

Broadcasting Dec 26

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



AL 36112

MAXWELL
8408 1405
ROOM 122
AUL-SAS

36112

NOV/90 12364 12K

50th Year 1988

1989

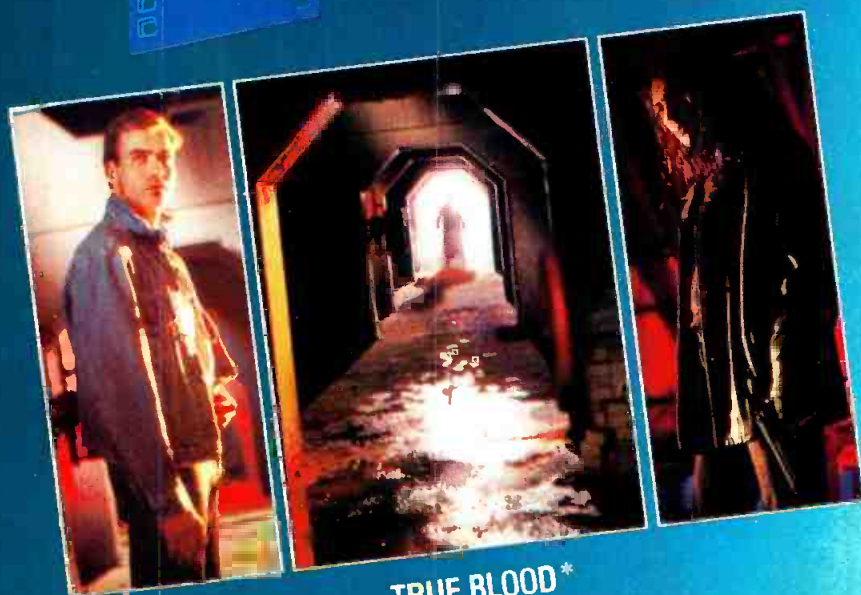
Wall Street looks at the year ahead
for the Fifth Estate

Pentagon

HDTV

Getting into the act
on high definition

FRIES DYNAMITE



TRUE BLOOD*



DEADLY INTENT

* formerly Edge of Darkness

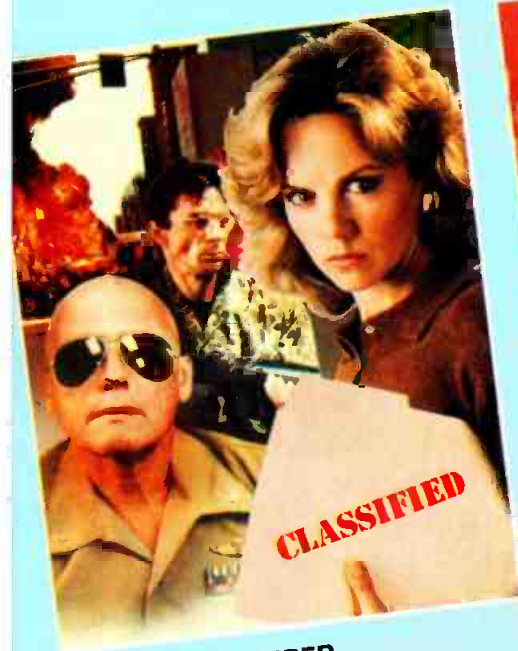
© 1988 Fries Distribution Company. All Rights Reserved.

HOLLYWOOD (213) 466-2266

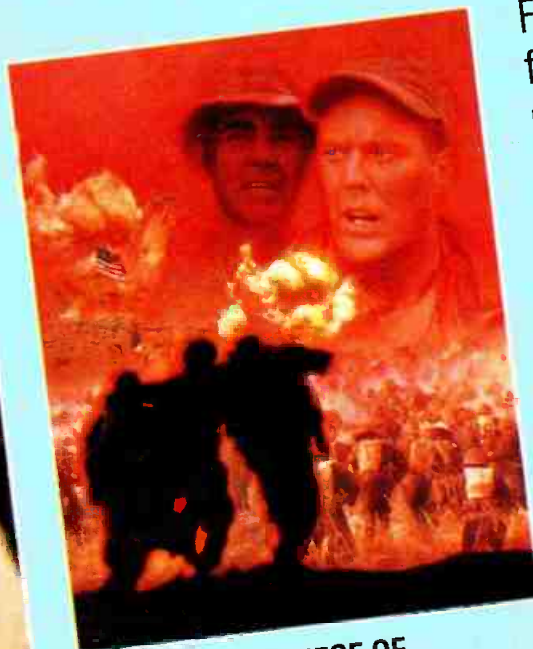
THE COMPETITION BUSTER!

**11 EXPLOSIVE HARD-HITTING TITLES
AVAILABLE IN ONE SENSATIONAL
MOVIE PACKAGE....**

**including exciting new
World Premieres direct from
theatres to your local station.**



VIPER



**THE SIEGE OF
FIREBASE GLORIA**

First-run action oriented
features ideally suited for
prime time exposure.

Highly promotable
stories featuring
major stars.

Dynamite rating achievers
guaranteed to detonate
your competition.

**See us at INTV
Suite 633-635
Century Plaza Hotel**

FRIES DISTRIBUTION COMPANY

a subsidiary of Fries Entertainment, Inc.

NEW YORK (212) 593-2220

CHICAGO (312) 751-3483

Chasing rainbows...NBC ups cable ante with half interest in Rainbow Program Enterprises. **PAGE 27.**

Pentagon participation in HDTV...U.S. Defense Department declares intention to fund high-definition television technology which some believe could be catalyst to revived American TV manufacturing industry. **PAGE 32.**

Keeping the FCC in line...On eve of Bush administration, tug of war between Reagan FCC and Congress over telecommunications policy escalates, with lawmakers and their staffs agreeing on need to micromanage commission. **PAGE 56.**

29/KING WORLD'S NEW SPIN

With three of highest rated shows in syndication, King World plans to supply programming



'Little Rascals'

to other dayparts—including prime time and late night—and other venues, including networks and cable.

29/NEW SCHEDULE

NBC makes mid-season schedule adjustments, including adding three new series and bringing back one from last season.

30/TAKING STOCK OF 1989

Securities analysts offer Fifth Estate investment suggestions for 1989.

35/IN FOCUS

Independent television operators prepare to gather in Los Angeles Jan. 4-7 to assess their accomplishments and address the challenges facing their industry. Agenda for meeting and list of those exhibiting there begins on page 36.

44/WHAT'S NEW ON PBS

Public Broadcasting Service prepares to launch 17 new series between January and May, 1989, with public affairs programs dominating lineup.

44/NEW PLAYER

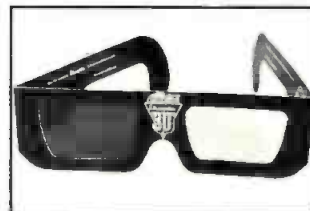
Casablanca IV and Action Media Group form new syndication venture to acquire and distribute syndicated programming.

48/FROM BLUES TO BUSINESS

Corporation for Public Broadcasting awards \$3.6 million for radio projects including eight independent productions, five minority productions and four public radio station offerings.

43/ANOTHER DIMENSION

Tournament of Roses parade



and half-time show of Super Bowl will be broadcast in 3-D.

51/LIFELINES

There are growing indications that offering of discounts to low income or senior citizens will play greater role in operation of cable systems in coming years.

54/RATINGS FOCUS

Advertising Research Foundation workshop examines future of television and radio ratings methodology.

58/MORE ON TELCO ENTRY

Comments on FCC proposal to drop ban on telephone companies providing cable TV in their phone service areas find telco-Hollywood-city alliance for proposal, with cable, newspapers and long distance company against it.

62/HOLLYWOOD IN EUROPE

Rupert Murdoch's European satellite service signs deals with Warner Bros. and Orion Pictures for film library and new motion pictures.



Kevin Costner and Sean Young in 'No Way Out'

67/EYE ON MEDIA

New York Times columnist Anthony Lewis says media was, among other things, fearful and superficial in its coverage of 1988 presidential campaign.

87/CHILD OF TELEVISION

CBN Family Channel President Tim Robertson has helped reshape the cable service's image from that of a religious channel to a more mainstream "family" programming network.

DEPARTMENTS

Advertisers Index	86
Business	54
Cablecastings	65
Changing Hands	65
Closed Circuit	7
Datebook	20
Distant Signals	64
Editorials	90
Fates & Fortunes	83
Fifth Estater	87
For the Record	70
In Brief	88
In Sync	47
International	62
Journalism	67
Law & Regulation	56
Masthead	19
The Media	51
Monday Memo	25
On Radio	48
Open Mike	24
Programming	43
Riding Grain	50
Special Report	35
Stock Index	53
Where Things Stand	10

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$70, two years \$135, three years \$190. Canadian and other International subscribers add \$20 per year. U.S. and possessions \$235 yearly for special delivery, \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* \$110. *Across the Dial* \$6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Postmaster, please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.

"Sally Bolts To Top"

Cleveland Plain Dealer, November 12, 1988



After years of battling to be No. 1, "The Morning Exchange" on WEWS Channel 5 and "AM Cleveland" on WKYC Channel 3 suddenly are slugging it out for second place.

"Sally Jessy Raphael," the syndicated gabfest that replaced "Hour Magazine" on WJW Channel 8, jumped past the two local programs to become Cleveland's top choice at 9 a.m., according to both the A.C. Nielsen Co. and Arbitron ratings for October, released this week.

Cleveland Plain Dealer, November 12, 1988



Sally Jessy Raphael

THE VISION OF SUCCESS.

 MULTIMEDIA
ENTERTAINMENT
First run for the long run.

AMPEX



Attention perfectionists, pragmatists, over-achievers, and visionaries:

Your machine is here.



Only the new VPR-300 from Ampex delivers the digital performance, operational versatility, and superior craftsmanship required by the best in the video business.

The VPR 300 handles all three cassette sizes to give you complete flexibility, from spots to feature-length programming. Time compression/expansion with digital audio lets you "fit and fill" wherever and whenever it's required. And advanced technology evolved from the Zeus™ video

processor provides superior analog and digital multi-generation performance.

These operational advantages complement a heavy duty, professional cassette transport that handles tape with the speed and precision of the legendary VPR-3.

Of course, not everyone needs this kind of power and flexibility, but for those who set today's standards in the video industry, the Ampex VPR-300 makes sense *right now*. Call your nearest Ampex sales engineer for a demo!

AMPEX

Atlanta (404) 491-7112 Chicago (312) 593-6000 Dallas (214) 960-1162 Los Angeles (818) 365-8627 New Jersey (201) 825-9600 (In New York (212) 947-8633)
San Francisco (415) 367-2202 Washington D.C. (301) 530-8800 Canada (416) 821-8840

© Ampex 1988

Sign of the times

Madison Square Garden Network cable deal for exclusive television rights to New York Yankees by 1990, with no mandatory sale to broadcast station, could be wave of future. Seattle Mariners are close to deal with cable operators Tele-Communications Inc. and Viacom for carriage of team on regional sports service two MSO's are running. One version of deal has cable operators acquiring rights to 100 games and selling one-third back to broadcast station. Mariners want to retain some over-air component, however, and could either mandate cable operators' sale back to broadcasters, or conclude separate deal with broadcasters. Sale to broadcasters seems likely one way or another, as cable companies have talked with KIRO-TV and KING-TV, both Seattle, and KSTW-TV Tacoma, Wash., about broadcast rights. Deal could come this week.

Alarmed

Concerned about impact schedule of Major League Baseball on national cable service might have on local baseball broadcasts, independent broadcaster Ted Koplar has been organizing stations with baseball rights to compare notes, isolate problems and prepare strategy for dealing with them. Koplar, whose KPLR-TV St. Louis holds rights to Cardinals, scheduled telephone conference among some 20 rightsholders last Friday.

MLB awarded four-year national broadcast package, including 12 regular-season and all post-season games, to CBS for \$1.1 billion and is now looking for bidder on national cable package. Koplar's most immediate fear is that national cablecasts will hurt KPLR-TV local broadcasts and regional television network for which KPLR-TV is flagship by drawing away viewers. Koplar is eager to learn what MLB has in mind for cable. His sources tell him MLB is offering cable networks four nights per week, including exclusive window on Sunday nights, and winning bidder would have right to preempt one local broadcast of each team to form Sunday night schedule.

On the party line

Dialogue between broadcasters and telephone industry is continuing. Last week National Association of Broadcasters' Jeff Baumann and John Abel met with United States Telephone Association's Ward White. Abel has been making rounds among Bell operating companies and independent telephone companies. Session with White focused on USTA comments filed in FCC proceeding aimed

at removing restrictions to allow all telcos into video business (see page 58). NAB wants to insure that broadcaster signals are carried at no charge if telcos get into video delivery business. Upshot of meeting was that USTA indicated willingness to discuss concept of free carriage and said it does not have entrenched position on matter.

Hat in the ring

Alfred Sikes, who has served close to three years as head of Commerce Department's National Telecommunications and Information Administration, appears not yet ready to end government service. He has told those in positions of influence with incoming Bush administration that, if it were offered, he would be interested in FCC chairmanship. He has no notion of competing with incumbent Chairman Dennis Patrick for position, but assumption is that Patrick does not plan to remain in office through all of 1989. If things were to go his way, Sikes could spend part of new year in on-job training, filling one of existing FCC vacancies. Of course, Washington attorney Susan Wing could have other ideas; she has been thought to have inside track as next FCC chairman.

Holding pattern

Capital Cities/ABC board of directors apparently threw yellow flag at its meeting last week, calling back apparent score by GE Americom in race with Hughes Communications to make ESPN first major cable programer to own capacity on next generation satellite. Although extraordinarily low \$14 million-\$15 million two-transponder GE offer was reportedly on meeting agenda, neither Capcities nor Americom made expected announcement of done deal. Despite pressing need to sign up for replacement satellites and get them onto assembly lines before current birds expire, whole process is "going very slowly," said one basic channel executive—in part because more programers, including broadcast networks, are looking at joining Clay T. Whitehead consortium of Viacom, Turner Broadcasting, CBN, The Weather Channel and C-SPAN, which could swing best deal through strength in numbers (BROADCASTING, Dec. 5).

Stay-at-homes

National Association of Broadcasters' international committee is concerned about FCC's failure to send staffers to meetings five countries hold six times each year to coordinate frequencies for

respective shortwave stations. FCC has represented interests of some 18 or so U.S. shortwave licensees at meetings since 1963, until last month's session in West Germany which it had to miss because of budget crunch. NAB protest—based on memorandum from consultant George Jacobs & Associates—will argue that meetings are "operational" and "of a demanding nature," not to be confused with trips commissioners take in order to deliver speeches or participate in seminars.

Dingell, et al., to rescue

Who better to tout virtues of free over-air TV than Capitol Hill heavyweights John Dingell (D-Mich.) and Ed Markey (D-Mass.)? Dingell, chairman of House Energy and Commerce Committee, and Markey, chairman of House Telecommunications Subcommittee, are featured in video presentation (sponsored by Association of Independent Television Stations, National Association of Broadcasters and Television Bureau of Advertising) that will air at opening session during INTV annual meeting in Los Angeles Jan. 4-7. Video includes brief comments about free TV from Dingell, Markey, Norman Lent of New York (ranking Republican on Commerce) and FCC Commissioners Jim Quello and Patricia Diaz Dennis. Dingell says free TV has been "integral part of communications landscape," and that it will continue to be "as long as I've got anything to say about it." Tape also features man-in-street and celebrity interviews, who are asked "How would you feel if your favorite show were no longer available on free TV?"

Coming into focus

More news has emerged regarding sale of Cooke Cablevision and New York Times systems. San Francisco-based Intermedia Partners was mastermind behind group of cable operators that put in bid for complete Cooke Cablevision system. "We're interested in acquiring the whole asset," said managing general partner Leo Hindery, who added that Intermedia assembled group with assistance of broker Daniels & Associates. Partnership's bid for 700,000-subscriber property in 16 states is believed to be about \$1.5 billion, but Hindery would not comment on figure.

Approximately six parties are expected to submit final bids, due this Thursday, for New York Times systems in New Jersey. Likely bidder is said to be Canadian MSO Maclean-Hunter, which owns systems in northern New Jersey.

TESTI



THE PEOPLE'S COURT

"When we were looking to increase the household rating of our news lead-in, we turned to 'The People's Court' – and it performed. As far as we're concerned, 'The People's Court' is the best news lead-in in the history of television."

Jonathan Rodgers
Vice President & General Manager
WBBM-TV, Chicago



THE PEOPLE'S COURT

"Without a doubt, the ultimate test of 'People's Court's' compatibility with news is on our station where we run it between two newscasts. And sweep after sweep, our two-hour information block comes out #1 in each half-hour. With a performance like this, 'People's Court' is more than a show. It's a franchise."

Andrew S. Fisher
Vice President & General Manager
WSB-TV, Atlanta



THE PEOPLE'S COURT

"At KXAS our news lead-in has to be able to face 'Oprah' and 'Geraldo' at the same time and still deliver a strong number for our early news. We picked 'People's Court' to fight that battle because it's been proven in the trenches for 8 years. Proven as the strongest alternative to talk. Proven to have the same demo appeal as news. And proven to perform, not just during sweeps, but 52 weeks a year!"

Frank O'Neil
Vice President & General Manager
KXAS-TV, Dallas

MONEY.



THE PEOPLE'S COURT

"At WTVD we strive to be a high quality news and information station. So when we needed a strong news lead-in to bridge the gap between 'Oprah' and our 5:30 news, we turned to the highest quality court show in syndication, 'The People's Court.' With its entertaining format, usable information and proven compatibility with news, we have the highest possible audience flow from 'Oprah' right into our early news.

Alan Nesbitt
Vice President & General Manager
WTVD-TV, Raleigh-Durham



THE PEOPLE'S COURT

"With one of our competitors running 'Cosby' as their early news lead-in and the other using 'Donahue,' we looked for the strongest possible genre to counter-program talk and comedy. Without a doubt, the national picture shows that the best format against this tough competition is court shows and the best court show for us is 'The People's Court.'"

Reynard A. Corley
Vice President & General Manager
WXII-TV, Greensboro



THE PEOPLE'S COURT

"The People's Court" has been a consistent winner for WRGB since it debuted on our station eight years ago. We were one of the first stations to carry it, and are proud that this informative, entertaining and dependable performer is on WRGB-TV."

David Lynch
Vice President & General Manager
WRGB-TV, Albany

Join the list of successful station managers
who have witnessed our 8 years of achievement!

THE PEOPLE'S COURT

A Ralph Edwards Production in association with Stu Billett Productions.

LORIMAR
SYNDICATION
A LORIMAR TELEPICTURES COMPANY

Where Things Stand

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

AM-FM Allocations

■ Despite opposition of NAB, FCC voted Dec. 12 to give FM broadcasters greater flexibility in choosing antenna sites and plotting coverage by permitting "short spacing" of FM stations on limited scale. NAB believes move will lead to "AM-ization" of FM band.

Comments on FCC proposal for mandatory observance of National Radio Systems Committee standards for AM radio favored adoption of NRSC-1 audio standard rather than commission's preference, NRSC-2 emission standard. Broadcasters asked for immediate adoption of NRSC-1 with NRSC-2 adoption to follow after further refinement.

FM broadcasters commenting on proposed increases in maximum Class A station power from 3 kw to 6 kw were split over two proposed plans. Most Class A's support New Jersey Class A Broadcasters Association's plan for blanket upgrades. Most Class B and C stations support NAB plan for upgrade of about two-thirds of Class A's, excluding many in northeast U.S.

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.

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.

Cable Regulation

Cable television industry remains under fire on allegations it is "unregulated monopoly." Cities approved new policy week of Dec. 5 in Boston calling 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 cable programming to homes. Top motion picture and cable executives are holding series of talks to discuss their relationship and possible regulatory changes. 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.

AM-FM Allocations	10
By the Numbers	14
Cable Regulation	10
Children's Television	10
Comparative Renewal	10
Compulsory License	10
Crossownership	10
Direct Broadcast Satellites	14
High-Definition Television	14
Home Satellite	18
Indecency	18
International Satellite	18
Land Mobile	18
Mergers	18
Must Carry	18
Network Rules	19
Public Broadcasting	19
Syndex	19
TV Stereo	19
Wireless Cable	19

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 10.5 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.

Department of Education has released study concluding, among other things, that "research literature provides little support for most of the common beliefs about the influence of television."

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 programming in FCC deliberations at renewal time. But their views 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 programming perfor-

mance 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 in October to recommend that Congress abolish 12-year-old compulsory copyright license, at least for distant signals, saying it would benefit consumers, broadcasters and cable programming services (BROADCASTING, Oct. 31). 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 signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure in June.

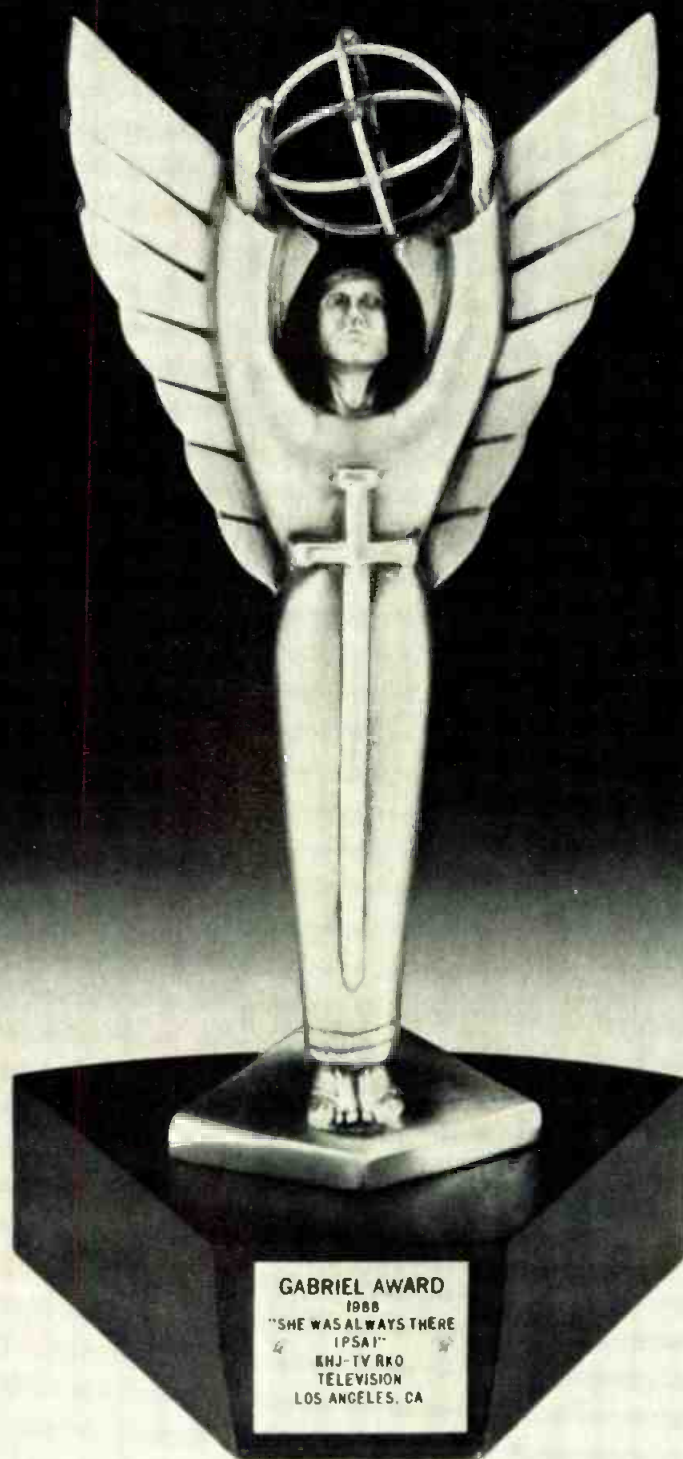
Crossownership

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

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

At present, not only FCC regulations and

*Unda — USA, we thank you
for the most appreciated Gabriel Award.*



"SHE WAS ALWAYS THERE"
Chuck Velona, Executive Producer
Cal Brady, Producer-Director

Best Public Service Announcement
Top 25 Markets

2
KHJ-TV
NORWALK / LOS ANGELES

JANUARY 1988

“FUN HOUSE”
IS ANNOUNCED
AS THE SHOW
THAT WILL BRING
KIDS BACK TO KIDS’ TV.



**FUN
HOUSE**™

STONE
TELEVISION

NOVEMBER 1988

“FUN HOUSE”
IS ANNOUNCED
#1^{AS THE} NEW KIDS’
SHOW ON TV!

<u>PROGRAM</u>	<u>KIDS 2-11 RATING</u>
FUN HOUSE.....	5.9
TEENAGE MUTANT NINJA TURTLES...	5.4
COPS.....	5.3
ALVIN AND THE CHIPMUNKS.....	4.8
YOGI BEAR SHOW.....	3.8
DENVER, THE LAST DINOSAUR.....	3.7
FINDERS KEEPERS.....	2.7
GUMBY.....	2.1
DR. FAD.....	2.1
MARVEL ACTION UNIVERSE.....	2.0
CARE BEARS.....	1.5
SNORKS.....	1.4
POPEYE.....	1.3

And “Fun House” is the #2 kids’ show overall.

SOURCE: NTS S-T-D through 11/20/88

LORIMAR
SYNDICATION
A LORIMAR TELEPICTURES COMPANY

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 voted Oct. 27 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.

Using same justification, FCC relaxed policy for waivers to one-to-market rules Dec. 12, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices."

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership 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 crossownership ban.

Direct Broadcast Satellites

Number of applications to operate high-power Ku-band direct-to-home television service satellites has now outstripped available orbital assignments in separate DBS orbital arc, says FCC, which could assign new round of positions early next year. Comments were due Dec. 12 on FCC proposal to assign pairs of DBS slots—one east, one west—to create most efficient use of spectrum. Multiple applicants have requested one of four eastern slots only (from which whole nation can be served), leaving four western slots (reaching only western half of nation) underused. Replies to those comments are due Dec. 30.

GE Americom-HBO goal of beginning medi-

um-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. Power boost was considered necessary to reach mass-marketable three-foot receiving dishes. GE-HBO venture, Crimson Satellite Associates, still hopes to bring cable programmers to Ku-band delivery via already built K-3, scheduled for launch in January 1990.

"True" high-power Ku-band DBS delivery of TV programming directly to homes will become reality in U.S. in "1992 time frame," says Hughes Communications, whose plan to launch 200-watt DBS will go to parent, General Motors, for approval by end of year. Higher power—10 times higher than current fixed satellite service birds—says Hughes, will enable reception of video programming by affordable one-foot downlinks, thereby expanding current consumer home satellite market well beyond current two million.

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 programmers and cable operators.

FCC extension granted last month gave Dominion Video Satellite and Hubbard Broadcasting's United States Satellite Broadcasting—among those granted permits with six-year expirations in December 1982—four more years—until Dec. 4, 1992.

High-Definition TV

■ Defense Department has announced that it will provide funding to organizations researching and developing new, low-cost methods of displaying and processing HDTV pictures. While Pentagon expects to use technology in defense applications, main goal is to insure that U.S. secures strong share of semiconductor and HDTV equipment industries.

National Telecommunications and Information Administration has asked for comments on whether U.S. government should continue to support worldwide adoption of 1,125/60 HDTV production. Inquiry asks whether any production format should be supported and, if so, what criteria should be used to decide which is superior. Comments are due March 1, 1989.

Deadline for "action memos" to Telecommunications Subcommittee has been postponed from Jan. 4, 1989, to Feb. 1. Subcommittee Chairman Ed Markey (D-Mass.) has asked Electronic Industries Association, American Electronics Association and Semiconductor Industry Association to submit reports recommending policies that would encourage U.S. activity in HDTV manufacturing. FCC's HDTV advisory task force and NTIA also were asked to prepare reports on subject.

Analysis subgroup of ATS committee's systems subcommittee has received submissions for 15 proposed HDTV or EDTV transmission systems. Thirteen of 15 systems were studied in-depth by analysis group during meeting held Nov. 14-18 in Washington. Report based on finding of week-long meeting will be submitted to systems subcommittee in February.

On Sept. 1, FCC tentatively decided to elim-

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON A.R.	CP's [†]	TOTAL*
Commercial AM	4,929	288	5,197
Commercial FM	4,141	639	4,780
Educational FM	1,369	260	1,629
■ Total Radio	10,439	1,187	11,626
FM translators	1,650	428	2,078
Commercial VHF TV	545	21	566
Commercial UHF TV	508	228	736
Educational VHF TV	119	7	126
Educational UHF TV	216	31	247
■ Total TV	1,388	287	1,675
VHF LPTV	126	163	289
UHF LPTV	329	1,196	1,525
■ Total LPTV	455	1,359	1,814
VHF translators	2,722	102	2,829
UHF translators	2,110	356	2,456

CABLE†	
Total subscribers	48,637,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	53.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ‡ Construction permit.

ESTRON

HOT

TICKETS!

MOVIES

F

O

R

TV

AMSTERDAMNED

GHOULIES II

AND GOD CREATED WOMAN

THE HOWLING III

MACE

MIDNIGHT CROSSING

PARAMEDICS

RED HEAT

STEEL DAWN

THE UNHOLY

WAX WORK

YOU CAN'T HURRY LOVE

Bruce Casino 203 978-5400

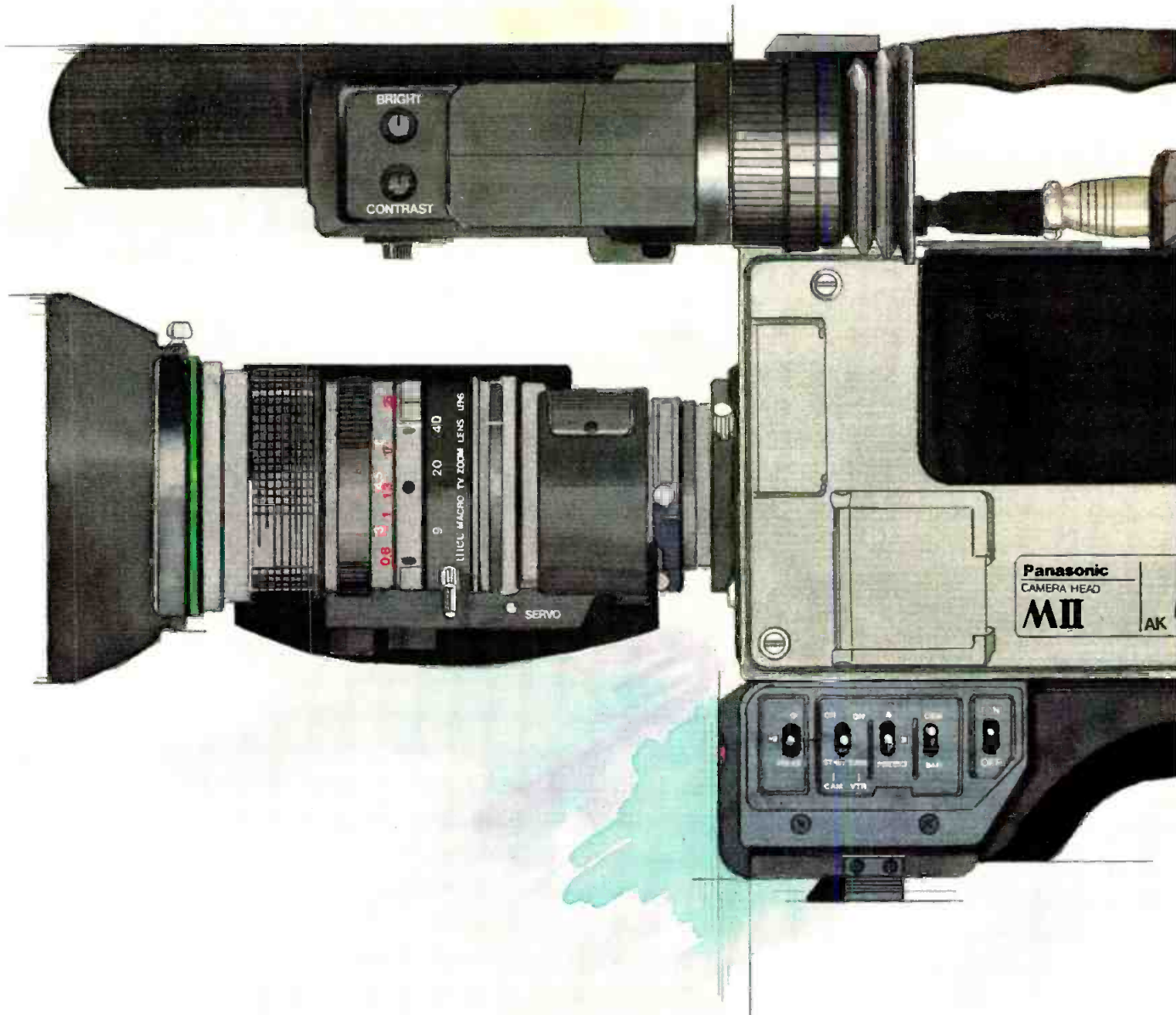
Tim Lavender 214 987-1917

John Witte 213 551-1722

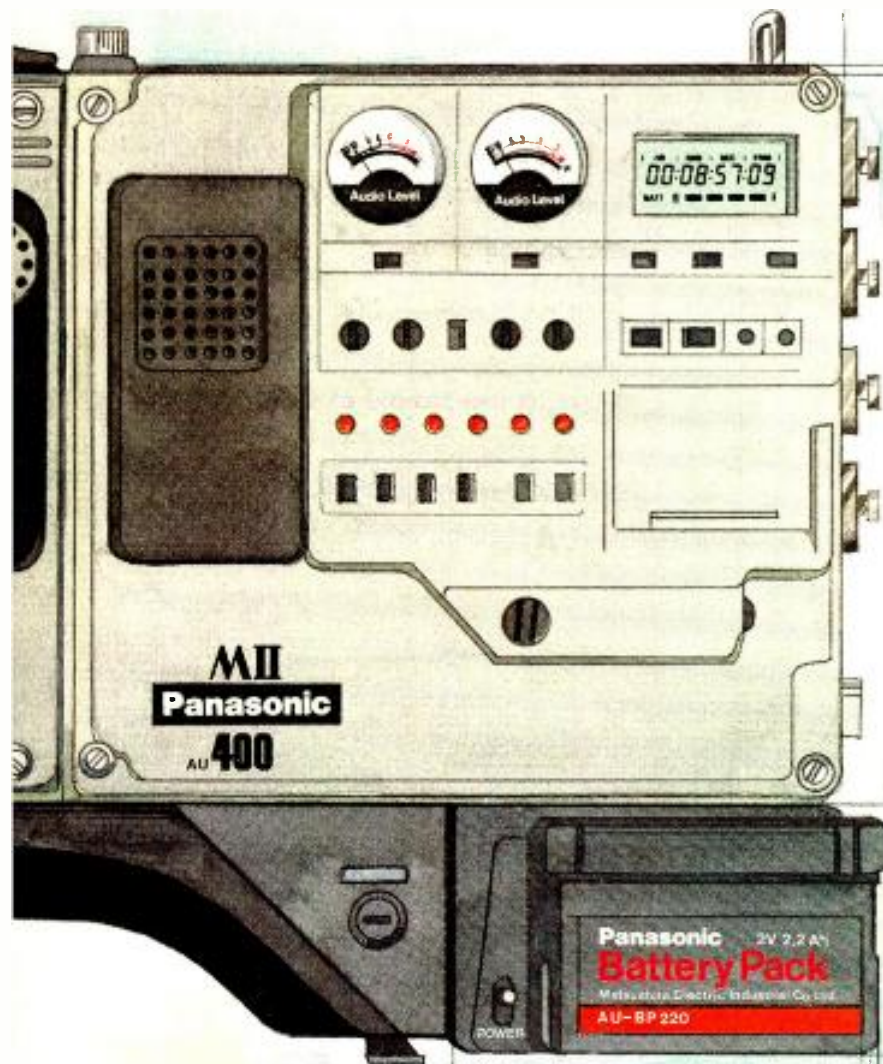


**VESTRON
TELEVISION™**

Panasonic introduces the a field camera/recorder



ideal M II combination: that's available now.



Finally, a broadcast-quality camera/recorder (AK-400/AU-400) advanced enough to be called M II. But even better, it's compatible with your current format.

- 3 frame interline transfer CCD's for reliability and stability; no smear, no burn, no lag.
- 650 horizontal TV lines of resolution.
- Camera and recorder may be used together or separated to use with your current field camera or field recorder.
- An electronic variable shutter selectable at 1/125, 1/250, 1/500, 1/1000 for blur-free high-speed shots.
- Lightweight—under 15 pounds (excluding lens and battery).
- 60db nominal signal-to-noise ratio.
- Extensive character display in viewfinder indicating warning and status of AK-400 camera and AU-400 recorder.
- 10 and 20 minute cassette recording time.
- Built-in SMPTE time code generator.
- Equally capable for all your ENG, EFP and studio production needs.

M II Panasonic
Broadcast Systems Company

Call our field offices now:

Northeast: One Panasonic Way,
Secaucus, NJ 07094; (201) 348-7671.

Washington, D.C.; (703) 759-6900.

Southeast: 1854 Shackleford Court,
Suite 250, Norcross, GA 30093;
(404) 925-6772.

Midwest: 425 E. Algonquin Road,
Arlington Heights, IL 60005;
(312) 981-7325/(317) 852-3715.

Southwest: 4500 Amon Carter Blvd.,
Fort Worth, TX 76155; (817) 685-1132.

Western: 6550 Katella Avenue,
Cypress, CA 90630; (714) 895-7209.

Northwest: (408) 866-7974.

inate 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.

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 \$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 1411-12 ghz, which assures all countries guaranteed "equitable access" to geostationary orbit.

Jose L. Alegrett, former deputy director general of International Telecommunications Satellite Organization, last week was sentenced to 16 months to four years in prison for his part in kickback scheme that defrauded global organization of \$4.8 million. Judge Gerhard A. Gesell, in imposing sentence, said Alegrett would be credited with five months he served since his arrest in Aruba last summer. He also said he would recommend that Alegrett be paroled after 11 months in view of help he has given U.S. government in its continuing investigation of kickback and other schemes. Alegrett in September had pleaded guilty to interstate transportation of money obtained by fraud, same charge to which Richard Colino, former director general of Intelsat, had pleaded guilty in connection with kickback scheme in July 1987. He is serving six-year term in minimum security prison in Virginia.

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).

Mergers and Acquisitions

■ Lorimar Telepictures stockholders approved company's acquisition by Warner Communi-

cations Inc. at shareholder meeting Dec. 8. Under terms of tax-free stock swap, Lorimar shareholders will exchange roughly 2.7 shares for each common share of Warner. New agreement also provides for "substantial" interim financing of Lorimar's operations by Warner. Transaction remains unconsummated because of Sept. 27 New York state court ruling, upheld by appeals court Dec. 8. Court ruled that Warner's acquisition of Lorimar's TV stations, along with rest of company, would violate 1984 shareholder agreement by which Chris-Craft, group owner, became Warner's largest shareholder. On Dec. 15, Lorimar announced definitive agreement to sell last stations for which it did not have buyer: company is selling beneficial interest in trust holding two Puerto Rico stations to Orlando broadcaster Timothy Brumlik, for price between \$20 million and \$30 million. Warner and Lorimar are hoping to complete transaction by end of January. Since May, Warner has taken over Lorimar's domestic theatrical distribution operations, and distribution of Lorimar's home video library.

■ MSO's United Cable (UCT) and United Artists Communications Inc. (UACI) signed definitive agreement March 8 to merge into new company, United Artists Entertainment Co. (UAE). Under terms of agreement amendment announced Sept. 19, UACI stockholders would exchange each share for one share each of class A and class B common stocks—class B stock convertible into class A and carrying 10 votes per share compared to class A stock's single vote. UCT stockholders have option to receive either \$35 cash or one share apiece of A and B stock in UAE, with right to put that stock to Tele-Communications Inc. TCI has expanded UCT ownership to 41% share as of July 29. TCI owns roughly two-thirds of UACI and would own a majority of newly formed UAE. 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 await SEC approval of new securities, not expected until 1989. Merger is also subject to shareholder approvals.

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 stations are not being carried on at least one cable system that would have had to carry stations 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. Proposal to repeal so-called two-year rule is not controversial. In FCC comments, networks were joined by station groups in support of proposal.

Public Broadcasting

NPR board will appoint working group early next year to design and present strategic plan for 1990's by next November; 10-member group will comprise mainly "citizen leaders" offering "perspective" from outside NPR membership. FY 1989, which began Oct. 1, is first year of "unbundled" programming, under which members may now choose to purchase only news or only cultural programming. Board will propose FY 1990 budget in February, likely representing 20%-25% member dues increases, to finance current service improvements and launch of new services.

PBS plans to suggest in early 1989 specific series for same-night prime time carriage next fall, hoping to assure uniform prime time schedule via at least one station in each major market. National Association of Public Television Stations is also coordinating national programming task force to streamline aggregation of station money.

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.

Although President Reagan signed 1991 appropriation of \$242,060,000 to CPB, with

additional \$56,810,000 for satellite, Office of Management and Budget is expected to recommend 1992 freeze at that level and not to appropriate satellite money.

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, Calif.

Wireless cable's principal problem remains inability to secure right to cable programming at what operators feel are 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. Programmers say any discrimination against wireless cable is result of concern about financial stability of operators and signal security.

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.).

The Fifth Estate Broadcasting incorporating TELEVISION

Founder and Editor
Sol Taishoff (1904-1982)
1705 DeSales Street, N.W. Washington, D.C. 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
Matt Stump, Kim McAvoy, John S. Eggerton,
associate editors
Susan Dillon, Adam Glenn (international)
assistant editors
Randall M. Sukow (technology), Peter D. Lambert,
Lucia Cobo, staff writers
Kristina I. Hoyt, editorial assistant
Anthony T. Sanders, systems manager
Todd F. Bowie, Ed Kaitz, production

Broadcasting & Cablecasting Yearbook

David Seyler, manager
Joseph A. Esser, associate editor
Deborah Segal, Tracy Turner, Paul Muller,
Francesca Tedesco, editorial assistants

Book Division

David Dietz, manager

Advertising

Washington
Robert (Skip) Tash, Southern sales manager
Doris Kelly, sales service manager
Debra DeZarn, classified advertising manager
New York
David Berlyn, senior sales manager
Charles Mohr, Stacy Kibel,
sales managers
Hollywood
Tim Thometz, sales manager
Schiff & Associates (Western equipment
and engineering) 213-393-9285

Circulation

Kwentin K. Keenan, circulation manager
Patricia Waldron, data entry manager
Keith Brody, subscription service manager
Joseph Kolthoff, Vardell McPhatter

Production

Harry Stevens, production manager
Rick Higgs, production assistant

Administration

David N. Whitcombe, vice president operations
Philippe E. Boucher, controller
Tracy Henry, assistant controller
Albert Anderson, office manager
Nancy Miller, personnel administrator
Shaun Gehan
Sheilene Scott, receptionist
Corporate Relations
Patricia A. Vance, director

Bureaus

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

Geoff Folsie, chief correspondent
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

Tim Thometz, Western sales manager
Sandra Klausner, editorial-advertising assistant
Stephen McClellan, chief correspondent
Steve Coe, staff writer

International Advertising Representatives

Europe and United Kingdom: Lucassen International,
John J. Lucassen, Kamerlingh Onneslaan 67, 1171 AC
Badhoevedorp Amsterdam, Netherlands Phone
31(2968)9 6226 Telex 31 (2968)9 3617 ■ Japan
Masayuki Haruhara, Yukan Media Inc. 9-4-302, Miyakojima-
kitadori, 2-chome, Miyakojima, Osaka, 534 Japan Phone
(06) 925-4452 Telex 02423928

Broadcasting Publications Inc.

A Times Mirror Business Publication

Lawrence B. Taishoff, president
Donald V. West, vice president
David N. Whitcombe, vice president

Founded 1931 Broadcasting-Television* introduced
in 1946 Television* acquired in 1961 Cablecasting*
introduced in 1972 □ Reg U.S. Patent □
Copyright 1988 by Broadcasting Publications Inc

■ indicates new listing

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.

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

Jan. 9—Deadline for entries in 37th annual news competition sponsored by *Associated Press Television-Radio Association of California-Nevada*. Information: (213) 746-1200.

Jan. 9—Deadline for entries in *Associated Press Television-Radio Association* Cleve Roberts Memorial Journalism Scholarship Awards, for "stu-

dents with a broadcast journalism career objective who are studying in California or Nevada." Information: Rachel Ambrose, AP, (213) 746-1200.

Jan. 10—Deadline for entries in *Sigma Delta Chi's* Distinguished Service Awards honoring best in journalism. Information: (312) 922-7424.

Jan. 10—*Ohio Association of Broadcasters* Columbus managers' luncheon. Holiday Inn, Ohio Center, Columbus, Ohio.

Jan. 10—*Iowa Association of Broadcasters* legislative day and license renewal seminar. Des Moines, Iowa.

Jan. 11—*Ohio Association of Broadcasters* copywriters' workshop. Parke University hotel, Columbus, Ohio.

■ **Jan. 11**—Deadline for entries in eighth *Northern California chapter of Radio-Television News Directors Association* awards. Information: Darryl Compton, (415) 561-8760.

■ **Jan. 11-12**—Cable Insights '89, "Taking the Mystery Out of Cable Technology," course on cable fundamentals for professionals in nontechnical positions, sponsored by *Jerrold and Cable Television Administration and Marketing Society*. Hyatt Regency Ravinia, Atlanta. Information: (215) 674-4800 or (800) 523-6678.

Jan. 12—*Ohio Association of Broadcasters* Cincinnati managers' meeting. Hyatt Regency, Cincinnati.

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

Jan. 13—Deadline for entries in Achievement in Children's Television Awards, sponsored by *Ac-*

tion for Children's Television. Information: Sue Edelman, (617) 876-6620.

Jan. 13—Deadline for entries in third annual RadioBest Awards competition, sponsored by *Twin Cities Radio Broadcasters Association*, recognizing "creative excellence in radio advertising from national and Minnesota sources." Information: Jeanne Nelson, (612) 544-8575.

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

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

Jan. 15—Deadline for entries in Anson Jones Award honoring Texas media for excellence in health communication to the public, sponsored by *Texas Medical Association*. Information: (512) 477-6704.

Jan. 15—Deadline for entries in national awards competition sponsored by *Asian American Journalists Association*, recognizing "excellence among Asian American journalists" and "outstanding coverage of Asian American issues." Information: (415) 346-2051.

Jan. 15—Deadline for entries in annual Broadcast Media Awards for "outstanding radio and television broadcasting on reading education, literacy and promotion of the lifetime reading habit," sponsored by *International Reading Association*. Information: (302) 731-1600.

Jan. 15-16—*Minnesota Broadcasters Association* winter conference. Sheraton Midway hotel, St. Paul, Minn. Information: Laura Niemi, (612) 926-8123.

Major Meetings

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* 46th 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. 13-18, 1989—11th International Film, Television and Video Market. Loews hotel, Monte Carlo, Monaco. Information: (33) 93-30-8701.

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

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

April 9-11, 1989—Public television annual meeting, jointly sponsored by *Public Broadcasting Service* and *National Association of Public Televi-*

sion 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. Information:

41-21-963-3220.

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

Oct. 21-25, 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.

IT'S 1989.

**DO YOU KNOW
WHERE YOUR
MOVIE PACKAGE
HAS BEEN...**

Jan. 17—*South Dakota Association of Broadcasters* annual legislative day luncheon. Pierre, S.D.

Jan. 17—*Southern California Cable Association/Southern California Cable TV Marketing Council* dinner meeting to announce "Cable Up," 1989 subscriber acquisition campaign. Speaker: Fred Vierra, president/COO, United Cable TV Corp., and co-chair, National Cable Month. Pacifica hotel, Culver City, Calif. Information: (213) 684-7024.

Jan. 17—Deadline for synopses of technical papers for *National Cable Television Association* convention in May in Dallas. Information: (202) 775-3637.

Jan. 17—*Illinois Broadcasters Association* "Radio Great Idea Exchange." Bloomington, Ill.

Jan. 17-19—44th annual Georgia Radio-TV Institute, sponsored by *Georgia Association of Broadcasters*. University of Georgia, Athens, Ga.

Jan. 18—"The Presidency, the Press and the First Hundred Days," sponsored by *Gannett Center for Media Studies*, featuring former Presidents Gerald Ford and Jimmy Carter. Columbia University, New York. Information: (212) 280-8392.

Jan. 20—*Utah Association of Broadcasters* annual meeting and sales seminar. Salt Lake City.

Jan. 20—Deadline for entries in All Media Vanguard Awards, sponsored by *Women in Communications*, for "positive portrayal of women." Information: (703) 528-4200.

Jan. 20—Deadline for entries in 11th annual BDA international design competition, sponsored by Broadcast Designers' Association. Information: (415) 543-3030.

Jan. 20-22—*Alabama Association of Broadcasters* annual winter meeting. Auburn, Ala.

Jan. 21—*Associated Press Television-Radio Association of California-Nevada* regional seminar. Long Beach Ramada Renaissance, Long Beach, Calif. Information: (213) 746-1200.

Jan. 23—Telecast of Television Academy Hall of Fame, sponsored by *Academy of Television Arts and Sciences*, honoring 1988 inductees Jack Benny, George Burns, Gracie Allen, Chet Huntley, David Brinkley, Red Skelton, David Susskind and David Wolper. Fox Broadcasting. Information: (818) 763-2975.

Jan. 23—"Syndication 101," *NATPE Educational Foundation* seminar. George Brown Convention Center, Houston. Information: (215) 664-4400.

Jan. 24-25—Seminar on signal leakage and cumulative leakage index compliance, sponsored by *National Cable Television Association*. Albuquerque Airport Hilton, Albuquerque, N.M. Information: (202) 775-3637.

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

Jan. 25—*Texas Cable TV Association* legislative meeting. First State Bank Tower, Austin, Tex. Information: (512) 474-2082.

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

Jan. 27-28—*Colorado Association of Broadcasters* winter meeting and awards banquet. Aurora, Colo.

Jan. 27-28—*Minnesota Association of Cable Television Administrators* sixth annual conference. Scanticon conference center and hotel, Plymouth, Minn.

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

Jan. 30-31—*South Carolina Cable TV Association* winter meeting. Radisson Columbia hotel, Columbia, S.C. Information: (404) 252-2454.

Jan. 31—Deadline for entries in 14th annual Com-

mendation Awards, sponsored by *American Women in Radio and Television*, recognizing "genuine and positive depictions of today's women in broadcast programming and advertising." Information: (202) 429-5102.

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

Jan. 31—Deadline for applications for *Harvard University's Nieman Fellowships* for Journalists. Information: Program officer, Nieman Foundation, Walter Lippman House, One Francis Ave., Cambridge, Mass. 02138.

Jan. 31—Deadline for entries in awards contest sponsored by *Investigative Reporters and Editors*. Information: (314) 882-2042.

Jan. 31-Feb. 2—*South Carolina Broadcasters Association* 41st annual winter convention. Columbia, S.C.

February 1989

Feb. 1—Deadline for entries in National Media Owl Awards, sponsored by *Retirement Research Foundation*, for "outstanding films, videotapes and television programs that address issues related to aging, capturing authentic images of older persons and illuminating the challenge and the promise of an aging society." Information: Joyce Bolinger, Center for New Television, Chicago 60605; (312) 427-5446.

Feb. 2-4—*Radio Advertising Bureau's* ninth annual Managing Sales Conference. Loews Anatole, Dallas. Information: (212) 254-4800.

Feb. 3-4—*Society of Motion Picture and Television Engineers* 23rd annual television conference. Guest speaker: Julius Barnathan, president, ABC Broadcast Operations and Engineering. St. Francis hotel, San Francisco.

Feb. 5-7—*Michigan Association of Broadcasters* midwinter conference and exhibits with engineering seminars. Lansing, Mich. Information: (517) 484-7444.

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

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

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

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

Feb. 11—Presentation of 21st annual Addy Awards, sponsored by *Advertising Club of Metropolitan Washington*. Sheraton Washington hotel, Washington. Information: (301) 656-2582.

Feb. 13—Deadline for entries in Livingston Awards for Young Journalists (34 years old and younger), sponsored by *Mollie Parnis Livingston Foundation of University of Michigan*. Informa-

tion: (313) 764-2424.

Feb. 13-14—*Georgia Cable Television Association* annual convention. Omni International Atlanta. Information: (404) 252-4371.

Feb. 13-18—11th International Film, Television and Video Market. Loews hotel, Monte Carlo, Monaco. Information: (33) 93-30-8701.

Feb. 14-15—*Broadcast Credit Association* credit seminar. Orlando Airport Marriott, Orlando, Fla. Information: (312) 827-9330.

Feb. 14-15—Seminar on signal leakage and cumulative leakage index compliance, sponsored by *National Cable Television Association*. Atlanta Airport Hilton, Atlanta. Information: (202) 775-3637.

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

Feb. 16-19—*American Women in Radio and Television* national annual Commendation Awards judging. Embassy Suites hotel, Washington. Information: (202) 429-5102.

Feb. 22—*National Press Foundation* awards dinner, featuring presentation of Sol Taishoff Award for excellence in broadcast journalism to Brian Lamb, chairman and chief executive officer, C-SPAN. Sheraton Washington hotel, Washington.

Feb. 22—*Illinois Broadcasters Association* college seminar. Normal, Ill.

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

Feb. 27-28—*Illinois Broadcasters Association* congressional visit. Washington.

March 1989

March 1—Deadline for receipt of applications for Harvard Journalism Fellowship for Advanced Studies in Public Health. Information: Margaret Gereis, deputy director, Center for Health Communication, Harvard School of Public Health, 677 Huntington Avenue, Boston 02115.

March 1-3—*West Virginia Broadcasters Association* annual "Call on Congress." Washington. Information: (304) 344-3798.

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

March 3-4—Eighth convention of *Northern California chapter of Radio Television News Directors Association*. Concord Hilton, Concord, Calif. Information: (415) 451-8760.

March 5-6—*Cable Television Public Affairs Association* Cable Forum '89. Vista International hotel, Washington. Information: (202) 639-8844.

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

March 8-9—*Ohio Association of Broadcasters* congressional salute. Sheraton Grande, Washington.

March 12-14—*West Virginia Broadcasters Association* spring meeting. Ramada Inn, Beckley, W. Va. Information: (304) 344-3798.

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

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

March 22—Radio station acquisition seminar, sponsored by *National Association of Broadcast-*

Errata

Report in Dec. 19 issue failed to mention **Media Institute** in addition to Freedom of Expression Foundation as responsible for transition paper containing telecommunications policy recommendations that was prepared for Bush administration.

THEATRICAL PLAY? HOME VIDEO? PAY PER VIEW? PAY CABLE? NETWORK TV? BASIC CABLE?

Think of it. By the time most movie packages have reached you in syndication, 4 or 5 years after you've bought them, those blockbuster titles you paid so dearly for have already been exposed to your audience on pay cable, basic cable, home video and the networks. And you know how these previous plays can reduce the ratings strength of those "powerful"

theatrical hits by the time they've reached your primetime movie block.

Now there's Lorimar's Premiere Edition. A sterling collection of 15 powerfully promotable titles. Fresh, star-packed, strong movies with no exposure. Television debuts sure to pull the movie audience that you promote to and look for in your sweep rating periods.

The Premiere Edition

Movies you buy for the sweeps!

LORIMAR
SYNDICATION
A LORIMAR TELEPICTURES COMPANY

ers. New York Hilton and Towers at Rockefeller Center, New York. Information: (202) 429-5420.

March 22—*Broadcast Pioneers* Mike Award dinner. Plaza hotel, New York. Information: (212) 586-2000.

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

March 24-25—11th annual Black College Radio convention. sponsored by *Collegiate Broadcasting Group*. Paschal's hotel, Atlanta. Information: (404) 523-6136.

■ **March 29-30**—*Illinois Broadcasters Association* spring convention. Ramada, Springfield, Va.

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

April 1989

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

April 5-8—*Asian American Journalists Association* national convention. San Francisco. Information: (415) 346-2051.

April 6—53rd annual presentation of Ohio State Awards banquet/ceremony. National Press Club, Washington. Information: (614) 292-0185.

April 9-11—Public television annual meeting, jointly sponsored by *Public Broadcasting Service* and *National Association of Public Television Stations*. Sheraton Harbor Island East, San Diego. Information: (703) 739-5082.

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

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

■ **April 12-14**—*Electromagnetic Energy Policy Alliance* annual meeting and symposium. Radisson Mark Plaza hotel, Alexandria, Va. Information: Richard Ekfelt, (202) 452-1070.

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

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

April 21-22—*Kentucky Cable Television Association* general membership meeting. Drawbridge Inn, Covington, Ky. Information: Randa Wright, (502) 864-5352.

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

April 27-29—*Broadcast Education Association's* 34th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5355.

April 29-May 2—*National Association of Broadcasters* 67th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

May 1989

May 2—*Broadcast Pioneers* annual breakfast,

during National Association of Broadcasters convention (see listing above). Las Vegas Hilton, Las Vegas. Information: (212) 586-2000.

May 11—Presentation of National Media Awards by *Retirement Research Foundation* for "outstanding film, videotapes and television programs that address issues related to aging, capturing authentic images of older persons and illuminating the challenge and promise of an aging society." Chicago. Information: Joyce Bolinger, Center for New Television, 912 S. Wabash, Chicago 60605; (312) 427-5446.

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

May 15—Annual presentation of Commendation Awards, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

May 17-18—*Ohio Association of Broadcasters* spring convention. New Market Hilton, Canton, Ohio.

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

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

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

May 22—George Foster Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Plaza hotel, New York. Information: (212) 586-2000.

THIS IS

MEDIA MONITOR

WITH REED IRVINE AND CLIFF KINCAID

Larry King Is Pozner's Patsy

Soviet propagandist Vladimir Pozner showed up on Larry King Live on CNN on December 7 and was greeted with an unusually embarrassing question. King asked, "Will the real Vladimir Pozner stand up? Some years ago, pre-Gorbachev, you were defending the Soviet administration, and things were okay and a lot freer than we thought. And now we hear from Vladimir Pozner that things are opening up. Were they closed? Were you not telling the truth before?"

Pozner said he didn't know what King was referring to. He said that long before Gorbachev, he had criticized the Soviet invasion of Afghanistan, the policy on emigration, and the jamming of the Voice of America. He saw no difference between the pre-Gorbachev Pozner and today's Pozner, even though it had been much more dangerous to speak out then.

That's all it took to re-establish Pozner's credibility with Larry King, who went on to ask him about the Soviet Union today, accepting all he said without question.

Pozner's claim that he had been a critic

of the invasion of Afghanistan doesn't square with what he said on Donahue on May 16, 1986. Then he defended the Red Army's presence in Afghanistan, saying, "We come from a revolutionary heritage. Afghanistan had a revolution; we're supporting them as a revolutionary country." Asked if they had been invited in, he said, "Absolutely. We have an agreement signed between the two countries." A few weeks later, at the American Enterprise Institute, Pozner said they were there "to help the Afghans" and that the majority of the Soviet people approved the policy. He admitted some were critical, but he clearly wasn't one of them.

On the Donahue show in 1986, Pozner was asked why the Soviet Union didn't permit people to emigrate if they wanted to. He said all requests were handled on an individual basis and that virtually the only applicants were Jews. Asked why they weren't permitted to leave, he said "They are leaving." He said it was an emotionally charged issue and that the man in the street viewed emigration "almost as an act of betrayal." Why not just say "good riddance?" Donahue asked. Pozner said he personally would say "bye-bye" to anyone that wanted to leave. But later at the AEI, he said he considered anyone that emi-

grated and was critical of his native land was a "traitor" who deserved the utmost contempt.

Pozner's claim that he criticized Soviet jamming of the Voice of America and other stations long before the jamming was halted is partially true but misleading. At the AEI, Pozner said he believed the jamming was wrong, not because it interfered with the free flow of information, but because it was "counterproductive." He explained that it attracted more attention to the broadcasts and gave the broadcasters more attention than they deserved. Asked if he would say this on his program on Radio Moscow, Pozner said he didn't attach that much importance to it. He was speaking for our ears only.

Pozner lied to Larry King to prove his veracity. Like a good patsy, King fell for it.

AIMO

A three-minute radio commentary available five days a week as a public service. For a sample tape, please call Deborah Lambert
ACCURACY IN MEDIA
1275 K Street, N.W., Washington, D.C.
(202) 371-6710

A federal communications policy commentary by Michael F. Starr, Southern Illinois University, Carbondale

During the political campaigns just ended much was written and said about negative ads and news coverage. There was no discussion about the status of the industry that aired those ads and presented that coverage.

Consistency and planning are not to be expected in an industry regulated by politicians and political appointees, but, like the federal deficit, the broadcast industry is a bomb ticking toward a date with destiny.

Since the late 1970's the Federal Communications Commission has been in a frenzy of deregulation and allocation, without, I fear, a great deal of thought to where it will lead. The commission has been pursuing all sorts of initiatives without tending to serious unresolved matters. Broadcasters, encouraged to make substantial investments of treasure and effort, often find themselves twisting slowly in the wind because of commission inattention to old business.

The landscape is littered with examples.

There is, of course, the crisis in AM radio. This is not an original thought, perhaps, but it is a very real problem. While AM stations go dark and public service declines, 10 new AM frequencies will be awarded. It's almost as though the ship is not sinking fast enough, so additional holes must be drilled in the hull. Action is needed, not allocation.

What about UHF television? Over the years, starting with the 1952 table of assignments, the commission has been trying to foster the development of UHF, but most commission starts have been false starts with no follow-through. No one seems willing to say it, but independent television is nearing death, and with it an important use of the UHF spectrum will also die. Failure to attend to the threat posed by cable television with rules that can be upheld by courts has been an important contributing factor. A recent example of such an attempt was the 1987 *Century Communications* case, which struck down must-carry rules and adopted Federal Trade Commission and Justice Department positions that the absence of must carry would not harm local broadcasting. It is impossible to view this result without a twinge of horror. The court's decisions to overrule the FCC's report for lack of supporting evidence and adopt the reports of non-expert federal bodies was disheartening. Maybe the best way to insure UHF development would be to return to the policy of demixing. At a minimum, let us have no VHF drop-ins or further LPTV grants until the status of UHF television is clarified. Solve current problems first.

