52% of U.S. homes and compiling revenue that will approach \$13 billion this year.

Cable's earliest pioneers

What is generally defined as cable television, the transmission of broadcast television signals to homes that could not receive them

When Was The Last Time Cable



On Oct. 3, the TNT idea began to live up to its promise. With more than 17,000,000 subscribers at launch and millions more committed

for Jan. 1, the momentum for Turner Network Television is building. As industry support continues to grow, new original projects for the future

are being added to the dozen already in production for 1989. An additional goal of adding major league sports to the TNT line-up has been accelerated.

The faster the TNT subscriber base increases, the more TNT can deliver back to the industry — to attract new subscribers, and build local revenues

Got This Much Attention?

©1988, Turner Broadcasting System, Inc.



off-air, began in 1948, it is generally agreed, but precisely where is a matter of dispute. The National Cable Television Center & Museum, which as part of its startup is gathering oral histories of cable's early pioneers, does not recognize one "father" of the industry, preferring instead to cite several pioneers who had a hand in developing CATV.

One is John Walson ("Profile," May 27, 1974), who pioneered a CATV system in Mahanoy City, Pa., in June 1948. (Walson's early files were destroyed by fire, so verification of the date comes from affidavits given in the 1970's by the principals involved.) Walson worked for Pennsylvania Power & Light and ran an appliance store. Residents of Mahanoy City could not receive the Philadelphia stations off-air, and Walson had to drive prospective buyers to the top of a nearby mountain to demonstrate the TV sets. Tired of the trek and, by one newspaper account, embarrassed about taking women, on occasion, to the top of the mountain at night, Walson decided to bring the signal down from the mountain into town. He erected a pole and strung twin lead wire to his warehouse at the foot of the mountain. From there a line was strung on PP&L poles to his appliance store where he demonstrated the virtues of television.



Walson



Parsons

Along the way he "wired" eight homes for television, including those of two PP&L officials who recounted in a 1979 interview how Walson offered his service for free in 1948 and charged \$2 in 1949 to bring in three Philadelphia signals. In 1950, PP&L gave Walson written permission to use its polls to string cable in town.

"I felt cable TV was a necessity," said Walson in a 1979 interview, "and after bringing cable TV into Mahanoy City and seeing the interest, I decided to make a business of it." With that, Service Electric was born. It is still in existence today, continuing to make much of its own equipment for its cable systems serving 215,000 subscribers in Pennsylvania and New Jersey. Walson, 73, has since turned over the business to his children.

Across the country, in Astoria, Ore., Ed Parsons had become interested in television after attending several NAB conventions. His wife "wanted pictures with her radio," recounts Parsons, now 81 and living in Fairbanks, Alaska. KRSC(AM) Seattle was preparing to put the city's first television station on the air (what is now KING-TV) and Parsons began testing equipment that would pick up the signal in

Astoria, 125 miles and three mountain ranges away. "I developed some theories involving the knife-edge effect of signals," said Parsons, "and I was able to bring in acceptable pictures."

On Thanksgiving Day, Nov. 25, 1948, the date of the station's inaugural broadcast, Parsons was able to receive a fuzzy picture in Astoria. He placed an antenna on the roof of an Astoria hotel, picked up channel five, converted it to channel two, and piped it to his penthouse apartment across the street. As elsewhere, the excitement among residents caused Parsons to get into the business.

"I put in systems all over the Northwest and I built a manufacturing plant to build cable components, splitters and amps," he said. Parsons moved to Alaska in 1953, where he built other cable systems, communications networks for business and government, and satellite receive sites, including the one that provided the television pictures of the stranded whales last month near Point Barrow.

As Walson and Parsons were working to bring television to residents, so too were Robert Tarleton in Lansford, Pa., several miles east of Mahanoy City, and Martin Malarkey, now principal of Malarkey-Taylor Associates, in Pottstown, Pa., a number of miles to the south. Malarkey, an RCA dealer, had been impressed with the master antenna television system at the Waldorf-Astoria in New York and set about replicating it in Pottstown in 1949. "People were very anxious for television," he recalled, "but we weren't able to give them anything." Malarkey charged \$195 to connect and \$3.95 per month for the service, arriving at the monthly charge by determining the average cost to maintain the equipment throughout the year.

Tarleton followed his family's interest in electronics and appliances, bringing in Philadelphia signals from a hilltop into Lansford. Backed by financing from several of the town's television set dealers, Tarleton worked to alter existing equipment to make the signals stronger. He had done some work with an amplification system using coaxial cable in an apartment house, and began remodifying Jerrold amplifiers.

"I used as a basis that piece of equipment because it was readily adaptable," he said. "No one had attempted to reamplify or extend [the television signal] down the street," Tarleton said, and coaxial cable was used because "it was impervious to any interference." His experiments "proved that we could get sound in a cable to reamplify it," which paved the way in 1950 for the creation of Panther Valley TV Co. The company, said Tarleton, "is credited with being the first commercially viable cable system. It used utility-like practices, running on streets."

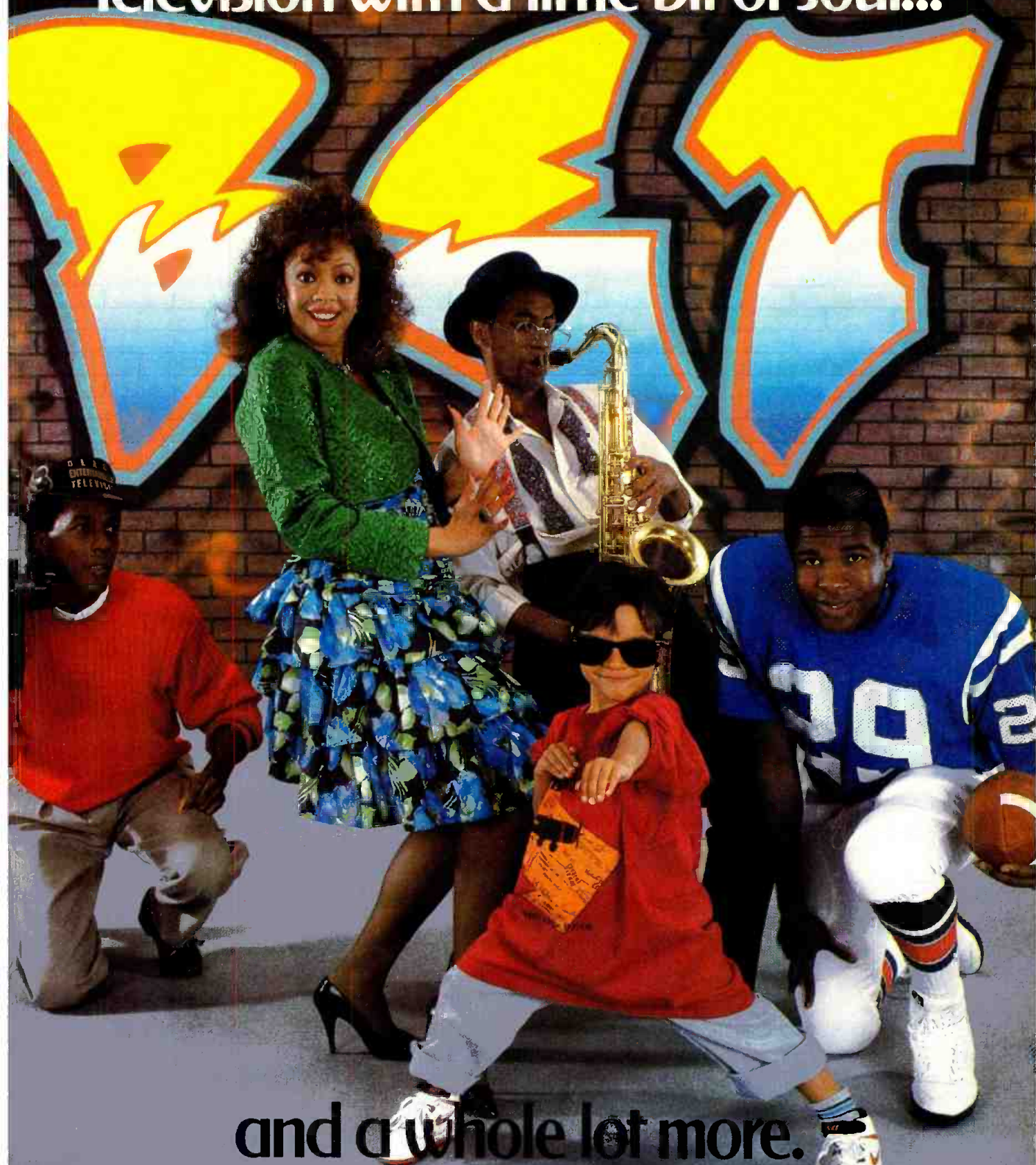
Cable gets up and running

The freeze on TV assignments between 1948 and 1952 helped give the nascent CATV industry a boost in areas where people were hungry for television. It also brought them to the attention of the Internal Revenue Service. "The IRS got an idea that we were running a leased wire service in 1951," said Tarleton. That made the industry "subject to an 8% federal excise tax," he said, and word spread among Pennsylvania operators that the infant industry was



1954 NCTA convention at the Hotel Park Sheraton in New York

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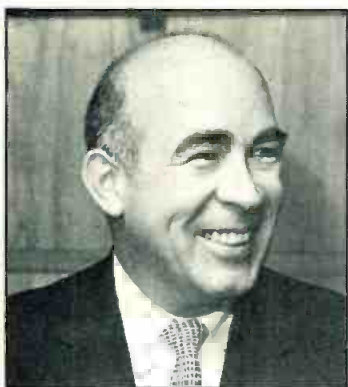
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We're Coming On For You



Martin Malarkey, then and now

already under scrutiny.

Not long after Malarkey built the Pottstown system, he got a visit from E. Stratford Smith, then an FCC lawyer, questioning whether what Malarkey was doing was legal. "What's the difference?" Malarkey said he told Smith. "It's my line, my poles. I leased the land. I'm selling a service." But the conversation, like the IRS interest, pointed to the need for an organization to defend the CATV operators. "I sensed we were going to have problems," said Malarkey, which turned out to be an understatement.

By 1952, a handful of operators met at Pottstown's Necho Allen hotel to form the forerunner of the National Cable Television Association. Bowing to the advice of Smith, by now a private lawyer, the group settled on National Community Television Association, rather than National Community Television Council, and the NCTA, with a first-year operating budget of \$1,000, was born. Smith became executive director and Malarkey was elected chairman. The IRS issue, resolved years later in a court suit, would become only the first in a series of battles that would extend another 20 years.

As cable operators set out to bring television to U.S. homes that by and large could not receive over-the-air signals, the mom-and-pop operations gradually gave way to corporations. The largest was Teleprompter, which became synonymous with cable in the 1960's. It was founded by Irving Kahn in 1951, who developed the device for which the company was named.

Kahn had come from the movie theater production business and attempted to bring pay television—movies—through wire to 1,000 homes on Long Island. His partner was AT&T, which was going to build the system, but the two sides could not agree on the terms of who would eventually own the system.

Kahn looked for a cable property and was put in touch with Bill "have-I-got-a-system-for-you" Daniels, said Kahn. "I was either his first or second customer," said Kahn, buying a 750-subscriber system in Silver City, N.M., for \$130,000.

"Our logic was we'll try our pay TV here. If it works we can keep it pretty quiet. Who will know? And if it fails, who will ever know?" he said. But the system's cash flow—\$30,000 to \$35,000 a year—became too inviting. "We never even completed the experiment," said Kahn. "CATV looked too good." From there Teleprompter expanded into larger markets, eventually accumulating 130 systems, and moving into New York City in 1965.

As cable spread to more markets, affecting more broadcasters, an inevitable battle was soon joined. "It was fine when we extended the viewing audience of a broadcast station out into another area," said Daniels. In that case "they loved us. But the minute we started to



Irving Kahn, then and now

come into their markets, it was quite a different story."

Relates Malarkey: "They were very tough fights. [Broadcasters] were out for blood." And rightly so, thought broadcasters, who viewed cable operators as taking signals that did not belong to them and reselling them without paying copyright fees.

The first shot was fired by Ed Craney, owner of KXLF-TV Butte, Mont., who sued CATV operator Helena Television Inc. in 1958 for "pirating" the signal. But a district court judge dismissed the suit two years later, ruling that broadcasters had no common law rights to their programs.

Despite some early court victories for the cable industry, such as the Helena case, other court cases provided the FCC an opportunity to impose jurisdiction over, and inhibit the growth of, cable. In May 1963, an appeals court upheld the FCC in refusing to authorize additional facilities for Carter Mountain Transmission Corp., a cable operator in the Rocky Mountains. The FCC said it could use its licensing powers over common carrier relays to protect TV stations from CATV inroads. That gave the FCC impetus, spurred on by the demands of broadcasters, to further restrict the cable industry.

In the six years from 1966 to 1972, the FCC increasingly asserted its jurisdiction over cable television. In February 1966, it adopted rules mandating carriage of local signals and restricting the importation of distant ones. In 1969, the FCC issued a requirement that cable systems with more than 3,500 subscribers originate programming; that was later overturned by an appeals court. There were more



Bill Daniels, then and now

sweeping rules in 1970, expanding restrictions on distant signals, setting ownership limits and extending the anti-sports siphoning requirement. And in 1972, FCC regulation of cable culminated in the passing of still more rules, based on a compromise put together by the Office of Telecommunications Policy and agreed to by the National Association of Broadcasters and the NCTA. Those rules allowed cable to expand, somewhat, in the top 100 markets, by altering the syndicated exclusivity and distant signal requirements and requiring a minimum of 20 channels, some set aside for education purposes.

The courts, meanwhile, were sending conflicting, though largely negative, signals. In May 1966, the CATV industry received a jolt in the Fortnightly case, in which a district court held that CATV operators were liable for copyright infringement for the broadcast signals they retransmitted. That ruling, upheld by an appeals court the next year, was destined to spark an ongoing debate on copyright. Although the House passed a copyright bill in 1967, it did not become law, and in June 1968 the Supreme Court overturned the appeals court decision in Fortnightly, sending the copyright questions into another spiral that would not be fully resolved until the 1976 Copyright Act.

Not only was cable losing ground in the courts and at the FCC, but also at the state level. Proponents of pay television, both through wire and over-the-air, battled to make their services viable. The experiment reached a new height in 1964 when former NBC executive Pat Weaver's Subscription Television Inc. wired homes in San Francisco and Los Angeles and provided Major League Baseball games and theatrical movies. But the opponents of pay TV were successful in getting the issue of pay TV on the November election ballot. Backed by a powerful lobby that included the state's theater owners, pay TV was ruled illegal. Weaver appealed, but by the time a court ruled in his favor, his company was out of business.

Pay television may have been gone, but it was not yet forgotten. The idea remained alive in the minds of the industry's entrepreneurs and others. As the FCC loosened its cable rules in the early 1970's,

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3. Best Variety Special or Series:
Robert Klein Time
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Wired
5. Best Sports Event Coverage Series:
1988 U.S. Open Tennis Championship
6. Best Actor in a Dramatic Series:
Michael Ironside, Ray Bradbury Theatre
7. Best Actress in a Dramatic Series:
Lindsay Wagner, Alfred Hitchcock Presents
8. Best Actress in a Dramatic Series:
Kate Trotter, Alfred Hitchcock Presents
9. Best Actress in a Dramatic Series:
Mary Morris, Ray Bradbury Theatre
10. Best Entertainment Host:
Robert Klein Time
11. Best Art Direction for a Comedy
or Dramatic Series:
Ray Bradbury Theatre
12. Best Art Direction, Program Graphics:
1988 U.S. Open Tennis Championship
13. Best Art Direction, Program Graphics:
Wired
14. Best Costume Design for a Dramatic Series:
Ray Bradbury Theatre
15. Best Direction of Photography and/or
Lighting Direction for a Comedy
or Dramatic Series:
Alfred Hitchcock Presents

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CABLE'S ENTERTAINMENT NETWORK

the groundwork was being laid for cable's next leap forward, a leap many believe was the turning point for the industry, the birth of Home Box Office.

The Thrilla in Manila

Muhammed Ali battled Smoking Joe Frazier for 14 rounds in the heavily promoted "Thrilla in Manila" on Sept. 30, 1975, before decking the former champ to retain his heavyweight boxing title.

It was a big night for Ali and boxing, but an even bigger night for Home Box Office and cable television.

With its telecast of the fight, Time Inc.'s three-year-old HBO began distributing its mix of uncut, uninterrupted movies and live sports to cable systems via satellite, instantly transforming itself from a regional to national network and, by its example, eventually turning cable from a retransmitter of broadcast signals into a purveyor of scores of unique programming services.

The HBO-satellite mixture touched off a cable programming explosion that is still reverberating throughout the television industry. Any programmer could become a national network overnight. To reach the same cable systems as HBO, cable programmers had only to lease time on the same satellite, RCA Americom's Satcom I.

"We provided the highway, the transportation system for the program services that could now become economically amortized on a national basis," says Gerry Levin, who created HBO and fused it with satellite technology and who is now vice chairman of Time. And besides just good business, he says, the move to satellites was "symbolic of the vitality of cable—the willingness to take a risk when most people thought you couldn't use the satellite on a 24-hour basis for regular delivery of programming and that it was too sophisticated for the industry to handle."

After reading about HBO's satellite plans, 38-year-old independent broadcaster and America's Cup defender Ted Turner decided he wanted to put his WTCG(TV) Atlanta (now WTBS) on a satellite and turn it into a superstation—that is, a broadcast signal available to every cable system in the country. He would not receive direct revenues from cable systems that picked it up, but he would sell the national audience to advertisers. To comply with FCC policy, Turner established Southern Satellite Systems, with Ed Taylor as its head, to be the satellite distributor. On Dec. 17, with four systems signed on, WTCG joined HBO on Satcom I in the vanguard of the satellite programming revolution.



Turner

"Those were the two services that got the modern cable industry going," says Turner. "HBO kicked it off, but one service really wasn't good enough to wire the country because all they really had at the time was movies. We brought baseball, basketball and hockey. We basically brought independent television to smaller markets to start with and we brought a lot of basketball and baseball that wasn't there before."

Satellite networks proliferated rapidly in the late 1970's. Televangelist Pat Robertson put his television station on the air in April 1977. It evolved into the CBN Cable Network. Viacom shifted Showtime to satellite in March 1978 to compete head-to-head with HBO. Turner's superstation was also not long without direct competition. United Video put WGN-TV Chicago on the bird in November 1978, and Eastern Microwave began distributing WOR-TV New York (WWOR-TV Secaucus, N.J.) via satellite the following April.

Brian Lamb, a former government official and cable trade reporter, convinced leading cable operators to distribute the proceedings of the U.S. House of Representatives to cable systems via satellite, and thus in March 1979 created the Cable Satellite Public Affairs Network, or C-SPAN. And with the backing of Getty Oil, William Rasmussen and his son, Scott, launched ESPN in Sept. 7, 1979.

'What if the satellite falls down?'

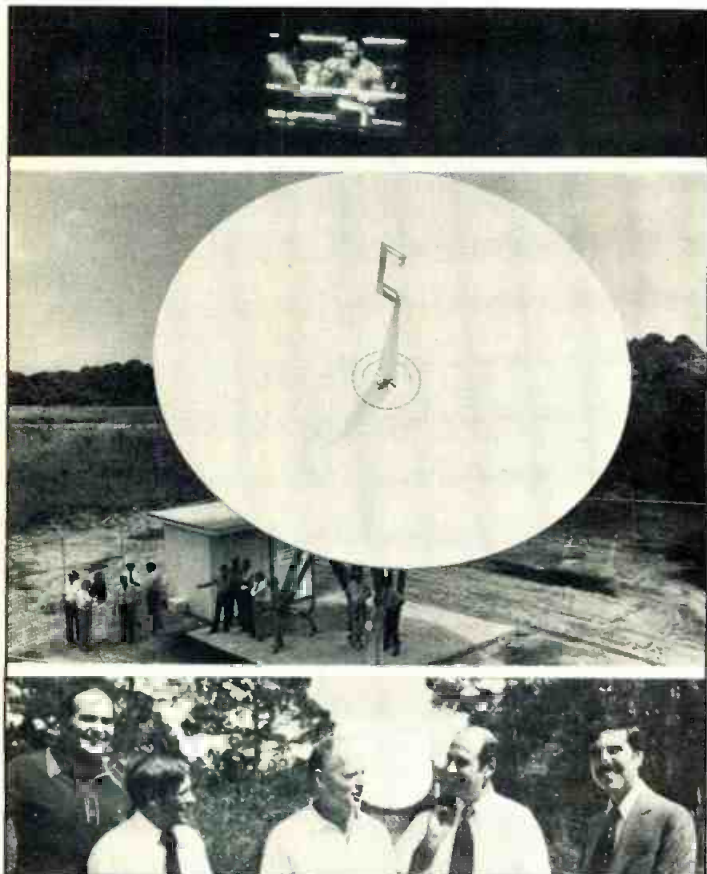
Satellite communications was, initially, an international phenomenon. Congress created the Communications Satellite Corp. in 1963, and it, in turn, helped create Intelsat, a consortium of countries with the goal of building a global satellite system.

The FCC could have adopted a similar model for domestic satellite communications, giving the franchise to a single heavily regulated common carrier. But acting instead on the recommendation of the Nixon Administration's Office of Telecommunications Policy, under the direction of Clay T. Whitehead, the FCC adopted in March 1970 the "open skies" policy permitting anybody to apply to build and operate satellites. The FCC also ruled that satellite users could install their own earth stations.

Teleprompter (later Group W Cable and still later broken up and sold to several other operators) was the first to see the potential of satellites in cable. To see what the technology could do, it purchased a custom-made transportable earth station with an eight-meter dish from Scientific-Atlanta for \$100,000 and, at the annual convention of the NCTA in June 1973, arranged a demonstration with HBO. It put HBO's telecast of the Ernie Shavers-Jimmy Ellis heavyweight fight on a satellite and downlinked it at HBO's suite in the Disneyland hotel in Anaheim, Calif. Since the U.S. had yet to put up its first domestic satellite, the Canadian Anik II satellite was used. The transmission was a success, although many missed the fight since Ellis was knocked out in the first round.

Sid Topol, president of S-A at the time and now chairman of the Fortune 500 corporation, recalled in a recent interview with C-SPAN that the success failed to quiet the skeptics, who were concerned mostly about reliability. "People would ask 'What if the satellite falls down?'"

They also had another concern, said Topol. " 'Sid,' they'd say, 'a



HBO's Thomas Sawyer, S-A's Howard Crispin, Time's J. Richard Munro, UA-Columbia's Robert Rosencrans and HBO's Gerald Levin, in 1975.

ENTERTAINING AMERICA IN THE '80S

It's Just The Beginning

When we introduced pay TV back in 1972, people had cable television because it was the only way they could get the signal. Now, if you don't have cable, you might get the signal — but you don't have TV.

Sound dramatic? Well, it's true.

Before pay TV, programs were produced to appeal to the lowest common denominator of viewership. Which is not to say there weren't some good — even great — shows. But, mostly, there was a sameness, a predictability that ran through a season of network programs.

What cable evoked from numbed and jaded audiences was, "Wow, *that's* on television?" HBO programs like *Tidy Endings*, on HBO Showcase, *Dear America: Letters Home From Vietnam*, and *Cinemax Sessions* kept them wowed. And we'll keep viewers intrigued by TV's unlimited possibilities with *A Dangerous Life*, *JFK: In His Own Words* and *Murderers Among Us: The Simon Wiesenthal Story*. The kind of TV that garnered our services 124 ACE nominations for cable excellence this year alone.

HBO is extremely proud to be a part of the cable TV revolution. We're proud to join the ranks of such innovative services as CNN, ESPN and C-SPAN. All are part of an industry that was founded on innovation, fueled by it, and will be carried into the future with it.

We salute the cable industry for its 40 years of service. And although HBO's been around for only 16 of those years, we can say with unwavering certainty: for television, it's just the beginning.



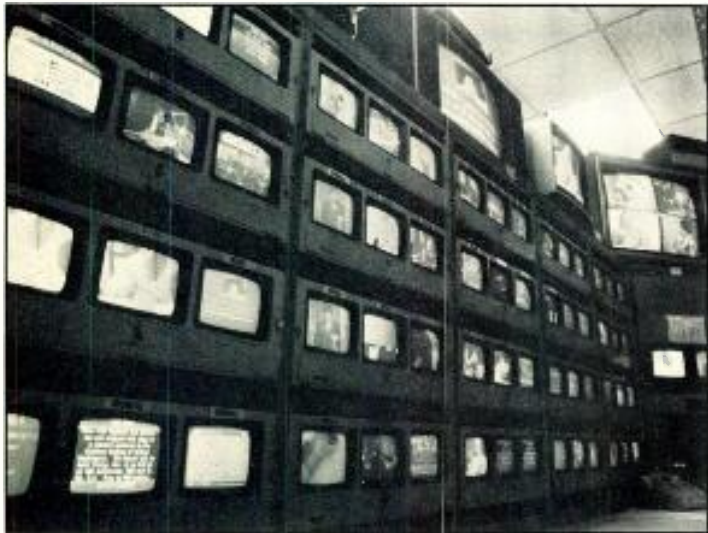
THE BEST TIME ON TV

heck of a good idea, but you're way ahead of your time. Where is the programing going to come from?" That was the big question."

HBO provided the answer. After the demonstration, Levin became convinced that hopping aboard a satellite was preferable to the only practical alternative—painstakingly building a terrestrial microwave network requiring a costly repeater every 20 or 30 miles.

With an agreement from S-A to supply "promotionally priced" earth stations for around \$65,000 each, a five-year, \$7.5-million contract for capacity on Satcom I, and UA-Columbia Cablevision systems in Fort Pierce-Vero Beach, Fla., and Jackson, Miss., on board as satellite affiliates, Levin announced at the NCTA convention in New Orleans, in April 1975, plans to launch the new service in conjunction with the "Thrilla in Manila." To the surprise of Levin and others involved in the project, nobody challenged RCA's tariff to provide service to HBO, and cable entered the satellite age on schedule. (HBO actually made its satellite debut on Western Union's Westar I, which was launched in April 1974, but shifted over to Satcom I after its launch in December 1975.)

Reports of the appeal of HBO to subscribers and its ready



Cable panoply of choice at Media General's Fairfax, Va., system

accessibility via satellite spread rapidly. Teleprompter purchased 50 earth stations from S-A to downlink HBO. "We could not meet the demand after that," said Topol. "We were knocking them out like automobile fenders."

Robert Rosencrans, then president of UA-Columbia and now president of the Columbia International (no connection with UA-Columbia), says: "With the big step, the use of satellite transmission, the future really cleared up because everybody in the cable industry—every system no matter where it was—could have access to the satellite.... We began to realize that we really had something. Any home could be a customer if we properly offered the services that were being established."

In the early 1970's, the cable business was stagnant. It served millions of small-town viewers, delivering clear reception of local broadcast stations and perhaps a few stations from the closest big market, but it had nothing to offer big-city and suburban viewers and wasn't growing. What's more, it wasn't generating enough revenue to justify the high cost of wiring the big cities.

The HBO-satellite revolution changed all that. HBO and other pay services provided a new source of revenue. They, along with the various "basic cable" services like the superstations and ESPN, gave households, even in large markets "saturated" by several broadcast signals, a reason to subscribe to basic service.

Cable's civil war

Buoyed by the new economics wrought by satellite-delivered cable programing, cable operators set their sights on the big television markets. The cable franchising wars of the late 1970's and early 1980's were on. Operators clashed in vigorous battles before cable advisory committees and city councils to secure the right to do business within their communities. The attitude of the most aggressive cable operators was to promise anything to win the franchises and worry about fulfilling the promises later.

At its most basic level, franchising was a numbers game. Competing companies would try to outbid each other in the number of

channels, the number of services, the number of public access studios. And they promised "blue sky" services like videotext, home shopping and home banking. At the more advanced level, franchising was power politics. The real competition was in lining up the most influential corps of local supporters for the final city council vote. Often, this involved giving away a piece of the local cable company to local citizens, a practice that came to be referred to as "rent-a-citizen."

Despite there being so much at stake, the cable industry emerged from the period without being stained by any major payoff scandals. However, the franchising generated plenty of bad blood among cable operators—losing bidders often sued winners as well as the cities—and plenty of bad publicity as cities and cable operators pointed fingers at each other for the obvious excesses of the franchising process.

Gus Hauser, who now heads his own cable company, is the former chairman and chief executive officer of Warner Cable Communications, which aggressively pursued franchises, touting the two-way Qube technology. He believes most of the blame for the franchising excesses should be spread among the think tanks, government officials and cable consultants who created a demand among city officials for services and facilities that cable could not realistically supply. "The cable operators were in a bind. If you said, 'No, I am not even going to try to do these things,' you were dead. That's the end of you. The other guy got the franchise."

Free at last

The FCC's 1972 cable rules took the "freeze" off cable, permitting it to import distant signals once again, but burdened it with all sorts of restrictions and obligations. But since then the load has gotten lighter and lighter. Cable has scored a series of legislative, regulatory and judicial victories, completely routing the broadcasters who tried to use the regulatory and legislative processes to check cable competition.

It started turning around for cable in January 1974 when a White House committee headed by OTP Director Whitehead recommended virtual deregulation of cable television, primarily on First Amendment grounds. Although it is now mostly forgotten, the committee also recommended that cable operators be forced to give up control of the content of all but two or three channels as soon as the industry served 50% of cable homes—a milestone reached in 1987.

"We were the only one calling for deregulation back in 1973 and 1974," says C-SPAN's Brian Lamb, who worked at OTP. "Nobody else wanted it. Broadcasters certainly didn't want it. The motion picture people wanted cable to pay something. Cable always wanted deregulation, but they didn't know why because they didn't have satellites yet and it really didn't matter much. All they wanted was to import distant signals."

The end of the so-called leapfrogging rules came just when Turner's Atlanta superstation needed it most. The rules, which prohibited cable systems from importing distant signals from faraway markets in lieu of signals from closer markets, restricted the potential reach of WTCG to the Southeast.

In 1980, the FCC repealed its limit on distant-signal carriage and the syndicated exclusivity rules requiring cable to black out programming on distant signals that duplicated programming of local satellites. The rulings gave yet another boost to the superstations, and they became still more pervasive.

Congress did its bit. It adopted the Copyright Act of 1976, creating the compulsory license, which affirmed cable systems' right under copyright law to import distant signals by paying semiannual royalties set by the statute and adjusted periodically by the newly formed Copyright Royalty Tribunal. A year later, it helped cable operators to secure access to utility poles needed for stringing cable at reasonable rates, with the Pole Attachment Act of 1978.

The Supreme Court knocked out the antisiphoning rules in 1977, freeing HBO to show movies still fresh from their theatrical release. And in the mid-1980's, the U.S. Court of Appeals in Washington twice struck down as unconstitutional, rules requiring cable systems to carry local broadcast signals, allowing systems to drop duplicative network signals and giving them greater flexibility in creating their channel lineups.

But, from today's vantage, cable's biggest victory may well have been the Cable Communications Policy Act of 1984. Forged from a compromise between cable and municipalities, the act affirmed the

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cities' regulatory authority, but severely restricted it. And, while it put the cities' entitlement to annual franchise fees of up to 5% of gross revenues into law, it also prohibited most cities from regulating cable rates as of Dec. 29, 1986.

"The primary characteristic of the regulatory structure that was dismantled was repressive," says NCTA President Jim Mooney, who has been instrumental in the dismantling. "The FCC had suppressed cable in the interest of broadcasters and that was the policy. But I think people recognized the possibilities of cable, to understand that it was in the public interest to allow cable to develop rather than to continue to suppress it."

Just the prospect of prices being uncapped generated a financial boom. As projected cash flow spiraled upward, so did the prices of cable systems. The financial picture was enhanced also as the capital expenditures of system construction began to decrease.

What followed the Cable Act of 1984 was a period of rapid horizontal and vertical integration led by Tele-Communications Inc., the largest cable operator in the nation.

Because of rate deregulation, cable operators not only had more cash, they also had more borrowing power. "What it did was create liquidity, which we used to acquire additional cable operations, rebuild plant and invest in programing," says TCI President John Malone. "With deregulation, you are basically a [programing] purchasing agent for your subscribers. If you think it is a good shot to go into and invest in new programing, you can go ahead and do it."

Cable operators' interest in programing, in part, came from their recognition that programing, not a transmission medium, was their principal product and that if they intended to be long-term cable operators they had better establish some control over that product. And, in some cases, they merely wanted to save services from going under. TCI and others took a substantial position in the Discovery Channel when it appeared headed for extinction. "We didn't go into it because we wanted control," says Malone. "We went into it because we wanted to save it."

TCI was also among the operators who took a just-less-than-controlling interest in Turner Broadcasting System after it became hopelessly mired in the debt of Turner's purchase of MGM-UA

Entertainment in March 1986. "Turner would have been owned by Rupert Murdoch if the cable industry hadn't rallied and put in some equity capital," says Malone. "We really did not want to see the most valuable programmer converted to some other industry. We made the move defensively to protect the independence of the service."

Back to the Future

In Washington today, the cable industry has become a victim of its own success. The industry got so big so fast that a chorus has been raised calling for reregulation, for some control on its growing market power. The motion picture industry wants restrictions of vertical integration. Broadcasters want a new set of must-carry rules. And the cities want to reopen the Cable Act to recapture some of the regulatory power they have lost because of the Act's interpretation by the FCC and the courts.

The real threat of the moment, however, is the telephone industry, which is agitating to remove the regulatory barriers so they can offer video services along with telephone services. Cable operators believe that if telephone companies were allowed to compete with cable in their telephone service areas, they would inevitably subsidize their cable service with telephone revenues and, thus, compete unfairly. And they don't believe the FCC can prevent cross-subsidization. "I don't think the FCC has the monitoring skills to keep the process honest," says Malone.

In a sense, the industry has come full circle. The list of groups unhappy with cable looks a lot like what Daniels described in the early years. The difference is that cable is not the young upstart anymore; it is in more control of its destiny. "It's a helluva lot easier to tell the underdog story and get the sympathy of judicial bodies and politicians," admits Daniels. "Now that we are riding high, we are going to be attacked." Still, Daniels believes cable has a strong story to tell the policymakers. "If we go into every town, your constituents are watching 37 channels and they love it. Your constituents are no longer second class television citizens. That is a powerful story to tell any elected official... and that's what I think is our real legacy."

This "Special Report" was written by Matt Stump and Harry Jessell

Mileposts on the Road to 40

The following is a list of cable's milestones culled principally from the pages of BROADCASTING Magazine and the National Cable Television Center & Museum. In most cases, dates refer to specific issues of BROADCASTING.

1948-1952—Several CATV pioneers set up transmission systems to relay broadcast television signals to homes that cannot receive off-air reception.

June 9, 1952—National Community Television Association holds first meeting at Necho Allen hotel, Pottstown, Pa., where Martin Malarkey has built CATV system. Malarkey is elected chairman.

1953—E. Stratford Smith is elected first NCTA executive director.

1956—Bill Daniels is elected chairman of the NCTA.

Sept. 7, 1957—Bartlesville, Okla., is site of wired pay TV test, assembled by theater chain.

1958

Subscribers	450,000
Penetration	1.1%
Revenue	\$36,690,000

April 7, 1958—FCC disclaims jurisdiction over CATV in *Frontier Broadcasting* case, ruling that CATV systems are not common carriers.

May 26, 1958—Bartlesville pay TV experiment fails.

Sept. 8, 1958—Ed Craney, owner of KXLF-TV Butte, Mont., goes to court to stop Helena CATV company from picking up signal without permission.

May 23, 1960—Senate, by one vote, kills bill that would put CATV under FCC regulation.

June 13, 1960—Montana district judge dismisses suit by KXLF-TV

July 3, 1961—District court rules that Idaho CATV operators can retransmit signals of three Salt Lake City television stations.

May 27, 1963—Appeals court approves FCC practice to use licensing powers to protect broadcasters from CATV operators in Carter Mountain case.

Oct. 7, 1963—H&B American and RKO plan merger bringing together 100,000 subscribers.

Dec. 14, 1964—CBS sues Teleprompter over unauthorized pickup of CBS programing without copyright owner's consent.

Jan. 4, 1965—FCC Commissioner Frederick Ford leaves post to become NCTA president.

April 26, 1965—FCC asserts authority over CATV: proposes local signal carriage requirements and elimination of importation of distant signals.

Aug. 2, 1965—FCC decides not to ban TV-CATV crossownership.

Dec. 6, 1965—New York issues CATV franchise to Sterling for southern Manhattan, Teleprompter for northern Manhattan and CATV Enterprises for Riverdale.

Feb. 21, 1966—FCC sets rules requiring CATV systems to carry local signals—so-called must-carry rules—and stop importation of distant signals in major markets.

May 30, 1966—District court upholds CATV liability for copyright infringement in case where Fortnightly Co. picked up TV signals from station which had bought license to film rights from United Artists.

