

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Oct 12



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**SPECIAL REPORT**  
**WORLD OF TV PROGRAMMING**  
Turner details new cable network

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way to programming success!

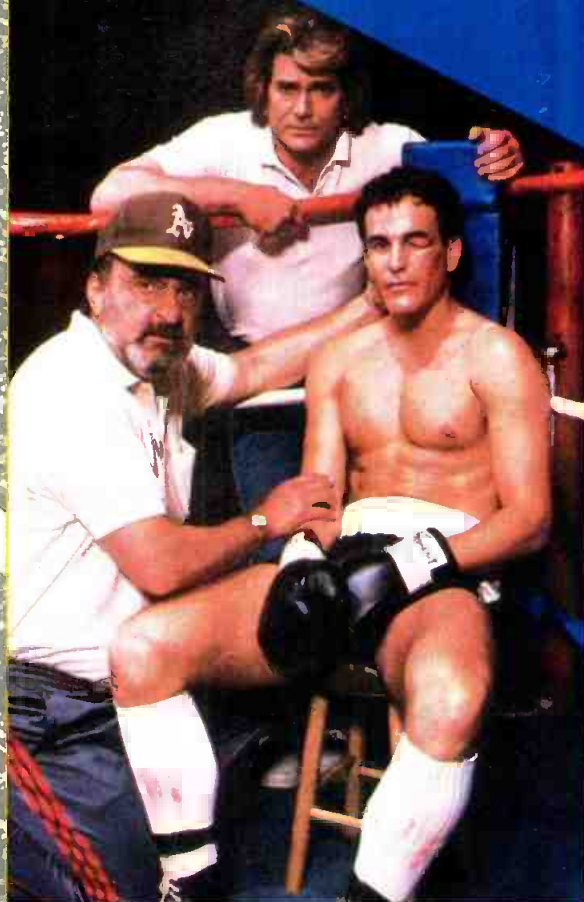


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*Ed Christian  
President, Saga Communications, Inc.*



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**Radio Station Brokerage & Financing**

# Broadcasting Oct 12

**Congress signs up for HDTV...** page 35.

**Summer Arbitron book shows new radio leaders...** page 37.

**Getting rid of Florida ad tax proves to be difficult...** page 38.

**FCC'S LOSS...** □ FCC commissioner since 1981, Mimi Weyforth Dawson moves up to deputy secretary of transportation. **PAGE 31.**

**NFL HIGHLIGHTS** □ Three broadcast networks prepare for second week of replacement football games, despite decline of ratings and advertising revenue. **PAGE 38.** On another front, Hill worries about move of some NFL games from broadcast TV to cable. Justice Department study may be next. **PAGE 87.**

**TURNER'S NEW TACK: TNT** □ Ted Turner reveals details about Turner Network Television, his planned basic cable network, at Atlantic Cable show. Convention coverage begins on **PAGE 31.**

**PROGRAMING PANOPLY** □ With increased alternative media choices have come changing viewing habits, shifting advertising dollars and search for greater originality in programing. Overview of TV's world of programing begins on **PAGE 40.**

**KEEPING THE FAITH** □ TV preachers testifying on Hill arrive with common objective: to repair damage done to religious broadcasting's reputation by Bakkers. **PAGE 73.**

**URBAN OPPORTUNITIES** □ Although there are difficulties associated with wiring big cities, according to participants of first NCTA-NAMC

seminar, there is also wide range of opportunities in cable's future. **PAGE 74.**

**WHAT WE HAVE HERE...** □ Study shows that size of national audience for presidential appearances on broadcast television networks has declined since Nixon. **PAGE 76.**

**SIMON BOLIVAR LAUNCH** □ PanAmSat gets FCC permission to launch its satellite, providing link between U.S. and Peru. **PAGE 78.**

**FIRST MONDAY IN OCTOBER** □ Start of Supreme Court's 1987-88 term brings good news for investigative journalists, as high court rejects former Mobil president's petition for review of libel suit against *The Washington Post*. **PAGE 79.**

**NORTH OF THE BORDER** □ U.S.-Canadian free trade agreement lacks parts American broadcasters had wanted. There are still unanswered questions. **PAGE 80.**

**NEW DEALS** □ Big cable agreements are announced, including Times Mirror-TCI exchange of cable systems and Star's purchase of North American Communications. **PAGE 84.**

**BROADCAST SALES VETERAN** □ Torbet Radio's Tony Fasolino has not only survived but has thrived in the world of megareps. **PAGE 119.**