And who among us can make any sense of or justification for what is happening to FM radio? There are new licenses stem-



“Instead of amending the Communications Act of 1934, the moment has come to rewrite it.”

ming from Docket 80-90, new classes of service existing and proposed, and now maybe directional FM. Where are the studies that support this unprecedented escalation in the number of facilities? And has anyone projected the state of the FM industry when all the new stations get on the air? Cable is now competing effectively for radio advertising dollars. Has anyone factored that in?

Another endangered species is public broadcasting. Underfunded and under-viewed, it now faces stiff competition from cable for both viewer dollars and audience. Are we to let this valuable national resource fade to black?

Unfortunately, there is more. Much more.

Someday the politicians who are fighting to get the lowest unit rate redefined may turn on the television sets to find that the local stations they rely upon are gone. Will they then book time on transponders?

Abandoning regulation in favor of market forces might be a policy of wisdom if, indeed, all began playing on a level playing field. Until that level field is achieved, the market force concept is premature.

As we approach a new decade and a new administration, it's time to take time out. Let us apply a freeze to both deficit and allocation. We need to address the state of the spectrum before allocating it

further. This may be too much for the commission to undertake as it is currently structured. Just maybe it's time to rethink the whole thing—the regulated and the regulators. Instead of amending the Communications Act of 1934, the moment has come to rewrite it.

Take a page from copyright law. When technological advances eclipsed the 1909 law, Congress, in 1976, instead of amending the old law with legislative bandages, simply rewrote it.

When the 1934 Act is rewritten, let's aim for comprehensive communication policy for all the diverse elements in the spectrum instead of piecemeal regulation. One starting point might be to abolish the FCC and the National Telecommunications and Information Administration in favor of a Cabinet-level Department of Communications. Make communications a coordinated national priority and fund it adequately to employ experts and a professional staff capable of designing and implementing long-term strategy in this world of evolving technology.

A Cabinet-level department would, in the final result, probably be less political. Current commission paralysis can be traced in part to recurring vacancies on the commission. Such vacancies tend to exist for extended periods of time due to the nature of the structure. A Secretary of Communications appointed by the President would enable the policy making and regulatory body to function at all times with key personnel.

This change would not alter any political realities. The party in power controls three out of five present commission spots. The secretary would be subject to Senate confirmation and would appear before congressional committees. There is no difference between a secretary of communications and a one-seat majority for the party in power. The gain caused by the change would be in increased planning, coordination, efficiency and accountability.

This approach would be no different from the one recently taken in the areas of energy and veterans' affairs. National communication policy is at least as vital and should receive the same high-level attention.

Committees and commissions never work very well. Consensus is never wise long-term planning. Historically we have dealt with pieces of the puzzle without any idea of what the puzzle ought to look like.

Radical, maybe, but the situation cries out for a call to action, and it's up to the industry and the public, who are both at risk, to petition the Congress and the new President to undertake a review of broadcast regulations as a priority matter. ■

NEW HORIZONS IN ELECTRONIC MEDIA

GENEVA 3 · 8 OCTOBER 1989

ITU-COM 89, the first World Electronic Media Symposium and Exhibition, will be held in Geneva from 3-8 October 1989, under the general theme "Towards Global Information: The electronic media explosion".

Are you a manufacturer, equipment or specialized systems supplier, service provider or user? Or are you a policy-maker, industry-leader, investor, researcher, engineer, scientist?

Are you engaged in electronic media activities broadcasting, journalism or publishing? Or are you working in the field of computer terminals, software and databases for the mass media?

Whatever your specialization, the current explosive growth of mass media communications technology is undoubtedly affecting your life in some way, either at work or in the home. Maybe you are already fully conversant with the immense scope of the new technologies and the tremendous economic and social changes that will be brought about by the rapid transfer of information. In that case, you are looking for the ideal show place for your latest products and ideas. Or perhaps you are seeking the appropriate forum for a dialogue with tomorrow? ITU-COM 89 will provide you with the appropriate answer.

All aspects of modern life are becoming increasingly interdependent. There are no longer clear demarcation lines. The International Telecommunication Union (ITU) being the U.N. specialized institution in that sector, has always played a leading and guiding role in telecommunications of all kinds. Mass media communication applications are no exception.

ITU-organized events are unparalleled in reputation and ITU-COM 89 provides that vital first step in focusing world attention on the dynamic growth area of electronic media — a step that is possibly a quantum leap into the Information Age.



Please send more detailed information on:

- ☐ ITU-COM 89
- ☐ Policy Symposium, 2-4 October 1989
- ☐ Technical Symposium, 4-7 October 1989
- ☐ Legal Symposium, 4-6 October 1989

Name/Company/Organization _____

Address _____

Tel. _____

Date _____ Signature _____

send to: International Telecommunication Union · ITU-COM 89 Secretariat · Place des Nations · CH-1211 Geneva 20 · SWITZERLAND

Broadcasting Dec 26

Vol. 115 No. 26

TOP OF THE WEEK

Broadcasting/cable plot thickens

NBC in major pact with Cablevision
programming services; Olympics will be pay per view

Network spends \$138 million to take 50% stake in Cablevision's sports, news and entertainment programming operation; Dolan gets Barcelona games, to be seen on several PPV channels; two parties to work on regional sports expansion

NBC plunged into the cable programming business last week, taking a 50% stake in Cablevision Systems' Rainbow Program Enterprises, and announcing that RPE will provide multichannel pay-per-view cable coverage of the 1992 summer Olympics games in Barcelona, Spain.

NBC will pay \$137.5 million for its interest in Rainbow's six SportsChannel networks, Bravo, American Movie Classics and Long Island News 12, based on a valuation of Rainbow's businesses at \$300 million, Cablevision said.

"This endeavor represents the broadcast and cable industries working together to maximize the potentials of each medium to better serve the needs of the television viewer," said NBC Chief Executive Officer Robert Wright. Cablevision Chairman Charles Dolan said the primary mission of the venture was to develop "more quality programming" for cable.

SportsChannel will pay no rights fee for the Olympics per se, said Dolan, but will split the losses or the profits ascribed to the cable component of the games. "We join NBC and accept liability on the downside and share the upside," Dolan said.

Dolan said SportsChannel envisions a maximum of three PPV channels carrying Olympic coverage that will be available to subscribers during the 17 days of competition. Dolan guessed that those channels would be separate from SportsChannel America. One channel may cover the U.S. cams, another may follow particular individuals or events from start to finish, he said. Dolan envisions subscribers having

the flexibility to take certain channels for certain days. Pricing has not been determined, Dolan said, but it won't be much different from other PPV event pricing.

"We're going to make this as acceptable to the public as possible," Dolan said.

NBC's Olympics revenue stream now includes broadcast advertising, PPV subscription revenue and possibly affiliate compensation to pay for its \$401 million bid for the Olympics. NBC Sports's Al Barber said "we expect to cover all expenses and make a reasonable profit" on the Olympics. Dolan indicated some form of advertising could show up on the PPV carriage, saying the problem with cramming too many commercials in a single broadcast channel, evident in 1988, "will be obviously alleviated" with cable carriage. The advertiser's purchase on the broadcast network, Dolan said, "will be acknowledged in some way on the cable network."

NBC Cable President Thomas Rogers cautioned that "there might be some limited promotional opportunities available" for advertisers on PPV, but NBC "will not do anything that would not fully protect the network advertisers."

Which network covers what events still is to be worked out. Rogers said the cable package would be complementary, not competing. "There is nothing that will be done to undermine what is seen in the network package," said Rogers. NBC plans some 160 hours of coverage, and Dolan said cable will tap into the 1,000 hours of overall coverage "to provide a much more extensive opportunity to view events

that are not covered in part or at all by the networks," he said. But he seemed to leave open the door that events could be carried on both services simultaneously. "Neither of us will exclude the other from anything," said Dolan. By 1992, the number of television homes will be approaching 100 million. The number of PPV homes today is 12 million, and could to double to 24 million by 1992, even by conservative estimates.

Wright said there was no conflict be-



NBC President Bob Wright



Cablevision Chairman Charles Dolan





Summer Olympics will be available on pay per view in 1992

tween NBC affiliates carrying Olympics events and those that will be seen on PPV. "This venture will appeal to our affiliates, since the Olympics, with a far more targeted PPV cable audience, is not directly competitive with the broader NBC television network programming," said Wright.

But the initial reaction of members of the NBC affiliate board was mostly negative. "I am not a happy camper," said Bob Smith, executive vice president-general manager, WCYB(TV) Bristol, Va. "Doggone it, the network asked for and got our support for its bid on the 1992 Olympics. They asked us to come over and help stack bricks. I can only hope they don't leave us with the bricks while they go off and do something else."

Jim Waterbury, general manager, KWWL(TV) Waterloo, Iowa, does not like the extra cable exposure. "Oversaturation of sports programming has been a part of television for a number of years," he said. "This is just going to extend the trend."

Robert Sutton, president and chief executive officer, Media General, said NBC's interest in regional sports networks may put the network into direct competition with its affiliates for advertising and viewers. "We have our own sources of revenues and don't want the network to come in and compete for it," he said.

Rolla Cleaver, vice president, general manager, KVBC-TV Las Vegas, said he is always concerned whenever the network's attention is diverted from improving the network programming. "It makes me a tad apprehensive to see resources going into cable, although I can appreciate NBC's business position."

But he said it was "good news" that the cable portion of the Olympics will be offered on a pay basis, since NBC affiliates had expected the network to sell some of the games to an advertiser-supported basic cable network. The affiliates' concerns are on the agenda for next month's affiliate meeting in Puerto Rico, Sutton said.

The deal has put NBC in the position of downplaying to affiliates the PPV portion, but promoting heavily to cable operators. The PPV reach will be a small slice of the country, said Rogers, "and you won't have

another broad-based, generalized service competing with the affiliates, and you're also protecting your network advertisers." But at the same time, the PPV component will allow cable operators to get involved in marketing cable to nonsubscribers by using the Olympics PPV package, said Rogers.

With NBC's stake in Rainbow, it will own 50% of Cablevision's SportsChannel properties—SportsChannel New York, SportsChannel New England, Sportsvision (Chicago), Prism (Philadelphia) and SportsChannel Florida, along with the national wraparound network, SportsChannel America, due for official launch next week. SportsChannel America has the rights to the National Hockey League and will jointly bid on the national cable baseball package with NBC.

But Dolan said he has strong concerns about pricing and was not about to bid "sky-high" prices for the cable baseball package. NBC's Barber also expressed similar concerns on the economics of escalating sports rights. Although Dolan did not go so far as Turner Broadcasting and ESPN in assuring cable operators they will not be asked to help pay for those networks baseball bids, Dolan said "we are not about to go out and shock the industry in bidding for rights to an extent that our services will become pricy and unacceptable."

The parties also said they have committed to developing SportsChannel America into "a nationally delivered cable service providing unique and extensive sports programming with distinct regional and local appeal." That may become a far more visible manifestation of NBC and Cablevision programming efforts long before the 1992 games arrive. NBC, TCI and Cablevision met two weeks ago in New York ("Closed Circuit," Dec. 19), with speculation that developing regional sports networks was one part of the discussion. Dolan did not comment directly on the meeting, but said "there is a possibility that there will be other equity participation in this venture before we're through."

NBC's Rogers said SportsChannel's wraparound regional concept is key to helping cable operators become more responsive to serving local communities by

launching local sports networks. Local rights that a cable operator may have gained from teams "can be inserted into SportsChannel America," said Rogers, pre-empting it in effect, and that would "provide the mechanism to spawn the development of more local sports channels."

In addition to NBC's 50% stake in Rainbow, Cablevision will take a 50% ownership stake in NBC's Consumer News and Business Channel, which is set to launch April 15. No cash changed hands for the CNBC portion of the deal, said Dolan.

Dolan said NBC shares the same interest he has in expanding his Long Island news operation to other areas. Cablevision has mentioned other areas surrounding New York and Philadelphia as possible targets for further localized news coverage. Since Dolan will become the largest cable operator in Cleveland and has explored starting a regional sports network there, a news operation is also likely, given NBC's O&O there, WKYC-TV.

And what does NBC's WNBC-TV New York think of the network buying into News 12? "They like it," said Rogers, "and that's the point. [It's] a new type of opportunity for [broadcaster] alliances with local cable operators to get into the more localized aspects of providing news. We view that as a terrific synergy."

NBC also will take a 50% stake in Bravo, the pay cultural programming service with 1.1 million subscribers, and NBC and Rainbow will become 25% owners each of American Movie Classics. TCI owns the other 50% of AMC, which has 12 million subscribers.

Combining CNBC, SportsChannel, AMC and Bravo under one roof will enable Rainbow to better market those services, said Dolan, including providing more attractive volume discounts for major operators. Although there has been industry speculation that SportsChannel's nightly and weekend service would be merged with CNBC, Dolan and Rogers said there was no serious discussion on that score.

TCI Executive Vice President J.C. Sparkman said he "assumed" CNBC and SportsChannel America would merge, with whatever programming NBC has in mind filling out the SportsChannel schedule. "Cable as a whole will benefit from NBC's strength in programming and from the availability of Olympics," he said.

Rogers said although CNBC's weekend sports programming will be "quality" events, they will not necessarily be major sporting events. And he held out the possibility that CNBC's weekends sports component could be altered, including expanding CNBC to the weekends.

In addition to CNBC, NBC owns 33% of Arts & Entertainment. In addition, it has pending its lease of Tempo TV from TCI. NBC will convert Tempo into CNBC.

"We are not out to recreate a broadcast network on cable," said Rogers of the Rainbow purchase. "What this is clearly about is providing multiple areas of narrow cast programming for cable viewers."

King looks for new worlds in prime time and late night

Other projects include programing for networks, cable

King World Productions, with three of the highest rated shows in syndication—*Wheel of Fortune*, *Jeopardy!* and *The Oprah Winfrey Show*—isn't sitting on its laurels. It has put together a game plan that will take it from being a supplier of strip programing to affiliate stations in daytime and prime access to becoming a supplier to other day-parts, including prime time and late night. The company is also developing programing for the networks and cable.

King World is also getting into the theatrical film business, which will in time spawn additional television projects for the company. For example, it has just licensed the theatrical remake rights of *The Little Rascals* (the syndication property that King World founder Charlie King used to launch the company in 1964) to MCA.

According to King World President Michael King, who is in charge of program development, "MCA looks at it as a three to four sequel" project. The first film in the deal is called "The Big Rascals," which will look at the gang having grown a little older. It will be produced by David Permut ("Blind Date" and "Dragnet"). As part of the licensing arrangement, King World will receive a share in the profits of the films. The company then plans to produce a first-run *New Little Rascals* television series.

The company has also just acquired the remake rights to another vintage property, "Topper," which King suggested "made a star of Cary Grant in the 1930's." Leo G. Carroll assumed the lead role in the 1950's television program. The plan also is to make at least one theatrical remake and then a first-run series. King World owns the off-network rights to the original television series.

"Both of these projects are very exciting for us," said King, noting the potential impact to rejuvenate two existing series, spawn two new ones, and create a potential merchandising opportunity as well.

In prime time the company is working on two projects, including one for a network, based on the book "Murder Inc." On the first-run side, Jeff Grant, who heads King World's advertiser network programing division, is developing a prime time vehicle that will be sponsored by one major client. Details of the project aren't for publication, said King, until the deal is in place. But he said it could be on the air within a year.

Meanwhile, the company's Research & Development Network of stations will test next month a late night program called *Off Shore TV*, which will offer an off-beat, irreverent brand of humor mixed with musical acts. If the show works, King World will sell it in syndication next year. The R&D Network also has in the works another first-run project, *From the Heart*, from Jeremy Fox and Michael Hill, in which real people will reenact some past dramatic experience and interact with a studio audience.



"We will try just about anything that makes sense," in terms of television projects, said King. "When you take a look at the R&D Network—it's such a simple concept. You wonder why it hasn't been done before."

The company is also taking steps to strengthen what has been its strongest hand to date—strip programing to affiliates. *Inside Edition*, the mid-season tabloid show that debuts next month, has now been cleared on affiliates covering more than



71% of the country, mostly in prime access, with a few early fringe clearances.

King World and Merv Griffin Enterprises are collaborating on another game show—an adaptation of the board game *Monopoly*. ABC has already signed on as the network licensee, and there will be a simultaneous syndication run. No date has been set for the launch of that project yet. *Wheel* took more than two years to develop, said King. "We've been working on *Monopoly* for a year and change. We're getting real close."

NBC makes mid-season moves

NBC added three new series last week, brought back one from last season and gave second-half season commitments to five others as the network made its mid-season adjustments. In addition to the new series and commitments, the network placed *Baby Boom* (Wednesday, 9:30-10 p.m.) on hiatus without an announced return date.

New series include *Nightingales* from Aaron Spelling Productions. *Nightingales* replaces *Tattlingers* on Wednesday at 10-11. *Tattlingers* is on hiatus and may return in the spring as a half-hour. *Unsub* (working title) replaces the recently canceled *Something Is Out There* at 9-10 on Friday. *Unsub* is an hour-long drama from Stephen J. Cannell Productions. Replacing *Sonny Spoon* on Friday night at 8-9 will be *Father Dowling Mysteries*, produced by Viacom Productions and starring Tom Bosley.

The network is bringing back last season's *My Two Dads* to replace *Baby Boom* on Wednesday night. *My Two Dads* was a moderate success for NBC last season and was slated as a mid-season replacement this season.

Getting commitments for the remainder of the season from the network were: *Empty Nest*, averaging a 19.3 rating and a 34 share; *Dear John*, averaging an 18/28; *Day By Day*, averaging a 13.7/20; *In The Heat Of The Night*, averaging a 16.9/26, and *Midnight Caller*, averaging a 13.6/23.

NBC got some good news last week with reports that *Cheers* will return for at least two more seasons. Earlier this season, Bill Cosby agreed to a new contract that will bring *The Cosby Show* back for at least one more season.

Picking the bulls and bears of

Securities analysts pick Capcities/ABC as top broadcast stock, see other best buys in cable and radio station groups

Capital Cities/ABC, Jacor Communications and Comcast Corp. were among stocks recommended by securities analysts polled last week for investment suggestions in 1989.

A sampling of securities analysts rated Capcities/ABC among the more promising broadcasting stocks to watch in the coming year. The stock fared far better than those containing television station groups, which have been met with what some have labeled as "downbeat" and "cautious" interest.

In radio, rising local and lackluster network advertising sales are leading some analysts to place their bets more with group station owners and less with network stocks.

In the face of uncertainties about next year's box office, a more crowded syndication market and the trend toward consolida-

ent company will earn \$26.75 per share in 1989, which means the stock trades at 13.5 times projected earnings, a slight premium to the market average. In 1989, he expects three-network revenue to increase by 2%, with ABC increasing its share and holding costs to low single-digit increases. Nelson expects cost increases at the owned stations to be more difficult to contain because of renewals of *The Oprah Winfrey Show* and certain other "unspecified" programming.

For CBS, Nelson is expecting earnings of \$11.50, indicating an earnings-per-share ratio of 14. Although currently neutral on the stock, Nelson said, "I don't know that the market has fully digested how weak their ratings really are."

Expecting three-network revenue to decline instead of increase was Raymond Katz, analyst for Mabon Nugent & Co. But rather than ABC being a problem for the parent company, Katz thinks it may provide some added earnings. "My recommendation is based, pure and simple, on the net-

al, we are still very cautious on the group and in 1988 had cut earnings estimates on most of the stocks we cover by 10% to 20%. We are hoping that further bad news will maybe give the stocks some weakness so that investors have the opportunity to make good buys."

For station groups, Gruneich said he is hoping revenue increases by 5%, while costs gain by "high single digits.... The key excitement in the next few months will be acquisitions. We are going to see the initial transactions made and see where the multiples [station sale prices as multiples of station cash flows] are going...also who are the new roster of buyers."

Agreeing on a cautious industry analysis was Andrew Marcus, securities analyst for Kidder Peabody & Co. "Generally, we feel there is a likelihood for further earnings disappointments, and that leads us to believe it is too early to buy the stocks. But the downside risk is limited by many of the stocks already trading at less than half of their buyout value." Thus, Marcus notes

Capital Cities/ABC, Inc.

CBS

KING WORLD

LORIMAR

tion, entertainment industry analysts were recommending the Hollywood majors.

Among cable operators, Comcast was named as one buy in an industry with a bullish outlook. Analysts said the industry's continuing strong fundamentals outweighed the diminishing short-term threat of rate deregulation and telco entry.

Network Television

Securities analysts are generally either neutral or positive on the two regularly followed network television stocks: CBS and Capcities/ABC. The vote of confidence, especially in the case of ABC, comes despite ratings erosion and the writers' strike—which will move some programming costs over into 1989.

Of the 14 securities analysts listed two weeks ago by Zacks Investment Research Co. as having recommendations on Capcities/ABC, more than two-thirds rated the stock either a buy or a strong buy, while none suggested selling the stock. Over half the 18 analysts who had CBS recommendations were neutral on the stock, one third had the stock as either a strong buy or a buy, while only two suggested selling the stock.

One of those recommending purchase of Capcities/ABC, Jay Nelson of Brown Brothers Harriman, said the network par-

work." ABC is already showing increased market share, he said, and could be further helped by some still-to-be-determined developments, such as the "bottoming out" of the daytime advertising market and a strong scatter market in which ABC could be an active seller. He said the stock could increase from its current \$360 to \$420 by next year.

Station Groups

Most publicly held TV station groups are the smaller piece of large media companies with newspaper and other holdings. In general, analysts are not sanguine in their near-term outlook for newspapers and thus many media stocks are trading near the bottom of 52-week levels. Still, most are trading at price-earnings ratios in excess of the market average, and analysts are not looking for an immediate rebound in stock prices of an industry group that includes Gannett, Scripps Howard, The New York Times Co., Times Mirror, Tribune and The Washington Post Co.

Kevin Gruneich, securities analyst for First Boston, said most of the companies making presentations at the recent PaineWebber media conference were "downbeat...which I think was positive.... As we get deeper into 1989, we will see some upside profit surprises. But in gener-

that even a stock such as Belo—whose 1989 earnings estimate has been successively cut by analysts, according to Zacks—is still rated a neutral because the asset value of Belo's stations and newspapers provides a floor on any further decline in the stock price.

Radio

Analysts following the radio industry point to the continued success of local advertising sales over national sales as a vote in favor of station groups over networks in 1989. The radio stock picture is in a period of transition, said Marcus, noting the switch by Infinity and Malrite from public to private operations within the past year. Satellite Music Network's announcement last week (see "In Brief") will also possibly contribute to a change in the picture.

"With some of the larger groups being taken out, I think it is a group that Wall Street is paying less attention to," said Marcus. "For a while, it appeared to be emerging as one of the more closely followed areas on the street; I think it is now falling back into the category of unknown, uncovered stocks."

Marcus, nevertheless, remains optimistic about some radio stocks, particularly those dependent more on local advertising and less on national. Jacor, for example, is

telecommunications stocks, 1989

among his recommended stocks. For similar reasons, Merrill Lynch analyst Ed Hatch recommended Jacor and Clear Channel Communications.

Clear Channel is worth about \$28 per share asset value based on expected 1989 cash flows, said Hatch, adding that the company has the potential to trade up from \$13 to about a \$17-\$18 range. He said Jacor has an asset value of about \$10.50 a share based on anticipated 1989 cash flows and could "certainly trade to the eight range from the six range."

On the network side, lackluster advertising will probably account for a 2%-3% rise in revenue in that category, projected Dennis McAlpine, analyst for Oppenheimer & Co. He said Westwood One may perform better than that, given a potential swing in audience from its NBC Radio Network and upcoming Casey Kasem countdown show; Capacities/ABC may also perform above average because of the company's dominance.

Radio stocks over all should be a little

pects no significant box-office growth, in real terms, for 1989. Smaller companies, he said, would not be expanding their production because they will not have the capital to which they had access in past years.

The three major themes in 1989, said Chris Dixon of Kidder, Peabody, will be the increased globalization of entertainment, illustrated by recent deals involving British acquisition of American programming; increased vertical and horizontal integration, and the continued "fractionalization" of the television universe, with advertisers looking beyond the networks toward independents and cable for cheaper ways to reach highly targeted audiences. The companies best in position to benefit from these trends, such as Disney, Warner Communications and Gulf + Western, are the companies Dixon said he was recommending to most investors. After Warner's scheduled merger with Lorimar, McAlpine said, Warner's stock price, now around \$36, would rise to \$45 and its earnings would increase.

and they would look elsewhere for investments.

Fundamentals of the industry will continue to be strong in 1989, analysts said. While estimates of industry-wide subscriber growth ranged from 2% to 6%, all the analysts predicted cash flow increases of at least 15% in the coming year. Earnings will not be a meaningful valuation for cable for at least 10 years, Hatch said. His recommendations include Comcast and United Artists for the long run, while Drexel's "buy list" includes Comcast, Tele-Communications Inc. and Cablevision Systems.

Berents said that he recommended purchase of Comcast at \$15 a share or below and Time Inc. subsidiary American TV and Communications at \$29 or below. He said he thought that within the next two years Time Inc. would purchase the 20% of stock in ATC that it does not now hold: "It's just a matter of time."

Cable programmers

The future of Showtime, analysts say, is



WESTWOOD ONE RADIO NETWORKS



MUTUAL BROADCASTING SYSTEM



better than in 1988, said McAlpine, without, he hopes, the wide monthly swings that he attributed to last year's industry strikes.

Entertainment

One major trend that entertainment company analysts see in 1989 is an increasingly competitive syndication market. Syndication will become a two-tier market such as home video, McAlpine said. Shows such as *Who's the Boss?* will do well, but weaker shows will have a rougher time fighting for clearances on already crowded schedules, he said. Syndication will not be as lucrative as it has been in past years, said Hal Vogel of Merrill Lynch. If the country goes into a recession, he said, stations loaded with expensive programming will be limited in what new product they can take.

Among theatrical releases, McAlpine pointed out that a crowded slate of blockbuster sequels is scheduled for release next summer, including follow-ups to "Ghostbusters," "RoboCop" and the "Karate Kid," "Indiana Jones" and "Star Trek" films. How well the industry does next year depends on how many hits there will be in the off-season, he said. Vogel said he ex-

Cable operators

Crucial to the stock market valuation of the cable industry in 1989, analysts say, is Washington—what, if anything, Congress does about cable and what investors think it will do. A negative effect on cable stocks, said Edward Hatch of Merrill Lynch, would result from "any move" in Congress to discuss rate reregulation of cable systems. Although he expects no meaningful discussion on the subject before next fall at the earliest, he said, "One never knows what Congress might do."

Regulation is "by far the most overwhelming issue that will affect the industry," said John Reidy of Drexel Burnham Lambert. Cable stock prices will improve, he said, because of investors' understanding of the "increasing unlikelihood" of changes in the 1984 Cable Act affecting telephone company entry and rate reregulation. But Kenneth Berents, of Philadelphia-based Butcher & Singer, said he expects the "false specter" of telco competition to hold open the gap between private-market valuations of cable systems and their lower valuations in the stock market.

"If long-term interest rates go up, cable stocks will respond negatively," Reidy said. Although the rates would not affect business or cash flows, it would tarnish investors' perception of cable's asset value,

one of the questions Viacom will face in the coming year. Saying that availability on cable systems is not a problem for the service, Mark Riely of Robert Fleming said one unknown in Showtime's future is whether it can get more "strategic equity affiliations" with MSO's, similar to the deal announced in August in which Cablevision Systems Corp. took a 5% interest in Showtime/The Movie Channel. Such deals, he said, would give operators incentive to give the service more support.

Riely said the pay cable business, in general, is going through a transition in which operators are cutting prices to increase total subscribers. "I think the business will stay healthy in terms of unit growth, so long as the pricing stays flat or comes down a bit, as it appears to be doing," he said.

The most important variable in the future of companies with interests in cable programming and system operations would be legislative or regulatory prohibitions instituted against vertical integration, said John Tinker of Morgan Stanley. Although he thought such action is unlikely in the coming year, he said conflicts like the one between Cablevision Systems and Madison Square Garden network may bring the issue to Washington's attention. Given that scenario, "I would hope cable operators would be more sensitive and realistic in 1989," he said. □

Defense Department wants in the HDTV picture

Military's need for video displays, semiconductors leads to push to resurrect American TV set industry

Another participant in the development of high-definition television technology stepped forward last week—the United States Department of Defense. The Pentagon's Defense Advanced Research Projects Agency (DARPA) said that it plans to solicit proposals from video display manufacturers and research labs for the twin purposes of development of low-cost resolution displays for defense applications and the perpetuation of vital video display and semiconductor manufacturing industries in the United States.

In response to a story published last Monday (Dec. 19) by the *Washington Post*, DARPA confirmed that within the next several weeks it intends to release a Broad Agency Announcement (BAA) asking for the details on various display technologies now under development for possible funding. DARPA would not confirm the *Post* report that "tens of millions" will be granted to companies in the program. It said, however, that the amount it intends to spend will be announced when the BAA is released. That and other additional information will be available when the BAA is published in the next several weeks in the *Commerce Business Daily*, the Commerce Department publication that lists all government procurements.

A DARPA spokeswoman, Jan Bodanyi, said that the Pentagon's goal is to help develop a healthy American consumer electronics industry. "If there was a commercial advanced display industry, we could fulfill our needs at a lower cost," she said. "The second thing is that we are very interested in making sure that the domestic semiconductor industry is very robust." With the development of a large consumer market for HDTV sets, which will rely heavily on several integrated circuits, U.S. chip manufacturers stand to gain, she said.

The Defense Department uses video displays for a number of different applications. Training simulators, in which realistic air flight fields of view are recreated for pilots, require high-resolution screens and computer-generated graphics. Mobile command centers use high-resolution displays to view maps used for intelligence applications. The cockpits of modern fighter jets are also

equipped with programable displays that reduce the number of dials and meters found in older planes. The designer of each program has set his own display specifications in the past, Bodanyi said. Trade-offs between cost and quality had to be made for each, with the expensive displays for each project often being the result. The Pentagon hopes that mass production fueled by consumer demand will lead to higher quality and lower cost. Bodanyi could not say whether a display produced under the project might eventually be adopted as a military standard, but said that the Defense Department "would comply with any commercial standard, as that comes about."

The other Pentagon goal is to act as a sort of "venture capitalist" to ensure that a vital American electronics industry produces HDTV equipment in the future. According to a report recently released by the Ameri-

"What is an American company? It's hard to say what is uniquely American. Today chips are made in the U.S., cabinets in Mexico, parts in Asia. We're truly in a world market now."

—John Abel, executive vice president, operations, NAB

can Electronics Association, the American share of the world markets in semiconductor, personal computers and automated manufacturing equipment will shrink substantially if the U.S. share of HDTV equipment production is less than 50% by 2010 (BROADCASTING, Dec. 5).

DARPA would not confirm whether the Defense Department money will be available to American companies only, and if so, whether American subsidiaries of foreign-owned companies will be excluded. In preparation for the BAA, Pentagon officials, led by Craig Fields, DARPA deputy director for research, contacted experts at several American research labs. Bodanyi described the contacts as "informal meetings of the scientific experts...to find out where the technology is. We want to push [the state of the art] a little bit, but we don't want to make too much of a leap. It doesn't

make much sense to go out and ask for something that no one knows how to do yet." American-owned companies and labs contacted last week, including Zenith, the Massachusetts Institute of Technology and the New York Institute of Technology, confirmed that they have been contacted by DARPA in recent months. However, officials at foreign-owned American research labs, including North American Philips, Thomson Consumer Electronics and Sony Corp. of America, had no comment.

A DARPA statement released last week said that when the BAA is released, it will ask for: "high-definition, low-cost display technology, including CRT's (cathode ray tubes), solid state flat panel displays, projection displays and low-cost, high-definition display processors that can receive, manipulate and display multiple data types, including video pictures and maps."

Currently marketed TV screens are CRT's, which many believe will be expensive, heavy and bulky when developed for high-definition in sizes surpassing 30 inches. It is commonly held that HDTV is large-screen TV because the difference in picture resolution compared to today's NTSC standard is not dramatic on screens under 30 inches. A possible alternative would be one of the forms of flat panel displays, which are being developed in research labs in the U.S. and abroad. Such screens could be hung on walls like paintings, would be lighter than CRT's and, perhaps, less expensive.

The way images are processed on the video screen is also a DARPA concern. In order to be useful for multiple purposes, such as video, computer graphics, data display and other diverse applications, some argue that open-architecture receivers should be developed. Such screens would conform to different applications with the installation of different computer boards. For the consumer market, broadcasters and the electronics industry have argued that such displays would be too costly and too confusing. Most broadcasters and some voices from the consumer electronics industry, such as the Electronics Industry Association (EIA), support development of one standard to serve all video media. But multipoint and the single-system concept do not necessarily support use in nonvideo applications needed by the Pentagon.

John Abel, executive vice president of the National Association of Broadcasters,

said that open architecture may provide more applications for the Defense Department, but that development of it could "lead to multiple ATV [transmission] standards, and we're opposed to that for the TV industry. We'd like one standard, and compatible."

But William Schreiber, director of MIT's Advanced Television Research Program, has been a leading advocate of open-architecture development, to accommodate multiple transmission standards and other non-video applications that may be available to consumers in coming decades. "We find that that resonates very well with people from the Defense Department," he said. "They listen very politely and don't say it's nonsense, as EIA says."

DARPA has been supporting similar R&D private industry projects involving computer systems, video compression, video graphics, displays and other applications for the past 20 years. The first indication that the Pentagon would fund HDTV development in order to boost the U.S. electronics industry was in early 1988 when sources on Capitol Hill said that the high-resolution graphics capabilities of HDTV were of interest to the Defense Department ("Closed Circuit," Feb. 8). Last September, Zenith Electronics Corp. independently contacted the Defense Department for funding to develop its "high-tension" display technology. Soon afterward, DARPA began its survey of the industry in preparation for the BAA.

Zenith now produces its high-tension screens for 14-inch computer monitors. It is a flat-screen CRT that eliminates the glare and color distortion that are produced by curved CRT's and improves brightness characteristics, according to Zenith spokesman John Taylor. The company proposes, with the help of DARPA, mass production of an upgraded version of the screen with full color and higher resolution for consumer HDTV application and military use. High-tension screens are especially advantageous for defense applications, Taylor said, because of their improved "robustness." Vibration, shock and other stress that military applications call for cause the color on conventional CRT's to wash out and appear black and white.

Ultimately, Zenith hopes to "build a truly American picture tube that could be an enormous industry by the end of this century—a \$3 billion industry in the U.S. alone just for the picture tube, and by the year 2000, it could be that much in terms of export," Taylor said.

One who has seen a prototype of the Zenith set and came away impressed is Max Berry, vice president, broadcast engineering, in ABC's Broadcast Operations and Engineering department. After viewing a demonstration of Super-NTSC, the proposed enhanced-definition television transmission standard developed by Faroudja Laboratories, Sunnyvale, Calif., Berry said that "the pictures are absolutely magnificent. They are *National Geographic* quality." He said that a flat tube makes the picture brighter and uniform across the entire display. He has encouraged Zenith to

next develop a 35-inch prototype of the display and supports its plans to upgrade its facilities.

To accomplish this goal, Zenith plans major renovations to its manufacturing plant in Chicago. In a multi-phase plan, it has asked for about \$13 million from DARPA for the first stage and a total of \$58 million over three to four years.

"Any group that's willing to step up with something as important as high-definition television and invest some real development dollars, even if it only secondarily benefits the American viewer, is beneficial."

—Michael Sherlock, president, operations and technical service, NBC

Also impressed by the Zenith screen was Charles Rhodes, chief scientist of the Advanced Television Test Center. But while

he termed the Zenith advancement as "remarkable CRT technology," Rhodes said that he hopes "as a consumer of this kind of service, that some day we may get past the three-dimensional cathode ray tube and get into flat display." He predicted that high-definition projection systems will also not catch on. In order for HDTV to be a successful consumer phenomenon, a low-cost form of flat panel display will have to be developed, he said.

For several years both Japanese and American researchers have been at work to develop full-color, low-cost liquid crystal and gas plasma flat displays. But progress has been slow and marketable large-screen models are not expected to be ready for many years. But one American company contacted by DARPA, FiberView Corp., Boulder, Colo., claims that a demonstration of a large-screen prototype of its fiber optic displays will be ready in two years (BROADCASTING, Dec. 19). FiberView President Brett Kingstone said that his company will probably require less money than other, larger companies, such as Zenith, to develop its product. "We will probably accomplish the most with the least funds," he said. □

The U.S.'s semiconductor battle plan

An Army field commander stands in a darkened room in a building far behind the front lines, surrounded by computers receiving and displaying graphically on a large flat screen information from the battlefield. The reality and clarity are startling.

Or a tank commander in a tank simulator sees a computer-driven graphic of a landscape as it would be seen in battle. Or an Air Force pilot in an airplane simulator, a graphic of an area he would see in a low-level attack. In those cases, too, the scenes shown on the flat screen are vivid, compelling.

Whatever such technology does for American security, the Pentagon's determination to develop it could—just possibly—become the engine that pulls the American television manufacturing industry back onto the tracks and propels it into the age of high-definition television, in competition with the Japanese.

At least that is the hope of the Defense Department. For the kind of semiconductors used in HDTV are required for the advanced high-resolution video display screen being contemplated for military training. And if the American makers of electronics and semiconductors were to produce HDTV equipment on a sufficiently large scale, the Defense Department's per-unit costs for the new display technology would be lowered. Said a Defense Department spokeswoman last week, "We need a robust semiconductor industry."

A robust semiconductor industry? The U.S.'s is in decline. And only one American television set manufacturer, Zenith Electronics Corp., has survived the intense competition of selling television sets. It has 12.8% of the market. But according to the

Electronic Industries Association, not a single television receiver manufacturer made a profit in the last five years in the U.S. That would appear to be the reason all other American companies gave up the business.

Still, an official of the American Electronics Association appears mightily encouraged by word that the Pentagon's Defense Advanced Research Projects Agency (DARPA) plans to spend millions of dollars initially—it has thus far declined to specify the amount—on a research project to develop the new technology (see page 32). "We support what DARPA's doing," said AEA's Pat Hill Hubbard. "We think it's fantastic.... We're looking hard at reentry."

Of course, reentering a market once abandoned poses problems. "What will the industry do with the R&D once it's completed?" she asked. "Who will move it to market?" It would be risky for a single company to attempt it, she said. "We don't have the manufacturing, marketing and distribution systems. We're out of it."

Those are questions for the future, however. Indeed, there are those who say those questions will answer themselves if the R&D makes the effort seem worthwhile. The DARPA project seems to be the kind of spark needed to ignite a national effort to find out.

There are a number of efforts under way to shake America out of its lethargy on the issue. The FCC has initiated a rulemaking on developing advanced television standards and has created an advisory committee to help it establish policy. Commerce Secretary C. William Verity has also named an advisory committee on the subject. And two task forces of the Cabinet-level Eco-

conomic Policy Council are studying different aspects of the HDTV issue—one, under Donald Eiss, deputy assistant U.S. Trade Representative, the trade policy implications; the other, under Alfred Sikes, head of Commerce's National Telecommunications and Information Administration, technical and economic aspects. Sikes, who has been a leading spokesman on the need for the U.S. industry to get into the HDTV competition, said last week: "There is an increasing concern that if we are not participants in the coming generations of advanced-television products, we'll be left behind in developing technologies important to a whole range of information products."

As Sikes says, major initiatives driven by such activities will have to await the appearance of the new Bush administration. But DARPA is taking a new approach to the problem: It is bringing money and a government-directed focus. Once Defense's needs are met, DARPA plans to call in semiconductor and other high-tech companies, cable operators and academic researchers, with a view to expanding the technology to a variety of markets, including consumer goods. However, a spokeswoman said DARPA would only encourage, not fund, that phase.

The DARPA project seems to dovetail with the effort of Representative Edward Markey (D-Mass.), chairman of the House Telecommunications Subcommittee, to stimulate industry interest in a major effort to move ahead on the HDTV front. Three months ago, he called on representatives of the electronics industry to help prepare a "blueprint for action" for benefiting from the \$200 billion in revenue the development and manufacturing of high-definition television equipment are expected to generate annually (BROADCASTING, Sept. 12). Markey asked for answers to such questions as whether there is a need for government involvement "or whether the marketplace should be left to determine" how American companies could develop advanced-television technologies. An aide to Markey, Larry Sidman, last week said the subcommittee will contact DARPA early in January to discuss its project. "We'll work with interested parties—in industry and government—to achieve our goal of maximizing U.S. participation in HDTV," he said. "We will consider government funding and support, as appropriate."

Sidman thought it "a sad commentary" that the U.S. is obliged to rely on an arm of the Defense Department to serve as the government agent stimulating the development of commercial technology. But to Sidman, DARPA, in its advanced-television research project, is "the closest thing we have in the United States to the Japanese MITI." Japan's Ministry of International Trade and Industry engages in long-range planning for the development of both the defense and civil sectors. Technologies developed for the commercial sector are transferred to the defense; those for the defense are often transferred to the commercial.

Nor is that the sum of governmental support. Japanese industry enjoys direct governmental subsidies and tax breaks leading

to low capital costs—one quarter those of U.S. companies—as well as government-sponsored R&D. And, free of the antitrust laws well known to their American counterparts, Japanese companies operating under government sponsorship engage in joint research, product development, testing and coordination of market shares.

All of that may be foreign to the way business is conducted in the U.S. But not wholly. Government funding of projects that have commercial applications is hardly

"I hate to see the government get into things where they might control the issue, but there is no alternative. It is either that or we just give up. American industry has abdicated its role here."

—Max Berry, VP, broadcast engineering, ABC

new. Indeed, the DARPA project attracting so much attention is part of an effort begun 20 years ago to develop video display screens at lower cost. Then there is Sematech, a consortium of companies that has been established in Austin, Tex., to pool knowledge and resources in an effort to advance the state of the semiconductor art it received a \$100 million grant from the Pentagon this year.

What's more, a report of the Defense Science Board to the Secretary of Defense in October recommended institutionalizing Defense Department involvement in the country's defense-related industrial and technology base. Its principal recommendation calls for the establishment of an Industrial Policy Committee, which would be headed by the President's National Security Adviser and would compare the tasks that national security plans assume industry can perform in peace and war with industry's capabilities and current actions. It would also recommend to the President specific initiatives to close the gaps between needs and capabilities.

"The Defense Department is in a subject area in which they are learning and the industry can play an important role in that process. To achieve the benefits they want—reliability, quality, cost—they are going to have to rely on the industry."

—Jim Tietjen, president, chief operating officer, David Sarnoff Research Center

Those interested in improving America's competitiveness in HDTV cannot afford to wait for those recommendations to be considered, let alone acted on. But the necessary policymaking apparatus for securing

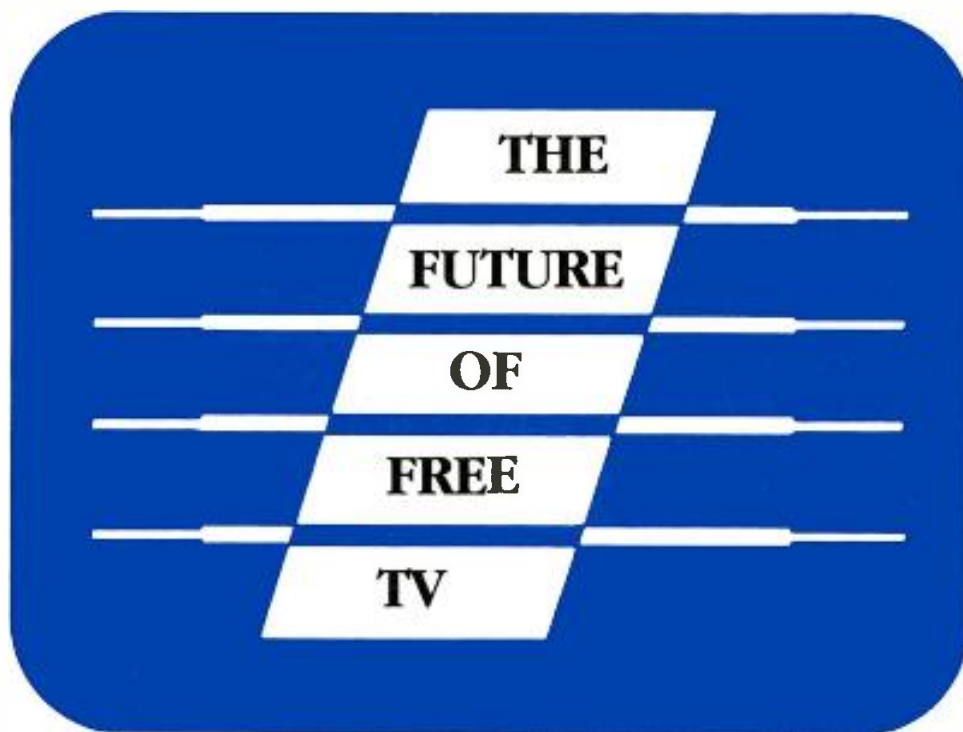
that improvement remains to be put in place. Representative Don Ritter (R-Pa.), the only member of the House to serve on the two panels with direct jurisdiction over the HDTV issue—the Telecommunications and Finance and the Science, Research and Technology Subcommittees—sees the DARPA project "as a step forward" for the U.S. He regards DARPA as the only place in government capable of organizing the research, and the Defense Department's budget, "the only home for such planning." But, like Markey's aide Sidman, Ritter would rather have such projects undertaken in "a civilian environment."

Ritter's suggestion for a new locus for HDTV projects is the new National Institute of Science and Technology in Commerce, an expanded version of the old National Bureau of Standards. The legislation authorizing the establishment of NIST provides for an advanced technology program which would fund research consortiums developing new technologies based on original work done by NIST. "HDTV would fit well into that organization," Ritter said. He sees it as an agency with the capacity for "putting companies and laboratories and facilities together to aid in the development of new technologies. These projects always end up in the DOD. A spokesman for NIST said a number of other members of Congress have expressed similar views. But he said there is a problem: "Congress has not provided any money."

One representative of the affected industry who seems less impressed by news of the DARPA project than some others was Pete McCloskey, president of the Electronic Industries Association. And it was not only because, as he put it, "DARPA's one contract won't do it. It will take a major commitment from one company or a consortium of companies to get back into the television business."

McCloskey, the chief spokesman for a trade association whose members include many foreign companies, saw a number of problems. He was, first, struck by the remark of Robert Noyce, the new head of Sematech, who was quoted in *The Washington Post's* report on the DARPA project as saying that HDTV efforts can succeed only if they are given "infant industry" protection. "Translated, that means raising the costs of [foreign] sets," McCloskey said, "and restricting access. And we haven't done that. We've been the leader in opening markets." Complicating the question of whether American reentry into television electronics should come at the price involved in affording American producers "infant industry protection" is the fact that many of the television sets of foreign manufacturers are assembled in the U.S. and use made-in-America tubes. And McCloskey wonders whether the payoff on HDTV would be worth the investment needed. He noted that Sony, the leading Japanese company in the sale of television sets in the U.S., has only 6.5% of the market.

"I would love to see American reentry into television electronics," said McCloskey. But, first, he said, "we'll have some difficult policy questions to face." □



INTV convention to look at fate of free TV

TV in the next decade, marketing and TV, and fiber are among highlights of meeting in L.A.

Next month, independent television operators meet in Los Angeles to take stock of their industry. Some 1,500 station executives are slated to attend the Association of Independent Television Stations annual convention, Jan. 4-7, at the Century Plaza hotel there, not only to assess the accomplishments, but also the challenges facing the medium.

This year's convention theme is "Independents: The Future of Free TV"; much of the agenda focuses on both business and regulatory issues that affect the fate of independent television. The conference kicks off Wednesday morning (Jan. 4) with reports from INTV Chairman John Serrao of WATL-TV Atlanta, and the association's president, Preston Padden. Milton Maltz of Malrite Communications and vice chairman of the INTV board will also give a brief update on the "Free TV" campaign, which Maltz spearheads, that is aimed at developing an on-air advertising campaign showcasing the virtues of free television versus cable.

Next, a panel called "TV's Next Decade: Twilight Zone or Cheers?" will examine some of the economic and viewing trends in television, with Paul Kagan of Paul Kagan Associates as moderator, and panelists Har-

ry Pappas, Pappas Telecasting; Kay Koplovitz, USA Network; Paul Isacson of Young and Rubicam; Marc Nathanson of Falcon Cable TV; David Poltrack, CBS, and Dennis Gillespie, Viacom International.

Later that morning, leading marketing directors will provide some insight into their planning process at a session titled: "Marketing & TV: What We Don't Know Does Hurt Us." In the afternoon, from noon to 2 p.m., concurrent working lunches for general managers, sales and program managers will be held.

Thursday morning (Jan. 5), a 7:30 a.m. public policy breakfast featuring key FCC and congressional staff is scheduled. Media planning is reviewed by panelists George Rice of GDR/CREST, Scott Bergren of Roundtable Pizza and Gary Langstaff of Hardee's Food Systems later that morning.

Programming trends are again highlighted during a Thursday morning session with Al Masini of TeleRep Inc.; Lawrence P. Fraiberg, MCA Broadcast; Robert Kreek, Fox Television; Sheldon Cooper, Tribune Entertainment, and Lucille Salhany, Paramount Television. A promotion awards luncheon will take place at noon.

Friday (Jan. 6), a breakfast session called "Data Overload" will examine what is happening in research, and the number of products offered. Linda Ellerbee and Norman S. Hecht of Norman Hecht Research

will moderate. Panelists include: Anthony J. Aurichio, Arbitron Ratings Co.; John Dimling, A.C. Nielsen; William Benz, Busch Media Group; Peggy Green, Saatchi & Saatchi DFS, and Jonathan Swallen, Ogilvy & Mather.

Also planned is a Friday morning politics and public policy session with key House Telecommunications Subcommittee members. Republicans Matthew Rinaldo (N.J.) and Tom Tauke (Iowa) will be joined by Democrats Al Swift (Wash.) and John Bryant (Texas). A concurrent panel on the international television marketplace will convene with panelists Derk Zimmerman of Group W Productions; Stanley Moger, SFM Entertainment; Matthew Ody, Reeves Entertainment Group; George Back, All American Television, and moderator Les Brown, Television Business International.

Another policy panel follows Friday morning with FCC Commissioner James Quello as the "inquisitor" who will interrogate industry representatives Kevin O'Brien of KTVU-TV Oakland, Calif.; Mel Harris of Paramount; Robert Thomson, Tele-Communications Inc., and John Sodolski of the U.S. Telephone Association. The INTV keynoter will be House Majority Whip Tony Coelho (D-Calif.), who will speak at a luncheon Friday. A gala studio party hosted by Paramount is slated that night.

Saturday morning (Jan. 7), the convention wraps up with two special sessions,

one on fiber optics with Curtis Williams, Southwestern Bell; Tom Gillett, GTE's Cerritos (Calif.) project, and Brad Johnson, Warner Cable. The other will look at the children's programming and advertising marketplace, featuring John Claster, Claster Television; Allen Banks, Saatchi & Saatchi

Advertising; Helen Boehm, Council of Better Business Bureaus; Jerry Marcus, KRIV(TV) Houston, and Alan Bohbot, Bohbot Communications.

INTV is leaving the afternoons free for broadcasters to browse the 60-odd suites where programmers will exhibit their prod-

uct. The programming suites (located on the fifth, sixth and seventh floors of the Century Plaza) will be open from 2 p.m. to 6 p.m. And there will be high-definition television demonstrations Jan. 4-6, from 2 p.m. to 6 p.m., in the Westwood room of the hotel. □

Filling the hours in Los Angeles

Wednesday, Jan. 4

7 a.m.: Registration. California lounge.

7:30 a.m.: Continental breakfast. California lounge (underwritten by Direct Response Marketing).

8 a.m.-6 p.m.: Sales promotion display room. Sherman Oaks room.

8:15 a.m.: Opening session. Los Angeles room.

Welcome: William Frank, convention chairman, KCOP-TV Los Angeles; *chairman's report:* John Serrao, INTV board chairman, WATL-TV Atlanta; *free TV task force report:* Milton Maltz, INTV board vice chairman, Malrite Communications Group; *president's report:* Preston Padden, INTV president.

9 a.m.: TV's Next Decade: Twilight Zone or Cheers?. Los Angeles room
Panelists: Paul Kagan, Paul Kagan Associates; Harry Pappas, Pappas Telecasting; Kay Koplovitz, USA Network; Paul Isacsson, Young & Rubicam; Marc Nathanson, Falcon Cable TV; David Poltrack, CBS New York; Dennis Gillespie, Viacom International.

9:20 a.m.-12:30 p.m.: Spouses Paramount VIP tour.

10 a.m.: break.

10:15 a.m.: Marketing & TV: What We Don't Know Does Hurt Us, Los Angeles room.

Moderator: Robert Ward, Miller Brewing Co. *Panelists:* Robert Wehling, Procter & Gamble; Donal Miceli, General Foods; Whitley Hawkins, Delta Airlines.

11:45 a.m.: break.

Noon-2 p.m.: Concurrent sessions

General managers meeting and luncheon, Century room. Discussion of independent station unwired network co-op; presentation of paper on network syndication and financial interest rules by Ralph Baruch, senior fellow, Ganett Center for Media Studies, Columbia University.

Sales managers meeting and luncheon, Beverly Hills room. Christopher Jackson, Christopher Jackson Inc.; idea tables with marketers.

Program directors meeting and luncheon, Santa Monica room. Program contracting seminar. *Moderator:* Rob Friedman, INTV. *Panelists:* Gerry Friedman, Fox Television Stations Inc.; Vicky Gregorian, wsvn-tv Miami; Chuck Sennet, Tribune Co.; Tom Spitz, KVVU-TV San Francisco.

2 p.m.-6 p.m.: Program screening suites open (5th, 6th and 7th floors).

6:30 p.m. Worldwide Welcome Reception, Redwood room (underwritten by Television Business International). **Open dinner. Washington VIP dinner** (by invitation only).

10 p.m.: Claster/Sunbow party, "Walk on the Wild Side," California showroom.

Thursday, Jan. 5

7:30 a.m.: Washington Public Policy Power Breakfast, Beverly Hills room (underwritten by BROADCASTING). *Moderators:* Shaun Sheehan, Tribune Broadcasting Co.; Thomas Herwitz, Fox Television Stations. *Panelists:* senior FCC, congressional and administration staff.

8 a.m.-6 p.m. Sales promotion display room, Sherman Oaks room.

9 a.m.: Spouses day at Disneyland

9:15 a.m.: How to Drive Thru More Fast Food Dollars, Santa Monica room. *Moderator:* Ron Inman, INTV. *Panelists:* George Rice, GDR/Crest; Scott Bergren, Roundtable Pizza, Gary Langstaff, Hardee's Food Systems.

10:15 a.m.: break.

10:30 a.m. Programing the Future: Feast or Famine?, Beverly Hills room. *Moderators:* Rick Feldman, KCOP-TV Los Angeles; Michael Eigner, KTLA(TV) Los Angeles. *Panelists:* Al Masini, TeleRep Inc.; Lawrence Fraiberg, MCA Broadcast; Robert Kreek, Fox Television Stations; Sheldon Cooper, Tribune Entertainment Co.; Lucille Salhany, Paramount Television.

11:30 a.m.: break.

Saturday, Jan. 7

7:45 a.m.: Program distributors breakfast, Pacific Palisades room (by invitation only).

8 a.m.-noon: Sales promotion display room, Sherman Oaks room.

8:30 a.m.: Continental breakfast, California lounge.

9 a.m.: Crash Glass Class, Beverly Hills room. *Moderator:* Bob Wormington, KSHB-TV Kansas City, Mo. *Panelists:* Curtis Williams, Southwestern Bell; Tom Gillett, GTE Corp.; Brad Johnson, Warner Cable.

10 a.m.: break.

10:30 p.m. Can We Afford to Stay in the Kids Business?, Beverly Hills room.

Moderator: Kevin O'Brien, KTVU(TV) Oakland, Calif. *Panelists:* John Claster, Claster Television; Allen Banks, Saatchi & Saatchi Advertising; Helen Boehm, Children's Advertising Review Unit, Council of Better Business Bureaus; Jerry Marcus, KRIV Houston; Alan Bohbot, Bohbot Communications.

11:30 a.m.: adjournment.

Filling the floor in Los Angeles

*indicates new product

ABR Entertainment Co. 717

Acama Films 731-733

All American Television Inc. 650
304 E. 45th St., 2nd floor,
New York 10017

Staff: George Back; Carl Menk Jr.; John Reisenbach; Joan Marcus. **Programs:** *Crime Stoppers 800; *The Video Store; *The Body Human; *Crossover: The Global Impact of AIDS; The Latin Connection; America's Top 10; The Jewel in the Crown; The Entertainment Report; The Newsfeed Network; An America's Top 10 Book of Love; An America's Top 10 Christmas; All American Feature Theatre; Beyond 2000; Brideshead Revisited; Crook & Chase Weekend; Deja View; Disappearing World; Extra Dimensions; Festivals of the Far East; Festivals of the World; Fridays; Jack Thompson Down Under; Liddy; McDonald's Charity Christmas Parade; NFL Satellite News Service; Portrait of a Legend; Skouras Collection; Smart Money Specials; Steve Crowley's Money/Pro News Inserts; The Boy King; The Uncle Floyd Show; The Way it Was; Wailer Reunion Concert; World in Action; Dot and the Kangaroo; Bright Sparks; Channuka at Bubbe's.

America's Leading Indies Network (ALIN-TV) 716
149 Madison Ave., #804, New York 10016

Staff: Alan Cohen; Jack Giebel. Alan Steinberg. **Programs:** *Magical World of Steve Dacri; *Hansel and Gretel; *The Three Musketeers; *Magic with the Stars; **Advertising packages:** Prime Movie Network; Early Fringe Network; Prime Access Network; Day Network; Weekend Network; Late Night Network.

Ascot Entertainment Group 711
17327 Ventura Blvd., #301 B, Encino, Calif. 91316

Staff: Joseph Wolf; David Wolf; Mark Rafalowski; Eve Joffee. **Programs:** *First-run series:* *Has Anybody Seen My Child? *Features:* *Fatal Distractions; Silent Night, Deadly Night; Silent Night, Deadly Night Part II; Fade to Black; Demons; Beaks; Treasure of the Moon Goddess; *Cinema Group I (9 titles).

Barris Program Sales 612
1990 S. Bundy Dr., penthouse,
Los Angeles 90025

Staff: Jeff Wald; Jim Ricks; Bob Cook; Deborah Parisi. **Programs:** *Newlywed Game Starring Paul Rodriguez; The Dating Game; The Gong Show; *Kenny Rogers Show.

Baruch Television Group 721

Blair Entertainment 550
1290 Avenue of the Americas,

New York 10104

Staff: Alan Berkowitz; Michael Weiser; Howard Levy. **Programs:** *Series:* Divorce Court; Death Valley Days, The Cisco Kid. *Children:* The Lollipop Dragon. *Sports:* Wake up the Echoes; Legends of College Basketball; College Football Scrapbook; Triple Crown Photo Finish; Major League Baseball Comedy Specials, sports film library. *Movie package:* 32 titles.

Broadcast Management Plus 554
15110 S.W. Boones Ferry Rd., #850,
Lake Oswego, Ore. 97035

Staff: Roger Cooper; David Ludwig III; Brian Brady; Keith Gobben; Eddie Smith. **Products:** BMP Research for Sales and Programming; avails/proposals; Newspaper Advertising Report; Multimarket Programming Analysis, BMP's Pre-buy-Post-buy.

Broadcast Resource Group 649

Buena Vista Television 653-659
500 S. Buena Vista St.,
Burbank, Calif. 91521

Claster Television Inc. 656-660
9630 Deereco Rd.,
Timonium, Md. 21093

Staff: John Claster; Sally Bell; Janice Carter; Terri Akman; John Russel; Peggy Powell. **Programs:** *Jim Henson's Muppet Babies; *Maxie's World; *The New Archies; GI Joe; Transformers; My Little Pony and Friends; Jem, C.O.P.S.

Columbia Pictures TV 601-605
3300 Riverside Dr., #201, Burbank,
Calif. 91505

Staff: Gary Lieberthal; Barry Thurston; Michael Zucker; Terry Mackin; Jeff Gallop; Leslie Tobin; David Mumford; Francine Beougher; William Clark; Alan Daniels; Elise Keen; Bill Coveny; Gary Lico; Herb Weiss; John Rohrs Jr.; Stuart Walker; Susan Grant; Joe Kissack. **Programs:** *Off-network comedy series:* Archie Bunker's Place; Barney Miller; Benson; Carson's Comedy Classics; Carter Country; Diff'rent Strokes; The Facts of Life; Fish; Good Times; The Jeffersons; Maude; One Day at a Time; Punky Brewster; Sanford & Son; Silver Spoons; Soap; Square Pegs; That's My Mama; The Three Stooges, Who's the Boss? *Off-network drama series:* Charlie's Angels; Fantasy Island; Hart to Hart; Police Story; Police Woman; S.W.A.T.; Starsky and Hutch, T.J. Hooker.

Film packages: Columbia Classics (34 titles); Columbia Gems I (214) and II (22); Columbia Night at the Movies; *Columbia Showcase I (22); Embassy II (20) and III (20); Entertainer of the Year (15); Prime 4 (3); TV 20 (20); TVM One (19); Volume I (28), IV (15), V (26) and VI (21).

Dallas Post Production 723

Direct Response Marketing 517
17609 Ventura Blvd., LL06, Encino,
Calif. 91306

Staff: Elaine Roth; Gary Wetter; Gwen Gowan; Melanie Shileikis; Liz Rodriguez; Regina Moore.

Four Star International 551
2813 W. Alameda Ave., Burbank, Calif.

91505-4455

Staff: Lance Thompson; Robert Neece; Robert Greenstein; Craig Thompson; George Gale; Tom O'Leary; Kristie Smith; Jack Swindell. **Programs:** *A Christmas Carol; *Night Owl Theatre; *The New Millionaires; *Hollywood Ghost Stories; The Big Valley; Star One; Star Two; Power 20; Main Events I & II; Rainbow 2,3,4, Four Star Library.