May 29, 1967—Appeals court upholds CATV liability in *Fortnightly* case.

July 3, 1967—NCTA changes the "C" in its title from Community to Cable.

1968

Subscribers	3,500,000
Penetration	6.4%
Revenue	\$240,000,000

June 17, 1968—Supreme Court gives FCC sweeping jurisdiction over cable in case where expansion of systems in San Diego was restricted pending commission hearing on importation of Los Angeles signals into that market.

June 24, 1968—Supreme Court reverses appeals court decision in *Fortnightly* case, saying cable systems do not incur copyright liability for programing they retransmit.

July 1, 1968—FCC requires that telephone companies apply to FCC for certification before building cable systems.

Dec. 16, 1968—FCC proposes rules to limit distant signal importation in all markets, require program origination and tightly control pay TV.

June 23, 1969—On-again, off-again talks between NCTA and NAB are off again as NAB board scraps joint staff agreement on cable regulation as broadcasters demand more protection.

Oct. 27, 1969—FCC requires program origination by cable systems with more than 3,500 subscribers.

Nov. 3, 1969—Supreme Court upholds FCC decision to require telephone companies to apply for certificate with commission before building cable systems. AT&T announces it will ease restrictions on pole leasebacks.

Feb. 2, 1970—FCC adopts rule prohibiting telephone companies from owning cable systems within their own service areas.

Feb. 9, 1970—Supreme Court upholds right of Nevada state PUC to regulate cable, causing other state PUC's to adopt regulations covering cable.

March 2, 1970—Supreme Court refuses review of FCC's pay TV decision.

March 30, 1970—FCC opens door to authorize domestic satellite operators.

June 29, 1970—FCC adopts wide range of cable rules, including restrictions on broadcast network ownership, crossownership within same market, siphoning of sports, expansion of distant signal importation and program origination, and setting of franchise fees.

July 6, 1970—CBS spins off program syndication and cable division into Viacom.

Oct. 19, 1970—Midwest Video challenges FCC's rules on cable systems originating programing.

May 19, 1971—Appeals court overturns FCC program origination guidelines.

Oct. 25, 1971—Irving Kahn, chairman of Teleprompter, is convicted of bribery, conspiracy and perjury in case obtaining cable franchise in Johnstown, Pa.

Nov. 15, 1971—Office of Telecommunications Policy compromise on cable rules is agreed to by cable and broadcasters, laying groundwork for further FCC action following year.

Feb. 7, 1972—FCC announces new package of cable rules in massive report and order that will take effect March 31. Rules address syndicated exclusivity, distant signal importation, public access channels and technical standards.

May 8, 1972—District court rules against CBS, saying cable can pick up signals without incurring copyright liability.

July 24, 1972—Cox Cable and ATC propose merger; six months later, Justice Department objects.

Nov. 8, 1972—HBO's inaugural cablecast is National Hockey League game transmitted to Service Electric system in Wilkes-Barre, Pa.

March 12, 1973—New York appeals court overrules district court in CBS copyright case, saying cable companies are liable for costs incurred in retransmission of local signals.

March 23, 1973—HBO produces first original pay TV event,



HBO's polka festival

Pennsylvania Polka Festival, from Allentown, Pa., fairgrounds.

April 23, 1973—Cox and ATC decide to call off merger, rather than engage in antitrust fight.

June 25, 1973—Teleprompter's national satellite system allows House speaker Carl Albert, in Washington, to address NCTA convention 3,000 miles away in Anaheim, Calif. FCC chairman Dean Burch says cable-network competition is "a good thing."



Albert

Sept. 17, 1973—FCC culminates year of loosening rules on satellites by approving application of five Domsat companies, paving way for satellite transmission of cable programing.

Oct. 22, 1973—Jack Kent Cooke takes over as chairman of Teleprompter during suspension of company's stock trading.

Jan. 21, 1974—White House releases report on cable calling for substantial deregulation and for separation of control of content and transmission as soon as industry hits 50% penetration.

March 11, 1974—Supreme Court overturns appeals court ruling in CBS copyright case, saying cable companies are not liable to pay copyright fees for programing they carry. Court also throws out FCC rules on assessing fees on industries it regulates, including cable.

March 24, 1975—FCC completes rules loosening restrictions on pay cable, paving the way for HBO's expansion.

June 30, 1975—Robert Schmidt becomes NCTA president.

July 14, 1975—FCC removes cable rebuild requirement deadline of March 31, 1977.

Oct. 6, 1975—HBO provides first live satellite feed of event, as Florida and Mississippi systems see Ali-Frazier fight from Manila.

Feb. 2, 1976—House Telecommunications Subcommittee report charges FCC with protecting broadcasters, recommends cable-only legislation.

April 5, 1976—Cable Television Administration & Marketing Society incorporates, with Greg Liptak elected president.

Oct. 4, 1976—Congress passes copyright law creating structure for cable operators to make yearly copyright payments to Copyright Royalty Tribunal.

Dec. 20, 1976—Ted Turner puts WTCG(TV) Atlanta, now WTBS(TV), on satellite for nationwide cable distribution. FCC approves use of earth stations with antennas less than nine meters in diameter.

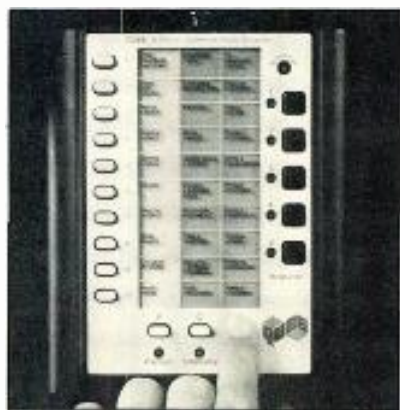
Feb. 14, 1977—Warner Cable announces it will offer two-way interactive Qube service in Columbus, Ohio.

March 28, 1977—Appeals court overturns FCC pay cable rules,

designed to protect broadcasters from cable siphoning of sports and movie programming.

Oct. 17, 1977—HBO reports its first quarterly profit.

Dec. 5, 1977—Warner Cable inaugurates Qube in Columbus.



Warner's Qube

1978

Subscribers 12,817,190
Penetration 17.5%
Revenue \$1,500,000,000

Feb. 13, 1978—Congress passes pole attachment bill.

March 13, 1978—Viacom begins nationwide satellite distribution of Showtime.

Oct. 30, 1978—FCC endorses "open entry" policy for satellite resale carriers, giving boost to concept of superstations. Four carriers are granted permission to distribute WGN-TV Chicago, joining Turner's WTCG-TV, which plans to sell advertising now at national rates, on satellite.

March 19, 1979—Cable Satellite Public Affairs Network, with live coverage of House of Representatives, is launched.

April 9, 1979—Supreme Court throws out FCC local origination rules.

May 28, 1979—Ted Turner announces plans for Cable News Network, 24-hour service devoted to news.

July 16, 1979—Thomas Wheeler becomes NCTA president.

Sept. 3, 1979—ESPN, 85% owned by Getty Oil at time, is launched.

Feb. 4, 1980—Black Entertainment Television is launched.

April 14, 1980—UA-Columbia Cablevision and Madison Square Garden Corp. form USA Network.

April 21, 1980—Appeals court affirms FCC order freeing cable systems from obligation to black out "significantly viewed" distant signals that duplicate local ones.

April 28, 1980—Getty Oil, Columbia Pictures, MCA, Paramount and 20th Century Fox announce Premiere, pay television venture designed to compete with HBO and Showtime.



CNN's dedication

June 2, 1980—Turner launches Cable News Network.

June 30, 1980—CTAM lays foundation for creation of Cabletelevision Advertising Bureau.

July 28, 1980—FCC repeals cable distant signal importation and syndicated exclusivity rules.

Oct. 20, 1980—Westinghouse and Teleprompter propose \$646 million merger.

Nov. 24, 1980—Appeals court stays FCC order lifting distant signal and syndicated exclusivity rules.

Dec. 15, 1980—Former CBS President Arthur Taylor forms Entertainment Channel with Rockefeller Center.

Feb. 23, 1981—Cable company awarded \$6.3 million in

conspiracy suit that implicated mayor and Gulf Coast Cable in limiting competition of Houston cable awards. Bob Alter named president of CAB.

June 8, 1981—Partners in Premiere dissolve service after Justice Department attacks plan on antitrust grounds.

June 22, 1981—Appeals court backs FCC's repeal of distant signal and syndicated exclusivity rules.

Aug. 3, 1981—MTV, 24 hours of music videos, is launched.

Aug. 10, 1981—Times Mirror announces it will launch 24-hour movie service, Spotlight, on Sept. 1. Other MSO's will eventually invest in the service, but venture will ultimately fail.

Aug. 17, 1981—Westinghouse and ABC form Satellite News Channels, second 24-hour news operation that will compete with CNN.

Aug. 31, 1981—Ted Turner announces he will launch CNN2, to compete with SNC.

Oct. 12, 1981—CBS Cable is launched. Industry holds first Cable Software Symposium in New Orleans.

Jan. 4, 1982—RCA's Satcom III-R begins transmission of cable programming, and will soon become prime cable bird. Turner launches CNN2, later renamed Headline News.

Jan. 18, 1982—Supreme Court rules in *TCI vs. Boulder, Colo.*, that municipalities are not immune from antitrust suits. Supreme Court also refuses to review of *Malrite* case, thus upholding FCC's repeal of distant signal and syndicated exclusivity rules.

June 21, 1982—Satellite News Channel is launched.

Aug. 23, 1982—Time announces plans to launch TV-Cable Week, weekly programming guide.

Sept. 30, 1982—CBS shuts down CBS Cable after suffering \$30 million in losses.

Oct. 25, 1982—Copyright Royalty Tribunal sets new 3.75% rate for copyright payments on distant signals.

Nov. 15, 1982—Mile Hi Cablevision announces it will reduce 110-channel new build to 55 channels, in light of lawsuit brought by Mountain States Legal Foundation against city and company.

Jan. 10, 1983—Showtime and The Movie Channel announce merger.

Feb. 28, 1983—Supreme Court clears Eastern Microwave from copyright payments.

March 7, 1983—Nashville Network is launched by Group W.

April 11, 1983—Quincy, Mass., cable system appeals constitutionality of FCC's must-carry rules.

April 18, 1983—Disney Channel is launched.

June 20, 1983—Daytime and Cable Health Network merge into what will become Lifetime.

Sept. 19, 1983—Time folds *TV-Cable Week* after \$47 million in losses.

Sept. 26, 1983—Kohlberg, Kravis, Roberts buys Wometco for \$842 million.

Oct. 17, 1983—Turner buys SNC for \$25 million, then shuts it down.

Nov. 14, 1983—FCC rules that local governments cannot regulate nonbasic cable rates in Nevada decision.

Dec. 19, 1983—Showtime buys Spotlight.

Jan. 9, 1984—Appeals court affirms CRT 3.75% rate decision.

Jan. 16, 1984—Warner Cable announces it will scale down scope of new builds in Milwaukee and Dallas.

Jan. 23, 1984—Supreme Court rules that home taping is legal.

April 9, 1984—James Mooney assumes NCTA presidency from Tom Wheeler.

April 16, 1984—TCI said it will scrap Qube system if it buys Warner's Pittsburgh cable franchise.

May 7, 1984—ABC exercises option and takes majority control of ESPN with \$202 million purchase.

Aug. 13, 1984—Appeals court rules that Houston franchise process of dividing city among several applicants violated

antitrust law.

Oct. 15, 1984—Congress passes Cable Communications Policy Act. Bill deregulates rates as of Jan. 1, 1987, permits franchise authorities to charge operators 5% franchise fee and require



NCTA's Jim Mooney and Bert Carp

local access channels, establishes franchise renewal process, prevents telephone companies from owning cable systems in their own service areas, and requires FCC to provide yearly EEO certification.

Dec. 1, 1984—Turner shuts down one-month-old Cable Music Channel, selling assets to MTV for \$1 million.

March 11, 1985—Appeals court gives cable First Amendment victory in *Preferred-Los Angeles decision*, declaring cities cannot use franchising process to deny cable operator access.

April 1, 1985—Appeals court rules that *Pacifica* indecency standards do not apply to cable.

April 8, 1985—Justice Department approves 180,000 subscriber swap between Times Mirror and Storer, clearing way for practice of swapping system for economic clustering benefits.

April 22, 1985—Turner officially launches \$5.2 billion bid for CBS.

April 29, 1985—KKR launches \$2 billion buyout bid for Storer Communications.

June 24, 1985—Discovery Channel launches.

July 22, 1985—Appeals court overturns *Quincy* decision, ruling FCC's must-carry rules unconstitutional.

Aug. 5, 1985—CBS successfully fights off Turner; Storer board chooses KKR over Comcast as suitor.

Aug. 12, 1985—One week after losing CBS fight, Turner launches \$1.5 billion bid for MGM/UA. Warner Communications buys out American Express interest in Warner Amex for \$450 million.

Sept. 2, 1985—Viacom purchases MTV Networks for \$690 million.

Sept. 30, 1985—Appeals court throws out FCC's pole attachment rate formula in *Alabama Power* case.

Oct. 28, 1985—Council for Cable Information disbands after 10 months in operation.

Nov. 25, 1985—Appeals court backs Southern Satellite in WTBS(TV)-Hubbard copyright case.

Dec. 2, 1985—Viewer's Choice and Request Television launch pay-per-view services.

Dec. 30, 1985—Five MSO's—TCI, ATC, Comcast, Century and Daniels—make \$2.1 billion purchase of Group W's 2.1 million subscribers, largest cable deal to date.

March 3, 1986—Cable and broadcast industries agree to must-carry compromise. Senate votes for televised coverage of proceedings, laying foundation for C-SPAN II, which launches June 2.

May 5, 1986—HBO's feed is interrupted by "Captain Midnight," protesting pay service's pricing and scrambling.

June 9, 1986—Supreme Court sends *Preferred* case back to trial court, further muddying cable's First Amendment status.

June 16, 1986—Supreme Court denies review of *Quincy* must-carry case, sealing fate of first set of must-carry rules.

June 30, 1986—Four MSO's, TCI, United Cable, Cox and

Newhouse, take 40% stake in Discovery Channel, signaling beginning of greater MSO participation in programing services.

Aug. 11, 1986—General Instrument buys M/A Com's cable division for \$220 million.

Sept. 1, 1986—Appeals court backs district court's \$36 million verdict against TCI in *Jefferson City, Mo.*, case. TCI contended that First Amendment entitled it to continue operating there after city revoked its franchise.

Sept. 15, 1986—Appeals court rules that Utah law aimed at "obscene" programing on cable violated First Amendment.

Oct. 6, 1986—Home satellite scrambling bill is defeated 55-44 in waning days of congressional session.

Jan. 26, 1987—Kirk Kerkorian and 14 cable operators take 35% stake in Turner Broadcasting for \$550 million, giving cable operators greater control of TBS.

Feb. 16, 1987—FCC opens rulemaking on reestablishing syndicated exclusivity rules and removing cable's compulsory license.

March 2, 1987—Supreme Court rules in Florida Power case that FCC can regulate pole attachment rates.

March 9, 1987—Sumner Redstone and National Amusements win battle for Viacom, in \$3.4 billion buyout offer. Supreme Court upholds decision in *TCI-Jefferson City, Mo.*, case. Decision leaves open interpretation that cable is natural monopoly.

March 23, 1987—ESPN gains part of NFL contract for Sunday night games.

March 30, 1987—FCC adopts new version of must-carry rules, including five-year sunset and A/B switches that subscribers, not cable systems, will pay for. Supreme Court rules that Utah "obscene" programing statute violated cable operator's First Amendment rights.

Nov. 9, 1987—Telephone companies launch offensive to be allowed to own cable systems in their service areas. ESPN carries first NFL regular season game.

Dec. 14, 1987—Appeals court rules FCC's second attempt at must-carry rules unconstitutional.

Jan. 4, 1988—TCI, Comcast and ATC contract to buy Storer Communications for \$2.8 billion, record cable system purchase. Deal will come unglued, but TCI and Comcast will reenter talks later to buy company for approximately same price.

Jan. 11, 1988—Appeals court backs Hollywood's contention on interpretation of copyright fees cable operators pay. Ruling

1988

Subscribers	47,042,470
Penetration	52.8%
Revenue	\$13,000,000,000

effectively doubles cable operator payments to CRT and puts distant signal carriage in further jeopardy.

April 18, 1988—FCC approves GTE's application to build cable system in Cerritos, Calif., within company's service area.

May 9, 1988—NBC buys Tempo Television from TCI for \$46 million, giving broadcast network further foothold in cable industry. Fourteen MSO's and five networks form Cable Captioning Consortium, to support closed captioning for hearing impaired.

May 23, 1988—FCC votes to reinstitute syndicated exclusivity rules.

June 20, 1988—NTIA releases 127-page report suggesting changes in cable's regulatory framework, including telephone company entry.

July 4, 1988—Deal by five cable programers to work with National Rural Telecommunications Cooperative takes wind out of sails for passage of TVRO bill.

Oct. 3, 1988—Turner launches Turner Network Television.

Oct. 31, 1988—FCC asks Congress to repeal compulsory license.



New York Philharmonic radio broadcasts run out of gas

Time has run out for the New York Philharmonic radio network, which announced that it will conclude its broadcast series on Dec. 25. The orchestra has not been able to find a replacement sponsor for the Exxon Corp.,

which has decided to end its 13-year broadcasting association as of 1989. The casualty is the latest in a series of corporate funding problems that has some classical programmers concerned about the future of their national

radio broadcasts.

Last April, after four years of broadcasts, *Carnegie Hall Tonight* went off the air when AT&T ceased its sponsorship commitment. Around the same time, H.J. Heinz withdrew its funding of the Pittsburgh Symphony's broadcasts. The added loss of the New York Philharmonic, which has broadcast origins dating back to the 1920's, has struck a particularly discordant note among classical music aficionados.

"I think it's a terrible indication of the state of the arts when a national institution that has meant so much to so many people is allowed to go off the air," said Roy Hemming, producer of the New York Philharmonic broadcasts and one of several symphony radio producers frustrated by the apparent difficulty in rounding up funding.

The New York Philharmonic radio series, distributed by Boston-based WCRB Productions Inc., has operated through an underwriting grant from Exxon since 1976. The weekly two-hour broadcast reaches at least 235 stations, said WCRB, primarily via satellite. Annual costs for assembling the series have risen to \$1.1 million, according to Exxon, while the oil company's income has dropped to about one-third its 1985 level.

"About three years ago, as a consequence of the economic situation in the oil companies, we took a long hard look at where we were spending our money," said Ken Kansas, Exxon's communications and public service programs manager. "We concluded that we wanted to move those dollars into the more pressing problems," he said, particularly in the areas of education and health assistance.

Oil companies and financial institutions, traditionally among the primary sponsors of national symphony radio broadcasts and both hit by slumps in the economy, are now

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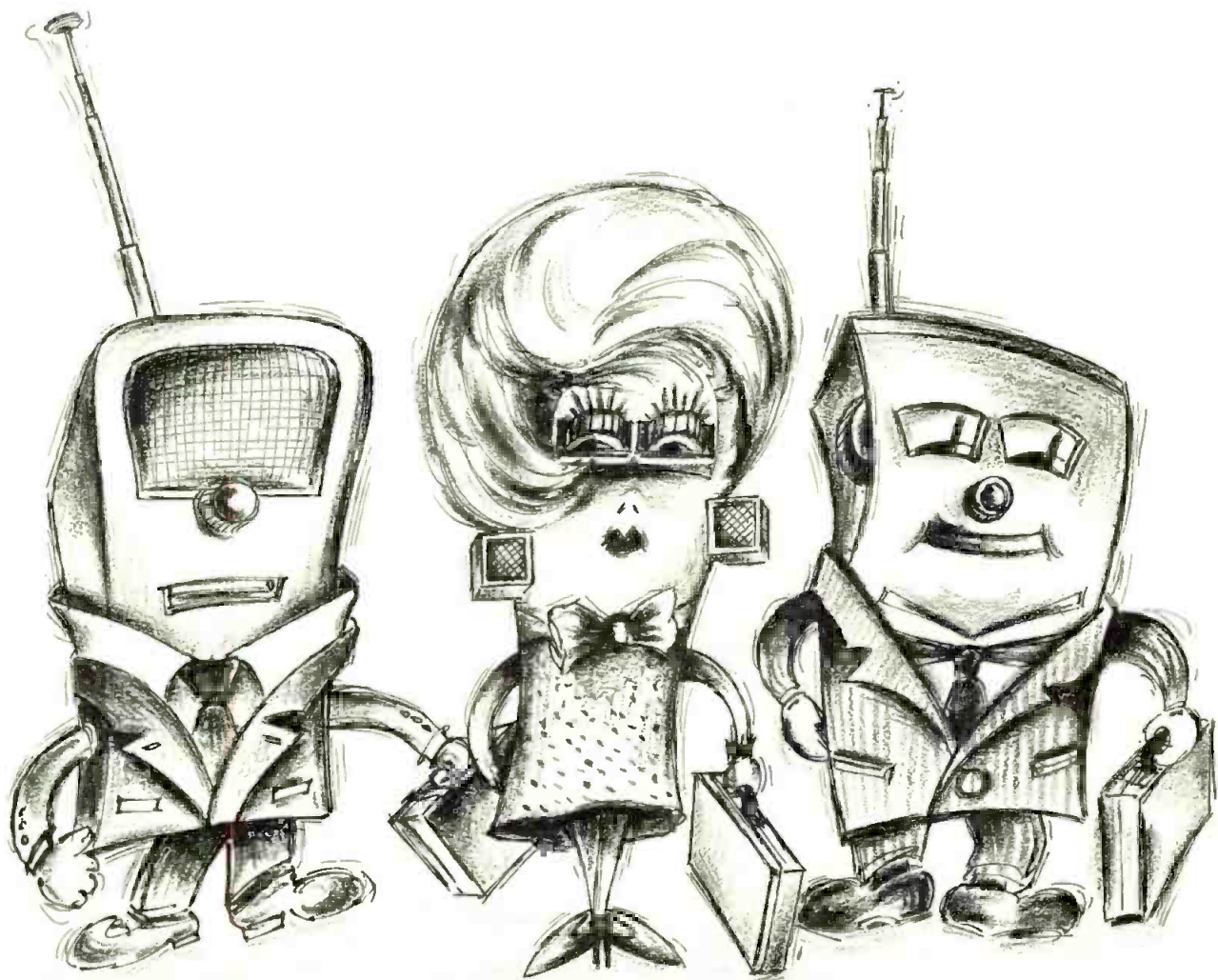
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Chicago Symphony

adjusting their marketing strategies, said Warren Bodow, president and general manager, WQXR-AM-FM New York. Although corporate sponsorship for classical programs at the local level has been on the rise, he said, "the state of corporate sponsorship [nationally] isn't as healthy as it was a few years ago."

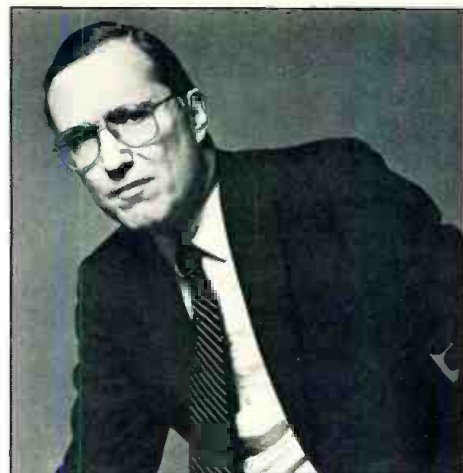
Bodow nevertheless said he was optimistic that the New York Philharmonic will find a new sponsor for the network broadcasts, and included himself among those actively joining the search. Meanwhile, he said, WQXR is planning to present an "interim" show that is tentatively titled *The Recorded Legacy of the New York Philharmonic*. He said the show, targeted for a Jan. 8, 1989, premiere, will be produced, written and hosted by the orchestra's network announcer, Martin Bookspan. The station will most likely find an outside syndicator to distribute the weekly two-hour program, he said, which will feature each week a celebrity guest host who enjoys classical music.

WCRB Productions is now a "potential distributor for the potential program," according to Mary Kate Rodman, the company's vice president and general manager.

While the orchestra continues to seek a sponsor for the network, Rodman remains puzzled by the development. "We certainly did not anticipate the failure to secure a sponsor in time [for Exxon's departure]."

Among those said to be seeking a sponsor for the New York Philharmonic broadcasts is Ray Nordstrand, who as president of the WFMT Fine Arts Network could try to add it to the company's list of seven nationally distributed symphony orchestras. He is determinedly bullish on the state of corporate sponsorship for national distribution of symphonies and orchestras and is quick to list some of the companies currently associated with WFMT's line-up: CIGNA for the Philadelphia Orchestra; General Motors for Detroit; the Franklin Group of Funds for San Francisco; Amoco for Chicago.

In addition to those broadcasts, WFMT Fine Arts Network distributes a variety of classical programming that is backed by corporate sponsorship, including: the Lyric Opera of Chicago (sponsored by John Nuveen & Co.), *Music of the Baroque* (sponsored by Arthur Andersen & Co.) and *The Van Cliburn International Piano Competition* (sponsored by Mobil and the Tandy Corp.).



WFMT's Nordstrand

The network's oldest distribution property, the Chicago Symphony Orchestra, launched the WFMT Fine Arts Network 12 years ago when Amoco first came on as a sponsor. Nordstrand said the Chicago broadcasts reach 458 stations each week, the farthest-reaching of its programs.

Nordstrand said he tells potential sponsors: "You're not only doing a valuable service, but you're reaching a target audience in a very effective way." Among the information he provides to potential corporate sponsors are classical listener demographics showing that almost 28% of the audience is top management and that half of the audience has a \$100,000 investment portfolio. Corporations perceive the value of such statistics, he said, adding that the New York Philharmonic's situation may best be characterized as an isolated incident.

However, the added departures of AT&T and H.J. Heinz do reflect some rethinking in the area of corporate funding. In the case of AT&T, the company ceased funding the Carnegie Hall series (supplied by corporate advertising dollars) to focus on a series of television dramas, according to Zack Manna, AT&T corporate advertising manager. According to a spokeswoman at H.J. Heinz, the company's decision to no longer sponsor the Pittsburgh Symphony was made to "funnel funds to all cities in which we operate, not just Pittsburgh."

Corporate contributions spent on arts and culture dropped from 11.9% in 1986 to 10.8% in 1987, according to a survey of 325 major companies conducted by The Conference Board (the 1986 percentage reflected a total of \$21,000,631; a dollar figure was not available for 1987). "[Corporations] are looking much more carefully now at where the dollars are going, because those dollars are limited," according to The Conference Board's Selma Mackler, research associate, corporate relations program group.

"[Corporations] are now concentrating on the health and welfare needs of their communities at the expense of culture and the arts," she said. While corporate contributions have "leveled off" and the future does not appear to be improving, added Mackler, cultural support should nevertheless continue to some degree. "It's still the one area that gives the company visibility," she said.

Reflecting on the changes, Cleveland Orchestra Manager Judith Frankfurt said that

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he future availability of corporate funding is now a concern for all symphony orchestras. Those symphonies currently tied to corporate sponsors are making increased efforts to give those companies adequate recognition, added Joe Kluger, general manager of the Philadelphia Orchestra. "There was a time," he said, "when orchestras took or granted some of the sponsorship."

Past and present corporate sponsors for symphony networks have described the task variably as a "significant" and "substantial" undertaking, carrying along with it a \$1 million-plus yearly price tag. Among costs cited by sponsors are production, broadcast transmission, promotion and orchestral salaries. In return, the broadcasts reach out to a network size generally in the area of 250-300 affiliates, with a majority of those stations being noncommercial.

"We know that it is difficult to find people who have \$1 million or \$2 million for projects of this sort," said Nordstrand, adding: "but when there is a match, it tends to last for a long, long time."

BP America is heading into its sixth straight year of sponsoring the Cleveland Orchestra, and will probably renew its contract this year, according to Laureen Latocha, BP's manager of corporate advertising. "Sponsoring a world-class orchestra gives us a chance to let people know about our commitment to the arts," she said. "It gives listeners a very good feeling about the company."

Latocha said that significant research conducted by BP America has backed up claims by classical producers that many of their listeners are high-income, influential opinion leaders. "If a company is publicly held, they probably have an interest in reaching that audience," she said.

Despite BP America's apparent commitment to corporate sponsorship, Latocha did not appear surprised at Exxon's sponsorship withdrawal from the New York Philharmonic network broadcasts. "Certainly it's understandable, with the price of oil being where it's at, that some companies review their commitment," she said. □

Hints for the home. *Home Tips*, a daily 60-second program featuring household hints provided by both experts and listeners, is now available via satellite to affiliates of the ABC Radio Networks. The show, produced by Washington-based Jameson Broadcast in association with ABC Television, is an outgrowth of the television network's *Home* series. Both shows feature hosts Sandy Hill and Robb Weller.

□

Revenue rise. Local radio advertising revenue increased 9.6% in August 1988 over the same period last year, according to the Radio Advertising Bureau. The year-to-date 1988 figure, based on the same RAB sampling, showed a 7.8% rise over the first eight months of last year. Analysis is based on a composite of 96 markets representing 56.6% of the U.S. population.



Much ado about Casey. Radio personality Casey Kasem will get a worldwide marketing boost and a domestic shot in the arm from the pending deal between Westwood One and All American Television. Westwood, which premieres the radio countdown show *Casey's Top 40 with Casey Kasem* Jan. 21, 1989, and All American, which has the TV version of *America's Top 10*, are preparing a joint sponsorship rate card for international domestic advertisers.

Additionally, Westwood said it has signed a deal with Emmis Broadcasting that will place *Casey's Top 40* on five of the group owner's stations. Included in the agreement are KPWR(FM) Los Angeles, KXXX(FM) San Francisco, WAAA(FM) Washington (licensed to Arlington, Va.), WENS(FM) Indianapolis (licensed to Shelbyville, Ind.) and WLOL(FM) Minneapolis. Pictured are (l-r): Phil Newmark, vp and general manager, KPWR; Kasem, and Thom Ferro, vp and director of affiliate relations, Westwood One; seated (l-r): Steve Jenkins, vice president and director, affiliate relations, Westwood One and Jeff Wyatt, program director, KPWR.

Cablecastings

College collage

Bill Daniels has given the University of Denver a \$10 million gift—the largest in the school's history—to develop a new MBA program emphasizing integrity, ethics and professional conduct for business students, the university said.

"Today's MBA graduates are academically skilled," said Daniels, "but they have virtually no training in business manners such as punctuality and positive communications, or in the handling of people." The program will be designed, said Daniels, to teach students to "act responsibly and professionally."

Serving on the program's steering committee will be Dan Ritchie, former Westinghouse Broadcasting president; Phil Hogue, president of Daniels & Associates, and Carol Barbeito, president of the Technical Assistance Center.

Board on board

Cable Labs held its first meeting in Boston two weeks ago and elected TCI President John Malone as chairman and named the labs' executive committee ("In Brief," Nov. 14). Elected to the board were Robert

Brooks, chairman and chief executive officer, Cencom Cable Associates; Dr. Walter Ciciora, vice president, technology, ATC; William Eckberg, president and chief executive officer, Meyer Broadcasting Co.; John Goddard, president and chief executive officer, Viacom Cablevision; Henry Harris, president, MetroVision Inc.; Ted Hartson, vice president and chief engineer, Post-Newsweek Cable; Bradley Johnson, senior vice president, operations, Warner Cable; Marvin Jones, president and chief executive officer, United Artists; James Mooney, president and chief executive officer, National Cable Television Association; Dan Pike, vice president, engineering, Prime Cable; James Robbins, president, Cox Cable, and Larry Wangberg, president and chief executive officer, Times Mirror.

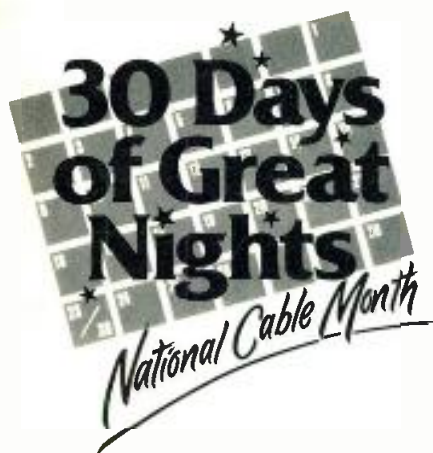
Student request

Showtime said a recent survey of college students find they want cable television and are willing to pay for it. The survey of more than 3,000 full-time students found 70% showing interest in having cable in their rooms, 65% willing to spend at least \$25 per semester for a pay service, and

40% willing to pay \$50. MTV was the most frequently watched cable service, Showtime said. "The study confirmed that this is a new generation—cable kids—kids who grew up with cable at home and who have made it part of their regular viewing habits," said Matt Riklin, vice president, business development, Viacom Networks.

Night moves

National Cable Month organizers last week announced the theme of next April's promotion, "30 Days of Great Nights," although that news slipped out the week before in a release by Richebourg



Marketing (BROADCASTING, Nov. 14) relating to NCM.

There will be extensive print and on-air promotional campaigns each night, focussing on that evening's cable programming, said NCM co-chairmen Tony Cox, chairman of Showtime, and Fred Vierra, president of United Artists Entertainment. Each night a different

service will be highlighted. There will be exceptions for generic religious networks and home shopping services nights.

The month begins with Nickelodeon on April 1, followed in succession by WTBS(TV) Atlanta on April 2, C-SPAN, MTV, a combination of Nostalgia and others, Discovery, ESPN, Showtime, The Weather Channel, home shopping services, FNN, TNT, religious channels, BET, Cinemax, A&E, Lifetime, Movie Channel, Learning Channel, Bravo, Movietime, CBN Family Channel, HBO, VH-1, Nashville, USA, CNN/Headline News, CNBC and Univision, AMC and Disney.

Queen for a day

Cable public affairs channel C-SPAN plans to telecast tomorrow (Nov. 22) Queen Elizabeth II's ceremonial state address at the opening of Britain's new parliamentary session. C-SPAN is carrying the event for the first time.

Coverage of the Queen's address, as well as surrounding events (including a procession in which cameras track Queen Elizabeth from Buckingham Palace to the House of Lords), will begin at 5:30 a.m. ET, followed by a live call-in beginning at approximately 6:45 a.m. British broadcaster Thames TV is providing pool coverage of the event.

Britain's House of Lords, where the ceremony is centered, has allowed TV cameras on its floor since 1985. The larger and more powerful House of Commons is still debating the issue, although experimental coverage is expected to begin sometime this winter, said C-SPAN.

Lucky 13

Jack Kent Cooke said last week that he

expected Drexel Burnham Lambert, the investment bank handling the sale of his cable properties, would submit its recommended bids to him by mid-December. He told *The Wall Street Journal* earlier in the week that he is looking at 13 bids for his cable television systems. Cooke said that two of the bids involved purchase of all Cooke Cablevision properties, covering nearly 700,000 subscribers in 18 states (BROADCASTING, Aug. 29). One bidder is a consortium of several businesses interested in different parts of the systems. Cooke has been looking at bids since Oct. 7.

Observers familiar with the offering book for the properties expect that the eventual price for the systems will be much lower than the originally publicized \$2,800 per-subscriber figure, because most have low growth potential and cash flow margins that are already high. Cooke declined to talk about the price he expected for the properties, saying that any report of the prices he sought has been "speculation on the part of the writer." Cooke said he planned to invest proceeds from the sale in newspaper properties rather than other cable or broadcast operations "Primarily my interest is newspapers," Cooke said. "It always has been."

Pennsylvania pioneer

The National Cable Television Center and Museum has created a medal of service award in honor of George Barco for contributions to the museum. Barco was co-organizer and board member of the museum and chairman of the fundraising committee. Barco, a former president of NCTA, founded Meadville (Pa.) Master Antenna Inc. On Oct. 3, he was honored by the museum's board and was given the first service medal which now bears his name.

Country favorites

The Nashville Network will hold its second annual Viewer's Choice Awards on Tuesday, April 25, 1989, a live special from the Grand Ole Opry. Viewers will be able to vote for their favorite artists in eight categories beginning in March. Last year, more than 318,000 votes were cast via a 900 telephone number. April 25 will also be the night that the Nashville Network will be featured in National Cable Month promotions (see above).

PPV add-ons

Reiss Media's Guest Cinema, a pay-per-view service for hotels and motels, has signed distribution agreements which will give the service more than 50,000 rooms by yearend, including MSO's Centel, Continental, Jones and Sammons. Included in RME's package are the two Guest Cinema channels and the two Request TV services.



Wireless show. The board of directors of the Wireless Cable Association met last month in Washington. From (l-r): Mike Kelley, professor, George Mason University; Curtis Bradley, consultant; Smith Murrin, director of business development, TechniVision; Jim Clark, sales manager, Conifer Corp.; Peter Frank, president, Cross Country Telecommunications; Chuck Mauszycki, president, Family Entertainment Network; Don Franco, president, Microband.