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# BIG, BIGGER,

## **Week 1, BIG.**

An unprecedented simultaneous launch for WIN, LOSE OR DRAW in syndication and in NBC daytime. Record gains for NBC. #1 syndicated performances (including a win over WHEEL OF FORTUNE in Chicago) in 4 of our 5 early fringe overnight market clearances, and big scores against WHEEL OF FORTUNE and ENTERTAINMENT TONIGHT in both of our overnight access markets (*doubling* previous time periods in Detroit!!)\*



WIN,  
LOSE  
OR  
*Draw*

## **Week 2, BIGGER.**

33% increase in NTI rating, dramatic increases in Atlanta and Detroit, both of our overnight access clearances. Still #1 in Chicago, Dallas, Houston and Seattle, four of our five early fringe clearances\*



## **Week 3, BIGGEST.**

Our NTI grows even larger, up 47% from week #1. Atlanta and Detroit grow bigger yet. And, we're still #1 in Chicago, Dallas, Houston and Seattle\*





# BIGGEST!!!

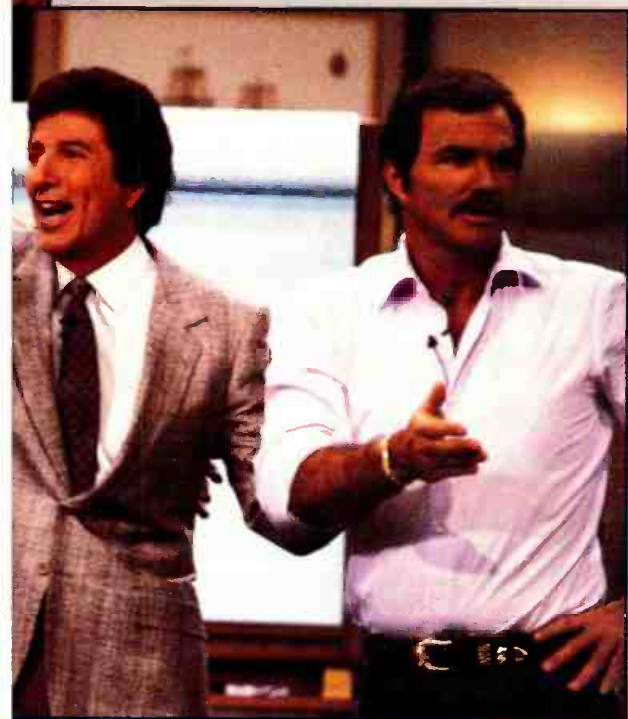
## ***Start on top, increase every week.***

It's a programmer's dream come true. No post-premiere fall-off. No competitors working their way up from back in the pack. Just strong week-after-week increases that solidify a unique entertainment franchise.

Now's the time to join aggressive stations winning commanding positions in top-dollar dayparts. If you own WIN, LOSE OR DRAW already, be sure it's upfront, holding a key early fringe or access position. If WIN, LOSE OR DRAW is open in your market, lucky you. Either way, there's still time to score with this season's syndicated phenomenon.

WIN,  
LOSE  
OR *Draw*

WIN,  
LOSE  
OR *Draw*



## Last acts

Word around FCC last week was that FCC Chairman Dennis Patrick would accelerate key proceedings so that Commissioner Mimi Dawson can vote on them before she departs in two or three months for Department of Transportation (see story, page 31). For her part, Dawson would appreciate opportunity to vote on several pending items before she goes, including FCC proposal to reimpose syndicated exclusivity rules.

## Attack on 315

Supreme Court will be asked this week to confront constitutionality of Section 315 of Communications Act. William Branch, reporter for KOVR(TV) Sacramento, Calif., who was frustrated by equal opportunities section when he sought to run for political office in his home town of Loomis, Calif., will take case to high court. He will seek review of appeals court decision affirming FCC order that his on-air appearances would obligate KOVR to offer equal opportunities to his opponents (BROADCASTING, July 27). Branch's counsel, Robert L. Corn, plans attack on court's landmark *Red Lion* decision, issued in 1969, affirming constitutionality of fairness doctrine. For court said that, for constitutional purposes, arguments about fairness and about equal opportunities are undistinguishable. Court, which based decision largely on scarcity argument, also said it would reconsider result if persuaded that situation as to scarcity had changed. Corn said he will cite findings of FCC's 1985 report on fairness doctrine—that, among other things, number of broadcast outlets had increased enormously since 1969 and that doctrine "chills" speech—as well as result of *Branch* case, in asking court to reconsider *Red Lion*.