Fries Distribution Co. 633-635
6922 Hollywood Blvd., Los Angeles
90028

Staff: Charles Fries; Ave Butensky; Peter Schmid; Don Golden; Lou Wexner. **Programs:** *Fries Dynamite; *Fries Family Theatre I—The Mark Twain Collection; Born Famous—Year I and *II; Fries Frame 1,2,3,4.

Genesis Entertainment 531-535
5743 Corsa Ave., #216, Westlake Village, Calif. 91362

Staff: Gary Gannaway; Phil Oldham; Don Springer; Rob Wussler; Diane Gallella; Wendy Levin; Steve Smooke; Wayne Lepoff; Tim Helfet; Betsy Green; Richard Firth. **Programs:** *Highway to Heaven; The Best of National Geographic; The Judge, The Great Escape.

Samuel Goldwyn Television 629-631
10203 Santa Monica Blvd., Los Angeles
90067

Staff: Dick Askin; Jim O'Neill; Mike Byrd; Ray Solley; Steve Barbour; Casey Lancken; Gary Perchick; Leonie de Picciotto; Richard Bornstein; Dan Gelfand. **Programs:** Body by Jake; *American Gladiators; *November Gold 3; November Gold Movies I, 2 (20 titles each); Explosive Movies I, II (15, 17); Treasure Chest Movies (16); Family Six-Pack Movies (6); Goldwyn Gold Movies I, II (21 each); Power Pack Movies (9); Robin Hood Series (13).

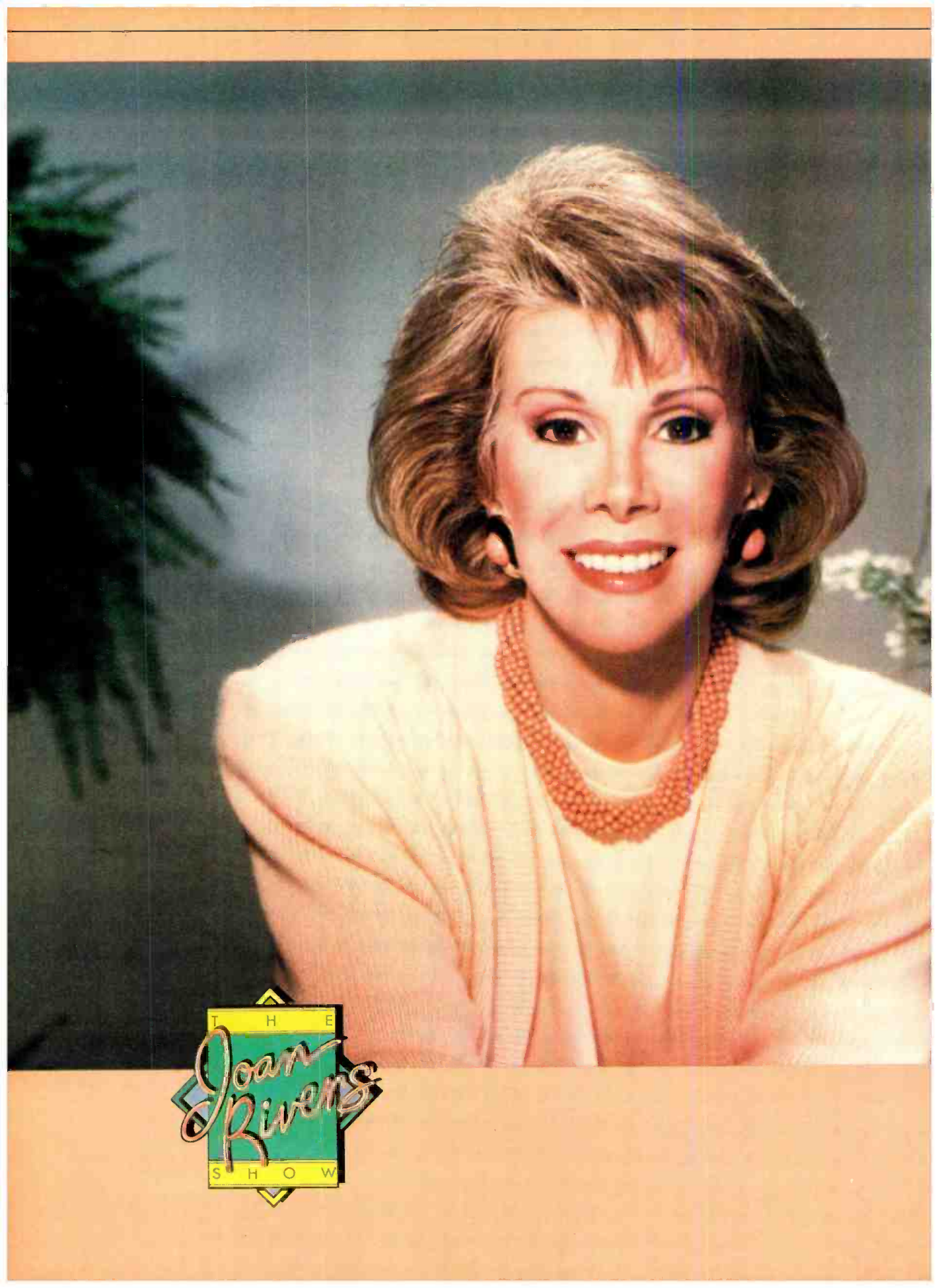
Group W Productions 609-613
3801 Barham Blvd., Los Angeles 90068

Staff: Derk Zimmerman; George Resing; Kevin Tannehill; Meryl Marshall; Owen Simon; Tony Dwyer; Gerard Farrell; David Jacquemin. **Programs:** *Teenage Mutant Ninja Turtles; Bugz-burg; *Couch Potatoes, *Missing/Reward.

Larry Harmon Pictures 615-616
650 N. Bronson Ave.,
Los Angeles, Calif. 90004

Harmony Gold 511-514
8831 Sunset Blvd., Los Angeles 90069

Staff: Paul Wischmeyer; Cindy Stern; Bob Roos; Linda Hindley; Frank Agrama; Jehan Agrama; Sheila Morris; Kathryn Vanderveen; Mimi Cavanaugh. **Programs:** *Mini-series:* *Around the World in 80 Days; King of the Olympics: The Lives and Loves of Avery Brundage; The Man Who Lived at the Ritz; The Two-Part Classics: William the Conqueror, The Count of Monte Cristo, Sandokan; Shaka Zulu; Shout: The Story of Johnny O'Keefe. *Series:* Travelin' Gourmet. *Specials:* *The Secret Identity of Jack the Ripper; Robotech, Captain Harlock and the Queen of a Thousand Years. *Features:* Bonzai Theater, Harmony Golden





DAYTIME NATIONAL FORECAST: CLEAR IN 28 MARKETS AND MORE CLEARANCE PREDICTED.

Already, 28 stations have seen that the warm and funny climate of the new Joan Rivers Show will make their daytime. And a great number of other commitments are in the wind.

Because, when it comes to capturing audiences (especially women 18-49), Rivers delivers. So... can we talk?



WCBS	New York	KTVK	Phoenix
KCBS	Los Angeles	KOIN	Portland, OR
WGN	Chicago	WDAF	Kansas City, MO
KYW	Philadelphia	KSAT	San Antonio
KRON	San Francisco	WVTM	Birmingham
WDIV	Detroit	WPRI	Providence
WJLA	Washington	WGAL	Lancaster
KDFW	Dallas	WCHS	Charleston, WV
WXIA	Atlanta	KTBC	Austin
KSTP	Minneapolis	KVOA	Tucson
KIRO	Seattle	KTNV	Las Vegas
WCIX	Miami	WPTA	Ft. Wayne
KTVI	St. Louis	WDIO	Duluth
KUSA	Denver	WICU	Erie



**TRIBUNE
ENTERTAINMENT**
Company

Station Sales

Advertiser Sales
TELETRIB



I. Documentaries: Animals of Africa.

Animated Features: Storybook Theater; The Brave Frog; The Brave Frog's Greatest Adventure; Dracula; The Little Train; The Age of the Dinosaurs; Run for Life; Galaxy Express 999: Can You Live Like a Warrior?; Galaxy Express 999: Can You Love Like a Mother?; Young Eleven; Call of the Wild; Little Women; Frankenstein; Time Patrol; The Adventures of Pinocchio; Little Lulu and the Gang; The Adventures of Little Lulu; Captain Future; Flower Angel; World Famous Fairy Tales, Undersea Encounter.

Home Shopping Network 652
P.O. Box 9090,
Clearwater, Fla. 34618-9090

Staff: Lowell Paxson, Chuck Bohart and Jim Borock. **Programs:** Home Shopping Club programming (one hour to 24 hours per day).

Raymond Horn Syndication 730

Independent Network News (INN) 552

Independent Television Network 726
747 Third Ave., New York 10017

Staff: Michael Kammerer; Kevin Murphy; Michael Murphy; Jack O'Hern, Paula McCorkle. **Service:** Unwired television network.

International Television Network 349
919 Third Ave., 6th floor, New York

Staff: Carl Sabatino; Susan Strelkel; Barbara Atlas; Elizabeth Fortuin; Marla Beatty. **Programs:** ITN World News; New Zoo Revue; Snelgrove Snail; Bravo; 30 Wall Street, Gillette World Sports.

ITC Entertainment Group 534-536
115 E. 57th St.,
New York, N.Y. 10022

Joslyn Entertainment 651

King World 548
12400 Wilshire Blvd.
Los Angeles, Calif. 90025

Staff: Michael King; Sid Cohen, Marianne Catalano. **Programs:** Wheel of Fortune; Jeopardy!; The Oprah Winfrey Show; Inside Edition; Guns of Will Sonnett/Branded; Little Rascals; Classic Detectives; Epics; Spotlight 10; Popcorn Theatre, Topper.

Krypton International 555

LBS Communications Inc. 522-532
9220 Sunset Blvd., #101-A,
Los Angeles 90069

Staff: Henry Siegel; Paul Siegel; Phil Howort; Mike Weiden; Jon Nottingham; Joseph Tirinato; John Storrier; Tony Intellisano; Ira Bernstein; Andrew Holtzman; Steve Syatt. **Programs:** Family Feud. **Specials:** The LBS Specials (9 titles); Smithsonian Treasures; Test Series; The Hunt for Stolen Treasures... Live!; Psychic Powers Exposed...Live!

Children: Police Academy; The Series; The Real Ghostbusters; Heathcliff; Mask; Inspector Gadget; The Adventures of Teddy Ruxpin; Care Bears & Friends at the Movies. **Features, packages:** LBC Spectrum II; It Came Upon the Midnight Clear; LBS Major Minis,

Hope Diamonds (11 titles).

Off-network series: What's Happening!; Crazy Like a Fox; Hardcastle & McCormick; Gidget; Family, The Monkees. **Music:** The Story of Rock 'n Roll. **LBS Classics:** Titles from Columbia Pictures Television include: Burns & Allen; Dennis the Menace; The Donna Reed Show; Eischied; Father Knows Best; Flying Nun; Ghost Story; Hazel; Jungle Jim; Wild Bill Hickok, Route 66. Titles from CEL include: America: The Way We Were. Titles from ICE include: John Fitzgerald Kennedy; Marilyn Monroe; Almatrac; Battle Line, Biography.

LBS International 522-532
875 Third Ave., New York 10022

Staff: Henry Siegel; Phil Howort; Mark Mascarenhas; Fred Gilson. **Programs:** **Movies:** Bonanza: The Next Generation; Vietnam War Story. **Comedy:** Hit Squad, You Can't Take It with You. **Children:** A Child's Christmas in Wales; Care Bears Family; Heathcliff: The Movie; Powermasters: The Movie. **Documentaries:** Forever James Dean; Smithsonian World; Kennedy: A Celebration of His Life and Times, Scared Straight! Ten Years Later. **Drama:** Horror Trilogy. **Music:** the Story of Rock 'n Roll; American Bandstand, Music Machine. **Specials:** Mysteries of the Pyramids; UFO Cover-up?; Manhunt; The Hunt for Stolen Treasures...Live!; Psychic Powers Exposed...Live!

Donald D. Lewis Advertising 614
405 Riverside Dr.,
Burbank, Calif. 91506

**Lorimar Telepictures/
Lorimar Syndication** 502-512
10202 W. Washington Blvd., Culver
City, Calif. 90232

Staff: Richard Robertson; David Salzman; Michael Solomon; Don Ross; Dalton Danon; Bruce Genter; Jim Moloshok; Bruce Rosenblum; Keith Samples; Jim Paratore; Leonard Bart; Yelena Lazovich; Leon Luxenberg; Vince Messina; Alicia Windroth; Cynthia Stanley; Jim Burke; Mary Markarian; Ed Wasserman; Jeffrey Brooks; Jacqueline Hartley; Scott Carlin; Karl Kuechenmeister; Tom Byrnes; Rob Barnett; Jeannine Kadow; Marc Solomon; Damien Riordan; Scott Weber; Eric Strong; Andrew Weir; Mary Voll; Jim Engleman; Mark Robbins; Jeff Hufford; Steve Knowles; Nicole Sabbathie; Deborah Robin; Chris Smith. **Lorimar International:** Stuart Graber; Jeff Schlesinger; Francis Reynolds; Brenda Geffner, Peter Valle.

Programs: **First-run series:** *3rd Degree; A Nightmare on Elm Street, the Series; Freddy's Nightmares; Funhouse; She's the Sheriff; Mama's Family; It's a Living; The People's Court; Superior Court; Love Connection; Family Medical Center; Gumby; The Comic Strip; Thundercats, Silverhawks. **News Service:** N.I.W.S.

Off-network series: *Alf; *Perfect Strangers; Mama's Family; It's a Living; Alvin & the Chipmunks; Knots Landing; Dallas; Eight is Enough; The Greatest American Hero; The New Dick Van

Dyke/ Mayberry R.F.D.; More Real People; My Favorite Martian; Here's Lucy; The Blue Knight; Flamingo Road, Ten-speed and Brown Shoe. **Features/packages:** Lorimar Family Classics; Mint Edition; Ultra 4 (30 titles); Telepictures 3 (28), 2 (27), 1 (16); Masters of Fury; 22 Karat; Lormar I (25), II (25); Sci-Fi Horror (55); Cowboys and Indians (32); Bomba the Jungle Boy (13), Deja Views (55).

MCA-TV 622-632, 722, 724
445 Park Ave., New York 10022

Staff: Jim Kraus; Don Menchel; Mort Slakoff; Don Micallef; David Pulido; Richard Nailling; Jeff McElheney; Paul Hoffman; Tom Maples; Bob Raleigh; Shelly Schwab; Marc Grayson; Ken Arber; Bill Trotter; Gary Wendt; Bobbi Fisher; Steve Rosenberg; Charlotte Sweet; David Brenner; Al Rush; Chris Rovtar; Tom Russo; Steve Hackett, Kate Kelleher. **Programs:** *Universal Pictures Debut Network III; *Pictionary; *Star-Play; *Lassie; *\$Reward\$; Amen; Airwolf; The Morton Downey Jr. Show; The Munsters Today; My Secret Identity; Out of This World; Charles in Charge.

Series: Kate & Allie; Knight Rider; The A Team; Simon & Simon; Black Sheep Squadron; Gimme a Break; Magnum; That's Incredible; Quincy; Buck Rogers; Kojak; The Rockford Files; House Calls; BJ/Lobo Show; The Incredible Hulk; Emergency!; Leave it to Beaver; The Munsters; McHale's Navy; The Jack Benny Show; Whiz Kids/Voyagers; Street Hawk/The Insiders; Baretta; Alias Smith & Jones; The Six Million Dollar Man; The Bionic Woman; Five Star Mystery; The Bold Ones; Ironside; It Takes a Thief; The Name of the Game; Rod Serling's Night Gallery; Run for Your Life; Rich Man, Poor Man, Book I and Book II; Operation Petticoat; Harper Valley; Best Sellers I and II; The Deputy; Mickey Spillane's Mike Hammer; Thriller; Men from Shiloh; Wagon Train.

Features: Universal Pictures Debut Network I and II; Film Fest I; Universal's Marvelous Ten; Universal Pictures Prestige 13; Universal Pictures Exploitable 13; Universal's Most Wanted List; The Columbo/McCloud/McMillan Mystery Movies; Banacek; The Hit List; Universal Network Movies 85; Battlestar Galactica; Champagne Movies 34; Ninety Minute Movies; Universal Grand 50; Universal Star Spangled 33; Universal World Premieres; Comedy Festival I and II; Universal 40, 49, 50, 52, 53, 123; Paramount Pre '48; Paramount 100 Select; Universal 260 Select List; Universal Color One Hundred; Universal 36 Black and White Elite; 77 Horror Greats; Western Round-up; Reserve; Diabolic Dozen; Dead End Kids Movies; Abbott & Costello.

Media Marketing Group II 732

MGM/UA 702, 704
10000 W. Washington Blvd.,
Culver City, Calif. 90232

MTM Television Distribution 727, 729

Muller Media Inc. (MMI) 637
23 E. 39th St., New York 10016

Staff: Robert Muller; Daniel Mulholland.

Programs: *Lethal Weapons; *For Those I Loved. **Features:** The Great Escapes; Top Guns; Rainbow Family; The Godzilla All Stars; Super Action 10; Cinema Greats; Scattergood Baines, Above and Beyond. **Cartoon:** The New Three Stooges. **Special:** Action I & II. **Series:** The Making of...

New World Television 545, 547
130 E. 59th St., New York 10022

Staff: Tony Brown; Joe Middelburg; Monte Lounsbery; Tony Fasola; Frank Browne; Jim Weathers; Sandy Lang. **Programs:** New World One (18); New World Two (18); *New World Three (20); *Sledge Hammer!; *Life of Riley; Marvel Action Universe; *Zorro: The Legend Continues.

International Staff: Laurie Fein; John Triantafyllis; Osvaldo Barzellato; Ray Donahue; Derek Malone; Noel Cronin; John Clutten; Yves Witner; Alix Davonneau; Hans Eksteen; Franz Elmendorff.

International Programs: **Series:** A Fine Romance; Crime Story; High Mountain Rangers; Life of Riley; Murphy's Law; Rags to Riches; Santa Barbara; Sledge Hammer!; The Bold & the Beautiful; The Wonder Years; Tour of Duty; Zorro, The Robert Guillaume Show. **Movies:** After the Promise; Conspiracy of Love; Dangerous Affection; Easy Prey; Gladiator; Penalty Phase; Something In Common; The Woman He Loved; The Return of the Incredible Hulk, Poker Alice.

Mini-series: Beryl Markham: A Shadow on the Sun; Courage; Echoes in the Darkness; Elvis and Me; Harem; Monte Carlo; Queenie, Sins. **Animation:** Dino-Riders; Little Wizards; Robocop; Marvel Action Universe, The Marvel Catalog of Animation. **Specials:** Adventures of Two-Minute Werewolf; Almost Royal Family; Can a Guy Say No; Different Twist; Don't Touch; Exchange Student; Getting Even: A Wimp's Revenge; Gramps and the Globetrotters; Great Love Experiment; Haunted Mansion Mystery; Herself the Elf; High School Narc; I Want to Go Home; Mom's on Strike; My Father, My Rival; Mystery at Fire Island; No Greater Gift; The Diamond King; Truth about Alex; Tucker and the Horse Thief; War Between Classes; What If I'm Gay?; Workin' for Peanuts. **Theatrical movie package:** (25 titles).

Orbis Communications Inc. 553
432 Park Ave. South,
New York 10016

Orion Television Syndication 617,619
1888 Century Park East,
Los Angeles 90067

Staff: J. Scott Towie; Robert Mirisch; Larry Hutchings; Stephen Mulderrig; Robert Oswaks; Kathy Haynsworther; Richard Zimmer; Wendy Ehrlich; Jerry Jameson; Thomas Cerio; Arthur Hasson; Don Frehe; Tara Carroll; Tim Overmyer.

Programs: **First-run series:** Crimewatch Tonight, Hollywood Squares. **Off-net series:** Cagney & Lacey; The Avengers; The Addams Family; Green Acres; Mr. Ed; The Best of Saturday Night Live. **Feature packages:** Orion

I (20), II (25), III (20), IV (22); Orion Star-view I (11); Orion Premieres (15); Born Wild (12); Chrome & Hot Leather (12); Filmways I (22); Monsters on the Prowl (9); Films for the 80's (25); Beach Blanket Bingo/Young Adult Theatre (14); The Winning Hand (25); Ghoul-a-Rama I, II (26); The World of the Macabre (8); Films from the 70's (22). **Mini-series:** Louisiana; Secret of the Black Dragon, King.

Palladium New Century TV 634, 636
444 Madison Ave., 26th floor, New York 10022

Staff: Gary Dartnall; Nathaniel Kwit Jr.; Bob Cohen; Brian Firestone; Harvey Reinstein; Rick Bompane; Buddy Brooks; Ginny Wood. **Programs:** *Jackpot!; *Eye Q; Adventures of the Lone Ranger; Lone Ranger Series; Lassie Series; Timmy and Lassie; Jeff's Collie; Sgt. Preston of the Yukon; Skippy the Bush Kangaroo, Lone Ranger Cartoons. **Features, packages:** *Palladium Silver; Power Pack; Primetime 90's; Janus Features; Lone Ranger Features; Lassie TV Movies; Lassie Features; The Big 21, Adventures of the Lone Ranger.

Paramount Domestic Television 602-610
5555 Melrose Ave., Los Angeles 90038

Staff: Mark Dvornik; Liz Firallo; Bobbee Gabelmann; Steve Goldman; Marc Hirsch; Stan Justice; Michael Kerans; Maura McDonough; Greg Meidel; Dick Montgomery; John Morrow; John Nogawski; Gerald Noonan; Al Rothstein; Don Salem; Lucie Salhany; Ken Solomon, Ed Wilson. **Programs:** *Tabloid; *Joan Rivers; Brothers; Cheers; Family Ties; Webster; Winds of War; Taxi; Entertainment Tonight; Geraldo; *Arsenio Hall Show; Friday the 13th; Star Trek: Next Generation; Happy Days; Laverne & Shirley; Brady Bunch; Odd Couple; Lucy Show; Love American Style; Mannix; Mission Impossible; War of the Worlds; Untouchables; Portfolio XI, XII, XIII; Special Edition I, II, III, Preview II, III, IV.

Peregrine Film Distribution 706
9229 Sunset Blvd.,
Los Angeles, Calif. 90069

Qintex Entertainment 701, 703
345 N. Maple Dr., Beverly Hills,
Calif. 90210

Staff: Mort Marcus; Charles Schreger; Jody Shapiro; Tim Noonan; Bill Marcus; Paul Puskar; Rob Word; Mike Russo, Kelly Ann Sole. **Programs:** Colorization Classics (vol. 1); Dennis the Menace Kids; Hal Roach Classics (vol. 1); *McHale's Navy; *The New Leave It to Beaver; T&T Second Season; *Crime Diaries; *National Lost and Found, *Rollergames.

Republic Pictures Corp. 621, 623
12636 Beatrice St., Los Angeles 90066

Staff: Russell Goldsmith; Steven Beeks; Chuck Larsen; Joe Levinsohn; Glenn Ross; Lee Wedemeyer; Tim McGowan; Julie Pipenkotter; Georgia Scott; Diane Levin; Linda Lieberman; Lisa Woodcock; Diana Foster; Marlynda Salas,

Gene Lavelle. **Programs:** **First-run series:** On Trial, On Trial This Week. **Features:** Republic Premiere One; Color Imaged Specials I (10), II (8); John Wayne collection (16); Hollywood Stars (16); Hollywood One (30); Action-Packed Package (28); Classic Comedy (13); Republic Serials (46); Home of the Cowboys (22); Serial Movies (26); Holiday Features (4); Popcorn Theater (26); Animated Features (5), Cartoons. **Off-network series:** Bonanza; Get Smart; High Chaparral, Victory at Sea.

International: **First-run series:** Beauty and the Beast, On Trial. **Movies:** Fulfillment; Liberace; Indiscreet; Jesse; Mistress; Promised a Miracle; When the Time Comes; Eye on the Sparrow, Family Sins. **Off-network series:** Press Your Luck; Bill Cosby Show; I Spy; Bonanza; Get Smart; High Chaparral; Dr. Kildare; T.H.E. Cat; Car 54, Where Are You?; My World and Welcome To It. **Other:** Travel Tips; Hollywood Stars; Champions; Favorite Holiday Features; John Wayne Classic Westerns; Horror Features; Republic Cowboys; Roy Rogers: The Great Movie Cowboys; Science Fiction Features; Loving You, Cartoons.

Sachs, Finley & Co. 707
12301 Wilshire Blvd., Los Angeles 90025

Staff: Jerry Sachs; Barbara Schwecke; Bill Vertin; Adrien Seixas. **Programs:** Leonard Nimoy—On the Set.

Select Media Communications Inc. 638-642
885 Third Ave., New York 10022

Staff: *InSport; Relatively Speaking; *Fifth Annual Mrs. of the World Pageant; *23rd Victor Awards. **Program inserts:** Today In Music History; Whodunit?; Intermission; Quick Schtick; Fashion in a Flash; Health Break; Ask Professor Nutrition; Where in America?, 1-Across.

The Silverbach-Lazarus Group 625
9911 W. Pico Blvd., #PH-M, Los Angeles 90035

Staff: Alan Silverbach; Herb Lazarus; Toby Rogers, Jim Francis.

Programs: Faerie Tale Theatre; The Littlest Hobo; Cimarron Strip; *Ivan the Terrible—The Demjamuk Dossier; Hillary's Adventures; Phenomenal World; Explore; For the Term of His Natural Life.

Stephen Arnold Productions 725

Peter Storer & Associates Inc. 705
11822 N. Woodside Crt.,
Mequon, Wis. 53092

Staff: Peter Storer Jr., Sandy Demitros. **Products:** The Program Manager System (PGMS).

Sybervision Systems 709
7133 Koll Ctr. Parkway, Pleasanton,
Calif. 94566

Staff: Bill Gonzales; Dan Danielsen, John Cablinha. **Programs:** Stop Smoking for Life; The Neuropsychology of Self Discipline; Eating Lean, Neuropsychology of Weight Control.

Synchrional Media Inc. 714
1515 Broadway, 50th floor,
New York 10036

Staff: Ira Smolev; Jerry Baldwin; Larry Dawley; Leslie Hartzell. **Programs:** Looking Closer—Can You Beat Baldness?; Love Your Skin; *You Can Feel Beautiful; *Your Passion for Beauty—Tova 9; Easy Way to Lose Weight; Kitchen Magic—V'Slicer, You Can Be Successful.

D.L. Taffner, Ltd. 712
31 W. 56th St., New York 10019

Staff: Rick Levy; Joe Ceslik, Mike Fahn. **Programs:** *Mystery Wheel of Adventure; *Talkabout; *5-4-3-2-Run; *Count Duckula; Check It Out; Benny Hill; Three's Company, Too Close for Comfort.

Teletrib 556-560
875 Third Ave.,
New York 10022

TeleVentures 519-523
1925 Century Park East, S-2140, Los Angeles 90067

Staff: Pat Kenney; Bill Kunkel; Maury Lanken; Jack Brandon; Ed Youngmark; Noranne Frisby; Kathy Zeisel; Doug Friedman; Drew Hallmann; Jerry Leifer. **Programs:** *Pegasus I; TV-1; Hunter, Sha Na Na.

Transcontinental Pictures Industries 715
650 N. Bronson Ave., Hollywood, Calif. 90004

Turner Program Services 607
One CNN Center, Atlanta 30348-5366

Staff: W. Russell Barry; John Wladen; Bob Schuessler; David Skillman; Ken Christensen; Bob Rierson; Jon Petrovich; Fred Burrows. **Programs:** *Features:* Premiere One (8 titles), Two (19), Three (10), Four (15); Turner Entertainment One (25); Premium One (22); Color Classic Network Two (12), Three (24); That's Entertainment (20); Vintage One (29); Family Fair (25); Lion Two (30); Theatre 15 (15); Extra-Extras (25); 10 More Extra-Extras (10); 13 Tailor Mades; MGM Pre-48 Library (744); RKO Film Library (669); Warner Bros. Library (735). *First run:* Secret World (24 titles); National Geographic "On Assignment" (Years III, IV, V), Cousteau's Rediscovery of the World (Years IV, V, VI).

Off-network: Gilligan's Island; Medical Center; CHiPs; The Courtship of Eddie's Father; The Man from U.N.C.L.E.; Please Don't Eat the Daisies; Daktari. *Children:* Tom & Jerry and Friends; Popeye; Our Gang; Warner Bros. Cartoon Library, MGM Cartoon Library.

TV Horizons 522-532
Division of LBS Communications,
875 Third Ave., New York 10022

Staff: Henry Siegel; Mike Weiden, Ira Bernstein. **Programs:** *Series:* Family Feud; A Current Affair; Hollywood Squares; Small Wonder; Crazy Like a Fox; Hardcastle & McCormick; Peter Gunn/Mr. Lucky/The Invisible Man, Gidget. *Children:* Police Academy: The Animated Series; The Real Ghostbusters; Heathcliff; Popeye; Care Bears & Friends at the Movies; Story of Rock 'n Roll; The Monkees, Smithsonian Treas-

ures. *Movies:* Fox Premiere Movies, Spectrum II. *Specials:* The Hunt for Stolen Treasures...Live!; Psychic Powers Exposed...Live!; LBS Major Minis, The LBS Specials.

20th Century Fox 501-509
10211 W. Pico Blvd.,
Los Angeles, Calif. 90035

Vestron Television 525-527
60 Long Ridge Rd., POB 4000,
Stamford, Conn. 06907

Staff: Julian Levin; David Armstrong; Bruce Casino; John Witte; Tim Laverder. **Programs:** *Hot Tickets (12 titles); First Images (12), Double Images (10).

Viacom 537-543
1211 Avenue of the Americas,
New York 10036

Video Media Marketing Ltd. 719
Warner Bros. TV Dist. 557-559
4000 Warner Blvd.,
Burbank, Calif. 91522

Staff: Charles McGregor; Mauro Sardi; William Hart; Bill Seiler; John Louis; Gary Cozen; John Laing; Paul Simon; Ken Fournier; John Chickering; Dee Eulberg; Dan McRae; Sharon Kneller; Eleanor Liebs; Erwin Markisch; Joe Kivlehan; Louis Marino; Bruce Hoffman. **Programs:** *Cartoons:* Bugs Bunny & Friends; Porky Pig & Friends. *Features:* Volume 27 (18 titles); TV4 (13); Volume 26 (24); TV3 (13); Volume 25 (24); TV2 (13); Volume 24 (18); 13 Classic Thrillers II (13); TV1 (13); Volume 23 (20); Volume 22 (38); Volume 21 (26); The FBI Story (4); Volume 20 (30); Volume 19 (29); Volume 18 (28); Volume 17 (23); Volume 16 (18); Volume 14, 15 (13); Volume 13 (25); Volume 2A (22); Volume 1-A (24); 13 Classic Thrillers (13); Tarzan Features (32); The Bowery Boys (48); Starlite 3,4,5,6, Special Features (17).

Mini-series: Hollywood Wives; V; Bare Essence; The Thorn Birds; Pearl, Scruples. *Off-network series:* Head of the Class; Growing Pains; Night Court; Scarecrow and Mrs. King; Matt Houston; Private Benjamin; The Dukes of Hazard; Alice; Welcome Back, Kotter; Chico and the Man; F Troop; Superman; Batman/Superman/Aquaman; Harry O; Wonder Woman; Kung Fu; The Waltons; The FBI; Tarzan, Maverick.

World Events Productions Ltd. 515
4935 Lindell Blvd.,
St. Louis 63108

Staff: Edward Koplar; Brian Lacey; Peter Keefe; Mark Altschuler, Susan Bae. **Programs:** *Denver, the Last Dinosaur; *Vytol, the Starfire Champion; Saber Rider and the Star Sheriffs, Voltron: Defender of the Universe.

World Wrestling Federation 538-540
1055 Summer St.,
Stamford, Conn. 06905

Staff: Vincent McMahon; Linda McMahon; James Troy; Richard Glover; Basil DeVito; Michael Ortman; William Datre; John Howard; Joseph Perkins. **Programs:** WWF Superstars of Wrestling; WWF Wrestling Challenge, WWF Wres-

ting Spotlight.

Worldvision Enterprises 641-645
660 Madison Ave.,
New York, N.Y. 10021

Staff: John Ryan; Randy Hanson; Gary Montanus; Bill Baffi; Burt Rosenburgh; Adam Lloyd; Phil Martzoff; Rita Scarfone; Alan Winnikoff; Gary Butterfield; Brian O'Sullivan; Jim Kauss; Jim Thomson; Karl Middleburg; Reggie Jester; Paul Danlik; Marty Weisman, Ed O'Brien. **Programs:** *First run game show:* *Make Your Move. *Variety:* *After Hours. *Comedy:* *Starting from Scratch; *Children:* Smurf's Adventures; Hanna-Barbera's Superstars 10; The Yogi Bear Show; Snorks; Fantastic World of Hanna-Barbera; The Jetsons; Yogi's First Christmas; Rambo; Centurions; Chuck Norris Karate Kommandos; Robin Hoodnik; The Runaways; Oliver Twist & The Artful Dodger; Crazy Comedy Concert; Cyranos; Banana Splits in Hocus Pocus Park; Banana Splits; Atom Ant; Secret Squirrel; Adventures of Gulliver; Adventures of Huck Finn; Birdman-Galaxy Trio; Space Ghost-Dino Boy; Fantastic Four; Frankenstein Jr. & Impossibles; Shazam; Herculoids; Moby Dick/Mightor; Dastardly & Muttley; Amazing Chan & The Chan Clan; Funky Phantom; Perils of Penelope Pitstop; Wacky Races; Discovery; George of the Jungle; Harvey/Casper; Jackson Five; Jerry Lewis; Josie & the Pussycats; Josie & the sssycats in Outer Space; King Kong; Lancelot Link-Secret Chimp; Milton the Monster; Professor Kitzel; Reluctant Dragon & Mr. Toad; Smokey the Bear; Top Cat, Wait Til Your Father Gets Home. *Live Action:* Sword of Honour; Throb; Starring the Actors; Shark's Paradise, Return to Eden. *Off-network:* The Streets of San Francisco; The Love Boat II; The Love Boat; Little House on the Prairie; Barnaby Jones; That Girl; Douglas Fairbanks Presents; Dark Shadows; The Doris Day Show; N.Y.P.D.; Ben Casey; The Mod Squad; Combat; The Fugitive; The Rebel; Wendy and Me; People's Choice; The Invaders; One Step Beyond; Flying "A" Series; Man from Atlantis; Buffalo Bill Jr.; Adventures of Champion; Come Along; Dickens & Fenster; High Road; It Pays to Be Ignorant; Mickey Rooney; Next Step Beyond; On the Mat; Range Rider; Take My Word for It, Wonders of the Wild. *Specials:* A Christmas Carol; Amahl & the Night Visitors; Bay City Rollers; Children of the Gael; Echo 1; Hervie Mann/Roland Kirk; Fabulous Sixties; Irish Rovers Special; Is it Christ?; Jack Nicklaus at Home of Golf; Last Nazi; Musical Ambassadors; New Fangled Wandering Minstrel Show; The Night the Animals Talked; Raphael; Roberta Flack/Donny Hathaway; Ron Luciano's Lighter Side of Sports; Russian Festival of Music & Dance; Sunshine Specials; A Little Bit of Irish; World of Miss World; The Bobby Vinton Show, An Evening with Irish Television. *Features:* Prime I; Prime II; Prime III; Prime IV; Prime V; Prime VI; Prime VII; Prime VIII. *Mini-series:* Against the Wind, Holocaust.

Super Bowl, Rose Parade to feature 3-D

Coca-Cola, which will air 3-D Diet Coke ad in Super Bowl, will foot Bowl's 3-D production bill; Fox stations, others to carry 3-D parade

The first two live broadcasts in 3-D television will take place in January. The Jan. 2 broadcast of the Tournament of Roses Parade, produced by Fox-owned KTTV(TV) Los Angeles and airing on all Fox-owned stations plus six other stations, will appear in 3-D to audiences in at least three of those markets who will have access to special viewing glasses. And, on a larger scale, the halftime show of NBC's Super Bowl XXIII on Jan. 22 will be broadcast in 3-D. The two broadcasts will employ similar systems. Program audiences who watch without 3-D glasses will not be able to differentiate the shows from a non-3-D broadcast.

For the Rose Parade, although the 3-D feed will be the same in all markets taking the Fox Broadcast, in only Los Angeles, San Diego and Washington could retailers be lined up to distribute the glasses, said a KTTV spokesman.

Two million glasses for watching the parade broadcast are being sold through Vons grocery stores in California, according to a KTTV spokesman, tied into the broadcast by KTTV and XETV(TV) San Diego (Tijuana, Mex.). An additional 100,000 glasses are being distributed through a record retail chain in Washington for viewing on WTTG(TV) there, a spokeswoman said.

Representatives of the National Football League, Coca-Cola USA and NBC Sports announced last Monday (Dec. 19) that they had reached an agreement to broadcast the 12-minute halftime show, including a 45-second Diet Coke commercial, using the three-dimensional system developed by the Los Angeles-based Nuoptix Associates. The broadcast will make use of 20 million 3-D glasses originally manufactured as a tie-in to an unproduced *Moonlighting* episode last season.

Coca-Cola will be paying standard Super Bowl rates for its halftime spot, and will be assuming the cost of the entire 3-D broadcast, though not the cost of producing the halftime show. Coca-Cola will also be distributing the system's necessary 3-D viewing glasses through its retail network nationwide.

The 3-D Super bowl broadcast is only one element of an extravaganza that planners hope will be the most widely watched half-time show in history. Financed by the NFL, the show will include color-changing costumes, roller skater, flaming props, a fleet of 100 motorcycles and a magic card rick involving the whole stadium audience, according to a release. Set to the music of the late 1950's and early 1960's, the show



documents the adventures of a magician-musician named Elvis Presto, said Don Weiss, NFL executive director.

The 20 million glasses for viewing the 3-D effect are being made available through participating retailers of Diet Coke, said Michael Beindorff, vice president, advertising, for Coca-Cola USA. The glasses will be either given away to consumers or tied to the purchase of Diet Coke, he said, capping a season-long promotion tied to football.

The glasses, bearing the Classic Coke logo, were originally manufactured as a tie-in to what was planned as last season's finale of *Moonlighting*, which was to have included a 10-minute, 3-D sequence. After the episode was canceled because of the writers' strike, Beindorff said the company had been looking around for another show with which to do a 3-D promotion.

Given the Super Bowl's estimated audience of 54 million households and 120 million viewers, glasses for viewing the 3-D process may be in short supply. Beindorff said that because Coca-Cola, the NFL and

NBC made their final agreement for the 3-D broadcast only 10 days earlier, the company did not have enough time to manufacture more cardboard glasses. It was suggested that viewers in each household pass the glasses around while they watch, or tape the show and replay it afterwards.

To air the 3-D Diet Coke commercial adjacent to the half-time show, Beindorff said Coca-Cola would be paying NBC the standard Super Bowl rate for a 45-second spot: one-and-a-half times the cost of a \$675,000 30-second ad in the game, or slightly more than \$1 million.

The additional cost of producing the commercial and the half-time broadcast in 3-D as compared with shooting them using a normal process is minimal, Beindorff said.

Beindorff would not specify the cost of manufacturing the glasses, but said the amount was in seven figures. The NFL is assuming the cost of the half-time show apart from the three-D presentation, Weiss said. □

Sauter has a 'Hotline'

MGM/UA program, to debut at NATPE, is game show with interactive element via telephone

Van Gordon Sauter, former president of CBS News, will serve as executive producer for a new game show that MGM/UA Telecommunications will unveil at the 1989 NATPE International convention in Houston next month. The program, called *Hotline*, will have an interactive component that company officials say will differentiate it from the rest of the game shows.

This season, Sauter served as executive producer for a new program, also distributed by MGM/UA, called *Group One Medical*, which has not performed well in the ratings. MGM/UA Telecommunications President Norman Horowitz last week described the program as being "on life support," indicating it was very unlikely the program would be back a second year.

But *Group One Medical* will have a second life in the home video market. According to Horowitz, a series of cassettes will be produced examining various illnesses and

treatments, in the same manner the syndicated program did. "We are very proud of the show and the work [Sauter] did on the show," said Horowitz. Unfortunately, he added, it has not found a large audience.

Hotline will be produced by Fiedler/Berlin Productions, in association with Sauter/Piller/Perceley Productions, with MGM-UA distributing. Serving as executive producers along with Sauter will be his partners, Michael Piller and David Perceley, and Rob Fiedler and Peter Berlin.

According to Horowitz, the game concept in *Hotline* is similar to *Family Feud*, but instead of teams, individual contestants will try to match answers to survey questions. Viewers will participate by calling a 900-number and completing a computer-generated survey questionnaire, signing off with a six-digit identification number. The catch is, viewers must tune in daily up to a week after they complete the questionnaire to determine whether their entry is being used on the air. If a viewer sees his identification number flashed on the screen, he'll be given a certain amount of time to respond and become eligible for prize money.

"In a crowded marketplace," said Horowitz, "we are trying to develop the concept of interactive audience participation as a differentiating factor." The technology is not to the point where the viewer can play along day and date with the segment being aired. "Ultimately, that's what we're going for," said Horowitz. "We think this could be the start of a new generation of interactive programing."

A demonstration of the game show and the technology behind it will be up and running at the MGM-UA exhibit booth at NATPE. The half-hour strip will be offered for cash plus barter.

As reported earlier, MGM-UA will offer two additional strips at the upcoming Association of Independent Television Stations and NATPE conventions—the first-run *Straight to the Heart*, which will examine male-female relationships, and 94 episodes of off-network/off-first-run *Twilight Zone* segments produced over the last three years. A spin-off of *Group One Medical* has been scrapped. □

New syndication team: Casablanca IV and Action Media Group

Casablanca IV and Action Media Group have joined to tackle the syndication market. The two companies have formed a 50-50 joint venture to acquire and distribute syndicated programing. With the new arrangement, two Casablanca executives—Richard Gold, president, and Chuck Gerber, executive vice president—are leaving the company to pursue other interests.

Casablanca IV has up to now made its mark as a developer and distributor of first-run barter programing, but has always relied on outside companies, such as International Advertising Sales, to sell the barter time in its programs. Action Media Group is primarily engaged in selling barter time,

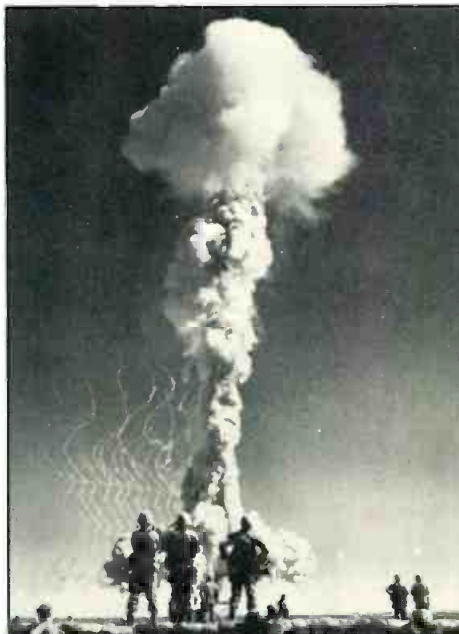
and will handle the barter sales of all the programs distributed by the new joint venture.

The new venture, known as Casablanca IV/Action Media Group, will be administered by a management committee including Richard Cohen, who has served as chairman and chief executive officer of Casablanca IV; Jim McCallum, the company's chief operating officer; Rick Pack, president and chief operating officer of Action Media Group, and Jack Allen, who has been tapped as president, worldwide distribution, for the new venture. Allen previously served as senior vice president, worldwide sales, Casablanca IV.

Essentially, the new arrangement "gives

Action Media a distribution outlet and Casablanca a barter distribution arm," said McCallum last week. The new company will distribute *Crimes of the Century*, a new weekly half-hour program hosted by Mike Connors; the wrestling sitcom, *Learning the Ropes*, which has been renewed for a second season next season; a new game show called *Celebrity Secrets*, with host Bob Eubanks (produced by Bud Granoff Productions and MAC III Productions, in association with Casablanca IV); a new first-run barter mini-series (four hours), entitled *Champagne Charlie* (from Robert Halmi), scheduled for April 1989, as well as a number of specials and movie packages. □

Public affairs programs dominate new PBS lineup



'War and Peace'



'Secret Intelligence'



'The Power Game'

Having introduced 11 new series last summer, public television is launching another 17 new series between January and May, 1989, all in addition to new productions within *American Playhouse*, *Mystery*, *Frontline*, *Nova*, *Reading Rainbow* and other of the Public Broadcasting Service's best known continuing series.

The barrage of new programs, said Barry Chase, vice president, PBS news and public affairs programing, is "well in excess" of past seasons. The new series are "the culmination of projects seeded long ago, some projects begun very recently and some held by design," particularly during the summer. Chase and other PBS executives believe the new shows represent "a great opportunity for us." At work now to meet "a new standard that won't be simple to replicate" in the fall of 1989, said Chase, public television is "feeling pretty feisty.... The spirit of competition," particularly with cable, is helping drive "the desire to keep those people who want to make quality programing for its own sake. You worry about losing the producers, because they are the lifeblood of the system." Cable

programers, like Arts & Entertainment and The Discovery Channel, do not have large amounts of programing money "yet, but they will."

Combination documentary-interview-discussion formats are the rule for the prominent new mini- and maxi-series for next winter and spring, and international relations and domestic politics provide the topics for many of them.

The formats and subject matter, said Chase, do not represent programing "that is going to be ponderous or heavy [but instead] challenging, with more lean toward engaging the viewer. A few minutes into *War and Peace in the Nuclear Age*, for example, you can feel it's going to be one of those things you can't resist. I think I'd call it all serious fun."

Power, history and ethics

First out of the chute at 8 p.m., ET, Jan. 2 and 5, and at 10 p.m., ET, Jan. 23 and Feb. 13, will be *The Power Game*, a four-part look at the Washington power game, as

played by Congress, the President and the Pentagon, as well as by the press, lobbyists and government staffs. Produced by Philip Burton Productions Inc. and Maryland Public Television, the segments include interviews with former President Gerald Ford, former Senator Barry Goldwater (R-Ariz.), former Senator Howard Baker (R-Tenn.), ABC newsman Ted Koppel and First Lady Nancy Reagan.

Also premiering early next year, and said to be "the largest special project producing station WGBH-TV Boston has ever tackled," is the 13-part, \$7.5 million series, *War and Peace in the Nuclear Age*. The series traces the history of nuclear weapons, policy and strategy, beginning with the discovery of atomic fission 50 years ago next year. *War and Peace* will feature interviews with American, Soviet, Asian and European participants. WGBH-TV; Central Independent Television, England; and NHK, Japan, co-produced the series, which debuts Jan. 23 at 8 p.m. ET.

Beginning that same night at 9 p.m. ET, broadcast journalist Bill Kurtis will host another documentary-interview examination of international relations, the four-part series, *Secret Intelligence*. Discussions with six former CIA directors, including William Casey's last TV interview, along with interviews with former presidential aides Dean Rusk, John Erlichman and Arthur Schlesinger, will punctuate this KCET(TV) Los Angeles-produced look at the history and current power of the FBI and CIA.

Continuing the successful panel discussion format of Fred Friendly's *The Constitution: That Delicate Balance*, WNET(TV) Newark, N.J., the Columbia University Seminars on Media and Society will offer a nine-part series, *Ethics in America*, premiering Jan. 31 at 10 p.m. In each segment, panels, with participants such as former vice presidential candidate Geraldine Ferraro, ABC News anchor Peter Jennings, financier T. Boone Pickens Jr., U.S. Supreme Court Justice Antonin Scalia and General William Westmoreland, will discuss hypothetical ethical dilemmas put to them by a moderator. The series will cover new topics each week, including family, community, government and the corporate world.

Beginning March 27, at 9 p.m., *The MacNeil-Lehrer NewsHour* commentator Roger Mudd will host another five-part series, *Learning in America*. Also combining documentary reports and interviews, the series will examine the growing teacher shortage, the effects of race and politics on educational reform, classroom technology, the burden on businesses to fill in educational gaps and the state of education in other nations. *Learning in America* is produced by MacNeil-Lehrer Productions and WETA-TV Washington.

Also among the mini-series on international relations, the KCET(TV) Los Angeles-Philippine Project co-production, *The Philippines*, airing Mondays, May 8-22, at 9 p.m. ET, examines Philippine history beginning with the islands' acquisition by the U.S. in 1898, and leading into President Corazon Aquino's attempts at democratic reforms today. The series includes interviews with exiled president Ferdinand Mar-

cos and with Aquino before and after she took office. WNYC-TV New York's two-year-old program, *The Kwitny Report with Jonathan Kwitny*, will make its national

debut Jan. 8 at 5 p.m., where it will air weekly through July 30. Kwitny, a long-time *Wall Street Journal* reporter, each week will present mini-documentaries.

CBN on ratings rebound

Cable service's new lineup that includes 'Bonanza' and 'Our House' pays off with higher prime time ratings

Buoyed by a revamped prime time lineup that includes *Bonanza*, *Our House* and a movie package, the CBN Family Channel cable service has reversed its drastic ratings decline of early 1988 and is posting prime time ratings of over 1.0.

Although the fractions are small by broadcast network standards, they are significant to a cable network, especially if the

prime time ratings go from a 0.5 to a 0.6 to a 1 over the first three quarters of the year, as is the case with CBN. And since the network reaches more than 43 million homes, even a 0.1 rating difference means \$200 per 30-second spot in prime time.

Paul Krimsier, vice president, programming and promotion, CBN Family Channel, and formerly vice president, programming, WTBS(TV) Atlanta, describes the makeover as "almost a re-launch of CBN as the Family Channel." Over the summer, the network repositioned itself with new logos and

Program Notes

Community Service. *Money in America: The Business of Banking*, a new three-part public television consumer education series, scheduled to air at 10 p.m. NYT, Jan. 3, 10 and 17, found its corporate underwriting in a highly extraordinary manner. Following 10 years, prosecution of a consumer class-action suit against Wells Fargo for alleged excessive bounced check processing charges, a 1987 settlement provided that the bank set aside \$1 million for public education, \$750,000 of that for public TV.

Producer Beverly Ornstein's proposal won a competition for the funds in late 1987, and KOED(TV) San Francisco began production last March. Each segment includes funder credits, "Funding for this program was provided by Wells Fargo as part of a settlement of a class-action suit," and series host Sylvia Chase begins each segment with an explanation, noting that the power of the consumers filing the original suit made the program possible.

□

Signings. Pamela Pettler has signed an exclusive development deal with Columbia Pictures Television to create and produce television series. Pettler wrote and developed two specials for NBC last year, *The Incredible Ida Early* and *Annie Oakley*, as well as the pilot episode of Shelly Duvall's *Tall Tales*. Also signing with Columbia on an exclusive basis to create, write and produce half-hour comedy series are Katherine Green and Stephen Neigher. Green's writing credits include *Women in Prison*, *Married...With Children*, *The Facts of Life*, *Taxi*, *Cheers* and *Newhart*. In his 10-year career, Neigher has written for *Barney Miller*, *The Jeffersons* and *The Facts of Life*. He has also been writer-producer on *Sweet Surrender* and for the Showtime series *Brothers*.

Fries Entertainment has signed writer-producers Jay Moriarty and Mike Milligan to an exclusive contract to develop made-for-TV movies, mini-series and half-hour comedies. Moriarty and Milligan for six years acted as writers, story editors, producers and executive producers of *The Jeffersons*. Other writing credits include *Good Times*, *Chico and the Man*, *Maude* and *All in the Family*. Fries has also signed producer Malcolm Stuart to an exclusive contract to produce series, mini-series and made-for's through his Stuart Phoenix Productions. Stuart's executive producer credits include *Ghost of a Chance*, *The Deliberate Stranger*, *Dallas: The Early Years* and *Blood and Orchids*.

Reeves Entertainment Group has entered into an agreement with drive-in movie critic and humorist Joe Bob Briggs to develop a prime time comedy series. Briggs, author of the nationally syndicated column "Joe Bob Goes to the Drive-In," is also the host of The Movie Channel's *Drive-In Theatre*.

Comedian Jay Leno has signed an exclusive multi-year contract with NBC-TV, which includes an extension of his guest-hosting duties on *The Tonight Show Starring Johnny Carson* through the 1989-90 season. In addition to the *Tonight Show*, Leno has been the host of two comedy specials on NBC and has appeared on *Late Night With David Letterman*, *Saturday Night Live* and *Friday Night Videos*.

□

Talk talk. Morton Downey Jr., Maury Povich, Sally Jesse Raphael and Geraldo Rivera will participate in a panel discussion called "TV With a Bite: New Directions in Talk and Magazine Shows," to be held at the NATPE International conference in Houston, on Jan. 25, 1989, at 8:30 a.m. at the George R. Brown Convention Center. Also, comedians David Brenner and Bronson Pinchot (*Perfect Strangers*) have been announced as entertainment for the annual Iris Awards. Brenner will host and Pinchot will be one of the key award presenters for the ceremony to be held on Friday, Jan. 27.

music and sought to emphasize its new theme: family programming.

Two thirds of the prime time lineup was scuttled—*Crazy Like a Fox*, *Hardcastle and McCormick* and an in-house programming hour were dropped—and the *700 Club* was moved from 9 p.m. to 10 p.m. CBN bought *Bonanza* (120 episodes) and *Our House* (46 episodes) to run from 6 to 8 p.m. ET. A family movie was scheduled at 8, followed by the *700 Club* and *Remington Steele* at 11 p.m. *Remington Steele* is now carried only once. "Once a day was enough," said Krimsier of the show, which has "a late-night sophistication to it."

The new lineup is paying off with prime time ratings of over a 1. *Bonanza: The Lost Episodes* has averaged a 2 rating for its daily run at 6 p.m., scoring its best ratings on the weekend. *Our House*, running every night but Saturday at 7 p.m., has averaged a 1.7 since its debut in October. The movie slot has scored a 1.3, and *Remington Steele* averaged a 1 in October, improving its lead-in, the *700 Club*, which Krimsier said

is averaging a 0.8. Over all, CBN said its prime time figures, from 7 p.m. to midnight, are up from a 0.8 in September and October 1987 to a 1.3 for September-October this year.

CBN researchers in New York say one-tenth of a rating point equals 43,600 homes, or \$200 per 30-second spot in prime time. CBN made up for the earlier ratings shortfalls with makegoods, and Krimsier said that the new schedule is "meeting or exceeding our projections" on advertising.

Krimsier said that *Bonanza* fit in with the service's western lineup on Saturday and "also played into the family image," as did *Our House*. Those two shows "improved their time periods terrifically," he said.

Of more importance, said Krimsier, is the chance to promote other CBN shows in the movie segment during prime time. "We have a better chance of circulating people through" with a movie, he said. With a series, especially in the crucial prime time hours, if viewers tune in and don't like it, they may never return, he said. With a

different movie each night, they are more likely to sample periodically and see promos of other CBN shows.

Among them are promotions for the network's original fare. Its new episodes of *Rin Tin Tin K-9 Cop* averaged a 4.5 rating, carried Saturday at 7 p.m., in its first six weeks. *Crossbow*, in its second season, seen on Saturdays at 7:30 p.m., averaged a 1.4 in October. CBN will debut *Border Town*, an adventure about a town on the U.S.-Canadian border, on Saturday, Jan. 7, 1989, at 6 p.m.

Still in need of help is CBN's daytime schedule. "We want to start paying attention to daytime," said Krimsier, especially the 12:30-4 p.m. block, where the fare is primarily half-hour, older sitcoms.

Although the *700 Club*, seen live in the morning and repeated at 10 p.m., is the lowest rated of the prime time programming and remains evangelical rather than entertainment in approach, Krimsier said there are no thoughts to shift it out of prime time. □

Week 13 posts 40.3 combined rating, 36.4 million households

'Twas the ratings week before Christmas (ended Dec. 18) and... NBC took the prime time week with a 15.4 rating and a 25.2 share. CBS pulled into second place—for the first time this season—with a 13.1/21.4, while ABC closed out the week with an 11.8/19.4.

In the evening news race, ABC's *World News Tonight* won the week with an 11.0/20. NBC came in second with a 10.9/20, followed by CBS's 10.7/19.

NBC's *Cosby Show* pulled back into first place, posting a 25.9/42. The *CBS Sunday Movie*, *A Very Brady Christmas*, claimed the number two spot with a 25.1/39. The movie ran opposite ABC's offering, a repeat of *A Smoky Mountain Christmas* which pulled in an 8.9/14 to rank 65th for the week. NBC's Sunday Movie, *She Was Marked for Murder* garnered a 14.8/24 and ranked 27th. (*Marked* began at 9:33 p.m. and was preceded by the 30-minute *Day By Day*, which had an 11.8/18 and ranked 47th.)

Boosted by the ratings numbers for *60 Minutes*, 19.3/32, and *Murder, She Wrote*, 19.9/31, CBS won Sunday night with a 22.4/35.3 over NBC's 12.2/19.3 and ABC's 8.7/13.7.

Monday went to NBC's 17.7/27.3, over ABC's 15.6/24.6 and

CBS's 12.4/19.1. NBC's Monday movie, *I'll Be Home for Christmas* had a 17.9/28, while ABC's *Monday Night Football* (Cleveland vs. Miami) pulled in a 17.0/29.

Tuesday was won by ABC, which posted an 18.2/29.1 for the night. CBS's Tuesday movie, the *Hallmark Hall of Fame* presentation of *The Promise* pulled in a 10.4/17 to rank 56th for the week.

Wednesday went to NBC. The network posted a 13.9/20.1 for the night, while ABC had a 12.0/20.1 and CBS an 11.6/19.4. NBC's *Night Court* had a 16.7/26.

NBC took Thursday with a 22.2/35.7 over CBS's 11.9/18.7 and ABC's 7.5/12.0.

Friday night was a squeaker for ABC. The network pulled in a 12.9/22.8 for the night, just ahead of CBS's 12.8/22.4. NBC mustered up a 10.5/18.6 evening average.

Saturday went to NBC's 16.1/28.8, over ABC's 8.4/14.9 and CBS's 8.2/14.8.

In the Arbitron metered-market ratings, NBC's *Cosby Show* took first place for the week in seven of the 14 markets—New York, L.A., Miami, Washington, San Francisco, Atlanta and Denver.

Nielsen	Net	Nielsen	Net	Nielsen	Net
1. 25.9/42	N Cosby Show	28. 14.1/21	C Murphy Brown	55. 10.5/18	C Night Before Christmas
2. 25.1/39	C CBS Sunday Movie	29. 14.0/24	N Amen	56. 10.4/17	C CBS Tuesday Movie
3. 24.2/39	N Different World	30. 13.9/23	A Hooperman	57. 10.3/17	A Free to Be a Family
4. 23.7/37	N Cheers	31. 13.9/25	A 20/20	58. 10.0/16	C Almost Grown
5. 22.9/35	A Roseanne	32. 13.6/25	C Wiseguy	59. 10.0/18	N Season to Be Smurfy
6. 21.3/33	A Who's the Boss?	33. 13.5/23	N Midnight Caller	60. 9.9/15	C Paradise
7. 20.1/35	N Golden Girls	34. 13.4/24	N 227	61. 9.4/17	A ABC Saturday Movie
8. 20.0/33	N L.A. Law	35. 13.2/23	A Full House	62. 9.2/14	F America's Most Wanted
9. 19.9/31	C Murder She Wrote	36. 13.0/20	N Family Ties	63. 9.2/16	N Sonny Spoon
10. 19.3/32	C 60 Minutes	37. 12.9/20	A Wonder Years	64. 9.0/14	C 48 Hours
11. 19.3/30	N Dear John	38. 12.8/23	A Perfect Strangers	65. 8.9/14	A ABC Sunday Movie
12. 18.8/30	N Unsolved Mysteries	39. 12.7/19	C Kate and Allie	66. 8.9/16	N Tattinger's
13. 18.6/28	N ALF	40. 12.6/21	C Charlie Brown's Christmas	67. 8.8/14	N Magical World of Disney
14. 18.0/32	N Empty Nest	41. 12.3/19	C Newhart	68. 8.7/13	A Mission: Impossible
15. 17.9/28	N NBC Monday Movie	42. 12.2/22	A China Beach	69. 8.6/13	F Married...With Children
16. 17.5/27	A Moonlighting	43. 12.1/22	N Miami Vice	70. 8.2/14	A Moscow Circus
17. 17.5/27	N Matlock	44. 12.0/21	A Mr. Belvedere	71. 7.9/13	C Annie McGuire
18. 17.0/29	A Monday Night Football	45. 11.9/21	C Falcon Crest	72. 7.5/13	F 21 Jump Street
19. 16.8/26	N In the Heat of the Night	46. 11.8/21	C Beauty and the Beast	73. 7.2/14	C West 57th
20. 16.7/28	C Knots Landing	47. 11.8/18	N Day By Day	74. 6.8/12	C Simon and Simon
21. 16.7/26	N Night Court	48. 11.7/19	A MacGyver	75. 6.6/10	C TV 101
22. 16.1/24	N Hogan Family	49. 11.5/20	A Just the Ten of Us	76. 6.5/11	A Murphy's Law
23. 15.5/23	C Designing Women	50. 11.2/18	N Baby Boom	77. 6.4/10	A Knightwatch
24. 15.5/29	N Hunter	51. 10.8/17	C Equalizer	78. 5.5/9	A Burning Questions
25. 15.1/26	A thirtysomething	52. 10.7/17	A Dynasty	79. 4.8/7	F Garry Shandling Show
26. 14.8/25	C Dallas	53. 10.7/19	C Bugs Bunny Christmas	80. 4.2/6	F Tracey Ullman Show
27. 14.8/24	N NBC Sunday Movie	54. 10.6/18	N Chipmunk Christmas		

© 1988 Nielsen Media Research, Arbitron

High-definition demonstration

North American Philips demonstrated hardware for satellite delivery of its HDS-NA (high-definition system for North America) at its lab in Briarcliff Manor, N.Y. Pictures on screen sizes from 31 inches to 120 inches were shown. The hardware demonstrated is designed for delivery of high-definition network feeds to broadcast affiliates and cable headends and for transmission to the home by direct broadcast satellite operations.