Second row (l-r): Robert Schmidt, WCA president; Thomas Pyle, executive director, Network for Instructional Television; Jim Lindstrom, vice president, Graphic Scanning; David Conro, vice president/general manager, Telecable of Puerto Rico; James Theroux, president and chief executive officer, Metropolitan Cablevision; Ron Polomsky, sales and marketing manager, Comband; George Bott, president, Krisar; Philip Merrill, Specchio Developers.

Not pictured: Mark Foster, chairman and co-chief executive officer, Microband Companies Inc.; Stephen Koppleman, president, Communications Microwave Corp.; Ed Pena, president, Pena Enterprises; W. Boyd Rooney, general manager, KUAT-AM-FM-TV Tucson, Ariz., and Bill Underwood, Omni Partners.

Pondering advanced TV's future

San Diego panel also reviews other new technologies, including Hypermedia and Minitel, and assesses chances for implementation in U.S.

The San Diego Communications Council held its annual conference last Wednesday (Nov. 16), titled Advanced Communications Technologies and the Public Interest. Along with demonstrations of HDTV, Hypermedia and the French Minitel system, the day-long panel also examined the questions of applicability of the systems and the current consumer demand for the new technologies.

The Minitel system features a small electronic screen and keyboard wired to a regular telephone. The system, which allows its users to access phone directories, scan the day's newspapers and do their shopping and banking from home, is currently used by millions of subscribers in France. There are more than 6,000 services, accessible 24 hours a day.

"The French have been successful in instituting Minitel for several reasons," said Thomas Morgan, vice president of planning and development and western general manager, Quantum Computer Services, Vienna, Va. Morgan cited the system's low cost, the fact that it is easy to learn and operate, and the minimal transmission costs. "Strong marketing and good programming" were two examples of why on-line services have not been successful in the U.S., said Morgan.

The Hypermedia system allows its users to interact with computer data, either through voice command or computer motion-graphics, to "bring life" to databases. Among its many uses, Hypermedia is looked at as an educational tool.

Much of the conference focused on HDTV and the controversy surrounding its implementation. "There's not a large grassroots movement for HDTV," said Andrew Lippman, associate director of the Media Lab at the Massachusetts Institute of Technology. In a recent study, said Lippman, results showed that people did not strongly prefer HDTV over the current NTSC system when viewed in normal viewing settings on similar screens and especially when the cost of replacing their current television for an HDTV-ready model was factored into the equation.

Indeed, the people who are pushing hardest for HDTV implementation are "the consumer electronics manufacturers," said Edward Horowitz, senior vice president, technology and operations, Home Box Office. "The consumer electronics manufacturers are looking at the 1990's as a time when there will not be a lot of new technology to sell," he said. "That's why they are pushing to change the standard [to



L-r: David Lang, Bell Labs; Keith Epstein, Pacific Bell; moderator Louis Ball, Interconnect Solutions, and Morgan (at podium).

HDTV]—because they see a global market potential of more than \$100 billion."

"We're pushing for the next generation of television sets to be built without a set standard," said Lippman. "It's foolish for people to think that there will be only one standard in the future. Instead of trying to pick one standard for the future, why not build a set with adaptors enabling it to be upgraded or modified?"

The conference also featured a teleconfer-

ence via satellite with FCC Commissioner Patricia Diaz-Dennis. Dennis discussed the FCC's concerns about telco entry into the video-programing industry, particularly the effect such entry would have on broadcasters. "The implications to over-the-air broadcasters must be examined because broadcasters have a long-standing tradition of standing up for First Amendment rights," Dennis said. "We're concerned about the telcos' commitment to those rights." □



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Pirate convicted. The FCC's involvement in a signal theft investigation and prosecution became one step more tangible and fruitful this month with the conviction and sentencing of John Ross Sr., J-Lyn Enterprise, Cartersville, Ga., for marketing illegal satellite programming descramblers. Ross was fined \$3,000, given a one-year suspended jail sentence and put on two years probation in U.S. federal court Nov. 10. Following an FCC Atlanta field office investigation, U.S. marshalls executed a search warrant on Aug. 25.

"I am delighted to see the first fruits of our heightened enforcement action," FCC Chairman Dennis Patrick said last Wednesday. "This should serve as a warning to others who are violating the law. The commission will continue working with the Justice Department to enforce the anti-piracy law. This is the only way to insure that law-abiding dish owners will continue to receive the programming they desire and are willing to purchase."

New cross-Atlantic paths. Brightstar Communications has finalized agreements with France and West Germany that will allow the international satellite services firm to provide direct Intelsat transmissions to and from those two nations and the United States. Up until now, the firm has had to hop transmissions in and out of mainland Europe via its uplinks in Britain.

Brightstar, which has enjoyed a 50% increase in dedicated and occasional-use business since it leased two transponders on Intelsat 332.5 last January, hopes that the imminent launches of European direct broadcast satellites (the United Kingdom's BSB, France's TDF-1—launched last month—and pan-European bird Astra) will bring more demand for U.S. programming in Europe, said Brightstar marketing vice president, Bill Page.

The battle to make international satellite delivery of syndicated programming competitive with videocassette delivery, or with \$200-per-hour domestic satellite rates, might never be won, he said. International

news, sports and special events programming, however, is on the rise, Page said. In addition to providing regular cross-Atlantic transmissions for the broadcast networks and CNN, Brightstar is delivering all of ESPN's programming to Europe in 1988 and is negotiating to continue that contract next year, he said. Several cable programmers have queried Brightstar on the estimated costs of delivering both the 1992 summer and winter Olympics.

Looking ahead. IDB Communications Group Inc. outlined its development plans, including changes in its New York operations and an emphasis on leased fiber networking, at the company's 1988 RadioTelevision Summit in New York last Wednesday (Nov. 16). The presentation, which came one day after IDB put on line its full-time digital link between Moscow and New York, included a flurry of recent accomplishments and ambitious goals for the company.

IDB said changes at its New York operations include: the appointment of Howard Miller, formerly director of operations in Los Angeles, to the newly created position of general manager; the formation of a program booking office, scheduled to begin by mid-December; an as-yet-unnamed audio manager who would oversee a five-person audio staff, and the planned construction of an audio control center that is currently being designed and should be completed by the second quarter of 1989. IDB also reported that its two 15-meter earth stations, erected two months ago at a cost of about \$1 million, have brought the company's total number of earth stations at The Teleport on Staten Island to 13.

"IDB is trying to departmentalize its New York operations," said Miller, particularly by splitting its audio and video staffs. "We feel we've grown to a point now where that's important." IDB representatives also stressed the company's interest in placing on line a terrestrial audio switching service in Washington and New York sometime during the first quarter of 1989.

Law & Regulation

Reregulation, deregulation and the future of communications policy

At New York seminar, media watchers access the regulatory climate

Television broadcasters will be begging for reregulation of the industry in the next four years but will ultimately seek and be granted deregulation of the industry, said panelists last week at a New York City seminar on the future of federal broadcasting policy.

It will be difficult for the FCC to deregulate the industry further, said Henry Geller, director of the Washington Center for Public Policy Research. "All they're getting at the FCC is postcards," he said, referring to the postcard-sized renewal form stations are now required to file. He also said that the Bush administration would not push heavily for more deregulation, since it is not filled with "true believers" as is the Reagan administration, but more with pragmatists akin to those in Nixon's administration.

The unpredictable element that might affect communications policy in the near future is the possible unconstitutionality of any regulation of the content of the broad-

casting industry, such as a reimposed fairness doctrine, Geller said. Such a ruling by the Supreme Court, he said, would jeopardize the concept of broadcasters as public trustees and open the door to charges for the use of the airwaves.

Broadcasters do want reregulation in the forms of must-carry guarantees and relief from the pressures of the comparative renewal process, Geller said.

Geller said that he would like to see deregulation of radio in the near future, with the current structure replaced by a 40-year license and an annual spectrum usage fee of one percent. If the scheme worked for radio, Geller said, "it could work in TV."

Chip Shooshan, a principal in the Washington consulting firm of Shooshan & Jackson, agreed that reregulation would take place over the next four years. The industry wants a designated public trusteeship role, legislated in such areas as the fairness doctrine and children's television, so that it will be able to get must-carry legislation in return, he said. The broadcast industry likes

the "comfort" of being public trustees, he said, adding, "Congress will want to play in that game." As a result of negotiations between Congress and broadcasters, Shooshan said, he envisioned the passage of what he called the Reregulation Act of 1989. The wild card in the game, he said, is President-elect George Bush and his reaction to the bill. Shooshan noted that Bush's reported support of Reagan's fairness doctrine veto (see "Closed Circuit," Sept. 19) might cause him to veto legislation of the doctrine if it arrives again at the White House.

Although broadcasters now want the public trusteeship role, it will be an unsupportable burden in the long run, said Thomas Krattenmaker, associate dean and professor of law at the Georgetown University Law Center. Quotas for children's programming and restrictions on advertising will make it difficult for broadcasters to compete against free market competitors. "If a reregulation bill is passed, it will go away in five years," he said.

In the cable television arena, Shooshan

said that three separate elements of the industry structure—horizontal concentration, vertical integration and franchise exclusivity—would have different fates in the Bush administration.

Because the anti-trust division of the Justice Department will probably have "real, live, breathing people in it," Shooshan said. Justice and perhaps the FCC may place limitations on the number of cable systems that one entity can own. Any threat to vertical integration, he said, would come from litigation, not the executive branch. And regarding barriers to entry in the business of cable system operation, Shooshan was optimistic that broadcasters, telcos and MMDS and DBS concerns would be able to participate.

Geller predicted that cable would lose its compulsory license, putting it on equal footing with the MMDS and TVRO industries. He also said that, although the cable industry might be willing to accept must-carry legislation, the type of must carry that the Supreme Court would find unconstitutional. Any must-carry regulation in which a cable operator could choose to drop one or two of several broadcast channels in a market would not hold up in court, according to Geller.

When the conversation turned to public broadcasting, Shooshan posed the question of whether the country needed public broadcasting anymore. On the federal level, he said, the mission of public broadcasting has never been education. The system's original mission of providing alternative, uplifting entertainment is no longer urgent in today's diverse environment of programming, he said. Because of other problems inherent with the public broadcasting system, it is worth eliminating the Corporation for Public Broadcasting "just for the heck of it," he said. Shooshan added, though, that he expected the Bush administration to make no more than minor changes in the system, such as providing a greater portion of public broadcasting money directly to individual stations.

Geller dismissed the question Shooshan had raised. Though radio has "a million formats," Geller said, one has to listen to a noncommercial station to hear, for example, an in-depth discussion of the Panama Canal treaty.

Policymakers whose familiarity with public broadcasting derives from watching WETA-TV Washington or WNET(TV) New York have a distorted view of what public broadcasting is in the U.S., Carey said. Contrary to the impression that those stations foster—that public broadcasting consists primarily of cultural programming—most noncommercial stations are affiliated with some sort of educational institution, Carey said. "The core of public broadcasting has been its educational roots," Carey added.

The seminar was held last Monday (Nov. 14), and was sponsored by the Markle Foundation Communications Policy Project in association with the Center for Telecommunications and Information Studies at the Columbia University Graduate School of Business. □

Ad associations prepare to battle reregulation

At conference in Chicago, panelists speak of congressional action and increased state regulation

As a new administration enters the White House, a new Congress seeks to cut the deficit and three Federal Trade Commission seats come up for reappointment in 1989, the advertising industry is preparing to fight potential advertising reregulation on several fronts, said several experts addressing the National Advertising Law and Business Conference held last Tuesday at the Drake hotel, Chicago.

"Our toughest fights are yet to come," said American Advertising Federation President Howard Bell, and they may include congressional proposals to limit advertising tax deductions, reintroduce the children's television bill, re-establish unfairness jurisdiction at the FTC and create national advertising bans by product type. Increased state regulation can also be expected, he said. Over all, said FTC Commissioner Andrew Strenio Jr., a strong, but "not overbearing" FTC could be the key to preventing overregulation on the national and local levels.

Seeking a \$32-billion cut in a \$155-billion deficit next year, said Bell, "senior members of House and Senate tax committees have informed us that changes in business tax deductions could be a source of new revenue...to avoid across-the-board spending cuts of 5%, which Congress will avoid for fear of economic collapse. The probable approach" to limiting advertising tax deductions, he said, "would be to force advertisers to defer 20% of each year's deductions to future years. This would cost the industry \$11 billion over three years." State legislatures, said Bell, "also see advertising as a

possible source of revenue."

Democrats in Congress, said AAF senior vice president, government relations, Wally Snyder, headed by a "stronger majority leader [and] in the mood to initiate budget reduction-tax policy, first will consider excise taxes." Sixteen cents, he said, would raise \$3.3 billion per year.

The AAF, the Association of National Advertisers and the American Association of Advertising Agencies have formed the Advertising Tax Coalition, said Bell. That group is commissioning research to document that tax deduction loss will drive up advertising and consumer prices and will lead to less advertising-funded information available to the public. AAF also believes that such "unfair tax treatment...will hurt employment [and] make U.S. firms less competitive with foreign companies competing for sales in the U.S. and abroad."

Advertising "censorship," including proposed bans on tobacco and alcohol ads, constitutes "the second major fight we expect during the next Congress," said Bell. New drug bill requirements of alcoholic beverage label health warnings could mean "the next step will be an attempt to require in-ad warnings. In addition, the beer industry is worried that the next step may be an ad ban."

With FTC Commissioner Patricia Bailey's former seat vacant since last May, Chairman Daniel Oliver "serving at the pleasure of the President" and awaiting possible reappointment, since his term expired two months ago, and with Strenio's term expiring next September, Strenio described the current five-member commission as "delicately balanced on a number of issues...the arrival or departure of even a single commissioner could have a pronounced impact both on individual cases and the long-term direction of the agency."

Mimi Dawson (Transportation department and former FCC commissioner), Craig Smith (freedom of expression committee) and Alan Moore (Commerce department) were among other potential candidates for the commission named by Snyder. President Reagan nominated Margot Machol, Council of Economic Advisors, to a seat on the commission hours before Congress recessed on Oct. 22. As a recess appointment, she would be eligible to serve only one year.

The National Association of Attorneys General (NAAG) "has stated its intention to continue as a major player" in regulation of national ads, said Bell, having recently adopted broadcast price disclosure rules concerning airline and car rental industries.

Noting that since joining the FTC in 1986, "the agency has lost 20% of its resources," Strenio told attendees that "the generally more open atmosphere for advertising—correctly fostered by the FTC—taken in conjunction with the commission's weakened condition" has allowed abuses by "a careless few," leading to a "surge of state activism." A re-strengthened FTC, he said, can weed out the "tiny minority" of violators and "is capable of...promoting the application of a single, clear and correct national standard for all national advertising," thereby ending overregulation by non-FTC sources. □

Casting light on shades. The Federal Trade Commission has issued a consent agreement prohibiting Northbrook, Ill.-based sunglasses marketer, JS&A Group Inc., from "falsely claiming that any product for personal or household use has been independently investigated or evaluated." The complaint issued with agreement charges that JS&A and its owner-president, Joseph Sugarman, "claimed falsely that a 30-minute television program called *Consumer Challenge* is an independent consumer program [that] conducted an independent and objective investigation of BluBlockers [sunglasses] without receiving any reimbursement or other financial benefit from JS&A." Following a 60-day pleading cycle, the FTC will decide whether to make a final consent agreement, which defines a "program-length advertisement" as a "video advertisement that lasts 15 minutes or more."

Free speech in advertising debated

While advertisers press for full First Amendment protection, former federal judge doesn't think that is supported by legal interpretation

Advertisers' freedom to promote their products, particularly on television, is seen as being under increasing challenge in Congress. And while those in advertising and their allies in broadcasting—backed by the American Civil Liberties Union—maintain that advertising has full First Amendment protection, former federal appeals court judge Robert Bork suggests that advertisers should not count too heavily on that interpretation of the law.

Free speech and advertisers' rights were the focus of a five-part series on ESPN's business news program, *Nation's Business Today*, last week. Jim May, vice president for public affairs of the National Association of Broadcasters, and Dan Jaffee, vice president for the Association of National Advertisers, argued that the First Amendment ex-

tends to commercial speech. So did Barry Lynn, ACLU general counsel. "Corporations have the right to speak, including the right to advertise any legal product," Lynn said.

The most vigorous opponent of that position was John Banzhaf, a professor of law at George Washington University who heads Action on Smoking and Health and whose letter to the FCC in the late 1960's led to the commission's application of the fairness doctrine to cigarette advertising. That was several years before Congress banned television advertising of cigarettes. The Supreme Court, Banzhaf said, "allows restrictions on advertising." The alternative to restricting advertising, he said, "is to ban the product."

Bork and Thomas McGrew, of the Washington law firm of Arnold & Porter, tended to agree, if not with a great deal of enthusiasm. McGrew said that the Supreme Court had been moving in the direction of full First Amendment protection for advertising. But in the last couple of years, he added, the court has been sending "very mixed signals" on the issue. "So it is not at all clear that the current court in the next few years won't undo a lot of the progress made for the First Amendment right to advertise in the 80's and 70's."

Bork, who resigned from the U.S. Court of Appeals in Washington in January after his nomination to the Supreme Court was rejected by the Senate, said it was wrong for government to ban advertising of products it considers "deleterious." He apparently would not oppose the ban on cigarette advertising—he called tobacco "a special case; it's very dangerous." But he described the general move to restrict advertising as the product of a "blue-nose attitude pushed by certain groups in this country." Like McGrew, however, he saw the Supreme Court, as now constituted, as unlikely to overturn bans on advertising.

"Commercial speech," he said, "does not receive the same protection of other forms of speech." He thought it "silly," in fact, that "pornography" receives more protection than advertising. "It stands the thing on its head."

Jaffee said the ANA is concerned about congressional interest in banning all advertising for tobacco, as well as for all alcoholic beverages, even for caffeine and sugar. He said 12 bills regulating advertising had been introduced in the last Congress. "The efforts are very serious," he said. "Powerful groups are fighting for the bans.... I do not see these efforts diminishing but increasing." □

Journalism

Campaign '88: Assessing the media

Gorged on sound bites and polls and manipulated by candidates, TV coverage had its moments, both good and bad, with substantive reporting for those willing to look for it

With the 1988 presidential campaign finally consigned to history, those looking back on the media's—particularly television's—coverage of the contest between Vice President George Bush and Governor Michael Dukakis might be justified in talking of the past six months as Dickens once talked of France in a time of revolution: "They were the best of times. They were the worst of times." They were also the times when the media—again particularly television—were examined in all of their aspects with a fascination and exhaustiveness probably never before seen. The media had become part of the story, a story about a campaign that left public and media less than exhilarated about what should be democracy's finest hour.

The bad times were evident to every critic, and frequently remarked on: The media indulged in their typical "horserace" brand of coverage, a coverage fed this time by an overabundance of polls that some said were self-fulfilling prophecies. The campaigns, particularly the winning one of Vice President Bush, manipulated the media, anticipating their needs and feeding them with sound bites and visuals on demand. A fasci-

nation with tactics and strategy, including the impact of advertising (again, particularly the winning Bush campaign's), distracted the media and thereby the public from the substance of the presidential contest. "Over all, the press was gulled by visual manipulation," said Dr. Kathleen Hall Jamieson, who teaches political communications at the University of Texas, in Austin. *Newsweek* summed up such criticisms in a story in its "Election Special" issue under the headline "How the Media Blew It."

The public's view of the media's performance was not one to improve the morale of reporters and editors and producers who had worked long and hard on the coverage. A *Times Mirror* survey showed that the percentage of voters who felt the coverage had been "excellent" or "good" dropped sharply between May and November, from 71% to 60%, while the percentage who saw it as only "fair" or "poor" rose, from 22% to 39%. Often the criticisms seemed to reflect a frustration on the part of voters—why, for instance, didn't reporters "attack" or "go after" one candidate or the other (usually Bush) with more vigor? The reporters, in turn, said that was not their job. NBC News's Chris Wallace, who covered Dukakis, spoke for a number of reporters last week when he said, "Our job was not to attack the Republican candidate. That's the job of the Democratic candidate. If he's

inept, we have to report what he said. He didn't run an effective campaign."

As for the good times for the media, they were not as evident, but they can be documented: There was an effort by the networks to screen candidates' remarks for factual errors. ABC News's James Wooten, for instance, followed the three presidential and vice presidential debates with pieces pointing out errors and distortions in the comments of the participants. Late in the campaign—too late, according to some—the networks began analyzing the advertising in terms of the accuracy of the content, rather than its effectiveness. Probably best of all, programs like ABC News's *Nightline* and the MacNeill/Lehrer *NewsHour* provided substance beyond that available from sound bites and visuals. Public Broadcasting Service also made a significant contribution with the *Frontline*-Time Inc. 90-minute coproduction *The Choice*, a highly praised, in-depth piece providing background on the two candidates. Then, too, there was C-SPAN with full-text coverage of speeches and press conferences. And Cable News Network, with its 24-hour program day, devoted considerable resources to weekly specials, interviews and spot news reports on the campaign.

All of which led Jamieson last week to comment: "If a voter wanted to obtain political substance and relied on television, he [or

she] would get more than ever before in history." It would take work on the part of the viewer, she said. "But it's no longer true that voters have to rely on print [for their information on presidential campaigns]." (Jamieson herself contributed to the information mix in an appearance on the Oct. 23 edition of *Meet the Press*, which attracted considerable attention. "Bush," she said at one point, "is running the dirtiest campaign that I've seen since 1964.")

Beyond the efforts hailed by Jamieson and others, there was another element contributing to the estimate of 1988 as the best of times in terms of the media's involvement in the presidential campaign. Edward Turner, executive vice president of CNN, resisted criticisms like those *Newsweek* had heaped on the media. After all, he noted, CNN had been covering the campaign in considerable depth for two years. And he saw nothing wrong with sound bites (he would rather have five seconds of information than 40 minutes of "baloney") or polls (they are not limited to reporting winners and losers but report, as well, attitudes and issues). And as for permitting advertising to go unchallenged, he said that, in response to one of the Bush campaign's most famous commercials, all the networks did pieces detailing the background of the pollution in Boston harbor and what Governor Dukakis was doing to clean it up. "Yes, we could do it better," Turner said. "But I won't do a mea culpa." No other news executives were attiring themselves in sackcloth and ashes, either. But some were clearly uncomfortable.

And for the first time, they were saying so out loud. That was the good news.

CBS News President David Burke, who joined the network from ABC News last summer, started the public soul-searching a few weeks before the election, at a news conference (BROADCASTING, Oct. 24). He suggested that television had been providing the public with as much substance as it wanted. "The state of the political art in the country is at a rather low level" that is not "conducive to the kind of choices that we have before us," he said. Still, he appeared to feel television journalism could do better. "Perhaps," he said, television should "put on the hair shirt and say: 'Look, sit down. I'm going to talk to you for a while about the federal deficit, and you're going to like it.' Well, they won't. They'll turn it off. But maybe we just don't do enough of that."

ABC News's Rooney Arledge, in a news conference of his own shortly after Burke's, thought the blame for the low level of the campaign coverage rested not with the public so much as with the networks and the "political process and the politicians." And here he wrapped his concern with what he saw as the prepackaged and controlled nature of the campaigns in his previously expressed frustration with the political conventions at which the candidates are formally nominated. "In trying to present some sort of mush to the American people, called party unity, they [the parties] have managed to turn everybody off," Arledge said, alluding to the poor ratings the networks achieved with their coverage of the

conventions. The parties, he conceded, have the upper hand in controlling coverage: "It's very hard to get the political process through the filter of television...if the people [in control] don't want the American people to know what the issues are."

But it was Timothy Russert, vice president and assistant to the president of NBC News, who last week came closest to acknowledging that the campaigns might have won their battle with the networks over control of the coverage. He suggested that the networks had not been prepared to analyze the negative ads; they had not been used in presidential campaigns in the past, at least to the degree they were used in 1988. "We should be more aggressive in analyzing the ads in the future," he said. He would have them "dissected" and have the networks request the campaigns to support the ads with research material. Otherwise, he said, in an appearance on ABC News's *Viewpoint* two weeks ago, when the subject was discussed, such ads will go unanswered. And, he said, "we will have guaranteed that any president coming into office is going to have a 40% negative rating, and that's not quite good for a democracy."

But of at least equal concern to Russert was the manner in which the campaigns used sound bites and photo ops as "electronic news releases." "Twenty years ago, no self-respecting journalist would take a news release and simply run it," Russert said. Occasionally, he said, electronic news releases had been. "We have to be careful to use sound bites and visuals only as starting

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points, then go on to report what the campaign is trying to convey," Russert said the networks were dealing with campaigns that were sophisticated in the ways of electronic newsgathering. "They know our deadlines, our time requirements and the appeal of visuals," he said, adding, "It's a whole new game. They present us with prepackaged goods, and say, 'We hope you broadcast this.'"

"We have to be more astute in recognizing the danger of being used," Russert said. "We have to stay one step ahead."

Four Democratic members of the House who had written to the four networks two weeks before the election would agree. The congressmen—Representatives Charles E. Schumer (N.Y.), George Miller (Calif.), Marty Russo (Ill.) and Leon E. Panetta (Calif.)—asked the networks to take a tougher,

more discriminatory approach to their coverage. "Substantive, thoughtful interaction between the candidate and the public, including the media, has become an endangered species," they said, adding: "We suggest that the networks refuse to cover some events that are created simply for show, and that they demand greater substantive access to the candidates."

Maybe in 1992. □

International

Super Channel to get makeover from new owners

Italian broadcasting concern plans major changes for foundering channel; in separate action, Super Channel partner, Virgin Group, will target younger audience for planned service

The Italian broadcasting family that two weeks ago took a controlling share of British satellite TV service Super Channel has plans to turn the unprofitable venture into a multilingual, music-dominated programmer aimed at Europe's younger audiences.

In related news, U.K. media conglomerate Virgin Group, which owns 45% of Super Channel, may also seek to develop a channel targeted at 16- to 25-year-old audiences for the British Satellite Broadcasting (BSB) direct-to-home service. Virgin has a 10% interest in the billion-dollar BSB venture, to be launched late next year.

The Italian Marcucci family, which already runs Italy's highly successful Videomusic TV network through its Beta TV holding company, purchased a 53% interest in Super Channel from the group of British commercial broadcasters that founded it in 1987. Two of the other founding companies will retain a 1% share apiece in the channel.

According to Virgin Group's Robert Devereux, Beta TV's Super Channel acquisition involved the payment of all outstanding liabilities, which add up to approximately \$14.5 million, plus future funding for the channel. Beta said it had committed to spending more than 10 million pounds (\$18 million) on Super Channel this year.

Several American companies came close to buying into Super Channel this fall, and viewed its reach into 15 million European cable homes as a quick, but ultimately too costly, step into the burgeoning television scene there.

United Cable led one unsuccessful joint bid with Turner Broadcasting and Home Box Office (BROADCASTING, Oct. 17). ABC was also approached in the last year about participation in the service, according to ABC Enterprises' Herb Granath. Dallas-based International Broadcasting System, a supplier of sports and other programming to Super Channel, made a late offer as well.

Other late bids included a joint offer by Virgin head Richard Branson with the Brit-

ish news service Independent Television News (ITN), and a bid by publishing giant Robert Maxwell, whose media holdings include a half-share with Viacom in MTV Europe.

Tim Newman, Paris-based programming consultant with Videomusic, said Beta plans major transformations in the service's programming approach beginning next January, including strong use of graphics and a modular program schedule. Changes were already under way under former leading shareholder, Virgin, after extensive losses stemming from the channel's original best-of-the-British program offerings.

Losses of no more than about \$4.5 million were expected for 1989, Newman said, and the company expects to reach break-even by 1990.

Among the changes anticipated is an attempt to reach greater viewership among widespread cable audiences in West Germany and the Benelux (Belgium, the Netherlands and Luxembourg) nations by using the multilingual channel capacity of the Eutelsat satellite carrying Super Channel, Newman explained. German and Dutch language tracks will be added to the English-language service by January, and a French-language track will be added later.

Programming will be targeted more at young audiences, allowing the channel to avoid head-to-head competition with Europe's national networks, which Newman said draw older viewers. Music will compose one-third of the channel's schedule, he said, using as sources both the Italian Videomusic network and music program supplier Music Box, which is owned by Virgin.

Global response. C-SPAN's new union with U.S. Information Agency's Worldnet (BROADCASTING, Nov. 14) has already produced some feedback from abroad. During a Friday morning call-in show on the election, a time was set aside for calls from abroad. The C-SPAN panel of journalists was not disappointed. Calls posing questions about issues and about election procedures came in from Paris, Morocco and Bangladesh.

Newman also said the channel would switch its emphasis in series programming to older shows with youth "kitsch"-appeal like *Batman* and *Superman*. Live, interactive programming will also be on the schedule in the form of a two-hour afternoon phone-in show featuring music countdowns, movie and music news, games and prizes.

General news will come in the form of four-minute video voiceover blocks, repeated several times during designated dayparts.

Affecting the channel's future, however, may be less-than-smooth relations between leading shareholders Beta and Virgin. Assumption of the channel's existing debt may be one issue, as is Virgin's desire to remain as a silent partner without additional investment in the channel.

The two companies also apparently disagree about continued involvement in the channel by news supplier ITN. ITN's Super Channel News had been among the channel's highest rated programs, but Beta has temporarily discontinued the relationship over the issue of editorial control.

"Their price is fair, the quality is good, but we want artistic and editorial control," said Newman. "We want to be able to decide news packaging [and] ITN is not willing to give that up."

Although Newman said Beta may still resolve its differences with ITN, the company was already talking to at least one other supplier last week.

If disputes between Virgin and Beta are eased, it is believed possible the two might jointly transform the service into the youth-targeted BSB channel.

A BSB youth channel only became possible earlier this month, following an announcement by the British government that as part of a broad deregulatory initiative it would authorize an additional two channels on BSB several years earlier than originally expected (BROADCASTING, Nov. 7).

Devereux said Virgin saw a gap in the market for a channel targeted to viewers 16- to 25-years-old, despite new direct-to-home services to be launched next year by Rupert Murdoch's Sky Television, BSB or others.

Virgin has about three months to make a submission to the government for the BSB franchise. □

Harmony Gold, Soviets, sign co-production agreement

Harmony Gold will initially bear brunt of financing of productions, one of which will be mini-series on Alexander the Great

Soviet state production arm Video Films and Hollywood independent Harmony Gold have signed a \$50 million co-production agreement, with the centerpiece a \$30 million, eight-hour mini-series, *Alexander The Great*.

The agreement is not the first co-production between American and Soviet television companies—Turner Broadcasting has several ongoing productions with Soviet national broadcaster Gosteleradio—but it appears to be the most extensive to date, involving the mini-series, a pair of documentaries and two action films to be shot in Moscow and Leningrad.

Under the agreement, the *Alexander* mini-series will be produced with an American director, writer and producer and an international cast. Filming will begin in spring 1991 in locations including Soviet Georgia, Turkey and India; the program is expected to be ready for airing in 1992.

Two documentaries already agreed to are on the Modern Ballet of Leningrad and on Leningrad's Hermitage museum. Only brief discussions have been held so far on the subjects of the films, according to a Harmony Gold representative.

Harmony Gold said it will initially assume the majority of the financial responsibility for the projects, although the Soviet agency would eventually assume a greater fiscal role. Harmony Gold has worldwide distribution rights to products resulting from the deal.

Video Film's Alexei Safarov, the chief negotiator for the deal, will head the soon-to-be-opened Harmony Gold office in Moscow and oversee the co-production ventures.

President of Video Films and Soviet Vice Minister of Cinema, Oleg Uralov, in a prepared statement, said Harmony Gold was chosen as the agency's first co-production partner "because of the fact that all the projects they said they would do—they did, and very well. We believe in their professionalism and their dynamic energy."

Harmony Gold's past co-production ventures include the 10-hour mini-series *Shaka Zulu* with Italy's RAI; two four-hour mini-series co-produced with Italy's Reteitalia and France's SFP, *King of the Olympics* and *Man Who Lived at the Ritz*, and NBC's *Around the World in Eighty Days*, also co-produced with Reteitalia.

The Soviets are also involved in ongoing co-production activities through Gosteleradio, which is currently in script development with Turner Broadcasting on the six-hour mini-series *Zeus' Weapon*. The story,

ESPN back in Britain. ESPN, which helped found the British satellite sports channel Screensport earlier this decade but reduced its stake to a single digit share after the slowing of UK cable growth, has once again expanded its holdings to approximately one-quarter to one-third of the London-based service.

At the same time, ABC Video Enterprises President Herb Granath suggested the emergence of rival sports channels in Europe may make some future consolidation necessary.

Granath, who said the U.S. cable sports service has upped its share of its overseas counterpart in a cash transaction he declined to detail further, explained that discussions have already been held with Rupert Murdoch regarding his Eurosport joint venture with the European Broadcasting Union (EBU), with British Satellite Broadcasting, which has an events channel that has already captured some sports rights, and with others.

The new ESPN stake follows a move by Screensport majority owner British retailer W.H. Smith to target the UK direct broadcast satellite audience through a transponder on the new Astra satellite. Astra, to be launched next month and scheduled to become operational in early 1989, will also carry the Murdoch-EBU Eurosport as part of a four-channel package with Murdoch's Sky Television film, general entertainment and news channels.

Granath said he was confident the participation of Europe's dominant broadcasters in Eurosport would not damage Screensport, arguing that current rights arrangements may not make it uniformly possible for Eurosport to obtain exclusive rights to sporting events. But, he added, it seems "impossible" for three competing services to survive and that there "might be a coming together."

Screensport has been unprofitable so far, and will probably remain so for another three-to-four years, Granath added. ESPN provides approximately 500 hours a year of sports programming to Screensport and Granath said the amount may not change under the new arrangement.

ESPN, which already has plans to start a Japanese satellite sports service in the next six months, has held conversations on similar ventures elsewhere in Europe, said Granath.

on CIA-KGB crime solving, is expected to go into production next spring for a 1990 telecast.

Turner and Gosteleradio have also scheduled for next Wednesday, Nov. 30, a simultaneous exchange of programming on the sub-

ject of each other's TV industry. Airing in this country on CNN as *Larry King's Night of Soviet TV*, the three-hour program will include samples of Soviet programming. Soviet television will air a similar program examining American TV the same night. □

Quarterback in the USSR

USC, Illinois to play football game in Soviet Union for airing in both countries; syndicator Raycom to produce program

American football in Moscow? Promoters of "The Glasnost Bowl" have just that in mind for what they say is the first-ever contest between two American college teams there. Scheduled for Sept. 2, 1989, in Moscow's 50,000-seat Dynamo stadium, the game pits number-two University of Southern California against the University of Illinois.

ABC-TV will air the match live in the U.S., while Soviet national television network Gosteleradio will bring it to Soviet viewers.

Sports syndicator Raycom in Charlotte, N.C., said last week arrangements have been finalized in the last several weeks following more than a year of negotiating between the Soviet State Committee for Sport,

and promoter Jim Aebli, president of Raycom International, which will produce the event.

The agreement with the Soviets is a long-term one, according to Raycom principal Rick Ray, and the bowl game will be played every year.

Raycom will market the program overseas. Domestically, Raycom will get the network advertising revenue in return for a fixed payment to ABC. Dennis Swanson of ABC Sports declined to reveal the amount of the payment, but said it should result in a profit for ABC, which is blocking out three-and-a-half hours of game time (noon to 3:30 p.m., NYT).

ABC will also provide production support and network talent, including football commentators Keith Jackson, Bob Griese and Mike Adamle.

Several thousand American supporters of the two teams will be flown in for the event, said Aebli. □



More basic services selling to wireless

Number of cable networks have presence at wireless convention

Although wireless cable operators have been largely unsuccessful in getting pay cable programming services to deal with them, an increasing number of basic services, including those owned by cable programmers, are selling to wireless.

Last month at the Wireless Cable Association convention, Lifetime and The Discovery Channel were on the exhibit floor, and representatives from CBN, Playboy, Movie-time and The Weather Channel were also at the show.

Both The Discovery Channel and Movie-time are majority owned by a consortium of MSO's. Ajit Dalvi, senior vice president, marketing and programming for Cox Cable, which owns a piece of both, said: "It would serve no purpose to deny them [wireless] this programming. We don't need to resort to that. We can't discriminate against other competitors," adding that operators "have an obligation to set an example."

Dalvi said Cox separates its role as program service provider from that of cable system owner. As a programmer, it is in its best interest to achieve maximum distribution of the service, he said, even if that means selling to a wireless operation competing against a Cox system. In addition, he said, any profits from the program services are designed to be plowed back into better programming.