## Hometown deals

Viacom Enterprises began sales of *The Cosby Show* in five markets where it owns stations last week by clearing show on co-owned WVIT(TV) Hartford-New Haven, Conn., and KMOV(TV) St. Louis. Sources said price per week in Hartford was \$33,000 (with bidding starting at \$22,000). Price in St. Louis could not be confirmed, but bidding started at \$26,000. In other markets where it owns stations, Viacom will close bidding on Oct. 13 (Albany, N.Y., and Shreveport, La.) and 14 (Rochester, N.Y.). Sale of show in those markets has been handled no

differently than in other markets. Viacom is now reportedly considering seeking minority investors in its television and radio group.

## Fairness fight

Congressional defenders of fairness doctrine repeal may make showing of their own by circulating "Dear Colleague" letters this week in answer to letter circulated by House Commerce Committee chairman, John Dingell (D-Mich.), who wants to turn doctrine into law. Representative Tom Tauke (R-Iowa) will issue letter in House and Senators Bob Packwood (R-Ore.), Ted Stevens (R-Alaska) and William Proxmire (D-Wis.) in Senate.

Also on fairness front, National Association of Broadcasters is using outside help in its fairness fight on Hill; it has enlisted lobbyist, Bill Newbold, who is independent consultant.

## When in Rome

NBC is creatively interpreting name of its new single-channel HDTV system, putting it in line as next major technological advance in broadcasting. Formally known as Advanced Compatible Television, or ACTV, name can be as read Act-V (five), which in NBC officials' view follows Act I (radio), Act II (black-and-white TV), Act III (color TV) and Act IV (stereo TV).

## Family feud?

Ted Turner's hit list of major television events he wants for his new cable network (see page 31) targets programing seen mostly on broadcast television. But at least one event, Wimbledon tennis classic, has been on HBO for 13 years. Now, with cable's push for exclusive programing and growing financial resources to bid for broadcast product, bidding war could result among cable programers. HBO chairman Michael Fuchs serves on Turner board, which has to approve plans to go after major events. One sport Turner did not mention was professional football, which ESPN is televising this year.

## LPTV in spades

Low-power television business will take giant step forward this Friday (Oct. 16) when FCC issues construction permits for close to 475 stations for applications that had no competition in their markets. Grants cover stations in 19 of top 20 markets. Proposed batch could be largest

single grant of construction permits in commission history. LPTV rush stems from opening of first filing window in four-and-a-half years (June 26-July 2) which attracted 1,357 applications. Rest of those applications will be dealt with in December lottery.

## Word due on C-Quam

Question of whether to protect 12 hz pilot tone used to light stereo indicator on C-Quam AM stereo radios (thus endorsing C-Quam system) may be taken up at next FCC meeting, scheduled for Tuesday, Oct. 20. Commission is "contemplating addressing the subject of AM stereo," said Bill Hassinger, engineering assistant in Mass Media Bureau. He said that FCC staff has prepared AM stereo statement following review of NTIA report in which pilot tone protection was recommended (BROADCASTING, Aug. 17). That statement will be presented at meeting for possible adoption. "We do hope to have a definitive statement that will put things to rest," Hassinger said.

## Party line

Among former congressmen said to have been approached by National Association of Broadcasters as prospects for association's chief lobbyist job (see page 78) are former House Republicans: W. Henson Moore of Louisiana, Tom Kindness of Ohio and Tom Railsback of Illinois.

## High tech

Association of Independent Television Stations board will have future on mind at meeting this week (Oct. 15-16) in Laguna Niguel, Calif. Among those slated to meet with INTV directors: Steven Bonica, NBC vice president for engineering, who'll discuss network's advanced television system (BROADCASTING, Oct. 5), and Tom Gillett, project manager for GTE's fiber optic cable build in Cerritos, Calif.

## Candid camera

R.D. Percy & Co., Seattle-based ratings company that plans to launch local peplemeter service in New York next month, has come up with novel validation test for both its push-button and passive meters. Company has installed cameras in homes of peplemeter sample in New York to monitor button pushing behavior of television viewers. Objective is to determine who is and isn't pushing buttons.