The satellite version of the system is designed to transcode with the Philips-developed over-the-air version, an augmentation channel system. Hardware for the broadcast version is expected to be completed by mid-1989. Philips has already agreed to form an HDTV Viewing Center with Hughes Communications where the satellite HDS-NA will be tested late next year (BROADCASTING, Oct. 24).

Eureka, says France

France took the lead in suggesting specific actions to promote the Eureka high-definition television recording and transmission systems at a meeting of the

European Council, the 12 heads of state of the Common Market, held Dec. 2-3 in Greece. It volunteered to host a spring 1989 conclave of television professionals from throughout Europe, including broadcasters, writers, directors, advertisers and others. Further demonstrations of Eureka hardware, first shown last September at the International Broadcasting Convention in Brighton, England, were urged for the next Common Market meeting in Madrid in June 1989 and at the annual economic summit of the seven leading industrialized nations, to be held the following month.

Sanyo's American subsidiary

Sanyo Electric Co., Osaka, Japan-based manufacturer of professional and consumer audio and videotape recording equipment, has incorporated a new North American subsidiary and opened corporate headquarters in Little Ferry, N.J. The new headquarters oversees 20 Sanyo offices located in the U.S., Canada and Mexico. According to Sanyo, the opening of the New Jersey office is the first move in a global strategy to reorganize the company's marketing in 27 countries worldwide.

Future corporate headquarters will also be opened in Europe and Asia.

Canadian role

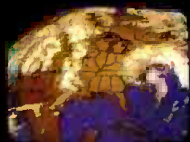
The Canadian Broadcasting Corp. (CBC) has taken a formal role in the organization of the Compatible Video Consortium (CVC), a limited partnership formed by three broadcast companies to develop the HD-NTSC high-definition transmission system proposed by the Del Rey Group, Marina Del Rey, Calif. According to Del Rey President Richard Iredale, CBC has not pledged cash to the consortium but has agreed to provide personnel and equipment support. Computer simulations of HD-NTSC have been created at CBC's research lab in Montreal over the past two years.

Michel Durocher of CBC's strategic engineering department has been appointed project manager for development work on HD-NTSC.

CVC was formed last February through funds invested by Cox Enterprises, Atlanta, and Tribune Broadcasting, Chicago. Group W Broadcasting later joined the partnership. The partners have so far gathered about \$400,000 for the project.

ACCU-WEATHER® presents:

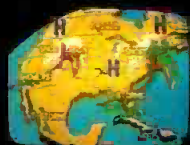
Top Quality Weather Graphics



Satellites



Radars



Maps



Features

Accu-Weather delivers a complete line of satellite and radar images, national, regional and local maps, many daily features, custom graphics and much more.

A \$6,990 Weather Graphics System - Complete.

The revolutionary new Amiga Weather Graphics System from Accu-Weather includes:

- Paint capability
- Easy operation
- NTSC output
- Automatic log-in
- Color table movies and looping
- Total weather segment production

The combination of Accu-Weather graphics and this high quality Amiga Weather Graphics System gives you the best in weather graphics at the lowest cost.

Accu-Weather, Inc

619 W. College Ave., State College, PA 16801 (814) 234-9601

CPB awards \$3.6 million to radio projects

Shows chosen range from blues to business news and include both returning programs and new ones

The 15 proposals selected by the Corporation for Public Broadcasting as finalists in its third annual Radio Program Fund were announced last week and include eight independent production projects, five minority productions and four public radio station productions.

Among those sharing the \$3.6 million awarded are a new daily business magazine and a new documentary on immigrants in U.S. public schools, as well as already established national programs, such as the weekly variety show, *Good Evening*, the daily arts and entertainment hour, *Fresh Air*, and the weekly documentary series, *Soundprint*.

Listed in alphabetical order, the programs, producers, program descriptions and funding availability dates are as follows:

■ *Bluestage*. Felix Hernandez, New York. Thirty-nine 60-minute live weekly blues music. December 1989.

■ *Echoes*. Kimberly Haas and John Diliberto, Pennsylvania Public Radio Associates, Eagle, Pa. Two hundred and sixty-three hours of modern instrumental music programming, including new age, minimalist and fusion music, plus 520 "modules," designed for weeknight airing. October 1989.

■ *Fresh Air with Terry Gross*. Terry Gross and Dan Miller, WHYY-FM Philadelphia. Three hundred and sixty daily live hours comprising current film, television, record and book reviews and interviews with writers, actors, composers, musicians and filmmakers. The series is entering its third season. Immediately.

■ *Good Evening*. Tom Voegeli, Minnesota Public Radio, St. Paul. Thirty-nine 90-minute live variety programs broadcast from St. Paul's World Theater. The series is entering its second season. Immediately.

■ *High Performance*. American Public Radio, St. Paul. Funds are for research and pilot production to develop new formats for radio music programming.

■ *Immigrant Students in Public Schools*. Radio Bilingue, Fresno, Calif. Eight documentary hours (four in English, four in Spanish) investigating problems faced by schools, government agencies, immigrant students and parents in the U.S. system. March 1989.

■ *Joe Frank: Works in Progress*. Joe Frank, Santa Monica, Calif. Forty hours combining "spoken word performances" and original radio drama. October 1989.

■ *The Last Game Show*. Norman Jayo, National Asian American Telecommunications Association, San Francisco. Four 30-

minute segments of a drama set in a totalitarian future, centering on the centennial of the dropping of the atomic bomb on Hiroshima. June 1989.

■ *Latin File*. Judi Moore Smith, National Public Radio, Washington. Two hundred and sixty 15-minute daily breaking and feature Hispanic news and commentary programs. Immediately.

■ *Marketplace*. Jim Russell, KLOM(FM) Long Beach, Calif. Two hundred and sixty business magazine half-hours "focusing on the 'why?' behind major business stories." January 1989.

■ *Miles Davis Radio Series*. Steve Rowland, Painted Bride Art Center, Philadelphia. Thirteen half-hours and one two-hour special documenting "the creative processes of Miles Davis's music and his impact on other artists." November 1989.

■ *Quincentenary Radio Project*. Native American Public Broadcasting Consortium, Lincoln, Neb. Funds will be provided to research and develop possible specials and/or series for the 1992 Columbian Quincentary "from the viewpoint of the native peoples present when Columbus made his first

contacts in the New World." Date to be announced.

■ *Ruby 3*. Tom Lopez, ZBS Foundation, Fort Edward, N.Y. One hundred and thirty three-minute modules and thirteen 30-minute episodes of a "futuristic techno-drama" series featuring a female "space-age detective [and] based on the Sumerian myth, 'Inanna, Queen of Heaven and Earth.'" October 1990.

■ *Soundprint*. Bill Siemering, WJHU-FM Baltimore. Seventy-eight half-hour, single-issue documentaries "that reflect the American experience and promote cross-cultural understanding." Immediately.

■ *Worldpop*. Sean Barlow, World Music Productions, Washington. Twenty-six two-hour live music concerts showcasing "top world pop musicians performing in Paris, London, New York and Rio de Janeiro." January 1990.

"These programs," said CPB Radio Program Fund director Richard Madden, "cross musical boundaries from blues to New Age, showcase original radio drama, put a new spin on business news and appeal to many different listening tastes." □

Survey says Kasem preferred over Stevens, 2-1

Kasem ranks high among 25-plus demographic; Stevens taking hold of teen audiences

With the premiere of Westwood One's *Casey's Top 40 with Casey Kasem* less than a month away (Jan. 21, 1989), North Carolina-based Coleman Research has released the results of a survey it undertook under its own initiative, comparing the veteran countdown host to Shadoc Stevens, host of *American Top 40 with Shadoc Stevens*. Al-

though Kasem was preferred by a two-to-one margin among all listeners surveyed, Stevens made some strong showings among those included in the telephone survey.

Kasem ranked high among audiences aged 25-plus and scored several points with adult contemporary listeners; Shadoc Stevens, who replaced Kasem at ABC last summer, is taking hold of teen audiences and moving in on Kasem's contemporary hit radio territory, according to the survey.

Kasem was preferred by 67% of all lis-



Kasem



Stevens

ATTENTION: WOMEN WHO SOUGHT EMPLOYMENT WITH THE VOICE OF AMERICA (VOA), THE UNITED STATES INFORMATION AGENCY (USIA), OR THE UNITED STATES INTERNATIONAL COMMUNICATION AGENCY (USICA) BETWEEN OCTOBER 8, 1974 AND NOVEMBER 16, 1984.

**YOU MAY BE A VICTIM OF SEX DISCRIMINATION
ENTITLED TO A MONETARY AWARD AND A POSITION WITH THE AGENCY.
UNITED STATES DISTRICT COURT FOR THE DISTRICT OF COLUMBIA**

CAROLEE BRADY HARTMAN, et al.,
Plaintiffs,

v.

CHARLES Z. WICK,
Defendant

Civil Action No. 77-2019
Judge Charles R. Richey

PUBLIC NOTICE

On November 16, 1984, the United States District Court for the District of Columbia found in this class action lawsuit that the United States Information Agency (USIA or the Agency), including the Voice of America (VOA), is liable for sex discrimination against female applicants for the following positions at the Agency. The USIA was also formerly known as the United States International Communication Agency (USICA). On January 19, 1988, the Court issued its opinion ordering relief in a variety of forms to potential class members. Accordingly, this case is now in the remedial phase.

JOBS COVERED

Specifically, the Court has found that the Agency has discriminated against women in hiring in the following jobs:

- Electronic Technician (Occupational Series 856)
- Foreign Language Broadcaster (Occupational Series 1048)
- International Radio Broadcaster (Other) (Occupational Series 1001)
- International Radio Broadcaster (English) (Occupational Series 1001)
- Production Specialist (Occupational Series 1071)
- Writer/Editor (Occupational Series 1082)
- Foreign Information Specialist/Foreign Affairs Specialist/Foreign Service Information Officer/Foreign Service Officer (Occupational Series 1085 and 130)
- Radio Broadcast Technician (Occupational Series 3940)

WHO IS INCLUDED

All women who sought employment with the Agency in any of the jobs listed above between October 8, 1974 and November 16, 1984 and were not hired may be eligible for relief. Also included are those women who were discouraged from applying for these positions during that time period. Even those women subsequently hired by the Agency in some capacity may be entitled to participate in the remedial phase of this case.

Women who sought employment with the Agency as Foreign Service Officers or Foreign Service Information Officers may be eligible for different kinds of relief depending upon the date of application and whether they sought employment at the entry level or mid-level. Women who sought employment with the Agency as entry level Foreign Service Officers or Foreign Service Information Officers in the years 1974-1977 must use the procedure outlined below. Women who sought employment with the Agency as mid-level Foreign Service Officers or Foreign Service Information Officers in the years 1974-1984 must also use the procedure outlined below. However, women who sought employment with the Agency as entry level Foreign Service Officers or Foreign Service Information Officers in the years 1978-1984 cannot use the procedure outlined below, since the Court has ordered an alternative form of relief for them and selected women in this group will be notified individually as to their rights.

RELIEF AVAILABLE AND HOW TO OBTAIN IT

Relief available to class members may include a monetary award and/or priority consideration for a current position with the Agency. If you think you may be entitled to relief, you must obtain a claim form, complete it fully, and return it to counsel for the plaintiff class, Bruce A. Fredrickson, Esq., Webster & Fredrickson, 1819 H Street, N.W., Suite 300, Washington, D.C. 20006 (202/659-8515), postmarked no later than July 15, 1989.

You may obtain a claim form in person and/or in writing from several sources: counsel for the plaintiff class, whose address is listed above; in person from USIA, Front Lobby, 301 4th Street, S.W., Washington, D.C. (8:15am-5:00pm), Office of Personnel Management (OPM), Federal Job Information Center (First Floor, Room 1425), 1900 E Street, N.W., Washington, D.C. (8:30am-2:30pm), or from area OPM offices throughout the country; in writing, VOA-Hartman, P.O. Box 400, Washington, D.C. 20044. You should carefully consider all questions on the claim form, sign it, and return it to counsel for the plaintiffs. Do not, under any circumstances, return the claim form to the Judge, the Court or the Clerk of the Court. The Judge, the Court and the Clerk of the Court will not accept the claim forms and will not forward claim forms to plaintiffs' counsel.

PROCESSING OF CLAIMS

The process for handling claims has not been finally decided. Thus far, the Court has ordered that responding class members demonstrate their potential entitlement to relief at an individual hearing to be scheduled at a later date. However, the Court has reserved the right to reconsider this procedure in the event the number of claims filed makes this approach unmanageable.

Should individual hearings be used, you will be fully informed as to the date and time of your hearing. Moreover, you will be entitled to legal representation by counsel for the plaintiff class or his designee at no cost to you. Legal counsel will discuss your claim with you prior to your hearing, help you prepare your case and represent you at your hearing. You may, of course, retain your own attorney to represent you, if you so desire.

At the individual hearing, you will be asked to demonstrate your potential entitlement to relief by showing that you applied for one or more of the covered positions during the period October 8, 1974 and November 16, 1984 and that you were rejected, or that you were discouraged from applying. Evidence may be required in the form of testimony, documents, or both. Once you have demonstrated these facts, USIA is required to prove, by clear and convincing evidence, that you were not hired (for each position for which you applied) for a legitimate, non-discriminatory reason, such as failure to possess requisite qualifications. Should USIA make such a showing, you would then be entitled to demonstrate that the Agency's reason is merely a cover for sex discrimination or unworthy of belief.

Following the hearing, the Presiding Official will decide whether you are entitled to relief and, if so, what relief is appropriate. You may be entitled to wages and benefits you would have earned if you had been hired (back pay) from the date of your rejection until the date relief is approved. Under the law, back pay is offset by earnings you may have had during the period. In addition, you may be found to be entitled to front pay (that is, compensation into the future until an appropriate position is afforded you). Similarly, you may be found to be entitled to priority consideration for employment with the Agency. If hired, you may further be entitled to retroactive seniority with the associated benefits and the value of any promotions you would likely have had if you had not suffered discrimination.

REQUIRED STEPS TO FILE YOUR CLAIM

To participate in the remedial phase, you must fully complete the claim form and return it, POSTMARKED NO LATER THAN July 15, 1989, to counsel for the plaintiff class. Your failure to do so will result in your losing all rights you may have in this lawsuit. If you have questions about your rights or procedures available to you, you may contact counsel for the plaintiff class:

Bruce A. Fredrickson
Webster & Fredrickson
1819 H Street, N.W., Suite 300
Washington, D.C. 20006
(202/659-8515)

October 4, 1988

Date

/s/ Judge Charles R. Richey

United States District Court
Judge Charles R. Richey

teners aged 12-44, but gathered less than half (47%) of the teen audience. Stevens, favored by 53% of teens surveyed, only collected 34% of the aged 12-44 vote. By format, AC listeners surveyed showed an 88% lean toward Kasem and a 12% preference for Stevens. The margin was closer among core CHR listeners: 56% preferred Kasem and 44% favored Stevens.

Since approximately half of those sur-

veyed had not yet heard the Stevens show, and because the new Kasem show has not yet aired, the study may have been premature, said Tom Cuddy, vice president, entertainment programming, ABC Radio Network. He said the results were nevertheless optimistic for Stevens, "especially since we made the change in hosts hoping to go after a younger demo and planning for the future." The show's primary demo, he add-

ed, is aged 12-34.

The study, said Cuddy, observed Stevens' popularity after just 10 weeks on the air. "If Shadove did this nicely after that period of time, I would love to see a year from now what the results indicate." ABC said it currently airs the weekly countdown show on more than 475 stations nationwide.

Westwood One was not available for comment. □

Riding Gain

License lifted in Washington state

The FCC has revoked the license of KKZU(AM) Mountlake Terrace, Wash., licensed to Radio Northwest Broadcasting. On Jan. 16, 1985, Radio Northwest advised the FCC that the station was off the air due to financial problems. In February 1985 the licensee requested permission to remain silent for 90 days. The licensee then received several extensions of its silent authority. Authority to remain off the air expired Aug. 15, 1986. In March 1987 an FCC inspection found the station vacant and silent. The commission then directed Radio Northwest to provide specific plans for the station's return to operation. The licensee indicated that an attempt to find a buyer was under way.

But neither an application for license assignment or transfer of control has been filed with the commission, and Radio Northwest was ordered on March 16, 1988, to file a written notice of appearance. Radio Northwest has not filed the notice, and such a failure constitutes a waiver of the licensee's right to a hearing. The licensee advised FCC Administrative Law Judge Joseph Stirmer that it would not oppose FCC action to revoke the license and waived its right to a hearing. Stirmer canceled a prehearing conference scheduled for May 24 and certified the case to the commission.

More Money

Los Angeles-based Money Radio, the 24-hour satellite-delivered business network, reported that it has picked up eight new affiliates and added a sports business program to the service. The new affiliates, bringing the network's lineup to 13, are: KCKY(AM) Coolidge, Ariz. (Phoenix); KIXT(AM) Hot Springs, Ariz.; WAZS(AM) Summerville, S.C. (Charleston); WBES(AM) Clemson, S.C.; WDSG(AM) Dyersburg, Tenn. (Memphis); WIZO(AM) Franklin, Tenn. (Nashville); WWBZ(AM) Vineland, N.J. (Philadelphia), and WWWW(AM) Alpharetta, Ga. The new network program *Sunday Sports Show* is a three-hour interview show that focuses on the business, financial and entertainment aspects of sports. It airs Sunday, 10 a.m.-1 p.m. ET.

Storekeeper

McGavren Guild Radio President Ellen Hulleberg has been named to the post of president of The Radio Store, a radio



Hulleberg

advertising marketing program that was launched in January 1988 by parent company Interep. The Radio Store is designed to help advertisers and their agencies become aware of radio's marketing capabilities, according to Hulleberg, who begins her new position on Jan. 1, 1989. McGavren's Peter Doyle, executive vice president, eastern division, has been named acting president of the rep firm.

More news from NBC

Westwood One reported that its NBC Radio Network will offer affiliates expanded news programming beginning Jan. 2, 1989, including an expanded 40-minute daily morning *Newsline* feed at 4:06 a.m., ET (with an update at 7:06 a.m.). All other *Newsline* features, airing hourly from 5:06 a.m.-9:06 p.m., ET, on weekdays, will be expanded from 10 to 14 minutes. Another *Newsline* installment will be added on Saturdays at 12:06 p.m., bringing the day's total to four. The Sunday feed at 5:06 a.m. will be changed to 11:06 a.m. to include cuts from the morning's interview

programs. The network is also adding a special feed of material for weekend use at 7:30 p.m., ET.

In entertainment programming, Westwood said it would debut on Jan. 30, 1989, *High Voltage*, a weekly two-hour heavy metal show. The show is hosted by Tawn Mastrey, radio personality at KNAC-FM Los Angeles. Scheduled segments include: *Hot Tracks*, featuring the week's top rock songs along with tour information and news; *World-Premiere Imports*, focusing on new releases and imports; *Intruder*, featuring in-studio guest artists, and *Live Voltage*, featuring music recorded live in concert.

Texas rep

CBS Radio Representatives has signed a three-year contract with Command Broadcasting to represent its KRLD(AM) Dallas and Texas State Networks. KRLD is an all-news CBS Radio Network affiliate. The networks include four radio services: Texas State News Network with 139 affiliates; Dallas Cowboys Network with 147 affiliates broadcasting in English and 13 in Spanish; Texas Agribusiness Network, 67 affiliates, and Spanish Information Service, 41 affiliates.

Year in review

During New Year's weekend, United Stations Radio Networks will offer 1988 *News Encore*, a two-hour retrospective of the past year's major news events. The bartered program, hosted by correspondent Nick Young, will feature a wide variety of topics, including the U.S.-Soviet summit, record-breaking temperatures and the drought, AIDS, the presidential election and the winter and summer Olympics. □

Cinema Sound Ltd., New York, said it is offering its 11th annual year-in-review special, *Playback '88*. The five-hour program is geared to AC and CHR formats, with at least 40 minutes of music every hour. The AC version is available on disc and the CHR version is on tape. Featured events and personalities of the past year include wrap-ups on the country's top television shows, movies and sports events. The show is hosted by WCXR-FM Woodbridge, Va. (Washington),

director John Ogle; Rockwell Weinstein Productions serves as producer. Some stations in smaller markets carrying the bartered program are required to pay a \$100 fee.

□

Weedek Radio Network is producing *Weedek Country Christmas* for the ninth consecutive year, according to the Los Angeles-based syndicator. The 12-hour show features Christmas music and holiday reminiscences by such country music stars as Dolly Parton, Randy Travis and Hank Williams Jr. The show, hosted by Chris Lane, is available via tape on a cash basis.

□

United Stations Radio Networks will offer *News Encore 1988* during New Year's weekend. The show is a two-hour retrospective of the year's major news events. The bartered program, hosted by correspondent Nick Young, will feature

a variety of topics including: the U.S.-Soviet summit; record-breaking temperatures and the drought; AIDS; the presidential election, and the winter and summer Olympics.

Video on radio

The Broadcast Group has scheduled a Feb. 6 premiere date for *Leonard Maltin on Video*, a daily 90-second program focusing on home video (the company had earlier targeted an October 1988 debut). The bartered series is hosted by Leonard Maltin, the best-selling author of "Leonard Maltin's TV Movies and Video Guide" and regularly featured commentator on television's *Entertainment Tonight*. It is available from the Washington, D.C.-based firm on a market-exclusive basis. The company is also producing a four-page video magazine to be given away in video stores as radio station promotional tool.

Network transaction

Oregon News Network and Evergreen Radio Network have been purchased by Northwest News Network, a Seattle-based company formed by Fred W. Hudson. (ONN now operates as the Northwest News Network [NNN]. Evergreen Radio Network [ERN] will continue as a separate operation.)

NNN is now carried on 43 stations in Oregon and 16 stations in Washington. The feed is satellite delivered. ERN is carried on 17 stations in Washington state. The tape feed is delivered over the telephone lines.

Hudson is a Bellevue, Wash.-based business and insurance executive with an added background in politics. He also owns interest in KBNP(AM) Portland, Ore., and in Bainbridge Communications Group Inc., licensee of KBND(AM) Bend and KLRR(FM) Redmond, both Oregon.

The Media

Cable service discounts on rise

Lifeline service for low-income homes or senior citizens likely to become more common as local governments apply pressure during franchising process

There are growing indications that the offering of so-called lifeline service by cable operators—where discounts are provided to low income or senior citizens—will play a greater role in operations of cable systems in the years to come.

Following on the heels of settlements in Charleston, W. Va., and Boston earlier this year, in which American Television & Communications and Cablevision Systems, respectively, will provide monthly discounts to low-income residents, comes word that Cox Cable in Cedar Rapids, Iowa, and Tele-Communications Inc. in Reno, Nev., will be offering similar discounts for senior citizens.

Discount offerings are not new in the industry, but the pressure to offer such programs appears to be mounting, with local governments the most likely source to apply the pressure. The ATC agreement in Charleston, calling for a 10% discount of monthly rates for any home where total income is less than \$12,500, was part of a settlement of an antitrust suit between the state and ATC.

The Cablevision-Boston agreement (50% discount off the basic rate of \$14.95 and off installation costs for eligible low-income residents and those with Medicaid cards) grew out of an ongoing franchising dispute in that town. The National League of Cities approved a lifeline proposal at an NLC conference in Boston (BROADCASTING, Dec. 12).

Thomas Cohan, of Boston's office of communications, feels the Cablevision case could be a model statute for other cities to follow. And Congressman Rick Boucher (D-Va.) questioned the cable industry on offering lifeline service during the first cable hearing earlier this year.

Some cities have been successful in negotiating lifeline-like discounts during re-franchising negotiations, as was the case in Boston and Reno, and that is likely to continue. As penetration and basic rates increase, the cable industry may come under greater pressure to offer such services. And there are some cable operators who believe offering lifeline services is part of their corporate duty in the communities they serve.

One reason lifeline offers are not a high priority of cable operators is that they cost the operators money in reduced revenue. If each city in the country sought some lifeline service, cable industry revenue would drop. There is the additional argument that such offerings would open operators to anti-discriminatory pricing disputes. But an outside counsel for a top-10 MSO said a series of court cases have determined that cable is a service, not a commodity, and would be safe from such lawsuits.

There is also the opinion that in 1988, as opposed to 1968, people subscribe to cable for the cable services themselves, which are typically not included in the broadcast-only lifeline tiers. "My experience is that not that many people take it," said TCI Western regional manager Barry Marshall. From an operator's standpoint, if a discount is given to one segment, it has to be made up somewhere else, explains Marshall. And those that cannot

afford cable at \$15 are unlikely to afford it at \$13.50, said Marshall. Still, he said, "I'm not averse to it," which is reflected in the Reno case.

There, as part of re-franchising negotiations, TCI agreed to offer a 20% discount off the monthly basic rate of \$14.95, beginning Jan. 1, 1989, for senior citizens (65 and over) and handicapped persons who qualify. A one-person household has to have an annual income of less than \$11,250 to qualify, a two-person household, less than \$14,000. The city plans to work with a consultant to determine who is eligible, and state guidelines will be used for the handicapped cases.

In Cedar Rapids, Cox instituted a program last October of discounting monthly cable rates 25% off the \$13.95 price for eligible senior citizens (65-plus) and the disabled. The \$25 installation price is also waived. Eligibility is determined by enrollment in various city or state programs, which have income limits of between \$9,000 and \$12,000. Cox is not extending the discount to all seniors or to other low-income homes because this would cause other cable rates to rise and would put the program on unstable ground, the company said. Cox expects that 400 existing customers are eligible for the discount and another 1,600 nonsubscribers could qualify.

Continental Cablevision plans to duplicate in its Broward County, Fla., system its lower-fee, basic-only service that it has had in its Jacksonville, Fla., system since 1980. Jeff DeLorme, senior vice president, Florida region, said about 1,200 of its 155,000 subscribers in Jacksonville take a tier consisting of all the local off-air broadcast

channels plus superstations WTBS(TV) Atlanta and WGN-TV Chicago for \$7.50. (Regular basic for 40 channels is \$13.95.) They are predominantly "seniors on fixed incomes," said DeLorme, although the offer is open to any potential subscriber. In Broward, Continental will offer 14 broadcast signals plus WTBS and WWOR-TV New York for \$7.95, \$7 less than basic.

Vision Cable in Pinellas Park, Fla., as

part of a franchise agreement signed in 1982, offers a 20-channel tier of 10 local broadcast signals, three superstations and seven various local access channels for free. Subscribers pay only for installation (\$29.95 without discount) and for a converter (usually \$106 without discount). The 45-channel basic service costs \$10.95. Jim Waldo, general manager of the system, said of the broadcast television tier: "We don't

make money on it."

Other MSOs also have similar setups. Viacom has a program in Marin County, Calif., and a Warner Cable spokesman said the company is studying such offerings. An ATC spokesman said the company has various offerings, depending on the system, but they are confined to discount or free installation and other incentives, and no direct discount off the monthly rate is offered. □

Seminar sees future of HDTV and telco

Salomon Brothers seminar features government, telco, cable speakers

High-definition television and telco entry into cable television were among the topics discussed at an investment seminar on technology and media, held by Salomon Brothers in New York.

Regarding forecasts for the future of the U.S. communications landscape, Alfred E. Sikes, assistant secretary of commerce for communications and information, said: "Things are racing so rapidly that only the most glib will offer what they think are clear answers." In the next few years, Sikes said, there will be a continuation of the federal government's "pro-competition and pro-entry" policies and further loosening of the AT&T consent decree restrictions.

In addition, he said that states would pay closer attention to communications systems as an economic catalyst in their communities, translating into more regulatory (and deregulatory) activity at the state level.

Sikes said he did not expect any major revisions to the Cable Communications Policy Act of 1984 in Congress this year, because there is no "critical mass" of sufficiently concerned congressmen on relevant committees.

Gary Bryson, vice president of development for USWest, said he envisioned the company sharing the cost and facilities of fiber optic transmission systems through private arrangements with local cable companies. He said the company did not see a role for itself as a content provider, partially because of the negative impact on earnings that a move into that segment of the business would cause.

Bernard Gallagher, vice president and treasurer of Comcast Corp., said he was not sure whether a single wire leading to consumers' households, consolidating telco and cable services, benefited consumers or whether two wires into the home were more beneficial.

"It is not true that a wave of Japanese [HDTV] television sets is going to overtake the country," said Sidney Topol, chairman of Scientific-Atlanta and chairman of the Electronic Industries Association Advisory Committee on Advanced Television. It will take about two years before the FCC has the courage to designate a transmission and display system for HDTV, Topol said. Although some people say that Japanese companies will preempt any U.S. system by blitzing the U.S. market with MUSE-compatible VCR's and videotapes, Topol said he doubted that such systems would sell.

The monitors in such a package would not be usable for HDTV reception, he said, because the FCC will not have picked a system yet.

Diana Lady Dougan, former ambassador and assistant secretary of state for international communications and information policy, said she objected to basing government-

tal decisions about U.S. HDTV technology on a policy of supporting the ailing U.S. television manufacturing industry. A better way for U.S. companies to take advantage of an HDTV boom would be to target the manufacture of high technology components of the system, whatever the origin of that system, she said. □

TV's portrayal of women improved over past 10 years, says National Commission on Working Women

The increased diversity of the roles of working women portrayed on television since 1979 is the most significant improvement to television over the past 10 years, according to a report released at the 10th annual Women at Work Broadcast Awards luncheon held in Washington by the National Commission on Working Women.

The study, "Ten Years in Prime Time: An Analysis of the Image of Women on Entertainment Television, 1979-1988," examines television's portrayal of women and compares it to the profile of real-life women during the decade.

Other positive changes reflected by television during the past decade, according to the study, include the recognition of working mothers, strong black female characters, female friendships and the portrayal of the working class heroine. The report also

commended the industry for tackling issues such as sexual harassment, the inequity of women's wages and child care.

First place awards—TV public affairs/documentary: *Crisis of Care* (WBRC-TV Birmingham, Ala.); radio public affairs/documentary: *Recreating the World—Feminist Artists in the 80's* (National Public Radio); TV news series: *Child Care* (ABC World News Tonight with Peter Jennings); radio news series: *She's the Boss* (WTOA-AM, Washington); TV entertainment: *God Bless the Child* (ABC-TV); TV news feature: *Motherworks—Coal Miner* (Lifetime); radio news feature: *The Case Against Female Chefs* (National Public Radio); TV spot feature: *Help Wanted* (NBC Nightly News with Tom Brokaw); TV editorial: *Editorial* (KHJ-TV Los Angeles).

Second and third place winners—TV public affairs/documentary, second place: *Critical Condition* (ABC-TV); TV news series, second place: *Who Cares about Daycare?* (KPRC-TV Houston); TV news series, third place: *Nursing a Shortage* (KTVX-TV Salt Lake City); radio news series, second place: *Who's Mind the Children* (ABC Radio News); TV entertainment, second place: *Beauty and Obsession* (L.A. Law, NBC); TV entertainment, third place: *Super Mom* (Family Ties, NBC); TV news feature, second place: *Caring for Kids* (WMAQ-TV Madison, Wis.); TV news feature, third place: *Motherworks—Army Mom* (Lifetime); radio news feature, third place: *Disabled Nurse—A Profile of Courage* (KCSN-FM Northridge, Calif.); radio spot feature: *Women on Wall Street* (WNYC-AM-FM New York). □

Satellite timeout. NBC-TV temporarily lost transmissions of two National Football League games Sunday, Dec. 18, when, at 6:29 p.m., co-owned GE Americom lost control of Satcom K-2 during a "routine East-West station-keeping maneuver." Feeds were moved to K-1, "within minutes," said Americom, and service was restored by 6 a.m., Dec. 19. NBC's Skypath helped affiliates locate backup feeds in the sky. WMAQ-TV Chicago suffered a five-minute, 40-second outage before picking up a C-band feed of the game, said operations manager Jack Burns.

Conus Communications' customer Fox Broadcasting also shifted to C-band in time for Sunday night programing, said Conus, which moved newsgathering traffic to SBS-3.

□

New news target. Alvin Snyder has left his post as head of the U.S. Information Agency's television division to launch a television news venture aimed at the 50-years-plus age group. His partner in NewsAge Satellite Exchange, Washington, is Jay Garfinkel, who was with him at USIA television service as production manager. NewsAge pieces, being fed weekly by satellite, both Ku- and C-band, will be free to stations for the first year, as the venture is being underwritten by the American Association of Retired Persons. Snyder also said NewsAge will pay \$400 to stations for pieces used by NewsAge. Snyder and Garfinkel see the 50-years-plus audience as a large, untapped market for news tailored to their interests.

Stock Index

	Closing Dec 21 *	Closing Dec 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC	356 1/2	356	1/2	00.14	21	5,767
N (CBS) CBS	170 1/2	169 1/4	1 1/4	00.73	9	4,028
A (CCU) Clear Channel	13 3/8	12 3/4	5/8	04.90	24	51
A (HTG) Heritage Media	4 3/8	4 3/8		00.00	-5	49
O (JCOR) Jacor Commun.	6 1/4	6 1/4		00.00	-14	61
O (LINB) LIN	66 1/2	60 3/4	5 3/4	09.46	42	3,436
O (MALR) Malrite	10 1/8	10 3/8	- 1/4	-02.40	-22	137
O (MALRA) Malrite 'A'	10 1/8	10	1/8	01.25	-14	138
O (OBCCC) Olympia Broad.	2 1/2	2 1/2		00.00		6
O (OSBN) Osborn Commun.	7 1/2	7 1/2		00.00	-6	38
O (OCOAC) Outlet Commun.	22 1/4	22 1/4		00.00	-8	145
A (PR) Price Commun.	6 3/8	6 1/2	- 1/8	-01.92	-5	61
O (SAGB) Sage Broadcasting	3 1/2	3 1/2		00.00	-5	13
O (SCRIP) Scripps Howard	70	71 1/2	- 1 1/2	-02.09	56	722
O (SUNNC) SunGroup Inc.	1 7/8	2 1/8	- 1/4	-11.76	-2	4
O (TLMD) Telemundo	7 1/2	7 3/4	- 1/4	-03.22	-1	57
O (TVXGC) TVX Broadcast	1 1/2	1 3/8	1/8	09.09		8
O (UTVI) United Television	27 3/8	26 1/2	7/8	03.30	44	300

BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	23	24	- 1	-04.16	9	242
O (ASTV) Amer. Comm. & TV	1/32	1/32		00.00		2
N (AFL) American Family	13 3/8	13	3/8	02.88	11	1,082
O (ACCMA) Assoc. Commun.	35	33 1/4	1 3/4	05.26		333
O (BMAC) BMA Corp.	30 3/4	29 1/2	1 1/4	04.23	83	322
N (CCN) Chris-Craft	20 5/8	21 1/4	- 5/8	-02.94	45	449
N (DNB) Dun & Bradstreet	54 1/8	52 5/8	1 1/2	02.85	20	8,227
O (DUCO) Durham Corp.	32 1/2	32 1/2		00.00	27	273
N (GCI) Gannett Co.	34 7/8	33 7/8	1	02.95	17	5,646
N (GY) GenCorp	17	16 7/8	1/8	00.74	1	539
O (GMXC) GMX Commun.	1/16	1/16		00.00	1	539
O (GACC) Great Amer. Comm.	9 3/8	9	3/8	04.16	9	246
N (JP) Jefferson-Pilot	30	30 1/2	- 1/2	-01.63	13	1,184
N (KRI) Knight-Ridder	45 3/4	46 3/8	- 5/8	-01.34	17	2,602
N (LEE) Lee Enterprises	26 1/8	26 1/4	- 1/8	-00.47	18	649
N (LC) Liberty	33 7/8	35 3/4	- 1 7/8	-05.24	12	314
N (MHP) McGraw-Hill	62 1/4	60 3/4	1 1/2	02.46	19	3,001
A (MEGA) Media General	35 3/4	35 1/4	1/2	01.41	23	1,008
N (MDP) Meredith Corp.	30 1/8	30 5/8	- 1/2	-01.63	12	578
N (MCG) Mich. Energy	28	27 3/4	1/4	00.90	18	75
O (MMEDC) Multimedia	75 1/2	71 1/4	4 1/4	05.96	73	830
A (NYTA) New York Times	27 3/8	27	3/8	01.38	13	2,244
N (NWS) News Corp. Ltd.	16 1/8	16	1/8	00.78	8	4,296
O (PARC) Park Commun.	27	27 3/4	- 3/4	-02.70	21	372
O (PLTZ) Pulitzer Publishing	24	24 3/8	- 3/8	-01.53	16	251
N (REL) Reliance Group Hold.	4 7/8	4 1/2	3/8	08.33	5	365
O (RTSY) Reuters Ltd.	27 5/8	26 5/8	1	03.75	18	22,936
T (SKHA) Selkirk	49 1/2	49 1/2		00.00	42	401
O (STAUF) Stauffer Commun.	130	130		00.00	43	130
N (TMC) Times Mirror	33 1/8	32 3/4	3/8	01.14	16	4,286
O (TMCI) TM Communications	3/16	3/16		00.00		1
N (TRB) Tribune	37 7/8	39 5/8	- 1 3/4	-04.41	21	2,889
A (TBSA) Turner Bcstg. 'A'	16 1/4	15 5/8	5/8	04.00	-3	353
A (TBSB) Turner Bcstg. 'B'	14 5/8	14 1/4	3/8	02.63	-2	318
A (WPOB) Washington Post	206 5/8	198 3/4	7 7/8	03.96	14	2,654

PROGRAMMING						
O (SP) Aaron Spelling Prod.	6 1/4	6 3/8	- 1/8	-01.96	5	114
O (ALLT) All American TV	2 3/4	2 3/4		00.00		3
O (BRRS) Barris Indus.	6 7/8	6	7/8	14.58	-3	54
N (KO) Coca-Cola	44 1/4	44	1/4	00.56	18	16,611
A (CLR) Color Systems	1 5/8	1 5/8		00.00	-1	8
N (KPE) Columbia Pic. Ent.	11	11 1/8	- 1/8	-01.12	157	1,207
O (CAVN) CWN Cos.	15 7/8	15 1/4	5/8	04.09	13	275
A (DEG) De Laurentis Ent.	9/16	5/8	- 1/16	-10.00		6
O (dcp) dick clark prod.	3 7/8	4	- 1/8	-03.12	9	32
N (DIS) Disney	64 7/8	65 1/2	- 5/8	-00.95	19	8,600
N (DJ) Dow Jones & Co.	30	30 1/4	- 1/4	-00.82	14	2,889
O (EM) Entertainment Mktg.	2	1 7/8	1/8	06.66	6	24
O (FNNI) Financial News	5 1/4	5 1/4		00.00	23	63
A (FE) Fries Entertain.	2 1/8	2 1/8		00.00	9	11
N (GW) Gulf & Western	41 1/4	40 3/4	1/2	01.22	7	2,479
O (QNTX) Hal Roach	3	3 1/4	- 1/4	-07.69	-6	20
A (HHH) Heritage Entertain.	1 3/4	1 5/8	1/8	07.69	1	8
A (HSN) Home Shopping Net.	4 7/8	4 3/4	1/8	02.63	22	424
N (KWP) King World	23 3/4	24	- 1/4	-01.04	15	685
O (LAUR) Laurel Entertain.	2 1/2	2 1/2		00.00	5	6
A (LT) Lorimar-Telepictures	12 5/8	11 7/8	3/4	06.31	-3	585
N (MCA) MCA	45 1/2	45 5/8	- 1/8	-00.27	25	3,308
N (MGM) MGM/UA Commun.	13 3/8	14	- 5/8	-04.46	-7	670
A (NHI) Nelson Holdings	7/16	1/2	- 1/16	-12.50	-4	11

	Closing Dec 21 *	Closing Dec 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMMING						
A (NWE) New World Enter.	2 3/4	2 3/4		00.00	7	29
O (NNET) Nostalgia Network	11/16	11/16		00.00		3
N (OPC) Orion Pictures	14 1/2	14 5/8	- 1/8	-00.85	12	250
O (MOVE) Peregrine Entertain.	1 1/16	1 1/16		00.00	-35	2
N (PLA) Playboy Ent.	11 7/8	11 7/8		00.00	13	111
O (QVCN) QVC Network	8 5/8	8 3/4	- 1/8	-01.42	-17	87
O (RVCC) Reeves Commun.	5 5/8	5 5/8		00.00	28	71
O (RPICA) Republic Pic. 'A'	5 3/4	6 1/2	- 3/4	-11.53	63	24
O (RPICB) Republic Pic. 'B'	5 1/2	6 1/4	- 3/4	-12.00	39	4
O (SMNI) Sat. Music Net.	5 1/8	3 1/2	1 5/8	46.42	46	45
N (WCI) Warner	36 3/8	35 3/8	1	02.82	19	4,588
O (WONE) Westwood One	8 3/4	8	3/4	09.37	11	126

SERVICE						
O (AMEA) A.M.E. Inc.	12 7/8	10	2 7/8	28.75	13	63
O (AGRP) Andrews Group	3 3/8	3 1/2	- 1/8	-03.57	-1	22
O (BSIM) Burnup & Sims	18 3/4	18 3/4		00.00	40	299
N (CQ) Comsat	26 1/2	26 5/8	- 1/8	-00.46	-10	485
N (FCB) Foote Cone & B.	22 1/2	23 1/4	- 3/4	-03.22	11	187
O (GREY) Grey Advertising	115	114 3/8	5/8	00.54	15	139
O (IDBX) IDB Communications	7 7/8	7 3/4	1/8	01.61	31	31
N (IPG) Interpublic Group	35	34 7/8	1/8	00.35	15	785
O (OGIL) Ogilvy Group	26 3/4	25 3/4	1	03.88	13	381
O (OMCM) Omnicom Group	18 3/4	20	- 1 1/4	-06.25	13	461
N (SAA) Saatchi & Saatchi	18 1/8	17 3/8	3/4	04.31	8	2,640
O (TLMT) Telemation	1 3/8	1 3/8		00.00	5	6
A (TPO) TEMPO Enterprises	8 1/2	8	1/2	06.25	28	48
A (UNV) Unitel Video	12	11 7/8	1/8	01.05	17	26

CABLE						
A (ATN) Acton Corp.	12	12 1/4	- 1/4	-02.04	2	14
O (ATCMA) Amer. TV & Comm.	28 7/8	29 1/8	- 1/4	-00.85	64	3,141
O (CTEX) C Tec Corp.	44 1/2	43 1/2	1	02.29	19	244
A (CVC) Cablevision Sys. 'A'	31 3/8	29 3/8	2	06.80	10	659
O (CNCAA) Centel Cable	39	37 3/4	1 1/4	03.31	125	975
N (CNT) Centel Corp.	50 1/4	48 1/4	2	04.14	13	2,185
O (CMCSA) Comcast	16 3/4	15 3/8	1 3/8	08.94	-76	748
A (FAL) Falcon Cable Systems	19 1/4	19 1/4		00.00	-60	123
O (JOIN) Jones Intercable	12 1/2	12 1/8	3/8	03.09	39	159
T (MHPQ) Maclean Hunter 'X'	12 7/8	12 7/8		00.00	35	948
T (RCL) Rogers Commun. 'A'	67	65	2	03.07	-103	828
T (RCLB) Rogers Commun. 'B'	58 1/4	56 1/2	1 3/4	03.09	-89	720
O (TCAT) TCA Cable TV	30 1/4	30 3/4	- 1/2	-01.62	59	365
O (TCOMA) Tele-Commun.	25 1/8	24 3/8	3/4	03.07	50	3,802
N (TL) Time Inc.	100 7/8	97 1/2	3 3/8	03.46	24	5,895
O (UACI) United Art. Commun.	27	27		00.00	225	1,108
N (UCT) United Cable TV	34 1/4	33 3/4	1/2	01.48	-180	1,276
N (VIA) Viacom	28 5/8	27 5/8	1	03.61	-3	1,527
N (WU) Western Union	1 1/4	1 3/8	- 1/8	-09.09		39
O (WSMCA) WestMarc	17 3/4	17 1/2	1/4	01.42	22	254

ELECTRONICS/MANUFACTURING						
N (MMM) 3M	62 7/8	62 1/4	5/8	01.00	15	14,303
N (ARV) Arvin Industries	18 1/4	18 1/2	- 1/4	-01.35	7	347
O (CCBL) C-Cor Electronics	18 5/8	18 3/4	- 1/8	-00.66	31	37
O (CATV) Cable TV Indus.	5 1/8	5 1/8		00.00	-34	15
N (CHY) Chyron	3 7/8	4 1/8	- 1/4	-06.06	13	39
A (CXC) CMX Corp.	3/4	3/4		00.00	8	6
A (COH) Cohu	11 1/4	11 1/2	- 1/4	-02.17	10	20
N (EK) Eastman Kodak	45 3/4	45 1/4	1/2	01.10	12	15,504
N (GRL) Gen. Instrument	25 1/2	23	2 1/2	10.86	-18	852
N (GE) General Electric	45 5/8	45	5/8	01.38	19	41,762
O (GETE) Geotek Inc.	11/16	5/8	1/16	10.00	-2	2
N (HRS) Harris Corp.	26	27 1/4	- 1 1/4	-04.58	11	1,064
O (ITEL) ITEL Corp.	17 1/2	17 3/4	- 1/4	-01.40	40	464
N (MAI) M/A Com. Inc.	8 1/8	7 7/8	1/4	03.17	-5	220
N (IV) Mark IV Indus.	11 1/2	11 1/4	1/4	02.22	7	124
O (MCDY) Microdyne	3 1/4	3 1/4		00.00	-2	14
O (MCOM) Midwest Commun.	4 3/8	4 1/4	1/8	02.94	10	13
N (MOT) Motorola	41 3/8	39 3/4	1 5/8	04.08	17	5,349
N (OAK) Oak Industries	15/16	13/16	1/8	15.38	9	70
A (PPI) Pico Products	2 1/4	2 5/8	- 3/8	-14.28	-45	7
N (SFA) Sci-Atlanta	12 7/8	13 1/8	- 1/4	-01.90	10	301
N (SNE) Sony Corp.	57	57 3/4	- 3/4	-01.29	93	13,180
N (TEK) Tektronix	19 1/2	19 3/8	1/8	00.64	650	540
O (TLCR) Telecrafter	4	4 1/8	- 1/8	-03.03	18	6
N (VAV) Varian Assoc.	26 3/8	26 1/4	1/8	00.47	-138	576
N (WX) Westinghouse	52 3/4	52 1/8	5/8	01.19	10	7,572
N (ZE) Zenith	18 3/4	17 7/8	7/8	04.89	-24	486
Standard & Poor's 400	320.51	317.41		3.10		00.98

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

Standard & Poor's or as obtained by Broadcasting's own research. Note: * Dec 21 quotes are as of mid-day.

Plotting the future of ratings

ARF workshop examines directions TV and radio methodology is taking

Television and radio ratings methodology took center stage during at least two panel discussions at the Advertising Research Foundation workshop held in New York. In the area of television audience measurement, the importance of developing single-source data and the continued debate over the peplemeter's effectiveness occupied the minds of the 230-plus advertising executives in attendance. For radio audience measurements, calls went out for additional financial support in order to improve research and promotion of the medium.

Television ratings cannot be taken for granted as the viewer pie gets cut into very small slices, said Alan Wurtzel, senior vice president, marketing and research services, Capital Cities/ABC. "Research is being used increasingly," he said, "and more and more is riding on it."

Speaking during a panel titled "The Future in Broadcast Research: Observations Toward Steering the Best Course into the 1990's," Wurtzel gave an animated presentation on ratings that criticized what he described as confusion over methodology.

"I recognize the inevitability of the peplemeter," said Wurtzel, "but I think it was introduced without certain research questions being asked and being answered." He then emphasized that ratings companies should be recognized as suppliers, encouraging users to write specific performance criteria into contracts and calling for an increased flow of information.

Panelist John Dimling, executive vice president, Nielsen Media Research, defended the launch of the peplemeter: "Compared to the research done on diaries.... probably the peplemeter has been very well researched." Dimling was joined on the panel by Pete Megroz, vice president, TV sales and marketing, Arbitron Ratings Co. Both companies expressed interest in trying to expand the availability of information that is currently confidential, and both offered a number of planned changes in methodology.

For Arbitron, according to Megroz, future changes include: single-source measurement, which would link television viewing with shopping habits; more measurement with electronic media; the end of household meters, with peplemeters eventually being replaced by passive peplemeters; custom-designed geography possibly replacing metros, ADI's, and TSA's; "nested demos," i.e., "men 18-49 who drink beer" replaced by "men who drink beer"; and, increasingly, a PC-based system.

"I think we are indeed going to give up some demos," added Megroz, "because

we can't get our arms around some of the information."

On behalf of Nielsen, Dimling said the company will also be emphasizing single-source methodology to link media and marketing research. Developing technology will be useful in collecting, manipulating and, he emphasized, in integrating audience data with other databases. "The good old days are now," he said, describing the "dizzying rate of change" in today's ratings methodology.

"We will not master the peplemeter," predicted panelist David Bender, vice president, research, USA Network, "before it is replaced."

The advertising side of the business



called for a move "beyond sex and age" and toward marketing research, according to panelist Charles Green, manager of media research, Thomas J. Lipton Inc. Audience research of the future will consist of what he defined as "The Four P's": a personal, portable, passive peplemeter. Changes in methodology, he said, would take into account the maturation of cable television, VCR penetration, increasingly portable equipment and the potential of fiber optic transmission.

Panelist Timothy C. Nichols, vice president, media research director, Chiat/Day Inc. Advertising, said in prepared remarks that the promise of single-source research may be premature. "Neither the data nor the available analysis systems are up to the task," he said.

Panel moderator James Spaeth, chairman of the ARF Media Communications Council and vice president, advertising decisions, BASES Group, SAMIBurke, was careful to put the panel into perspective: "In this decade we've had excessive focus on television ratings...to the exclusion of significant research" into other media.

Speaking on the subject of local market TV measurement, Gary Corbitt, research

coordinator for the Post-Newsweek stations, said that financial constraints had already forced 60 stations to cancel at least one of their ratings service contracts in 1988: "With stations trying to cut costs, this trend will grow." Another way, he said, for stations to reduce their ratings expense would be to ask for a redistribution of the burden from the stations, which he said pay 90% of costs, to advertisers and agencies.

Other changes in the local market measurement business Corbitt discussed included the work on a personal diary being undertaken by the National Association of Broadcasters Coltam Diary Subcommittee. Next May, he said, will see a telephone coincidental study comparing results of the diary with a household diary and set meters.

One medium that called out for stronger research support at the ARF workshop was radio, as demonstrated at a panel discussion entitled "Toward New Initiatives in Radio Research: Expanding ARF Activities for the 1990's." The panel was headed by Bruce Goerlich, chairman of the ARF Radio Steering Committee, and included chairmen from four subcommittees (the steering committee will become the Radio Research Council and the subcommittees will become distinct ARF committees this January).

Panelist Ron Werth, senior vice president of research for United Stations Radio Networks and chairman of the subcommittee on radio effectiveness, presented a proposed study that, if executed, would last at least four years and would cost at least \$400,000. Meanwhile, he said, the committee is close to launching a radio effectiveness case history program that will collect information based on questionnaires distributed to the advertising community.

Panelist Abbott Wool, senior vice president, media director, Cadwell Davis Partners, and chairman of the ethnic radio measurement subcommittee, spoke about a proposed study for the category. "As you can imagine," he said, "we are heading toward the same kind of financial problems that Ron [Werth] alluded to."

Wool also spoke of frustrations regarding the present level of radio research: "Spanish television is...currently taking proposals from Arbitron and Nielsen for a multi-million dollar Hispanic peplemeter system. Where is an equivalent metered measurement for radio, whether general or ethnic?"

The remaining members of the panel addressed problems with response rates and possible inaccurate program measurement. Panelist Ed Cohen, director of audience measurement and policy research, NAB, and chairman of the radio response rate

subcommittee, outlined the short-term goal of creating a "layman's document" that would explain the importance of radio ratings response rates to suppliers, researchers and end users of radio research data. Sylvia Hughes, vice president, CBS Radio Research, and chairperson for the subcommittee on long-form program measurement, warned workshop attendees that syndicated research may be underestimating the audience size of many long-form radio programs. □

Media General buys out Sugarman

Media General last week appeared to have gotten rid of its largest outside shareholder and one-time raider, Burt Sugarman, by agreeing to accept his 10% holding in exchange for one of the company's paper recycling mills and \$44 million in cash. The terms of the agreement include a "stand-still" that prevents Sugarman from buying any Media General stock for 20 years. The agreement also would require Sugarman to share with the company 25% of any profit he makes upon reselling the paper mill within the next 12 months.

The estimated \$100 million value of the deal is almost equal to the current value of Sugarman's stock. Thus Media General won't have to report a "greenmail" accounting charge, and in fact will report a small gain on the swap of its mill. That gain would help offset a \$35 million-to-\$40 million fourth-quarter charge the company has already said it will take upon sale of Media General Broadcast Services.

Sugarman began his investment in the Richmond, Va.-based publisher, group owner and MSO almost nine months ago, buying his 2.8 million shares at an average price of about \$40 per share, or roughly \$110 million. The Hollywood-based investor had conducted a proxy fight and argued that the company should be merged with corporate entities he controls. Frustrated by the dual-class stock structure of Media General, Sugarman unsuccessfully challenged in court the Bryan family's control of the super-voting class B shares, whose separate approval was also required for any merger.

Last week's agreement may mean that the investment vehicles, including syndicator Barris Industries, through which Sugarman bought Media General stock may have to recognize a loss. Barris had previously recorded a loss of several million dollars due to legal and other costs associated with Sugarman's proxy-takeover fight. Several hours after last Monday's (Dec. 19) settlement announcement, Media General stock closed up $\frac{3}{4}$ %, at 36 $\frac{1}{4}$ %. The company also announced that it would begin a stock-repurchase plan of up to two million additional shares.

December dollars. As of last Tuesday, public television viewers had pledged \$18,449,474 during December membership drives, a record, up 14.4% over the \$16,121,667 pledged in December 1987, said PBS.

BottomLine

Losing interest. Multimedia said it had lowered effective interest rate on revolving credit agreement by three-fourths of one percent as of November 1. Company now pays either prime rate or Eurodollar loan rate plus one percent. Greenville, S.C.-based publisher, syndicator, group owner and MSO, added that prepayment of debt had also allowed it to reduce credit line by \$100 million, to \$470 million. □

Signs. Justice Department filed one-count felony charge against Gannett Outdoor Co., and two other billboard advertising companies, including Metromedia Inc., charging them with anti-trust conspiracy in Southern California. Gannett said it would contest charge, which reportedly carries maximum penalty for company of \$1 million. □

Pop up. Heritage Media Corp. said it raised stake in Pop Radio to 38.1% of in-store advertising company's common shares outstanding. Heritage, Dallas-based group owner, also said it continued to be interested in friendly merger or joint-venture with New York-based Pop. □

Suit struggle. There continues to be legal fallout from battle earlier this year for control of Outlet Communications (BROADCASTING, July 18). Emmis Broadcasting, Indianapolis-based group owner currently has suit in that city's U.S. District Court that seeks to enforce agreement Emmis said it has to buy independent wxin(TV) Indianapolis for \$17 million from Outlet's affiliate company, Atlin Communications. Suit seeks "declaratory judgment in the rights of the parties, conjunctive relief, specific performance and/or \$50 million in damages." Atlin subsequently filed motion to stay discovery and motion to dismiss. Final replies on motions are not due until mid-February; one of parties to suit indicated possibility of resolving issue out of court before that time. Outlet Chairman Bruce Sundlun continues to be subject of legal dispute claiming he failed to pay for financial services rendered during buyout struggle. □

Bankrupt in Connecticut. Astroline Communications, owner of WHCT-TV Hartford, Conn., went into Chapter 11 proceedings under U.S. Bankruptcy Code on Dec. 1. UHF independent was brought into bankruptcy court Oct. 31, when creditors Lorimar Telepictures, MCA Television and Orion Television Syndication filed involuntary bankruptcy petition against Astroline, seeking debt payment of \$11.6 million. Richard Ramirez, managing general manager of Astroline, said station's transmitter and cable carriage made it "attractive investment," but stopped short of confirming that property was up for sale. □

Credit check. Turner Broadcasting System (TBS) said it has established \$250 million unsecured credit facility with banking group led by Chase Manhattan Bank N.A. Money from credit facility will be used to repay company's outstanding senior zero-coupon notes, or to buy those notes on open market, company said. Borrowings will bear interest at rates determined by Eurodollar deposits, domestic CD's or prime rate, at company's option. TBS Chairman Ted Turner said facility, along with recent sale of equity in CNN and planned sale of company's Atlanta hotel and office complex, completed first phase of TBS's refinancing plan. Company had \$1.3 billion in long-term debt as of Sept. 30, with zero-coupon notes having accrued value of \$343.5 million. Pointing out that notes were issued March 1986, in conjunction with TBS's purchase of MGMUA Entertainment Co., Mark Grotevant, high-yield analyst with Kidder, Peabody, said company had "very much improved credit" since then. In addition to retiring expensive debt, Grotevant said that purchase of zero-coupon notes would, along with retirement of company's 14% senior subordinated debentures, lift TBS's restrictions on incurring additional debt and paying cash dividends. □

Adoption attitudes. Television promotes misconceptions of adoption, according to a study conducted by the University of Pennsylvania's Annenberg School of Communications in Philadelphia.

The most blatant distortion is the number of adoptees who decide to search for their biological parents. On television nearly 20% of adoptees make that decision, a figure 10-18 times greater than in real life.

Various common elements appear in television adoption dramas, including: approximately half of the programs show the legal process of adoption, while almost one-third focus on the "shady deal," including black market babies, stealing babies, impersonating parents, cheating birth mothers and tricking the birth mother into "giving up her baby."

To reach these conclusions, researchers analyzed 39 programs involving adoption and 56 roles of adopted persons, aired over a 10-year period. The study was funded by the Catholic Adoptive Parents Association Inc. (CAPA). Plans are underway for a further, in-depth study of the contributions of the mass media to public images of adoption.

Micromanagement of the FCC: Here to stay?

Consensus on Capitol Hill is that FCC needs to be reined in; many agree that congressional oversight is inevitable, although some feel it may lessen under Bush-appointed FCC

The continual tug of war between the Reagan FCC and Congress over telecommunications policy has escalated to a point where lawmakers and their staffs are making no bones about the need to micromanage the commission. And while there are those Washington observers who feel Hill intervention at the agency will diminish next year under a more moderate Bush-appointed FCC, others believe micromanagement has become a permanent state of affairs. Said one Hill staffer: "It is one weapon, and people loathe giving up a weapon."

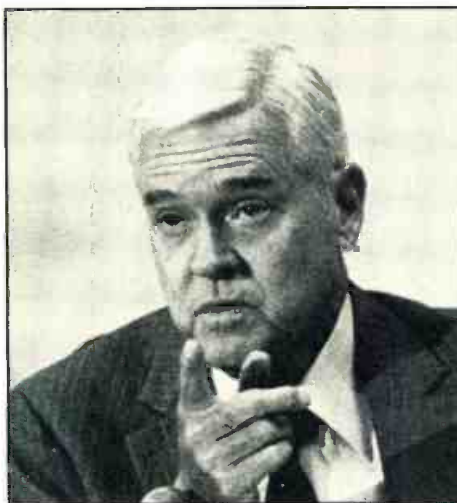
From 1981 to 1987, FCC Chairman Mark Fowler and his marketplace-oriented, deregulatory agenda were the objects of sharp criticism and close scrutiny by Congress. And relations between the agency and the Hill have not improved under Fowler's successor, Dennis Patrick. Indeed, most say they have gone from bad to worse.

Patrick's problems began in August 1987 when he led the FCC's repeal of the fairness doctrine in the wake of Congress's effort to codify it. The move so poisoned relations between the two entities that it stimulated congressional oversight of a magnitude Washington insiders say is unprecedented.

Since the demise of the fairness doctrine, House and Senate staffers have often referred to the agency as or "out of control." They are echoing the sentiments of their bosses, who feel the FCC is deliberately subverting provisions of the Communications Act. Moreover, Hill staffers believe Patrick's biggest problem is his "disdain" for Congress.

Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) has slammed the agency repeatedly this year, questioning its competence and calling for a new order there. He dismissed top FCC officials as "youngsters" who function with a "non-policy," and said he looked forward to working with an FCC led by Bush appointees (BROADCASTING, Dec. 5).

"I think this commission needs micromanagement," says Larry Irving, senior counsel to the House Telecommunications Subcommittee, whose chairman, Edward Markey (D-Mass.), has made good on his promise to Patrick at a 1987 authorization hearing to be an "active participant" in telecommunications policymaking (BROAD-



Hollings



Dingell



Markey

The Micromanagers

CASTING, June 1, 1987).

In Irving's opinion, there is no way to "overly manage the commission," because it "cannot manage itself." There is a sense among members of Congress that the agency needs "strong oversight," he says. "It has a lousy record procedurally and policy-wise in both the courts and Congress."

Tom Cohen, senior counsel, Senate Commerce Committee, who handles communications issues for Hollings and Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), concurs with Irving. In an interview with BROADCASTING last month, Cohen said many in Congress feel the FCC is pushing its authority under the Communications Act beyond its limits. "Congress has to step in and bring them back," he said.

At a Washington seminar last month, David Leach, who is the key communications adviser to House Energy and Commerce Committee Chairman John Dingell (D-Mich.), made clear that Dingell shares his Senate colleague's belief that it is up to Congress to keep the FCC in line. The FCC is "a renegade agency," he later told BROADCASTING.

That Hollings, Markey and Dingell have made life difficult for Patrick at the commission is no secret. The Democratic Senate refused to confirm two agency nominees, leaving it to function with three commissioners. And the communications policymakers have been pressuring Commissioners James Quello and Patricia Diaz Dennis on particular issues, trying to use them to keep a check on Patrick. Most recently, Irving was deeply involved in the FCC effort to relax its one-to-a-market rules limiting radio-television crossownership (BROADCASTING, Dec. 19).

To ensure that it has a shot at lobbying the commissioners on items coming up on the FCC's open meeting agenda, Congress pressured the commission to revise its ex parte rules to exempt members from the sunshine rules, and later inserted language in the agency's authorization legislation to ensure their exclusion. The rules prohibit lobbying on an item during the week preceding a vote on it.