Seth Kittay, director of ancillary markets for Movietime, said the service is in negotiations with wireless operators Microband, MetroTen, Peoples Choice and TechniVision. Since Movietime is unscrambled, it does not have the piracy concerns of other cable programmers. Kittay said negotiations center on carrying the service full time and on assurances that the operators can pay for future rate card increases. Movietime's rate card, for instance, is free until 1990 when the service will charge five cents per subscriber per month. In 1991, it jumps to six cents, and in 1992, to seven cents. Local operators have two minutes of advertising to sell per hour.

Discovery has a deal with MetroTen in Cleveland for carriage and has discussed carriage with other wireless operators, including Microband, according to Chris Appleby, the channel's coordinator of alternative technologies, who manned the Discovery booth at the show.

Programmers also say that because wireless has lower capital costs, it can sell programming, bought at the same rate as cable operators, for a cheaper price. "They are in a position of putting less expensive product into the home," said Kittay, because their overall capital costs are lower, primarily

because they do not have to build cable plant.

Lifetime said it has received a good response in the six months it has been selling

to wireless. Lifetime said it charges a higher rate card for wireless than cable, but said since it is raising its cable rates, the two rates will even out in time. □

Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
BMA	Third	\$9,883	19	\$133	NM	NM
Foote, Cone & Belding	Third	\$92,657	12	\$3,958	6	\$0.46
Jefferson-Pilot	Third	\$28,573	—	\$1,893	25	NM
Malrite Communications	Third	\$34,248	18	(\$577)	NM	(\$0.04)
MGM/UA Communications	Year	\$674,886	58	(\$48,742)	NM	(\$0.97)
News Corp.	First	\$1,274,610	30	\$133,117	28	\$0.83
Ogilvy Group	Third	\$192,554	12	\$4,878	-14	\$0.33
Orion Pictures	Second	\$103,874	-4	\$2,563	-39	\$0.14
Osborn Communications	Third	\$6,614	10	\$9,392	NM	\$1.83
Satellite Music Network	Third	\$4,823	28	\$363	NM	\$0.04
Turner Broadcasting	Third	\$198,676	31	(\$36,458)	NM	(\$1.10)
Vestron	Third	\$62,826	20	\$1,554	NM	\$0.04
WestMarc Communications	Third	\$33,017	14	(\$4,860)	NM	(\$0.30)

Figures for **BMA Corp.** are operating results of television segment. Company's television stations in Sacramento, Calif., and Denver reported net loss of \$507,000 for third quarter last year. ■ Results are for subsidiary **Jefferson-Pilot Communications Co.**; earnings are after income tax. ■ **Malrite** lost \$196,000 in third-quarter 1987. ■ In fiscal 1987, **MGM/UA** reported net loss of \$88.1 million on revenue of \$427.6 million. ■ **News Corp.** figures are converted from Australian dollar figures; per-share figure is for American depositary receipts, representing two shares. Company said that first-quarter loss for Fox Broadcasting Co. was "substantially" lower than budgeted. ■ **Orion** said its increased interest expense was due to cash flow delays resulting partially from long-term, exclusive license agreement with Showtime Networks. ■ **Osborn Communications**, which had operating income of \$660,045 for quarter, posted non-recurring after-tax gain of \$10 million on sale of WMHE(FM) Toledo, Ohio, and Muzak franchise in that city. ■ **Satellite Music Network** lost \$167,578 in third-quarter 1987. ■ **TBS** said company's syndication and licensing segment had operating profit of \$6 million, compared to \$7 million operating loss in third-quarter 1987. In broadcasting segment, company had \$15.8 million writedown of internally produced programming. Company had \$51.1 million in interest expense for quarter. ■ **WestMarc** said its net loss, compared to earnings of \$557,000 in third-quarter 1987, was principally caused by increased interest expense, depreciation and amortization, net of improved operating results. Earlier this year, company made several cable system acquisitions. □

Ready to go. Malrite Communications Group was on its way last week to settling shareholder suits that arose from its management buy out led by Chairman Milton Maltz. Suing shareholders have tentatively accepted terms of buyout (BROADCASTING, Oct. 31), but will have right to inspect certain documents related to buyout and to take depositions from certain company officials. "Obviously, we think that this will confirm for them that this is a fair transaction," said Steven Rothschild, attorney representing Malrite in class action suits. Rothschild said that no agreement had been reached with holders of company's convertible subordinated debentures, who had also objected to terms of original buyout proposal. □

Superheroes sold. New World Entertainment has agreement in principal to sell its Marvel Entertainment Group to Andrews Group, company controlled by Ronald Perelman. Deal, worth \$82.5 million, covers sale of Marvel's comic and children's book publishing operations and its licensing and merchandising arms. Not covered is animated movie and television production operation. New World purchased Marvel in 1986. □

Doing time. King World Entertainment's Camelot Entertainment Sales barter division and

media buying service Corinthian Communications announced formation of C&C Unwired Network. New venture will purchase and resell advertising time, initially during prime time and late fringe on stations covering 80% of U.S., companies said. Corinthian will be principally responsible for purchase of time, according to announcement, and Camelot will take charge of sales.

HSN claim dismissed. Florida circuit court judge has struck down \$1 billion punitive damage claim by Home Shopping Networks in its \$1.5 million lawsuit against GTE. Judge also dismissed two counts of HSN's complaint and its claim for attorney's fees. But judge also rejected GTE request for dismissal of HSN's suit. HSN also said judge's decision allows it to ask for reinstatement of punitive damage claim. Trial is scheduled for next April.

Bidding goodbye. Jeffrey Marcus, chairman of WestMarc Communications, resigned his post last week, saying in statement that he intended to pursue family interests. "Very few people on their death bed say 'I wished I would have worked harder,'" said Marcus. WestMarc, one of rapidly growing TCI affiliates (it owns 54%), has grown from 130,000 to 505,000 subscribers under Marcus. TCI President John Malone will take over as WestMarc chairman. Analyst said WestMarc had grown so rapidly that it would likely spend next several years digesting its acquisitions.

Offer. Adelphia Communications Corp. is issuing \$150 million in senior extendable reset notes in conjunction with its purchase of Mountain Cable. Lead underwriter for offering is Salomon Brothers.

Technology

Fiber, home satellite to deliver HDTV before broadcasting, says panel

Electronics convention hears there will be mix of HDTV systems and delivery in future

Broadcast and cable television experts, appearing Nov. 10 at the Electronics and Aerospace Convention in Arlington, Va., expressed a consensus of opinion on several key elements of the coming of high-definition television (HDTV) to the United States. Harold Protter, general manager of Gaylord Broadcasting Stations' WVTM-TV Milwaukee,

and Wendell Bailey, National Cable Television Association vice president, science and technology, agreed that 1) a mix of HDTV transmission systems will initially be put into practice; 2) the transmission standards adopted by the FCC must allow quality crossover to all other delivery systems; 3) standard setters must aim for the highest end of enhanced or advanced resolution because "true HDTV" videodisk and videocassette will raise consumer expectations, and 4) widespread consumer marketing of

HDTV may be as much as a decade away.

Moderated by Robert Hopkins, executive director of the Advanced Television Systems Committee, the conference session also provided dissenting views from fiber optic proponent Southern Bell's Richard Snelling and home satellite dish proponent Satellite Broadcasting and Communications Association (SBCA) President Chuck Hewitt. Those men argued similarly that the modes of delivery they represent face no spectrum or capacity limitations and are, therefore,

Fiber and DBS argue for 'real HDTV'

"We're not passively awaiting the results of HDTV tests," said Southern Bell's Richard Snelling, at the Electronics and Aerospace Convention (see accompanying story). His company has already laid 250,000 miles of fiber and expects to lay 90,000 more miles "this year." With or without television carriage, he said, by 1990 "we will see fiber to the home for plain old telephone service as the mode of choice at Bell South." And by 1996, the need for integrated services digital network (ISDN) services will bring an "avalanche" of removal of \$7 billion in copper wires alone. The fiber infrastructure is going in place because, for example, 96% of growth in 1988 was in digital carrier business—including banks and other customers now requiring multiplexed systems with backup redundancy and software applications—and "54% of that is fiber." Bell South's current dozen cable TV customers are the beginning to adding video services to its ISDN services.

The key to the telephone companies' readiness to deliver HDTV, he said, is the "smart house" information system—a unit in the home capable of switching between narrowband and broadband transmissions instantaneously. ISDN broadband protocol standards will be set by 1990, and it will take 24 months or so "to get the chips into the market." And the Japanese accomplished digital transmission and real-time switching among voice, data and video during the 1988 summer Olympics. Bell, he said, expects to implement a fiber digital "envelope" carrying voice, data and video on fiber "by this time

next year."

The growth of direct-to-home satellite dish programming services will not rely on HDTV, said Satellite Broadcasting and Communications Association President Chuck Hewitt. Despite the "forces that [are trying to] not allow DBS to happen," he said, "DBS will become a primary delivery system in the 1990's." And because satellite delivery does not face the HDTV spectrum limitations faced by terrestrial broadcasters, he said, "DBS should not be hampered with the compatibility [with terrestrial broadcasters' 6 mhz transmissions] issue, notwithstanding the FCC compatibility statement" (BROADCASTING, Sept. 5).

"Cable operators," he said, "should not rebuild with fiber, but provide subscribers with satellite dishes," thereby giving the cable industry the ability to offer full wide-bandwidth HDTV as soon as possible. Hewitt warned, however, that one technical stumbling block to satellite-delivered HDTV may remain. With virtually all programming scrambled, he said, there is some question as to whether the industry standard Videocipher II descrambler has the capacity to "handle both encryption and HDTV"—a concern for the cable industry as well, which must also receive its encrypted programming via satellite. VC-II Plus, scheduled to replace VC-II on the assembly lines next June, has the capacity for addressing, digital audio and encryption, but is effectively "still on the drawing board" for HDTV until standards are adopted at the FCC, said a spokeswoman for Videocipher manufacturer General Instrument.

able to offer the broadest band HDTV at the soonest possible time, probably by the mid-1990's (see box, page 63).

"Anyone who thinks the answer to how HDTV signals will be delivered is not 'all of the above' doesn't know what's going on," said Protter. "We're going to see disk and videotape and satellite very quickly," he said, "and broadcasters will probably be last." Driven at first by movies—which have driven pay, home video and independent syndication successes—he said, HDTV will eventually find its way to sports, game shows ("because someone will offer it" as a value-added service), advertising and news.

Economics is, of course, a major factor in broadcasters' views on setting a transmission standard, said Protter. "Absolute growth has stopped for the average TV station," he said, noting that broadcasters are concerned about a potential economic recession. "We're not looking at this point to spend massive capital" on the hardware necessary to broadcast advanced TV. He cited second transmitters required to implement some proposals as a specific example of prohibitive costs. Many downtown rooftops are "already loaded" with transmitters, he said, describing the Sarnoff system, for example, as "real tough," with its requirement that the signal be "taken off a satellite separately." Also, in the absence of federal regulation, he said, communities may start setting radiation laws that prohibit operation of those second transmitters. The typical station, however, will find a way to receive an HDTV broadcast network signal and also to

air HDTV videotapes, he said.

Also high on broadcasters' priority list, he said, is the need for delivery system flexibility. "I don't think there's a broadcaster in the world who wants a system that is not robust on cable." Most broadcasters are "very happy with the speed and quality of the FCC's work" on standards, and "we don't think we will end up selling a second rate service in the eyes of a major chunk of consumers," he said. "You can see the enthusiasm here on everyone's part to make this all work."

With unused channels and multiplexing techniques proposed, said Protter, "I think we're going to get through" the spectrum scarcity problem. The vow of Representative Ed Markey (D-Mass.) to solve that

difficulty, if the FCC cannot or does not, he said, is reassuring. Said White House aerospace and military specialist James McKinney: "There is enough UHF spectrum to give every station that wants to broadcast HDTV the extra spectrum to do so."

Like Protter, the NCTA's Bailey said he foresees "incremental steps" of enhanced TV between now and "real HDTV." He also agreed with Protter that the transmission standard adopted by the commission "will have to work well on all delivery systems." What viewers still watch most on prime time cable are rebroadcasts of network programming, he said, and, therefore, the quality of broadcast signals retransmitted by cable operators must be high, to keep cable strong in the eyes of the consumers. "The real miracle



WFDF(AM)-WDZZ(FM) Flint, Mich. □ Sold by Flint Metro Mass Media Inc. to Erie Coast Communications Inc. for \$6.5 million. Seller is owned by Vernon Merritt Jr., and also owns WTVV(FM) Des Plaines, Ill. Buyer is equally owned by Earle C. Horton, Cheryl A. Wills, and Alva T. Bonda. WFDF is on 910 khz with 5 kw-D and 1 kw-N, WDZZ operates on 92.7 mhz with 3 kw and antenna 260 feet above average terrain.

KODM-FM Odessa, Tex. □ Sold by East-West

Broadcasting Co. Ltd. to D&F Broadcasting Inc. for \$3.45 million. **Seller** is principally owned by Steven Horowitz, general partner. It has no other broadcast interests. **Buyer** is principally owned by Rick Devlin and Jon Ferrari. They are also purchasing KROD(AM)-KLAQ-FM El Paso, subject to FCC approval. KODM-FM operates on 97.9 mhz with 100 kw and antenna 360 feet above average terrain. **Broker: Blackburn & Co.**

WWAV(FM) Santa Rosa Beach, Fla. □ Sold by Carter Broadcasting to Ray Quinn for \$1.65 million. **Seller** is owned by Mark Carter and members of Carter family. It has no other broadcast interests. **Buyer** is general manager, American Media, San Antonio, Tex., and has no other broadcast interests. **Wwav** operates on 102.3 mhz with 3 kw and antenna 328 feet above average terrain. **Broker: Chapman Associates.**

WDAR(AM)-WMWG(FM) Darlington, S.C. □ Sold by MEG Associates Limited Partnership to Radio Carolina Limited Partnership for \$1.3 million. **Seller** is Oakton, Va.-based organization headed by Taylor Monfort, general partner. Monfort is also general partner of ERM Associates, owner of KWBE(AM)-KTGL(FM) Beatrice, Neb. **Buyer** is Landover, Md.-based partnership with Capital Radio Holdings Inc. as general partner. Capital Radio is principally owned by Carl W. Hurlbaeus III, who is owner and managing partner of WGRQ(FM) Colonial Beach, and WJMA(AM)-WVJZ(FM) Orange, both Virginia. **WDAR** is 1 kw daytimer on 1350 khz. **WMWG** operates on 105.5 mhz with 3 kw and antenna 282 feet above average terrain. **Broker: R.A. Marshall & Co.**

KREQ(TV) Arcata, Calif. □ Sold by The Mad River Broadcasting Co. to California-Oregon Broadcasting Inc. for \$875,000. **Seller** is principally owned by Jack Fiman, Bob Moore and Ken Koplan. It has no other broadcast interests. **Buyer** is Medford, Ore.-based group owned by William B. Smullin, and his daughters, Carol Ann Brown, and Patricia Smullin. It also owns KRCR-TV Redding, and KFLI(AM)-KEKA-FM Eureka, both California; KOBI-TV Medford, KOTI-TV Klamath Falls, KAGI(AM) Grants Pass, all Oregon. It has interest in KPIC-TV Roseburg,

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for

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of cable is that we're selling 46 million people something they could get for free. And if you're doing that, you'd better not be selling the second best product."

Because HDTV means more bandwidth, cable will need fiber, he said, but not for their entire plants. Cable has discovered that the last 100 feet or so ("drop cables" into the home) have the most capacity—"you can carry 150 channels in them," he said—and those drop cables make up 55% of the plant. As exemplified by a test "soon" in Kansas, he said, operators will likely use fiber in "only the smaller part of the plant," the trunk lines from the headend to the neighborhoods. Unlike broadcasters, which face spectrum problems, he said, cable doesn't "have to ask anyone's permission to expand

[capacity]. We just do it. It's just money."

Electronics vendors, he said, "will be thrilled to build" the other necessity for HDTV transmission—an NTSC-HDTV switch, comparable to the A/B switches installed over the past several years by government mandate.

Bailey did not agree with Protter on the FCC, which "has made very clear that all they care about is broadcasters, although they've given us our bone," he said, referring obliquely to the FCC's adoption of compatibility with terrestrial broadcasting as a first necessity of HDTV transmission standard setting (BROADCASTING, Sept. 5).

Taking into consideration the single factor that consumers hold onto their television sets for a long time, said Bailey, it will be

"seven to 10 years before we see a critical market" for HDTV.

Both Protter and Bailey expressed some skepticism that either advanced or true high-definition TV will necessarily come into practice at all. Protter, who owns a home satellite dish himself, said that, with a little tweaking, he can already receive substantially more NTSC lines than the normal over-the-air or cable home set. The difference between that kind of resolution and that of the advanced systems proposed may not be enough to merit the investment, he said. Bailey noted that Sony and other manufacturers are ready to market improved VHS receivers, gaining more lines than normal, and "the difference between 440 lines and 1,125 is not as impressive." □

Ore. It also owns five cable systems in Oregon. KREO is Fox affiliate on ch. 23 with 195 kw visual, 19 kw aural and antenna 1,672 feet above average terrain. *Broker: Katil & Co.*

WWCK-AM-FM Flint, Mich. □ Sold by Reams Broadcasting Corp. to Majac Corp. for \$2.4 million. **Seller** is Toledo, Ohio-based group principally owned by Frazier Reams Jr. It purchased station in 1975 for \$650,000 ("Changing Hands," June 16, 1975). It owns WBVE(FM) Hamilton, and WCWA(AM)-WIOT(FM) Toledo, both Ohio. **Buyer** is principally owned by Jack T. Steenbarger. It also owns WDAN(AM)-WDNL(FM) Danville, Ill. WWCK is operates on 1570 khz with 1 kw day and 238 w night. WWCK-FM operates on 105.5 mhz with 3 kw and antenna 330 feet above average terrain. *Broker: R.C. Crisler.*

WAVO(AM) Decatur, Ga. □ Sold by Bible Broadcasting Network Inc. to Fiduciary Broadcasting Corp. for \$475,000. **Seller** is Chesapeake, Va.-based group of 11 FM's headed by Lowell L. Davey. **Buyer** is owned by Connie J. Thigpen. It also owns KVVV(AM) El Paso. WAVO is 1 kw daytimer on 1420 khz.

WMPP(AM) Chicago Heights, Ill. □ Sold by Jana Broadcasting Co., debtor-in-possession, to Liberty Temple Full Gospel Church Inc. for \$400,000. **Seller** is principally owned by Michael Benages and has no other broadcast interests. **Buyer** is headed by the Rev. Clifford E. Turner, and has no other broadcast interests. WMPP is on 1470 khz with 1 kw fulltime.

WPAS(AM) Zephyrhills, Fla. □ Sold by Charles Wister to Big Z Broadcasting Inc. for \$335,000. **Seller** has no other broadcast interests. **Buyer** is principally owned by David Zepelwitz, and his father, Franklin Zepelwitz. David is Baltimore broadcast executive and programing consultant for Telesports Inc. Franklin is Buffalo, N.Y., surgeon. They have no other broadcast interests. WPAS is on 1400 khz with 1 kw full time. *Broker: Chapman Associates.*

WJUN-AM-FM Mexico, Pa. □ Sold by Mid-State Broadcasting Inc. to WJUN Inc. for \$312,500. **Seller** is owned by Richard C. Lyons, and William H. Berry. It also owns WHHO(AM)-WKPQ(FM) Hornell, N.Y., and WKZA(AM) Kane, Pa. **Buyer** is principally owned by Douglas W. George and his father, Jimmie C. George who are 85% and 15% stockholders, respectively, of WOYK(AM)-WHTF(FM) York-Starview, Pa. WJUN is daytimer on 1220 khz with 1 kw, and WJUN-FM operates on 92.5 mhz with 180 w and antenna 397 feet above average terrain.

KDXR-FM Borger, Tex. □ Sold by Fun Radio

Group Inc. to William H. Sanders for \$280,370.

Seller is principally owned by Matthew Frontera. **Buyer** is Atlanta-based investment banker and venture capitalist, who also has interest in KSJQ(FM) Manteca, Calif.; KTVH(TV) Helena, Mont., and WSKX(FM) Suffolk, Va. KDXR-FM operates on 104.3 mhz with 100 kw and antenna 1,093 feet above average terrain.

Systems serving Cocoa Beach, Cape Canaveral, Flagler County, Flagler Beach, Bunnell and Brevard County, all Florida. □ Sold by Southland Communications Inc. to American Television & Communications Corp. **Seller** has no other cable holdings. **Buyer** is Englewood, Colo.-based MSO, subsidiary of Time Inc. It serves approximately 3.89 million subscribers in 32 states. Systems serve approximately 12,500 subscribers. *Broker: The*

Denver Group Inc.

System serving Spring Valley and portions of San Bernardino County, all California. □

Sold by Earl and Bonnie Cusack to Booth American Co. **Sellers** have no other cable holdings. **Buyer** is Detroit-based MSO run by Booth family serving approximately 115,000 subscribers in eight states and also owns five AM's and seven FM's. System passes 2,000 homes and serves approximately 1,600 subscribers with 35 miles of plant.

System serving Eatonton, Madison, Greensboro and Union Point, all Georgia. □

Sold by Gem Communications Inc. of Chicago, Ill. to James Cable Partners Limited. **Seller** is principally owned by Ken Anderson and has no other cable holdings. Anderson has controlling interest in two cable systems in Florida. **Buyer** is Bloomfield Hills, Mich.-

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based MSO serving approximately 92,000 subscribers in seven states, headed by William R. James. System passes approximately 8,700 homes, serves 3,700 subscribers and has 220 miles of plant. **Broker: Communications Equity Associates.**

System in Winder, Georgia. □ Sold by OCB Cablevision to Summitt Cable Inc. **Seller** is Athens, Ga.-based MSO serving approximately 5,100 subscribers in Georgia, and headed by Lawrence R. Walz. It owns systems

in Oconee and Clark Counties, both Georgia. **Buyer** is subsidiary of Summitt Communications Group. It is Atlanta-based MSO serving approximately 130,000 subscribers in two states. Summitt Communications also owns eight AM's and eight FM's and is headed by James Wesley Jr. System passes 3,300 homes and serves 2,100 subscribers. **Broker: Waller Capital Corp.**

For other proposed and approved sales, see "For the Record," page 68.

Where Things Stand

Continued from page 14.

\$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 CP's.

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

Mergers and Acquisitions

■ Warner Communications Inc. and Lorimar Telepictures announced Oct. 21 revised definitive agreement for acquisition of Lorimar by Warner. SEC approved revised registration statement Nov. 2. Under new terms of tax-free stock swap, Lorimar shareholders will exchange roughly 2.7 shares for each common share of Warner. Definitive agreement signed May 17 had set ratio of about 2.4 Lorimar shares per Warner share. New agreement also provides for "substantial" interim financing by Warner not required by existing terms. Merger had been blocked Sept. 27 by New York state court ruling that Warner's acquisition of Lorimar's TV stations, along with rest of company, would violate 1984 shareholder agreement by which Chris-Craft, group owner, became Warner's largest shareholder. Warner appealed decision, with hearing scheduled this week. FCC approved establishment of independent trust for Lorimar stations, measure that Warner argues will permit merger while satisfying Chris-Craft agreement. Since May, Warner has taken over Lorimar's domestic theatrical distribution operations, along with distribution of Lorimar's home video library. Lorimar's revised proxy statement has gone out to shareholders, with vote on merger scheduled for Dec. 8.

MSO's United Cable (UCT) and United Artists Communications Inc. (UACI) signed definitive agreement March 8 to merge into new company, United Artists Entertainment Co. (UAE). Under terms of agreement amendment announced Sept. 19, UACI stockholders would exchange each share for one share each of class A and class B common stocks—class B stock convertible into class A and carrying 10 votes per share compared to class A stock's single vote. UCT stockholders have option to receive either \$35 cash or one share apiece of A and B stock in UAE, with right to put that stock to Tele-Communications Inc. TCI has expanded UCT ownership to 41% share as of July 29. TCI owns roughly two-thirds of UACI and would own a majority of

Jeffrey E. Trumper
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newly formed UAE. Setup of class A and class B stocks is designed to preserve TCI's majority vote in UAE while permitting convertible-bond financing. UCT and UACI have received preliminary comments on registration of new securities. Merger is subject to approval of shareholders from both companies. Proxy statements are expected to be sent out within two weeks.

Must Carry

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

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

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.

Proposal to eliminate network-cable cross-ownership ban has proved highly controversial. In comments, cable industry joined networks in calling for repeal of ban, but network affiliates and advertisers argued for preservation of ban. Latter group felt allowing networks to own cable systems would give them undue market power.

Public Broadcasting

President Reagan signed CPB reauthorization for 1991-1993 Nov. 7, after Congress 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 KTVT-TV Dallas, and Century Communications have already notified U.S. Court of Appeals of their intention to challenge rules in court.

TV Stereo

Approximately 500 stations, over one-third of

those now on air in U.S., are equipped to transmit stereo audio, including 59 ABC affiliates, 65 CBS affiliates, 146 NBC affiliates and 81 noncommercial stations.

Wireless Cable

Wireless cable is up and running in several markets and may be in several more within next year to complement and challenge cable operators.

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 its own in head-to-head competition with Viacom-managed North Coast Cable, conventional cable system operator. People's Choice TV has targeted Sacramento.

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

To keep cable programming flowing to wireless, WCA plans to keep heat on cable industry in Washington with charges of anticompetitive behavior. WCA has three champions on Capitol Hill: Senators Howard Metzenbaum (D-Ohio), Albert Gore (D-Tenn.) and Larry Pressler (R-S.D.).

September, 1988

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For the Record

As compiled by BROADCASTING from Nov. 9 through Nov. 16 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; 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

■ WCFT-TV Tuscaloosa, AL (ch. 33; 1225 kw; HAAT: 540 ft.)—Seeks assignment of license from Beam Broadcasters Ltd. to Heritage Broadcasting Co. of Alabama for \$1,000,000. Seller is Key Biscayne, FL-based group of five TV's headed by Frank L. Beam. It is selling WDM-TV Laurel-Hattiesburg, MS (see below). Buyer is owned by Heritage Broadcasting Group Inc., which is headed by Mario F. Iacobelli. It also owns KEZB-AM-FM El Paso, TX; WXXA-TV Albany, NY; WOMP-AM-FM Bellaire, OH. Filed Oct. 6.

■ WNPT(AM) Tuscaloosa, AL (BAL880718EC: 1280 khz;

5 kw-D 500W-N DA-N)—Granted assignment of license from West Alabama Broadcasting Co. to WANR Inc. for \$180,000. Seller is owned by Edna Ruth Harris, who has no other broadcast interests. Buyer is owned by Mignon C. Smith and Ellis J. Parker. It owns new FM in Linden, AL, and WLPH(AM) Irondale, AL. Action Sept. 27.

■ KSPN-FM Aspen, CO (BALH880928HU: 97.7 mhz; 3 kw; HAAT: 54 ft.)—Seeks assignment of license from Aspen Broadcasting Co. to Broadcasting Co. of Palm Beach Inc. for \$2,300,000 ("Changing Hands" Oct. 17). Seller is principally owned by David Wood and has no other broadcast interests. Buyer is owned by Joseph D. Harnett, 25%; Donald P. Scanlon, 25%; Robert B. Harkness, 25%, and George E. Weast, 25%. It is headed by Joseph McInerney, who is also president and director, Palm Beach Group Broadcasting Co., licensee of WIYC(FM) Charlotte-Amalie, VI. Donald P. Scanlon is stockholder in Palm Beach Group Broadcasting Co. Filed Sept. 28.

■ WOYS(FM) Apalachicola, FL (BALH881005HX: 100.9 mhz; 3 kw; HAAT: 59 ft.)—Seeks assignment of license from Broadcast and Communications Services Inc. to Richard L. Plessinger Sr. for \$10,000. Seller is headed by Susan M. Steigler, and has no other broadcast interests. Buyer owns WAXZ-FM Georgetown and WJOJ-FM Milford, both Ohio, and WCVG(AM) Covington, KY. Filed Oct. 5.

■ WJTC(TV) Pensacola, FL (ch. 44; 3289 kw-V; HAAT: 1,493 ft.)—Seeks assignment of license from Carnex TV Inc. to Channel 44 Ltd. for \$750,000. Seller is principally owned by Thomas F. Carney, Martin J. O'Meara Jr., Ralph Renick, Edward J. Keelan, and William J. Roper. It has no other broadcast interests. Buyer is principally owned by TV 44 Inc. TV 44 Inc. is principally owned by Robert Williamson, 1%; Henry D. Vara Jr., 1%, and Cara E. Cameron, 1%. Vara has interest in WRCC(FM) Cape Coral, FL, and WKGR(FM) Ft. Pierce, FL. Filed Oct. 5.

■ WAVO(AM) Decatur, GA (BAL881031EF: 1420 khz; 1 kw-D, DA)—Seeks assignment of license from Bible

Broadcasting Network Inc. to Fiduciary Broadcasting Corp. for \$475,000. Seller is Chesapeake, VA-based group of 11 FM's headed by Lowell L. Davey. Buyer is owned by Connie J. Thigpen. It also owns KVIV(AM) El Paso, TX. Filed Oct. 31.

■ WSVH-FM Savannah, GA (BALED881026GU: 91.1 mhz; 100 kw; HAAT: 1,068 ft.)—Seeks assignment of license from Georgia Public Radio Inc. to Georgia Public Telecommunication Commission for no consideration. Seller is headed by John Steeves and has no other broadcast interests. Buyer is headed by Richard E. Ottinger. It also owns WUGA-FM-WGTV(TV) Athens; WDCO-FM-WDCO-TV Cochran; WJSP-FM-TV Warm Springs; WXVS-FM-WXGA-TV Waycross; WACG-FM Augusta; WCLP-TV Chatsworth; WACS-TV Dawson; WABW-TV Pelham; WVAN-TV Savannah, and WCES-TV Wrens, all Georgia. Filed Oct. 26.

■ WMPP(AM) Chicago Heights, IL (BAL881028EC: 1470 khz; 1 kw-U)—Seeks assignment of license from Jana Broadcasting Co., debtor-in-possession to Liberty Temple Full Gospel Church Inc., for \$400,000. Buyer is headed by Rev. Clifford E. Turner, and has no other broadcast interests. Filed Oct. 28.

■ WOVF-FM Versailles, IN (BALH881004GN: 103.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from B.N. Herlong to Modern Communications Inc. for \$200,000. Seller has no other broadcast interests. Buyer is owned by Bradley S. Reichel, 33.3%; Jerry W. Johnston, 33.3%, and Wayne T. Posz II, 33.3%. Filed Oct. 4.

■ KZXL(FM) Great Bend, KS (BTCH881005GH: 107.9 mhz; 100 kw; HAAT: 886 ft.)—Seeks assignment of license from Breadbasket Enterprises Inc. to ST Enterprises Ltd. Seller is principally owned by Lance Sayler and has no other broadcast interests. Buyer is owned by William C. Reppart Jr., 8%; Joseph Ellzey, 1.7%; Patrick Morse, ST Enterprises Employee Stock, 88.09%. William C. Reppart votes shares held by ST Enterprises ESOP. ST Broadcasting Co., subsidiary of ST Enterprises Ltd., owns KGNO(AM)-KDCK(FM) Dodge City, KS. Filed Oct. 5.

■ WFDF(AM)-WZZF(FM) Flint, MI (AM: BAL881004IZ: 910 khz; 5 kw-D 1 kw-N DA-N; FM: BALH881004GO: 92.7 mhz; 3 kw; HAAT: 260 ft.)—Seeks assignment of license from Flint Metro Mass Media Inc. to Erie Coast Communications Inc. for \$6,500,000. Seller is headed by Vernon Merritt Jr., who also owns WTUV(FM) Des Plaines, IL. Buyer is owned by Earle C. Horton, 33.3%; Cheryle A. Wills, 33.3%, and Alva T. Bonda, 33.3%. Filed Oct. 4.

■ WKLK-FM Cloquet, MN (BALED881004HA: 100.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from WKLK Inc. to Minnesota Public Radio Inc. for \$200,000. Seller is principally owned by John Carl, who also owns KCOB(AM)-KLVN(FM) Newton, IA. Buyer is headed by Joanne von Blon, chairman, Minnesota Public Radio holds licenses and CP's for KBPR(FM) Brainerd; KCCM(FM) Moorhead; KCRB(FM) Bemidji; KGAC(FM) St. Peter; KLSE(FM) Rochester; KNSR(FM) Collegeville; KRSW(FM) Worthington/Marshall; KSJN-AM-FM Minneapolis/St. Paul; KSJR(FM) Collegeville; KWMN(FM) Appleton; WIRR(FM) Virginia/Hibbing, and WSCD(FM) Duluth, all Minnesota; KLCD(FM) Decorah, IA; KRSD(FM) Sioux Falls, SD, and WGGL(FM) Houghton, MI. Filed Oct. 4.

■ WDM-TV Laurel-Hattiesburg, MS (ch. 7; 316 kw; HAAT: 510 ft.)—Seeks assignment of license from Beam Broadcasters Ltd. to Heritage Broadcasting Co. of Mississippi for \$1,000,000. Seller is Key Biscayne, FL-based group of five TV's headed by Frank L. Beam. It is selling WCFT-TV Tuscaloosa, AL (see above). Buyer is owned by Heritage Broadcasting Group Inc., which is headed by Mario F. Iacobelli. It also owns KEZB-AM-FM El Paso, TX; WXXA-TV Albany, NY; WOMP-AM-FM Bellaire, OH. Filed Oct. 6.

■ WNJC-FM Senatobia, MS (BALH881026HP: 90.1 mhz; 18 kw; HAAT: 405 ft.)—Seeks assignment of license from Northwest Mississippi Community College to Memphis Community TV Foundation for no consideration. Assignor has no other broadcast interests. Assignee is headed by Robert J. Schroeder and owns WKNO-TV Memphis. Filed Oct. 26.

■ KNMO-FM Nevada, MO (BALH881026GX: 97.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Nevada Broadcasting Corp. to KNEM Communications

Selected Availabilities

**SW AM/FM combo, strong C/F,
200K metro pop. — \$3,000,000
BILL WHITLEY 214/788-2525**

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markets — \$4,300,000 cash
BILL LYTLE 816/932-5314**

**Small market FL combo
\$750,000, terms available
GEORGE REED 904/730-2522**

**Class C, Nevada resort market
Asking \$2,100,000
GREG MERRILL 801/753-8090**

**Top 40 Rocky Mtn. Class C
Asking \$2.2 million
GREG MERRILL 801/753-8090**

**Medium market FM, positive
cash flow — \$3,700,000
GEORGE REED 904/730-2522**

**California B-1 FM upgrade
Attractive terms — \$2,500,000
JIM MERGEN 818/893-3199**

**TX AM/FM combo, positive
cash flow — \$875,000, terms
BILL WHITLEY 214/788-2525**

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Inc. for \$186,500. Seller is owned by Baillon Co., which is principally owned by Austin J. Baillon. Baillon Co. also owns Miles City Broadcasting Corp., licensee of KMTA(AM) Kinsey, and KCMC-FM Miles City, both Montana. Buyer is owned by Darrell Seltam, 50%, and Fred D. Lightner, 50%. It also owns KNEM(AM) Nevada, MO. Filed Oct. 26.

■ KHIT(AM) Sun Valley and KIIQ(FM) Reno, both Nevada (AM: BAL881031EA; 1590 kHz; 5 kw-D; FM: BAL881031EB; 104.5 mhz; 25 kw; HAAT: 2930 ft.).—Seeks assignment of license from KSRN Corp. to Reno Broadcasting, Joint Venture, for \$2,500,000. Seller is owned by Olympia Broadcasting Corp., Seattle-based, publicly traded group of three AM's and six FM's headed by Ivan Braiker. Buyer is owned by Reno Radio Investors, and Euphonic Broadcasting Inc. joint ventures. Reno Radio is owned by Road-Runner Radio Inc., 1%, and Kagan Venture Fund, 99%. Euphonic Broadcasting Inc. is owned by Terry W. Gillingham, 60%, and Joseph R. Eick, 40%. It has no other broadcast interests. Filed Oct. 31.

■ KYEE(FM) Alamogordo, NM (BTCH881005GK; 94.3 mhz; 3 kw; HAAT: 492 ft.).—Seeks assignment of license from Norman Todd, Bankruptcy Trustee, New West Broadcasting Co. to William F. Burt for \$230,000. Seller is Las Cruces, NM, lawyer with no other broadcast interests. Buyer has no other broadcast interests. Filed Oct. 5.

■ WUHF-TV Rochester, NY (File: 31; 1200 kw; HAAT: 496.5 ft.).—Seeks assignment of license from Malrite TV of New York to ACT III Broadcasting of Rochester Inc. for \$12,000,000 ("In Brief" Oct. 31). Seller is Cleveland-based group of four AM's, six FM's and six TV's headed by Milton Malitz. Buyer is owned by ACT III Broadcasting Inc., which is headed by U. Bertram Ellis Jr. ACT III Broadcasting Inc. is principally owned by ACT III Communications Inc., which is headed by Norman Lear. ACT III Broadcasting owns WNRW(TV) Winston-Salem, NC; WTAT-TV Charleston, SC; WVAH-TV Charleston, WV; WKGTV-TV Dayton, OH; WZTV(TV) Nashville, TN, and WRLH-TV Richmond, VA. Filed Oct. 31.

■ KAUT(TV) Oklahoma City, OK (ch. 43; 1950 kw; HAAT: 1560 ft.).—Seeks assignment of license from Rollins Telecasting Inc. to Oklahoma Educational TV Authority Foundation Inc. for \$9,250,000. Purchase price includes \$500,000 non-compete agreement. Asset purchase agreement submitted with this application is owned by Rollins Telecasting Inc. ("Rollins") and Pappas Telecasting of Oklahoma ("Pappas"), and provides for sale and assignment to Pappas of certain assets of Rollins Associated with station KAUT(TV) including station's broadcast license. Pappas, in turn, has agreed to assign certain of its rights and obligations under this agreement, including right to assignment of TV broadcast license, to Oklahoma Educational Television Authority Foundation Inc. Buyer is headed by Edwin Vineyard. It has no other broadcast interests. Filed Nov. 1.

■ KGMC-TV Oklahoma City, OK (ch. 34; 78.5 kw; HAAT: 1209 ft.).—Seeks assignment of license from Oklahoma City Broadcasting Co., Successor in Interest to Seraphim Corp., to Maddox Broadcasting Corp. for \$3,600,000. Transmitting equipment, antenna, studio equipment, licenses and other items are being sold to Maddox Broadcasting Corp. for \$2.6 million. Remainder of station KGMC(TV)'s equipment and real property (but not programing) are being sold to Pappas telecasting of Oklahoma for \$1 million. Buyer is owned by Chesley Maddox. It has no other broadcast interests. Filed Nov. 1.

■ WJUN-AM-FM Mexico, PA (AM: BAL881005HY; 1220 kHz; 1 kw-D; FM: BAPH881005GJ; 92.5 mhz; 0.18 kw; HAAT: 397 ft.).—Seeks assignment of license from Mid-State Broadcasting Inc. to WJUN Inc. for \$312,500. Seller is owned by Richard C. Lyons and William Berry. It also owns WHHO(AM)-WKPO(FM) Hornell, NY, and WKZA(AM) Kane, PA. Buyer is owned by Douglas W. George, Douglas George and his father, Jimmie C. George are 85% and 15% stockholders, respectively. WOYK(AM)-WHIT(FM) York-Starview, PA. Filed Oct. 5.

■ WEEO(AM) Waynesboro, PA (1130 kHz; 1 kw-D)—Seeks assignment of license from Homes By Keystone Inc. to Mar-Bob-Ben for \$60,000. Seller is headed by Guy W. Miller. Buyer is owned by Mary L. Thomas, 33.3%; Robert L. Thomas, 33.3%, and Benjamin F. Thomas, 33.3%. Benjamin F. Thomas owns WKSL(FM) Greencastle, PA. Filed Nov. 2.

■ WJYR(FM) Myrtle Beach, SC (BAL881021HQ; 92.1 mhz; 3 kw; HAAT: 325 ft.).—Seeks assignment of license from Myrtle Beach Broadcasting L.P. to Hirsh Broadcasting Group L.P. for \$2,200,000 ("Changing Hands," Oct. 17). Seller is principally owned by Don McCoy and Doug Grimm. It also owns WREZ(AM)-WSYA-FM Montgomery, AL, and WDEM-AM-FM Macon, GA. Buyer is principally owned by Tony Hirsh, former general manager of WINS New York. It has no other broadcast interests. Filed Oct. 21.

■ WCKS(FM) Kams, TN (BAPH881003HT; 93.1 mhz; 3 kw; HAAT: 328 ft.).—Seeks assignment of license from John

Strelitz to CBS Broadcast Group for \$217,123. Seller has no other broadcast interests. Buyer is owned by John Strelitz, 33.3%; Robert O. Copeland, 33.3%; and William E. Bennis III, 33.3%. Copeland has interest in STRECO Communications which owns interest in WMYG-FM Braddock, PA. Filed Oct. 3.

■ WMKW-TV Memphis, TN (ch. 30; 2500 kw; HAAT: 1000 ft.).—Seeks assignment of license from TVX of Memphis Inc. to MEMCO Inc. for \$6,500,000. Seller is Virginia Beach, VA-based group of nine TV's headed by Gene Loving. Buyer is owned by Andrew Banks, 10%; Royce Yudkoff, 10%; Tyler Capital Fund, 60.25%; Tyler Massachusetts, 15.2775%, and Tyler International, 4.47%. It has no other broadcast interests. Filed Nov. 2.

■ KDXR-FM Borger, TX (BALH881006GI; 104.3 mhz; 100 kw; HAAT: 1093 ft.).—Seeks assignment of license from Fun Radio Group Inc. to William H. Sanders for \$280,370. Seller is principally owned by Matthew Frontera, and has no other broadcast interests. Buyer has interest in KSJQ(FM) Manteca, CA; KTVH(TV) Helena, MT, and WSKX(FM) Suffolk, VA. Filed Oct. 6.

■ KIXL(AM) Del Valle, TX (BAPL881027EE; 970 kHz; 1 kw-D)—Seeks assignment of license from Encore Communications Associates L.P. to KIXL Partners Ltd. for \$1,500,000. Seller is West Palm Beach, Fla.-based group. It owns KOKY(AM)-KZOU(FM) Little Rock, AR; KO-KA(AM)-KVKJ(FM) Shreveport, LA; KHFJ(AM) Del Valle, and KBFM(FM) Edinburg, both Texas. Buyer is principally owned by Signature Broadcasting Co., which has interest in WXP(FM) New Kensington, PA; WRMX(FM) Murfreesboro, TN, and WMFX(FM) St. Andrews, SC. Filed Oct. 27.

■ KTHP(TV) Longview, TX (ch. 54; 5000 kw; HAAT: 1616 ft.).—Seeks assignment of license from Channel 54 Broadcasting to Atkins Broadcasting for \$100,000. Seller is owned by Inga R. Hernandez. Buyer is owned by T. Kent Atkins. It also owns KRGH-FM Amarillo, TX. Filed Oct. 28.

■ KRXX-FM Marlin, TX (BALH881011GY; 96.7 mhz; 3 kw; HAAT: 300 ft.).—Seeks assignment of license from Crowder Broadcasting Inc. to Cin-Lynn Properties Inc. Seller is headed by Ronald E. Crowder. Buyer is owned by Larry D. Vardeman, 25%; Cindy P. Vardeman, 25%; and Lynn Parks, 50%. It has no other broadcast interests. Filed Oct. 11.

New Stations

Applications

AM's

■ Washington, DC (BPH880831AC)—Oscar Haynes seeks 1340 kHz. Address: 1201 44th Place SE, Washington, DC 20019. Principal has no other broadcast interests. Filed Aug. 31.

■ Baltimore, MD (BPH880831AD)—Lifestyle Broadcasting Inc. seeks 680 kHz. Address: 5325 Bangor Dr., Kensington, MD 20895. Principal is owned by Stanley Karas, who has no other broadcast interests. Filed Aug. 31.

FM's

■ Millbrook, AL (BPH880825NA)—Millbrook Superior Broadcasters Ltd. seeks 97.1 mhz; 3 kw H&V; 100 m. Address: 529 South Perry St., Ste. 12B, Montgomery, AL 36104. Principally owned by Stephen B. Myers, 10%, and Jacquelyn K. Amis, 10%. Filed Aug. 25.

■ Millbrook, AL (BPH880825MS)—Champion Communications Ltd. seeks 97.1 mhz; 3 kw H&V; 100 m. Address: 6312 Willow Glen Dr., Montgomery, AL 36117. Principally owned by Kim Davis, 20%. Filed Aug. 25.

■ Millbrook, AL (BPH880825MV)—WXVI Radio Inc. seeks 97.1 mhz; 1.94 kw H&V; 125 m. Address: 422 South Court St., Montgomery, AL 36104. Principal is owned by D. Wesley Attaway, 44%, and Douglas E. Attaway, 56%. Filed Aug. 25.

■ Millbrook, AL (BPH880825MI)—Laura S. Greenstein seeks 97.1 mhz; 3 kw H&V; 100 m. Address: 322 W. 57th St., Apt. 36C, New York, NY 10019. Principal has no other broadcast interests. Filed Aug. 25.

■ Millbrook, AL (BPH880825MF)—Monthbrook Broadcasting Ltd. seeks 97.1 mhz; 3 kw; 100 m. Address: 4316 Delmar Drive, Montgomery, AL 36109. Principally owned by Gladys Gillis, 45%, and Juliette Gillis 10%. Filed Aug. 25.

■ Chowchilla, CA (BPED881003MG)—Chowchilla Educational Foundation Inc. seeks 93.3 mhz; 3 kw H&V; 100 m. Address: 12550 Brookhurst St., Ste. A, Garden Grove, CA 92640. Principal is owned by Linda Ross, who has no

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other broadcast interests. Filed Oct. 3.

■ Lexington-Fayette, KY (BPH880825NW)—Perfect Pitch Inc. seeks 104.5 mhz; 50 kw H&V; 150 m. Address: 366 Waller Ave., Ste. 101, Lexington, KY 40504. Principal is owned by Gerald Smith, who has no other broadcast interests. Filed Aug. 25.

■ Lexington-Fayette, KY (BPH880825OA)—Ocean Waves Broadcasting seeks 104.5 mhz; 50 kw H&V; 150 m. Address: 14 Lake St., Brighton, MA 02135. Principal is owned by Harold Slifer, 50%, and Olga Santiago-Slifer, 50%. Filed Aug. 25.

■ Lexington-Fayette, KY (BPH880825NE)—Santee Broadcasting Inc. seeks 104.5 mhz; 50 kw H&V; 150 m. Address: One North Guignard Dr., Sumter, SC 29150. Principal is

owned by Henry T. Everett, 50%, and George R. Tindal, 50%. Filed Aug. 25.

■ Lexington-Fayette, KY (BPH880825MK)—Bethany-Barrett Broadcasting seeks 104.5 mhz; 50 kw H&V; 150 m. Address: 3537 Sundart Drive, Lexington, KY 40502. Principal is owned by John B. Townsend II, 50%, and Frances P. Townsend, 50%, joint tenants. It has no other broadcast interests. Filed Aug. 25.

■ Lexington-Fayette, KY (BPH880825MR)—Premiere Communications L.P. seeks 104.5 mhz; 50 kw H&V; 150 m. Address: 404 E. 5th St., Lexington, KY 40508. Principally owned by Gwendolyn M. French, 20%. It has no other broadcast interests. Filed Aug. 25.

■ Lexington-Fayette, KY (BPH880825MC)—Press Broad-

casting Co. seeks 104.5 mhz; 50 kw H&V; 150 m. Address: Press Plaza, P.O. Box 880, 605 Mattison, Asbury Park, NJ 07712. Principal is owned by Asbury Park Press Inc. Asbury Park Press Inc. is owned by Jules L. Plangere Jr., 50%, and E. Donald Lass, 50%. It has no other broadcast interests. Filed Aug. 25.

■ Lexington-Fayette, KY (BPH880825MG)—Spans Ltd. Partnership seeks 104.5 mhz; 50 kw H&V; 150 m. Address: 436 Lin Wal Drive, Lexington, KY 40505. Principal is owned by Debra S. Merchant, 12%; Jodi Berry, 12%; Kent Foster, 76%. It has no other broadcast interests. Filed Aug. 25.

■ Lexington-Fayette, KY (BPH880825MH)—ADX Communications of Lexington seeks 104.5 mhz; 50 kw H&V; 150 m. Address: P.O. Box 39454, San Antonio, TX 78218. Principal is owned by David E. Hoxeng. It has no other broadcast interests. Filed Aug. 25.

■ Lexington-Fayette, KY (BPH880825MJ)—Charlotte Levy seeks 104.5 mhz; 50 kw H&V; 150 m. Address: 3516 Castlegate East Wynd, Lexington, KY 40502. Principal has no other broadcast interests. Filed Aug. 25.

■ Lexington-Fayette, KY (BPH880825NT)—Millar Broadcasting Co. seeks 104.5 mhz; 50 kw H&V; 150 m. Address: 2710 Dove St., Ft. Pierce, FL 34982. Principal is owned by Helen V. Millar, 50%, and Nancy S. Millar, 50%. Helen Millar WXXR(AM) Cullman, AL. Filed Aug. 25.

■ Lexington-Fayette, KY (BPH880825NK)—D.V.D. Broadcasting L.P. seeks 104.5 mhz; 50 kw H&V; 150 m. Address: 6397 Marina Drive, Prospect, KY 40059. Principal is owned by Dennis V. Demichele, who has no other broadcast interests. Filed Aug. 25.

■ Lexington-Fayette, KY (BPH880825NN)—Suzanne E. Villeneuve seeks 104.5 mhz; 50 kw H&V; 150 m. Address: 4905 San Rafael, Tampa, FL 33629. Principal has no other broadcast interests. Filed Aug. 25.

■ Lexington-Fayette, KY (BPH880825MX)—Stanley/Lexington Ltd. seeks 104.5 mhz; 50 kw H&V; 150 m. Address: 967 Jairus Drive, Lexington, KY 40503. Principal is owned by Sue A. Stanley, who has no other broadcast interests. Filed Aug. 25.

■ Lexington-Fayette, KY (BPH880825MY)—S S T Inc. seeks 104.5 mhz; 50 kw H&V; 150 m. Address: 3725 Bowmans Mill Rd., Lexington, KY 40513. Principally owned by Sue Ann Truitt. Filed Aug. 25.

■ Lexington-Fayette, KY (BPH880825NB)—Lexington Urban Communications L.P. seeks 104.5 mhz; 50 kw H&V; 150 m. Address: 716 Zorn Court, Lexington, KY 40505. Principal is owned by Valeria R. Swope, 20%, and Barbara E. Greenberg, 80%. Filed Aug. 25.

■ Lexington-Fayette, KY (BPH880825OL)—Nik-O-Lin Inc. seeks 104.5 mhz; 50 kw H&V; 150 m. Address: 3540 Creekwood Drive, #7, Lexington, KY 40502. Principal is owned by Linda L. Duncan, 51%, and Nikkii L. Kincer, 49%. Filed Aug. 25.

■ Vandalia, MI (BPED880831MB)—Vandalia Educational Broadcasting Inc. seeks 89.9 mhz; 0.1 kw H&V; 30 m. Address: 17877 Camplite, Vandalia, MI 49095. Principal is owned by Harold G. Teeter, 16.6%; Oscar G. Teeter, 16.6%; Don Damron, 16.6%; Ron Smith, 16.6%; Bill McCaslin, 16.6%, and John Lohur, 16.6%. Filed Aug. 31.

Facilities Changes

Applications

AM's

■ West Palm Beach, FL, WJNO 1230 khz—Nov. 7-MP (BP860609AX) to increase night power synchronous transmitter to 800 watts.

■ Manning, SC, WYMB 1410 khz—Nov. 1-Application for CP to chg FREQ to 920 khz; change hours of operation to unlimited by adding night service with 1 kw; increase day power to 2.3 kw; install DA-N; make changes in ant. sys.; TL: Huggins St. extension, 1.2 km W of I-95, near Manning, SC; 33 41 22N 80 16 16W. Mutually exclusive with WAZQ, Orangeburg, SC. renewal application.

FM's

■ Palm Springs, CA, KPSI-FM 100.9 mhz—Oct. 21-Application for CP to make changes: FREQ: 100.5 mhz (Per Doc #87-302); ERP: 25 kw H&V; HAAT: 100 m H&V; TL: Little San Bernardino Mountains, Desert Hot Springs Twp, Riverside Co., approx 1.5 km W of West Wide Canyon and 3 km N from Dillon Rd; change to Class B1.

■ Santa Cruz, CA, KLR 99.1 mhz—Oct. 28-Application for CP to replace present directional antenna with similar antenna of another manufacturer.

■ Santa Rosa, CA, KLR 91.9 mhz—Oct. 5-Application

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for CP to make changes: ERP: 0.3 kw H&V; HAAT: 911 m H&V; TL: St. Helena North Comms. site, Mt. St. Helena, 23 km NNW of Santa Rosa, CA.

■ Lehigh Acres, FL, WOOJ-FM 107.1 mhz—Oct. 25-Application for CP to make changes: ERP: 50 kw H&V; HAAT: 150 m H&V; TL: SE 1/4 of SW 1/4, Sec 30, R26E, T47S, approx 3 km NNE of Bonita Springs, Lee Co. FL; CLASS: C2 (Per Doc #87-435).

■ St. Petersburg, FL, WWRM 107.3 mhz—Oct. 20-Application for CP to make changes: HAAT: 257 m H&V; TL: on Boyette Rd., Riverview, FL: 27 50 53N 82 15 48W.

■ New Orleans, LA, WQUE-FM 93.3 mhz—Oct. 20-Mod of CP (BPH8702131A) to change TL: intersec of Behrman Hwy and Garden Oaks Drive, New Orleans, LA: 29 55 11N 90 01 29W.

■ Columbus, MS, WMBC 103.1 mhz—Oct. 24-Application for CP to make changes: ERP: 22 kw H&V; HAAT: 230 m; TL: 0.4 mi NNW of the intersec of Hwy 45 and Tower Rd. Columbus, MS; class: C2 (Per Doc #87-324).

■ Buffalo, MO, KBFL 90.3 mhz—Oct. 27-MP (BPH870331NR) to change TL: 8.64 km at 96.33 degrees from Buffalo, MO.

■ Mangum, OK, KZKQ 92.1 mhz—Oct. 14-Application for CP to change ERP: 97.7 mhz (Per Doc #87-359 & 88-301).

■ Centerville, UT, KCGL 105.5 mhz—Oct. 19-Mod of CP (BPH8710051D) to make changes: HAAT: 286 m H&V; class: to C1

■ Philippi, WV, WQAB 91.3 mhz—Nov. 2-Application for CP to make changes: ERP: 7.2 kw H&V; HAAT: 55 m H&V; TL: W of Hwy 119/250 & 0.7 km N of Alderson-Broadbudd campus; change from class C to class B1.

TV's

■ Fort Pierce, FL, WFET ch. 21—Oct. 28-MP (BPET840606KF) to change ERP: 3.097 kw visual; HAAT: 483 ft.; ANT: Dielectric TFU-25JSM Peanut; TL: South 37th St, N of North Whiteway Dairy Rd., Ft. Pierce, FL: 27 26 05N 80 21 42W.

■ Pensacola, FL, WHBR ch. 33—Oct. 31-Mod of CP (BPCT820209KE) to change ERP: 3.500 kw visual.

Actions

AM's

■ Carmel Valley, CA, KJCC 540 khz—Nov. 1-Application (BMP871230AF) granted Pet for Recon Resubmitted Nunc Pro Tunc: MP (BP850531AL0) to change hours of operation to unlimited by adding night service with 0.5 kw; increase day power to 10 kw, DA-2 and make changes in ant. sys.

■ Orange, CA, KSRT 830 khz—Nov. 1-Application (BMP880406AC) granted for MP (BP810209AK) to make changes in ant. sys.; TL: Oak Flat, 5 mi SW of Corona, Orange County, CA: 33 49 43N 117 38 22W.

■ Golden Meadow, LA, KLEB 1600 khz—Nov. 1-Application (BMP880602AF) granted for MP (BP861119AG) to change hours of operation to unlimited by adding night service with 250 watts and make chgs in ant. sys. (new ant. construction).

■ La Grange, TX, KVLG 1570 khz—Nov. 8-Application (BP880803AB) returned for CP to change hours of operation to unlimited by adding night service with 500 watts; increase day power to 1 kw; install DA-2 and make changes in ant. sys.

■ Dishman, WA, KSPO 740 khz—Nov. 1-Application (BMP870817AR) granted for MP (BP850530AF) to make changes (including increase in height of tower) and change TL: 0.2 mi NE of Havana St. and 29th Ave., Spokane, WA: 47 37 49N 117 20 24W.

Actions

Actions

■ Changes Proposed in Presubscribed Lines Formula Used to Calculate Assessment of USF and Lifeline Charges - CC Dockets 78-72 80-286 (R/r DC-1282, action in docket case.) Commission has proposed modifying its rules to eliminate requirement that interexchange carriers (IXCs) with five percent of lines in study area (minimum 1,000 lines) be assessed charges for FCC's Universal Service Fund (USF) and lifeline assistance programs. Action by Commission Nov. 7 by NPRM (FCC 88-364).

■ Terminal Devices. Commission has amended Parts 15 and 76 of its rules for terminal devices, such as converters and decoders, connected to cable television systems. (Gen. docket 85-301 by MO&O [FCC 88-331] adopted Oct. 13 by Commission.)

■ FCC Declines to Amend Rules to Authorize Use of Multiple Transmitters by AM Stations - MM docket 87-6 (R/r DC-1283, action in docket case). Concluded that current transmitter synchronization technology does not warrant amending rules to authorize use of multiple synchronous transmitters by AM broadcast stations at this time. Action by Commission Nov. 8 by MO&O (FCC 88-368).

■ Joint Cost Allocation Rules Modified; Clarified - CC docket 86-111 (R/r DC-1285, action in docket case). Changed manner in which carriers record changes for tariffed services used in their nonregulated activities, clarified restrictions on reallocation of investment from nonregulated activities to regulated services and clarified manner in which necessary reallocations from regulated to nonregulated use will be made. Action by Commission Nov. 1 by order (FCC 88-355).

■ MCI Microwave Authorizations Upheld; Telestar Denied Reconsideration (R/r CC-292, Common Carrier Action). In response to "Comments for Consideration" filed by TeleSTAR Inc., denied reconsideration of June 2, 1988, order in which it rejected second request by TeleSTAR that microwave authorizations held by MCI Telecommunications Corp. be revoked. Action by Commission Nov. 8 by order (FCC 88-365).

■ Raystay Company ordered to Forfeit \$2,000 for Violation of FCC's Signal Leakage Standard (R/r MM-353, Mass Media Action). Denied request by Raystay for review of staff order to forfeit \$2,000 for repeated violation of signal leakage standard contained in rules. Raystay operates cable company serving Carlisle, PA, and vicinity. Action by Commission Nov. 8 by MO&O (FCC 88-367).

■ Groundwaves. Proposed replacing existing groundwave propagation curves with new ones. (MM docket 88-510, by NPRM [FCC 88-326] adopted Oct. 13 by Commission.)

■ General Mobile Radio Service (GMRS). Amended rules to increase user flexibility, reflect improvements in technology and enhance service for personal radio users. (PR docket 87-265, by R&O [FCC 88-318] adopted Oct. 13 by Commission.)

■ Commission Amends Rules Governing NECA: Reapportion Expenses - CC docket 87-2 (R/r DC-1286, action in docket case). FCC has amended its rules relating to apportionment and r/ring of administrative expenses of National Exchange Carrier Association. Action by Commission Nov. 7, by R&O (FCC 88-363).

■ RKO. Granted RKO General Inc.'s settlement agreement for WRKO and WROR-FM, Boston, MA, under which Atlantic Ventures of Boston L.P. would pay RKO \$27,740,000, of which it would retain \$17,500,000. (MM dockets 84-1057, et al., by MO&O [FCC 88-347] adopted Oct. 28 by Commission.)

■ Fenwick Island, DE. Granted application of Gloria J. Fernandez-Pereyó Merryman for new FM station on channel 221A (92.1 mhz) at Fenwick Island, and denied applications of Key Broadcasting Corp., Fenwick Island Broadcast Limited Partnership I, and Fenwick Island Communications Inc. (MM Docket 87-236 by ID [FCC 88D-36] issued Nov. 1 by ALJ John M. Frysiack.)

Allocations

■ New Albany, MS. Denied Oxford Radio Inc. reconsideration of action granting request by WTMX Inc. to substitute channel 294C2 (106.7 mhz) for channel 296A (107.1 mhz) at New Albany and modifying its license to reflect higher class channel. (MM docket 87-58 by MO&O [DA 88-1752] adopted Oct. 24 by chief, Policy and Rules Division.)

■ Broken Arrow and Bixby, OK, and Coffeyville, KS. Effective Dec. 22, amended FM Table by substituting channel 221C2 (92.1 mhz) for channel 221A at Broken Arrow, and conditionally modifying license of KCMA(FM) to specify operation on C2 channel: substituting channel 255A (98.9 mhz) for channel 221A at Coffeyville, and conditionally modifying license of KQQF(FM) to specify operation on channel 255A; denied counterproposal to substitute channel 287C2 (105.3 mhz) for channel 221A at Broken Arrow, and to substitute channel 221A for channel 287A at Bixby. (MM Docket 87-475 by R&O [DA 88-1697] adopted Oct. 11 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Mandeville and Lacombe, LA, and Long Beach, MS. Effective Dec. 22, amended FM table by allotting channel 234A (94.7 mhz) to Lacombe; denied counterproposals for FM channel allotments to Mandeville, LA, and Long

Beach, MS. Filing window for Lacombe channel opens Dec. 23, closes January 23, 1989. (MM docket 87-407 by R&O [DA 88-1731] adopted Oct. 18 by deputy chief, Policy and Rules Division.)

■ North Windham, ME. Effective Dec. 19, allotted channel 294A (106.7 mhz) to North Windham as its first local FM service. The filing window opens Dec. 20, closes January 19. (MM docket 87-336 by R&O [DA 88-1695] adopted Sept. 30 by deputy chief, Policy and Rules Division.)

■ Gleneden Beach, OR. Effective Dec. 19, allotted channel 264C2 (100.7 mhz) to Gleneden Beach as its first local FM service. Filing window opens Dec. 20, closes January 19. (MM docket 87-454 by R&O [DA 88-1653] adopted Sept. 30 by the deputy chief, Policy and Rules Division.)

Call Letters

Applications

<i>Call</i>	<i>Sought by</i>
New FM's	
WBIC	Oculus Broadcasting Inc., Royston, GA
Existing AM's	
KGRE	KATR Marjorie M. Zellmer, Greeley, CO
WCGA	WGMM Cox Broadcast Group Inc., Maine, GA
Existing FM's	
KEVQ-FM	KEVR The Holt Corporation of New Mexico Inc., Espanola, NM
KAML-FM	KOLL-FM Gillette Broadcasting Co., Gillette, WY
Grants	
New AM	
WKNL	Family Stations Inc., Knoxville, TN
New FM's	
KBOK-FM	Malvern Broadcasting Co., Malvern, AK
WBQR	Attica Community Radio Corp., Attica, IN
KLSN	Lyon Company Inc., Jefferson, IA
KGAM	New Life Fellowship Inc., Wichita, KS
WYKR-FM	Puffer Broadcasting Inc., Haverhill, NH
WVIL	Great Scott Broadcasting, Villas, NJ
WYTN	Family Stations Inc., Youngstown, OH
Existing AM's	
WXTL	WBIX Sudbrink Broadcasting of Jacksonville, Jacksonville Beach, FL
WGCL	WGTC Sarkes Tarzian Inc., Bloomington, IN
KMKM	KFMX Delier Broadcasting Ltd., Lubbock, TX
KBLZ	KNOW Pine Air Inc., Lufkin, TX
WAYL	WESR Eastern Shore Radio Inc., Onley-Onancock, VA
Existing FM's	
KSQI	KISF Radio Ingstad Colorado Inc., Greeley, CO
KATR-FM	KROZ-FM Wray Radio Inc., Wray, CO
KAPH	KBLV Bliss Communications, Kingman, KS
WZYQ	WZYQ-FM Musical Heights Inc., Brad-dock Heights, MD
KNOW-FM	KWMN Minnesota Public Radio, Apple-ton, MN
KWNR	KLSQ Southwest Radio Las Vegas Inc., Henderson, NV
KYQX	KADE Springtown Educational Broad-casting Foundation, Weatherford, TX
KHYT	KZHR Sunshine Valley Broadcasting, Toppenish, WA

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

RADIO

HELP WANTED MANAGEMENT

Local selling manager. Immediate opening. Salary, commission on sales, override. Hospitalization. Life insurance. Car trade. AM/FM(CP) Pennsylvania. Write Box O-1. EOE.

General manager for West Virginia Public Radio system. Charleston, WV. Position re-opened. Requires: Masters or equivalent; five years' experience (two in management) in noncommercial radio or related field. Salary: \$39,000 plus excellent state benefits. Letters of application must be postmarked no later than November 30, 1988. Write: Personnel, Educational Broadcasting Authority, 600 Capitol Street, Charleston, WV 25301. No phone calls. EOE/MF.

General manager: Fast growing Southeast group seeks manager with sales or programing experience. Good pay and benefits for someone who can produce. Send your resume to Manager, New South Communications, P.O. Box 5797, Meridian, MS 39302. EOE.

Sales manager. Young, growing broadcast group looking for sales manager for top-rated CHR station. Resume and references to KIKX-FM, 304 South 8th Street, Colorado Springs, CO 80905. EOE/MF.

Pacifica Radio seeks general manager at KPFF-FM, Los Angeles, CA. Starting salary \$27,500/year plus benefits. KPFF broadcasts at 112,000 watts, and serves multi-ethnic community. Extensive experience required in management of community radio or progressive organizations. Write: David Sainiker, Executive Director, 2207 Shattuck Ave., Berkeley, CA 94704. Deadline: December 1. EOE.

General manager: Needed for very successful FM station on the East Coast. Strong radio sales background needed, able to manage talented staff of approximately 50 people. Growth opportunity and community oriented involvement. Send resume to Box O-45. EOE.

Station manager for AM/FM station in central Maine. Good opportunity for a person with a strong sales and management background. Salary plus bonus. Please respond to P.O. Box 1290, Keene, NH 03431. EOE.

General manager, sales manager, program director and chief engineer needed for new FM in Spokane. Excellent opportunity in beautiful Top 100 market. Send resumes to Larry Roberts, E. 7922 Woodview Drive, Spokane, WA 99212. EOE.

HELP WANTED SALES

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.

Wanted: Sales Superstar. If you are a closer, not a talker...Act Now! An established list is available. Someone's going to make a ton of money! The person we're looking for is making good money now, but wants to maximize their income and career growth. We hire future managers. Send resume to: Bob DeFelice, GSM, WCZX FM, 319 Mill Street, Poughkeepsie, NY 12601 M/F EOE.

Sales person. Promotion minded. \$200 to \$300 week depending on experience. Highest commissions. Bonus. Hospitalization. Life Insurance. Car Trade. Minimum two years experience. Tell all first letter. PO Box 350, Altoona, PA 16603. EOE.

Mid South combo seeks sales pro. Must be aggressive, well-motivated, and have a track record. Excellent compensation for the right person. Resume in confidence to Box O-31. EOE/MF.

Tired of 2 AM phone calls and being underpaid and unappreciated? Looking for flexible hours and unlimited growth? We are searching for ambitious people with good technical background who would like to grow with our expanding nationwide operation in the field of equipment sales/engineering. Send your resume to P.O. Box 8537, BWI Airport, MD 21240. EOE.

Sales manager: Beacon Broadcasting has opening for Religious program sales manager for its Caribbean and Pacific super power radio stations. Live and work in Louisville, (Denver) Colorado. Applicants must have proven sales record in broadcasting. Send resume to Bill Kitchen, President, Beacon Broadcasting, P.O. Box 160, Louisville, CO 80027. EOE.

Southern Colorado small market seeks sales, announcing, news staff. Resumes only: reply to Box O-33. EOE.

Northern Alabama's new "Newstalk" radio station is looking for an aggressive, goal oriented experienced radio sales executive. Benefits, profit sharing and extensive training. Must have the ability to sell a new concept. Attractive incentive package. Hurry! This position will fill fast!! Send resume to Sales Manager, P.O. Box 11457, Huntsville, AL 35814. All resumes will be kept confidential. EOE.

Solid opportunity with Lite 102 in growing Charlottesville market. Previous sales experience and high energy level necessary. Guarantee/commission. Good benefits. Opportunity for advancement. Letter and resume to GSM, WJLT-FM, 110-B 2nd Street, N.E., Charlottesville, VA 22901 EOE.

#1 FM CHR and AM Country combo is seeking a qualified sales professional in small California market. Great opportunity to make some big \$\$\$\$. Experienced radio sales professionals only need to apply. Send resume and letter of accomplishment to: First American Communications Corp., P.O. Box 250, Barstow, CA 92311. Attn: R. Korzuch. EOE.

San Francisco Bay area AM/FM seeking radio account executive with management potential. Send resume and references to KTID/KCAF, 1623 Fifth Ave., San Rafael, CA 94901. Attn: Personnel. Equal Opportunity Employer.

WOR Radio, NYC is seeking a vendor/coop director to supervise and direct sales staff in generating vendor and coop sales. Two-three years sales experience in New York market with one year emphasis in vendor/coop preferred. Must have excellent written and oral communication skills, be organized, and a self starter. Send resume to Vince Gardino, General Sales Manager, WOR Radio, 1440 Broadway, New York, NY 10018. EOE M/F/H/V.

HELP WANTED ANNOUNCERS

Classical music announcer for one of America's leading Classical-music stations. Personable, informal, conversational style a must, preferably with a good sense of humor. Substantial previous experience in Classical-music radio required. EOE. Submit resume & tape (in Classical format) to: Talent Search, KFAC, 6735 Yucca Street, Los Angeles, CA 90028.

Top-rated Minnesota news and information AM in fast growing Metro area wants exceptional morning personality. Minimum 5 years experience. Positive, intelligent, warm professional with good sense of humor, good taste, and sense of importance of news. (No put-down artist or off-color jock). Person would also host morning discussion show, do remotes, and become deeply involved in station and community activities and promotions. Applicant will have impeccable personal recommendations, and desire stable long-term employment in a community rated #3 Nationally as "stress free". Top wages, benefits, and stature. Send complete resume with tape and personal recommendations to: Andy Hilger, WJON Radio, Box 220, St. Cloud, MN 56302. EOE.

Program Director, production director and announcers needed for new FM in Spokane. Excellent opportunity in beautiful top-100 market. Send resumes to Larry Roberts, E. 7922 Woodview Drive, Spokane, WA 99212. EOE.

HELP WANTED TECHNICAL

Chief engineer for major market East Coast AM/FM. Must be hands-on with excellent administrative and management skills. Reply to James Loupas Associates, Inc., 7311 Bellview, Suite 1001, Houston, TX 77036. EOE.

Corporate chief engineer for Northwest group. Live in the Rockies. Build 2 new FMs. Call 406-728-9399. Resumes to Chad Parrish, Sunbrook Communications, PO Box 4106, Missoula, MT 59806. EOE.

Chief engineer: 50kw directional AM, 56kw Class C FM. Hands on, experienced. Resume, references to Art Sanders, O.D., KGA/KDRK FM, S. 6228 Regal, Spokane, WA 99223. EOE.

Chief engineer wanted for Class B FM. Must be self motivated with superb technical and administrative skills. Good salary and benefits. Send resume to: Mike Ryan, WMXB, 812 Morrellfield Park Drive, Richmond, VA 23236. EOE.

HELP WANTED NEWS

Pacifica Radio News Service seeks Bureau Chief in Washington, D.C. to produce a daily half-hour National and International news feed for Pacifica and community stations. Extensive experience in radio news, excellent on-air technique, production skills, and administrative ability required. Salary \$30K/year + benefits. Send tape, resume to David Sainiker, Pacifica Foundation, 2207 Shattuck Ave., Berkeley, CA 94704. Deadline: December 1. EOE.

Seeking experienced agribusiness reporter interested in joining one of the largest state agribusiness networks in the country. Must have minimum 5 years experience in agribusiness journalism. Strong on-air and production skills. Sales experience preferred. Able to work closely with sales staff in developing accounts. Tape and resume to: Peter Gardner, Texas State Networks, 7901 Carpenter Freeway, Dallas, TX 75247. EOE.

Anchor-reporter for state network. 5 years experience. Send tape, resume and salary requirements to News Director, 263 Riverside Mall, 5th Floor, Baton Rouge, LA 70801. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Systemation experienced announcer/production person. Some air work. Satellite network station. West Texas. Electronic know-how helpful. 915-366-7560 after 6 p.m. Central. 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.

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.

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.

Hire a part-time sales manager with full time experience. Help for the small to medium absentee or owner operator. Let's talk! East Coast. Al Wunder 201-538-1250.

Experience plus enthusiasm. Veteran pro, solid sales/sales management background seeks GM/GSM position. 305-386-5225.

Attention, owners!!! Turnaround specialist now available for large/ medium markets or chains. Please reply in confidence to Box O-17.

Get real! Are you tired of the usual B.S. from applicants? Want someone who is experienced in all formats? Reliable with a proven track record? Do you want a PD or GM who can achieve goals? John, P.O. Box 1364, Jacksonville, TX 75766. 214-586-2459.