The lawmakers have found a more direct way to control the FCC. Hollings has made good use of the appropriations process to prevent the agency from tampering with certain policies, notably the granting of preferences to minorities in awarding broadcast licenses, and the rules banning common ownership of newspapers and broadcast stations in the same market. Quello calls such actions by Congress "pre-emptive strikes."

Congressional involvement is not a new phenomenon, says Richard Wiley of Wiley, Rein & Fielding, a former FCC chairman under Presidents Richard Nixon and Gerald Ford. "There have always been attempts to micromanage," although "it has reached a finer level here."

"There is no way to turn the clock back," says former FCC Chairman Charles Ferris. Ferris, who served under President Jimmy Carter and is now with the Washington law firm of Mintz Levin Cohn Ferris Glovsky & Popeo, believes the past eight years have "whetted" Hill interest in telecommunications policymaking. These issues, he points out, are "exciting" and are on the "cutting edge."

"Everyone wants to be a player," says Ferris's successor, Mark Fowler. Fowler shares the view of those who think the friction between independent agencies and Capitol Hill is inevitable when the White House is in the hands of one political party and the Congress is in the hands of another. "I had a radically different program [from that of Congress]; it was inevitable that there would be disagreements," says Fowler, who is now with the Washington law firm of Latham & Watkins. Fowler says the politics were "somewhat easier" when Republicans controlled the Senate from 1981 until 1986.

"During my six years as chairman we came under constant attack from Congress on any given item," Fowler said. "It is not new to Patrick. It is not possible to carry out the Reagan program and have amicable relations with Congress."

But Fowler believes the difficulties between the Hill and the FCC are exacerbated by industry groups who use Congress as a "lever to influence" the agency. Insiders at the commission agree that "industry sees going to Congress as more and more of an option."

The growth in the size and expertise of congressional staffs in recent years has also contributed to a more activist legislature, observers say. In the House, for example, the staff of the Telecommunications Subcommittee (actually the House Telecommunications and Finance Subcommittee with jurisdiction over financial matters) has nearly doubled in size (including both Republican and Democratic staff) over the past eight years. (The Senate Communications Subcommittee staff, however, has stayed constant.) And subcommittee members usually have a staffer in their office assigned to cover FCC issues. Another indication of the role staffs play is evident in their attendance at industry conventions and their appearance on panels.

There are some at the commission and on the Hill who refrain from characterizing the Hill's activity as micromanagement. "Clearly there has been more vigorous oversight," says one source, "[but that] is what happens when you have a divided government."

But the offices of all three commissioners will acknowledge that Congress has been taking an increasingly active role in agency affairs. "We hear from them on a regular basis," says Commissioner Quello.

"If it is not adjudicatory, I welcome an



Patrick

exchange of views from the Hill," Quello says. There is no doubt that fairness has made the Hill "very sensitive to what is happening here," he says.

To Patrick, who is in the eye of the storm, pressure from Capitol Hill comes with the job. On the one hand, he says, "Congress established an expert agency in the commission, and the Communications Act, which Congress passed and [which] has been amended from time to time, for better or for worse, vests a great deal of discretion and a great deal of authority in the commission. By and through that act the Congress has charged the agency with developing expertise over a period of years and applying that to a broad range of issues to maximize the public interest."

And, continues Patrick, "there is nothing improper about the Congress communicating with the commission. It is appropriate. We certainly don't resist contact with the Congress." On the other hand, at some point the commission has to make a decision, "which we try to do within the confines of the Communications Act, which vests a great deal of discretion in the commission. Sometimes the Congress likes us to operate largely independently, and on other issues they'll want to become more substantially involved. I don't know that there is anything improper about it."

The fairness doctrine, says the chairman, is a decision that many in Congress disagreed with. "That is a case in which the commission has a sworn obligation to uphold the Constitution. That was an adjudicatory case that was remanded to the commission with very explicit instructions to resolve the issue. That was a case in which the commission was fulfilling its legal responsibilities."

But has the nature of the conflict become personalized? Says Patrick: "I have certainly read some rather personal remarks being made by others about me and the agency. I have tried to not personalize the conflict; in fact, I have offered continually to meet one-

on-one or with staff or any of the various oversight chairmen."

Since the abolishment of the fairness doctrine, Patrick has met with Markey several times. But not with Dingell or Hollings, who have rebuffed him. "I have tried to not make this a personal battle," he says.

As for charges by Hollings that the FCC operates with a "nonpolicy," Patrick disagrees with that assessment. This commission, he says, does focus on these questions as very important public policy questions.

"We do have a policy and philosophy we do bring to bear in judging these questions. It is one that believes in freedom, it is one that believes in the efficacy of free markets, it is one that prioritizes First Amendment values. The problem with some members of Congress is that it happens to be a set of perspectives or a philosophy that some of them do not agree with. It is just a policy with which some of them disagree."

But what about criticism that the FCC cannot be trusted? "I've never made any secret of my philosophical views. I've never made any secret of my intention to engage certain tough issues before the Congress. I am painfully candid with the members in both one-on-one and at oversight hearings."

"The Congress is surprised sometimes that we do exactly what we say we're going to do. The problem is that they don't agree with how we resolve the questions."

Again, Patrick emphasizes that there is "a little bit of tension between creating an expert agency and delegating authority to it and wanting to involve itself in each issue. In the end it is up to Congress. It can involve itself in whatever question it wants, consistent with the ex parte rules and protecting the rights of the people whose interest are pending before the agency."

"The Congress has vested in the commission a great deal of discretion...to decide matters that we think comport with our view of the public interest. And that's what we do. As for the Congress acting as a court of appeals, that is exactly how the Congress has set the system up. The fact is, they have vested in us the authority to act in these matters. But anything we do can be overturned by the Congress, and that is as it should be."

Despite the Hill's inroads at the FCC, Patrick says he has "no plans to leave at the present time." The FCC has a "heavy agenda and we're going to pursue it."

Still there are those who feel Congress's intense interest in the doings of the FCC today is more the result of Patrick's philosophical differences with Congress and his "rigidity in refusing to negotiate." They are among those who believe micromanagement will abate once the Bush team is on board. Bush, argues one Hill source, will not appoint people that treat the Hill as "the enemy."

Yet others think the tension and the micromanagement will remain. Says one close to the fray: "Unless the FCC does not pursue its agenda or the Republican agenda, it is just as inevitable as the sun setting that the first time the new FCC makes a decision that Hollings and Dingell don't like, it is going to be back to square one." □

The continuing arguments over telco entry

Comments on FCC proposal to drop ban on telephone companies providing cable TV in their phone service areas find movie studios and cities in favor, cable, newspapers, MCI against

Six major motion picture studios and the National League of Cities joined the telephone industry in calling on the FCC to affirm its "tentative conclusion" of last summer and recommend to Congress that it lift the statutory ban against telcos offering cable television services in the same places they provide telephone service.

But the arguments of the telco-Hollywood-city alliance were offset to some extent by those of the cable industry, American Newspaper Publishers Association, MCI Communications and others. In comments filed with the FCC on Dec. 16, they urged the agency to reconsider its finding and to recommend preservation of the telco-cable crossownership ban.

The trade associations representing the broadcasting industry took no stand on the FCC initiative, but the concerns they raised about telco involvement in the television business indicated they may eventually join the cable camp. What's more, at least one telephone company, Ameritech Operating Companies, rejected a condition some broadcasters have placed on their support of telco entry: that the telcos promise to carry local broadcast signals free of charge.

Telephone companies may build broadband transmission systems and lease them to franchised cable operators, but, under FCC rules and provisions of the Cable Communications Policy Act of 1984, they are prohibited from acting as cable operators—owning cable systems and controlling the programming that goes over them—in the same places they provide telephone service. The seven regional Bell operating companies (BOC's) are also prohibited from providing television and other "information services" by the modified final judgment (MFJ)—the consent decree that created the BOC's in the breakup of AT&T and ended the government's antitrust suit against AT&T.

The FCC by a 2-1 vote (with Commissioner Patricia Diaz Dennis dissenting) "tentatively" concluded on July 20 to do away with its own telco-cable crossownership ban and to recommend repeal of the Cable Act prohibition. It also proposed changes to its rules that, if adopted and upheld by the courts, would allow telcos to circumvent to a limited extent the crossownership ban. It proposed specific criteria (construction of an integrated, universally accessible, switched broadband system) for "good cause" waivers of the prohibition and relaxation of prohibition against telcos' having "affiliation" with video programmers using their systems.

Specifically, the FCC proposed that stock ownership of less than 5% and minority ownership in companies with "a single holder of more than 50% of the voting

stock" would not constitute prohibited "affiliation." The FCC also proposed not including such non-voting interests as unconverted debts, warrants and options or limited partnerships in establishing affiliation.

The telco industry, led by the United States Telephone Association, urged the FCC to affirm its July finding. "The commission has correctly determined that the elimination of the blanket barrier that prohibits direct provision by a common carrier of video programming in its telephone service area is in the public interest," the USTA said. "Greater participation in the provision of cable television service by telephone common carriers would result in greater competition in the video programming arena and more benefits to consumers. The continued presence of policy that bisects the technology of local distribution networks to protect the cable television industry steals from consumers the promise of the Information Age."

Telco involvement in cable is needed, said Bell Atlantic. "Insulated from telephone company competition, cable prices have risen dramatically, the cable industry has become increasingly concentrated, and the anticipated array of innovative services has never materialized. The solution to this problem is to increase competition in the cable industry by allowing the telephone companies to provide cable service in their local service areas."

Pacific Telesis, which is trying to buy cable systems outside its telephone service areas in partnership with established cable operators, indirectly endorsed the lifting of the crossownership ban. It said it "welcomes all regulatory actions which enhance its ability to meet customer needs of franchised cable operators." If Congress decides to lift the ban, it said, it should also impose "appropriate safeguards" to protect ratepayers and promote competition and eliminate the ban against the Bell operating companies' providing information service contained in the MFJ.

The telcos supported the FCC proposed relaxation of the "affiliation" restrictions, but some felt the FCC should go even further. "Voting interests in excess of 5% should be permitted, even in the absence of a single unaffiliated holder of more than 50% of the outstanding stock," the USTA said. "Any voting interest that is not the largest interest in an entity should not be viewed as controlling unless the owner of the interest has entered into an agreement by which it will exercise full voting control." The USTA also said telcos should be allowed to form joint ventures with cable operators "where the venture is structured so that the carrier would engage solely in networking activities not related to the creation or choice of video programming."

"The FCC properly recognizes that where there are only two interest holders, any minority interest would not be considered 'affiliation,'" Pacific said. As an al-

ternative to the 5% limit on direct ownership in cases with multiple interest holders, it suggested limiting telcos' interest to no more than that of another interest holder. "For example, Pacific's interest in a three-party partnership would be recognized as affiliation so as to prohibit telco-cable company interaction if [either] A or B had a greater ownership interest than Pacific. Pacific could not have control as the holder of a lesser ownership interest."

Rules limiting passive investment are not necessary, it argued. "Passive investment, by definition, does not include control and, therefore, no amount of passive investment should be recognizable in determining affiliation."

U.S. West said the change in the affiliation definition must be accompanied by a modification in the FCC Section 214 process, which telcos must undergo before leasing capacity to cable operators. The process "presents unnecessary obstacles," resulting in "inefficient use of resources and a bias against using telephone company facilities." It suggested adopting "explicit time constraints" for acting on 214 applications and minimizing requirements for cable service.

The FCC's proposed criteria for good cause waivers are "too restrictive," USTA said. "Any technological advance over existing cable delivery mechanisms should be the basis for a...waiver," it said. A telco may decide that a non-switched or hybrid narrowband-broadband system is preferable to the switched, broadband system envisioned by the FCC. "The commission should not prejudge the way in which local networking technology will evolve...and it should not set a limit that will be counterproductive in that regard."

Pacific suggested the FCC "revise the basis for a 'good cause' waiver from a requirement that the system meet certain technical criteria (such as integrated and switched) to a requirement that the system achieve specified commission goals (such as advancing technical knowledge or accelerating the delivery of advanced services)." Such revision is warranted because achieving the FCC's goal of a "universally accessible, integrated network" is not possible in the near future. "The development of new services is likely to be evolutionary, requiring trial and experimentation."

The National League of Cities reinforced the telcos' arguments. "A complete overhaul of the existing regulatory framework is needed to facilitate telephone company entry into the cable business," the NLC said. "The commission—to the full extent of its limited authority—should act immediately to relax entry barriers," it said. And Congress should act to remove the statutory ban and establish the rules under which telcos could offer cable services, it said.

The rules that apply to any particular cable company should depend, in part, on its method of entry, it said. "If a telephone company enters...by constructing a stand-

alone cable system which is physically separate from its telephone network, then the rules normally applicable to cable systems should apply," it said. "If, on the other hand, a telephone company enters...by enhancing its telephone network, then a somewhat different set of...rules should govern. Congress should establish regulatory policies which preserve local control, prevent cross-subsidies and assure access to system distribution facilities."

The NLC also said local franchising authorities should retain the authority to grant franchises and regulate local matters. At a minimum, those "matters" include consumer protection and customer service, franchise fees, PEG access and minimum requirements for facilities and equipment.

The city of St. Louis, in separate comments, explained the cities' interest in telco entry. The cable industry "increasingly has the characteristics of oligopoly," it said. "The entry of a new group of potential providers...holds the possibility of injecting meaningful competition. It also argued that the telco-cable operators should be subject to local franchising, which 'address, among other things, the important issues of consumer protection, use of the public rights of way, franchise fees, PEG access and state-of-the-art technology.'"

(The NLC's support for the telcos is conditioned on USTA's promised to support in regulatory role for local franchising authorities. In keeping with that promise, USTA said it concurs with the FCC initial finding that telcos that provide cable service should be subject to the same requirements for that activity as any other cable television system. "When a telephone company acts as a common carrier, it should be treated as a carrier, and should be subject to any appropriate jurisdiction of state and federal regulators," it said. "Where a telephone company offers video programming, that activity is not a common carrier activity by definition, and a local cable franchise is now the appropriate means of addressing that activity under the Cable Act.")

Six motion picture studios—The Walt Disney Co., MGM/UA Communications Co., Orion Pictures Corp., Paramount Pictures Corp., 20th Century Fox Film Corp. and Universal City Studios Inc.—also lent their support to telco entry, but it was of the heavily qualified variety. They suggested a stepped approach to telco entry.

Initially, Congress should do everything it can to encourage telcos to build broadband systems and lease capacity to third parties on a tariffed, non-discriminatory basis, the studios said. "That would include elimination of the statutory requirement that telcos can only provide video carriage service to 'franchised' cable operators and statutory permission for telcos to provide 'ancillary services' such as billing, ordering and marketing."

Telcos providing services to other programmers on a common carrier basis should be allowed to become program "packagers" themselves if they can meet certain "tests," the studios said. The tests: that it is providing capacity and ancillary services to meet "reasonably foreseeable demand for common carriage"; that it has a state-

of-the-art plant; that it is in substantial compliance with the law in its offering of common carrier service; that it create a separate subsidiary to provide the programming, and that it submit a plan for not discriminating against unaffiliated programmers. The studios also want a prohibition against the telcos holding a financial interest in any program or program service carried on their systems.

Like the cities, the studios' support for the telcos stems from its dislike of cable. "The cable operator is the classic bottleneck," they said. "The cable operator totally controls the flow of programming from producer to consumer. Neither consumer nor producer has a competitive means of broadband video delivery (e.g. a second wire) to which to turn."

Warner Communications Inc., one of the two other major studios that belong to the Motion Picture Association of America, broke ranks, arguing against repeal of the telco-cable ban. The reason for the break may stem from the fact that Warner also owns the sixth largest cable operator, Warner Cable. Columbia Pictures, the remaining MPAA studio, did not file comments.

The telcos picked up some other supporters of telco entry. The Communications Workers of America said the current ban is contributing to the "slow pace" of development of fiber optics and high-definition television. And Citizens for a Sound Economy Foundation said telco entry "would enhance the welfare of American consumers by promoting greater choice in programming at lower prices for subscribers."

The National Association of Regulatory

Utility Commission took no position on repeal, but argued for a role in the regulation of telcos' video services. "Specifically, the states should be allowed to regulate the allocation of costs between the telcos' regulated telephone service and cable television services, including the right to order structural separations where necessary. Also, the states should be allowed to determine when and if crossownership is permitted depending on local conditions."

Individual state public service commission generally supported repeal with some conditions. Like NARUC, the Michigan Public Service Commission said the FCC should recognize and not preempt state and local authority over "intrastate" cable service. The Alabama Public Service Commission said safeguards against cross-subsidy "must be in place and proven before the total ban on crossownership is unilaterally lifted."

Led by the National Cable Television Association, cable operators argued that lifting the ban would be detrimental to cable and public and provide no counterbalancing benefits. The FCC "believes that there is no downside to allowing telephone companies to provide video programming when, in fact, the risks of anticompetitive behavior and of adverse effects on the video marketplace are enormous," the NCTA said. "It believes that the benefits to consumers of eliminating the rule will be manifold when, in fact, they are illusory."

"The growth of cable television industry...has not diminished the public interest needs for the telco-cable crossownership rules," said Cox Enterprises Inc. "Indeed, notwithstanding substantial growth of the

EEO assembly. FCC has announced plans for EEO conference at commission on Jan. 23 and 24. Commission said experts from industry, academia, public interest organizations and government agencies will speak at conference called "Equal Employment Opportunity in the Broadcast and Cable Industries." Aim is to focus national attention on minority employment in those industries. FCC said that in conjunction with conference it has established clearinghouse to receive comments, research and other EEO resource materials to be available for inspection following conference.

Speakers thus far confirmed are Commissioner Patricia Diaz Dennis; former Commissioner Henry Rivera, Dow, Lohnes & Albertson; Ernie Schultz, president of Radio-Television News Directors Association; Dwight Ellis and Steven A. Bookshester, National Association of Broadcasters; Booker Izell, Cox Enterprise Corp.; Yoko Arthur, Corporation for Public Broadcasting; Pluria Marshall, National Black Media Coalition; Louisa Nielsen, Broadcast Education Association, and Vernon Stone, professor of journalism, University of Missouri.

□

News disagreement. Telecommunications Research and Action Center has accused FCC Mass Media Bureau staff of attempting to "cripple Section 315 by interpreting it out of existence," in its ruling that "segments of *The McLaughlin Group*...constitute bona fide" newscasts and, thus, are exempt from equal opportunities law. TRAC, in petitioning commission to review staff ruling, does not quarrel with exemption for brief segments (of no more than 30 seconds) used in program as starting points for discussions by panelists. Those segments were subject of request for ruling sought by Oliver Productions Inc., producer of weekly program. TRAC says staff should simply "have concluded that fleeting appearances by candidates on film of news events during segments...are not candidate 'uses' at all within meaning of Section 315." There was no need to consider whether *The McLaughlin Group* is newscast, TRAC says. TRAC says staff's "unprecedented reinterpretation is in conflict with the plain language of the statute." Congress, TRAC contends, did not intend newscast exemption to extend to programs not produced and controlled by licensees. Furthermore, it says, Congress "wanted Section 315 to cover, and not to exempt, panel programs such as *The McLaughlin Group*." TRAC called ruling "cynical disparagement of Congressional will."

cable industry between 1970 and 1984, Congress not only approved the commission's telco-cable crossownership rules, it codified them.... The commission points to no factual or legal basis for reversing its sound determination."

The cable operators made a point of the FCC's failure to identify significant new broadband services that would come about as a result of allowing telcos in the cable business. "The very services which opponents of the crossownership restrictions offer to justify removal of those restrictions are not inherently broadband and could be made available over present telco and/or cable facilities," said TCI. "There is simply no evidence of significant consumer demand for broadband services other than cable television."

The operators also argued that the proposed "safeguards" against telcos acting anticompetitively are inadequate and unproved. "The record in this proceeding provides no basis for the commission's faith in non-structural safeguards—faith that is so unquestioning that the commission does not even describe, much less attempt to quantify, the harm that would ensue if the safeguards should somehow fail to do the job," the NCTA said.

Times Mirror contended that safeguards modelled on the Open Network Architecture (ONA) and Comparably Efficient Interconnection (CEI) policies and cost-allocation manuals "are irrelevant to issues of pole and conduit access" and, thus, of "little use" in preventing abusive conduct toward most cable operators. "Even where cable service providers wish to use telco integrated facilities, the current ONA and CEI plans are untested and in any event do not provide material guidance in the formulation of safeguards for guaranteeing equal access," it said.

The NCTA and most of the cable operators opposed liberalizing the good case waiver policy or the affiliation standard. "Not only are the commission's proposed rule changes contrary to sound public policy, they are also impermissible under the Cable Act, which was intended to codify the existing rule," said NCTA.

A group of four cable operators and the New Jersey Cable Television Association focused on the FCC proposed "good cause" waiver policy. The FCC "may not grant crossownership waivers on the basis of technology.... Much more searching inquiry and more uniquely particularized cause is statutorily required."

However, some cable comments were silent on the question of affiliation and TCI said it does "not unalterably oppose limited revision" of the standard. However, it said, the FCC "should proceed with caution and conservatism." If revised, it said, the standard "must insure that telcos cannot unduly influence the ownership and/or operation of cable television systems in the telcos' service areas."

The cable operators were not without their allies.

MCI Communications, a long-distance carrier, weighed in on the side of preserving the ban, saying that telco-cable crossownership "would yield no positive public

benefits while at the same time creating a new set of difficult, intractable regulatory problems."

MCI could find no benefits from telco entry, regardless of the circumstances. "Merely allowing several more firms to engage in bidding wars for ownership of monopoly cable systems will not promote competition or otherwise result in better service to the public," it said. Allowing telcos to build a separate coaxial system to compete with cable systems would "yield no measurable economies or efficiencies" and would require regulators to carefully monitor the telcos to insure separation of their telco and cable operations.

And, MCI argued, repealing the ban will not encourage the construction of integrated fiber optic networks. "On the contrary, removal of the ban would lead to inefficient investments and decisions that bias the development of new technologies that may be implemented in the future."

The American Newspaper Publishers Association also sided with cable. "Entry of telephone companies into the provision of cable television services using their telephone bottleneck resources would threaten viewpoint diversity and, therefore, contravene First Amendment values."

The Consumer Federation of America said the FCC has failed to demonstrate that any greater role for telcos in television would benefit consumers. Telco entry is not likely to generate competition to cable, it said. The FCC does not identify any new services to justify the expense of telcos' building broadband fiber systems, it said. And the proposed safeguards would not protect ratepayers from cross subsidizing the telcos cable operations, it said.

The three principal broadcasting trade associations—the National Association of Broadcasters, the Association of Maximum Service Telecasters and the Association of Independent Television Stations—urged the FCC not to rush to judgement of the telco entry and to consider its impact on broadcasting.

Although the INTV is officially neutral on the FCC initiative, it argued in its comment that telcos should not be allowed to own cable systems and control the program-

ing that goes over them. The commission must not...adopt entry policies that could replicate or exacerbate the anticompetitive conditions of local monopoly, ownership concentration and vertical integration that characterize the cable television industry of today," the INTV said.

If telcos are allowed to provide "transport" services, they should be required to carry broadcast signals for free, the INTV said. "To preserve this tradition of free universal service, it is absolutely essential that all fiber video distribution systems provide a basic antenna service to retransmit the signals of local full power broadcasters at no charge to those stations," it said.

The National Association of Public Television Stations was concerned about public stations getting free carriage, but more concerned about viewers getting free reception. "The viewing public—however its TV signals are delivered—should have access to all local public television stations in a manner that reasonably facilitates viewing."

The National Association of Broadcasters raised a related concern. The FCC "must answer the question of whether the telephone companies, if they are permitted into video services, will be required to provide must-carry like status to local broadcast stations."

MST said that "carefully regulated telephone participation in cable service may offer opportunities for enhancement of local television service," providing, for instance, bandwidth for the provision of high definition television. On the other hand, it said, "some of the implications of unrestrained or even restricted telco entry into cable are threatening to that service."

Ameritech Operating Companies rejected INTV's and NAPT's pitch for free carriage. The use of common carrier facilities should be provided on the same basis to all users. "Thus, if a broadcaster wishes to use a common carrier broadband network to deliver its signal into the homes in the community, the broadcaster should be subject to the same limitations, restrictions and charges applicable to any other supplier of video programming that uses the network." However, it said, telcos could be subject to the same must carry requirements as cable operators.

New York state took both sides of the issue. The attorney general's office supported repeal of the ban under certain conditions. But the New York State Commission of Cable Television sided with the cable industry, arguing that "there is no pressing need to risk the possibility of extinction of an independent cable television industry which was created precisely because of apprehensions of telephone company domination of communications facilities."

The National Federation of Local Cable Programers, a group representing users of locally-mandated public, educational and governmental channels, argued for local regulation, regardless of whether telcos are allowed in. It argued that the FCC maintain local authority "so that Congress's efforts to provide diversity and localism by providing third party access to cable communications is advanced."

Video schoolroom. PBS held a mini-press tour at its Washington headquarters Dec. 15, seeking to highlight public television's growing partnership with educators, as well as with government on the local and national level, in seeking to enhance elementary and secondary public education.

Funded by the Corporation for Public Broadcasting, the event featured a preview of PBS kindergarten through 12th grade home and classroom programming for the coming spring season, hands-on demonstrations of classroom technologies—including interactive computer service, Learning Link—and speaker Gordon Ambach, executive director of the Council of Chief State School Officers and former New York state education commissioner.

Adventures in appeals court land

FCC decision in convoluted case involving sale of Puerto Rican stations supported with unusual opinion by Judge Kenneth Starr

"Near the sandy shores of the Caribbean sit the sunbathed communities of Arecibo and Hatillo, Puerto Rico." Thus begins not a romance novel but an opinion of the U.S. Court of Appeals in Washington. The unanimous opinion of the three-judge panel, rejecting an appeal of an FCC order approving the sale of WNIK-AM-FM Arecibo from the Hato Abajo Development Corp. to Kelly Corp., was written by Judge Kenneth Starr. In his five years on the bench, Starr has developed a reputation as a judge who likes, as one might say, to "lighten up" the material with which he works. The opinion upholding the FCC's interpretation of its duopoly rule illuminates that assessment.

After setting the scene for the case, Starr goes on to advise "the gentle reader...to attend to the program listing the *dramatis personae*. (As he indicates, the names and relationships of the players are not easy to follow. Indeed, the commission felt it necessary to illustrate them with a chart.) He mentions, first, the two appellants, Pablo Llerandi and Carmen Phipps Llerandi. They purchased the stations from Hato Abajo but were forced to turn them back after defaulting on payments to the seller.

Then there were the two 50% owners of Kelly, the buyer Hato Abajo found after the stations' licenses were reassigned to it—Hector Santos Rivera and "his dutiful nephew," Raul Santiago Santos. The Llerandis, who had initiated litigation against Hato Abajo in commonwealth and federal courts in Puerto Rico, petitioned the commission to deny the assignment of the two licenses, alleging a violation of the FCC's duopoly rule: They cited the close family relationships between the uncle and "dutiful nephew," on the one hand, and two of the three owners of WMSW(AM) Hatillo, seven miles from Arecibo, on the other.

"Now coming on stage," as Starr put it, "are Zaida Santos Rivera, who is Nephew Raul's mother and Uncle Hector's sister...[and] her other son, Nephew Raul's brother, Hector Santiago Santos...." Zaida owns 45% and Hector, 35%. Their ownership shares had been increased to those amounts from 35% and 10%, respectively, after Uncle Hector and Nephew Raul sold the interests they had owned in WMSW (35% and 10%, respectively) to them. The remaining 10% of WMSW was owned by Miguel Angel Garcia, "who is, thankfully," Starr said, "not a relative of any of the foregoing." The Llerandis sought to buttress their claim of a duopoly rule violation with the suggestion that Zaida's husband—her two sons' father and Hector's brother-in-law—Raul Santiago Roman, was "the real power" behind his family's maneuverings, even though he has no ownership interest in any of the stations involved. The Llerandis offered the FCC some evidence to support that claim—including the report of

a private investigator—but only after the normal pleading cycle had concluded.

None of that impressed Starr or the judges sitting with him on the case, Chief Judge Patricia Wald and Judge David Sentelle. "The Llerandis," Starr wrote, "have mounted what can only be termed, charitably, a weak challenge to the commission's action." He affirmed the commission's conclusion that the agency, since the days of President Eisenhower, has held that "the existence of a family relationship, without more, simply does not even give rise to a multiple-ownership issue." He said the FCC's consistent policy put the burden on the Llerandis to produce facts to rebut the commission's "time-honored presumption against attribution of family interests." The Llerandis' pleadings, he added, are "long on generalities and short on facts."

Starr noted that it was only in their post-pleading cycle submission that the Llerandis produced "specific facts." But he found that evidence—designed to show that the father and his two sons were closely tied in their business dealings—to be "too little and too late." He said the commission's refusal to consider it was in accord with agency rules barring consideration of late-filed pleadings except at the sufferance of the commission. "Those of us who are privileged to serve in courthouses," said Starr, "should be the very last to fault an

agency's efforts to bring orderliness and predictability (and finality) to the litigation process when courts indulge (and for good reason) in precisely the same practice."

The Llerandis won on one point, however. In the process, the court made clear that its support of the standing it has given listeners for 22 years remains strong. The commission had argued that the Llerandis lacked standing to appeal the case because they had initially claimed standing on the ground that they had suffered injury in their capacity as former owners of the stations involved. It was not until they appealed the FCC decision that they claimed standing as listeners under the appeals court's decision in *Office of Communication of the United Church of Christ* in 1966. But Starr noted that Pablo Llerandi had declared in an affidavit that he is a listener. And the FCC, he added, concedes the Llerandis are listeners. Accordingly, Starr said, "the values of orderliness and fairness have been fully served.... Nothing more is needed."

So much for the substance of the opinion. The breezy, almost mocking tone of some of Starr's language does not always charm the communications lawyers who read it. "It gets worse and worse as time goes by," said one. "It seems he finds the material boring and does what he can to liven it up. It does," the lawyer acknowledged, "make life interesting." □

Broadcasting

The News Magazine of the Fifth Estate

1705 DeSales St., N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

☐ **Broadcasting Magazine**

☐ 3 years \$190 ☐ 2 years \$135 ☐ 1 year \$70 ☐ 6 mos. \$35

(International subscribers add \$20 per year)

☐ **Broadcasting Cablecasting Yearbook 1988**

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.

To order by MASTERCARD or VISA credit cards, phone toll free 1-800-638-SUBS

Name _____ ☐ Payment enclosed
 Company _____ ☐ Bill me
 Address _____ Home? Yes ☐ No ☐
 City _____ State _____ Zip _____
 Type of Business _____ Title/Position _____
 Signature (required) _____ Are you in cable TV operations ☐ Yes ☐ No

For renewal or address change
place most recent label here

Alarm over industry retreat on fairness

Threatened First Amendment rights subject of Media Institute luncheon address

"The First Amendment comes last". That might well be the headline" on a story describing the broadcast, cable and nascent video-telephone company industries' current stance on potential reinstitution of the fairness doctrine, BROADCASTING magazine's managing editor, Don West, told last Tuesday's Media Institute luncheon attendees in Washington. The group included industry executives, association representatives, lobbyists and attorneys.

Now jockeying for position to become the mode of television delivery that survives for the long run, he said, over-the-air television, cable and potential telco media have become, or might already have been, "willing to trade constitutional right for corporate gain."

Referring to congressional promises not to act on must carry, or "on any legislation favorable to the broadcasting industry until [the] fairness [doctrine] is back in place," West said that many in Congress see the fairness doctrine as the "Act to Save Incumbents...and [they] don't want to do anything to upset the status quo. If they lose control of broadcasting," he said, they fear a change in "the kind of numbers we saw last fall, with incumbents winning ninety-

some percent of the races."

Industry consultant Gene Mater, of John Adams Associates, reported after West's address that recent private statements by Representative Ed Markey (D-Mass.) indicated that the House Telecommunications Subcommittee, of which he is chairman, could take "the first crack" at a new fairness bill in 1989.

West said the industry can be confident that President-elect George Bush "supports the anti-fairness doctrine position; whether that goes as far as a veto, we don't know." Outgoing Radio-Television News Directors Association President Ernie Schultz argued that "the public does not want free speech. The battle will have to be won by those who believe in it, and that is how we will have to make our case with Mr. Bush."

Yet "the tragedy is," West said during a question and answer period following the address, "that the industry has walked away from the issue, perceiving it as a losing proposition." The FCC's August 1987 declaration that the doctrine is unconstitutional marked "the first time in history the broadcasting industry has been set free—and [the industry] hates it."

Over-the-air broadcasters—some of whom have "liked the fairness doctrine as something to hide behind"—have decided it "wasn't worth incurring the wrath of Congress at a time when the future of the

industry might be at stake," he said.

In response to the statement by Eugene Cowen, vice president, Washington, for Capital Cities/ABC, that his company has been, and is, "neutral on," not in favor of, the doctrine, West suggested that "on some issues, you cannot be neutral without being on the other side."

Cable, on the other hand, "has never been affected by [fairness and] has rarely been tempted to test the limits of free speech," West argued. "The fact that the First is so often used against cable [regarding franchising agreements and access channels] has made the industry cautious about claiming First Amendment rights of its own."

The telcos, he said, "massing on the borders of the television industry with an acquisitional glint in their eyes...have never been First Amendment players, with the possible exception of dial-a-porn, over which the government recently slapped their wrists." If they are to enter the television business, he said, they "must come endowed with full First Amendment rights, not for their sakes, but for ours." They, however, are likely to approach Congress "one of these days," asking to be "plain old cable" operators, he said, and, for the right to do so, "may say yes" to the fairness doctrine, which "isn't about fairness at all. It's about government regulation of the program content of the broadcast media." □

International

European satellite services buying up movies

Sky Television signs deals with Warner and Orion for library and new films

In the UK satellite war's latest scrap, Rupert Murdoch's Sky Television and Hollywood major Warner Bros. have signed a deal giving Sky exclusive pay TV rights to the studio's film output for five years and access to Warner's existing film library, as well as to programs from Lorimar Pictures and Television, which merges with Warner next month.

Sky last week also closed a deal with Orion Pictures bringing it films from the Hollywood independent, including Academy Award-winning "Platoon," "Robocop," "No Way Out," "Mississippi Burning" and "Dirty Rotten Scoundrels," and covering pay and basic rights for the next four years for an additional 167 films in the Orion catalog. Basic rights allow airing on the general entertainment Sky Channel, a spokesman indicated, but do not allow Sky to syndicate the films to British terrestrial broadcasters.

Sky and Warner declined to provide financial details of their deal, first reported

earlier this month (BROADCASTING, Dec. 12). According to one source, however, it is much more substantial than the 94-film package Warner sold Sky's chief pay TV rival, the British direct-to-home service British Satellite Broadcasting (BSB), set to launch in late 1989.

The Sky-Warner deal includes the films "Full Metal Jacket," "Witches of Eastwick," "Inner Space," "Nuts" and "Police Academy IV." Sky's access to Lorimar product does not include its prime time hit *Dallas*, currently a highly rated BBC property.

Sky and BSB have gone head-to-head for film product from the Hollywood majors in the last several months, with BSB scoring an early deal with Warner, followed in recent weeks by a joint \$100 million rights deal with the BBC for MGM-UA product, a \$160 million package with Columbia/TriStar, and a combined package for Paramount and Universal product said to be worth more than \$300 million.

Murdoch, meanwhile, scored with an important liaison bringing the number-one studio Walt Disney to the Sky package with a pay family channel and access to movies

produced by its Touchstone Films. Sky also has a promise of exclusive pay rights to films from the Murdoch-owned 20th Century Fox Films.

The majority of films Murdoch has obtained access to will air on Sky Movies, one of six TV services of Murdoch's Sky Television, which will beam its signal to UK home satellite audiences and European cable homes via the just-launched Luxembourg Astra satellite (see page 63).

The Sky services include ad-supported general entertainment, news and sports channels, and the pay Sky Movies, all to launch in February. The pay Disney Channel and a Sky Arts service will launch later in the year. Sky Arts will be made up of music, ballet and other cultural events, and Sky has apparently dropped the idea of including classic movies on the channel, as originally projected.

Sky plans to encrypt the pay channels by late summer, and last week said it had selected an encryption technology, Palcrypt, developed in part by French electronics firm Thomson. Thomson will also build the first decoders, although Sky said the system will be licensed subsequently to oth-

er manufacturers.

The video scrambling system, which provides consumers with a "smart" card to authorize unscrambling in their decoders, uses the same encryption method proposed for MAC (multiplexed analog component) satellite transmission systems standardized by the European Broadcasting Union. Although BSB plans to use a version of MAC, consumers will need separate receiver electronics to decode both services. □

Europe's 'Hot bird' now in orbit

Astra satellite successfully launched and in orbit over Europe; Intelsat OK's five requests to consult on service

The European direct broadcast and cable satellite—the 16-channel Astra 1A—is now in geostationary orbit over Europe, ready to provide domestic and international service to six countries on the continent. The satellite its Luxembourg-based owners describe as the "hot bird"—a majority of its channels have been presold to British programmers, including Rupert Murdoch's Sky Channel (BROADCASTING, Dec. 5)—was launched on Dec. 10 aboard an Ariane space rocket from Kourou, French Guiana, and entered orbit five days later.

The entry into orbit followed by a day the favorable findings of the International Telecommunications Satellite Organization's board of governors regarding the requests of the signatories of five countries to be associated with the consultation for international service initiated by Luxembourg and the United Kingdom concerning use of the Astra network. The board acted under authority delegated by the Assembly of Parties in determining, under Article XIV(d), that the service would not cause technical interference to the global system or cause it significant economic harm. The signatories who made the requests are those of Belgium, Denmark, Finland, Ireland and the Netherlands.

The board, in a separate action, found under Article XIV(c) that the operation of the Astra network for the provision of domestic television service in the United Kingdom was technically compatible with Intelsat's use of the frequency spectrum and orbital space.

Those findings were among a group made by the board regarding separate systems. As for proposals regarding domestic service, under Article XIV(c), it made favorable findings concerning the Superbird satellite networks within Japan, for the period up to the end of March 2002 for Superbird-A and the end of October 2002 for Superbird-B, and the Telecom 2 satellite networks for the provision of domestic public telecommunications services to metropolitan France and French overseas territories for the period up to the end of 2002.

And as for other Article XIV(d) actions, the board, under delegated authority, made favorable findings regarding a request by the signatory of Belgium to be associated

with the consultation initiated by the signatories of France, the Federal Republic of Germany, Monaco and Switzerland concerning the use of Telecom 1. The board also approved urgent requests by the signatories of the United States and Japan for limited use of the Intersputnik system. The Communications Satellite Corp. had sought the clearance to permit Soviet coverage of Mikhail Gorbachev's planned visit to Cuba that was canceled earlier this month and for coverage of the presidential inauguration in January. Japan requested permission to link up with Intersputnik during the visit of the Soviet foreign minister to that country last week.

In another action at its quarterly meeting, the Intelsat board authorized Director Gen-

era Dean to negotiate with Ariane-space and General Dynamics for launch services for the Intelsat VII series of spacecraft. The director general plans to submit contracts for the launch of five Intelsat VII satellites for approval at the board's quarterly meeting in March.

The board also approved in principle resource-based cost and pricing methodologies as the basis for future tariffs. The Intelsat staff has been developing the methodologies for the past year in response to the board's concern that those being used did not reflect costs accurately. The new methods are designed to include the cost of each transponder in terms of the equipment it employs, such as antennas, as well as launch costs attributed to it. An Intelsat

COMMUNITY PACIFIC BROADCASTING CORPORATION

**\$9,000,000
Credit Facility**

**KTOM - AM/FM
KFIV - AM/FM
KASH - AM/FM
KEED - AM KSND - FM**

Provided By:

PITTSBURGH NATIONAL BANK

September 1988

HOKER BROADCASTING, INC.

**\$7,500,000
Credit Facility**

**WCRJ - FM
KCFX - FM**

Provided By:

PITTSBURGH NATIONAL BANK

April 1988

RENDA BROADCASTING CORPORATION

**Revolving Credit and
Term Loan Facility**

**WSHH - FM
WJAS - AM
KMGL - FM**

Provided By:

PITTSBURGH NATIONAL BANK

April 1988

CR BROADCASTING LIMITED PARTNERSHIP

**\$3,850,000
Credit Facility**

**WIBM - AM/FM
WKYD - AM/FM**

Provided By:

PITTSBURGH NATIONAL BANK

November 1988

PNC FINANCIAL CORP

Pittsburgh National Bank • Provident National Bank • Citizens Fidelity Corporation
The Central Bancorporation, Inc. • Marine Bank • Northeastern Bank • Hershey Bank
PNC Merchant Banking Company • PNC International Bank • PNC Investment Company

official involved in the project said the new methodologies would affect pricing. "But the prices, in any case, are coming down because of improvements in technology," he said. □

Broadcast news, Danish style

U.S.-based consultant helps revamp first commercial network in Denmark

When Denmark opened its first commercial TV network, TV2, last October, the channel hoped to build its audience, in part, with several hours a day of locally produced news. But according to communications consultant Lilyan Wilder, the new broadcaster recognized it needed a new approach to compete with chief rival TV1, the established state broadcaster that had long been bringing viewers news material from East and West Germany. Sweden, the BBC and satellite networks such as CNN and Sky television.

Wilder, a New York-based speech coach, who during the last two decades has trained such American TV news and entertainment personalities as Charles Osgood, Mary Alice Williams, Oprah Winfrey, Ray Brady and Charlie Rose, as well as sportscasters and politicians, was called in to help.

The consultant spent a week with TV2 in Denmark earlier this year, overcoming not

Outlook: clearing. International jamming of radio signals is continuing to fade as an irritant in international relations. Czechoslovakia on Dec. 16 ended 20 years of jamming the broadcasts of Radio Free Europe. And Bill Marsh, the executive vice president of the Munich-based RFE, expressed his pleasure at the development. "We will be happy to be able to get our message through at last," he told the Associated Press. He said RFE would be able to broadcast more music and eliminate the practice of repeating programs, a practice that jamming had made necessary.

Czechoslovakia's abandonment of jamming RFE—confirmed last week by the Board for International Broadcasting, which oversees RFE and its sister station, Radio Liberty—marked the continuation of a trend begun almost two years ago when the Soviet Union stopped jamming the British Broadcasting Corp. on Jan. 30, 1987. The Soviets' jamming of the Voice of America stopped on May 26, 1987. And on Nov. 29, they stopped jamming the broadcasts of Radio Liberty.

However, jamming continues. A BIB spokesperson said Bulgaria continues to jam RFE, as well as the broadcasts of the Bulgarian-language radio services of Italy, the Vatican, Turkey, Albania and the Peoples Republic of China. What's more, jamming of VOA and Deutsche Welle broadcasts to Afghanistan in the Pashtu and Dari languages continues. And cessations of jamming of the Voice and other services have not proved permanent in the past.

only language barriers but also the tradition of Danish on-air reporters to "remain almost faceless, reading the news into a microphone and one stationary camera for long, uninterrupted segments."

Wilder coached 20 to 30 reporters and five anchors at the news network, and although she knew she could not change news presentation too drastically—"The Danes don't like to have their coffee cups rattled by the news"—Wilder believes her training helped the reporters make the transition from being "talking automatons to being real people sharing information."

The consultant also returned to the U.S.

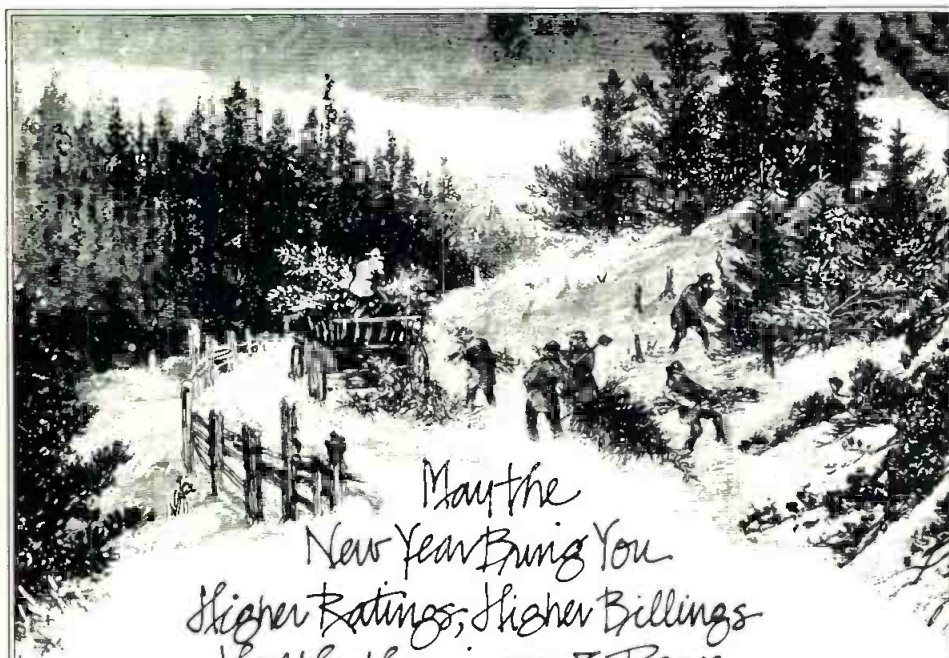
believing that "not only my business, but all American know-how has a ripe market in Europe. This is not to say that Europe will approach its news as we do, [but] until now, in Denmark and other European countries, audiences wanted their news to come straightforwardly from readers: just the facts, with little, if any, depth or charisma... As more television stations crop up throughout Europe, the trend toward sophisticated production will continue as a natural by-product of competition. The market for American technology and expertise will grow." □

Distant Signals

Cable News Network will open seven new international news bureaus in Europe, Asia and South America, expanding its existing 11 international bureau base. The new bureaus will be in Athens, Brussels, Geneva and Madrid. Two new Asian bureaus will be opened in Manila and Seoul, and CNN's first South American bureau (outside of a Central American bureau in Managua) will be opened in Santiago, Chile. □

London-based **Carlton Communications** reported record results for its fiscal year ended last Sept. 30. The firm, which is a major European supplier of TV services and facilities in Europe, and last October bought the world's largest film and videocassette processor, Technicolor, for \$780 million, reported revenue increased by 96% to \$295 million over last year, while pre-tax profits were up 46% to \$83.1 million. Earnings per share were up 34% to \$1.46. □

British Satellite Broadcasting has awarded a \$5.34 million, five-year contract to **Telesat Canada** for backup satellite control services. Telesat will provide the British direct broadcast satellite venture with a separate backup service to its existing control station.



*May the
New Year Bring You
Higher Ratings, Higher Billings
Health, Happiness & Peace.*

BLACKBURN & COMPANY
I N C O R P O R A T E D

Media Brokers & Appraisers Since 1947

WASHINGTON, D.C. 20036	ATLANTA, GA 30361	CHICAGO, IL 60601	BEVERLY HILLS, CA 90212
1100 Connecticut Ave., NW	400 Colony Square	333 N. Michigan Ave.	9465 Wilshire Blvd.
(202) 331-9270	(404) 892-4655	(312) 346-6460	(213) 274-8151

Changing Hands

Done. The Sillerman Acquisition Group and Metropolitan Broadcasting completed a merger of the two companies (BROADCASTING, April 11), in a deal valued at \$300 million. Metropolitan is a New York-based group that owns two AM's and three FM's. Simultaneously, Legacy Broadcasting acquired equity in Metropolitan and will manage Metropolitan's KTWV-FM Los Angeles, WNEW-FM New York and WMMR-FM Philadelphia, through a subsidiary, Legacy Communications Group.

Also simultaneously, former Metropolitan chief executive officer, Carl C. Brazzell Jr., formed Command Communications, to purchase KRLL(FM) Dallas from Metropolitan and KHOW(AM)-KSYX(FM) Denver, and KJOI-FM Los Angeles from Legacy for \$95 million. Sillerman will maintain nonvoting equity interest in Command.

KRXX-FM Marlin, Tex. □ Sold by Crowder Broadcasting Corp. to KRZI Inc. for \$410,266. **Seller** is principally owned by Ron Crowder. **Buyer** is owned by Van Doren Goodall Jr., Van Doren Goodall Sr., Valorie S. Goodall. KRZI Inc. is licensee of KRZI(AM) Waco, Tex. KRXX-FM operates on 96.7 mhz with 3 kw and antenna 300 feet above average terrain.

WRCS(AM)-WQDK(FM) Ahoskie, N.C. □ Sold by Hertford Broadcasters Inc. to Ahoskie Radio Inc. for \$400,000. **Seller** is principally owned by Gardner H. Altman and has no other broadcast interests. **Buyer** is owned by Cumberland A&A Corp, owned by Gardner H. Altman Sr, which has no other broadcast interests. WRCS operates on 970 khz with 1 kw day, and WQDK is on 99.3 mhz with 3 kw and antenna 300 feet above average terrain.

CABLE

System serving St. Croix Valley of Minnesota and Wisconsin □ Sold by Coaxial Communications Inc. to King Videocable Co. **Seller** is Columbus, Ohio-based MSO serving three states. It is headed by Dennis J. McGillicuddy, president. **Buyer** is Seattle, Wash.-based company, wholly owned by King Broadcasting Co. King Videocable operates systems in three states serving approximately 115,000 subscribers. King Broadcasting owns six AM's and six FM's. It is also mobile video production company. Systems serve approximately 17,500 subscribers with 35,000 homes passed. **Broker:** Waller Capital Corp.

Assets of El-Mar Communications Co. and stock of Tioga Cable Co., New York and Pennsylvania □ Sold by Lance and Fred Shaner to Cooney Cable Associates. **Seller** principals are Bolivar, N.Y.-based brothers who have no other cable interests. **Buyer** is controlled by John Cooney. It is Worcester, Mass.-based MSO serving systems in three states. Systems serve approximately 6,650 subscribers in municipalities in New York and Pennsylvania. **Broker:** Waller Capital Corp.

Systems serving Lawtey, Penney Farms and unincorporated areas of Bradford, Clay

and Putnam Counties, all Florida. □ Sold by Hurst Communications Inc. to Friendship Cable of Florida Inc. **Seller** is Osage City, Kan.-based company principally owned by Earl A. Hurst. **Buyer** is wholly owned subsidiary of Buford Television Inc., Tyler, Tex.-based MSO serving approximately 46,000 subscribers in three states, principally owned by Gerald Bu-

ford, Geoffrey Buford, and Robert Buford. Systems serve approximately 1,083 subscribers with 4,400 homes passed. **Broker:** Charles Greene & Associates.

For other proposed and approved sales, see "For the Record," page 70.

Cablecastings

PBS-cable cooperation

Scripps Howard's Sacramento Cable and noncommercial KVIE(TV) Sacramento are scheduled to launch a new service today (Dec. 19), KVIE Cable 66, to be programed by the noncommercial licensee, KVIE Inc. The 24-hour-a-day service will comprise six hours of programing repeated four times each day, answering the community's request for alternative scheduling to that of KVIE(TV), the only public TV station in the market, said

KVIE spokeswoman Jan Tilmon. The station is already carried on Sacramento Cable.

Duplicating about 50% of KVIE(TV)'s programing, KVIE 66 will be able to air programing that cannot be fit into the 12-hour-a-day broadcast schedule. The agreement stipulates that KVIE 66 can only fundraise for itself, not the noncommercial licensee's VHF station. With no lease agreement for the channel, however, operating expenses for the cable channel will be substantially less than for the broadcast station, leaving



Best Wishes
for a
Joyous Holiday Season
and a
Healthy and Prosperous New Year

**CECIL L.
RICHARDS INC.**

A Confidential Service to Owners & Qualified Buyers

NEGOTIATIONS FINANCING APPRAISALS
TV CATV RADIO NEWSPAPERS

7700 LEESBURG PIKE
FALLS CHURCH, VA 22043
(703) 821-2552

540 FRONTAGE ROAD
NORTHFIELD, IL 60093
(312) 441-7200

more funds for program production and acquisition, said Tilmon.

Said Sacramento Cable chief executive officer, Richard Davis: "Our subscribers have consistently requested the type of programming that our local PBS station, KVI(TV), can provide, and we feel this unique agreement will satisfy this need."

Reagan review

C-SPAN plans a 20-hour interview series on the Reagan presidency that will be carried on weeknights at 8 p.m., Jan. 2-13. Among those interviewed will be former chiefs of staff Howard Baker and Donald Regan, former cabinet secretaries Edwin Meese, Caspar Weinberger, William Bennett and Donald Hodel, plus nuclear arms negotiator Paul Nitze, deputy chief of staff Michael Deaver and Reagan pollster, Richard Wirthlin.

A 45-minute roundtable discussion of opposing viewpoints will follow each interview.

Cable counts

Nielsen Media Research officially released figures showing cable penetration at 53.8%, or 48,636,520 households, in November. All the top 20 markets have penetration of above 40%, with Chicago the lowest at 40.7%. Pittsburgh, at 66.5%, and Boston, at 63.5%, are the most heavily cabled top 20 markets.

Learning experience

Jones Intercable and Jones Spacelink will fund a \$240,000 scholarship program in conjunction with Mind Extension University, where cable subscribers can get college credits for courses taken at home. The program will provide tuition for MEU telecourses.

Rep result

CTV Media, a cable rep firm based in Worthington, Ohio, said it brought in more than \$2 million in local political advertising in 1988, with the biggest portion relating to issue advertising. The political dollars will send the company's billings to \$8 million this year, and it projects that will double in 1989.

Nominations, please

The National Cable Television Association has called for nominations for its 1989 Vanguard Awards, the highest honors accorded to individuals in the industry. Deadline for submissions is Feb. 17, with the presentation at the association's May convention.

USA signing

USA Network has signed Times Mirror to a carriage agreement that extends "into the 1990's," USA said. The five-year deal covers all 992,000 Times Mirror subscribers. USA is battling Jones

Intercable in court after the MSO dropped the network from its systems.

More 'Information'

The Financial News Network said it exercised its option to purchase the remaining 20% of Information & Service Network Inc. it did not own. ISN, in turn, owns 48% of The Learning Channel. FNN said ISN also holds options to increase its Learning Channel stake to 51%. FNN issued 918,000 shares of its restricted common stock to buy the remaining 20%.

Spanish feed

HBO has signed a number of cable operators in the New York, Miami, San Diego, El Paso and San Antonio, Tex., areas to carry its Spanish-language selection of programming, beginning in January.

The Spanish feed is available through the second audio program of stereo television sets. Nonstereo TV sets can have those adaptors installed.

HBO also announced that its third annual *Comic Relief* special will be presented live on March 18 from the Universal Amphitheater in Los Angeles.

TicketTaker takers

Southern Bell expects several large Southern cable operators in Florida, Georgia, South Carolina and Louisiana (including Cox Cable in New Orleans) to take its TicketTaker, a pay-per-view ordering system that it is marketing. The service, being offered by Southern Bell and South Central Bell, requires subscribers to dial a particular telephone number for each event. That information is then fed to the cable company, where the purchase is authorized. Southern Bell said 90,000 cable subscribers have access to TicketTaker. That number is expected to grow to 200,000 by year's end.

Greater reach

Tele-Communications Inc. and WestMarc Communications, in which it holds a substantial interest, have donated microwave systems equipment to KCWC-TV Lander, Wyo., the only noncommercial television station in the state. The equipment, said TCI, will allow residents in Sheridan, Gillette and surrounding areas, to receive the station.

Child care documentary

Lifetime plans to carry a one-hour documentary on the state of child care, on Jan. 23, 1989, at 9 p.m. Hosted by ABC-TV's *thirtysomething* star, Mel Harris (Hope), it will examine the "personal and emotional consequences of our country's lack of adequate child care." The documentary is part of a family public service campaign the service is engaged in that includes a survey on family issues that will be released in May.

October, 1988

SOLD

Certain assets of
CENTRAL GEORGIA CABLE SYSTEMS, LTD.

serving 2,400 subscribers in
Forsyth and Gray, Georgia
have been sold to

JAMES CABLE PARTNERS, L.P.

of Bloomfield Hills, Michigan

The undersigned represented the seller in this transaction.
This notice appears as a matter of record only.

101 E. Kennedy Blvd., Suite 3300, Tampa, FL 33602 813/222-8844
CEA, Inc., 375 Park Ave., Suite 3808, New York, NY 10152 212/319-1968
1133 20th Street, N.W., Suite 260, Washington, DC 20036 202/778-1400
1235 Westlakes Drive, Suite 140, Berwyn, PA 19312 215/251-0650



**COMMUNICATIONS
EQUITY
ASSOCIATES**

NBC News names senior VP, shuffles staff

Michael Gartner last week formally announced executive changes similar to those that had been anticipated (BROADCASTING, Dec. 19), although he continues to directly oversee more people than some observers expected. The NBC News division president last week promoted Joe Angotti to senior vice president, joining Tom Ross and Timothy Russert with that title. Gartner said that at those times when he is "away," one of the three will be designated "in charge."

Last Monday's announcement also said Ross will oversee a new "strategic planning department," in which Ross was already informally involved. Reporting to the two-year division veteran will be Bob McFarland, whom Russert is replacing as Washington bureau chief, and Bob Keyes, currently director of

news operations.

Reporting to Angotti will be Jerry Lamprecht, vice president for coverage; Tom Wolzien, vice president, editorial production services; Jo Moring, vice president for affiliates; Bill Chesleigh, executive producer of *Weekend Nightly News*; Gerry Solomon, executive producer of *Sunrise*, and Lloyd Siegal, senior producer for specials.

Gartner will still have at least eight people directly reporting to him. In addition to the three senior vice presidents and the executive producers of both *Today* and *Nightly News*, others reporting to Gartner include Natalie Hunter, vice president, finance; Paul Greenberg, senior executive producer, and Gordon Manning, consultant.

NYT's Lewis criticizes media's performance

Says it was superficial and intimidated and that it 'worshipped' Presidency

New York Times columnist Anthony Lewis has joined a small but growing coterie of journalists critical of the media's performance in covering the 1988 presidential campaign. It was fearful, subject to intimidation, Lewis feels. It was superficial in its coverage, fascinated with process rather than substance. It failed to expose the "lies" that were told. In its pursuit of "objectivity," he contends, the media ignored truth. Nor is that a complete catalogue of his complaints. Among others is what Lewis regards as the media's "worship of the Presidency." The media, he clearly thought, did not do its job.

Lewis laid out his brief in delivering the Frank E. Gannett Lecture, an annual event sponsored by the Washington Journalism Center and attended by journalists, communications lawyers and others interested in the media, in Washington. His message drew few challenges. Indeed, it seemed to reflect in part, at least, the concerns that have been voiced by network news executives who have looked back on their work during the campaign (BROADCASTING, Nov. 21). Still, the burden of Lewis's remarks would probably surprise, if not shock, those critics of the media who regard its most serious fault—after, possibly, lack of concern for facts—as arrogance.

For instance, he contended that "intimidation of the press is a standard item on the agenda of the organized political right." And, he said, it has been successful. He cited Dan Rather's effort last January to question then Vice President George Bush on the *CBS Evening News* about the Iran-contra affair. He said Bush "ducked, weaved, barracked, picked a fight" in what Lewis saw as an effort to make it appear that Rather "was leaning on the Vice President improperly—and to frighten others away. And it worked." After that, Lewis

said, no one "went after Mr. Bush about his role in a sustained way."

And Lewis contended that "intimidation" by the right caused the media to drop its effort to press Senator Dan Quayle (R-Ind.) about his academic record.

As for the media's fascination with process rather than substance, Lewis said Bush media consultant Roger Ailes was celebrated for "his craft as a maker of television ads that created a picture of Michael Dukakis as a friend of murderers and rapists." Then he said: "There were lots of stories about the superiority of the technicians of that side: value-free stories."

Lewis was not concerned for Dukakis, he said, but for journalism. "There were times in this campaign when we looked like theater critics—critics interested only in the artfulness of the scenery, not in the message of the play." There were also times, he said, when the media "participated in the degradation of the democratic process" by "taking up, as if they were real, the non-issues invented to distract voters" from the hard problems.

CNN anchor Bernard Shaw's question to

Dukakis, during the second presidential debate, as to the effect the rape and murder of his wife would have on his view regarding the death penalty was an example of the "degradation of the democratic process" Lewis had in mind.

Lewis also found the media wanting in the manner in which it dealt with "lies." He referred to the Bush ad blaming Dukakis for the polluted condition of Boston Harbor, one that featured filthy water and a sign warning against swimming in what it said presented a "radiation hazard." The picture, Lewis noted, was not of Boston Harbor but of an abandoned nuclear submarine repair yard. Lewis said that, "as a general rule, it is sensible not to try to edit political advertising for truth." But, he said, the media should not "refrain from comment on [ads] that directly affect the American political process and that deliberately false. Run the ad, yes," he said, "but say something."

And in discussing the Boston Harbor ad, Lewis suggested that objectivity can be the enemy of truth. For he said that to have reported that Dukakis actually had a good

"25 YEARS EXPERIENCE GOES INTO EVERY SALE"

EAST
500 East 77th Street
Suite 909
New York NY 10021
(212) 288-0737

WEST
9454 Wilshire Boulevard
Suite 600
Beverly Hills CA 90212
(213) 275-9266

SOUTH
11285 Elkins Road
Suite J-8
Roswell GA 30076
(404) 442-5711
HAL GORE, Vice-pres.

H. B. La Rue,
Media Brokers

TV • RADIO • CABLE • APPRAISALS

Convention study. A group of Democratic and Republican party leaders are working together in a commission whose mission is to recommend changes in the design of national political conventions in an era when the conventions have lost much of their meaning and are viewed as events staged for television. The Commission on National Political Conventions was coordinated by the Washington-based Center for Democracy, and will examine not only the present format of presidential nominating conventions but also the current nominating process as it relates to conventions.

Co-chairmen of the commission are outgoing Republican National Chairman Frank J. Fahrenkopf and former Democratic National Chairman Charles T. Manatt. At a news conference following the group's first meeting, both made clear they recognize that the suspense has been drained from conventions by changed nominating rules and the proliferation of state primaries. They, as well as the networks, also recognize that the audience for the conventions has declined every four years.