Jim Lord Chaplin: Florida Broadcaster, station owner, GM/GSM, is available first time in 13 years to GM or GSM your operation. Wears many hats. Successful experience as GM, GSM, sales, PD, and on-air talent radio and TV in 29 year career. Ten years management side. Heavy personal community involvement. Past President F.A.B. Bottom line sales oriented. 407-464-2031. 407-466-5683.

Experienced broadcaster is seeking small/medium market management opportunity with group operation. Prefer Mid-states to Western area. Turn around welcomed if I am full charge. Conservative but aggressive approach. Jack Beazley, 214-723-2605 only between 8 AM to 4 PM CST.

Integrity and experience. General/sales manager. Small-medium market. Indiana, Ohio - Midwest. Randy 317-962-6533. 962-0854.

If you are looking for a well rounded, sales oriented general manager who has had both large and medium market experience...let's talk. My background in radio includes: Strong management, promotion, marketing, on air, engineering and exceptionally strong sales experience. From Classical to News. Beautiful Music, to AC/CHR/Oldies, I could be your next general manager to turn strong profits. Full references and background bio at your request. Prefer Sunbelt, but will go almost anywhere for the right people/situation. Reply in confidence to: Box O-35 or call 305-662-9523.

General manager/sales manager - Aggressive, energetic, proven winner, a real leader, started own broadcasting company at 29, sold for profit at 37, married 13 years with four children, Vietnam veteran, graduated University of Denver Mass Communications, stable, honest, respected, and believe in excellence, will relocate. I will bring your property and its people to their highest level of achievement. Ready to go to work for you A.S.A.P. Reply to Box O-44.

Strong sales and programing background, quality broadcaster seeking radio management of group or combo. Over twenty years putting millions of dollars in advertising on stations. Strong people skills, helping train hundreds to reach beyond. Strong bottom line. Prefer West Coast, but will consider all. Box O-50.

SITUATIONS WANTED ANNOUNCERS

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.

Sports. Sports. Sports. Any opening, I'll plug it. Jack -- 518-371-9647.

Clients want different voice? Broadcasting student seeks commercial production opportunities for interpretive experience. 804-977-5333.

Non-smoking black male, talented, kid at heart. Attended college. Radio station 4 years part-time, seeks entry level announcing. Co-host, too! East Coast location, please. Norman - 617-298-3437.

Versatile announcer with 4 years experience in news and production. Broadcasting graduate. Dave - 303-278-0106.

SITUATIONS WANTED TECHNICAL

Want chief position. Experienced in planning, maintenance, construction. SBE cert. Prefer West, Midwest. 916-674-3532.

SITUATIONS WANTED NEWS

Eleven-year career news professional seeks ND challenge. Experienced ND in Top-25 all-news, full service, and FM AC. Box O-37.

Experienced female radio journalist. 5 years in news/talk, state and national networks looking for destination job at news intensive station. Extensive work on-the-air, on-the-street and behind-the-scenes. Metropolitan markets. Box O-47.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Pro-programmer - Solid management - Take charge operations, ratings builder, today's AM/FM - A/C - CHR. C/O: P.O. Box 8144, Cincinnati, OH 45208.

Major market PD/Morning host seeks new successful challenges in talk or music station. Great results with programming, people and profits. Energetic, mid 30's in age. I'll innovate your programming, hold expenses, and lead your station to new success. Box O-32.

CONSULTANTS

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 programming and good street wise sales programs. Call Roger Petrik, 800-321-2349.

MISCELLANEOUS

Are you ownership ready? Passive investors seeking quality, proven radio GMS and/or properties; management equity, incentives assured. Box N-28.

It's working! Successful, experienced broadcast professionals can start their own unique communications business in explosive advertising growth industry. Limited dealerships. Act now! Call Ty Bryant, Marketing Director, Audio Quest, 614-486-7700.

Troubled AM? Need programming to generate sales? Need sales to make bucks? Call Thomas Hall, 213-969-8559.

General manager for radio syndicator. Radio syndication background a must. Station management experience helpful. Call in confidence, 301-984-7054.

Lookout, Jack and Vanna. Here's radio's letter guessing game, Word For Word, 4743 South 575 West, Riverdale, UT 84405.

Top pay for quality reports: Freelancers wanted for high quality weekly radio program covering nature, science and geography; emphasis on people, places, Americana. Will purchase two to five minute reports that feature listenable writing, good delivery and masterful use of natural sound. Send audition tape and writing samples to MEDIA-MAX, PO Box 1123, Springfield, VA 22151.

TELEVISION

HELP WANTED MANAGEMENT

Outstanding CBS affiliate, top 50 market in the Southeast, looking for experienced LSM to work with 10-person local staff. Competitive market and station with major broadcast group. Starting date of January 1. Please submit resumes to: Box O-19. EOE.

National sales manager: Top 50 market Independent owned by major diversified group needs a goal-oriented manager with strong work ethic and aggressive style. Candidate should have national rep experience or prior sales management. Great opportunity for high pay and superior benefits for the right, motivated person. EOE. Box O-30.

Experienced sales/promotion pro. Kansas Independent TV station, KSAS-FOX 24, is looking for a pro, someone with a background in radio and/or TV sales promotion. You must have the ability to generate dollars by providing continuity between the sales and promotion departments creating and administering successful sales promotions. Send resume to Harlan Reams, GM, KSAS-TV, 316 N. West St., Wichita, KS 67203. EOE.

Production manager - KCRA-TV seeks an aggressive, detail-oriented leader to manage state-of-the-art production/post-production facilities. Qualifications desired: Sales oriented with the ability to work with clients; positive people skills with experience directly supervising department personnel; experience with budget administration and account billing; practical knowledge of latest production equipment, remotes, quality control and scheduling of production facilities. Candidates must have at least four years experience in broadcasting; prior television production management experience preferred. Send resume/salary requirement to: Linda Bayley, Program Mgr., KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. No calls, please. EOE, M/F.

KPTM 42, Omaha, Pappas Telecasting of the Midlands, and one of the nation's Power 25 television stations, is currently accepting applications for the position of retail marketing manager. This position requires 2-3 years of independent broadcast sales and/or management experience. The retail marketing manager will be responsible for direct retail business and leading and managing a staff of 10, including KPTM's Lincoln, Nebraska office. KPTM 42 offers all advanced selling tools, including PC-based technologies, research and co-op vendor departments. Low crime, moderate climate and business growth make Omaha one of the nation's best kept secrets. KPTM 42 is an equal opportunity employer. Please send resume to: Mr. Neil Schwartz, General Manager, KPTM 42, 4625 Farnam St., Omaha, NE 68132. EOE.

HELP WANTED SALES

Weather Network, Inc. has a position available for a sales/marketing professional to work in a state-of-the-art weather graphics project. Candidates must have experience in TV industry. Sales experience strongly desired and experience in TV weather and with PC computers a plus. Position requires a self-starter with high energy and willingness to travel. Compensation commensurate with experience; excellent benefits package. Qualified applicants send resume to: Weather Network, Inc., 3760 Morrow Ln., Suite F, Chico, CA 95928-8865. EOE.

CBS affiliate in top 50 Sunbelt market needs experienced local sales person to handle major agency list. Looking for professional sales person who knows how to close. Great opportunity with large television group. Start date of January 1. Please submit resume to: O-20. EOE.

Account executive for group-owned CBS affiliate. Great earning and advancement potential for a personable, energetic closer. KLEW-TV, 208-746-2636. EOE.

Account executive for established Independent in Buffalo, New York. Existing list but must be strong in new business development. Minimum two years television sales experience. Independent sales preferred but not essential. Must be aggressive and results oriented. Send resume to WJTV, 951 Whitehaven Rd., Grand Island, NY 14072. Attention: Tony McMahon. No phone calls, please. EOE.

Sunbelt affiliate in top 100 market needs an experienced salesperson with proven ability to work effectively with agencies. Strong technical knowledge of TV sales a must. Offers a premium income for the right person. EOE, M/F. Resume to Box 10297, Jackson, MS 39289.

Account executive: Top 25, group owned affiliate station. Broadcast sales experience preferred. January 1989 start. Box O-43. EOE, M/F.

Large Midwest NBC affiliate looking for a 3-5 year veteran of TV sales for an established list. Looking for an individual with a strong focus on developmental business. Box O-46. EOE.

HELP WANTED TECHNICAL

Austin, Texas - A high-tech town with a high quality of life. The University of Texas at Austin is seeking an assistant director for technical services at the Center for Telecommunication Services. To provide direction as chief engineer and technical maintenance supervisor. Required qualifications: Bachelor's degree in electrical, telecommunication, or electronics engineering; five years experience in electronic broadcasting equipment design, installation, maintenance, and operation; knowledgeable in respect to FCC technical rules and regulations. On call nights and week-ends (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.

Florida's most successful post-production facility has opening for top caliber video maintenance engineer. Ethernet-based VTR and routing control. Alias graphics, Davinci, Abekas. Be appreciated by a company that cares about engineering and respects engineers. Bruce Graham, Chief Engineer, Video Tape Associates (VTA), 2040 Sherman St., Hollywood, FL 33020. EOE.

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 O-13.

Chyron graphic artist needed to operate state-of-the-art graphic system. Must have 2-3 years keyboard and palate experience with Chyron 4200. Will be working with Chyron Super Scribe, and 4. Send resumes and demo tape to: Morris Cerullo World Evangelism, Attn: Ossie Mills, P.O. Box 700, San Diego, CA 92138. EOE.

TV technician. Operating experience with VTR operations, camera setup, master control and ENG operations necessary. Send resume to Don Perez, KUSA TV, 1089 Bannock St., Denver, CO 80204. We are an equal opportunity employer.

Television maintenance engineer. At least 3 years experience in studio and edit suite maintenance. Send resume to Sheila Withum, Jimmy Swaggart Ministries, P.O. Box 2550, Baton Rouge, LA 70821. EOE.

Maintenance engineer: For state-of-the-art studio including Betacart, Sony 1", GVG 21, DVE, etc. Resume and salary history to Richard Duncan, KASN, Box 19328, Little Rock, AR 72219. EOE, M/F/H.

UHF transmitter engineer: To maintain 120KW Continental to peak performance for state-of-the-art studio. Resume and salary history to Richard Duncan, KASN, Box 19328, Little Rock, AR 72219. EOE, M/F/H.

TV transmitter maintenance engineer: Fox Television, KRIV in Houston is seeking a qualified transmitter engineer with strong background in RF. Previous experience with Harris TV-110U UHF transmitter preferred. Modern, well-equipped facility. Send resume to KRIV-TV, P.O. Box 22810, Houston, TX 77227 Attn: VP/Chief Engineer. No phone calls. EOE.

TV production/tech. coordinator: Studio/remote supervisor of TV production/technical operations. Must know technical components of video and audio signals, lighting, audio and editing methods. Need 3+ years professional exp. in film or TV production and valid drivers license. Salary \$22,800+, commensurate with exp. For application call 408-437-5454 or send letter and resume to KTEH-TV Foundation, Box PTC-6388, 100 Skyport Dr., San Jose, CA 95115. Application deadline 12/12/88. EOE.

WTAE-TV is searching for an experienced maintenance technician for more than simple bench work. We seek an individual whose creative thinking and ability to assume responsibility will enhance our maintenance team. The candidate for this position must have at least two years experience in broadcast maintenance, a strong RF transmission background and an FCC General class license. If you are looking to be challenged by an aggressive, locally oriented station philosophy, send your resume to Ray Coleman, Personnel, WTAE-TV, 400 Ardmore Blvd., Pittsburgh, PA 15221. EOE, M/F.

Maintenance engineer: Florence, South Carolina. Progressive company, excellent benefits. Three years minimum TV studio maintenance experience required. Extensive background in RCA Quads (especially TCR-100), Sony EG systems and general digital systems servicing a necessity. Send resume to: WPDE-TV, Personnel Department, P.O. Box F-15, Florence, SC 29501. EOE, M/F.

Wanted: Chief engineer for innovative all component post house in Washington, DC. Call Fritz at Roland House 202-333-3320 EOE

Video tape engineer - Capable of designing, setting up and running a S-VHS/M2 facility to record off satellite. Min. three years facility experience. Los Angeles office with travel to the Pacific. Excellent opportunity for an engineer willing to expand his/her horizons. Letter of intro. resume and salary history to Box O-48. EOE.

HELP WANTED NEWS

Videographer/editor. Strong hand-held 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.

Are you one of the best reporters in the business? If so, you'll work well with the rest of our team. Extremely committed and well-equipped CBS affiliate in one of the most competitive markets in the country is looking to add to its already great reporting staff. Aggressiveness, enterprise and a demonstrated ability to humanize the story are the requirements for these general assignment positions. If you've got these talents along with at least three years experience, please send non-returnable tape and resume to: Mike Cavender, News Director, WTVF, 474 James Robertson Pkwy., Nashville, TN 37219. WTVF is an equal opportunity employer and encourages applications from members of minority groups. No phone calls, please

News producer: Fox Television, KRIV in Houston is seeking a motivated, creative producer to join our talented news staff. At least 2-3 years of newscast production experience as an associate producer in a major market or 1 year experience as a main newscast producer in a medium market. Excellent writing skills a must. Please send resume and salary requirements to KRIV-TV, PO Box 22810, Houston, TX 77227. Attn: News Director. No phone calls. EOE

Weather anchor: 6 & 11 weeknights. Prefer meteorology degree or AMS seal. Tape, resume, references, letter to: Dick Byrd, News Director, WTVM, Box 1848, Columbus, GA 31994 EOE

"Soft news" producer. Top 20 O&O seeks creative producer for "soft" daily newscast. Must be innovative, unafraid to try new ideas. Must thrive on lifestyle news, features, celebrity gossip, but have solid journalistic and production background. Rush resume and letter to Box O-29. EOE, M/F

AM anchor/reporter for small news operation. Looking for strong writer and organizer. Some broadcast experience required. Tape and resume to Larry Nienna, WUHQ-TV, 5200 West Dickman, Battle Creek, MI 49016. No calls. EOE

News photographer: Midwest affiliate seeking creative videographer who can shoot and edit 3/4 inch tape, run a live truck and tell a story with pictures and natural sound. At least six months experience necessary. Send tape and resume to Bob Toten, KTKA-TV, P.O. Box 2229, Topeka, KS 66601. EOE.

Sports anchor/reporter. Fulltime person to anchor weekend sports and sports reporting during the week. Candidates must know and talk sports. College degree and two years of TV sports experience. Non-smoking environment. Resumes and tapes to News Director, KLOK-TV, Box 1716, Springfield, MO 65801 EOE, M/F.

Assistant news director: WPEC-TV in West Palm Beach, Florida, network affiliate in a fast growing market is seeking an experienced assistant news director. Minimum of 3 years experience as executive producer or line producer. Bring bio and resume and meet Larry Henrichs at the RTNDA or contact him at the Las Vegas Hilton. Equal opportunity employer. M/F/N/H.

Director of news: 3 years experience in television news production. Should be familiar with all aspects of on-air direction and production. Must be able to work with all types of modern control room equipment. Good supervisory skills a must. Send resumes to: John O. Gilbert, President/GM, KOAA-TV, P.O. Box 195, Pueblo, CO 81002. EOE.

News director: Ability to lead and develop staff skills in small but aggressive market. Hands-on person with good people skills a must. Send resume and news philosophy to: Robert Ganzer, General Manager, WHSV-TV, P.O. Box TV3, Harrisonburg, VA 22801. EOE.

Executive producer. Outstanding individual to work with news director in coordinating dynamic on-air presentation. Will be responsible for producing early hour newscast. Resumes to Craig Alexander, News Director, WTVQ-TV, Box 5590, Lexington, KY 40555 EOE.

Sports photographer/producer/editor. Shoot, shape and edit sports pieces and programs for a station known for major college sports coverage. State-of-the-art editing and post production facilities. SNG. Minimum three years experience in all facets of sports and a "go for it" attitude. Box O-42. EOE, M/F.

Television news producer: Three years experience in all phases of television/broadcast news. No phone calls, please. Reply to News Director, WISH-TV, 1950 N. Meridian, Indianapolis, IN 46202. EOE, M/F.

News promotion producer: WMAR-TV Creative Services Department is seeking a unique, top notch pro to conceptualize and produce breakthrough on-air news promos. To qualify, you should have 3-5 years news promotion experience, with strong conceptual, writing and graphic skills, and a BA or equivalent in related field. You must have experience in supervising field production and every aspect of video post production. Knowledge of print and radio production is preferred. Candidates must be self directed, highly motivated and people oriented. For immediate consideration, send resume and reel to Andy Hunt, WMAR-TV, 6400 York Rd., Baltimore, MD 21212. No phone calls, please. WMAR-TV is an Equal Opportunity Employer.

News director for medium market network affiliate in East. Minimum 2 years news management experience. Box O-49. EOE, M/F

Our expansion continues and we want to fill the following positions: WEEKEND METEOROLOGIST/ENVIRONMENTAL REPORTER: Must be meteorologist with TV and reporting experience. 11PM CO-ANCHOR: Experienced co-anchor who is also a good "LIVE" reporter for the early news. NEWS SPECIALS PRODUCER: Experienced "SPECIALS" producer only to produce monthly prime time half hour news magazine, instant specials and series. CONSUMER INVESTIGATIVE REPORTER: Experienced consumer reporter with a record of identifying and exposing ripoffs and questionable practices. A "TELL IT LIKE IT IS" specialist. INVESTIGATIVE REPORTER: Experienced investigative reporter who knows how to build contacts and find "THE" stories. ASSIGNMENTS EDITOR: Experienced assignments editor for nights. Work with three crews and three reporters to make the 11pm news different. 11PM PRODUCER: Experienced producer to put together a nightly newscast that is not a rehash of the 6pm news. PHOTOGRAPHER: Experienced photographer with an eye for video. Knowledge of live ENG and SNV helpful. MEDICAL REPORTER: Preferably a medical person or experienced medical reporter. EOE. Send resumes, references and tapes to: Dave Layman, News Director, WLNE-TV, 10 Orms St., Providence, RI 02904

News producer wanted for number one newscasts in the country. Individual would produce both six and ten o'clock newscasts. Experience required. Send resume and tape to Veronica Bilbo, Personnel Officer, KPLC-TV, P.O. Box 1488, Lake Charles, LA 70602. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Commercial production talent needed! CBS affiliate, small Southeast market, great company, excellent fringes. With DVE, Paint Box, etc. Challenging opportunity for hard working, creative, self starter. EOE. Box O-10.

TV production manager - NBC affiliate seeks talented, experienced person to lead well-equipped three person department. Resume, demo reel, and salary requirements to GM, WVIR-TV, P.O. Box 769, Charlottesville, VA 22902. No phone calls. EOE.

Promotion manager. Experiences in all aspects of TV promotion. News, program, sales, image. Knowledge of radio, print, outdoor. Looking for creative individual with administrative skills. No beginners. EEO. Send resume to Larry Chase, GM, KIVI-TV, 1866 E. Chisholm Dr., Nampa, ID 83687.

Production manager: At least 5 years experience in all aspects of television production including live and taped full-length productions. Must have outstanding supervisory skills and be able to train new employees with limited experience quickly and efficiently to produce the best product possible. Send resumes to: John O. Gilbert, President/GM, KOAA-TV, P.O. Box 195, Pueblo, CO 81002. EOE.

Videographer/editor. University of Illinois College of Agriculture and Extension Service. Unit produces news and feature stories for broadcast and a wide variety of not-for-broadcast programing. Broadcast news experience required, experience in instructional production preferred. Bachelor's degree. Send resumes and tapes to Greg Kimmel, Video Coordinator, 69 Mumford Hall, 1301 W. Gregory, Urbana, IL 61801. Deadline December 12, or until a suitable applicant is located. The University of Illinois is an Affirmative Action/ Equal Opportunity Employer.

Producer. Must have at least three years newscast producing experience in medium market or larger. Looking for someone with strong writing skills who can creatively use graphics and video to tell stories. Tapes and resumes only to Janet Mason, KARE-TV, 8811 Olsen Memorial Hwy., Minneapolis, MN 55427. EOE.

Creative director - Seeking a highly skilled individual in commercial production to create commercials in our in-house post production facility. Minimum five years television production experience. Must have strong creative writing and concept skills; producing and directing experience in studio, location and post-production; and in assisting account executives with sales development. Practical knowledge of equipment operations a must. Send resume/tape, salary requirement to: Linda Bayley, Program Mgr., KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. No calls, please. EOE, M/F.

Videographer. KDKA-TV's top-rated Evening Magazine is looking for a terrific shooter to help us capture award-winning stories locally and around the nation. You need an outstanding eye for lighting, angles, and those shots that others miss. Four years experience a must. Send reel and resume to Tom Smith, Evening Magazine, KDKA-TV, One Gateway Center, Pittsburgh, PA 15222. An equal opportunity employer.

Program manager for WROC-TV, NBC affiliate. Resumes only. No phone calls. Tom Kenney, WROC-TV, 201 Humboldt St., Rochester, NY 14610. EOE, M/F

Producer: Aggressive, tough-minded producer for AM Philadelphia, the #1 morning talk show at WPVI-TV, Philadelphia. If you can spot the trends, book the newsmakers and compete with the national shows, this job's for you. Booking, writing, editing, studio and field producing skills a must. Resume (no calls) to Charles Bradley, WPVI-TV, 4100 City Line Ave., Philadelphia, PA 19131. A CC/ABC, Inc. owned station. EOE.

SITUATIONS WANTED MANAGEMENT

Cable advertising sales manager, regional or local. 6 years experience. Hard and soft interconnects. Excellent track record. Call Steve 919-790-9792

Associate professor seeks departmental management position. Broad professional experience in small/medium markets of television, cable, and radio. Generalist teaching. Master's degree. Heavy in video applications. Community-minded. Good communication skills. Box O-34.

SITUATIONS WANTED SALES

Eight years experience selling satellite/tape distribution, editing and duplication services to syndication, industrial and agency accounts. Wanted: NY sales position/growth potential: Agency AE, satellite distribution or media sales. Phone Jim Moldow, 201-489-3872.

SITUATIONS WANTED TECHNICAL

Desire transmitter supervisor position. Many years broad experience VHF, UHF, SBE cert. West, Midwest. 916-674-3532.

SITUATIONS WANTED NEWS

Young, very aggressive ND wanting to take charge of his next newsroom-top 100's. First matching philosophy wins. For info, write now. Box O-27.

Energetic, creative, athletic, male. 2 years sports reporting, shooting, editing. Experience in cable television. 2 years major college basketball, baseball. PBP. Looking for that big break in small to medium market. Will relocate and put in the extra time that results in quality work. Neil, 714-524-9999; 1930 Pacifica Dr., Placentia, CA 92670.

Attractive minority female desires entry-level reporter's position in any market. Recent Communications graduate with two years TV experience. I'm ready for a challenge. Tiana Everett, 703-255-1521. Tape available

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Art director available to create for you. Award-winning designer experienced in print and broadcasting seeks challenging opportunity in television, production company or advertising agency. Will relocate. Call Marcel 716-832-9017.

CONSULTANTS

Executive searching: 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 Ave., Suite 1206, New York, NY 10017. Tel: 212-557-5252 FAX: 212-557-5704. EOE

MISCELLANEOUS

Primo People: Send tape and resume to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

Media Marketing, P.O. Box 1476--PD, Palm Harbor, FL 34682-1476. 813-786-3603.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Doctoral assistantships. The University of Tennessee seeks outstanding academics and professional broadcasters for doctoral study in communications. Coursework emphasizes theory/research core with broadcasting concentration, leading to research and university professorship positions. Applicants should complete coursework in two years. Persons with significant media experience plus Bachelors degree may be admitted directly into Ph.D. program. Teaching/research assistantships available. Complete application for Fall 1989, due March 1. GRE required. Also, one-year M.S. program in media management for qualified applicants. Contact Dr. H. H. Howard, Communications, University of Tennessee, Knoxville, TN 37996-0313. EOE.

Broadcast journalism instructor/assistant professor, emphasis TV, starting Fall 1989 in accredited program. MA/MS in journalism, RTV, or related field required; doctorate preferred. Minimum three years' successful broadcast news experience; prior teaching experience desired. Send letter of application, current resume, names, addresses and phone numbers of three references by January 12, 1989 to Dean Robert Ruggles, School of Journalism, Media and Graphic Arts, 108 Tucker Hall, Florida A&M University, Tallahassee, FL 32307. FAMU is an equal opportunity/affirmative action university.

Media production teaching position to begin Fall 1989. Communication Studies Department of California State University, Sacramento, CA 95819. To teach audio production, audio and visual communication, media theory and application. Ph.D. or M.F.A. preferred. Candidates who will have completed their M.F.A. requirements by February 1, 1990 are invited to apply. B.A. or B.F.A. with extensive professional experience will be considered. Application deadline is January 4, 1989. 916-278-6688. AA/EOE.

Faculty Positions. The Department of Telecommunications of Indiana University at Bloomington seeks applicants for at least two tenure-track faculty positions to begin August 15, 1989. Rank may be at the level of associate, assistant, or lecturer dependent upon qualifications and achievements. Salary is highly competitive. Areas of particular interest include: Critical Studies, Electronic Media Advertising, Electronic Media Production, International and Intercultural Communication, Media Advertising, Electronic Media Production, International and Intercultural Communication, Media Processes and Effects Research, Telecommunications Management and Economics, Voice/Data/Video Telecommunications, Writing and Editing for the Electronic Media. Qualifications for associate and assistant ranks include 1) an earned terminal degree, 2) university-level teaching experience, and 3) demonstrated commitment to scholarly research or creative work. Associate rank with tenure requires a record of outstanding scholarly achievement, a commitment to quality teaching, and the ability to direct graduate research. In the area of media production, the department offers the faculty rank of lecturer in addition to the professorial ranks. The rank of lecturer requires a program of creative work rather than scholarly research, and does not require a doctorate. In addition, the Department seeks applications or nominations at the rank of tenured Full Professor to begin Fall 1989. This position requires a record of recognized leadership in scholarly achievement and teaching in one of the substantive specialties within communication theory, electronic media processes and effects, history policy or criticism. Applicants for full rank should submit 1) a current vita describing teaching, research, grants and publications, and 2) names of three confidential references. Applicants for assistant or associate rank should submit 1) a current vita describing teaching, research and professional achievements, 2) copies of research presentations or publications, 3) indicators of teaching effectiveness, and 4) three letters of recommendation submitted directly by references or placement services. Those applying at the level of lecturer or assistant professor should also submit a transcript of graduate work. Applications received by December 15, 1988, are assured full consideration. Please address questions and application materials to Don Agostino, Chair, Department of Telecommunications, Radio-TV Center, Indiana University, Bloomington, IN 47405. EOE/AA.

(Anticipated) broadcast journalism faculty. Rank open. Teach radio and television news. Teaching responsibilities may also include radio/television production, broadcast management, sales, and introduction to broadcasting courses. Evidence of teaching and/or professional experience required. Ph.D. preferred. Master's necessary. Tenured or tenure track position. Salary and rank commensurate with experience. Starting date: Fall 1989 (pending final approval). Application deadline: Jan. 15, 1989. Send letter of application, resume, and support material to: William Giles, Director, Manship School of Journalism, Louisiana State University, Baton Rouge, LA 70803-7202. LSU is an Equal Opportunity, Affirmative Action employer.

National television representative: AIT seeks dynamic, motivated individual to represent AIT collection instructional videos to school television agencies. Qualifications: Masters in education or related telecommunications field with five years experience in managing ITV service for school broadcast. Excellent communication skills, understanding of national ITV issues, demonstrated record of expanding school services is desirable. Computer experience helpful. Responsibilities: Presentations to education agencies and public television stations about instructional television, AIT policies. Willing to travel. Salary range competitive with background and experience. Application deadline December 2, 1988. EOE. AAR. Resume to: AIT, Box A, Bloomington, IN 47402, Attn: Rose Ann Cramer. Personnel.

Loyola Marymount University Communications Department has two full time tenure track faculty openings. Professional production facilities in television, film, and sound recording. Position #1: Assistant professor to teach in some aspect of film and television production which could include videography and cinematography as well as expertise in at least two of the following: multi-camera, production planning, and post production. Also assume administrative responsibilities of the department's Master's program in Film/TV Production and Screenwriting. M.F.A. degree required. Position #2: Assistant professor to assume direction of the Recording Arts Program which emphasizes sound design including music recording and sound for film and video. Teach introductory course, recording technology, recording techniques, and advanced recording. Sound engineering background and expertise in at least two of the following in film/video: sound recording, sound post, or music composing. At least an M.A. degree. Both positions require professional credits and evidence of teaching experience at the university level. Continued creative work and/or scholarly research is required. Send application letter with current resume, undergraduate and graduate transcripts, names, addresses and phone numbers of three references to Donald J. Zirpola, Chair, Communications Department, Loyola Marymount University, Loyola Blvd. at West 80th Street, Los Angeles, CA 90045. Deadline: December 15, 1988 or until positions are filled. EOE.

Department chair. Broadcast and Film Communication, University of Alabama, seeks broadcast education leader to serve as department chair. Successful candidate will have earned doctorate, distinguished research record, and strong commitment to highest standards in teaching and in providing service to academic and media communities. Administrative experience preferred. Department has 11 full time faculty; anticipates additional positions. With other departments in College of Communication will offer Ph.D. in Mass Communication beginning Fall 1989. Rank will be associate or full professor, salary competitive. Send letter, resume and three references to Jennings Bryant, PO Box 870152, University of Alabama, Tuscaloosa, AL 35487-0152. AA/EOE.

Broadcast news. Broadcast and Film Communication Department, University of Alabama, seeks full time, tenure track assistant professor to teach broadcast news and/or news systems. Other assignments depend on individual's expertise and curricular needs. Candidates should have earned doctorate in appropriate area and strong commitment to teaching, research and providing service to academic and professional communities. Person will be member of dynamic department in College of Communication headed for national distinction in teaching, research and success of graduates. College offers BA, MA, Ph.D. Salary competitive. Send letter, resume and three references to Ray Carroll, P.O. Box 870152, University of Alabama, Tuscaloosa, AL 35487-0152. AA/EOE.

HELP WANTED SALES

Broadcast Equipment Marketing V.P. TTC is growing, and is interviewing for the position of V.P. Marketing. Applicants must have proven success record in sales management of a broadcast equipment company. Send resume to: Bill Kitchen, President, Television Technology Corporation, P.O. Box 1385, Broomfield, CO 80020. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Major entertainment and sports facility seeks individual to direct marketing and promotion functions. Individual must be a creative self starter with proven ability to plan and execute promotions and develop and implement advertising campaigns in TV, radio and print medias. Experience in managing a marketing department also required. Great opportunity for energetic individual not afraid of hard work. Send resume and salary requirements to Box O-21. 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.

Government jobs. \$9,811 - \$86,682/yr. Guarantee: Job or moneyback. Federal list: 1) 805-687-6000 ext. R-3000.

Be on T.V. Many needed for commercials. Casting info. 1-805-687-6000 Ext. TV-7833.

Broadcast talent: Entertainment law firm seeking established on-air TV/radio broadcast clientele for representation with full service management division. Minimum 3 years experience. Submissions to: Broadcast Management Division, P.O. Box 8257, Northridge, CA 91327. EOE.

MISCELLANEOUS

An opening for: Arabic playwright (Television drama). The American Media Agency, Inc., at 24301 Telegraph Road, Southfield, Michigan 48034, is in need of Arabic playwright (Television drama) for its Middle Eastern T.V. program. The employee will write drama in Arabic language as a T.V. playwright, about the lives and culture of Middle Eastern people living in the U.S. The employee will conduct T.V. interviews in Arabic with Middle Eastern personalities in the Detroit Metropolitan area. This is a full time temporary position, from November 25, 1988 to November 24, 1989, 40 hours per week (10:00 A.M. - 6:00 P.M.), with a pay rate of \$30,000.00 per year, and with a possibility of overtime work as necessary, at a pay rate of \$20.00 per hour. The qualified person should have a Bachelor's degree in Theatre Art, and speak, read and write Arabic, with 3 years of experience. Apply directly to the employer: Mr. Norman Kiminaia, at 24301 Telegraph Road, Southfield, Michigan 48034. Ph. 313-355-2282. EOE.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Irtubide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-best prices. We buy TV transmitters, towers, and transmission line. Bill Kitchen, Quality Media, 303-665-3767.

1" videotape. Looking for large quantities, 30 minutes or longer will pay shipping. Call 301-845-8888.

We pay cash for all types of vacuum tubes, both new and used. Enlightened Audio, 6392 Park Ave., Garden Grove, CA 92645. 714-897-9351.

BVH 2000 wanted. Also need Abekas DVE, BVU 850 or 950 and Betacam BVW-10. Call John at Video-It 213-280-0505 or FAX us your list 213-280-0193.

Equipment wanted: Used video and 16mm film equipment such as: HMI lights (wattages: 6K, 2.5K, 1.2K, one portable), grip equipment: 16mm camera with video assist such as Arri-SR, Aaton, CR-16R, all adapted with video assist: crab dolly with boom and track; broadcast monitors: Inpod (such as Sacker or Ronford) for 16mm camera. Call specs, age, condition, & cost to John Prechtel, Hawthorne Communications, Inc., 406 West Depot, Fairfield, IA 52556. 515-472-3800.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856.

FM Transmitters ** Harris FM20K (1987), AEL 25KG (1977) ** Harris FM20K (1981), RCA BTF20E1 (1975) ** Harris FM10H3 (1974), RCA BTF10D (1968), CCA 2500RD (1982) 2.5 KW FM ** Transcom Corp. 215-884-0888. TELEX 910-240-3856.

1KW AM Transmitters ** Harris SX-1 (1983) ** Harris MW1A (1983) ** Collins 829D2 (1981) ** CSI T1A (1981) ** Collins 20V3 ** Bauer 707 ** Gates BC-1T ** Transcom Corp. 215-884-0888.

AM Transmitters ** CCA AM 10,000D (1970), Collins 820E (1978) ** Gates BC-5P2 (1966) ** McMartin BA 2.5K (1981) ** Transcom Corp. 215-884-0888. TELEX 910-240-3856.

50KW AM ** CCA-AM 50,000D (1976), excellent condition ** Transcom Corp. 215-884-0888, TELEX 910-240-3856.

RCA UHF TV transmitter: Parallel 60 kw, mid-band Klystrons, available immediately \$85,000. Call Bill Kitchen or Dirk Freeman. 303-665-8000.

Silverline UHF TV transmitters. New, best price and performance. 35 Kw, 70 Kw, 140 Kw, 280 Kw, also brand new air cooled 10 Kw Klystrode 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 GE4T76E2/4TF4A1 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.

RCA-TCR100 Cart machine parts for sale. WBRC-TV 205—322-6666.

Grass Valley 300-2ME-24 Input Switcher, RGB Chroma-key, Encoded Chromakey, Digital Border, Analog Border, Quad Split, Aux Bus, Option Frame, Serial Interface. Excellent condition. Call 616—676-5435.

For sale: Belacams BVW 40, 15, 10, Chyron RAU-2, Faroudja encoders. All in excellent condition. Call Fritz 202—333-3320.

Satellite receiver, Wegener model 1606 with Down Converter, mainframe, 4 tone decoders, IF amplifier, Wide Ban Demod and Demod Cards for Satellite Music Network. McMartin RF Amplifier tuned to 97.7. Call 319—243-1390, ask for Chief.

Sony BVU-110 3/4" portable broadcast VTR's with cases. 30 day warranty. \$1995.00. With Time Code 2495.00 each. Maze Broadcast 205—956-2227.

Tek 7L5/L3/7603 Spectrum Analyzer system! Factory checked. \$6995.00. Tek 1480R Waveform \$2495.00. Maze Broadcast. 205—956-2227.

Phillips Video 80 Studio Plumbicon color cameras. 2 systems. Complete w/CCU's, cable, lens, etc. Checked out with 10 day warranty. Pair \$5995.00.

RCA TTU-55 60KW low band UHF transmitter system. Will retune to your channel and install. Maze Broadcast. 205—956-2227.

TRC Moseley 1500 remote control system in good condition with sub carrier cards. Best offer buys system. Dick Vaughan, WRUT Radio, P.O. Box 249, Rutland, VT 05701. Phone 802—775-5597.

Kline Tower 645 ft with two platforms, has been dismantled. 205—322-6666, WBRC-TV.

RCA TP-66 Film Projector and RCA TP-15 Multiplexer for sale. WBRC-TV. 205—322-6666.

Norelco PC-70 TV cameras 11 each. Need some work. \$1750 for all. Megastar 702—386-2844.

Broadcast equipment (used). Transmitters, STLs, remote, antennas, monitors, consoles, processing, tape equipment, automation, turntables. Continental Communications. Box 78219, St. Louis, MO 63118. 314—664-4497.

FM and AM transmitters (used): Most powers. Continental Communications. Box 78219, St. Louis, MO 63118. 314—664-4497.

Lease tower space available for station startup/upgrades in Tampa Bay area. Send technical & timing requirements to JEM Properties, 730 N. Waldo Rd., Gainesville, FL 32601.

Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes, \$6.49. Elcon evaluated 3/4 videocassettes guaranteed broadcast quality. To order, call Carpel Video Inc. 301—845-8888, or call toll free, 800—238-4300.

For service on Townsend transmitters, call Broadcast Maintenance Associates, Inc., Neosho, MO 417—451-1440.

2 Ghz, 4 ft., new Anixter grid dish, \$650.00 BMA, Inc. 417—451-1440.

Several RCA TCR-100s available now. Grass Valley 1600-1A, TX, 100, 7G, 3D and 3G. TK-28 and 29 film islands or cameras alone. Many other items. If you're looking for used equipment, call us now to receive our complete list. Media Concepts 919—977-3600 or FAX 919—977-7298.

Ampex VPR-5 only \$9,900. RCA TCR-100 and parts only \$3,900. Many 1" VTRs of all kinds available. Grass Valley 1600-1X for only \$10,500. Several production switchers just in for low dollars. Still have one TK-760 in very good condition for only \$1,000. Call now 919—977-3600 or FAX 919—977-7298.

Sony BVP-150 broadcast ENG camera. 3 tube, high resolution, like new, low hours, Fujinon 12x9 w/2x. Best offer. 305—864-5489.

Collins 25K FM Xmtr with 31K hrs. Will accept highest bid. Some conditions apply. Write for details. Box O-38.

Complete FM radio station with 25KW Collins transmitter will be auctioned by mail bid, write for details. Box O-39.

For sale: CSI T-25-F1 25kw FM transmitter tuned to 95.1 mhz (1985). New final, relay panel, and spare parts. Good condition. 216—759-0579, FAX 216—759-1368. Best offer.

Phasing equipment. 1970 Gates Phasor and 4 ATU shelves set up for 1170kHz, 5kW DA-1. Possible conversion to DA-2. For parts list/price info, contact Rudy Clapp. WOBM, 360 Clayton Rd., Howell, NJ 07731. Attn: Phasor.

Comark 60kw transmitter, sale or trade for 120kw; Chyron 4; 16 channel Yamaha audio board; 5 Panasonic 760 mini cameras. Chief Eng. 407—725-0056.

RADIO Help Wanted Management

GENERAL MANAGER MIDWEST TOP 100 MARKET

Expanding radio group looking for an aggressive sales driven general manager for our number one rated AM/FM combo. If you have a proven track record send resume in confidence to

Box O-41.

EOE M/F

Miscellaneous

**We obtain Radio
Construction Permits
the old fashioned way...
we buy them!**

Cash for C.P.'s write:

RadioActive Group

314 Ivy Place, 100 Wolf Road
Lebanon, NH 03766

Help Wanted Sales

Sales & Marketing Manager

Concord-Lexington, MA

Sales and marketing manager for innovative start-up AM radio station in attractive, upscale Boston suburb. Contemporary acoustic/folk music, international news and features from British Broadcasting Corporation, children's programming, fine arts, strong community and cultural involvement. Opportunity for creative sales professional to participate in development and implementation of sophisticated local and regional sales strategy. Equal opportunity employer, women and minorities encouraged.

WALDEN 1120

Lloyd Simon/WADN Radio
84 State Street, Suite 920
Boston, MA 02109
617-523-3484

Situations Wanted Management

THE MIDAS TOUCH

A Proven Winner seeking a radio sales management opportunity. Top biller in a Top 10 Radio Market with strong leadership, people, sales and research skills. A solid education! Can we meet?

Send replies to:

PO Box 7738
Atlanta, GA 30357

**For fast
Action Use
BROADCASTING'S
Classified Advertising**

TELEVISION

Help Wanted Management



VIDEO MARKETING WRITER/PRODUCER

A qualified individual with superior creative skills to produce everything from promos to presentations. The position will service several corporate divisions and will require an applicant with strong production and marketing experience. Send reel and resume to:

Video Marketing Writer/Producer

Turner Broadcasting System, Inc.

1050 Techwood Dr., N.W. 3rd fl. annex

Atlanta, GA 30318

EOE

BUSINESS MANAGER

A group owned independent in Ocala, Florida is seeking a business manager to manage all accounting, business, personnel, and traffic functions. We prefer someone with a formal accounting degree and prior broadcast experience. Please respond to

Mel Grossman, General Manager

WOGX-TV

1551 S.W. 37th Avenue

Ocala, Florida 32674

No phone calls, please

WOGX-TV is an equal opportunity employer

**GENERAL SALES MANAGER
WKPE AM/FM
CAPE COD**

We're looking for an aggressive sales manager for Cape Cod's 50,000 watt CHR. A strong retail sales track record is a must, along with a proven ability to train and lead a sales force to maximize year-round station revenue. If you are this person and want to work in the fastest growing market in New England for Cape Cod's only CHR, send resume or call

Peter Crawford
Roth Communications
830 Main St.
Melrose, MA 02176.
617-662-4800
EOE, M/F.

SALES SERVICE MANAGER

Major independent station seeks superstar to supervise our Sales Service department. Qualified candidate will have 5-7 years experience in TV Traffic. Must have experience in log-editing, facilities and formatting. Knowledge of the Enterprise system strongly preferred. Minorities and women are encouraged to apply.

For immediate consideration, please call or send resume:

KTTV/FOX TELEVISION
5746 SUNSET Blvd.
LOS ANGELES, CA 90028
ATTN: PERSONNEL DEPT.
213-856-1681

EOE



Help Wanted Technical

**ART DIRECTOR
NEWS 12 LONG ISLAND**

24-hour regional news network seeks Art Director responsible for overall graphic look. Candidate must have thorough knowledge and experience with paint-box/still store systems. Send resumes and reels to **John Hillis, GM, News 12 Long Island, One Media Crossways, Woodbury, NY 11797. M/F. EOE.**

**DIRECTOR
OF ENGINEERING**

CBS TV affiliate seeks candidates for Director of Engineering with responsibility for facilities and operations. Applicants should possess a BSEE or equivalent degree, plus 3-5 years of TV station engineering management experience. Send resume to: **General Manager**

WBAL-TV
Div. of the Hearst Corp.
3800 Hooper Avenue
Baltimore, Maryland 21211
An Equal Opportunity M/F Employer.

BUSINESS MANAGER

KING 5 Television and KING AM/FM Radio have an immediate opening for a Business Manager. This key financial position will work closely with the General Managers in financial management, development of long term strategies and the overall planning process.

- Strong conceptual and analytical skills
- Excellent communication skills; demonstrated interpersonal skills
- Bachelor's degree required; MBA preferred; 2-4 years management experience desirable

Please send resume, cover letter and salary history to:

General Manager
KING 5 TELEVISION
333 Dexter Avenue North
Seattle, Washington 98109

An Equal Opportunity Employer
M/F/H



**Help Wanted Programing
Production & Others**

**Manager-Visual
Communications**

Burlington Northern Railroad, one of the nation's largest and most innovative transportation companies, has an opportunity for an exceptionally creative and skilled individual to manage an in-house audio/visual unit, complete with on-line, one-inch edit suite and Beta SP field gear.

Responsibilities include managing all video, audio and 35mm slide production, supervising free-lance consultants and external production companies, consulting client departments on A/V matters, as well as marketing excess production capacity to external clients.

The successful candidate will have 7-10 years experience in video production; broadcast experience a plus.

We offer an excellent compensation package. Please send resume with salary history and nonreturnable demo-tape to:

**Manager Professional
Recruiting**
3000 Continental Plaza
777 Main Street
Fort Worth, Texas 76102



BURLINGTON NORTHERN

Equal Opportunity Employer

**ELECTRONIC EQUIPMENT
O & M CHIEF
RIYADH, SAUDI ARABIA**

U.S. citizen sought for two-yr. position as Electronic Equipment - O & M Chief working with U.S. - Saudi Arabian Joint Commission on Economic Cooperation program in Riyadh, Saudi Arabia. This hands-on position requires expertise in operations and maintenance of television, slide-tape, video-tape, computer graphics, printing and other electronic equipment. Equipment includes 3/4", 1/2" BETACAM, associated switching, routing, editing suites, studio cameras and multi-image equipment. Special emphasis on training Saudi technical staff. Req'd: Min. 5 yrs. hands-on maintenance exp. w/above equipment. College degree BSEE, prior training exp. preferred. Benefits: Salary \$33,218 - \$51,354 + up to 25%, free housing, etc.

Pls. send resume to: Dept. C-27, 1730 Rhode Island Ave., NW, Suite 910, Washington, DC 20036. Previous applicants for Electrical Equipment Specialist need not apply. EOE.

**TV STATION MANAGERS OR
SALES MANAGERS WITH
PROGRAMING KNOW-HOW**

Here's an unusual opportunity to move into cable with a Top 50 MSO, part of a nationwide broadcast-cable-publishing company. We're looking for an experienced local TV professional to be our .

**DIRECTOR OF AD SALES
AND COMMUNITY PROGRAMING**

We need a creative self-starter to lead our already-successful sales force, while building a strong local programming presence for the cable system that serves virtually all of the Top 100 market of Worcester, MA. Limited local TV competition offers the unprecedented opportunity to establish the equivalent of a local TV station as a separate profit center within our 90,000-subscriber cable complex. Please don't call, but send your resume along with a salary history to:

Richard H. Tuthill, Regional Manager
Greater Media Cable
258 Park Ave
Worcester, MA 01609

A Greater Media Company
Equal Opportunity/Affirmative Action Employer



REMOTE CAMERA OPERATOR

THE CHRISTIAN BROADCASTING NETWORK (CBN) has two positions available for REMOTE CAMERA OPERATORS. Candidates must proficiently and professionally operate EFP equipment and edit on 3/4" editing systems. Perform basic repair and maintenance of remote equipment. Must be flexible in handling studio camera work as well as over time and travel assignments. Requires 3-5 years experience as a remote camera operator/editor. If you believe the Lord is calling you to this broadcast ministry, send your demo tape and resume to:

Employment Department - Box A1
Christian Broadcasting Network, Inc.
Box A1
Virginia Beach, VA 23463



Help Wanted News

NEWS CORRESPONDENT

THE CHRISTIAN BROADCASTING NETWORK (CBN) has an opening for a NEWS CORRESPONDENT for our flagship program the 700 CLUB. We're looking for that person who can research and report analytic world news stories from a Christian perspective. Applicants should have 5 years experience in researching, writing and producing news for broadcast use or a combination of 2 years in print and 3 years in broadcast news. If you feel led to be a part of this broadcast ministry send your tape and resume to:

Employment Department - Box B1
Christian Broadcasting Network, Inc.
Box B1
Virginia Beach, VA 23463



*Capital
Edition*

HOST WANTED FOR CAPITAL EDITION
W★USATV's award-winning, news and information magazine program.

Candidates must have:

- ★ A minimum of 5 years on-air experience
- ★ Extensive background in scriptwriting
- ★ Superior editorial skills
- ★ and be a great story-teller

For Consideration
send tape and
resume to:



Executive Producer
Programming
W★USATV
4001 Brandywine Street, N.W.
Washington, DC 20016

No Phone Calls, Please



REPORTER

Wanted for award-winning newscast in a highly competitive northeast market. Must be experienced and a self-starter. Send videotape & resume to Tim Sweeney, News 12

Cablevision of Connecticut
28 Cross St., Norwalk, CT 06851
Equal Oppty Employer M/F

Situations Wanted News

NETWORK NEWS ANCHOR/REPORTER

available soon. Young, energetic and versatile national newsman seeks new anchor/reporter opportunity. All markets considered.

Box O-52

Situations Wanted Management

Currently employed GM

looking for next station. Prefer station in 35-100th market. Innovative in sales and solid in expense control. Good schools and quality of life a must.

Box O-36.

ALLIED FIELDS

Help Wanted Technical

CUSTOMER SERVICE REPRESENTATIVE

Join the leader in computer services for the broadcasting industry. Responsibilities include learning our computer system, troubleshooting customer problems by phone, installing new systems and training customers. Heavy travel is required.

The ideal candidate will have television or radio experience in traffic or sales. A degree is a plus, as well as work with DG Eclipse systems or IBM S/36.

We offer competitive salary and benefits. Send your resume to:

**Jefferson
Pilot
Data Services**

PERSONNEL
Jefferson-Pilot Data
Services, Inc.
785 Crossover Ln.,
Suite 141
Memphis, TN 38117

EOE

Miscellaneous

RECORDING STUDIO PRODUCTION ENGINEER

We're a media recording studio (not music) located in Southern California and we're offering an attractive compensation package for a Production Engineer/Production Manager with at least 5 years experience who can provide tangible evidence of creative talent and good people skills.

Please submit tape, resume and cover letter with salary requirements. EOE.

Box O-51



Lum and Abner Are Back

...piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737
Jonesboro, Arkansas 72403 ■ 501/972-5884

Employment Services

To get the first word on the best jobs call:

MediaLine
THE BEST JOBS ARE ON THE LINE
800-237-8073 CA 408-296-7353

MOVIE PROMOTION PRODUCER

The Creative Services Department of THE FAMILY CHANNEL has a Promotion Producer's position available for a specialist in movie promotion. This Producer will join a dynamic award-winning creative team and become a part of the success story of THE FAMILY CHANNEL.

Responsibilities will include coordinating with the Creative Services Department to position and topically promote the primetime FAMILY CHANNEL MOVIE.

3-5 years experience at a top-rated independent or a network with strong background in movie packaging and promotion.

Send resume and reel to: **The CBN Family Channel
Employment Dept.
Box PS
Virginia Beach, VA 23463**



Public Notices

NOTICE OF PUBLIC SALE

Notice is hereby given that LeaseAmerica Corporation, an Iowa corporation, will sell the equipment listed below previously leased to Panhandle Communications, Inc., d/b/a KKBS, at public sale on the 28th day of November, 1988, at 10:00 a.m., Central Standard Time, at 4333 Edgewood Road, N.E., Cedar Rapids, Iowa, 52499. The equipment will be sold to the bidder submitting the highest written bid for cash or certified funds. LeaseAmerica Corporation reserves the right to bid in the auction against its judgment in the case styled LeaseAmerica Corporation, An Iowa Corporation, Plaintiff, -vs- Panhandle Communications, Inc., d/b/a KKBS, Jerry D. Sokolosky and C. Michael Williams, Defendants, Case No. CS-87-5348, in the District Court within and for Oklahoma County, State of Oklahoma.

LIST OF ITEMS TO BE SOLD

One (1) 10' Vidore Fiberglass antenna.
One (1) 1' Ball-Bearing Polarmount.
One (1) 100° K Avanteck LNA.
One (1) LNA Mount and Electronic Polarizer.
One (1) Harris 6550 Satellite Receiver consisting of: One (1) Model 6550 Main frame with power supplement; one (1) dual Conv. RF Down Converter (3760) Mhz, one (1) Configuration Kit, one (1) 7.5 Khz SCPC FM Demond CH 1, and one (1) 7.5 Khz SCPC FM Demond CH 2.

This public sale will be conducted by Mark Ketchum who is available to answer questions about the public sale at his office at 4333 Edgewood Road, N.E., Cedar Rapids, Iowa 52499, or by telephone at 319-398-7962. The equipment is available for inspection at any time prior to the sale.

JOSEPH B. MINER
UNGERMAN, CONNER & LITTLE
P.O. Box 26568
Oklahoma City, OK 73126-0568
Phone: 405-235-1404
ATTORNEYS FOR LEASEAMERICA CORPORATION

PUBLIC NOTICE APPLICATIONS FOR CABLE TELEVISION LICENSE WASHINGTON, MASSACHUSETTS

The Town of Washington will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 7 p.m. on Monday, February 20, 1989. Applications must be filed on the Massachusetts CATV Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the Town of Washington. A copy of the application shall also be filed with the Massachusetts CATV Commission. All applications received will be available for public inspections at the Town Clerk's Office during regular business hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed. BOARD OF SELECTION, WASHINGTON, MA 01223

The Interconnection Committee will meet at 10:00 a.m. on December 7, 1988 at the Plaza San Antonio Hotel in San Antonio, Texas, to receive a report on negotiations with ground segment and space segment vendors for replacement of public television's satellite distribution system. A portion of the meeting will be conducted in executive session.

The Board of Directors of Public Broadcasting Service will meet at 9:00 a.m. on December 8, 1988 at the Plaza San Antonio Hotel in San Antonio, Texas, and will reconvene at 9:00 a.m. December 9. Tentative agenda includes satellite replacement, advanced television, election of officers, Program Advisory Committee vacancy, National Program Funding Standards & Practices, FY 1990 budget process, PBS Equal Employment Opportunity/Affirmative Action Plan, annual meeting arrangements, assessment policy, National Program Service Strategic Plan, and reports from PBS officers and Board committees.

Business Opportunities

Highly profitable Audio Video Business For Sale

AZ industrial/broadcast audio/video dealership. Over 30 yrs. Strong cash flow and balance sheet. Sales \$4-5 MM. Adj (ann) EBDIT \$600M. Price \$2.5MM.

S.R. Chanen & Co., Inc.
3300 N. Central Ave., #2320
Phoenix, AZ 85012
602-234-1411

FOR SALE:

Major market LPTV construction permits, Houston, New Orleans, Little Rock.

Call 817-336-0777.

STATION OWNERS DOUBLE YOUR PROFITS!



Columbia School of Broadcasting has developed a program which makes your broadcast property serve a double purpose and produce a new profit dividend. Get the details on the exclusive license for your market and tap into a major profit center! Call our License Director at (800) 854-6143 or write to:



**COLUMBIA SCHOOL
OF BROADCASTING**

**5858 Hollywood Blvd.
Hollywood, CA 90028**

For Sale Stations

MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV
A Confidential & Personal Service
BURT

SHERWOOD INC

3125 Maple Leaf Dr. • Glenview, IL 60025

312-272-4970



3 Network TV	6-25 million
VHF LPTV top 100	
mkt.	275,000
Profitable full timer	
in Tenn.	450,000
Ala FM	360,000
Ala Urban AM	350,000
3 Fla AMs	225-560,000
GA AM	226,000

The Thorburn Company
290 Boulder Drive
Roswell, GA 30075
Phone: 404-998-1080

AAA AUCTION

1600 E. Taylor St. - Huntington, Indiana

WEDNESDAY NOVEMBER 30, 1988 - 2:00 PM

AM - 500 watt - 1300 KHZ D.A.D.

The only station in Huntington County. Great Potential.

Call or write for detailed brochure

W.C.E.R.

A.C.M.E. INC.

O.G. "Bud" Steinman
Auctioneer

AAA AUCTION SERVICE, INC.

11210 State Road 14 East

New Haven, Indiana 46774

Phone 219-493-6585—call Anytime

Ron Steinman

Sale Manager

2.5 M Tax Loss
with Profitable Rocky Mountain
Class C FM's
Full Time AM's
3.5 M Buys All
Ed Walters & Associates
2400 Devon Ave., Suite 247
Des Plaines, Ill. 60018
312-296-7655

- FM coastal Alabama city. Bargain at \$2 million.
- AM/FM coastal Mississippi. \$1 million.
- 100,000 watts. Southern Nebraska. \$350,000.



Broadcast Communications Division

BUSINESS BROKER ASSOCIATES

615-756-7635 — 24 Hours

FLORIDA

AM	N.F.L. \$25k dn.	\$225,000
AM	CENT. FL. \$25K DN.	\$100,000
AM	COASTAL FL. 5KW	\$275,000
FM	N. FL. CLASS A	\$550,000
AM/FM	COASTAL FL. 100 KW	\$1,500,00

HADDEN & ASSOC.
1-407-365-7832

KBSR A/F - CLASS C
BILLINGS MT
\$700K FOR PROMPT P/S
BELOW STICK VALUE
CAPSTONE COMMUNICATIONS
201-934-5990

VENTURE CAPITAL
DEBT FINANCING
For broadcasters
Sanders & Co.
1900 Emery St., Ste. 206
Atlanta, GA 30318
404-355-6800

BANKRUPTCY SALE
Northeast Ohio AM
\$195,000
Phone: 412-963-6311

FULL CLASS C FM
IN SOUTHERN ARIZONA
FOR SALE
GOING ON AIR 1-89
602-855-1117•MR. GREELEY

AM FORECLOSURE

500 watt AM religious fulltimer can go to 5 KW.
Midwestern market of 500,000. market does 10
mil radio. Did 250,000 cash collected in '87 -
\$400,000 min. Call 313-239-5733. Only for-
mat in market.

For Sale By Owner

Consistently profitable/successful small market AM/
FM in Michigan's Upper Peninsula with gross billing of
\$140,000. New state prison under construction due to
open in late 1990 will add 300 new jobs plus many new
businesses. Come and experience growth with the
community \$175,000 CASH

Box O-40

AUCTION:

RADIO STATION

WRIE-AM

Erie, Pennsylvania Market

Auction To Take Place At:

Belaire Hotel, 2800 W. 8th Street, Erie, Pennsylvania

Thursday, December 15 at 11:00 AM

Sale includes broadcast license, broadcasting and transmitting equipment
and 25± acres of commercial real estate.

TERMS: Deposit of \$25,000.00 in certified funds at time of sale. For complete
terms, brochure, information packet and inspections, contact auctioneers!

William Z. Fox, PA Lic. #AU-002341-L

Michael Fox Auctioneers, inc.

Executive Offices • 3835 Naylor's Lane

Baltimore, Maryland 21208 • 301/653-4000 • FAX 301/653-4069

Southwest Office • Dallas/Ft. Worth

800/722-3334

FOR SALE
TV NETWORK AFFILIATE
ROCKY MOUNTAIN STATES

Hogan - Feldmann, Inc.

MEDIA BROKERS • CONSULTANTS

P.O. Box 146

Encino, California 91426

Area Code (818) 986-3201

ATTENTION
FIRST TIME RADIO STATION OWNERS
10,000 Watt AM Kansas City Market
Low Price - Terms Available
Well-equipped - State of the art
Must see - Inspection invited
Contact: Rich Bott, 10841 E. 28th St.
Independence, MO 64052
Phone 816-252-5050

**BILL - DAVID
ASSOCIATES
BROKERS-CONSULTANTS**

719-636-1584

2508 Fair Mount St.

Colorado Springs, CO 80909

Legal Notice

UNITED STATES BANKRUPTCY COURT
SOUTHERN DISTRICT OF NEW YORK

In re:
**WARREN, MULLER & DOLOBOWSKY
INC.**
Debtor

Chapter 7
Case No. 85-B-10817(HCB)

DAVID M. GREEN, as Trustee of
the Estate of WARREN, MULLER
& DOLOBOWSKY, INC.
Plaintiff,

Adv No. 85-6490A

-against-
SILVERMAN & DIGIOVANNA EUROPE
CRAFT IMPORTS INC. NEW ENGLAND
TELEVISION CORP. d/b/a WNEV
TELEVISION, DETROIT NEW INC.,
d/b/a WUSA TELEVISION, NORTH
TEXAS BROADCAST CORP. d/b/a
KXAS TELEVISION
Defendants

NOTICE OF PROPOSED SETTLEMENT AND OF HEARING ON PROPOSED SETTLEMENT

TO ALL PERSONS WHO ARE (i) UNPAID MEDIA BROADCASTERS WHO RAN "MEMBERS ONLY" COMMERCIALS FOR THE FALL 1984 ADVERTISING CAMPAIGN FOR WHICH EUROPE CRAFT IMPORTS INC. WAS THE ADVERTISER AND WARREN, MULLER & DOLOBOWSKY INC. WAS THE ADVERTISING AGENCY AND (ii) ALL OTHER PERSONS TO WHOM OBLIGATIONS WERE INCURRED BY WARREN, MULLER & DOLOBOWSKY INC. IN CONNECTION THEREWITH AS APPROVED BY EUROPE CRAFT IMPORTS INC. AND WHO IN EACH CASE ARE BENEFICIARIES OF AN ESCROW AGREEMENT ENTERED INTO ON NOVEMBER 1, 1984 BY AND AMONG WARREN, MULLER & DOLOBOWSKY INC., EUROPE CRAFT IMPORTS, INC., SILVERMAN & DIGIOVANNA AND HARVARD & EDICK/WMD ADVERTISING, INC.

IMPORTANT: This notice relates to a proposed settlement of this Class Action lawsuit and contains important information regarding the rights of Class members to share in the benefits of the settlement. The constituency of the Class is described below.

DESCRIPTION OF THE LAWSUIT: This is a Class Action lawsuit (hereinafter referred to as "The Lawsuit") that has been pending in the United States Bankruptcy Court, Southern District of New York (hereinafter referred to as the "Court").

In 1984, Warren, Muller & Dolobowsky, Inc. (the "Debtor"), was in the advertising business. One of its principal clients was Europe Craft Imports, Inc. ("Europe Craft").

In August, 1984, Europe Craft engaged the Debtor in connection with Europe Crafts fall 1984 advertising campaign to, among other things, purchase advertising time from the broadcast media including radio television and cable, for such campaign. Thereafter, in October 1984, Europe Craft asserted that the Debtor was in breach of its arrangements with Europe Craft. After negotiations, two agreements were executed on November 1, 1984. One agreement provided for, among other things, the cancellation of a certain letter of credit, that had been established to assure the availability of funds to the Debtor for payment to the media. Simultaneously, a second agreement was executed, providing for the payment into an escrow fund by Europe Craft of the sum of \$1,311,879 representing the unused portion of the letter of credit and by Debtor of \$417,560.05 of its own funds that had been drawn from the letter of credit. The second agreement appointed Silverman & Digiovanna as escrow agent. The purpose of the escrow fund, among other things, was to pay subject to the agreements executed on November 1, 1984, broadcast media invoices that arose as a result of the fall 1984 "Members Only" advertising campaign.

The Trustee's complaint alleges, in part, that the purpose and effect of the aforesaid transactions was to take funds of the Debtor and funds available to the Debtor, on demand, away from the Debtor's control, and segregate the funds for the benefit of certain creditors, but not for benefit of all creditors. The Trustee has alleged that the segregation of such funds on behalf of certain select creditors, including the members of the Class, constitutes a fraudulent conveyance to such creditors and for the benefit of Europe Craft. Europe Craft has denied liability. The lawsuit thus seeks a determination by the Court of the rights of various persons and entities to the ownership of the funds held by the escrow agent.

THE PROPOSED SETTLEMENT COSTS AND EXPENSES: The Class Action Defendants in The Lawsuit and the other parties thereto have reached an agreement on a settlement. The proposed settlement, in fact, provides for the payment of an amount equal to eighty (80%) percent of the Class Member's invoice for broadcasting time (exclusive of interest, other charges and additional amounts that may be added to an invoice for advertising agency commissions), less the amount of compensation and disbursements of counsel for the Class, which are in the amount of \$108,275.02. The Trustee shall be paid the sum of \$450,000.00 on behalf of the creditors of the Debtor other than the Class Members. The proposed settlement provides for the full and final settlement of the claims of all parties and Class Members.

CLASS COMPOSITION: The following Class has been certified in this Lawsuit. All persons who are (i) unpaid media broadcasters who ran "Members Only" commercials for the fall 1984 advertising campaign for which Europe Craft Imports Inc. was the advertiser and Warren, Muller & Dolobowsky Inc. was the advertising agency and (ii) all other persons to whom obligations were incurred by Warren, Muller & Dolobowsky, Inc. in connection therewith as approved by Europe Craft Imports, Inc. and who, in each case, are beneficiaries of an Escrow Agreement entered into on November 1, 1984 by and among Warren, Muller & Dolobowsky, Inc., Europe Craft Imports, Inc., Silverman & Digiovanna and Harvard & Edick/WMD Advertising, Inc.

TO PARTICIPATE IN THE SETTLEMENT CLASS MEMBER MUST:

1. BE LISTED ON SCHEDULE "A" - SCHEDULE OF CLAIMS IN THE EVENT YOU ARE LISTED ON SCHEDULE "A" AND AGREE WITH THE AMOUNT LISTED THEREON, YOU NEED DO NOTHING TO PARTICIPATE IN THE SETTLEMENT.

2. IN THE EVENT YOU ARE NOT LISTED ON SCHEDULE "A" - SCHEDULE OF CLAIMS, OR ARE LISTED THEREON BUT DISPUTE THE AMOUNT OF YOUR CLAIM AS SET FORTH THEREIN, COMPLETE THE ENCLOSED RESPONSE FORM AND MAIL IT TO PLATZER, FINEBERG & SWERGOLD, 150 EAST 52ND STREET, NEW YORK, NEW YORK 10022, ATTENTION: IRA L. HERMAN, ESQ. SO THAT IT SHALL ARRIVE AT THE OFFICES OF SAID ATTORNEYS ON OR BEFORE DECEMBER 19, 1988.

PURSUANT TO THE FEDERAL RULES OF CIVIL PROCEDURE, EACH CLASS MEMBER HAS THE RIGHT TO "OPT OUT" OF THE CLASS BY PROVIDING WRITTEN NOTICE OF THAT DECISION. CLASS MEMBERS WHO "OPT OUT" OF THE SETTLEMENT WILL NOT RECEIVE A DISTRIBUTION PURSUANT TO THE TERMS THEREOF. BY "OPTING OUT" SUCH CLASS MEMBERS WILL NOT BE BOUND BY THE SETTLEMENT. IN THE EVENT THAT YOU ELECT TO "OPT OUT", COMPLETE THE ENCLOSED RESPONSE FORM AND MAIL IT TO PLATZER, FINEBERG & SWERGOLD, 150 EAST 52ND STREET, NEW YORK, NEW YORK 10022, SO THAT IT SHALL ARRIVE AT THE OFFICES OF SAID ATTORNEYS ON OR BEFORE DECEMBER 19, 1988. IN THE EVENT THAT YOUR COMPLETED FORM IS NOT RECEIVED PRIOR TO DECEMBER 19, 1988, YOU WILL, IN ALL RESPECTS, BE BOUND BY THE SETTLEMENT IF IT IS APPROVED BY A FINAL JUDGEMENT AND ORDER OF DISMISSAL ENTERED IN THE LAWSUIT BY THE COURT.

ANY CLASS MEMBER MAY CHOOSE TO APPEAR BY COUNSEL IN THE LAWSUIT. ANY CLASS MEMBER WHO CHOOSES TO APPEAR BY COUNSEL MUST FILE A NOTICE OF APPEARANCE AND SERVE IT ON COUNSEL TO THE PARTIES TO THE LAWSUIT, AT THE ADDRESSES LISTED BELOW, SO THAT IT IS RECEIVED ON OR BEFORE DECEMBER 19, 1988.

HEARING ON THE SETTLEMENT: A hearing will be held before the Honorable Howard C. Buchman III, United States Bankruptcy Judge, United States Bankruptcy Court, Old Custom House, One Bowling Green, New York, New York 10004, on the 4th day of January, 1989, at 2:00 o'clock in the afternoon. The purpose of the hearing will be to determine:

- Whether the proposed settlement is fair, reasonable and adequate
- Whether the application of counsel for the Class for an award of attorney's fees and expenses should be approved

Any Class Member who has not timely "opted out" from the Class, may appear at the hearing and object to the proposed settlement or application for attorney's fees and reimbursement of expenses. In order to be heard, however, such Class Member must serve such objection, in writing, in a manner reasonably calculated to reach counsel to the parties and be filed with the Court, at the addresses indicated, on or before December 19, 1988.

COURT FILE AVAILABLE: The rights of Class Members against the parties herein will be effected by the proposed settlement. This notice is only a summary and does not describe all of the details of the proposed settlement. The full details are set forth in the Stipulation of Settlement and other pleadings filed in The Lawsuit. Those documents are available for inspection during normal business hours at the Offices of the Clerk of the United States Bankruptcy Court, The Old Custom House, One Bowling Green, New York, New York 10004, Case No. 85-B-10817(HCB), Adversary No. 85-6490A.

Notice of the proposed settlement has been mailed to all identified Class Members. If you believe that you are a Class Member and have any questions concerning this Notice, you may direct such questions to the attorneys for the Class by writing to them at the following address:

PLATZER, FINEBERG & SWERGOLD
150 East 52nd Street
New York, New York 10022
Attn: Ira L. Herman, Esq.

Dated: New York, New York

/s/ Ira L. Herman, Esq.

October 31, 1988

Ira L. Herman

SALOMON GREEN & OSTROW P.C.,
Attorneys for Plaintiff/Trustee
919 Third Avenue
New York, New York 10022
(212) 319-8500

PLATZER, FINEBERG & SWERGOLD
Attorneys for Class Action
Defendants
150 East 52nd Street
New York, New York 10022
(212) 593-3000

SHERMAN, CITRON & KARASIK, PC
Attorneys for Europe Craft
Imports, Inc. and Escrow Agent
437 Madison Avenue
New York, New York 10022
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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.

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Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc. count as one word each. Phone number with area code or zip code count as one word each.

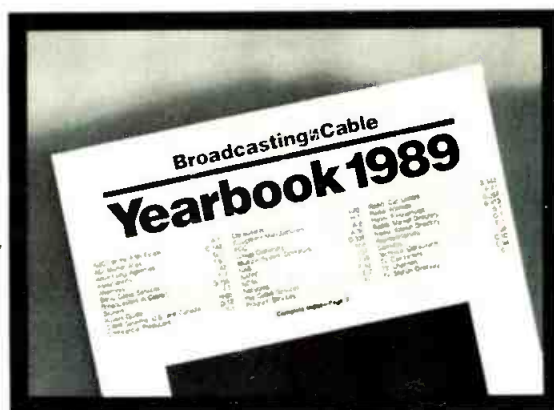
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New York (212) 599-2830 Washington, D.C. (202) 659-2340 Hollywood (213) 463-3148

Fates & Fortunes

Media

George H. Williams, VP and general manager, Cox-owned WKBD(TV) Detroit, will retire Feb. 1 after 14 years in that position. **Duane G. Kell**, station manager, WKBD, will replace Williams as VP and general manager. Cox Enterprises Inc. is group owner of three AM, seven FM and seven TV stations.

Patricia Jennings, director, pay television, Fox Television, Los Angeles, named VP, basic cable, 20th Century Fox Television Domestic Syndication Division.

Appointments at SCI Holdings Inc. and Storer Communications, Miami: **Michael Tallent**, VP and controller, to president; **Kenneth Danielson**, VP, adds duties of treasurer and chief financial officer; **Mark Hayes**, assistant general counsel, named VP, general counsel and secretary.

John Leifheit, station manager, WHO(TV) Des Moines, Iowa, joins KTCT(TV) Rochester, Minn., as VP and general manager.

Appointments at Tak Communications Television Division, Madison, Wis.: **Laurin Jorstad**, general manager, WAOW(TV) Wausau, Wis., adds duties of president; **James Matthews**, general manager, KITV(TV) Honolulu, named president and general manager; **Bob McCall**, general manager, WKOW(TV) Madison, Wis., named president; **Ray Maselli**, VP, sales and programming, WGZR(TV) Buffalo, N.Y., named president and general manager; **Chuck Roth**, general manager, WXOW(TV) LaCrosse, Wis., named president of WXOW and sister station WQOW(TV) Eau Claire, Wis.; **Ron Montezon**, national sales manager, WAOW(TV) Wausau, Wis., joins WQOW as station manager.

Dick French, former general manager, KAVU(TV) Victoria, Tex., joins KNOE(TV) Monroe, La., as general manager.

Douglas O'Brian, former news director, WNBC(AM) New York, joins noncommercial WNYC(AM-FM) there as VP.

Thomas A. Lucidon, sales manager, WEAZ(FM) Philadelphia, joins WMAS(AM) Wilmington, Del., as general manager.

Laurence R. Adams, chairman and CEO, Emerald Broadcasting Inc., Seattle, joins WRAL(FM) Raleigh, N.C., as VP and general manager.

Doug Tweedy, general manager, WCTQ(AM) and WMAR(FM) Venice, Fla., joins WXXX(FM) Colchester, Vt., as station manager.

Southeastern sales, Atlanta, named VP. **Casey Lankin**, account executive, Lorimar Television, Chicago, joins Samuel Goldwyn there as director, Midwestern television sales; **Lynden Parry**, department head, MGM/United Artists, London, joins Samuel Goldwyn, London as VP, international television sales.

Sheila Oliver, special project salesperson, WAPW(FM) Atlanta, joins Hillier, Newmark, Wechsler & Howard there as account executive.

Appointments at Harrington, Righter & Parsons Inc., television station representatives: **Stephanie Reiss**, account executive, Telerep, New York to account executive there; **Mary Beth Bogatto**, account executive, Katz Continental, Los Angeles, joins HR&P there in same capacity; **Karen Levine**, account executive, KTBC(TV) Austin, Tex., joins HR&P Atlanta in same capacity; **Margaret Genter**, account executive, WFTS(TV) Tampa, to account executive there; **Andrew Barron**, assistant account executive, WHLL(TV) Boston, to HR&P Los Angeles as account executive.

Appointments at Durpetti & Associates: **Ben Lord**, sales manager, Group W Radio, Boston, joins Durpetti there as sales manager; **Cindy Chandler**, account executive, Hillier, Newmark, Wechsler & Howard, Atlanta, joins Durpetti there in same capacity.