Fahrenkopf talked of streamlining the conventions and of taking a "hard look at what really the role of the media should be." When ABC News President Roone Arledge, in response to a reporter's question at the Democratic National Convention last summer, said journalists should sit down with party officials in an effort to discuss ways of making the conventions more attractive to viewers, some of his colleagues at the other networks balked, saying it was not their job to work with the parties on a redesign of the conventions. And some media representatives were said to have declined invitations to join the commission. But three television news people are listed as joined—Ken Bode, NBC News political correspondent; Hal Bruno, ABC News senior political director, and Jane Maxwell, CNN vice president, special events. The only print representative thus far is Roger Kranz, *National Journal* group vice president.

However, not all of those media representatives are firmly on board. Maxwell said CNN was still considering the invitation she received. And Bruno said he had not yet cleared with ABC News superiors his readiness to participate. Only Bode was unequivocal in his acceptance. "Somebody from our business should be on the commission," he said. Bruno and Bode have been among the most outspoken of the television journalists favoring extensive coverage of the political conventions, despite declining ratings.

The commission is expected to issue a report to the political parties next fall.

record on environmental issues while Bush did not, "would not have been objective." But, Lewis said, "serious reporting has to provide perspective on events." Furthermore, he said, "the notion that journalism should be 'balanced' goes against the grain of American history and the Constitution. When the Constitution and the First Amendment were written, there was no such thing as a 'balanced' newspaper. There were highly opinionated sheets." Accordingly, Lewis finds "the current fetish of 'objectivity' troublesome." Although press institutions "have reasons to carry different points of view," he said, "it does not follow that they should find two sides to every question or regard it as a triumph to be bland."

Then there is Lewis's concern about what he says is "the worship of the Presidency," a condition that he says has developed since the first inauguration of Franklin Roosevelt, in 1933. "When the press looks to the

President to solve all problems," he said, "when it assumes the legitimacy of his power in all situations, it creates a mystique about the Presidency that may be difficult to penetrate." And he thinks the press finds it difficult to challenge the President "on things that matter." In that regard, he said the press was at fault "in not smelling the arms-for-hostages deal and the transfer of funds to the contras long before the story leaked in the Middle East." The press, he said, "cannot do its job if it is bemused by the presidential mystique."

With that as background, Lewis said: "The public relies on the press more today than ever. People feel remote from national politics and governance. They feel it has become not a participatory, but a spectator sport. They count on us to penetrate the shams and speak truth to power. They are often angry at us, but they need us. We should not let them down." □

British editor asks for press freedom assistance

Editor of London's 'Sunday Times' says journalists in his country need protections from government security regulations that hinder access; wants Americans to help

The embattled editor of an embattled British newspaper traveled across the Atlantic Ocean to Washington to appeal to his American colleagues for help for the British press. "Come over and tell us about the freedom of the press in America," said Andrew Neil, editor of the *Sunday Times*. Help Britain, he said in effect, develop the kind of free-press tradition Americans regard as their birthright. Britain, he said, "needs a First Amendment."

Neil and the *Sunday Times* face criminal contempt charges brought by the Thatcher government for publishing extracts last year of a book that the government had banned in Great Britain, ostensibly on security grounds, but that was being published in the United States. A worst-case scenario that Neil presented involved a heavy fine for the newspaper (one of those owned by Rupert Murdoch) and a prison term for himself. But another matter of concern to him was the apparent lack of concern on the part of the public and the newspapers in Great Britain.

Neil, who was delivering the World Press Freedom Committee's second annual Harold W. Anderson lecture on press freedom, an event that was jointly sponsored in Washington by the Center for Strategic and International Studies, spoke on "British Press Freedom—Is There One?" The answer, he suggested, was no—at least not in the sense that the American press is free. In America, he said, all information is available unless the government can demonstrate why it should not be. In Great Britain, on the other hand, he said, no information is made public unless "the ruling elite decides to make it public."

The book involved is "Spycatcher," by Peter Wright, a former agent of MI5, the counter-espionage agency whose secrets he spills. Neil said he decided to publish the extracts not only because the book was being published in the U.S., by Viking Penguin Inc. (Since any Soviet KGB agent could buy the book, he reasoned, why should the information be denied British citizens?) He also thought it was the *Times'* responsibility to divulge material of public importance, especially material on how elected and other public officials carry out their duties. And the book alleges that the head of MI5 was a Soviet agent and that an element within the agency had attempted to destabilize the Labour government of Harold Wilson.

Beyond the *Times'* and his press freedom problems involving "Spycatcher," Neil noted that the government is seeking to tighten its already considerable control over

R.A. Marshall & Co.

Brokerage & Media Investment Analysis

SOLD!

WCCF/WQLM	PUNTA GORDA, FLORIDA	\$ 3,100,000
WDAR-AM/FM	DARLINGTON, SOUTH CAROLINA	\$ 1,200,000
KSTE-FM	CORPUS CHRISTI, TEXAS	\$ 3,313,000

(ALL PENDING FCC APPROVAL)



800 Main Street Suite 210
Hilton Head Island, South Carolina 29928. 803-681-5252

the press. It has introduced in Parliament a new Official Secrets Act that would impose a lifetime confidentiality requirement on MI5 officers, one that would muzzle even whistleblowers anxious to expose wrongdoing within the agency. The bill would also specifically reject prior disclosure as a defense for publication of material the government had sought to keep secret.

Neil has some familiarity with television. He has produced documentaries for the British Broadcasting Corp. and he has been given a temporary appointment as executive chairman of Sky Television, another Murdoch venture, to assist in the launch of its new four-channel satellite television service on the Luxembourg bird Astra. And he is not encouraged by the amount of independent British television enjoys. He noted that it speaks of its "special role" in informing the public. But, he said: "It operates on a tight government leash." He noted that the BBC depends on government licensing of broadcast receivers for financing and that the country's independent commercial television companies depend on the government-granted monopoly of advertising. So both depend on a "government privilege" to operate, Neil said.

Perhaps the greatest problem facing those elements of the British press seeking greater freedom is the public's, even the press's, attitude. Neil quoted *The New York Times'* Anthony Lewis as saying: "The right of free speech in Britain is not of prime value. Even the most direct assault on free press provokes little outrage." Neil agreed. The public's attitude toward the *Sunday Times*

during the "Spycatcher" episode was "hostile." What's more, the newspaper received little or no support from the press. He said even such prestigious newspapers as the *Manchester Guardian* "distanced themselves" from the *Sunday Times*.

It was against that background that Neil appealed for help to Americans whose own democracy and freedoms, he said, have British roots. "We need your guidance," he said. "We need your advice. We need some help. Come over and tell us about the freedom of the press in America." Visit Great Britain, he urged, and appear on television and write for the newspapers on "how some of the things the British government does would be impossible in the United States and how the behavior of

some British newspapers would shame any self-respecting American newspaper." He added: "We look to America as a source of inspiration for what a free press is all about."

Neil promptly got a pledge of support from the man for whom the lecture he had just given is named, Harold W. Anderson, chairman of Omaha World Herald Co. He said: "We want to help. We can do it in a number of ways. Tell us how." And when Neil said the *Sunday Times* would sponsor a conference in London to feature American speakers on the subject of "how prior restraint is impossible in the United States," Anderson replied: "To the extent the World Press Freedom Committee can help, you have a deal." □

Disk deal. ABC News said it will further diversify its use of its news product by developing optical laser disks for the educational market. The company is in the process of completing its first such project, *The '88 Vote*, and plans to produce approximately a half-dozen disks next year. Responsibility for the new project will rest with the newly created ABC News Interactive Group, under ABC News Vice President William E. Lord, who will report to Irwin Weiner, senior vice president, finance, ABC News. David Bohman will be the executive producer of ABC News Interactive. □

Specifically Pacific. The U.S. Information Agency's Worldnet has inaugurated service to the Pacific Ocean region by way of the Pacific Ocean Region satellite. The Intelsat satellite, located at 180 degrees east, extends Worldnet's reach across the Australian continent and New Zealand as well as to East Asia.

Worldnet transmits 24 hours of news and information daily to viewers in 100 countries. Since it's barred by Congress from transmitting its own passive programming, Worldnet is filling its schedule with material provided by C-SPAN and, since Dec. 15, with the U.S. Chamber of Commerce's two-hour *Nation's Business Today*.



And you thought the Greyhound was just on buses.

When you say Greyhound, most people just think buses. But did you know that for 25 years Greyhound has been a major business finance company?

Today, Greyhound Financial helps broadcasters and cable operators acquire and refinance their properties. Our Communication Finance team, lead by industry veteran Matt Breyne, offers:

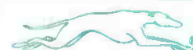
- quick decision making
- loan structuring expertise
- access to a wide range of financing options

So now, when you want to buy a new property or restructure an existing one, think Greyhound—the communications finance people.

Call Matt Breyne at 602-248-2808 or Chris Webster at 602-248-6955, Communication Finance Group.

Greyhound Financial Corporation

A Greyhound Company



As compiled by BROADCASTING from Dec. 15 through Dec. 21 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz.—kilohertz; kw.—kilowatts; lic.—license; m.—meters; mhz.—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific Atlanta; SI—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w.—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to ntp coordinates. One meter equals 3.28 feet.

Ownership Changes

■ **KYOS(AM)-KMYT(FM)** Merced, CA (AM: BAL881202EC: 1480 khz; 5 kw-L; DA-N; FM: BALH881202ED: 97.5 mhz; 50 kw; HAAT: 490 ft.)—Seeks assignment of license from Radio One Inc. to Merced Radio Partners L.P. for \$1,755,000. Seller is owned by Maurice (Doc) Hill and has no other broadcast interests. Buyer is owned by Edward G. Hoyt Jr., 1%; Overland Communications Group Inc. L.P., 99%. Overland Communications Group Inc. principals are Allan Jordan and Scott Binder. It has no other broadcast interests. Filed Dec. 2.

■ **WNLC(AM)-WTYD(FM)** New London, CT (AM: BAL881122HP: 1510 khz; 10 kw-D; 5 kw-N; DA-2; FM: BALH881122HQ: 100.9 mhz; 3 kw; HAAT: 328 ft.)—Seeks assignment of license from Drubner Broadcasting to Andross Communications for \$5.2 million ("Changing Hands," Nov. 7). Seller is Waterbury, CT-based group owned by Norman S. Drubner. It also owns WPAP-FM Panama City and WCOA(AM)-WJLQ(FM) Pensacola, both Florida, and 75% of The Daytona Group, owner of three AM's and four FM's. Buyer is newly formed company principally owned by Ross W. Elder and William Deveraux. It has no other broadcast interests. Filed Nov. 22.

■ **WBPT(FM)** Naples, FL (BAPED881201HY: 89.5 mhz; 550 w; HAAT: -249.28 ft.)—Seeks assignment of license from Central Florida Educational Network to Cross Country Broadcasting Inc. for \$25,000. Seller has no other broadcast interests. Buyer is equally owned by Rev. George A. Zarris, Barbara R. Zarris and Rev. Terry Crague. It has no other broadcast interests. Filed Dec. 1.

■ **WPLB-AM-FM** Greenville, MI (BALH881123HH: 1380 khz; 1 kw-D; 500 w-N; DA-N)—Seeks assignment of license from Flat River Broadcasting Co. to Goodrich Theaters Inc. for \$2.8 million ("Changing Hands," Dec. 5). Seller is owned by Robert G. Lewis Sr. and Larry Painter. It has no other broadcast interests. Buyer is principally owned by Robert E. Goodrich, who also owns WXLN-FM Moline, IL; KSTT(AM) Davenport, IA; WVIC-AM-FM East Lansing and WTRV(AM)-WSNX(FM) Muskegon, both Michigan. Filed Nov. 23.

■ **WWSL(FM)** Philadelphia, MS (BTCH881128GF: 102.3 mhz; 3 kw; HAAT: 200 ft.)—Seeks transfer of control from H&GC Inc. to H&GC Inc. for \$300,000. Seller is headed by William H. Cole. Buyer is equally owned by Laura C. Thrash and Leah C. Jarrell. Filed Nov. 28.

■ **KTOZ-FM** Marshfield, MO (BAPLH881130HX: 104.9 mhz; 2.4 kw; HAAT: -360 ft.)—Seeks assignment of license from Ladeo Communications Inc. to Sunburst II Inc. for \$665,000 ("In Brief," Dec. 5). Seller is owned by Larry D. Campbell, who also owns KTOZ(AM) Springfield, MO. Buyer is owned by John M. Borders, former owner of KNFO(FM) Waco, TX. Filed Nov. 30.

■ **KSRC(AM)** Socorro, NM (BAL881121EI: 1290 khz; 1 kw-D; DA)—Seeks assignment of license from Robert Sparks, receiver to Walter C. Shrode, for \$18,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Nov. 21.

■ **WRCS(AM)-WQDK(FM)** Ahoskie, NC (AM: BAL881028HU: 970 khz; 1 kw-D; FM: BALH881028HV: 99.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Hertford Broadcasters Inc. to Ahoskie Radio Inc. for \$400,000. Seller is owned by Resort Broadcasters, Richmond, VA-based group of ten AM's and seven FM's principally owned by Ellek Seymour. Buyer is owned by Cumberland A&A Corp. Gardner H. Altman is owner of Cumberland A&A Corp. It has no other broadcast interests. Filed Oct. 28.

■ **WAES(AM)-WROQ(FM)** Charlotte, NC (AM: BAL881202EA: 610 khz; 5 kw-D; 1 kw-N; DA-2; FM: BAPLH881202EB: 95.1 mhz; 100 kw; HAAT: 570 ft.)—Seeks assignment of license from Adams Radio of Charlotte Inc. to Tenore Broadcasting Co. for \$8.5 million. Seller is Tampa, FL-based group of four AM's, five FM's and five TV's, owned by Stephen Adams. Buyer is owned by Frank D. Tenore and Sandra S. Tenore. Filed Dec. 2.

■ **KRXX-FM** Marlin, TX (BALH881128GH: 96.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Crowder Broadcasting Corp. to KRZI Inc. for \$410,266. Seller is principally owned by Ron Crowder. Buyer is owned by Van Doren Goodall Jr., Van Doren Goodall Sr. and Valerie S. Goodall. KRZI Inc. is licensee of KRZI(AM) Waco, TX. Filed Nov. 28.

■ **WMNE(AM)-WMEQ(FM)** Menomonic, WI (AM: BTC881125HK: 1360 khz; 1 kw-D; FM: BTCH881125HL: 92.1 mhz; 1.3 kw; HAAT: 490 ft.)—Seeks transfer of control from Phillips Broadcasting Co. to Michael A. Phillips for \$637,500. Seller is principally owned by Michael Phillips. Buyer is owned by Michael A. Phillips, 100%. Phillips is 45% voting stockholder of KMMO-AM-FM Marshall, MO. Filed Nov. 25.

Actions

■ **KOVR-TV** Stockton, CA (BTCCT881027KE: ch. 13; 316 kw; HAAT: 2,000 ft.)—Granted assignment of license from Narragansett TV Co. of California Inc. to Anchor Media Holdings Ltd. for \$162 million (BROADCASTING, Nov. 7). Seller is affiliate of Narragansett Capital Inc., privately held company based in Providence, RI. It is headed by Gregory Barber and Jonathan Nelson. It also owns KHTT(AM)-KSJO(FM) San Jose, CA; WYNK-AM-FM Baton Rouge, LA; KEZO-AM-FM Omaha, and KAYI(FM) Muskogee, OK (all majority controlled). It also has interest in cable television systems serving approximately 400,000 subscribers. Buyer is principally owned by Group Management Inc., Anchor Media Corp. and Anchor Media Investors, general partners, and RMB Anchor Media Investors Ltd., limited partner. Action Dec. 8.

■ **WDZL(TV)** Miami (ch. 39; 3980 kw; HAAT: 735 ft.)—Granted assignment of license from 39 Broadcasting Ltd. to Channel 39 Inc. for \$29.5 million. Seller is principally owned by Odyssey Partners, New York-based company headed by Michael Finkelstein. Buyer is owned by Renaissance Communications Corp., 100%, and also headed by Michael Finkelstein. Finkelstein owns WTXN(TV) Waterbury, CT. Action Dec. 9.

■ **KHIK(TV)** Hilo, HI (BAPCT881014KH: ch. 14; 14 kw; HAAT: -93 ft.)—Granted assignment of license from King Broadcasting Co. to Le Sea Broadcasting Corp. for \$8,277. Seller is owned by Priscilla B. Collins, 26.0341%; Dorothy S. Bullitt, 28.2347%; Harriet S. Bullitt, 20.9733%; Steven A. Clifford, 0.9352%; Eric S. Bremner, 1.2067%; and Suzanne S. Sorknes, 0.1694%. King Broadcasting Co. is licensee of KING-AM-FM-TV Seattle, and KREM-TV Spokane, both Washington; KGW(AM)-KINK(FM)-KGW-TV Portland, OR; KTVB(TV) Boise, ID; KHNL(TV) Honolulu; KSFO(AM)-KYA(FM) San Francisco; KOGG(TV) Wailuku, HI. Buyer is owned by Lester Sumrall, 20%; Louise Sumrall, 20%; Leona Murphy, 20%; Stephen Sumrall, 20%; and Peter Sumrall, 20%. Le Sea Broadcasting Corp. is licensee of WHMB-TV Indianapolis and permittee of KWHD(TV) Castle Rock, CO; KWHE(TV) Honolulu, and WHKE(TV) Kenosha, WI. Action Dec. 7.

■ **KXIX(FM)** Dyersville, IA (BALH881011GV: 99.3 mhz; 3 kw; HAAT: 370 ft.)—Granted assignment of license from Donald Raymond Fortune to Design Homes Inc. for \$22,079. Seller has no other broadcast interests. Buyer is owned by Franklin A. Week; Mi-

chael Doll; Karen A. Lange; Randolph Weeks, and Mary Weeks. Design Homes Inc. is licensee of KADR (AM) Elkader and KCTN-FM Garnavillo, both Iowa. Action Dec. 6.

■ **KFNH-FM** Oberlin, KS (BALH881013HH: 101.1 mhz; 100 kw; HAAT: 420 ft.)—Granted assignment of license from K-101 Inc. to Valu-West Inc. for \$155,000. Seller is owned by First National Bank & Trust Co. of Great Bend. It also owns KSWN(AM) McCook, NE. Buyer is owned by Valu-Line of Kansas Inc., 80%, and Herbert V. Deremer, 20%. Valu-Line of Kansas Inc. principals are Stephen L. Sauder and Earl W. Sauder. Valu-Line of Kansas Inc. owns Valu-Broadcasting Inc., which owns KVOE(AM)-KFFX(FM) Emporia and KVFV(AM) Winfield, both Kansas. Action Dec. 6.

■ **WPVA(AM)-WKHK-FM** Colonial Heights, VA (AM: BAL880927GL: 1290 khz; 5 kw-D; FM: BALH880927GM: 95.3 mhz; 25 kw; HAAT: 300 ft.)—Granted application of assignment of license from WPVA Inc. to ABS Communications Inc. for \$7 million ("Changing Hands," Oct. 3). Seller is Evansville, IN-based group of four AM's and five FM's headed by Alan R. Brill. It is also buying KUAD-FM Windsor, Colo. ("Changing Hands," Aug. 8). Buyer is principally owned by Kenneth A. Brown and Jon Sinton. It also owns KROD(AM)-KLAQ(FM) El Paso. Action Nov. 9.

■ **WNBK(FM)** New London, WI (BALH880930HL: 93.5 mhz; 3 kw; HAAT: 270 ft.)—Granted app. of assignment of license from Goetz Communications Corp. to Martin Communications Inc. for \$1.25 million. Seller is Marshall, WI-based group of four AM's and six FM's owned by Nathan L. and Robert Goetz. Buyer is owned by Quinn W. Martin and has no other broadcast interests. Action Nov. 15.

■ **KOLL(FM)** Gillette, WY (BALH880928HJ: 96.9 mhz; 100 kw; HAAT: 400 ft.)—Granted app. of assignment of license from Jeff Kehl, receiver to Gillette Broadcasting Co., for \$250,000. Seller has no other broadcast interests. Buyer is owned by Axel R. Ostlund, 2.59%; Donald G. Cale, .14%; and Roy A. Mappel, 60.42%. Gillette Broadcasting Co. owns KIML (AM) Gillette, WY. Action Nov. 11.

New Stations

Applications AM's

■ **Poquonock, CT** (BP881128A1)—Thomas Kron seeks 870 khz. Address: 41 Old Oaks Rd., Fairfield, CT 06430. Principal has no other broadcast interests. Filed Nov. 28.

■ **Sun Valley, NV** (BP881128AL)—Silverado Corp. seeks 730 khz. Address: P.O. Box 700, Folsom, CA 95630. Principal is owned by D.C. Williams. Williams owns 50% of KPLA(AM) Riverbank, CA, and 50% of KCPC(AM) Rancho Mirage, CA. Filed Nov. 28.

FM's

■ **Cedar Key, FL** (BPH881115MI)—Baymedia Inc. seeks 102.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 1790, Panama City, FL 32402. Principally owned by James E. Broadus Jr., 25%; Bertie S. Broadus, 25%, and Tallahassee Broadcasting Co., 50%. Applicant is licensee of WILN(FM) Panama City, FL. Tallahassee Broadcasting Co. is licensee of WGLF(FM) Tallahassee, FL. It owns licensee of WSLG(FM) Naples, FL, and 50% of licensee of WCXL(FM) Vero Beach, FL. Filed Nov. 15.

■ **Cedar Key, FL** (BPH881117MB)—Mary Ann Garcia seeks 102.7 mhz; 3 kw H&V; 100 m. Address: 8664 Longwood Drive, Largo, FL 34647. Principal has no other broadcast interests. Filed Nov. 17.

■ **Cedar Key, FL** (BPH881115MD)—Karen Marie Voyles seeks 102.7 mhz; 3 kw H&V; 100 m. Address: Route One, Box 904, Newberry, FL 32669. Principal has no other broadcast interests. Filed Nov. 15.

■ **Kekaha, HI** (BPH881102MC)—Algoma Broadcasting Co. seeks 103.3 mhz; 3.0 kw (H&V); -243 m. Address: P.O. Box 36, Fairfield, CT 06430. Principal is owned by

■ **Carlinville, IL (BPH881118MA)**—David L. Shepherd seeks 95.9 mhz; 3 kw H&V; 92 m. Address: P.O. Box 619, Moberly, MO 65270. Principal owns 12.16% of Shepherd Enterprises Inc., which in turn owns licenses of KWIS (AM)-KRES(FM) Moberly, and KJEL(AM)-KIRK(FM) Lebanon, both Missouri. It also owns 80% of licensee of KREI(AM)-KTJJ(FM) Farmington, MO. Filed Nov. 18.

■ **Austin, IN (BPH881129MB)**—Power Communications Inc. seeks 96.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box 363, Simpsonville, KY 40067. Principal is owned by Marcia Greenberg, 80%, and Linda A. Burbridge, 20%. Filed Nov. 29.

■ **Bicknell, IN (BPH881114MA)**—Robert M. Mason seeks 105.7 mhz; 3 kw H&V; 100 m. Address: 1943 Greenview, Northbrook, IL 60062. Principal has no other broadcast interests. Filed Nov. 14.

■ **Winterset, IA (BPH881118MB)**—AFM Associates, General Partnership seeks 95.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 736, Myrtle Beach, SC 29577. Principal is owned by Albert D. Ervin, 30%; David A. Rawley Jr., 35%; and P.A. Thomas, Sr., 35%. Ervin is 11.85% stockholder of licensee of WYEA(AM)-WAWV(FM) Sylacauga, AL; 11.85% stockholder of licensee of WWBR-AM-FM Harriman, TN. Thomas is 35% stockholder of licensee of WOKX(AM) High Point, NC; 24.5% stockholder of licensee of WTHP-FM Thomasville, NC. Filed Nov. 18.

■ **Hutchinson, KS (BPH881116MF)**—KWIK Broadcasting Co. seeks 97.1 mhz; 2.65 kw H&V; 105 m. Address: P.O. Box 1967, Hutchinson, KS 67504. Principally owned by William L. Mitchell, 25%; Eleanor M. Ferguson, 25%; and Maria H. Foy, 25%. KWIK Broadcasting Co. wholly owns following stations: KWIK(AM) Hutchinson, KS; KTRC(AM) Santa Fe, NM; and KBHS-AM-FM Hot Springs, AR. Filed Nov. 16.

■ **Larned, KS (BPH881116MC)**—Nancy J. Puopolo seeks 106.9 mhz; 3 kw H&V; 100 m. Address: 37 Martin St., Rehoboth, MA 02769. Principal has no other broadcast interests. Filed Nov. 16.

■ **Valley Station, KY (BPH881201MG)**—Sharon Lee Olsen seeks 105.9 mhz; 3 kw H&V; 100 m. Address: 7248 Heatherly Square, Louisville, KY 40242. Principal has no other broadcast interests. Filed Dec. 1.

■ **Valley Station, KY (BPH881128MB)**—Valley Radio seeks 105.9 mhz; 3 kw H&V; 100 m. Address: 5122 Dawn Drive, Shively, KY 40216. Principal is owned by Mary E. Shelton. It has no other broadcast interests. Filed Nov. 28.

■ **Valley Station, KY (BPH881201MH)**—Jerry L. Eaves seeks 105.9 mhz; 3 kw H&V; 100 m. Address: 5529 Forestlake Dr., Louisville, KY 40059. Principal has no other broadcast interests. Filed Dec. 1.

■ **Valley Station, KY (BPH881201ME)**—Ramcomm seeks 105.9 mhz; 3 kw H&V; 100 m. Address: 6200 Gabriel St., Bowie, MD 20715. Principal is equally owned by Redge A. Mahaffey, and Randall A. Mahaffey. It has no other broadcast interests. Filed Dec. 1.

■ **Valley Station, KY (BPH881201MD)**—High Level Communications Inc. seeks 105.9 mhz; 3 kw H&V; 100 m. Address: 9072 Kildoon Ct., Dublin, OH 43017. Principal is owned by James B. Pidcock. It has no other broadcast interests. Filed Dec. 1.

■ **Valley Station, KY (BPH881201MC)**—Mid-America Communications Inc. seeks 105.9 mhz; 3 kw H&V; 100 m. Address: 7804 Wolf Pen Branch Rd., Louisville, KY 40059. Principal is owned by Sook K. Collins, 30%; Chris Collins, 30%; Sandy Collins, 30%; and James J. Nathan, 10%. Filed Dec. 1.

■ **Valley Station, KY (BPH881201MB)**—River Broadcasting L.P. seeks 105.9 mhz; 3 kw H&V; 100 m. Address: 700 Melvin Ave., Ste. 8, Annapolis, MD 21401. Principally owned by Joan E. Leanos. It has no other broadcast interests. Filed Dec. 1.

■ **Valley Station, KY (BPH881201MF)**—D.E.W. Communications L.P. seeks 105.9 mhz; 1.8 kw H&V; 127 m. Address: 4205 Sunset Ave., Louisville, KY 40211. Principal is owned by Dwayne E. Watkins, 20%, and Lawrence Elowe, 80%. Filed Dec. 1.

■ **Valley Station, KY (BPH881130MA)**—Hutter seeks 105.9 mhz; 3 kw H&V; 100 m. Address: 405 Jarvis Lane, Louisville, KY. Principal has no other broadcast interests. Filed Nov. 30.

■ **Valley Station, KY (BPH881129MA)**—Louisville Community Broadcasting Inc. seeks 105.9 mhz; 3 kw H&V; 100 m. Address: 688 S. 42nd St., Louisville, KY 40211. Principal is owned by Archie L. Dale. Filed Nov. 29.

■ **Harpwell, ME (BPED881125MA)**—Downeast Christian Communications seeks 91.9 mhz; 3 kw H&V; 72 m. Address: P.O. Box 432, Freeport, ME 04032. Principally owned by Thomas Starkey, James Butt, David Guldorp,

hris Drummond, and Ron Drummond. Filed Nov. 25.

■ **Lincoln, NE (BPED881205MB)**—Joy Public Broadcasting Corp. seeks 88.5 mhz; 5.0 kw; 96 m. Address: 5712 Massachusetts Ave., Bethesda, MD 20816. Principal has no other broadcast interests. Filed Dec. 5.

■ **Hawthorne, NV (BPH881122MO)**—Hawthorne FM Partnership seeks 93.5 mhz; 0.032 kw H&V; 895 m. Address: P.O. Box 3, Columbus, GA 31902. Principal is owned by Victoria P. Stuart, 30%; Gary A. Simpson, 30%; Wiley Ray Reedy, 30%; and Allen M. Branch, 10%. Filed Nov. 22.

■ **Malone, NY (BPH881117MA)**—Malone FM Inc. seeks 96.5 mhz; 3 kw H&V; 100 m. Address: 118 Plymouth St., Plymouth, OH 44865. Principal is owned by Joanne L. Root. Root owns 3.75% of stock of licensee of WSWR(FM) Shelby, OH. Filed Nov. 17.

■ **Malone, NY (BPH881116MB)**—Lila Loui Couturier seeks 96.5 mhz; 3 kw H&V; 100 m. Address: 29 Van Brunt Manor Rd. Poult, NY 11733. Principal has no other broadcast interests. Filed Nov. 16.

■ **Waynesville, NC (BPH881101MF)**—Clayton Broadcasting Corp. seeks 104.9 mhz. Address: 45 Rockefeller Plaza #3201, New York, NY 10020. Principal is owned by Republic Broadcasting Corp., which is wholly owned by Price Communication Corp. Price Communication Corp. through subsidiaries, holds licenses for WKBB(AM) Buffalo, and WKSE(FM) Niagara Falls, both New York; WPBG(AM) West Palm Beach, WIRK(FM) West Palm Beach, both Florida; WOWO-AM-FM Ft. Wayne, IN; WNAC(TV) Providence, RI; WSEE(TV) Erie, PA; WZZM(TV) Grand Rapids, MI; KSNF(TV) Joplin, MO; WAPT(TV) Jackson, MS; KJAC(TV) Port Arthur, and KFDX(TV) Wichita Falls, both Texas. Filed Nov. 1.

■ **Myrtle Point, OR (BPH881109MC)**—Parke-Reyes Company seeks 94.1 mhz; 2.222 kw H&V; 114 m. Address: 4218 S.W. Primrose St., Portland, OR 97219. Principal is owned by Nelson M. Parke, 49%, and Roberto Reyes-Colon, 51%. Filed Nov. 9.

■ **Newport, OR (BPED881205MA)**—Lane Community College seeks 90.5 mhz; 3.0 kw H&V; 263 m. Address: 4000 East 30th Avenue, Eugene, OR 97405. Principal is headed by Mae Westfall Cook, Charlene L. Curry, Martin E. Lewis, Chuck Ivey, Larry P. Perry, James B. Pitney, and Mary Unruh. Filed Dec. 5.

■ **Bristol, PA (BPED881117MC)**—Bux-Mont Educational Radio Association seeks 91.7 mhz; 0.01 kw; 30 m. Address: P.O. Box 2012, Warminster, PA 18974. Principal is owned by Charles W. Loughery, Kenneth S. Crowther, Vicki A. Berger, Frank W. Napurano, Ronald M. Ryszog, and Charles H. Gainer. Filed Nov. 17.

■ **Batesburg, SC (BPH881101MO)**—Carolina Sound Corporation seeks 95.3 mhz. Address: 3009 Blue Heron Dr. South, Jacksonville, FL 32223. Principal is equally owned by Mark Picus, Donald Martin, and Donald T. Moses. Picus Owns 100% of stock of Pres-Jas Inc., licensee of WZAZ(AM) Jacksonville, FL. Filed Nov. 1.

■ **Dillon, SC (BPH881101MI)**—Clayton Broadcasting Corporation seeks 92.9 mhz. Address: 45 Rockefeller Plaza #3201, New York, NY 10020. Principal is owned by Republic Broadcasting Corp., which is wholly owned by Price Communication Corp. Price Communication Corp. through subsidiaries, holds licenses for WKBB(AM) Buffalo, and WKSE(FM) Niagara Falls, both New York; WPBG(AM) West Palm Beach, WIRK(FM) West Palm Beach, both Florida; WOWO-AM-FM Ft. Wayne, IN; WNAC(TV) Providence, RI; WSEE(TV) Erie, PA; WZZM(TV) Grand Rapids, MI; KSNF(TV) Joplin, MO; WAPT(TV) Jackson, MS; KJAC(TV) Port Arthur, and KFDX(TV) Wichita Falls, both Texas. Filed Nov. 1.

■ **San Diego, TX (BPH881128MA)**—Brent Epperson seeks 105.9 mhz; 3.0 kw H&V; 90 m. Address: 121 Laurel Drive #10, Madison Heights, VA 24572. Principal has no other broadcast interests. Filed Nov. 28.

■ **Somerset, TX (BPED881114MB)**—Fundamental Christian Broadcasting seeks 90.5 mhz; 4.5 kw H&V; 64 m. Address: Box 18025, San Antonio, TX 78218. Principal is equally owned by Cathrine Seldon, Myron Wade, and Sadie Wade. Filed Nov. 14.

■ **Sun Prairie-Madison, WI (BPED881115MB)**—Joy Public Broadcasting Corp. seeks 91.1 mhz; 0.1047 kw H&V; 40 m. Address: 1605 Woodvace Dr., Madison, WI 53716. Principal has no other broadcast interests. Filed Nov. 15.

TV's

■ **Las Vegas, NV (BPCT881121T)**—Blackstar Communications Inc. seeks ch. 15; 5000 kw; 362 m. Address: 1818 N. St. NW, Ste. 120, Washington, DC 20036. Principal is owned by John E. Oxendine, 47.06%; Kenneth O. Harris, 9.8%; Wesley S. Williams Jr., 11.76%; Chesley Y. Maddox, 9.8%; George L. Miles Jr., 9.8%. Applicant, through subsidiaries owns KBSP-TV Salem, OR, and WBSF-TV Melbourne, FL. Filed Nov. 21.

■ **Utica, NY (BPCT881121)**—Greater Utica-Rome TV Services Inc. seeks ch. 66; 100 kw; 300 m. Address: P.O. Box 535, Utica, NY 13503. Principally owned by Frederic C. Bowen, 46.428%, and Sherill W. Taylor, 46.428%. Filed Nov. 21.

Actions

AM's

■ **Carson City, NV (BP880229AF)**—Granted app. of Sundance Radio Corp. for 750 khz. Address: P.O. Box 700, Folsom, CA 95630. Principal is owned by D.C. Williams. Williams presently owns 475 shares of common stock in Radio Riverbank Inc. and 50% of outstanding shares of common stock of Central Pacific Broadcasting Corp., permittee of KCPC(AM) Rancho Mirage, CA. Action Dec. 7.

■ **Virginia City, NV (BP830502AS)**—Granted app. of Central Pacific for 1200 khz. Address: P.O. Box 550, Fair Oaks, CA 95628. Principal has no other broadcast interests. Action Dec. 2.

FM's

■ **Brantley, AL (BPH880224MR)**—Granted app. of Brantley Broadcast Association for 104.3 mhz; 3 kw (H&V); 100 m. Address: P.O. Box 45, Brantley, AL 36609. Principal is owned by Elizabeth H. Mash, 10%; Virgil Strickland, 30%; and Joan K. Reynolds, 60%. Action Dec. 7.

■ **Tucson, AZ (BPH870515MZ)**—Dismissed app. of William Henry Sauro for 104.1 mhz; 3 kw H&V; -10 m. Address: 1616 E. Indian School Rd. #445, Phoenix, AZ 85016. Principal is president, treasurer and owns directly and indirectly 66.1% of outstanding voting stock of KUSK Inc., licensee of KUSK(TV) Prescott, AZ. Action Dec. 12.

■ **Tucson, AZ (BPH870515NH)**—Dismissed app. of Huerta FM Radio L.P. for 104.1 mhz; 3 kw H&V; 64 m. Address: 1690 North Stone, Tucson, AZ 85705. Principal is owned by John Huerta Jr., 30%; Phillip C. Holt, 17.5%; Daniel J. Kehoe, 17.5%; James K. Larrington, 17.5%; and Sarkice Nedder, 17.5%. Action Dec. 12.

■ **Twentynine Palms, CA (BPH870311MI)**—Granted app. of Morongo Basin Broadcasting Corp. for 107.7 mhz; 3 kw; 300 m. Address: 56165 29 Palms Hwy, Yucca Valley, CA 92284. Principal is equally owned by Cynthia M. Daigneault, Gary J. Daigneault, Howard M. Van Elgort, and Jolyan M. Van Elgort. Action Dec. 12.

■ **Ocala, FL (BPED870922MR)**—Granted app. of Marion Community Radio Inc. for 88.1 mhz; 1 kw; 120 m. Address: 101 NE 16th Ave., Ocala, FL 32670. Principal is owned by Brad Dinkins, Tom Ranew, Carlyle Ausley. Action Dec. 12.

■ **Griffin, GA (BPED880419MF)**—Returned app. of Georgia Foundation for Public Broadcasting Inc. for 88.9 mhz; 100 kw H&V; 214 m. Address: 1444 Dauset Drive, Griffin, GA 30223. Principal is owned by William L. Taylor Jr., William L. Taylor Sr., Donald L. Ayers, and Mary M. Carnes. It has no other broadcast interests. Action Dec. 12.

■ **Macon, GA (BPED880418MX)**—Returned app. of Middle Georgia Community Radio Inc. for 88.9 mhz; 9 kw; 136 m. Address: P.O. Box 13443, Macon, GA 31208. Principal is owned by Susan Hanberry, Geraldine Patterson, Marianne Adams, David Clark, Scott Newton. Action Dec. 12.

■ **Decorah, IA (BPED871229MA)**—Returned app. of Luther College for 88.7 mhz; 1 kw H&V; -4 m. Address: 700 College Dr., Decorah, IA 52101. Principal is owned by E.E. "Ray" Bendahl, L. David Brown, Alan R. Brudos, R. Eric Carlson, Harley C. Carlson, John M. Cotton, Audrey P. Erdman, Robert E. Granrud, Lowell K. Hall, Alan T. Heggen, Richard C. Hemp. It has no other broadcast interests. Action Dec. 9.

■ **Buffalo, KY (BPH880406MA)**—Granted app. of Larue County Broadcasting for 101.5 mhz. Address: P.O. Box 177, Hodgenville, KY 40248. Principal is owned by Keith Reising. Reising owns 51% of WTRE Inc., licensee of WTRE(AM) Greensburg, IN; 50% of Larue County Broadcasting Co. licensee of WXAM(AM) Buffalo, KY. Action Dec. 6.

■ **Springfield, MO (BPED880317MH)**—Returned app. of Brightness Ministries Inc. for 88.3 mhz; 100 kw H&V; 87 m. Address: P.O. Box 1462, Jeffersonville, IN 47131. Principal is equally owned by John W. Smith Jr., John W. Smith Sr., Darlene Smith, T. Mary Smith, and Carl Lord. Action Dec. 9.

■ **Great Falls, MT (BPED880316ML)**—Returned app. of Brightness Ministries Inc. for 90.9 mhz; 100 kw H&V; 145 m. Address: P.O. Box 1462, Jeffersonville, IN 47131. Principal is equally owned by John W. Smith Jr., John W. Smith Sr., Darlene Smith, T. Mary Smith, and Carl Lord. Action Dec. 9.

■ **Silver City, NM (BPH870730MW)**—Granted app. of Avila Beach Ltd. for 94.5 mhz; 0.171 kw H&V; 314 m. Address: c/o Foy, Foy & Jollensten, P.O. Box 2615, Silver City, NM 88061. Principally owned by James B. Foy.

■ Town of Mt. Hope, NY (BPED870317ME)—Dismissed app. of Shawangunk Communications for 90.1 mhz; 1.8 kw H&V; 172 m. Address: P.O. Box 709, Otisville, NY 10963. Principal is nonprofit corporation owned by Thomas S. Mondell, Diane I. Daniels, Kathleen Labuda, Karen L. Roloff, Wesley Goodman, Marshall E. Smith. It has no other broadcast interests. Action Dec. 8.

■ Tri-City, OR (BPH880509MB)—Granted app. of Gee Jay Broadcasting for 104.3 mhz; 5.64 kw H&V; 422 m. Address: 916 Douglas St., Box 1555, Myrtle Creek, OR 97457. Principal is owned by Robert W. Larson, 90%, and Michael D. Knisley, 10%. Action Dec. 6.

■ Portage, PA (BPH871124MA)—Returned app. of Margaret V. Hons and John Petro for 105.7 mhz; 3 kw H&V; 20 m. Address: 100 Poplar St., Portage, PA 15946. Principal has no other broadcast interests. Action Nov. 10.

■ Salladasburg, PA (BPH870916MB)—Granted app. of Salladasburg Broadcasting Co. for 95.5 mhz; 3 kw H&V; m. Address: Third and Oak Streets, Mt. Carmel, PA 17851. Principal is owned by David A. Donlin, 20%; William A. Levin, 50%; Fred J. Boote, 5%; Robert Lipkin, 10%; Michael Lipkin, 10%; Mary Ann Donlin, 5%. All of principals have same interest in licensees of WMIM(AM) Mt. Carmel, and WSPJ(FM) Shamokin, both Pennsylvania. Action Dec. 8.

■ Spring City, TN (BPH880229NL)—Granted app. of Walter E. Hooper for 93.9 mhz; 0.7 kw H&V; 197 m. Address: P.O. Box 741, Spring City, TN 37381. Principal is officer, director and 49% shareholder of Radio 970 Inc., licensee of WXQK(AM) Spring City, TN. He is also officer and director and 42% shareholder of Spring City Cable TV Inc., which owns and operates CATV system serving Spring City, TN. Action Dec. 7.

■ Appomattox, VA (BPH850712O2)—Granted app. of Appomattox Broadcasting Co. for 102.7 mhz; 50 kw H&V; 492 m. Address: 350 Enfield Rd., Lexington, VA 24450. Principal is owned by James A. Pounds. Action Dec. 5.

Facilities Changes

Applications

AM's

■ Los Banos, CA, KLBS 1330 khz—Dec. 12-Application for CP for experimental synchronous AM station at San Jose, CA to operate simultaneously with primary KLBS facility at Los Banos, CA on same freq. 1330 khz but with 0.02 kw DA-D.

■ Ridgefield Center, CT, WREF 850 khz—Dec. 7-Application for CP to change city of lic to Ridgefield, CT and increase power to 5 kw.

■ Covington, GA, WGFS 1430 khz—Nov. 29-Application for CP to change TL: Brown Bridge Rd, Covington, GA: 33 35 25N 83 53 58W.

■ Auburn, NY, WAUB 1590 khz—Dec. 2-Application for CP to increase daytime power to 700 watts and make changes in ant sys.

■ Milwaukie, OR, KZRC 1010 khz—Dec. 2-Application for CP to change hours of oper to unltid by adding night service with 500 watts; increase day power to 8 kw; change TL to: between Smith Lake and Columbia Slough, 1.45 km W of North Portland Rd, Portland, OR: 45 36 19N 122 44 08W.

■ Leesburg, VA, WAGE 1200 khz—Dec. 2-Application for CP to make changes in ant sys and change TL: Canby Rd (Rt 662), 1.5 km S on Rt 7, 3.7 km W of Leesburg, VA: 39 07 25N 77 37 31W.

■ Kaukauna, WI, WQWM 1050 khz—Dec. 5-Application for CP to change hours of oper to unltid by adding night service with 900 watts and make changes in ant sys.

FM's

■ Payson, AZ, KRMM 101.1 mhz—Nov. 17-MP (BPH860212MF) for changes: ERP: 100 kw H&V; HAAT: 315 m H&V; class: C (Per MM Doc #87-121).

■ Palm Springs, CA, KDES-FM 104.7 mhz—Nov. 28-Application for CP to change ERP: 2 kw H&V.

■ Honolulu, HI, KIOV 105.1 mhz—Nov. 30-MP (BPH841114ML) to make changes: ERP: 100 kw (H) 81 kw (V); HAAT: 599 m H&V; incorporate measured DA pattern and site elevation into commission records.

■ Cocoa, FL, WLRQ-FM 99.3 mhz—Nov. 22-Application for CP to make changes: ERP: 50 kw H&V; HAAT: 150 m H&V; change class to C2 (Per Doc #87-257).

■ Kosciusko, MS, WBKJ 105.1 mhz—Nov. 28-Applica-

tion for CP to make changes: HAAT: 299 m H&V; TL: 0.8MI N of intersec of Farmhaven Rd and Hwy 16, 5.2MI E of Sharon, MS.

■ Hilton Head Island, SC, WHHR 106.3 mhz—Nov. 23-Application for CP to make changes: FREQ: 106.1MHz (Per Doc #86-469); ERP: 50 kw H&V; HAAT: 93 m H&V; class: C2

■ Martin, TN, WCMT-FM 101.7 mhz—Nov. 17-Application for CP to change HAAT: 100 m H&V.

■ Christiansted, VI, WSTX-FM, 100.3 mhz—Nov. 22-Application for CP to change HAAT: 314 m H&V.

TV's

■ New Haven, CT, WTVU ch. 59—Dec. 2-MP (BPCT820818KE) to change ERP-VIS: 5010 kw; HAAT: 368 m; ANT: Andrew ATW-25H4-ESP-59 (DA); TL: on West Peak, near West Peak Park, Hanging Hills, CT: 41 33 47N 72 50 37W.

Actions

AM's

■ Tucson, AZ, KTUC 1400 khz—Dec. 7-Application (BP880923AH) dismissed for CP to make changes in ant sys.

■ Riviera Beach, FL, WPOM 1600 khz—Dec. 9-Application (BP860930AG) granted for CP to increase day power to 5 kw and night power to 4.6 kw; TL: 0.27MI N of Palm Beach County Sewage Plant next to Florida Turnpike, Riviera Beach, FL: 26 44 55N 80 08 02W.

■ Rancho Cordova, CA, KMCE 650 khz—Dec. 8-Application (BMP880412AD) dismissed for MP (BP810410AB) to change TL: 0.9MI W of Eagle Nest Rd and 0.15MI S of Gerber Rd, 6.2MI NE of Elk Grove, CA: 38 28 46N 121 16 34W.

■ Gardnerville, NV, KUIP 840 khz—Dec. 8-Application (BMP870929AV) dismissed for MP (BP811015AH) to change TL: 1.8MI SSE of Stewart, Carson City, NV: 39 05 33N 119 44 43W.

■ Dallas, TX, KMEZ 1480 khz—Dec. 8-Application (BP880620AG) dismissed for CP to make changes in ant sys: TL: 0.7 km NE of intersec of St Augustine Rd and Mulin Rd, approx 3 km S of Dallas City boundary, Dallas, TX: 32 39 42N 96 39 20W.

■ St. Andrews, SC, WHBE 830 khz—Dec. 12-Application (BMP880527AF) dismissed for MP (BP821130AJ) to make changes: TL: 0.2 km E of Bear Swamp Rd, 1.3 km N of Bees Ferry Rd, Red Top, SC: 32 49 01N 80 07 16W.

■ Aberdeen, SD, KKAA 1560 khz—Dec. 9-Application (BP881005AH) dismissed for CP to modify daytime DA radiation pattern.

■ Frazier Park, CA, KNOB 1050 khz—Dec. 12-Application (BMP880415AB) granted for MP (BP850603AH) to make changes in daytime ant sys and change TL: 0.3MI E of the North Bound Lane of I-5, Wheeler Ridge, CA: 35 00 52N 118 56 52W.

FM's

■ Montgomery, AL, WLBK 89.1 mhz—Dec. 6-Application (BMPED870724MF) granted for CP to make changes: ERP: 100 kw H&V; HAAT: 163.6 m H&V.

■ Benton, AR, KAKI 107.1 mhz—Dec. 6-Application (BPH870112IC) dismissed for CP to make changes: TL: 1.25MI N of Avilla on Congo-Ferndale Rd, 8MI N of Benton, AR: ERP: 1.2 kw, H&V: HAAT: 512' H&V: 34 42 05N 92 34 25W.

■ Decatur, AL, WRSA 96.9 mhz—Dec. 12-Application (BMPH880212IA) granted for CP to change HAAT: 308 m H&V and change geographical coordinates: 34 29 23N 86 37 38W.

■ Central Valley, CA, KCIB 99.3 mhz—Dec. 13-Application (BMPH880622IC) granted for MP (BPH850711MG) to change TL: 6188 Placer St, Redding, CA: 40 33 46N 122 27 07W.

■ Ukiah, CA, KWNE 94.5 mhz—Dec. 6-Application (BPH880831IC) granted for CP to make changes: ERP: 1.916 kw H&V; HAAT: 625.7 meters; TL: Cow Mountain Access Rd, Ukiah, CA.

■ Hartford, CT, WQTQ 89.9 mhz—Dec. 12-Application (BPED880217IC) returned for CP to change ERP: 0.1 kw H&V.

■ New Haven, CT, WYBC-FM 94.3 mhz—Dec. 13-Application (BPH871106IW) granted for CP to make changes: TL: 1.28 km WNW of intersec of SR 63 and Wilbur Cross Pkwy, Woodbridge, CT: ERP: 3 kw H&V; HAAT: 69 m H&V: 41 20 28N 72 59 38W.

■ Crestview, FL, WTJT 90.1 mhz—Dec. 6-Application (BPED880308MB) returned for CP to make changes: ERP: 25 kw, H&V: FREQ: 90.3MHz; change community of lic from Crestview, FL to Baker, FL: 30 49 21N 86 42

4W. ■ Poplar Bluff, MO, KLUH 90.5 mhz—Dec. 6-Application (BMPED880817IA) dismissed for MP (BPED870511MA) to change coordinates to: 36 44 44N 90 24 24W.

■ Milledgeville, GA, WXGC 88.9 mhz—Dec. 12-Application (BPED880420MX) returned for CP to change ERP: 4.325 kw H&V.

■ Cedar Rapids, IA, KHAK-FM 98.1 mhz—Dec. 9-Application (BPH861202MA) dismissed for CP to change TL: approx 0.7 km NNE from intersec of County Rt E-48 and Moran Bridge Rd, near Covington, IA: HAAT: 360 m H&V and make changes in ant sys: 41 59 04N 91 47 30W.

■ Kailua-Kona, HI, KLUK, 93.5 mhz—Dec. 12-Application (BMPH870519IA) granted for MP (BPH821216AD) to make changes: TL: 1.2 km at 283 degree True from Kaupulehu Crater: ERP: 0.04 kW, H&V: HAAT: 871 m H&V: 19 43 15N 155 55 16W.

■ Rockton, IL, WRWC 103.1 mhz—Dec. 13-Application (BPH880421IA) granted for CP to make changes: TL: Latham Rd, 0.72 km W of Illinois Hwy 2: HAAT: 160 m H&V; ERP: 1.5 kw (circular).

■ Wichita, KS, KSOF 91.1 mhz—Dec. 12-Application (BPED870105IE) granted for CP to change ERP: 100 kw H&V.

■ New Albany, MS, WTMX 106.3 mhz—Dec. 8-Application (BPH880624ID) granted for CP to make changes: ERP: 33.1MHz: HAAT: 183 m H&V: TL: on N side of Wallerville Rd, 0.3MI SW of Hwy 348, New Albany, MS: class: C2; FREQ: 106.7MHz (Per Doc #87-58); 34 27 44N 88 56 07W.

■ St. Louis, MO, KYKY, 98.1 mhz—Dec. 12-Application (BPH870227PG) granted for CP to make changes: TL: McKenzie Rd, 0.8 km N of Heege Ave, Shrewsbury, MO: HAAT: 313 m H&V: 38 34 24N 90 19 30W.

■ Saranac Lake, NY, WDCG 101.7 mhz—Dec. 13-Application (BMPH860807IC) granted for MP (BPH840217AG) to make changes: TL: atop Mt Pisgah, just N of Saranac Lake, NY: ERP: 2.2 kw, H&V: HAAT: 118.4 m H&V: 44 20 28N 74 07 43W.

■ Providence, RI, WBRU 95.5 mhz—Dec. 12-Application (BPH871106IU) dismissed for CP to make changes: TL: Ludlow Rd, on Neutaconkanut Hill, Johnston, RI: ERP: 50 kw H&V; HAAT: 150 m H&V: 41 48 28N 71 28 12W.

■ Robstown, TX, KMIQ 105.1 mhz—Dec. 6-Application (BMPH880422ID) granted for MP (BPH860317NM) to change TL: 0.5 km NNW of Petronila and 2.9 km E of SR 892.

■ Appomattox, VA, New FM 102.7 mhz—Dec. 13-Application (BMPH880812IG) granted for MP (BPH850712O2) to make changes: ERP: 22.23 kw H&V; HAAT: 226.8 m; change antenna supporting-structure height: TL: Round Mtn, 1.5MI N of Rt 622, Madison District, VA.

■ Tacoma, WA, KBSG 97.3 mhz—Dec. 9-Application (BPH881018IE) dismissed for CP to change ERP: 51.5 kw H&V.

■ Ponce, PR, WIOC 105.1 mhz—Nov. 25-Application (BPH870227MF) granted for CP to make changes: ERP: 50 kw H&V; HAAT: -54.66 m H&V.

■ Cleveland, TN, WUSY 100.7 mhz—Nov. 25-Application (BPH870227IB) granted for CP to change TL: 250 m SE of intersec of Sawyers Rd and Old Sawyers Rd, 3.1 kilometers W of Falling Water, TN: HAAT: 362.7 m H&V and make changes in ant. sys.: 35 12 26N 85 17 10W.

■ Myrtle Beach, SC, WKZQ-FM 101.7 mhz—Nov. 28-Application (BPH880126IB) granted for CP to make changes: TL: 6.4 kilometers N of Hickory Grove, SC: HAAT: 170 m H&V; ERP: 37.28 kw H&V; change to class C2 (Doc #87-217); 33 56 14N 78 57 53W.

■ Newport, WA, New FM 104.9 mhz—Nov. 28-Application (BMPH880823IA) granted for MP to make changes: HAAT: -10 m H&V; TL: 48 09 37N 117 01 49W; antenna supporting-structure height.

■ Jacksonville, FL, WNCM 88.1 mhz—Dec. 1-Application (BPED880809IF) granted for CP to change TL: on side of authorized WFVY-FM tower.

■ Point Lookout, MO, KSOZ 91.7 mhz—Dec. 1-Application (BPED870902MN) granted for CP to make changes: ERP: 40 kw H&V; FREQ: 90.5mhz; class: C1.

■ Macon, GA, WPEZ 107.9 mhz—Dec. 2-Application (BPH870831ID) granted for CP to change ERP: 99.53 kw H&V and replace ant. sys.

■ Fairfield, IA, KBCT 95.9 mhz—Dec. 2-Application (BPH880610IF) granted for CP to make changes: ERP: 2.05 kw H&V; HAAT: 121.7 m H&V; TL: 4.6 kilometers bearing 302 degrees T from Libertyville, Des Moines Twp, IA: change antenna supporting-structure height.

■ Granite City, IL, WKBQ 106.5 mhz—Dec. 2-Application (BPH840821AS) granted for CP to make changes: TL:

Maxkessie Rd. 0.7 miles N of Heege Ave. near Shaws-bury, MO: ERP: 93 kw H&V: HAAT: 313 m H&V: 38 34 24N 90 19 30W.

■ Falmouth, MA. WCIB 101.9 mhz—Dec. 2-Application (BPH880606IA) granted for CP to change HAAT: 146 m H&V; and correct site coordinates: 41 33 31N 70 35 46W.

■ Colonial Heights, VA. WKHK 95.3 mhz—Dec. 2-Application (BPH880819IH) granted for CP to make changes: ERP: 13.2 kw H&V; class: B1 (Per Doc #87-382).

■ Amarillo, TX. KDJW-FM 94.1 mhz—Nov. 22-Application (BMPH880241A) returned for MP (BPH870302OC) for changes: HAAT: 398 m H&V; TL: N of Amarillo, TX. on Hwy 87, 2.3 kilometers NNE of junction of Hwy 87 and Givens Ave.

■ Fort Myers, FL. WFJY 95.3 mhz—Nov. 29-Application (BPH880623IB) granted for CP to make changes: ERP: 97 kw H&V: HAAT: 138 m H&V; TL: approx 1.2 kilometers NNW of Pine Island Center, FL.

■ Mangum, OK. KZKQ 92.1 mhz—Dec. 6-Application (BMPH881014IC) returned for CP to change FREQ: 97.7mhz (PER Doc #87-359 and 88-301).

TV's

■ Athens, GA. WNGM-TV ch. 34—Dec. 9-Application (BMPCT880817KG) granted for MP (BPCT811124KF) to change ERP-VIS: 1258 kw; HAAT: 412 meters; TL: 6.5 km NE of Pendergrass on N side of GA 82 spur, Jackson Co, GA: ANT: Andrew Corp ATW30H3-HTO-34; 34 12 27N 83 37 48W.

Actions

■ Omaha, NE. Affirmed Review Board decision granting application of Mid-America Broadcasting for new TV station on channel 15 at Omaha, NE, and denying competing application of Omaha TV 15, Inc., channel 15, Omaha. Koplars Communications Inc., and Family Television Inc. (BC dockets 80-691, et al. by MO&O [FCC 88-371] adopted Nov. 17 by Commission.)

■ FCC Refines "One-to-a-market" Broadcast Multiple Ownership Rules MM docket 87-7 (report DC-1307, action in docket case). Expressing desire to act cautiously, FCC refined its prohibition against common ownership of radio and television stations in same TV market. Specifically, it is retaining "one-to-a-market" or radio-television cross-ownership rules but will entertain waivers on case-by-case basis if certain specified criteria are met. Action by Commission Dec. 12 by Second Report and order (FCC 88-407).

■ FCC Authorizes Limited Short-spaced FM Stations by Using Directional Antennas - MM docket 87-121 (Report DC-1304, action in docket case.) FCC adopted new rules permitting limited short-spacing of FM broadcast station assignments by using directional antennas. Action by Commission Dec. 12 by R&O (FCC 88-406).

■ Allocation and Service Rules Proposed For Stolen Vehicle Recovery Systems - gen. docket 88-566 (Report DC-1303, action in docket case.) Proposed allocating frequency 173.075 mhz for stolen vehicle recovery systems. Action by Commission Dec. 12 by NPRM (FCC 88-402).

■ RF Radiation Requirements Adopted For FM Booster Stations - gen. docket 87-551 (Report DC-1302, action in docket case.) Added FM booster stations to list of facilities requiring analysis for environmental radiofrequency radiation. Action by Commission Dec. 9 by R&O (FCC 88-401).

■ Novato, CA. Affirmed Review Board decision granting application of North Bay Television Inc., for new TV station on channel 68 at Novato, CA, and denying applications of Magdalene Gunden Partnership and Marin TV Services Partners, Limited. (MM docket 85-328 by order [FCC 88-387] adopted Nov. 28 by Commission.)

■ Requests for Reimposition of Anti-trafficking Rule Denied (Report MM-359, Mass Media Action.) FCC has denied application jointly filed by Office of Communication of United Church of Christ. Action for Children's Television and Legal Defense and Education Fund of National Organization of Women seeking review of August 21, 1986, decision by acting chief, Mass Media Bureau, dismissing applicants' petition for notice of proposed rule-making. Action by Commission Dec. 8 by MO&O (FCC 88-398).

■ Access Charges. Generally affirmed FCC decision regarding new allocation procedures under Part 69. To limited extent granted petitions for reconsideration and clarification including revised prescribed phase-out schedule for discounted Local Switching 1 rate element and declined to revise new allocation procedures for General Support Facilities. (CC docket 87-113 by order on Reconsideration [FCC

88-400] adopted Dec. 9 by Commission.)

■ Review of Technical and Operational Requirements of Part 76. Cable Television. Denied County of Fairfax, VA, request for extension of time to file comments in this proceeding. (MM docket 85-38 by order [DA 88-1915] adopted Dec. 12 by chief, Mass Media Bureau.)

■ FCC Reaffirms Denial of East Texas' Request for Extensions of Time to Build TV Stations (Report MM-360, Mass Media Bureau.) FCC has reaffirmed its action denying East Texas Television Network Inc. extensions of time to build television stations in Denison, Paris and Nacogdoches, TX, and returning its applications to modify those stations' facilities. Action by Commission Dec. 12 by order (FCC 88-408).

■ FM Translator Stations. Reopened record on amendment of Part 74 concerning FM translator stations to afford parties opportunity to comment on study of radio listening behavior submitted by NAB on Nov. 4, 1988. Comments due Jan. 23, 1989, replies Feb. 7 (MM docket 88-140, by order [DA 88-1867] adopted Dec. 5 by chief, Mass Media Bureau.)

■ Nexrad Weather Stations. Proposed permitting operation of Federal Government Next Generation Weather Radar (NEXRAD) systems in 2900-3000 mhz band and amending Part 80 to recognize need to avoid causing interference to these systems. (Gen. docket 88-550, by NPRM [FCC 88-388] adopted Nov. 29 by Commission.)

■ Englewood, FL. Designated for hearing 10 mutually exclusive applications for new FM station on channel 290A (105.9 mhz) at Englewood. (MM docket 88-538 by order [DA 88-1819] adopted Nov. 17 by chief, Audio Services Division, Mass Media Bureau.)

■ West Carrollton, OH. Granted application of Ro Nita Bernice Hawes-Saunders for new FM station on channel 221A (92.1 mhz) at West Carrollton and denied William M. Pincer's application. (MM docket 87-526 by ID [FCC 88D-42] issued Dec. 6 by ALJ Frysiak.)

■ Terrain Shielding. Affirmed basic policy to consider terrain in evaluating applications for low-power television, television translator and television booster stations; and granted part of request by Association of Maximum Service Telecasters Inc. and National Association of Broadcasters to give public notice when waivers are requested. (By MO&O [FCC 88-342] adopted Oct. 27 by Commission.)

■ Intelsat. Denied Pan American Satellite review of Common Carrier Bureau action denying its request that FCC initiate expedited notice and comment proceeding to allow parties to participate in developing U.S. Government position on Intelsat pricing methodology for Planned Domestic Service (PDS); and take appropriate action to request deferral of PDS pricing issues at Intelsat Board of Governors meeting. (By MO&O [FCC 88-358] adopted Nov. 3 by Commission.)

■ WSJL(FM) Cape May, NJ. Effective Jan. 5, modified CP of WSJL to specify operation with overall tower height of 244 feet above ground level from its present location, subject to condition. (By MONO [DA 88-1910] adopted Dec. 8 by chief, Mass Media Bureau.)