Jayne Sosland, copywriter, Stillwell/Golden Advertising, New York, joins Radio Advertising Bureau there as staff writer.

Thomas A. Conway, general sales manager, WTAT(TV) Charleston, S.C., joins Television Bureau of Advertising, Atlanta, as marketing manager.

Jennifer Charlton, outside sales representative, Commtron, Los Angeles, joins Worldvision Home Video there as Western division manager.

Bob Musial, account supervisor and VP of client services, McAdams, Richman & Ong Advertising, Bala Cynwyd, Pa., named senior VP, client services.

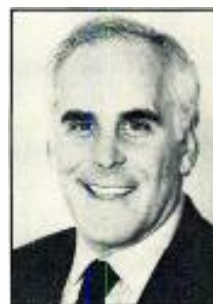
David Peters, marketing consultant,

KLEW(TV) Lewiston, Idaho, joins NCI cable advertising, Seattle, as retail sales representative.

Stephen Szilagyi, senior consultant, Kurt Salmon Associates, Atlanta, joins Christal Radio, Detroit, as account executive.

Appointments at Jefferson-Pilot Teleproductions-Communications, Charlotte, N.C.: **Charlie Pittman**, general manager, named VP and director, marketing; **Jerry Reckerd**, general sales and operations manager, named general manager.

Programing



Glickman



Davola

Stuart Glickman, entertainment attorney, Los Angeles, joins Carsey Werner Company there as vice chairman and CEO.

Appointments at Fox Broadcasting, Los Angeles: **Joe Davola**, executive in charge of production, series development, MTV, New York, joins Fox Broadcasting Co. as VP, development; **George Gubert**, research manager, syndication division, MCA Television, New York, joins Fox Television Syndication as VP, research; **Steve Leblang**, VP, research, Fox Television Syndication named VP, programming, Fox Television Stations Inc.

Michael Levine, VP, dramatic development, New World Television, Los Angeles, named VP, creative affairs.

Norman Henry, producer, Aaron Spelling Productions, Los Angeles, named senior VP, production.

Betsy Ashton, former consumer correspondent, CBS Morning News, and Morning Program, joins Financial News Network, New York as host, Money Talks with Betsy Ashton.

Jim Curtin, associate director, programming, Katz Television, New York, joins Harrington, Righter & Parsons, Inc. there in same capacity.

Bob McNeill, program director, WMZQ-AM-FM Washington, joins Viacom International Inc., New York, as VP, programming, radio division.

Daniel P. Lohr, programming director, Centel Cable Television Co., Oak Brook, Ill., named operations director, Centel's Kentucky systems.

Stewart Till, managing director and VP, re-



Felix Grant, jazz broadcaster, was honored by the University of the District of Columbia for pledging to donate 50,000 albums by black jazz artists to a proposed black jazz institute at the school. Pictured (l-r): Edith Smith, general manager of the university's non-commercial WDCU(FM); Grant, and Albert G. Mosley, associate professor of philosophy, UDC.

Marketing

Appointments at Samuel Goldwyn: **James O'Neill**, VP and sales manager, television division, and VP and director, sales training, television division, Blair Television, New York, joins Goldwyn there as VP, domestic sales, television; **Stephen Barbour**, director,

gion director, CBS-Fox Video, UK Ltd., London, joins SKY Television there as deputy managing director.

Fran Coode, producer, WTVF(TV) Nashville, joins Jim Owens Companies, television production company there, as staff producer.

Dave E. Lucas, reporter-producer, Medstar, Allentown, Pa., named studio producer. Medstar produces televised medical news and health information.

News and Public Affairs

Sharon Friedlander, senior producer, NBC Radio Network, New York, named correspondent, co-owned Westwood One's contemporary youth network, The Source.

Marvin Scott, anchorman, WPIX(TV) New York, named host, *Independent News Magazine*.

Philip Weintraub, news operations manager, WTVF(TV) Nashville, joins WFLD(TV) Chicago as news writer.

Dave Morgan, anchor and reporter, Worldnet, television division, United States Information Agency, Washington, joins WIFR(TV) Rockford, Ill., as anchor.

Karen D'Uva, production coordinator and producer, WGTW(TV) Atlanta, joins Turner Broadcasting System there as producer, *Between the Lines*, news and interview program, WTBS(TV).

Fred McLeod, sports director-anchor, WJBK(TV) Detroit, adds duties of sports director for WRIF(FM) Detroit.

David T. Rudnick, afternoon and evening announcer, WCSH(AM) Morris, Ill., named morning announcer and farm director.

John Rabe, WKAR(FM) East Lansing, Mich., joins WSPF(FM) Fort Myers, Fla., as reporter and producer.

Tony Zarrella, sports anchor/reporter, KTPX(TV) Midland, Tex., joins WJAR (TV) Providence, R.I., as sports producer/reporter.

Jonathan Taylor, production director, WRKS(FM) New York, joins WOR(AM) as weekday evening and Saturday morning news anchor.

Vickie Jenkins, morning newscaster, KYUU(FM) San Francisco, joins KOIT-AM-FM there in same capacity.

Kyle Kellams, sports and news reporter, KTLO(FM) Mountain Home, Ark., joins KKIX(FM) Fayetteville, Ark., as news director.

Susan C. Kohl, weekday anchor, KCOY(TV) Santa Maria, Calif., joins WCPX(TV) Orlando, Fla., as NASA reporter.

Terry FitzPatrick, assignment editor and noon anchor, KFDA(TV) Amarillo, Tex., joins KERA(TV) Dallas as reporter.

Darrell Bowling, assignment editor, KTVI(TV) St. Louis, joins KHOU(TV) Houston as weekend day assignment editor.

Lissa Page, creative services director, commercial production, KOLR(TV) Springfield, Mo., named producer, evening news.

Rich Skidmore, anchor and producer,

So you wanna do sports? WJZ(TV) Baltimore announced that Dec. 10-16 will be "Pro-AM" week on *Eyewitness News* when 14 finalists of a Wjz talent search will be seen in action. Wjz is searching for a "home grown" personality to join their sports team as a weekend sports reporter.

WOAY(TV) Beckley, W.Va., joins WOWK(TV) Huntington, W.Va., as field reporter.

Penny Daniels, co-anchor, noon news, WSVN(TV) Miami, named anchor, *Inside Story* news program.

Lee Kelso, news anchor, WANE(TV) Ft. Wayne, Ind., named assistant news director.

Joe Alexander, former anchorman and reporter, KTCB(TV) Council Bluffs, Iowa, joins KASA(AM) Phoenix.

Tom Mast, sports anchor, KOLR(TV) St. Louis, joins KSPR(TV) there in same capacity.

John Price, sports reporter, WECM(TV) Lansing, Mich., joins WHAG(TV) Hagerstown, Md., in same capacity.

Ted Textor, meteorologist, WSVN(TV) Miami, joins WIVB Buffalo, N.Y., in same capacity.

Technology

Earl E. Lawson, VP and controller, GTE Elec-

trical Products, Danvers, Mass., named VP and general manager, lighting division. GTE manufactures lighting products for television industry.

Appointments at Panasonic Broadcast Systems. Los Angeles: **David Howell**, senior sales engineer, and **Michael Greene**, sales engineer, Sony Communications Products Co., Burbank, Calif., join Panasonic as district sales manager, West Coast region, and district sales manager, Western region, respectively.

Ed Sarmento, VP and general manager, Mediatech West, Los Angeles, joins Pacific Video Inc., Hollywood, as VP, operations.

Susan Wickersham, account executive, Richardson Electronics Ltd., LaFox, Ill., named director, communications sales nationwide.

Jim Pino, manager, ADT Division, Gentner Electronics Corp., Salt Lake City, named director, research and development.

Promotion and PR

Susan Tick, West Coast producer, *Good Morning, America*, Los Angeles, joins CBS/Broadcast Group there as VP, publicity.

Katie L. Garber, account manager, Godwin Sarlet Public Relations, Tucson, Ariz., joins Westwood One Inc., Los Angeles, as manager, public relations.

Appointments at D.L. Taffner Ltd., New

Broadcasting

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The complete guide to radio, TV, cable and satellite facts and figures—\$110 (if payment with order \$95.) **Billable orders** must be accompanied by company purchase order. Off press March 1988. Please give street address for UPS delivery.

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York: **Jack Krieger**, manager, creative services, named assistant director, creative services; **Sharon Rothspan**, editor, Arbitron Ratings, New York, named manager, press relations and publicity; **Melissa Green**, sales representative, named director, public television sales division.

Andi Lauren, on-air personality, KROR(FM) Yucca Valley, Calif., named promotions director.



Chambers



Jeffers

Libby Chambers, program publicist, Columbia Pictures Television, Los Angeles, named publicity manager.

Gene Jeffers, public relations executive, American National Red Cross, Washington, joins National Association of Broadcasters there as VP, public affairs and communications.

Jeff Blumin, research administrator, Westwood One Radio Networks, New York, joins WRKI(FM) Danbury, Conn., as promotion director.

Allied



Herford

Peter Herford, producer, *CBS News Sunday Morning*, New York, named director, University of Chicago William Benton Fellowships in Broadcast Journalism. Herford succeeds **John Callaway**, senior correspondent, noncommercial WTTW(TV) Chicago.

Appointments at Arbitron: **Roger Osterman**, manager, sales administration, New York, joins Arbitron affiliate Radio TV Reports there as director, financial plans and controls; **Linda Kaplan**, client service representative, Southeastern Advertiser-Agency Television Sales, Atlanta, to account executive there; **Annette Evens**, research analyst, *Dallas Times Herald*, Dallas, to client service representative, Southwestern radio stations, Arbi-

In memory of. Preliminary plans were announced by Bai Yun Sheng, chairman, Consultative Committee, Government of Qinhuangdao, China, for establishing the Sue Parcell Friendship Park in Qinhuangdao, the "sister" city of Toledo, Ohio. Parcell was a news anchor at WTOL(TV) Toledo until her death June 8 from a ruptured cerebral aneurysm. She was recuperating in her Toledo-area home from a viral infection contracted in China while reporting on preparations for shipment of giant Pandas to the Toledo Zoo.

tron Ratings there; **John Ferrari**, VP and broadcast director, HDM-Young & Rubicam, Los Angeles, to division manager, Western advertiser-agency television sales, Los Angeles.

Harold H. Segal, owner, WKBK(AM) Keene, N.H., joins Boston College as professor, broadcast time sales.

George Pleasants, VP and general manager, WBUX(AM) Doylestown, Pa., elected vice-chairman, Pennsylvania Association of Broadcasters.

Anthony M. Franco, chairman and chief executive officer, Anthony M. Franco Inc., public relations, Detroit, elected chairman, board of trustees, Detroit Educational Television Foundation.

Karen Lee Rice, programing and creative service director, KOIN(TV) Portland, Ore., elected president, National Broadcast Association for Community Affairs, Charlotte, N.C.

Marian Wright Edelman, founder and president, Children's Defense Fund, given National Broadcasters' Association for Community Affairs 1988 Governor's Award for outstanding service to humanity.

Alaska Public Radio Network elected new board of directors: **Les Robinson**, KDLG(AM) Dillingham, president; **Bill Legere**, KTOO(FM) Juneau, VP; **David Hammock**, KCHU(AM) Valdez, secretary-treasurer; **Rich McClellan**, KCAW(FM) Sitka, and **Doug Moore**, KSTK(FM) Wrangell, members at large.

Richard H. Bloeser, director, U.S. film and video security office, Motion Picture Association of America, Sherman Oaks, will retire Dec. 31 after 10 years in that position. During Bloeser's tenure, MPAA investigated more than 10,000 cases of video piracy and participated with law enforcement officials in 800 raids, resulting in seizure of more than 230,000 illegally duplicated videocassettes.

Letty M. Tanchum, adviser, *The Oprah Winfrey Show*, named VP, legal and business affairs, Harpo Productions, Chicago.

Julie Martin Phillips, manager, community relations, WNBC(TV) New York, named VP, Northeast region, National Broadcast Association for Community Affairs, New York.

Morton M. Winston, senior principal, Winston Associates, Santa Monica, Calif., and **N. David O'Malley**, executive VP, Howard Hughes Property, Marina del Rey, Calif., elected to board of directors, Pacific Public

Radio Inc., Long Beach, Calif.

Appointments at West Coast Public Radio, Tacoma, Wash.: **Martin J. Neeb**, executive director, communications, Pacific Lutheran University, and president, KPLU(FM) Tacoma, elected president; **Ronald Kramer**, director, broadcasting, KSOR(FM) and KSMF(FM) Ashland, Ore., KSBK(FM) Coos Bay, Ore., and KSKF(FM) Klamath Falls, Ore., to VP; **Michael Huntsberger**, general manager, KAOS(FM) Olympia, Wash., to secretary; **Dennis Haarsager**, general manager, KWSU(AM) Pullman, Wash., to treasurer; **Patricia Swenson**, general manager/supervisor, KBPS-AM-FM Portland, Ore., to member-at-large.

Anthony Tamberelli, president/chief operating officer, General Camera West, Hollywood, joins Video Rentals Inc., Norwood, N.J., as executive VP.

Clark Rector, legislative assistant, Representative Thomas Luken (D-Ohio), Washington, joins American Advertising Federation there as director, government relations.

Alan E. Arnowitz, staff attorney, FCC's Mass Media Bureau, Washington, joins Baraff, Koerner, Olender & Hochberg, P.C., Washington communications law firm, as associate.

Deaths

Betty Cornfeld, 44, director, film and drama, Arts Entertainment Cable Network, died Nov. 9 of complications from bone marrow transplant at Swedish Hospital, Seattle. Cornfeld started out as child actress. She was understudy for Patty McCormack in Broadway play "The Bad Seed," 1953-54. Cornfeld joined *The David Susskind Show* as writer in 1974, staying there for one year. Prior to joining A&E in 1984, Cornfeld produced for Arts cable network (now Arts & Entertainment) and later Daytime cable network (now Lifetime). She also worked as freelance writer and won Daytime Emmy for outstanding individual achievement in writing, 1981-82, for *F.Y.I.* on ABC TV. Survivors include her mother, her sister and one son.

Hugh Hole, 68, retired VP, sales, Vidtronics Corp., Los Angeles, died November 6 of cancer at Pomerado Hospital, Rancho Bernardo, Calif. Hole began his career in 1942 with the radio department at Benton and Bowles advertising, moving from there to Dancer-Fitzgerald-Sample advertising, New York. Hole spent next 6 years as director, radio and television, Brook, French and Dorrance, Detroit. In 1956 he joined Van Pragg Production, Hollywood, as VP, and remained there until 1959. Before joining Vidtronics in 1968, Hole was program administrator, Western Division, ABC Television, Los Angeles. Hole is survived by his wife, Claire, and one son.

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George Gillett: Dynamic dealmaker

Always energetic, often enthusiastic and sometimes insistent. Add a risk-taking nature and a facility with finance and you have a portrait of George Gillett, the businessman, as painted by those who know the 50-year-old chairman of Gillett Holdings.

While he has been much in the news lately because of some recently acquired television operations, Gillett is a diversified businessman with broadcasting interests going back 20 years.

It would be hard to imagine anything but a dynamic personality assembling in just 10 years a collection of businesses each of which ranks at or near the top of its respective industry. In broadcast television, Gillett-owned or controlled stations compose the largest nonnetwork-owned affiliate group in the country. His meat packing business is, according to one industry observer, the largest east of the Mississippi. He operates one of the crown jewels of ski resorts, Vail, in Vail, Colorado. And always on the "hunt" for new deals, as he puts it, Gillett recently bought agricultural holdings in the Midwest. And those are just the larger businesses.

Business may not have always been in the sights of the Racine, Wis.-born and raised Gillett, one of two children in a Catholic family. Gillett's primary interest growing up appears to have been sports, including speedboat marathon racing. At Amherst College, he showed, by his own admission, little inclination toward academics: "I think there was an unspoken hope that I would follow my father [a doctor], who had the Gillett medical clinic. The day I decided not to do that it became the Racine medical clinic and he took in outside partners."

While still young, however, Gillett was learning something about business from neighbors and patients of his father. One of them, H.F. (Hib) Johnson, chairman of Johnson Wax, left him with the impression, Gillett has said, that staying close to and learning from the customer is important.

Learning by experience started after college, when Gillett began work in the industrial sales division of a forest products company, Crown Zellerbach. "We would visit many customers in the Midwest," says Gillett, "and at the same time work with the distributor's sales force and train them how to sell our product. Since we would only see a customer once or twice a year, I learned how to quickly read people."

The next phase of Gillett's business education came at McKinsey & Co., where, as a consultant, he had a chance to study business in general. It was partly during those years that Gillett says he found the ideal attributes for the businesses he was later to own and operate: not very intensive in capital or labor; possessing an inherent fran-



GEORGE NIELD GILLETT JR.—Chairman, Gillett Holdings Inc., Nashville; b. October 22, 1938, Racine, Wis.; Amherst College, Amherst, Mass., 1956-60; BA, Dominican College, Racine, Wis., 1960-61; sales, Crown Zellerbach, 1961-63; management consultant, McKinsey & Co., Chicago, 1964-67; business manager, Miami Dolphins, 1966-67; president and chief executive officer, Harlem Globetrotters & Globetrotter Communications, 1967-78; president, SCI Television Inc., since 1987; chairman, Norris Farm, since 1988; present position since 1978; married Rose Foster, Aug. 5, 1969; children—Geordie, 18; Alexander, 16; Andrew and Foster, 13.

chise; easily promotable, bought and sold in a liquid market.

Gillett found those qualities in sporting enterprises, first investing in the Miami Dolphins in 1966 and then the Harlem Globetrotters two years later. It was the latter franchise that he used to build his first conglomerate, Globetrotter Communications Corp., which included the basketball team, the animated children's television show based on the team, a marketing division, radio stations and a golf equipment manufacturer. The first stations bought by the company—in 1969—were WIXY(AM)-WODK(FM) Cleveland.

In 1971, Globetrotter Communications went public at \$13.25 per share and continued to borrow and raise money, making other acquisitions, including WVON(AM)-WNUS(FM) Chicago and WDEE(AM) Detroit. At some time during the expansion the recession-prone economy affected operations, and Gillett began liquidating the properties. In 1975, Globetrotter Communications, by then representing just the radio stations, was sold in a stock transaction to Combined Communications.

Shortly after Gillett began Globetrotter he met his wife, Rose Foster, through a friend. During the next few years they lived in Wassau, Wis., from where Gillett ran the business.

If he had soured on running a public company, Gillett had not soured on the broadcasting business. Soon he was out on the "hunt" again, looking at television stations: "I saw a lot of commonality between radio and TV." In 1977 he bought his first TV station, KXON-TV Mitchell-Sioux Falls, S.D., followed by several other stations.

His interest in the television business was such that he was willing to move his family, at the request of the seller of WSMV-TV Nashville, which wanted the station run by a local person. His family, he said, more recently obtained a concession of their own. In 1985, after looking at the Vail ski resort, he had almost decided not to make the purchase, but his wife woke him up in the middle of the night to say that she and the four Gillett sons wanted him to make it.

Recently his family has joined him in Vail, from where he conducts business and prepares to host the World Ski Championships.

He acknowledges that he has recently taken a higher profile in the television industry, giving a speech last month at the Television Bureau of Advertising and becoming a member of the Television Operators Caucus. His visibility is also due to feature stories on him and news coverage of his largest station group holding, a 50% interest in the six television stations composing SCI Television, which he bought in a 1987 partnership with Kohlberg Kravis Roberts & Co. Much of that coverage he finds inaccurate: "The situation with the media is really more defensive in that an industry that I love and am an important player in is being mistakenly portrayed. What I found instead is that I have become a lightning rod.... They [reporters] aren't really interested in knowing the facts."

Gillett spends a lot of time on the phone from his house, making his case for Gillett Holdings Inc. and for the television industry. He is persistent in making his views known, not only to reporters but to group owners, network affiliation executives and others. Those who have crossed words with Gillett and remark on his fervent views also express admiration and acknowledge that his persistence has helped him achieve.

Gillett's management technique is said, by observers, to generally be hands-off. This style, he said, "...comes from the realization that you can't do it all yourself. The only way you can do that is to identify, train and motivate other highly competent people. That is the part of business that I enjoy the most and the part that offers the greatest hope." He added that sometimes he may be too sensitive with people, and that "I suppose therefore we have been reluctant to be aggressive in terms of personnel issues even though in the process we have been set back three, 12 or 24 months. But I'd rather be known as a humanist than a guillotine artist."

Station sales late last week: Osborn Communications Corp. is selling **WPLJ(AM)-WKRZ-FM Wilkes-Barre, Pa.**, to Keymarket Communications of NEPA Inc. for \$12 million. Seller is New York-based group of five AM's, eight FM's and one TV, headed by Frank D. Osborn. It purchased station in 1985 for \$7.6 million. Buyer is North Augusta, S.C.-based group of three AM's and eight FM's headed by Kerby E. Confer. WPLJ is on 1340 khz with 1 kw full time. WKRZ is on 98.5 mhz with 50 kw and antenna 1,180 feet above average terrain. Broker: The Mahlman Co. ■ **WRQN Inc.** is selling **WRQN(FM) Bowling Green, Ohio**, to ABS Communications Inc. for \$2.685 million. Seller is principally owned by John R. Linn. It has interest in **WKAZ(AM)-WKLC-FM St. Albans, W.Va.**, and **WABQ(AM) Cleveland**. Buyer is principally owned by Kenneth A. Brown and Jon Sinton. It also owns **KROD(AM)-KLAQ(FM) El Paso**, which are being sold, subject to FCC approval ("Changing Hands," Oct. 31). It is purchasing **WPVA(AM)-WKHK(FM) Colonial Heights, Va.**, pending FCC approval ("Changing Hands," Oct. 3). **WRQN** is on 93.5 mhz with 2 kw and antenna 400.2 feet above average terrain. Broker: Blackburn & Co. ■ **Radio One Inc.** is selling **KYOS(AM)-KMYT(FM) Merced, Calif.**, to Merced Radio Partners for \$1.755 million. Seller is principally owned by Maurice (Doc) Hill and has no other broadcast interests. It purchased **KYOS** in 1966 for \$225,000 and built **KMYT** in 1975. Buyer is limited partnership headed by Edward G. Hoyt Jr., who also has interest in **KCLQ-AM-FM Hanford** and **KMGG(FM) Monte Rio**, both California. **KYOS** is on 1480 khz with 5 kw full time. **KMYT** is on 97.5 mhz with 50 kw and antenna 493 feet above average terrain. Brokers: William A. Exline Inc. and American Radio Brokers Inc./SFO. ■ **Justice Broadcasting LP** is selling **WRFB(FM) Stowe, Vt.**, to Sage Broadcasting Corp. for \$900,000. Seller is Falmouth, Mass.-based group of three FM's principally owned by Larry Justice. Buyer is Stamford, Conn.-based group of eight AM's and eight FM's headed by Gerald Poch. **WRFB** is on 101.7 mhz with 3 kw and antenna 1,485 feet above average terrain. Broker: Barry Sherman & Associates.

■ **NBC would not confirm last week that Miami Vice will leave schedule after this season.** Program producer Michael Mann said last week that it would not be back, and *Vice* star Don Johnson said earlier he would not return for year six. But NBC officials, citing Bill Cosby's change of heart to do another season of his show after nixing idea originally, refused last week to rule out possible return of show next season. *Vice* has shown some slippage in ratings, and NBC officials have voiced concern recently about show's performance, as well as two other shows on Friday night

slate, *Something Is Out There* and *Sonny Spoon*. Latter two have been shelved at least temporarily for movies and observers say it's good bet neither will survive to next season.

□ **ABC News emerged election night winner** when Nielsen last week provided full-duration and common-coverage (7-9 p.m. ET) ratings. ABC, on air 7-11 p.m. and 11:19 p.m.-1 a.m., recorded 9.6 rating/17 share; NBC, on air 7-11 p.m. and 11:30 p.m.-1:53 a.m., got 8.5/17, and CBS, on air 7-11 p.m. and 11:30 p.m.-1 a.m., 8/15. Only difference during common coverage (7 p.m.-1 a.m.) involved NBC, which had 9.3/17.

□ **Department of Commerce has established special advisory committee to examine impact of Advanced Television (ATV) on future competitiveness of U.S. television industry.** Commerce Secretary C. William Verity, in announcing 10-member committee drawn from private sector, said it will provide private sector perspectives on how best to aid U.S. television equipment manufacturers and related industries who might be hurt by new international technical standards resulting from ATV. He also said it would advise him on what policies would encourage development of ATV in public interest and what communications, trade and other commercial interests might be affected by it. Committee will not focus on technical and public policy issues regarding implementation that FCC advisory committee is now reviewing. Verity will serve as chairman of committee, whose first report is due by Jan. 4, 1989. Eight members of committee, who will represent various aspects of distribution, are Jerry K. Pearlman, Zenith Electronics Corp.; James Dowdle, Tribune Broadcasting Co.; Robert Galvin, Motorola; William Miller, SRI International; Arthur Barron, Gulf + Western; John Roach, Tandy Corp.; Thomas Woodward, McKinsey & Co., and Dr. William Schrieber, of Massachusetts Institute of Technology. Two other private sector members remain to be named. Verity also named four ex-officio members: Richard E. Wiley, of FCC Advisory Committee on Advanced Television; Erich Bloch, National Science Foundation, and Dr. William Graham Jr., of White House Office of Science and Technology. Fourth ex-officio member will be announced later.

□ **FCC Commissioner Patricia Diaz Dennis last week issued nine-page statement dissenting from FCC's July 20 "tentative conclusion" that Congress should drop statutory ban against telephone-cable crossownership** so that telephone companies could provide ca-

Fifth Estate political party favors

The Fifth Estate did not sit on the fence in this year's election. Media executives from the cable, broadcasting and production community made sizable contributions (\$100,000 in some cases) to the campaign coffers of both the Republican and Democratic National Committees. According to records covering the past six months from the DNC and RNC, more than \$1.2 million in so-called "soft money" went to the parties from the Fifth Estate. Democrats received the bulk with some \$700,000.

Federal campaign finance laws permit individuals and corporations to make unlimited contributions to a national party for state and local campaigns, party building and voter drives.

Among the big spenders from the cable industry were Bill Daniels of Daniels & Associates and Alan Gerry with Cable Vision Industries, who each gave \$100,000 to the Republicans. And the GOP received \$10,000 from Media-Coast Cable Television's Clive Runnells.

Warner Communications's Steven Ross (Warner is a cable programmer and operator) worked both sides of the political aisle with \$100,000 contributions to each committee, although the DNC received an additional \$5,425 from Warner Communications. Sumner Redstone of Viacom (another cable programmer and

operator which also has broadcast properties) gave \$40,000 to the Democrats. Marc and Jane Nathanson (of cable MSO Falcon Communications) gave \$28,750 to the DNC.

A \$100,000 contribution went to the Democrats from Ambassador Anne Cox Chambers (who served under President Jimmy Carter) of Cox Enterprises which has broadcast, cable and newspaper interests. Bruce Sundlun, chairman and chief executive officer of group broadcaster Outlet Communications, who also ran as the Democratic candidate for governor of Rhode Island (he lost), gave \$100,000. And Carl Lindner, chairman and chief executive officer of Great American Communications, a group owner/syndicator, contributed \$100,000 to the DNC. The DNC also received \$25,000 from The Home Shopping Network (a broadcast station owner and cable service). But HSN was even more generous to Republicans, with a \$100,000 donation.

Broadcaster George Gillett Jr. gave \$100,000 to the RNC. Republicans also received \$8,200 from NBC's parent company, General Electric, which gave \$6,375 to the Democrats.

Executives from the motion picture industry were also active. Lew Wasserman of MCA and Fox's Barry Diller, each contributed \$100,000 to the DNC.



Harry's night. "You are the best!" That was the sentiment that animated a 40th-anniversary celebration honoring retiring Blair Television Vice Chairman Harry B. Smart, held last Thursday (Nov. 17) in Chicago's Drake Hotel. Hundreds of Blair staff, alumni, clients and friends from all over the country gathered for the occasion. Said former Blair executive Wally Schwartz, one of the evening's several speakers: "They broke the mold and they threw it away [after Smart came along] and the industry is the loser." Remarkd Smart later: "When I joined Blair Television we had three stations, and the timebuyers used to tell me not to

come back until we had 5,000 sets in a market. In May 1949 we didn't have 5,000 sets anywhere. There was no television business. It had to be carved out of solid rock."

Among those joining in the celebration (l to r): Walter J. Brown, long-time owner of the WSPA stations in North and South Carolina; Pierson G. Mapes, president of NBC Television; Eugene D'Angelo, president, WBNS-TV Columbus, Ohio; Ken Elkins, president, Pulitzer Broadcasting Co.; Smart; James H. Rosenfield, chairman of Blair Television, and Timothy M. McAuliff, Blair TV president.

ble service in their telephone service areas. Further comment on notice of inquiry is due Dec. 1. Contrary to majority (Chairman Dennis Patrick and Commissioner James Quello), Dennis said her "present preference," like that of National Telecommunications and Information Administration, is to restrict telcos to "video dial-tone" service—transmitting video of third parties as common carrier. "This alternative holds great potential, at least as an interim step," she said.

At hearing in U.S. District Court in New York last week, **Jones-Intercable executives admitted to backdating letter** in response to notice of rate increase from USA Network mailed at end of June. Jones had until Aug. 1 to respond to letter. According to testimony by Jones executive, letter mailed to USA on Aug. 10 was backdated to Aug. 1. Hearing also featured testimony from USA Network that USA could stand to lose two million subscribers as result of proposed per-subscriber rate increase. Injunctive relief is being sought by USA Network in response to Jones Intercable's decision to drop network, action USA says is breach of contract. Judge made no decision at hearing.

NAB went on offensive last week when it sent strong letter to Surgeon General's office protesting its lineup for Drunk Driving Workshop slated for Dec. 14-16 in Washington. NAB charged SG's office with "stacking the deck against television, radio and print advertisers of legal beer and wine products." NAB is refusing to participate in workshop unless panels are revised. Not only did Koop hear from NAB, but association wrote key senators alerting them to plans for "unbalanced" workshop. Spokesman for SG said response to NAB was being worked on and that office invited "best possible mix of people from all spectrums." He denied any knowledge of reports that panel was being reworked. "I know of no changes," said spokesman.

In separate comments, **broadcast networks urged FCC to eliminate rule limiting term of network affiliation contracts with stations** to two years. They agreed that 43-year-old rule is, as Capital Cities/ABC put it, "anachronistic." Said NBC: "The television industry has changed so much that, if there ever was any valid

theoretical or actual justification for the two-year rule...there is none today." In today's competitive marketplace, it said, "the appropriate regulatory policy is to allow the participating entities themselves to determine the terms of their private agreements that best serve their mutual interests." CBS said allowing CBS and affiliates to enter into long-term contracts would be beneficial, giving them "the ability to make long-term plans...and to attract capital on the strength of long-term contractual commitments." Home Shopping Network and Westinghouse Broadcasting Co. also filed comments in support of repeal. At minimum, Group W said, allowable terms should be extended to five years to match license term.

British commercial broadcaster **Granada TV has established \$500 million "opportunity fund"** for program production, international co-production and library acquisition over next several years, company executives said in New York last week. Part of fund is drawn from existing production budget, but company is stepping up investment in newer program development areas to profit from what it views as programing scarcity in expanding European market. Sponsorship also figures in plan, and company announced IBM will underwrite development of new six-part series on mapping globe called *The Shape of the World* for mid-1990. Company is also extending talks with American program distributor LBS in London next month, following agreement giving Granada certain international syndication rights to LBS shows.

U.S. last week nominated Richard C. Kirby for reelection as director of International Radio Consultative Committee (CCIR). State Department announcement, which read like campaign document, detailing Kirby's accomplishments and service over past 20 years, was more than formality. For Kirby—who was first elected CCIR director in 1974 and was reelected twice, in 1982 and 1986—faces serious opposition in election to be held at International Telecommunication Union's plenipotentiary conference, in Nice, France, from May 23 to June 29. Yugoslavia has nominated Ilija Stojanovic, who gained considerable prestige as result of his chairmanship of both sessions of Space WARC, which concluded last month (BROADCASTING, Oct. 10).

Editorials

Forty years and counting

The wired nation was a distant if not fanciful commodity 40 years ago, when John Walson and Ed Parsons began stringing wire in the hills of Pennsylvania and Oregon. Forty years later, the medium they began reaches from coast to coast and border to border, and has changed the shape and prospects not only of cable but of all the Fifth Estate.

The special report in this issue is essentially a celebration—and a chronicle—of the progress cable has made over those 40 years. It hasn't come easily. Cable is not a magic medium, as is broadcast television. You don't simply wave a wand and enfranchise whole ADI's worth of audience in a moment. Cable's progress was measured in miles, feet and inches, each new subscriber a testimony to someone's capital intensity and hard work. That reality is nowhere more evident than in the fact that while cable's wires are before 85% of the nation's TV homes it has so far claimed only 52% as its own. After 40 years.

Cable has become, nevertheless, a massive medium that appears destined to become a giant one. Its advent, and its impact, have changed the preexisting broadcast world in a way from which there is no turning back. Never again will a relatively few programing choices dominate the nation's TV screens. An ever-enlarging multiplicity of choice will be television's lot—and burden—hereafter.

That multiplicity will affect all who practice the craft. Conventional television broadcasters, too, must come to operate in a multiple-channel as well as multi-media universe, with the means of electronic distribution secondary to the role they fill as programers and journalists. And still new media will enter the field of electronic choice: DBS, almost certainly, and the telephone establishment, perhaps. Not necessarily in cable's footsteps but inspired by its example.

Now comes the hard part: the second 40 years.

Corpus delicti

As the FCC, broadcasters, some members of Congress and this page have been saying for some time now, the comparative renewal process needs cleaning up. Compelling evidence emerged two weeks ago that the FCC needs to close some loopholes and that it should set an example by enforcing the letter of the rules already on the books.

Currently, there is nothing in the comparative renewal process to prevent license challengers with little more than a shoeshine and a handful of promises from extorting money in exchange for withdrawing petitions to deny or promises not to file them. Such extortion, and the potential—some might say reality—of its emergence as a cottage industry, was a principal reason the FCC proposed rules to limit license challenge payoffs to monies covering "prudent and legitimate" expenses. Such limits would permit reimbursement for legal expenses while removing the temptation for challengers to exact ransom either in the form of payment or, more disturbing, control of station policy.

The need for safeguards was illustrated by broadcaster Jim Gabbert in comments at the FCC two weeks ago. Gabbert's purchase of a San Francisco radio station in 1987 was challenged by a group enamored of the station's format. To convince the group to drop its challenge, Gabbert agreed not to change the format without its permission and to allow the group to select the program director. It was a bargain that reeked from the outset.

When Gabbert clashed with, and fired, the program director, then concluded that the original agreement was an illegal delega-

tion of control of the station, the coalition threatened to sue and to challenge his renewal unless he coughed up several hundred thousand dollars, the station's record library and right of first refusal if he decided to sell it. The wisdom of Gabbert's initial acquiescence aside, such intrusion into program decisionmaking is unacceptable.

If the FCC is indeed serious about cracking down on comparative renewal abuses, it can start by flexing the muscle it already has. According to Fox Television, the National Hispanic Media Coalition threatened to challenge the renewal of Fox's KTTV(TV) Los Angeles unless the broadcaster paid NHMC a half-million dollars to serve as an "adviser." Who said talk is cheap?

When Fox declined, a competing application was filed by Rainbow Broadcasting, whose principals happened also to be representatives of—you guessed it—NHMC. Rainbow—disproving the theory about the pot of gold—did not have the funds to build and operate a station for three months, as the FCC requires, and asked instead for a waiver until it could come up with a "conditional loan commitment." Fox has asked the FCC to dismiss the application. Considering the opportunity for nuisance filings, "a comparative renewal proceeding," said Fox, "is the last place where the commission should excuse the lack of basic financial qualifications." We agree. Indeed, one of the proposed comparative renewal modifications would require an even more detailed showing of financial qualification.

The FCC has been seeking specific examples of the kind of abuse its proposals would curtail. It has them.

Nov. 22, 1963

A generation has now grown up that, having been born after 1963, cannot answer the question: "Where were you when you heard President Kennedy had been shot?" For the rest, linked for life by those totemic words, the answer is often expressed in terms of the broadcast medium. Beginning with the initial shock and aftershock of those terrible moments in Dallas, a nation was united by a broadcast medium that, on no notice at all, shifted from business as usual to being the eyes and ears of a grieving nation. The Fifth Estate unblinkingly, although not impassively, chronicled a tragedy, then carried the cortege through millions of living rooms on its way to Arlington National Cemetery.

It has been 25 years since the assassination, but BROADCASTING's assessment of the coverage a week after the event still rings true and remains a fitting tribute: "Their response was immediate, their commitment total and their performance worthy of the commendation they have since received."



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