■ Palm Desert, CA. Denied petition by City of Palm Desert, CA, for waiver of Section 76.33(a)(2) of rules. (By MO&O [DA 88-1885] adopted Dec. 6 by chief, Video Services Division, Mass Media Bureau.)

■ ITU. Adopted report and ordered it to be transmitted, along with all comments filed in this proceeding to Department of State for consideration by preparatory process of U.S. Delegation to Plenipotentiary Conference of International Telecommunications Union, Nice, France (1989). (By R&O [FCC 88-386] adopted Nov. 22 by Commission.)

By chief ALJ Thomas B. Fitzpatrick on dates shown:

■ San Joaquin, CA (San Joaquin Broadcasting and Susan Lundborg) FM proceeding. Approved settlement agreement and granted amendment substituting general partnership of Susan Lundborg-San Joaquin Broadcasting and substituted that entity in lieu of Susan Lundborg and dismissed with prejudice application of San Joaquin Broadcasting; granted application of Susan Lundborg-San Joaquin Broadcasting for new FM station on channel 288A (105.5 mhz) at San Joaquin; and terminated proceeding. (By MO&O, Dec. 2) (MM docket 88-430.)

■ Mt. Vernon, IL (Bryan Davidson, et al.) FM proceeding. Designated deputy chief ALJ James F. Tierney to preside in proceeding. Scheduled prehearing conference for Jan. 27 and hearing for Feb. 27, 1989. (By order, Nov. 28) (MM docket 88-523.)

■ Ankeny, IA (V.O.B. Incorporated, et al.) FM proceeding. Designated ALJ Joseph M. Frysiak to preside in proceeding. Scheduled prehearing conference for Jan. 27 and hearing for Feb. 27, 1989. (By order, Nov. 28) (MM docket 88-522.)

■ Shreveport, LA (Opportunity Broadcasting of Shreve-

port, et al.) FM proceeding. Designated ALJ Edward Lunon to preside in proceeding. Scheduled prehearing conference for Jan. 31 and hearing for March 1, 1989. (By order, Nov. 28) (MM docket 88-524.)

■ Omaha, NE (Cielo Communications, et al.) FM proceeding. Designated ALJ Walter C. Miller to preside in proceeding. Scheduled prehearing conference for Feb. 28 and hearing for April 24, 1989. (By order, Nov. 28) (MM docket 88-521.)

■ Campton, NH (White Mountain Radio and Campton Broadcasting, Limited Partnership) FM proceeding. Approved settlement agreement and dismissed with prejudice application of Campton Broadcasting, Limited Partnership; granted application of White Mountain Radio for new FM station on channel 289A (105.7 mhz) at Campton; and terminated proceeding. (By MO&O, Nov. 30) (MM docket 88-273.)

Allocations

■ Falmouth, KY. Vacated 1987 action substituting Channel 245A (96.9 mhz) for Channel 237A (95.3 mhz) at Falmouth and modifying license for WIOK accordingly; and terminated proceeding. (MM Docket 86-201 by MO&O [DA 88-1904] adopted Dec. 2 by chief, Policy and Rules Division, Mass Media Bureau.)

■ Grinnell, IA. On request of Blair Broadcasting Corp., proposed substituting Channel 294C2 (106.7 mhz) for Channel 294A at Grinnell and modifying CP for KICL-FM to specify higher powered channel. Comments due Feb. 2, replies Feb. 17. (MM Docket 88-541 by NPRM [DA 88-1860] adopted Nov. 10 by deputy chief, Policy and Rules Division.)

■ Elko, NV. On request of Elko Broadcasting, Inc., proposed substituting Channel 229C2 (93.7 mhz) for Channel 228A (93.5 mhz) at Elko and modifying license for KLKO accordingly. Comments due Feb. 2, replies Feb. 17. (MM Docket 88-545 by NPRM [DA 88-1856] adopted Nov. 10 by deputy chief, Policy and Rules Division.)

■ Essex, NY. On request of Russell P. Kinsley, proposed allotting Channel 267A (101.3 mhz) to Essex as its first local FM service. Comments due Feb. 2, replies Feb. 17. (MM Docket 88-543 by NPRM [DA 88-1858] adopted Nov. 10 by deputy chief, Policy and Rules Division.)

■ Lebanon, OR. On request of Spotlight Media Corp., proposed substituting Channel 279C (103.7 mhz) for Channel 279C1 and modifying license for KIQY accordingly. Comments due Feb. 2, replies Feb. 17. (MM Docket 88-542 by NPRM [DA 88-1859] adopted Nov. 10 by deputy chief, Policy and Rules Division.)

■ Shadyside, OH. On request of Shadyside Wireless, proposed substituting Channel 239B1 (95.7 mhz) for Channel 239A at Shadyside and modifying construction permit to specify operation on higher powered channel. Comments due Feb. 2, replies Feb. 17. (MM Docket 88-544 by NPRM [DA 88-1857] adopted Nov. 10 by deputy chief, Policy and Rules Division.)

■ Moscow, OH, and Paris, Wilmore, Morehead, Falmouth, Winchester, Carrollton, Elizabethtown, Dry Ridge, Somerset and Williamstown, all Kentucky. Effective Jan. 27, 1989, modified FM Table to reflect following: Carrollton - Channel 237A (95.3 mhz); Dry Ridge - Channel 245A (96.9 mhz); Elizabethtown - Channel 253A (98.5 mhz); Falmouth - Channel 298A (107.5 mhz); Somerset - Channel 246C2 (97.1 mhz); Williamstown Channel 293A (106.5 mhz); Winchester - Channel 261C2 (100.1 mhz); window period for filing for Dry Ridge and Williamstown will be Jan. 30-March 1; license for WSEK(FM), Somerset, modified to specify operation on Channel 246C2; license of WFMI(FM), Winchester, modified to specify operation on Channel 261C2; license of WIOK(FM), Falmouth, modified to specify operation on Channel 298A. (MM Docket 88-31, by R&O [DA 88-1903] adopted Dec. 8 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Russellville, KY. Effective Jan. 23, 1989, amended FM table by substituting channel 266C1 (101.1 mhz) for channel 266C at Russellville, and conditionally modifying license of WBVR(FM) to specify operation on C1 channel. (MM docket 88-320 by R&O [DA 88-1866] adopted Nov. 10 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Rapid City, SD. At request of Tom-Tom Communications proposed amending FM table by substituting channel 281C1 (104.1 mhz) for channel 282C (104.3 mhz) at Rapid City, and modifying its construction permit to specify C1 channel. Comments are due Jan. 30, replies Feb. 14, 1989. (MM docket 88-540 by NPRM [DA 88-1861] adopted Nov. 10 by deputy chief, Policy and Rules Division.)

Services

FCC ON-LINE DATABASE
dataworld[®]
 Allocation Terrain Studies
 AM • FM • TV • LPTV • ITFS
 4827 Rugby Ave. Suite 200
 Bethesda MD 20814
 (301) 652-8822 1-800-368-5754

RAMTRONIX, INC.
 Connector Supplier
 to the Broadcast Industry
Kings/ITT Cannon
 67 Jeffry Blvd. E.
 Deer Park, N.Y. 11729
 (516) 242-4700

Stephen Raleigh
Broadcast Services
 Full Service Technical Consulting
 Specialists in Audio & RF Systems
 Facility Design & Installation
 P.O. Box 3403, Princeton, N.J. 08540
 (609) 799-4357

MAILING LABELS
AM, FM & TV
 CALL
dataworld[®]
 1-800-368-5754

PROFESSIONAL VIDEO SERVICES
 • Complete Video Tape Production
 • 40' x 40' Acoustic Studio-Light Grid
 • Satellite & Local Teleconferencing,
 Downtown Pl. to Pt. Transmission

 3030 Roosevelt Ave. • Indianapolis, IN 46218 • (317) 632-2288
 An American Television & Communications Corp. Company

Franklyn R. Beemish & Co.
 Engineering for Television & Radio
FACILITIES AND SYSTEMS DESIGN & IMPLEMENTATION
 ANALOG & DIGITAL VIDEO, AUDIO, HDTV
 ARCHITECTURAL ENGINEERING
 ELECTRICAL, HVAC, ACOUSTICAL
 574 Sunrise Highway, Baldwin, NY 11510 516/867-8510

AV
Ann Vogt
 1200 18th St., N.W.
 Suite 706
 Washington, D.C. 20036
 (202) 457-0994
FCC Research

contact
BROADCASTING MAGAZINE
 1705 DeSales St., N.W.
 Washington, D.C. 20036
 for availabilities
 Phone: (202) 659-2340

BROADCAST DATA SERVICES
 Computerized Broadcast Service
 Including
 Data Base Allocation Studies
 Terrain Profiles
 A Div. of Muffet, Larson & Johnson, Inc.
 703 824-5666

UNUSED
CALL LETTERS
 CALL
dataworld[®]
 1-800-368-5754

Telatech, Inc.
BROADCAST CONSULTANTS AND ENGINEERS
 • FCC Applications and Field Engineering
 • Frequency Searches and Coordination
 • Tower Erection and Maintenance
 • Facility Design and Construction
 Contact: KENNETH W. HOEMM 23400 Mich. Ave.
 (313) 562-6873 Dearborn, MI 48124

DSI
Radio and Television System Design
 • Transmitter and Studio Installation
 • Microwave and Satellite
 Engineering and Installation
 12 North Willow St.
 Montclair, NJ 07042
 201-746-9307

FULL TIME
UPLINK SERVICES
\$9988/month
 from Dallas
 Call 1-800-328-2546

Broadcast
intelligence, Inc.
COMPETING APPLICANT PROFILE
 ...because you need to know.
(602) 293-6818

DON'T BE A STRANGER
 To Broadcasting's 116,427* Readers
 Display your Professional or Service Card
 here. It will be seen by station and cable TV
 system owners and decision makers.
 * 1986 Readership Survey showing 3.5
 readers per copy

Call Letters

Applications

New FM's

WMCJ Cromwell Group Inc., Mattoon, IL
 WVHM Heartland Ministries Inc., Benton, KY
 WLEL Pyramid Communications Ltd., Le-
 land, MI

Existing AM

WZRZ WAJD Gillen Broadcasts Corp.,
 Gainesville, FL

Existing FM

KDST KXIX Design Homes Inc., Dyersville,
 IA

Grants

New FM's

WFFM Aubrey Smith, Ashburn, GA
 WYCD Outreach Communications, A Limited
 Partnership, Kittery, ME
 WUPQ Leon B. Van Dam, Newberry, MI
 WSBH Mountain Media Inc., Warren, VT
 KAAR Roberts Broadcasting, Medical Lake,
 WA

New TV's

WTNK Emerald Coast Broadcasting, Destin,
 FL
 WTMW Urban Telecommunications Inc., Ar-
 lington, VA

Existing AM's

KFNN KJAA CRC Broadcasting Co., Inc.,
 Mesa, AZ
 KRYT KIDN Martec Broadcasting Corp.,
 Pueblo, CO
 KKNO KAIG Ms. America Broadcasting Inc.,
 Gretna, LA
 KUUB KXXL Casi Broadcasting & Entertain-
 ment Enterprises Inc., Bozeman, MT
 WFLN WDVt Franklin Broadcasting Co., Phil-
 adelphia, PA
 KSGI KSLI E. Morgan Skinner Jr., St.
 George, UT
 KTCR KOTY KOTYKWHK Limited Partner-
 ship, Kennewick, WA
 WWSR WTIP Ardman Broadcasting Corp.,
 Charleston, WV

Existing FM's

KYMG KYGL Comco Broadcasting Inc., An-
 chorage, AK
 KZRZ KADX Century Broadcasting Corp.,
 Denver, CO
 KRYT-FM KRYT Martec Broadcasting Corp.,
 Pueblo, CO
 WCMJ-FM WKQI First Communications Inc., Ash-
 land, KY
 KZRO KJDR Stuart McRae, South Fort Polk,
 LA
 KUUB-FM KUUB Casi Broadcasting & Entertain-
 ment Enterprises Inc., Bozeman, MT
 KEVQ-FM KEVR The Holt Corp. of New Mexico
 Inc., Espanola, NM
 WRBZ WJOJ Richard Plessinger, Milford, OH
 WWSR-FM WWSR Ardman Broadcasting Corp.,
 Charleston, WV

Pursuant to request of first National Broadcasting
 Corp., Brigham City, Utah, grant of call sign change of
 AM station KNKK to KZAN has been set aside. Call
 sign KNNK remains assigned.

Professional Cards

du Treil Lundin, & Rackley, Inc.

A Subsidiary of A. D. Ring, P.C.

1019 19th Street, N.W.
Third Floor
Washington, D.C. 20036
Telephone: 202/223-6700
Facsimile: 202/466-2042
Member AFCCE

SILLIMAN AND SILLIMAN

8121 Georgia Ave. #700
Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
THOMAS B. SILLIMAN, P.E.
(812) 853-9754
Member AFCCE

JOHN B. HEFFELFINGER

9233 Ward Parkway, Suite 285
816-444-7010
Kansas City, Missouri 64114
Member AFCCE

E. Harold Munn, Jr., & Associates, Inc.

Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

ENTERPRISE ENGINEERING P.C.

Consulting Engineers

FW HANNEL, PE
PO Box 9001 Peoria, IL 61614
(309) 691-4155
Member AFCCE

D.C. WILLIAMS & ASSOCIATES, INC.

Consulting Engineers
AM-FM TV-LPTV CATV
POST OFFICE BOX 700
FOLSOM, CALIFORNIA 95630
(916) 933-5000

PAUL DEAN FORD, P.E.

BROADCAST ENGINEERING CONSULTANT
R.R. 12, Box 351
WEST TERRE HAUTE, INDIANA 47885
812-535-3831
Member AFCCE

WILLOUGHBY & VOSS

BROADCAST TECHNICAL CONSULTANTS
SUITE 100-A
15102 JONES - MALTSBERGER
SAN ANTONIO, TEXAS 78232
(512) 525-1111 OR 490-2778
APPLICATIONS • FIELD SERVICES
Member NAB

contact
BROADCASTING MAGAZINE
1705 DeSales St., N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 659-2340



Carl T. Jones
Corporation

A Subsidiary of Science Applications International Corporation

CONSULTING ENGINEERS

7901 VARNWOOD COURT
SPRINGFIELD, VA 22153
(703) 569-1704
MEMBER AFCCE

Moffet, Larson & Johnson, Inc.

Consulting Telecommunications Engineers
Two Skyline Place, Suite 800
5203 Leesburg Pike
Falls Church, VA 22041
703 824-5660
Member AFCCE

JULES COHEN & ASSOCIATES, P.C.

Suite 400
1730 M St. N.W.
Washington DC 20036
(202) 659-3707
Member AFCCE

ROSNER TELEVISION SYSTEMS

CONSULTING & ENGINEERING
250 West 57 Street
New York, N.Y. 10107
(212) 246-2850

STRUCTURAL SYSTEMS TECHNOLOGY, INC.

J. Cabot Gould, P.E.
PRESIDENT
TOWERS, ANTENNAS, STRUCTURES
New Tall Towers, Existing Towers
Studies, Analysis, Design Modifications,
Inspections, Erection, Etc.
6867 Elm St., McLean, VA 22101 (703) 556-9765

CLARENCE M. BEVERAGE COMMUNICATIONS TECHNOLOGIES, INC.

BROADCAST ENGINEERING CONSULTANTS
PO BOX 1130
MARLTON N.J. 08053
(609) 985-0077

EVANS ASSOCIATES

Consulting Communications Engineers
AM-FM-TV-CATV-ITFS-Satellite
Broadcast Engineering Software
216 N. Green Bay Rd.
THIENSVILLE, WISCONSIN 53092
Phone (414) 242-6000
Member AFCCE



LUNAYACH COMMUNICATIONS CONSULTANTS, INC.
FM • TV • Cellular Applications,
System Design, Field Engineering
1835 K St., N.W. contact: S. Meeks
Suite 900, Penthouse D. Rose
Wash., D.C. 20006 (202) 828-5550

LOHNES & CULVER

Consulting Radio-TV Engineers
1156 15th. St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722



Member AFCCE

ANDRUS AND ASSOCIATES, INC.

ALVIN H. ANDRUS, P.E.

351 SCOTT DRIVE
SILVER SPRING, MD 20904
301 384-5374
Member AFCCE



CARL E. SMITH CONSULTING ENGINEERS

AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the Broadcast Industry for over 30 Years"
Box 2727 Bath, Ohio 44210
(216) 659-4440

Mullaney Engineering, Inc.

Consulting Telecommunications Engineers
9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115
Member AFCCE

C. P. CROSSNO & ASSOCIATES

Consulting Engineers

P.O. Box 18312
Dallas, Texas 75218
(214) 669-0294
Member AFCCE



LAWRENCE L. MORTON ASSOCIATES
21071 SUPERIOR LANE
LAKE FOREST, CALIFORNIA 92630

LAWRENCE L. MORTON, P.E.

AM • FM • TV
APPLICATIONS • FIELD ENGINEERING
(714) 859-6015
MEMBER AFCCE

RICHARD L. BIBY, P.E. COMMUNICATIONS ENGINEERING SERVICES, P.C.

CONSULTING ENGINEERS
1600 Wilson Blvd., Suite 1003
Arlington, Virginia 22209
(703) 522-5722
Member AFCCE

George Jacobs & Associates, Inc.
Consulting Broadcast Engineers
Domestic & International
Member AFCCE

Suite 410 8701 Georgia Ave.
(301) 587-8800 Silver Spring, MD 20910

COHEN, DIPPELL and EVERIST, P.C.

CONSULTING ENGINEERS
1015 15th. Street N.W., Suite 703
Washington, D.C. 20005
(202) 783-0111
Member AFCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Box 280068
San Francisco, California 94128



(415) 342-5200
(202) 396-5200

Member AFCCE

VIR JAMES

CONSULTING ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
3137 W. Kentucky Ave.-80219
(303) 937-1900
DENVER, COLORADO
Member AFCCE & NAB

HATFIELD & DAWSON

Consulting Engineers
Broadcast and Communications
4226 6th Ave., N.W.
Seattle, Washington, 98107
(206) 783-9151
Member AFCCE

JOHN F.X. BROWNE & ASSOCIATES, P.C.

525 Woodward Ave.
Bloomfield Hills, MI 48013
(313) 642-6226
Washington Office
(202) 293-2020
Member AFCCE

SELLMEYER ENGINEERING

Consulting Engineers

P.O. Box 356
McKinney, Texas 75069
(214) 542-2056
Member AFCCE

JOHN J. DAVIS & ASSOCIATES

CONSULTING ENGINEERS
P O BOX 128
SIERRA MADRE, CA 91024-0128
(818) 355-6909
Member AFCCE

DON'T BE A STRANGER

To Broadcasting's 116,427* Readers
Display your Professional or Service Card
here. It will be seen by station and cable TV
system owners and decision makers
* 1986 Readership Survey showing 3.5
readers per copy

AFCCE
Association of
Federal Communications
Consulting Engineers

P.O. Box 19333
20th Street Station
Washington, DC 20036
(202) 659-3707

THE DEFINITIVE BOOK ON RADIO ADVERTISING

...JUST PUBLISHED!

Radio Advertising: The Authoritative Handbook

By Bob Schulberg,
Western Marketing Director
CBS Radio

*Foreword by Charles Osgood,
CBS commentator*

At Last! An informative and persuasive book on the subject of radio advertising. Read **Radio Advertising: The Authoritative Handbook** and you will understand the relevance of making a radio media buy for your product or service.

Learn more about formatting and producing radio commercials.

This book covers:

- The importance of ratings and numbers
- The significance of radio formats
- How radio selects market targets
- Adding creativity to your commercials
- How television impacts radio

...and much more!

This book will enlighten and challenge advertisers, agencies and broadcasters, from novices to seasoned pros.

"What a sensational book... the one the industry had been waiting for."

JIM TASZAREK, KTAR-KKLT, Phoenix, AZ

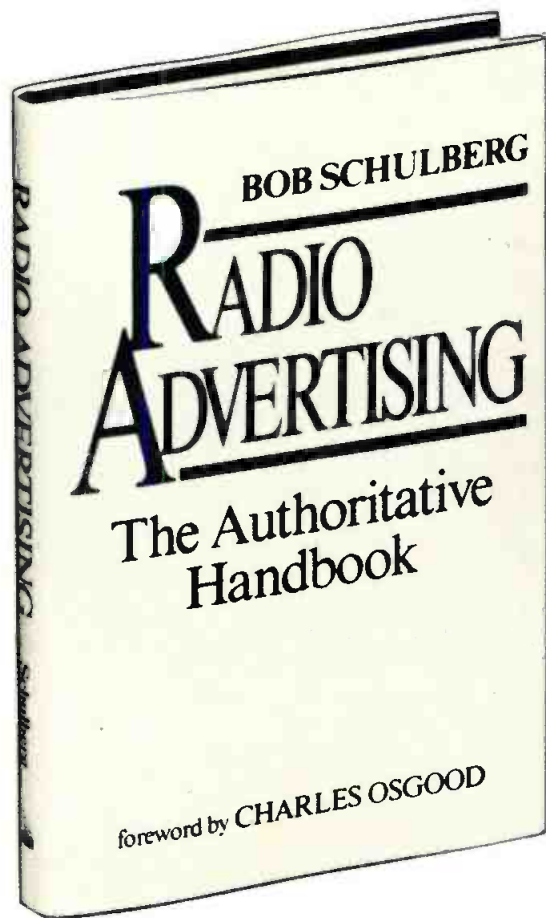
"A must for anyone who wants to be in the advertising business."

LAWRENCE H. SPIEGEL, Exec. VP & Media Director, Tracey Locke Advertising

"Your book is terrific! It should be required reading for ad managers... agency account people... and radio sales reps."

LEN GROSS, Editor and Publisher, AD/PR Agency Report

**RADIO ADVERTISING helps radio
work for you.**



"Radio is magic... If television had been invented first and then radio had come along, people would think, 'What a wonderful thing radio is! It's like television except you don't have to look at it!'"

CHARLES OSGOOD, CBS New

YES! Please ship me _____ copy(ies) of **RADIO ADVERTISING: The Authoritative Handbook** (stock no. N3130-4). I enclose payment (check or charge) of **\$24.95** per copy. (D.C. and Cal. residents add 6% sales tax.)

☐ Payment enclosed (check or money order)
Please charge my ☐ MasterCard ☐ Visa

Card # _____ Exp. date _____

Signature _____

Name _____

Company _____

Title _____ Phone () _____

Address _____

City, State, Zip _____

Please make checks payable to:
Broadcasting Book Division
1705 DeSales St., N.W.
Washington, DC 20036

Order toll-free using
Visa or MasterCard
800-683-7827

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Sales manager: Excellent list, growing economic area. Looking for experienced salesperson. Beautiful Marysville, CA. Send resumes to Mr. Leary, KRFD FM&AM, PO Box 631, Marysville, CA 95901. EOE.

Sales manager: Mid-Atlantic AM/FM combo in search of individual with strong local sales management history to lead a staff of eight. Experience a must. Base salary plus override. Resume and references to Box P-9. EOE.

General manager sought by major group for highly competitive, large West Coast market. Must have previous general manager experience, strong sales background, and good expense control and budgeting background. Submit letter with employment and salary history to Box P-5. EOE.

Business manager: FM in Jacksonville, FL (will not relocate). Accounting degree and 3+ years industry experience required. Candidate should have management skills and be self-motivated. Box P-43. EOE.

Local sales manager: Number one rated C.H.R. seeks leader for six person staff. Growing group. Good benefits. Resume to Doug Stalker, KQIZ Radio, P.O. Box 7488, Amarillo, TX 79114. EOE.

Station manager: New acquisition by growing Southern group provides immediate opening for sales driven manager. We are results oriented. If you are too, come grow with us. Resume today to: Charisma Communications Company, P.O. Box 1414, Meridian, MS 39302. EOE.

General manager for exceptional AM/FM combo located in competitive medium size Great Lakes market. We're ready to talk if you've proven yourself as a successful GM or GSM, understand how to build a sales staff and develop local direct business and can demonstrate an ability to be a high energy leader. We offer excellent pay/benefits and an opportunity to work within a successful group atmosphere. Submit letter giving complete career/salary history with current references. Box P-60. EOE.

Established Christian satellite radio network needs an experienced, self-motivated fulltime program manager with successful skills in: production, on-air hosting, developing coverage of specials, music selection, inter-personal relationships and management level decisions. Send resume, audition tape, and letter to Paul Ramseyer, Executive Director, Northwestern College Radio Network/SkyLight, 3003 North Snelling Ave., St. Paul, MN 55113. EOE.

Local salesmanager for Orlando's leading Rock radio station. Strong retail sales background, ability to train, lead experienced sales team, maintain local account list and maximize revenue. Send resume, salary history to: Ralph Salierno, Station Manager, WDIZ Radio, 2180 Sanlando Center, State Road 434, Suite 2150, Longwood, FL 32779. EOE. MF.

Program director sought for KPBS Radio. Responsible for all programming and production services; including planning and selection of programming; interpreting and applying audience research data; hiring, training, scheduling and supervising on-air production personnel; producing programming and performing on-air duties; and representing station before community groups and professional organizations. Qualifications: Two years experience in public radio programming required. Knowledge of, and experience in, radio production and on-air duties. Familiarity with Arbitron ratings. Previous supervisory experience in creative environment essential. Excellent oral and written communication skills needed. Strong interpersonal skills required. Must be team player and willing to deal with listeners, the community, San Diego State University, and all departments of KPBS. Equivalent to Bachelor's degree in Communications preferred. Salary range: Starting salary in mid 30's. Excellent benefit package. To apply, submit resume with request for SDSU Foundation employment application to: San Diego State University Employment Office, Third Floor, Administration Building, San Diego, CA 92182. Completed applications must be received by Friday, January 13, 1989. EEO/AA/Title IX Employer.

Regional sales manager needed for West Palm Beach CHR. WOYV is hot and we need a hot agency pro to handle south Florida agencies. If you're it, phone Tim Fourmy/Allan Chapman 407-464-1400. Equal Opportunity Employer.

HELP WANTED SALES

Crown Broadcasting, a young, dynamic radio group with stations in California and Colorado is expanding. Want to interview experienced people for programming, sales, administrative and management positions. We offer great benefits and opportunity for advancement. Needed immediately, an experienced sales manager for medium market AM/FM. Send to Crown Broadcasting, 5721 Magazine Street, Suite 143, New Orleans, LA 70115. EOE.

Radio sales and sales management positions available. Excellent potential. Positions in NH, VT, and Upstate NY. Terrific quality of life. Resume to Ray Garon, Box 1010, Newport, NH 03773. EOE.

Urban Contemporary leader in Louisiana looking for experienced sales consultant. Management potential preferred. Must have excellent track record and desire a career with growth oriented company. Call John Wilson, General Manager, 318-322-1491. EOE.

Sales/sales mgr; AM-FM. We've doubled our coverage in the nation's fastest growing county. If you love to sell, want to live in the sunshine, in a clean, safe medium market, send resume, 2588 Newport Corp, 121 Groverton Place, Los Angeles, CA 90077. EOE.

HELP WANTED ANNOUNCERS

Once in a lifetime radio opportunity. Need that special person who can do it all. Experience, education, + talent required. Ft. Myers-Naples, FL area. New youth oriented station with excellent working environment. 813-597-2675.

Virginia AM/FM in Shenandoah Valley in need of announcer immediately. Great place to live and work with benefits. Just over one hour from Washington, D.C. area. Tape and resume to WLCC-FM/WRAA-AM, P.O. Box 387, Luray, VA 22835. EEO.

A/T needed for Hartford County, MD. FM country station. All shifts plus PD & news. Prod. ability a plus. T & R: PBC, Box 909, Salisbury, MD 21801. EOE.

WEZL-FM has immediate, full-time air staff opening. Modern Country. Experience necessary. Excellent benefits. T & R to Charlie Lindsey, P.O. Box Z, Charleston, SC 29402. No phone calls. Equal opportunity employer.

Openings for experienced newspeople and personalities. Good Adult communicators needed for resort area full service MOR. Good pay, great staff. T & R to Dan Gaffney, WGMD, PO Box 530, Rehoboth Beach, DE 19971. EOE.

HELP WANTED TECHNICAL

Assistant Engineer for 100KW FM and 50KW AM in South. Experience preferred. An Equal Opportunity Employer. Please send resume to Box P-47.

National radio and TV operation seeks assistant chief broadcast engineer. Manages operations of engineering staff at direction of chief engineer. Oversees administrative aspects of department, including budgeting, circuit orders, and inventory. Assists in project planning, personnel management, live broadcast production, and design, construction, and maintenance of equipment. Some travel. Must be experienced in all aspects of broadcasting. Administrative emphasis a must. Must be good people manager, with experience in budgeting and organizing technical projects. Extensive experience in other areas cited above, as well as familiarity with satellite technology are musts. Reply to Box P-70. EOE.

NY's Hudson Valley: AM/FM needs a CE to maintain a first class facility. Experience in DA a must. SBE certification helpful. Competitive salary and benefits. Contact Walter Maxwell, WGHO/wbpm, 82 John St., Kingston, NY 12401. EOE.

HELP WANTED NEWS

News director: Aggressive news hound, muckraker, who can gather, write and deliver the news. Degree plus an understanding of how local government works required. Send tape, copy samples and resume to Mr. Leary, KRFD FM/AM, PO Box 631, Marysville, CA 95901. EOE.

Experienced news anchor with strong delivery wanted for top news station in New York's Hudson Valley. Excellent pay and benefits. Mail tape, resume and salary requirements to Hank Silverberg, News Director, WGHO/WBPM, PO Box 1880, Kingston, NY 12401. EOE.

Established Midwest AM/FM has great opportunity for newperson with minimum one year experience. Afternoon shift plus Saturday mornings. Lots of community involvement. Send air check plus resume to JMcCullough, WLPO/WA/JK, PO Box 215, LaSalle, IL 61301. EOE.

W.I.L.D., Boston, is looking for a news director with on-air experience immediately, to manage news staff and possibly host weekly public affairs talk show. Send tape and resume to W.I.L.D., Attn: Stephen Hill, 90 Warren Street, Boston, MA 02119. 617-427-2222. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Possible opening for detail oriented traffic director. Colombine experience a must. Send resume to Lee Zapis, WEKS-FM, 1447 Peachtree Street, Atlanta, GA 30309. 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.

Major market pro, sales management experience, seeks management opportunity. Market size unimportant. Excellent references. 305-386-5225.

I want to manage and turnaround your small/medium Florida station. Listen to me! Using my past separate marketing experiences in radio, direct mail, and interactive telemarketing, we'll tie together new profit centers and make ours a "wanted" station with advertisers. Send me your situation report and I'll send you complete details about the plan and me. Box P-19.

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.

Professional with 18 years experience in management, sales, station construction, ownership available immediately due to sale of station. Call 817-865-5215.

General manager/sales manager. Strong sales background and managerial skills. No desk jockey. Family man. Prefer Southwest/West. Let's build 1989 together. Box P-68.

Short-term, interim management, sales direction. Prefer Sunbelt, Southwest, California. Self-employed, modest costs. Small, medium markets. Over 40 years sales, management, ownership. John Powell, #305, Goldbeck Towers, Hastings, NE 68901.

Currently employed manager searching for a new challenge. Experience includes all facets of management from sales, promotion, community involvement, programming, personnel, to engineering and new station construction. Over twelve years with present employer, twenty years in broadcast, overall. Prefer small to medium size market in Minnesota, Wisconsin or Michigan. Reply to Box P-74.

SITUATIONS WANTED ANNOUNCERS

Please hire me! General announcing and music. First blind graduate from Columbia School of Broadcasting, Chicago. Harold Bocock, 3502 Ted Ave., Waukegan, IL 60085. 312-623-6997.

Paul Van Scott. I'm smart, creative. A C.S.B. graduate and ready to dedicate myself to radio. Any format. 9207 Park Ave., Manassas, VA 22110. 703-361-4262.

All format experienced pro and family seeking central Indiana. Call Gregg, 904-732-8000 days, 904-351-1932 evenings.

New York sports talk guy is original, no replays. You make the call. All markets considered. Jim, 718-836-5046.

Experienced/degreed radio broadcaster seeks permanent position on-air board or news producing/reporting. Excellent references. Call/write Dennis, Box 537, Farmersburg, IN 47850. 812-696-2425.

Versatile D.J. with 4 years experience in news & production. Broadcast graduate. Dave, 303-278-0106.

Experienced, colorful witty sports announcer and current sportswriter, seeking sports position in PBP, anchoring or reporting. Resume, tapes available. Please call Jeremy 215-896-6195.

Experienced on-air/PBP/promotions/remotes/multi-track production family man seeks professional smaller medium market to settle down at. Mom/Pop or Father/Son stations need not apply. Prefer CHR, Oldies, AC, AOR, Country formats, in that order. Ray, 806-364-4422

SITUATIONS WANTED NEWS

Multi-talented sportscaster seeks challenging position. Network experience as well as MISL and college PBP. Please call Mr. Kosman at 516-485-8152.

CONSULTANTS

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.

MISCELLANEDUS

Look out, Jack and Vanna! Here's radio's letter guessing game. Word For Word, 4743 South 575 West, Riverdale, UT 84405.

TELEVISION

HELP WANTED MANAGEMENT

Director of broadcast operations and engineering. Senior management position reporting to Pres/CEO of rapidly growing, dynamic top 25 market public station with major programming and production services division. Responsibilities include overseeing engineering, operations, production, program traffic/library and art departments. Strong management skills with at least 5 years broadcast management experience in top 75 market required. Experience building or re-equipping major facility a must. Additional experience in a production-oriented facility a plus. PBS and radio experience also pluses. Please send resume, references and salary history to Office of the President, Connecticut Public Broadcasting, Inc., P.O. Box 6240, Hartford, CT 06106-0240. CPB is an EEO employer, M/F.

Promotion manager. Coastal market NBC affiliate. 2 yrs. experience as mgr. or nat. Creative, well organized "idea" person who's ready for a challenge. Resume/tape/references to: Michael Riddle, Program Director, WITN-TV, P.O. Box 468, Washington, NC 27889. EOE.

Business manager for WROC-TV, Rochester, NY, NBC affiliate. Looking for experienced business manager to manage department, Columbine system. Resumes to Tom Kenney, General Manager, WROC-TV, 201 Humboldt St., Rochester, NY 14610. EOE, M/F.

Operations manager for Florence-Myrtle Beach. Must have minimum 5 years television experience. Management responsibilities include programming, production, creative services. Strong organizational, budgetary, people skills necessary. College degree required. Send letter and resume only to Jack West, General Manager, WBTW(TV), Box F-13, Florence, S.C. 29501-0013. No phone calls. EOE/AA.

Promotion and marketing director. Gannett-owned NBC affiliate on Florida's coast seeks talented, highly motivated individual to lead rapidly growing station to #1! If you're a hands-on manager/producer with a flair for creative advertising, a passion for news and community involvement, and a skill for strategic thinking; this is the opportunity that could make your career. Minimum three years promotion experience. Tape and resumes to Linda Brook, General Manager, WTLV-12, 1070 E. Adams St., Jacksonville, FL 32202. Women and minorities encouraged to apply. EOE.

HELP WANTED SALES

CBS affiliate in WV is seeking account executives. Established list, modern facility, good earning potential. Send resume to: Mel Kotof, General Manager, WDTV, P.O. Box 480, Bridgeport, WV 26330. EOE. No phone calls.

KTRV-TV, Boise, Idaho seeking experienced salesperson. Must be career oriented with a successful background in broadcast sales. Resumes to Jack Bolton, KTRV-TV, Box 1212, Nampa, ID 83651. EOE.

Sr. AE needed to handle big \$ loc/reg list at strong Fox affiliate. Big directs and nat. agencies. Must be killer toe to toe closer and a numbers magician. Only veteran broadcast street warriors used to earning \$50K+ need apply. FAX or mail resume or call R. Mark Cortner, GSM, KOKI-TV, 7422 E. 46th Pl., Tulsa, OK 74145, (phone) 918-622-2300, (FAX) 918-664-5504. EOE.

Sales cable TV advertising: Career opportunity now available in Palm Springs market. Seeking an aggressive pro with exp. in cable, TV or radio ad sales. Send resume to: Palmer CableVision, P.O. Box 368, Palm Desert, CA 92261, 619-340-1312. EOE.

Account executive/advertising sales: National entertainment medium seeking qualified, energetic self-starter to sell local and regional advertising in Washington, DC, Philadelphia, and Detroit. 1 to 2 years advertising sales experience (radio preferred). Base plus commission and terrific car allowance. Great benefits package. Comprehensive training program. EOE. Please send resumes to: National Cinema Network, 5109 Leesburg Pike, Suite 912, Falls Church, VA 22041, Attention: Stuart Hoffman.

WDSI-TV, Chattanooga's "on the move" Indy, is hiring experienced independent sales reps. Established active list with unlimited potential-best compensation plan anywhere-opportunity for growth. Send resume. No phone calls, please. EEO. 2401 East Main St., Chattanooga, TN 37404.

HELP WANTED TECHNICAL

Television maintenance engineer: Fox Television, KRIV in Houston is seeking a qualified television maintenance engineer. 3-5 years prior television maintenance experience with component level repair skills a must. Primary responsibilities include maintenance of Ampex 1" and Sony 1/2" videotape equipment. Send resume to KRIV-TV, P.O. Box 22810, Houston, TX 77227, Attn: Personnel Dept. No phone calls. EOE.

Television maintenance engineer: Lifetime Television seeks an experienced maintenance engineer for its new broadcast facility in Astoria, Queens, NY. Knowledge of Sony 1", 3/4", Beta SP and Betacart desired. Familiarity with GVG switchers, editors and FX a plus. Position will involve custom construction and routine maintenance. Available to work evenings. Salary commensurate with experience. Full benefits, 401K savings plan, discounts. Send resume with salary history to: Lifetime Television, 36-12 35th Ave., Astoria, NY 11106, Attn: Personnel Department. EOE.

TV transmitter maintenance engineer: Fox Television, WFXT, Boston is seeking a qualified transmitter engineer with strong background in RF. Previous experience with RCA-TTU110 UHF transmitter and studio equipment preferred. FCC lic. or SBE certification required. Send resume/references to: Moses Primo, CE, WFXT-TV, 100 2nd Ave., Needham, MA 02194. Equal opportunity employer.

Master control operator: Great Lakes area network affiliate/production house needs experienced, reliable, technically oriented, quality minded person proficient in all aspects of master control operations. Must be able to work well under pressure and have FCC license. Send resume and salary history to Box P-52. EOE.

ENG truck operator: Two years experience in the operation and maintenance of live microwave trucks. Must be willing to work nights and weekends. Must have a clean driving record. Send resume to Allison Amron, Chief Photographer, WTNH, 8 Elm St., New Haven, CT 06510. EOE. No phone calls, please.

TV maintenance engineer: South Texas network affiliate. Strong RF and transmitter experience. Harris BT-35L transmitter. Maintenance of studio equipment desired; Sony Beta, Beta Cart, Ampex AVC-23, ADO, Harris ESPIL, Vidifont Viditext II. Send resume to: KGBT-TV, P.O. Box 2567, Harlingen, TX 78551, Attn: Chief Engineer. EOE.

Maintenance engineer: Florence/Myrtle Beach, South Carolina. Progressive company, excellent benefits. Three years minimum TV studio maintenance experience required. Extensive background in RCA Quads (especially TCR-100). Sony ENG 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.

Traffic manager with Columbine experience needed immediately by Atlantic resort affiliate to head 3 person department. Resume & salary history to Frank Pilgrim, GM, P.O. Box 4009, Salisbury, MD 21801. EOE, M/F.

Master control/videotape operator: For fast growing CBS affiliate in sunny south Florida. Prefer at least one year experience. Must be able to air switch and operate 1/2" and 1" VTR's. Send resume to: WPEC-TV-12, Personnel, P.O. Box 24612, Fairfield Dr., West Palm Beach, FL 33416-4612. Phone: 407-844-1212. EOE, M/F.

Wanted: TV director/technical director with production experience. Send tape and resume to Paul Shykula, WNNH-TV, PO Box 1310, White River Junction, VT 05001, or call 802-295-3100. EOE.

HELP WANTED NEWS

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.

News anchor: 6 & 10 weeknights. Some reporting required. Minimum 2 years reporting experience. Mature. Position to compliment female anchor. Open immediately. Tape, resume to: Kathy Nelson, WCBI, Box 271, Columbus, MS 39703. No calls. EOE.

News reporters and photographers: WCBI, Columbus, MS is taking applications. Send tapes and resumes to: Kathy Nelson, WCBI, Box 271, Columbus, MS 39703. No calls. EOE.

TV news photographer/editor: Minimum two years experience shooting and editing TV news. Must be willing to work nights and weekends, must have clean driving record. Please send tape and resume to Allison Amron, Chief Photographer, WTNH, 8 Elm St., New Haven, CT 06510. EOE. No phone calls, please.

News Producer with strong organizational and people skills needed for top 10 market. Send two, recent non-returnable airchecks, along with resume and salary history to: Newspeople, 20300 Civic Center Dr., Suite 320, Southfield, MI 48076. EOE.

Reporter/writer. Freelancer wanted for video health magazine show based in the NY area. Must have good writing skills, on-camera look, and be a team player. Send reel/resume to: NYCC Media, P.O. Box 167, Glen Head, NY 11545. EOE.

Wanted: Aggressive, eager, knowledgeable sports anchor/reporter. Medium to small market. Major college city. Local, area sports emphasized. Send tape and resume to: Ms. Linda Broussard, Audition Clearing House, 12 Greenway Plaza, Suite 1100, Houston, TX 77046. EOE.

Assignment editor: Aggressive, energetic, creative thinker to run desk. Two years experience reporting, writing, or producing. Resumes to Beth Moore, KCRG-TV, P.O. Box 816, Cedar Rapids, IA 52401. EOE.

News photographer: NBC affiliate, Charleston, SC, needs news photographer experienced in shooting and editing 3/4" tape. Send tape, resume, references to Foster Morgan, News Director, WCIV, 1558 Hwy 703, Mt. Pleasant, SC 29464. WCIV is an equal opportunity employer.

Reporter/TV news bureau: Southeast market, NBC network affiliate needs qualified reporter for news bureau. Applicant should be able to anchor news breaks in addition to reporting. Should have at least three years experience in news broadcasting, good writing skills, strong on-air ability necessary. Minorities are encouraged to apply. Send resume, salary requirements and non-returnable tape to Kevin Kelley, News Director, WPTF-TV, 3012 Highwoods Blvd., Raleigh, NC 27604. EOE.

News photographer/TV news bureau: Exciting opportunity for experienced news photographer in Southeast market NBC network affiliates' news bureau. Creativity a must. Two years minimum experience. Minorities are encouraged to apply. Send resume, salary requirements and non-returnable tape to Kevin Kelley, News Director, WPTF-TV, 3012 Highwoods Blvd., Raleigh, NC 27604. EOE.

Executive producer: Need an executive producer for Southeast market network affiliate. Applicant should be outstanding journalist and know how to create and produce fast-paced visual newscasts. Must have excellent people skills, minimum of five years news production experience and exceptional writing ability. Send resumes to Box P-67.

Assignment editor: We need an aggressive and experienced AE to lead the dominant station in the 66th ADI. Please send resume with a statement of your news philosophy and how you work with people to: Dave Busiek, KCCI-TV, P.O. Box 10305, Des Moines, IA 50306. EOE.

News producer Industry leader in top thirty market needs a take-charge hard news expert to produce fast-paced, well-written newscast. BA/BS and three years experience needed handling all the tools: live, uplink, graphics. Send tape and resume to Billye Gavitt, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE/MF.

Assignment editor Aggressive high-energy take-charge person needed to back up our managing editor in all phases of desk operations. We have all the tools - uplink, live ENG, helicopter. BA plus 3 years experience. Resumes to Billye Gavitt, KWTW, P.O. Box 14159, Oklahoma City, OK 73113.

We want reporters who can write. Blonde hair and blue eyes not required. We want reporters who can think. Blue blazers and penny loafers not required. If you are a journalist please send your resume and tape to: Robert Stoldal, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114. We broadcast two and a half hours of news a day so we also want reporters who can work. EOE.

Reporter: Cover the court beat. Two years experience. Send tape and resume to: News Director, KRIS-TV, Box 840, Corpus Christi, TX 78403. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Videographer to shoot commercials and outdoor show. Must have demonstrated ability to shoot creatively and efficiently. Rush resume, tape and salary history to Jack McGee, KDEB, 3000 East Cherry, Springfield, MO 65802. EOE.

Editor/director to post commercials on ACE editor. Familiarity with ADO desired. Some studio shooting involved. Must be able to work creatively under tight schedule. Rush tape, resume, and salary history to Jack McGee, KDEB, 3000 East Cherry, Springfield, MO 65802. EOE.

Producer/writer/director with 2+ years experience in documentary and commercial production needed. Excellent environment, benefits, salary. Call Mike Clark, 515-472-3800. EOE

Promotion writer/producer: Midwest NBC affiliate is looking for a capable and effective writer/producer. Requirements are 2 years experience, strong writing, 3/4 editing, and a working knowledge of production. A history of news promotion is a plus. Send resumes to Box P-57. EOE.

Associate producer for Seattle ABC affiliate #1 daily talk show. Required: proven ability to aggressively identify and book shows; experience in remote and field production; and two years producing. Send tape and resume to Personnel Department, KOMO-TV, 100 Fourth Ave. North, Seattle, WA 98109. EOE

Promotion manager - California's fastest growing independent in one of America's fastest growing markets seeks a creative and knowledgeable leader to ignite the excitement. Skilled professional must be well grounded in independent television promotion and production and enjoy the challenges of producing good radio, event promotion, and agency relations. If you have distinguished yourself in these areas, we should hear from you. Our great facility and energetic environment is only surpassed by the beauty of the Sacramento area. Resumes to: Leilani Le Blanc, KSCH TV-58, Pegasus Broadcasting, Inc., P.O. Box 2258, Rancho Cordova, CA 95741. EOE. No calls, please.

Art director: Candidate should have three or more years of broadcast design, print, and computer graphics experience. Previous supervisory experience and knowledge of budgeting and cost control is preferred, as is previous broadcast experience. Send resume and tape to Promotion Manager, WJAR, 111 Dorrance St., Providence, RI 02903. We are an Equal Opportunity Employer.

Experienced traffic person needed for growing Hispanic television network located in Miami area. Columbine experience preferred. Must be knowledgeable in all areas of television traffic with a minimum of 2 years experience. Good starting salary and company benefits. Send resume to: Chuck Hurd, Telemundo Network Operations Center, 2470 West 8th Ave., Hialeah, FL 33010. EOE.

Promotion writer/producer: ABC affiliate, top 20 market. We're looking for someone who wants to do breakthrough work. If you have excellent creative writing skills, at least two years experience in advertising or broadcast promotion and want to work for an innovative station where advertising and promotion really count, send us a reel. Big budget, competitive market with a great lifestyle. Send tape and resume to Creative Services Manager, KTVK-ITV, 3435 N. 16th St., Phoenix, AZ 85016. Tapes will not be returned. EOE.

Special projects producer/director (Television producer/director): New Hampshire Public Television is looking for creativity, ambition, and style to fill the position of special projects producer/director. Responsibilities include generating program ideas, research, writing, field/studio producing and editing. This producer will produce and/or direct specials, talk shows, series, pilots, public affairs programs and documentaries. Strong content and style is demanded. Bachelor's degree in appropriate discipline and 3 yrs. experience in television direction, including at least 2 yrs. as broadcast producer; ability in all areas of electronic field production & scriptwriting ability required. Salary \$20,560-\$31,940, usually not to exceed \$23,060. Send detailed resume (non-citizens must include current visa status), demo reel, cover letter and 3 references to: Bill Humphreys, Executive Producer, P.O. Box 1100, Durham, NH 03824. No phone calls, please. Application deadline is January 6, 1989. NHPTV is located 60 miles north of Boston on the New Hampshire seacoast. UNH/NHPTV is an AA/EEO Employer.

#1 station in #1 market needs asst. art director: WABC-TV New York, seeks a highly qualified, hands-on assistant art director. Major market experience and strong management skills needed. Lots of pressure, tight deadlines, great opportunity. Experience with state of the art computer design and production equipment a must. Send resume and reel to John Jamikowski, WABC-TV Art Dept., 7 Lincoln Square, New York, NY 10023. WABC-TV is an equal opportunity employer.

Television production coordinator needed for university state-of-the-art production/post production facility. Must work well with students and faculty. Responsible for studio and field producing and directing of wide variety of programs and announcements. Hands-on equipment operation skills required. Ability to do everything from scripting to post production highly desirable. Possibility of part-time teaching for qualified person. Bachelors required, Masters preferred (required for teaching). Appropriate TV experience required. Demo tape will be required from finalists. Salary \$20,790.00. Applications accepted until suitable candidate identified. Send letter of application, resume, three letters of reference, and official transcripts to: Director of Personnel Services, Jacksonville State University, Jacksonville, AL 36265. No phone calls. Jacksonville State University is an AA/EEO.

Magazine feature/commercial producer opening in "Money" magazine's #1 area--scenic western Connecticut. Cable TV production department w/award-winning magazine format seeks seasoned shooter/editor w/ 2-3 years hands-on creative skills. Announcing helpful. A/B roll 3/4" w/DVE & Chyron. Resume/tapes/salary requirements to Bill Tower, Mid-Connecticut Cable Vision, 2 East St., New Milford, CT 06776. 203-355-3143. EOE.

Production manager for public TV station in Orlando, Florida. Supervise and coordinate daily production activities for broadcast and non-broadcast product. Supervise production, videography, and intern staff. Degree in broadcasting or 6 years' experience, with 4 years as producer/director or production manager. Directing, lighting, and editing experience required. Resume to Personnel, WMFE, 11510 East Colonial Drive, Orlando, FL 32817. EOE.

VT editor/production engineer: Computer editing one-inch timecode; experience with AMPEX ACE micro system desirable. Involves extensive client contact. Newly equipped and remodeled production facility. Send resume: Manager of Human Resources, WMHT TV/FM, Box 17, Schenectady, N.Y. 12301. EOE/AA.

Asst. program/research mgr. Are you a whiz with ratings? Insightful at research analysis and interpretation? Computer literate? Gannett-owned NBC affiliate seeks bright, motivated individual with minimum 2-3 years experience in station, syndication, or rep. firm research. Position places heavy emphasis on program, sales and audience research; and programming administrative assistance. Send resume and references to Pamela Gardner, Program Manager, WTLV-12, 1070 E. Adams St., Jacksonville, FL 32202. Women and minorities encouraged to apply. EOE.

Freelance video production people and crew to work with corporate clients on specific assignments. Need all types of skills to produce complete video. EOE. QualTec Professional Services, Inc., Palm Beach Gardens, Florida. 800-247-9871 (U.S.), 800-843-6162 (FL), 407-775-8320 (local).

Post production editor, Atlanta, GA. Looking for editor with 3-5 years of retail background. Must be personable and have agency references. ACE-200 editor, AVC-33 switcher, 2-channel ADO, ESS still-store, AVA-3 paint system, Chyron-IV, 3-VPR 6's, 3-BVV 75's. Start date January 1st. Hours would be 3-11. Send resume, tape and salary requirements to: Doug Furce, PM, WATL 36, One Monroe Pl., Atlanta, GA 30324. EOE.

SITUATIONS WANTED MANAGEMENT

General sales manager... professional... innovative... aggressive... goal-oriented... motivated... self-starter... extensive experience with group-owned stations in local sales/sales management and on-job experience with national at both rep/station level... knowledgeable with all areas of station operations... currently employed but unchallenged. Write Box P-41.

SITUATIONS WANTED NEWS

Weathercaster--certified, 14 years experience tornadoes, hurricanes, ice, snow & drought. Science and technology reporting, remote weathercasts. Colorgraphics and Kavouras graphics. Quality individual for a quality operation. Box P-53.

Young, take-charge ND who puts ratings 1st. Medium or small market. 701-235-2597.

Experienced, colorful, witty sports announcer and current sportswriter, seeking sports position in PBP, anchoring or reporting. Resume, tapes available. Please call Jeremy 215-896-6195.

Experienced ND with fresh ideas for making newscasts look alive. Good enough is never good enough. Looking for challenge in small or medium market. 701-235-2597.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

12 station veteran seeks OM/PD position with stress free environment. Community "fixtured" possibility. Excellent references. Box P-73.

Young, intelligent, original thinker is looking for entry level position in video production. Studied TV at Brown Institute in Minneapolis. I just need my foot in the door. Will travel. Mark 712-852-2664, 1606 Palmer, Emmetsburg, IA 50536.

MISCELLANEOUS

The Hot Sheet. Media Marketing. PO Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Journalism-Mass Communication: Broadcasting faculty positions: University of Oklahoma. One tenure-track position is open at the School of Journalism and Mass Communication, University of Oklahoma, in the broadcast area. Rank is assistant or associate professor. A Master's or J.D. degree is required; candidates with a Ph.D. will be given special consideration, but all qualified candidates are urged to apply. Starting date is August, 1989. Teaching specialty sought is television/video production. It is desirable that the successful candidate have a secondary emphasis in a related broadcasting area, or experience in management. The successful candidate will teach primarily production. Other opportunities exist in management courses at both undergraduate and graduate levels including courses in station management, sales, promotion and programming. At least five years of substantial quality broadcasting experience within the past 10 years is preferred. Salary competitive for rank. The School seeks candidates dedicated to providing quality professional education within a liberal arts context. The successful candidate must demonstrate a capacity of potential to teach well, to develop funding opportunities, to be productive in creative activities or traditional scholarship in order to merit full standing as a member of the Graduate College faculty, and to build ties with the broadcast industry. The University is located in Norman, a community of 100,000, just 20 miles south of Oklahoma City, the state capital and largest business and cultural center in the state. The School, which is celebrating its 75th anniversary this year, also is well situated to take advantage of other major South Central and Southwest media markets. Programs include undergraduate sequences in advertising, news communication, professional writing, public relations, and radio/television/film, and an M.A. program. Undergraduate majors number more than 1,100; graduate majors number 125. Applications must be received on or before January 10, 1989. Applicants must provide a letter of application and curriculum vitae. Three letters of reference also should be provided. All materials should be sent to: Chair, Broadcast Search Committee, School of Journalism and Mass Communication, The University of Oklahoma, 860 Van Vleet Oval, Norman, OK 73019. The University of Oklahoma is an Equal Opportunity/Affirmative Action Employer. Women and minorities are especially encouraged to apply.

Communications: School of Telecommunications seeks Assistant Professor to teach courses in Mass Communication Theory, Quantitative Research Methodology and Applied Audience Research. Ability to teach in an applications area and an additional research approach such as Ethnomethodology or Historiography desirable. Must be able to work with graduate students and have the potential for a strong program of personal research. Tenure track position. Ph.D. required: teaching and/or professional experience desirable. Applications from women and minority groups encouraged (AA/EOE). Nine month academic year with summer teaching possible. Appointment date September 1, 1989; applications accepted until January 31, 1989. Send letter of application, vita, transcripts and three references to: Don Flourny, School of Telecommunications, Ohio University, Athens, OH 45701 or call 614-593-4866.

Chairperson, Department of Communication Design, College of Communication, California State University, Chico. Candidates must hold the terminal degree in one of the following: Instructional Technology, Telecommunication, Visual Communication, Information and Communication Systems, or a related field of study. Applicants must demonstrate a strong commitment to teaching and academic values, proven leadership and administrative ability, and recognized professional and academic achievement in one or more of the four areas listed above. Rank and salary will be commensurate with professional and academic experience and qualifications. Review of candidates will begin January 22, 1989 and continue until the position is filled. Applicants must include a current resume/vitae, a short commentary on communication programs in higher education, evidence of professional and academic achievement, and three letters of recommendation. Finalists will be required to provide evidence of achievement. Applications should be addressed to: Chair, Search Committee, Department of Communication Design, College of Communication, California State University, Chico, Chico, CA 95929-0504. Women and minorities especially encouraged to apply. EOE/AA/RCA employer.

Assistant professor (tenure-track), electronic reporting. Teach broadcast news, field reporting, videography, videotape editing, plus other courses as need arises. Ph.D. in Mass Communications preferred, Master's required. Tv news experience essential, prior college teaching desirable. Salary range \$24,000-\$28,000. Start Aug. 20, 1989. Submit vita, transcripts, names of three references by Jan. 20, 1989 to David Clark, Chair, Department of Technical Journalism, Colorado State University, Fort Collins, CO 80523. 303-491-6310. EO Employer

HELP WANTED NEWS

Business editor: Cable TV management magazine needs experienced business editor who understands media deals and financing. Excellent salary and benefits. Reply to: Steve Tuttle, Editor, CableVision, 432 Park Ave. S., New York, NY 10016. 212-213-3110. EOE

Newsletter. Established professionals to write articles for financial newsletter. P.O. Box 9824, Arlington, VA 22209. EOE

EMPLOYMENT SERVICES

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

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.

EDUCATIONAL SERVICES

Talent coaching: For TV reporters. Polish anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News correspondent/New York local reporter. Demo tapes. Private lessons. 212-921-0774. Eckhart Special Productions (ESP).

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-best prices. We buy TV transmitters, towers, and transmission line. Bill Kitchen, Quality Media, 303-665-3767

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888

Microphones: RCA models 30A, 77A, BK-6A, BK-10, SK-39, SK-46; Electro Voice models 644, 645, 731. Jim, 212-496-6054

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856

50KW AM ** CCA-AM 50,000D (1976), excellent condition ** Transcom Corp. 215-884-0888, TELEX 910-240-3856

FM Transmitters ** CSI T-25-F (1985) ** RCA BTF20E1 (1975, 1976, 1974) ** Harris FM10H3 (1974), RCA BTF10D (1968), CCA 5000DS (1972) Gates FM-1G (1967) Transcom Corp. 215-884-0888, TELEX 910-240-3856

1KW AM Transmitters ** Collins 820D2 (1981) ** CSI T1A (1981), Sparta SS1000(1981) ** Collins 20V3 (1967) ** Bauer 707 ** Gates BC-1T ** Transcom Corp. 215-884-0888, TELEX 910-240-3856

AM Transmitters ** CCA AM 10,000D (1970), Collins 820F (1978) ** Gates BC-5P2 (1966) ** Collins 21E ** McMartin BA 2.5K (1981) ** 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, 303-665-8000.

Silverline UHF TV transmitters. New, best price and performance. 35 Kw, 70 Kw, 140 Kw, 280 Kw, also brand new air cooled 10 Kw Klystron transmitter. Bill Kitchen 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 GE4TT6E24TF4A1 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

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.

Equipment financing: New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. Exchange National Funding 214-422-5487.

Year-end inventory sale! Ampex Betacam demo equipment at drastically reduced prices! Includes new equipment warranty. Contact your nearest Ampex representative for availability and delivery: California 415-367-2202, 818-365-8627, Massachusetts 617-932-6201, Maryland 301-530-8800, Texas 214-960-1162, Illinois 312-593-6000, New Jersey 201-825-9600, Georgia 404-491-7112.

Broadcast equipment (used). Transmitters, STL's, remote antennas, monitors, consoles, processing, tape equipment, automation, turntables. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

FM and AM transmitters (used): Most powers. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

50 KW Continental 317-C - on air until Jan 1st - Full time service - many spares major market use. Also 76 other FM & AM trans. Call Rob Malany, 214-226-8967, BESCO Intl., 5946 Club Oaks Dr., Dallas, TX 75248.

M-Format equipment. Low prices on Plumbicon cameras, editing VTRs, field VTRs, TBC's, edit controllers and more. Call WNEV TV, 617-725-0814.

Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes, \$4.99. Elcon evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video Inc., toll free, 800-238-4300.

Grass Valley 300 loaded, special price. 1600-1X, 1600-3D, 1600-7G. Several other switchers of all sizes available. Ikegami HL-355, HL-95B and others. BVW-75s, BVW-10s, BVW-40s. RCA TCR-100s and film islands at low prices. Call now for used equipment or to list your surplus equipment. Media Concepts 919-977-3600 or FAX 919-977-7298.

Collins 25Kh FM Xmtr with 31K hrs. Will accept highest bid. Some conditions apply. Write for details. Box O-38.

140' Tower: 52" face, angle iron, with torque arms, guys and turnbuckles. Excellent condition. Bay Tower, 414-743-5179.

For sale: 8' Anixter STL antenna 950MHZ, BE 3200RPS stereo cart recorder, Harris mono cart recorder, Ampex ATR-700 R-R, Scully 280B R-R, UHF Repeater & hand-helds. Call for prices: 505-269-9785.

Sony BVW 10 and 40: Excellent condition, low hours on new heads. 919-833-8888.

BCS = BroadCast Store buys transmitters VHF, UHF, FM, AM, satellite, microwave. Any power level/frequency. Translators wanted VHF, UHF. 818-845-7000.

RADIO

Help Wanted Programing Production & Others

ASSOCIATE PRODUCER (Features)

Radio network is currently seeking an Associate Producer for its Performance Today program. Qualified incumbent must be a college graduate or equivalent, with education in classical music preferred. Considerable radio production experience, with demonstrated background in arts feature production and a working knowledge of classical music a must. Familiarity with major arts organizations in the western part of the country a plus. Please send resume by January 10, 1988 to:

**NATIONAL PUBLIC RADIO
Personnel Department
2025 M Street, NW
Washington, DC 20036
EOE/AA**

Misce laneous

"GRACIAS"

to
**Richard R. Zaragoza
Kathryn R. Schmeltzer
Bruce D. Jacobs
Carroll J. Yung
of**

Fisher, Wayland, Cooper & Leader

**We couldn't have
done it without you.**

**TORO BROADCASTING
MORGAN HILL, CA**

TELEVISION

Help Wanted Management

G S M - TELEVISION

Network Affiliate in fast growing East Coast market needs an aggressive, innovative sales leader. Five years sales experience a must. Local Sales management a plus. Great compensation package - \$100,000 + ... and equity potential. EOE.

Send resume to:

Box P-42

FINANCIAL ANALYST

Fox Broadcasting Company is seeking a motivated individual to perform various financial accounting responsibilities to include:

- financial reporting and account analysis
- maintenance of general ledger systems
- production accounting/analysis
- audit production and residual costs
- assist in the preparation of budgets and forecasts.

Position requires a B.S. in Accounting and 3-4 years' related experience. Strong organizational, analytical and communication skills necessary in addition to proficiency with computer spreadsheet programs. Prior audit experience a plus; CPA desirable.

We offer challenging career opportunities, competitive salaries and excellent benefits. For consideration, please submit resume and salary history to: **Personnel Director, Dept. MH-013, P.O. Box 900, Beverly Hills, CA 90213**



**FOX
BROADCASTING
COMPANY**

An Equal Opportunity Employer

Help Wanted News

SPORTS REPORTER

KCRA-TV is seeking a sports reporter who excels at covering non-traditional sports. Solid writing and story-telling skills a must. Solid anchor skills also are needed, as the person we hire will fill in for our primary sportscaster. Send complete resume and non-returnable tape to: Bob Jordan, News Director, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. No calls, please. EOE M/F.

HELICOPTER PILOT/REPORTER

KCRA-TV seeks an experienced helicopter pilot/reporter to fly its live news helicopter. Unblemished safety record mandatory. If you're a level-headed pilot who believes that safety is more important than the story, send a non-returnable tape and complete resume with professional references to:

Bob Jordan
News Director
KCRA-TV
3 Television Circle,
Sacramento, CA 95814-0794
No calls, please. EOE, M/F.

Help Wanted Technical



LOS ANGELES BUREAU

Turner Broadcasting System, the leading News, Sports and Entertainment system in satellite communications, has career opportunities for engineers with broadcast maintenance experience. These positions demand an extensive background in E.N.G. engineering and at least two years of training in electronics technology. Turner Broadcasting System offers an excellent benefit and compensation program. Send resumes to:

Mr. Jim Brown,
Engineering
TURNER BROADCASTING
SYSTEM, INC.
One CNN Center
P.O. Box 105366
Atlanta, Georgia 30348-5366
(404) 827-2175

TBS is an equal opportunity employer.

Help Wanted Sales

Sales/Marketing Professional

Jefferson-Pilot Research, newly established department of Jefferson-Pilot Communications, is seeking national salesperson. Experience selling to broadcasters is required. Send resume to Dan Phillippi, Director of Sales and Marketing, JPRS, 1 Julian Price Place, Charlotte, NC 28208.

California

Broadcast Job Bank

For application information call
(916) 444-2237

California Broadcasters Association

Help Wanted Programing Production & Others

WLVI 56

Art Director

Management/Design Position Report to creative services director. Manage staff of two designers and free-lance assistance. Proven creative design abilities in on-air and print advertising required. Also experience in computer graphic systems (Aurora 250) print production and set design necessary. Knowledge of desktop publishing and wide-range of design experience (kids sports news movie sitcoms) desirable. 3-5 years management design experience required.

News Graphics Designer

Nightside design position. Produce nightly news & sports graphics for WLVI-TV's News at Ten. Catalogue and maintain news graphics. In addition assist art director as well as various producers and directors for additional programing production and promotion graphics support. Knowledge and working experience on computer graphic (Aurora 250) systems required. Must be able to work independently under deadline and relate well with producers and directors. 1-2 years experience desired.

Engineering Maintenance Technician

Opening for an experienced Maintenance Technician. Applicant must have solid understanding of television systems, computers and component level maintenance. Three to five years of maintenance experience is desirable. FCC license or SBE certification is also desirable.

Production Manager

Creative, well organized individual to run a ten person production department. Responsible for helping create and then maintaining the on-air look of the television station, coordinating coverage of Boston Celtics road games, coordination of satellite feeds, supervision of film department, studio management and budgeting.

Applicants should have several years experience in producing directing a good understanding of production equipment and be able to work well with people.

Tape of original work will be requested.

Executive Producer

WLVI-TV is seeking an Executive Producer for its Mon-Fri edition of the "News at Ten".

Person will be responsible for formatting and producing hour-long newscast and will have overall responsibility for all on-air aspects of the broadcast.

Ideal candidate must have outstanding news judgement and commanding knowledge of all elements of a competing newscast: story placement, pacing, crisp copy, teasers, graphics, anchor interaction and shot selection.

One to two years experience desired.

Resume to:

Sandra Kelly
Personnel Manager
WLVI-TV
75 Morrissey Blvd.
Boston, MA 02125



EQUAL OPPORTUNITY/
AFFIRMATIVE ACTION EMPLOYER

Help Wanted Programing Production & Others Continued

PROMOTION WRITER/PRODUCER:

CBS affiliate in Nashville seeks creative and imaginative individual to promote our local and syndicated programming.

Splashy graphics, strong writing skills, and a sense of humor will get you this job at a high tech station in a very competitive market. Rush tape and resume to:

David Earnhardt
WTVF
474 James Robertson
Pkwy.
Nashville, TN 37219



EOE. No phone calls please.

COMMUNITY RELATIONS PRODUCER

KCRA-TV's Community Relations Department seeks a producer to work under the supervision of both our director and coordinator. Responsibilities include: Associate produce weekly public affairs program; write, produce/direct PSA's as needed; evaluate in-coming PSA's for on-air acceptability; production of shared ID's; assist in the coordination and training of Intern and Scholarship Programs; organize and maintain filing system.

Qualifications. Minimum two years producing experience at a commercial TV station, with experience in community relations and/or public affairs preferred. detail-oriented with the ability to work under pressure and independently. Computer traffic experience. General office skills (typing 45 WPM, filing, heavy phones). Experience with non-profit groups and college degree preferred.

Send resume/tape/salary requirements to: Jan Young, Community Relations Director, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. Please, no calls. EOE M/F.

ALLIED FIELDS Help Wanted Technical

CUSTOMER SERVICE REPRESENTATIVE

Detail oriented, self-starter needed for a career with software vendor for the broadcasting industry. Will be responsible for software installation, planning, and client training. Involves extensive travel in the US and Canada. Broadcast experience required. Enterprise Traffic System knowledge preferred. Competitive compensation package. Send resume and salary history to:

Personnel Dept.
Enterprise Systems Group Inc.
2790 N. Academy Blvd., Suite 210
Colorado Springs, CO 80917

Employment Services

10,000 RADIO-TV JOBS

American Radio TV

Up to 300 openings weekly over 10,000 yearly-The most complete and current job listings published ever by anyone. Disk Jockeys, Newspeople, Programming Engineers, Sales. **Money Back Guarantee**- One week \$7.00 **Special:** Six weeks \$1595. You save over \$20. **AMERICAN RADIO TV JOB MARKET** 1553 N. EASTERN Dept F LAS VEGAS, NEVADA 89101



C-SPAN AMERICA'S NETWORK PROGRAMMING MANAGER

C-SPAN, America's Network, is seeking a detail-oriented individual for our Programming department. This person will be responsible for assisting in developing the on-air schedules, aiding in deciding what events to cover, assisting in long-range planning, and scheduling/supervising all shift producers, traffic & production assistants. Qualifications include a related college degree, minimum 4 years previous television experience with 1 year management experience, strong knowledge of C-SPAN/public affairs and the ability to work well under pressure. Send resume with cover letter & salary requirements to: Personnel, 444 N. Capitol St., N.W., #412, Washington, D.C. 20001. EOE.

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

Wanted to Buy Stations

Group looking for
AM's/FM's or CP's in
Tennessee, Virginia,
Kentucky, and West Virginia.
Distressed OK.
Strict Confidence.
Contact Box P-71

For Sale Stations

Louisiana
Full-time AM
\$145,000
Box P-72

UPPER MIDWEST

5,000 WATT AM AND 100,000 WATT FM COMBO.
CASH BILLING AROUND \$400,000--LOTS OF ROOM
TO GROW. \$300,000 CASH AND ASSUME LOW INTER-
EST NOTES OF \$365,000 WHICH INCLUDES
REAL ESTATE AND BUILDING VALUED AT OVER
\$200,000. QUALIFIED BUYERS ONLY.
BOX P-75

- Several Class Cs Nationwide.
- Fulltimer covering Greenville-Spartanburg.
\$250,000. Terms.
- Powerful fulltimer covering St. Louis, \$590,000.



Broadcast Communications Division
BUSINESS BROKER ASSOCIATES
615-756-7635 — 24 Hours

HAPPY NEW YEAR

Hogan - Feldmann, Inc
MEDIA BROKERS • CONSULTANTS
P.O. Box 146
Encino, California 91426
Area Code (818) 986-3201

QUESTIONS OF LAW?

Contact
BROADCAST MEDIA LEGAL SERVICESSM
a service of McCabe & Allen
FOR IMMEDIATE LEGAL ASSISTANCE CALL
1-800-433-2636
(In Virginia, call 703-361-6907)
QUALITY, FLAT FEE LEGAL SERVICES
AMEX MC VISA CHOICE

EARLY DEADLINE NOTICE

For the January 9 issue, the
deadline is December 30.

Material must be received by
Noon, EST..

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence
pertaining to this section should be sent to: BROAD-
CASTING, Classified Department, 1705 DeSales St.,
N.W., Washington, DC 20036

Payable in advance. Check, or money order only. Full
& correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category
Deadline is Monday at noon Eastern Time for the follow-
ing Monday's issue. Earlier deadlines apply for issues
published during a week containing a legal holiday & a
special notice announcing the earlier deadline will be
published above this ratecard. Orders, changes, and/
or cancellations must be submitted in writing. (**NO** tele-
phone orders, changes, and/or cancellations will be
accepted.)

Replies to ads with Blind Box numbers should be ad-
dressed to: (Box number), c/o BROADCASTING, 1705
DeSales St., N.W., Washington, DC 20036

Advertisers using Blind Box numbers cannot request
audio tapes, video tapes, transcriptions, films, or VTR's
to be forwarded to BROADCASTING Blind Box num-
bers. Audio tapes, video tapes, transcriptions, films &
VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to
conform with the provisions of Title VII of the Civil Rights
Act of 1964, as amended. Publisher reserves the right
to abbreviate, alter, or reject any copy. No personal
ads.

Rates: Classified listings (non-display). Per issue: Help
Wanted: \$1.00 per word. \$18 weekly minimum. Situa-
tions Wanted (personal ads): 60¢ per word. \$9.00
weekly minimum. All other classifications: \$1.10 per
word. \$18.00 weekly minimum. Blind Box numbers:
\$4.00 per issue

Rates: Classified display (minimum 1 inch, upward in
half inch increments), per issue: Help Wanted \$80 per
inch. Situations Wanted (personal ads): \$50 per inch.
All other classifications: \$100 per inch. For Sale Sta-
tions, Wanted To Buy Stations, Public Notice & Busi-
ness Opportunities advertising require display space.
Agency commission only on display space.

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
counts as one word each.

Writing BROADCAST NEWS

**Shorter,
Sharper,
Stronger**

A professional
handbook

MERVIN BLOCK

This popular handbook is one of the
best ever for radio and TV news-
writers. Mervin Block has written
award-winning copy for CBS Even-
ing News, ABC Evening News and
WNBC-TV, and worked as executive
producer at WBBM-TV in Chicago.
He speaks to newswriters in the
same way they're supposed to
write—clearly, simply, directly.

Block's practical tips and rules are
backed up with hundreds of examples
from network and local newscasts.
WRITING BROADCAST NEWS gives
very specific guidelines (both do's
and don'ts) for writing news that cap-
tures the audience's attention and
holds it. The book covers:

- The Dozen Deadly Sins and other
common mistakes
- Ways to deal with problems writers
face
- Thousands of asides and pointers
on usage
- Tips to make you more adept at
writing for the ear

Says Charles Kuralt, "Mervin Block is
an old pro at television newswriting
from whom anyone could learn a lot. I
know. I have. His clinic, criticism and
instruction offer the writer of news a
wonderful opportunity for improve-
ment." Bibliography and index.

WRITING BROADCAST NEWS
(230 pp, hardcover) will help you
write more effective copy. To or-
der, send just **\$22.95** to:

Broadcasting Book Division
1705 DeSales St., N.W.
Washington, D.C. 20036.
Or call 1-800-638-7827 to use
VISA or MasterCard.

Fates & Fortunes

Media



Cottingham

James P. Cottingham, senior VP, operations, American Television Communications Corp., Stamford, Conn., named executive VP.

Janet DeArmond, director, marketing, Northeast region, Comcast Cable Communications, Bala Cynwyd, Pa., named

general manager, Comcast's Willow Grove, Pa., cable system.

John W. Stevens, manager, Storer Communications, Louisville, Ky., joins Warner Cable Communications Inc. as director, operations, division one systems.

William N. Templeton, controller, WFTV(TV) Orlando, Fla., joins Cox Enterprises Inc. as controller, KTVU(TV) Oakland, Calif.

Appointments at Katz Communications Inc.: **Jack Messenger**, sales manager, Republic Radio, West Coast stations; named VP, sta-

tions, he will be responsible for Republic Radio, West Coast stations; **Tom Robisch**, sales manager, Katz-Detroit; **Maryanne McGowen**, sales manager, Katz-Dallas, and **Larry Lustig**, sales manager, Katz-Seattle, all named VP of respective cities.



Shaklan

Appointments at CBS's WCIX-TV Miami ("Closed Circuit" Dec. 5): **Allen Shaklan**, VP, programming, CBS Television Stations, New York, named VP and general manager; **Jay Newman**, news director, WCAU-TV Philadelphia, named VP and station manager.

Dan Oberbillig, sales manager, WSDR(AM) Sterling, Ill., joins WFXW(AM) Geneva, Ill. as general manager.

John K. Wilson, general sales manager/station manager, KYEA(FM) West Monroe, La., named general manager. Wilson will continue as general sales manager.

John Butler, station manager, KRLD(AM) Dallas, joins Gilmore Broadcasting Corp. as station manager, KHVN(AM)-KDLX(FM) Fort

Worth, Tex.

Cynthia Richards, business manager, Voyager Communications Inc.'s WRDU(FM) Wilson, N.C., named assistant controller, Voyager Communications, radio group, Raleigh, N.C.

Appointments at KPRW(AM)-KATT-FM Oklahoma City: **Tricia York**, VP and general manager, named VP and regional manager; **Larry Bastida**, general sales manager, named station manager.

Marketing

Appointments at Worldvision Enterprises Inc.: **Ed O'Brien**, VP, sales, Medallion TV, Los Angeles, joins Worldvision there as account executive, Western division, Evergreen Programs Inc. Evergreen is division of Worldvision. **Linda Burrelli**, network coordinator, Network Group/New York, joins Worldvision there as advertiser sales coordinator.

Adene Walters, director, contracts and administration, MTM Distribution Corp., Los Angeles, joins Imagine Films Entertainment there as VP-controller.

Nathan W. Garner, president, Paragon Man-

THE UNIVERSITY
OF CHICAGO
ANNOUNCES THE

**William
Benton
Fellowships in
Broadcast
Journalism**
1989-90

The William Benton Fellowship Program at The University of Chicago, now entering its seventh year, provides a unique opportunity for professionals—television and radio reporters, news executives, producers, writers—to expand their expertise on essential issues, free from deadline pressure. The Program is sponsored by the William Benton Foundation.

Each Fellow works with a faculty adviser to develop an individualized academic program of course work in such fields as law, economics, religion, and public policy. The Fellows participate in a weekly seminar dealing with such fundamentals as First Amendment issues. They also meet and exchange ideas with national and international leaders in media, government, business, education, and other fields of public policy.

Stipends are normally equivalent to full-time salary for the six-month period of the Fellowship. The Foundation covers tuition and travel costs. University personnel assist with local arrangements for Fellows and their families.

The application deadline is March 6. Fellows will be notified by June 1. The 1989-90 Program begins September 18, 1989.

To receive a brochure and application form, mail this coupon to:
Director, William Benton Fellowships
The University of Chicago
5737 University Ave.
Chicago, IL 60637

PLEASE PRINT

NAME

TOTAL YEARS OF PROFESSIONAL EXPERIENCE

TITLE

STATION/NETWORK

ADDRESS

TELEPHONE

hattan Cable, joins USA Network there as VP, Eastern region, affiliate relations.

Les Goldberg, executive VP, Hillier, Newmark, Wechsler & Howard, New York, named president. Goldberg replaces **Dick Sharpe**, who will be leaving Dec. 31 to join Blackburn & Co., brokerage firm, in New York. **Kevin Cassidy**, account executive, Hillier, Newmark, Wechsler & Howard, Los Angeles, moves to Dallas as regional manager.

Appointments at ESPN: **David Tucci**, director, spot sales, CBS Radio, Chicago, joins ESPN there as account executive; **Martin Mylott**, account executive, CNN, New York, joins ESPN there as account executive; **Chris Petersen**, national accounts manager, Northeast region, and **Sue Rozman**, account executive, Northeast region, ESPN, Bristol, Conn., named national accounts manager, Southeast, and senior account executive, Northeast, respectively; **Suzanne Cottone**, public relations research assistant, Northrop Corp., Washington, joins ESPN, Bristol, as program sales analyst.

Bruce Humbert, director, research and marketing, Storer Cable, Miami, joins Weather Channel, Atlanta, as manager, market research.

Ronald E. Alexander, sales representative, International Broadcast Systems Ltd., Dallas, named manager, IBS, Washington.

David Remes, sales representative, ITT, St. Cloud, Minn., joins WQOW-TV Eau Claire, Wis., as account executive.

Jack Lyons, VP, sales, WXFL(TV) Tampa, Fla., joins WIVB-TV Buffalo, N.Y., as sales director.

Janet Sorrells, account executive, WMYI(FM) Hendersonville, N.C., joins WLOS(TV) Asheville, N.C., as local sales account executive.



Carr

Arthur Carr, general sales manager, WGOT(TV) Merrimack, N.Y., joins Cable Networks Inc., Boston, as regional advertising sales representative. SportsChannel, New England. Cable Networks Inc. is division of Rainbow Advertising Sales Co.

Phyllis Leibart, former manager, client services, AGB Television Research, New York, joins WWOR(TV) New York as assistant director, research.

Helen Feinbloom, national sales manager, WJLA-TV Washington, joins WDCA-TV there as director, sales.

David Findley, account executive, KHIH(FM) Denver, joins KTVD-TV there in same capacity.

Bill Tynan, general sales manager, KDNL-TV St. Louis, joins WKBD(TV) Detroit as local sales manager.

Greg Graber, general manager, WRLH-TV Richmond, Va., joins WUAB(TV) Cleveland as national sales manager.

Doug Ramsey, account executive, KZOK(FM) Seattle, joins KTZZ-TV there in same capacity.

Gary Gardner, general manager, WTTQ(TV)

Birmingham, Ala., joins WDAF-TV as general sales manager.

Miles Ferguson, account executive, WSFL-FM New Bern, N.C., joins WITN-TV Washington, N.C., in same capacity.

Thomas J. Watson, account executive, Capital Cities/ABC National Television Sales, Atlanta, joins KABB-TV San Antonio, Tex., as national sales manager.

James Prestwood, local sales manager, WQRF-TV Rockford, Ill., joins KWKT(TV) Waco, Tex., as general sales manager.

Terry Tucker, director, marketing services, KMBC-TV Kansas City, Mo., joins KYTV(TV) Springfield, Mo., as director, marketing services.

Jim McKernan, retail marketing manager, KPTM(TV) Omaha, named general marketing manager.

Larry Scott, national sales manager, WUPW(TV) Toledo, Ohio, named general sales manager.

Al Strada, sales director, southeast, USTV, Atlanta, joins News Source Inc. there as VP, southeast sales manager.

Linda Miller, account executive, KWHY-TV Los Angeles, named director, marketing and promotions.

Appointments at McGovern Guild Radio, Los Angeles: **Mary Beth Garber**, VP/sales manager, named senior VP, marketing; **Lisa Toley**, sales assistant, named account executive.

Jim George, director, sales, Tribune Radio Networks, Chicago, joins WMAQ(FM) there as manager, sports marketing.

John Maguire, account executive, WSSH(AM) Boston, joins WJIB(FM) there as national sales manager.

Appointments at WWDB(FM) Philadelphia: **Michael E. Lachs**, asset manager, CMS Companies, Philadelphia, personal investment banking firm, to controller and VP, administration; **Greg Scirrotto**, general manager, WJBX(AM) Bridgeport, Conn., to senior account executive; **Rob Keegan**, regional sales manager, Silver King Broadcasting, Vineland, N.J.; **Michele Worthington**, co-op advertising director, WNCF(FM) Columbus, Ohio; **Diane Beyers-DiCiurcio**, national sales coordinator, CBS Radio Representatives, Houston; **Joseph V. Zurzolo**, salesman, National Starch and Chemical Industry Co., New York; **Phil McDonald**, account executive, Keystone Broadcasting, New York; **Nora Montefiore**, office manager, Petry Television, Philadelphia, and **Robert Halpern**, recent graduate, George Washington University, all named account executives; **Kathy Smith**, traffic manager, Silver King Broadcasting, Vineland, N.J., joins WWDB(FM) in same capacity.

Programing

Susan Stratton, director, New York Story Department, Lorimar Television, named VP, East coast development.

Gay Rosenthal, senior producer, *USA Today: The Television Show*, named show producer.

Kevin Stein, VP, development, King World, Los Angeles, joins Binder Entertainment there as VP, television and motion pictures.

Karen Olcott, manager, graphics, animation and music production, Showtime Networks Inc., New York, named director, graphics, animation and music production.

Appointments at ESPN, Stamford, Conn.: **Chris Martens**, senior producer, Major League Baseball, New York, named producer; **Julie Anderson**, freelance associate producer, joins ESPN as associate producer; **Wendy Malone**, temporary employee, ESPN graphics department, named graphics coordinator I; **Eric Lynch**, manager, Roth Theatres, Gaithersburg, Md., named production assistant.

Appointments at Cosgrove/Meurer Productions, Los Angeles: **Carrie Stein**, supervisor, development and production, Walt Disney Pictures, Burbank, Calif., joins as VP, development; **Stephen Doran**, freelance writer-producer, named director, development.

Diane Crabtree, producer, WSMV(TV) Nashville, joins Jim Owens Companies, television production firm, there, as staff producer.

Tom Hervey, account executive, Lotus Reps, New York, joins Caballero Spanish Media Inc. there as VP, sports program division.

Laverne Berry, associate director, product marketing research and negotiation, noncommercial WNET(TV) New York, named director, program distribution.



Lothery

Eugene Lothery, VP, station manager, WCBS-TV New York, named VP, programming. CBS Television Stations Division, New York.

James E. Griffin, VP/director, broadcast operations, WJLA-TV Washington, joins WRAL-TV Raleigh, N.C., as programming

manager.

Scotty Williams, production manager, WDEF-TV Chattanooga, Tenn., joins WSPA-TV Spartanburg, S.C., in same capacity.

Rich Koster, director and electronic graphics artist, WKRG(TV) Mobile, Ala., joins WVUE(TV) New Orleans as electronic graphics artist.

Ardyth Diercks, general executive, Gannett Broadcasting, Arlington, Va., joins KPNX-TV Phoenix as director, programming and station relations.

Susan Glaza, promotion director, KHAK-AM-FM Cedar Rapids, Iowa, named assistant program director.

Jim Harper, acting program director, WMTG(AM)-WNIC(FM) Detroit, named program director.

Marc Mitchell, air personality, WGFM(FM) Albany, N.Y., joins WDFX(FM) Detroit in same capacity.

Jack Reynolds, air personality, WHK(AM) Cleveland, joins WQAL(FM) there in same capacity.

Jerry Miles, assistant program director, KAPE-

AM-FM San Antonio, Tex., joins KCHX(FM) Midland, Tex., as program director.

Mark A. Passman, producer, *The Morning Show*, WCSX(FM) Detroit, named program director.

Appointments at KMH(FM) Denver: **Lynne Murray**, air personality, named assistant program director; **Stephanie Stephens**, air personality, named assistant production director; **Cheri Marquart**, air personality, named assistant, programming.

Perry Scott Van Houten, operations manager, KIEZ(FM) Santa Paula, Calif., joins KOGO (AM)-KBBY(FM) Ventura, Calif., as program director, KOGO(AM).

Topper Shutt, weekend weather anchor, WUSA(TV) Washington, joins WHUR-FM there as morning weatherman.

Appointments at WKMF(AM)-WCRZ(FM) Flint, Mich.: **Paul Victor**, and **J. Patrick**, assistant program directors named program directors of respective stations.

Paul Valle, production manager, KONY(AM) Washington, Utah, joins KREC(FM) Cedar City, Utah, as program and production manager.

News and Public Affairs

Jayne Hilary Bruns, producer, ABC's *World News Tonight*, New York, moves to Washington bureau to produce *World News Tonight's American Agenda* segments on environment.

Appointments at Sky Television, London: **Andrew Turner**, group press officer, Maxwell Communication Corp., London, joins Sky as chief press officer; Sue Wakefield, sports reporter, BBC Radio, Nottingham, joins Sky as press officer, Eurosport; **Louis Bamfield**, program press officer, named press officer.

Gary Griffith, political editor, news assignment manager, WCVB-TV Boston, named Washington bureau chief.

Mike Youngren, KUTV(TV) Salt Lake City, joins KMGH-TV Denver as news director.

Brent Hunsaker, anchor, KAKE-TV Wichita, Kan., is leaving ABC affiliate. Hunsaker has no immediate plans, but will search for other broadcast opportunities.

Steve Mallory, foreign correspondent, NBC News, is resigning to manage Northern California News Satellite, regional television news service, and Pacific Satellite Connection, television uplink and production company, both in Sacramento, Calif.

William M. Berra, assistant news director, KPNX-TV Phoenix, joins WREG-TV Memphis as news director.

Kristine Hanson, noon sports anchor and evening sports reporter, KCRA-TV Sacramento, Calif., joins KGO-TV San Francisco as weather anchor, *Morning News*, and reporter, *Good Morning Bay Area*.

Appointments at KTXL(TV) Sacramento, Calif.: **Kimberly Hill-Marquez**, weekend anchor/reporter, KDBC-TV El Paso, Tex., joins KTXL(TV) as reporter; **Mike Williams**, photographer, named chief photographer.

Appointments at KSBW(TV) Salinas, Calif.: **Beverly Byer**, United Nations correspondent, NBC News, New York, named reporter and substitute anchor; **Mark D. Hanner**, editor and associate producer, CNN, Atlanta, named producer/photographer; **Holly Conner**, intern, WSMV(TV) Nashville, named assistant producer, 6 and 11 p.m. newscasts; **Linda Kaufmann**, co-anchor and producer, WJTV(TV) Elkhart, Ind., named news reporter; **Mary Lou Harcharic**, co-anchor and weatherperson, KHEM-TV Eureka, Calif., named co-anchor and weatherperson.

Ann Schatz, weekend sports anchor/reporter, KMTV(TV) Omaha, joins KOIN-TV Portland, Ore., in same capacity.

Appointments at KOMU-TV Columbia, Mo.: **Kent Collins**, former journalism instructor, University of Missouri School of Journalism, named news director; **Stacey Woelfel**, assignment editor, named managing editor.

Alan Casper, weatherman, WADB(FM) Point Pleasant, N.J., joins WNYW(TV) New York, in same capacity.

Toni Chappel, reporter, weekend weather anchor and part-time weekday anchor, KSBW(TV) Salinas, Calif., joins KCOY-TV Santa Monica, Calif., as anchor, 6 and 11 p.m. newscasts.

Donna Davis, KDUB-TV Dubuque, Iowa, joins KLST(TV) San Angelo, Tex., as co-anchor, 6 and 11 p.m. newscasts.

Jon Mangum, news director, WKRG-TV Mobile, Ala., joins WAKA(TV) Selma, Ala., in same capacity.

Diana Fletcher, producer and anchor, KFSM-TV, Fort Smith, Ark., joins WMTW-TV Portland, Me., as weekend anchor.

Appointments at WSPA-TV Spartanburg, S.C.: **Paul Jackson**, former sports anchor/reporter, rejoins WSPA-TV as producer, *Eyewitness News*, 6 p.m.; **Wayne Bowman**, assignment editor, WOWK-TV Huntington, W. Va., named assistant assignment editor and special projects producer; **Tom Crabtree**, account executive, WBBO-FM Greenville, N.C., joins WSPA-TV as Greenville bureau chief/reporter.

Appointments at WOWK-TV Huntington, W. Va.: **Susann Figge**, reporter and morning news anchor, WBOY-TV Clarkesburg, W. Va., named assignment editor; **Davana Farris**, news director and reporter, WTCR-AM-FM Ashland, Ky., named news producer.

Dean Shepherd, financial correspondent, *Money Magazine*, joins CBS Radio Network, New York, as anchor, *Your Money Minute*.

Gary Smith, co-anchor and producer, WHSV-TV Harrisonburg, Va., named news director.

Paul Wappel, weekend sports anchor, WICS(TV) Springfield, Ill., named sports director.

Dennis Mitchell, news and public affairs director, KLSQ(FM) Las Vegas, joins KRLV(FM) there in same capacity.

Technology

Carlos V. Girod, director, transmission engineering, CBS, New York, joins Public Broadcasting Service, Alexandria, Va. as VP, satellite technology.

Distinguished service. FCC Mass Media Bureau Chief Alex D. Felker received the FCC's Gold Medal for distinguished service during a ceremony at the agency last Wednesday. The Gold Medal is the commission's highest honor. The 16-year FCC veteran was cited for his work since taking charge of the Mass Media Bureau in September 1987. Under his guidance, the FCC said, the bureau has prepared nearly 200 commission actions and achieved record levels of performance in processing applications.

The FCC also awarded three Silver Medals for meritorious service. The recipients: Martha E. Contee, consumer assistance specialist, office of public affairs; William A. Luther, international adviser to the bureau chief, Field Operations Bureau, and Michael R. Wack, attorney adviser, common carrier bureau.

Also on the FCC personnel front: FCC Director of Public Affairs John Kamp has taken on additional duties as head of office of congressional liaison, filling in for Sherrie Marshall, who is working on the Bush transition team. Marshall is still drawing FCC salary; transition office is reimbursing agency. If Marshall does not return to FCC job, Kamp may take it on permanently.

FCC Commissioner Patricia Diaz Dennis has tapped FCC staff attorney Diane J. Cornell as her legal assistant for common carrier matters, effective Dec. 19 and elevated Noel Gunther, aide on mass media issues, to senior adviser. Moves fill void created by departure of Len Kennedy, who joined law firm. After practicing law at Squire, Sanders & Dempsey, Cornell joined FCC in October 1987. She worked in policy and program planning division of the Common Carrier Bureau, primarily on access charge issues and federal-state joint board proceedings.

Alan Sparks, director, engineering, Cablevision, Long Island, New York, joins Dimension Cable Services, Phoenix, as VP, technical operations.

Maxwell S. Davis, VP, market development, Centel Corp., Chicago, elected senior VP and named president, electric operations.

Ron Russ, assistant chief engineer, KDAY(AM) Los Angeles, named chief engineer.

Gustavo (Gus) Ezcurra, VP, LTV Corp., AM general division, Washington, joins Harris Corp., broadcast division, Quincy, Ill., as VP, international sales.

Dave Wachob, manager, product support, General Instrument Corp., Jerrod division, Hatboro, Pa., named director, advanced technologies.

Perry A. Rogan, system designer, Dictagraph, security systems company, Savannah, Ga., joins Choice Cable Corp., Cherry Hill, N.J., as VP, engineering; **Frank N. Cooper**, founder, Cooper-Rutter Associates, cable television consulting firm, Cherry Hill, N.J., joins Choice Cable Corp. there as director,

franchising. Choice Cable markets fiber optic cable delivery systems in Southern New Jersey area.

Promotion and PR



Ettl

Susan L. Ettl, manager, public relations and advertising, Lincly Corp., St. Louis-based commercial real estate developer, joins Warner Cable Communications Inc., Dublin, Ohio, as manager, public relations.

Karen Ticktin, manager, marketing promotion, Showtime Networks Inc., New York, named director, marketing promotion.

Rick C. Paul, media consultant, Dallas-Houston, joins Petry Marketing Group, division of Petry Inc., New York, as national promotion director.

Rossanna Rosado, metropolitan editor, *El Diario La Presna*, New York, joins WPIX(TV) there as resource developer/community liaison.

Ivey Mensch, news promotion producer and media coordinator, WXIA-TV Atlanta, joins WMAR-TV Baltimore as news promotion producer.

Luis Estrada, freelance producer, Los Angeles, joins KVEA(TV) Corona, Calif., as manager, promotions.

Peter Holmes, writer/producer, WZZM-TV Grand Rapids, Mich., joins WICS-TV Springfield, Ill., as director, promotions and special projects.

William Tynan, program director, WLWY(AM)-WELM(FM) Elmira, N.Y., joins WCBS(AM) New York as promotion manager.

Karen Goodman, sales service supervisor, KJOI(FM) Los Angeles, joins KIEV(AM) Glendale, Calif., as advertising and promotion manager.

Karen Campbell, reporter and news anchor, WHUR-FM Washington, named director, community affairs department.

Allied Fields

Appointments at National Association of Broadcasters: **Wallace Jorgenson**, joint

Max Robinson, 49, pioneering black journalist and former anchor for *ABC's World News Tonight*, died Dec. 20 at Howard University Hospital in Washington from complications of AIDS. ABC News President **Roone Arledge** said that Robinson "made an important contribution to ABC News for which we will always be grateful. It is tragic to see his life end at such a young age, and we offer our sincerest sympathies to his family and many friends." **Gordon Peterson**, anchor for WUSA(TV) (formerly WTOP-TV) Washington who worked with Robinson from 1971 to 1978, added that Robinson "had a quick wit, good sense of humor and was a bright, charming fellow. He was serious about what he did, despite the seemingly lighthearted approach." Robinson was born in Richmond, Va., and attended Oberlin College in Ohio and Virginia Union University. He started his broadcast career with a Richmond radio station before moving to Washington and joining WTOP-TV as a studio director and later a newsman. In 1969 he went to rival WRC-TV as a reporter. He rejoined WTOP-TV in 1971 and became anchor that year, remaining there until 1978. In 1978 Robinson joined *ABC's World News Tonight* and became an evening news anchor based in Chicago, working with **Frank Reynolds** in Washington and **Peter Jennings** in London. Robinson left ABC in 1984 after a speech at Smith College in which he implied that ABC and the media as a whole were guilty of racism. After he left ABC, Robinson joined Chicago's WMAQ-TV as co-anchor, remaining there until 1985, leaving to do freelance work. Robinson was reportedly working on his autobiography at the time of his death. Robinson's marriages to **Eleanor Brooker** and **Beverly Hamilton** ended in divorce. Survivors include three children from his first marriage, one from his second, his mother and stepfather, two sisters and one brother.



board chairman, NAB, named to Advanced Television Test Center board of directors, Miami. **Jorgenson** replaces **Daniel E. Gold**, president and CEO, Knight-Ridder Broadcasting, Miami. **Harold (Hal) Protter**, VP and general manager, WVTW(TV) Milwaukee, named chairman, NAB's advanced television task force.

Robert Gibilterra, senior internal auditor, Capital Cities/ABC Inc., New York, joins MTV Networks there as director, policies and procedures.

Elected to Advertising Hall of Fame, Washington: **Sidney R. Bernstein**, chairman, executive committee, Crain Communications Inc., Chicago.

Gary S. Smithwick, partner, Baraff, Koerner, Olender & Hochberg, P.C., Washington, and **Arthur V. Belendiuk**, lawyer, private communications practice, form Smithwick & Belendiuk, P.C., communications law firm, Washington. **Carole J. Beck**, intern, National Public Radio, and graduate, Catholic University Law School, Washington, joins firm as associate.

Patrick M. McLain, Oversight counsel, House Commerce Committee's Oversight Subcommittee, has joined Rowan & Blewitt Inc., Washington issue and crisis management firm, as senior VP.

Appointments at United Artists Communications Inc., Denver: **J.C. Sparkman**, executive VP and CEO, Telecommunications Inc., Denver, and **Larry E. Romrell**, president, CEO and director, WestMarc Communications Inc., Denver, elected to United Artists Communications Inc. board of directors.

Robert E. Tallon, president and chief operating officer, Florida Power and Light, Miami, elected chairman, Directors of Community Television Foundation of Southern Florida Inc., licensee of noncommercial WPBT(TV) Miami.

Jan Young, community relations director, KCRA-TV Sacramento, Calif., named to board of National Broadcast Association for Community Affairs; Young will represent NBACA's Pacific region. **Harry Martin**, entertainment reporter, KCRA-TV, inducted into The Silver Circle by National Academy of Arts and Sciences, San Francisco/Northern California chapter. "Silver Circle" is composed of media professionals with at least 25 years experience.

Appointments at Ohio Association of Broadcasters, Columbus: **Thomas S. Stewart**, VP and general manager, WBNS-AM-FM Columbus, named president; **Gary Petricola**, president and general manager, WJER-AM-FM Dover, named VP; **Gary Robinson**, VP and general manager, WCMH-TV Columbus, named corporate secretary.

Bill Sommers, president and general manager, KLOS(FM) Los Angeles, named chairman, Southern California Broadcasters Association, Los Angeles.

Dawn Bergendahl, freelance speech consultant, joins Jay Mitchell Associates, Fairfield, Iowa, radio consulting firm, as consultant.

Alasdair Milne, former director-general, British Broadcasting Corporation, London, joins University of Miami as distinguished professor, school of communication.

INDEX TO ADVERTISERS: Accuracy in Media 24 □ Accu-Weather, Inc. 47 □ Ampex 6 □ Blackburn & Co., Inc. 64 □ Chicago, The University of 83 □ Classified Ads 77-82 □ Communications Equity Associates 66 □ Fries Distribution Co. Second Cover/3 □ Greyhound Financial Corp. 69 □ Home Shopping Club Cover 4 □ Hubbard Broadcasting, Inc. Front Cover □ International Telecommunications Union 26 □ KHJ-TV 11 □ H. B. La Rue 67 □ Lorimar Syndication 8-9, 12-13, 21, 23 □ R. A. Marshall & Co. 68 □ Multimedia/Entertainment 5 □ NATPE International Cover 3 □ Panasonic Broadcast Systems Co. 16-17 □ PNC Financial Corp. 63 □ Professional Cards 75 □ Cecil L. Richards, Inc. 65 □ Services Directory 74 □ Tribune Entertainment Co. 38-39 □ USIA 49 □ Vestron Television 15

CBN's Tim Robertson: Telling stories from more than one good book

Tim Robertson's resume begins with summer jobs at independent WHAE(TV) (now WGNX(TV)) Atlanta, ends with his current position as president of the fourth-largest basic cable channel, CBN Family Channel, and includes nothing but television in between.

Even during his post-graduate theological studies, the son of minister, broadcaster and presidential candidate Pat Robertson spent every spare moment helping sign on and create the on-air look of another family station, WXNE(TV) Boston, which he eventually ran as general manager.

He is "a child of the television generation," he says. "I like television, and I'm not ashamed to admit it."

And above all, he says, "I like to hear or see or read a good story"—a fascination he pursued as an English major in college, where he wrote quite a bit and "did everything I could to broaden my perspective in liberal arts." The fascination appears to underlie almost everything the 34-year-old CBN president says about TV. "At the very heart, the best entertainment television is a collection of good stories." If CBN programming is "to have an impact on modeling values that really affect people's lives," he says, "I think the best way to do that is by telling stories."

A family man with three daughters and a son, his work now, he says, is made easy and enjoyable by virtue of his "falling right in the middle of our target audience." That audience, he believes, is already growing and demanding more programming. Some 78 million baby boomers are having a projected 3.8 million children in 1988, and they are "cocooning," he says—making themselves major contributors to an estimated \$39 billion invested in consumer electronics and cable subscriptions this year.

"There is a crying need, within this phenomenon, for high-quality family entertainment." The family-oriented audience will grow in the 1990's, he says. CBN focus groups and demographers see "a return to family values...settling down and embracing warmth and caring." And, he insists, "they want television that reflects that."

After managing WXNE(TV), Robertson moved back to CBN, where he had been a 700 Club field producer in the mid-1970's. Initially, he organized the launch of CBN's Middle East Television in Lebanon. Four months later he became broadcast group vice president, taking on responsibility for the CBN Cable Network, renaming it the CBN Family Channel last summer.

"You have to be identifiable," he says, noting the current 36-channel cable environment. Foreseeing a "huge explosion in



TIMOTHY BRIAN ROBERTSON—President, Christian Broadcasting Network Inc. and CBN Family Channel, Virginia Beach, Va.; b. Nov. 6, 1954, Columbus, Ohio; BA, University of Virginia, Charlottesville, 1976; Master of Divinity, Gordon-Conwell Theological Seminary, South Hamilton, Mass., 1981; part-time production assistant, WHAE(TV), now WGNX(TV), Atlanta, 1971-76; field producer, CBN's 700 Club, 1976-77; director, promotion, assistant operations manager, operations manager, WXNE(TV), now WFXT(TV), Boston, 1977-81; VP and general manager, WXNE(TV), 1981-82; group VP, broadcast group, CBN, 1982-85; executive VP, broadcast and video enterprises, CBN, 1985-1987; present position since January 1987; married Lisa Nelson, April 2, 1977; children: Laura, 7; Elizabeth, 5; Willis, 2; Caroline, 6 months.

quality in cable" beginning in 1989, Robertson sees continued growth in cable penetration, aided by diversity. "The refined ID of each helps the others. You can't have nine broadbased channels." With that and the demographic trends in mind, he made "retooling" the CBN Family Channel's image a top priority when his father returned from the presidential campaign trail last April to become chief executive officer.

The younger Robertson's love for the ins and outs of positioning and marketing in general have led him to a seat on the Cable Advertising Board, where he has been, by others' accounts, anything but passive. His "tremendous contributions" there are mainly due, says CAB President Robert Alter, to his "wonderful ability to see right to the heart of a problem," then "bring people together."

The cable industry's first basic channel to go satellite, along with pay channel HBO and superstation WTBS(TV) Atlanta over a decade ago, CBN Family Channel now boasts 43.5 million subscribers on 8,280 cable systems.

A steady, "conservative financial strategy has served us well," Robertson says. "Conservative cash flow has forced us to be creative," with coproduction projects usually adding up to only "around 25% investment on our side." The approach, he says, has helped assure CBN's survival amid increasingly stiffer cable programming competition, not to mention the past two years' television ministry scandals—scandals wrongly associated, says Robertson, with CBN Family Channel, which is primarily an entertainment programming operation, not a TV ministry.

Although the parent company "had a tough, tough year in 1987—just brutal," due to the Jim Bakker and Jimmy Swaggart scandals, "the cable network has sailed through it, not just unscathed, but really has continued to grow."

However, "it is very frustrating when everybody tries to throw you in a box and say that, 'All those guys do is thump bibles and scream at me for an hour every week,'" he says. "Yes," CBN Family Channel "is the child of the parent" ministry, but, although "the child has many of the characteristics of the parent, the child is still very much an individual."

Yet even his father's 700 Club program, launched in the mid-60's, "is different from the standard religious show," he insists. "You find very little didactic preaching," but rather "news, sports, health, economics and other segments—manifestations of a world view [that] can be applied to every walk of life."

"CBN Family Channel has a little broader mission," he says. "We're looking for things that, in a very broad sense could be called 'Christian,' but so could they also be called Jewish, or moral or traditional Americana."

Robertson's views on the message and the market are pragmatic and unabashed. "We're not ashamed to say we're coming at you from a perspective of values. We're right up front about that."

The three broadcast networks, particularly via "reality-based programs," he believes, are "in the grossest possible way pandering to, I think, a misconception of the marketplace...unbelievably explicit sexual content...grotesque forms of violence...a desperation ploy to recapture the lost audience share" it mistakenly believes has gone to pay television, which he notes "has been flat for the last three years."

"From a dramatic standpoint, much of it is quite good," he says, "but from a values standpoint, it is not appropriate for a family audience." A "backlash," he claims, is driving audiences "more and more to basic channels like ours or USA or TBS, TNT, others...because we are offering programming that fits a specialized niche. You know when you turn something on, its going to be there; you're not going to be surprised."

Implementing stringent indecency law signed into law by President Reagan last October, **FCC last week unanimously adopted new indecency policy that prohibits "indecent" broadcasts 24 hours a day.** But before FCC has chance to enforce policy, coalition of broadcast and public interest groups will go to court, challenging constitutionality of law under First Amendment and, possibly, asking for stay. Attorney Timothy Dyk said representatives of coalition, which was formed to challenge FCC efforts to enforce prior, less severe, policy, will meet in Washington this Wednesday (Dec. 28) to plot legal strategy. Coalition includes such diverse groups as NAB and Action for Children's Television. Under former policy, FCC prohibited "indecent" broadcasts except during so-called "safe harbor"—times of day when risk of children being in audience was minimal. Through enforcement actions, FCC had defined safe harbor as between midnight and 6 a.m. U.S. Court of Appeals upheld policy, but ordered FCC to justify narrowness of safe harbor. Although FCC officials have asserted in past that total ban on indecent broadcasts is unconstitutional, FCC General Counsel Diane Killory said last week there are "colorable" arguments to support constitutionality of total ban. In developing its earlier policy, Killory said, FCC tried to stay within existing "constitutional parameters" by channeling rather than banning potentially indecent speech. "When Congress passes a law, it is entitled to be defended," she said. "We will put forward the best argument for why it is constitutional and let the courts decide."

CBS News reshuffling

Some CBS News executives were still trying to figure out last week to whom they would report, following a senior news division reshuffling that left some jobs without people and at least one person without a job. Five months after joining CBS as the division's president, David Burke chose the people who will help him run CBS News.

In a reversal of what had just transpired down the street at NBC (BROADCASTING, Dec. 19), Burke made his Washington bureau chief, Joe Peyronnin, vice president and assistant to the president, a new title in the division. Also promoted was Don DeCesare, formerly foreign editor, who will become vice president, news coverage, replacing Joan Richman. As of last week, there was no word on what Richman would be doing and there were rumors she would not remain with the news division. One spokesperson described Richman as being "no longer with us."

Some executives in the news division said it was likely Peyronnin would assume many of the functions that had belonged to Mark Harrington, who last week was named as the "senior management executive" for CBS's upcoming telecast of the 1992 winter Olympics. Harrington's title, now vice president, Olympics, CBS Sports, had been vice president, news broadcasts, and he had overseen both CBS Evening News with Dan Rather and CBS Morning News and, in 1987, also added 60 Minutes, West 57th and 48 Hours to his responsibilities. In addition, he had also overseen CBS radio news.

Burke last week did not name a replacement for either Peyronnin or DeCesare, and any further announcements were not expected until at least the first week in January, when the already announced changes become effective. It is also possible that last week's announcements may have a "ripple effect," with those appointed choosing to replace some of those reporting to them.

At CBS Sports, Harrington will report directly to CBS Sports President Neal Pilson. He will share responsibility for the broadcast with coordinating producer, Olympics, Mike Pearl, who will continue to report to Ted Shaker, executive producer, CBS Sports.



Remaining at 30 Rock. *Toasting NBC's decision last December to keep its headquarters at Rockefeller Center last week are (l-r): Alair Townsend, New York deputy mayor for finance and economic development; Edward Koch, mayor of New York; Robert Wright, NBC president/CEO; Lee Webb, New York State senior VP for economic development, and Richard Voell, president, The Rockefeller Group.*

Satellite Music Network announced last week (Dec. 20) that CapCities/ABC has made offer to acquire all of company's outstanding stock (BROADCASTING, Nov. 28). SMN board met last week to consider offer, which would involve cash purchase of its stock at \$5.40 per share. SMN stock traded heavily last week amid identification of ABC. SMN said offer, worth approximately \$48.6 million, expires Jan. 6, 1989. ABC last year signed exclusive advertising agreement with SMN to handle company's sales. SMN currently provides nine satellite-delivered radio formats to more than 1,060 affiliates.

CBS has paired down its East Coast late night programing unit by five staffers, as result of launch of Pat Sajak talk show debuting next month. Sajak show will be based in Los Angeles, reducing East Coast late night activity to post-Sajak series reruns Monday-Thursday of *Night Heat*, which had five-year original run in late night on network, and movie on Friday. Among those being let go is Donald O'Neil, who headed unit as East Coast director of late night programing. O'Neil said last week he was starting independent film and TV production company and separate marketing company specializing in media. Remaining East Coast late night activity, largely of post-production nature, will be overseen by Allyn Maultasch, director, prime time movies and late night. Meanwhile, CBS Entertainment has added one new late night executive in Los Angeles to oversee Sajak show—Maryann Henderson, who reports to Joe Bowen, director of late night programs, West Coast, who in turn reports to Michael Brockman, VP of daytime, children's and late night programs.

Radio Network Association reported November 1988 network radio revenues were \$33,130,284, up 5.2% over \$31,500,319 for same month last year. Year-to-date network revenue as of November 1988 is \$346,840,373, up from \$341,318,751 for same period last year. Association reported network revenue outpacing 1987 performance for six consecutive months, excluding Olympics and election dollars.

CBS Inc. and Federal Enterprises Inc. have agreed to deal announced last week ("In Brief" Dec. 19) for CBS's purchase of WWJ(AM)-WJOK(FM) Detroit. Value of transaction is \$58 million. Broker: The Mahlman Co.

WAKS(AM)-WAZZ(FM) Fuquay-Varina, N.C. was sold by Meca Broadcasting to Ceder Communications for \$1.43 million. **Seller** is principally owned by Mark Engledow and Tom Campbell. It purchased station in 1986 for \$850,000. It recently sold WKKE(FM) Williamston, N.C. ("Changing Hands," July 18). **Buyer** is princi-

pally owned by Marvin F. Ceder. It also has interest in WJYQ(FM) Charleston, S.C. WAKS is daytimer on 1460 khz with 5 kw day, and WAZZ operates on 103.9 mhz with 1.5 kw and antenna 493 feet above average terrain. Broker: Chapman Associates.

Paramount's **The Joan Rivers Show** has been sold in 33 markets representing 47% of country. Hour-long, talk show strip is produced by Tribune Entertainment and will premiere in fall 1989.

World Event's **Denver the Last Dinosaur** has been cleared on all of Fox's O&O's as strip for fall 1989.

NBC O&O's have given full-season commitment to Broadway Video's **Michelob Presents Sunday Night**. The show, distributed by FoxLorber Associates is fully sponsored by Anheuser-Busch and is currently seen on 34 stations covering more than 45% of country.

Five finalists have been selected as possible replacements for outgoing Radio Advertising Bureau President William Stakelin. RAB reported Dec. 19 interviews held in Cincinnati narrowed search down to: Lynn Christian, former Century Broadcasting executive; Wayne Cornils, RAB executive VP; Daniel Flamborg, RAB senior VP; Bruce Johnson, former RKO and Shamrock Broadcasting executive, and Warren Potash, retired Capital Cities/ABC radio executive. Stakelin leaves RAB post Feb. 1.

Tele-Communications Inc. received FCC approval on its purchase of Tempo Enterprises last week. TCI put Tempo broadcast stations in trust, headed by Tempo executives, while FCC acted on rest of purchase. Meanwhile, Tempo last week sold WTPO(AM) Conyers, Ga., and WHTT(TV) Ann Arbor, Mich., to FAB Communications, sources said, and company turned over its 50% stake in KGCT-TV Tulsa, Okla., to other 50% owner, Green Country TV. One estimate had Tempo stake valued at \$1.6 million in Tulsa station. Still pending at FCC is Tempo's DBS application, to which several parties have filed objections. FCC had sent TCI letter five weeks ago questioning its qualifications to be broadcast licensee, which temporarily threw wrench into TCI's effort to close deal by year's end.

City of Dubuque, Iowa, approved agreement last week where cable operator Tele-Communications Inc. will submit to broad rate regulation in exchange for not challenging city's efforts to come under FCC's effective competition rule (BROADCASTING, Dec. 19). TCI can raise basic rates up to cost-of-living index each year, as well as pass through 10% programming-related hike over two years. Pass-through hike is limited to program acquisition, copyright and transmission fees. Independent accountant will look at TCI books to verify data, city cable officer said. Dubuque's terrain made it infeasible to receive three off-air signals effectively. City has been fighting for five years, and has spent \$150,000, city cable officer said, to receive classification that would allow for rates to be regulated. City of 19,000 subscribers (54 channels for \$15.50 basic monthly rate following 28% hike in September) is more than 75% penetrated. Agreement runs five years.

Three newly elected Republicans are joining Senate Commerce Committee when 101st Congress convenes Jan. 3. Conrad Burns (Mont.), Slade Gorton (Wash.) and Trent Lott (Miss.) will fill seats left open by California's Pete Wilson and Kansas's Nancy Kassebaum, who took other assignments, and Paul Triple of Virginia, who retired.

Roger Werner, ESPN president/CEO, said last week that cable network will make "modest profit" on its presentation of eight regular season NFL games, despite drop in ratings compared to 1987. Cable-only ratings fell from 10.6 to 9.3 in ESPN's second

year of football coverage with one year remaining on NFL contract. Broadcast-cable ratings fell from 12.4 to 10.4. However, because of growth of cable homes in 1988, total number of homes watching NFL games fell only 8%. Werner blamed lower numbers on too many games that ended with lopsided scores.

Viacom Broadcasting said last week that it had decided not to sell wvtt(TV) Hartford, Conn., its NBC affiliate that had been up for sale. "While we have received a number of aggressive offers for wvtt, none of them approached the premium price a station of wvtt's proven performance and potential growth should command," said Pat Brady, president of Viacom's television group. Offers for station had been around \$150 million-\$160 million.

Beginning in January, Fox O&O's will air **The Cops**, reality-based, half-hour series. Show follows five officers and deputies from Florida Sheriff's office during course of their week. Series begins on Sunday, Jan. 15.



Hello, out there. When Ted Koppel and Richard N. Kaplan, his executive producer on Nightline, sat down a few months ago to begin planning the year-end report for an edition of The Koppel Report, they decided they did not want to do the traditional year-end roundup of major stories, of who won and who lost elections, of wars ended and peace initiatives started. They wanted to do something different, something, well, cosmic in scope. News from Earth, being broadcast on ABC tonight (Dec. 26), is the result. It consists of a series of pieces united by the expressed hope that they will not only be meaningful to Americans five years hence, but, get this, to inhabitants of outer space, if they were to intercept and decode the signals.

The stated premise of the program is that since television signals travel at 186,000 miles per second and continue through space indefinitely, News from Earth, as stated in an ABC press release, "could be intercepted and translated by an alien intelligence." To speak to the potential audience of aliens, as well as the conventional one of Americans, The Koppel Report rounded up figures to discuss issues the producers regarded as of long-range significance—environmentalist Jean-Michel Cousteau, on what man has done to the planet Earth, for instance; South African Archbishop Desmond Tutu, on racism; former President Richard Nixon, on arms control and disarmament, and anthropologist Jane Goodall, in a moving piece on the destruction of the planet's animals.

Throughout the hour, there are reminders of the events that marked 1988 around the world—uprisings on the West Bank, suppression of blacks in South Africa, starvation in Africa. But the emphasis, Kaplan says, "is a program dedicated to truth, not facts. We wanted to see what was behind the events."

Editorials

DOD to the rescue

The battle for an American share of any future high-definition television equipment market is apparently being joined by the U.S. government—specifically the Department of Defense—which says it fears foreign domination of the semiconductor market crucial to a host of defense-related technologies in addition to HDTV (see stories, pages 32 and 33). To that end, some deep pockets at the Pentagon are planning to fuel research by providing millions of dollars in seed money to the private sector for the development of low-cost, high-definition display technology; the armed forces employ high-resolution displays for a variety of uses, including training and intelligence.

A rosy prospect, perhaps, but one that raises some thorny issues. As the Defense Department itself said in explaining the decision: It will, “where practical, conform to evolving commercial HDTV standards.” It is that “where practical” caveat that leaves room for doubt. The prospect of Defense dollars poured into the pot is alluring; the opportunity for the Pentagon to control the pot is considerably less so.

Bankrolling U.S. manufacturers’ participation in a technology that could conceivably dominate the television industry’s future appears a prime opportunity for the U.S. to reassert its presence in a consumer electronics business that has been dominated by foreign manufacturers. But whether the manufacturers selected will be confined to U.S. companies is, thanks to Defense’s reticence, unclear. Will the seed money go only to American companies? If so, it could help further the avowed aim of maintaining “a robust U.S. semiconductor industry.” If not, and the money goes to whichever company—American, foreign, or American subsidiary of foreign—can produce the goods at the right price, the department’s strategy becomes less clear.

Then there is the possibility that the Defense Department, and its agenda, could drive the development of HDTV, whether or not the result best served the interests of the consumer industry. As Defense put it: “A technology base common to defense and commercial needs benefits DOD as lower prices result from large-scale production.” True enough, but if technological push comes to shove, will that common base be the one best suited to the Defense department or to the television industry and its audience?

Still, it is too early to look this gift horse in the mouth. The Defense initiative could produce the same sort of fallout for the television industry that the space program did for other high-tech applications. Anything that speeds up the pace of change, and eases its passage, should be welcomed by all Fifth Estaters.

Weighty evidence

The case for allowing television cameras in the nation’s courts is being made yet again, this time in New York City, at the trial of a man accused of fatally beating his six-year-old adopted daughter. (New York is one of 44 states that allow at least some broadcast coverage of courts.)

The principals in the case had this to say about the live coverage being provided of that trial by several New York television stations (BROADCASTING, Dec. 19). First, from the defense counsel: “I think it’s a terrific idea. At times a judge’s demeanor and his treatment of various lawyers are clearly delineated in television coverage. Sometimes that needs to be done.” And from the district attorney: “What the public saw

was testimony as we see it.” And from the chairman of the New York State Bar Association’s special committee on media law: “The Steinberg trial is exhibit A for the effort to perpetuate and improve the right to audio-visual coverage.” And from the judge, who found the coverage so unobtrusive that he said the camera was “like a piece of furniture”: “If the other reporters are there, I don’t see why [broadcast] reporters and cameras shouldn’t be there. There is no reason for discrimination.”

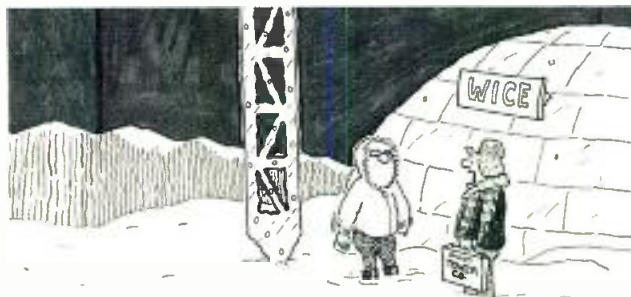
And yet discrimination continues in the federal courts and the high court, despite evidence not only of cameras’ unobtrusiveness but of their power to promote a “quantum leap,” as the media law committee chairman put it, in the public’s education about such issues as wife and child abuse. The constitutional guarantees of a public trial and a free press will only be fully honored with the inclusion of television in the courts, all of the courts.

Right track

It is always gratifying to have one’s beliefs championed by others, which may explain the editors’ pleasure at reading the recommendations submitted to the incoming Bush administration by The Media Institute and the Freedom of Expression Foundation (BROADCASTING, Dec. 19). Among the more conspicuous: “eliminate content controls imposed on news and editorial programing on the electronic media,” “eliminate the crossownership rules on broadcast entities and newspapers,” “eliminate unnecessary government control over the operation and programing of cable television.” In the interest of full disclosure, there was another—“support full participation of the Bell operating companies in the information services industry”—that does not yet have our editorial assent. But on the whole one has to applaud the TMI/FEF approach, and hope that it will be given due heed in the Bush councils.

Clearing the air

A conditional tip of the editorial visor to Czechoslovakia, which on Dec. 16 stopped jamming Radio Free Europe for the first time in 20 years. That country joins its Communist bloc big brother, the USSR, which stopped jamming English-language broadcasts of RFE and Radio Liberty several weeks ago (BROADCASTING, Dec. 5). We hope the news heralds a change in policy rather than a pause in the action—there have been earlier hiatuses. Ultimately, all benefit from the freer exchange of ideas.



Drawn for BROADCASTING by Jack Schmidt

“Sure it’s cheap, but what happens in the summer?”

The Art and Impact of Television

NATPE '89 PROGRAM CONFERENCE
January 23-27, 1989
George R. Brown Convention Center
Houston, Texas

The impact of the most powerful information and entertainment medium; the elements that go into quality programming. What moves viewers now? What will motivate them in the future?

In keeping with NATPE's continuing commitment to the pursuit of the best in TV programming, the '89 Program Conference delves into the basics of the TV medium: the creation of quality programming and its effect upon the TV audience.

THE AGENDA

GENERAL SESSIONS

Keynote address by Michael Eisner, Chairman and CEO, The Walt Disney Company.

"TV with a Bite: New Directions in Talk and Magazine Shows," including panelists Maury Povich, Morton Downey, Jr., Sally Jesse Raphael and Geraldo Rivera.

"Writers," a general session to be moderated by Dick Cavett, including Bruce Paltrow, Steven Bochco, John Marcus, Stephen J. Cannell, and Fay Kanin.

INTERNATIONAL SESSIONS

International seminars, including a workshop on Spanish programming.

International viewing hours on the exhibition floor.

An international reception.

OTHER ACTIVITIES

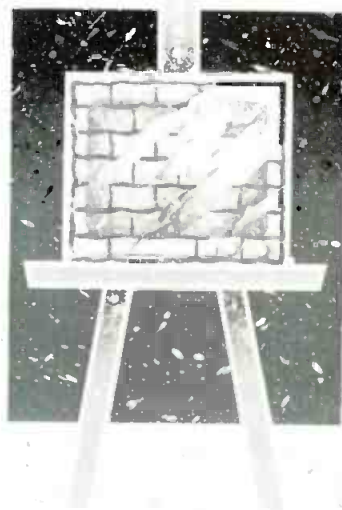
"Where To Find Your Next Hit," moderated by Fred Silverman.

USC Management seminars.

NATPE
INTERNATIONAL

LOS ANGELES • LONDON • SOUTH AMERICA

LOS ANGELES: 10100 SANTA MONICA BLVD., SUITE 300
LOS ANGELES, CA 90067 / TEL: (213) 282-8801
TELEX: 276674 NATP UR
CONTACT: PHILIP CORVO, PRESIDENT



28 DEC 1988



**GET YOUR
SHARE OF
100
MILLION
A MONTH.**



**HOME
SHOPPING
CLUB**

See us at INTV
Suite 652, Century Plaza

©HSN 1989 An American Stock Exchange Company—Trading Symbol HSN. All Rights Reserved.
HSN Gross Floor Sales For November 1988.