# THE INTERNATIONAL BLOCKBUSTER!

# CAPTAIN POWER

AND THE SOLDIERS OF THE FUTURE™

A  
**PRIME-TIME**  
Feature  
In Major Overseas Markets

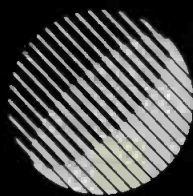
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Colombia	Indonesia	Puerto Rico	

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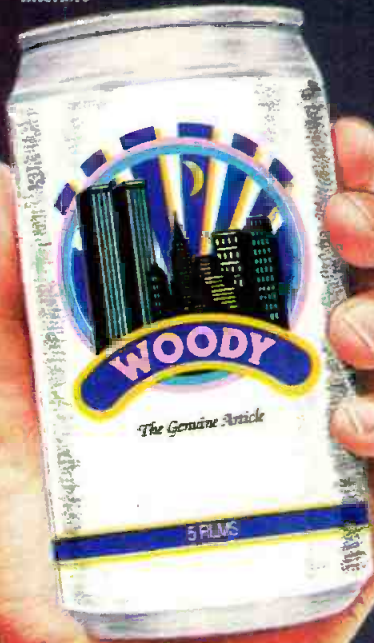
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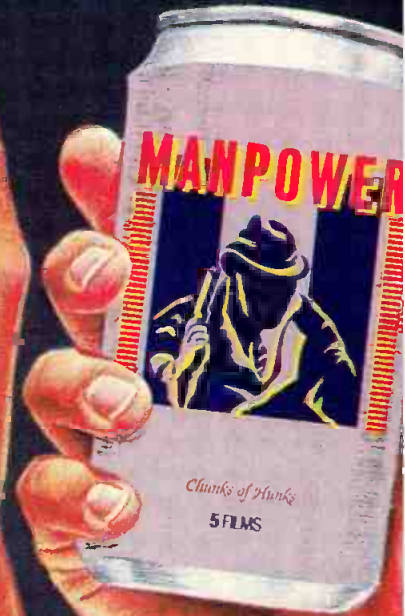
Manhattan  
Bananas  
Love and Death  
Stardust Memories  
Interiors



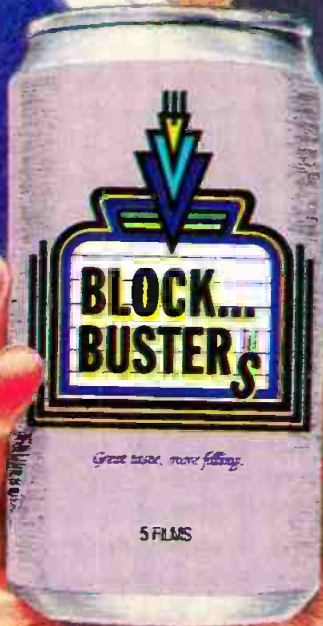
House Where Evil Dwells  
Jaws of Satan  
Motel Hell  
Beast Within  
Twice Told Tales



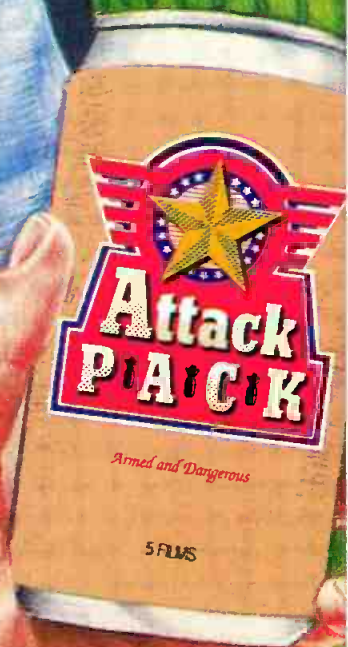
Who'll Stop the Rain  
The Offence  
Stay Hungry  
Cuba  
Hammer



La Cage Aux Folles I  
La Cage Aux Folles II  
Pulp  
The Party  
Mixed Company

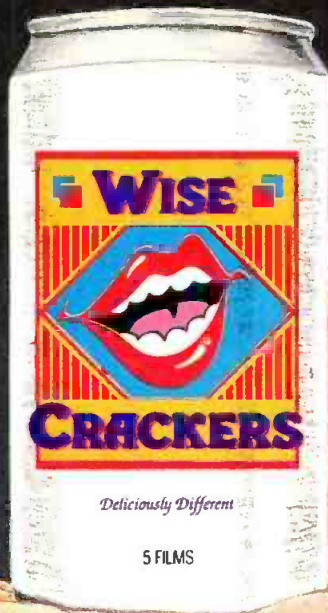


Alibi Restaurant  
Rental  
Hair  
The Last Waltz  
A Small Circle of Friends



Hellboats  
Mosquito Squadron  
Attack on the Iron Coast  
Thousand Plane Raid  
The Last Escape

# HOIST A FEW



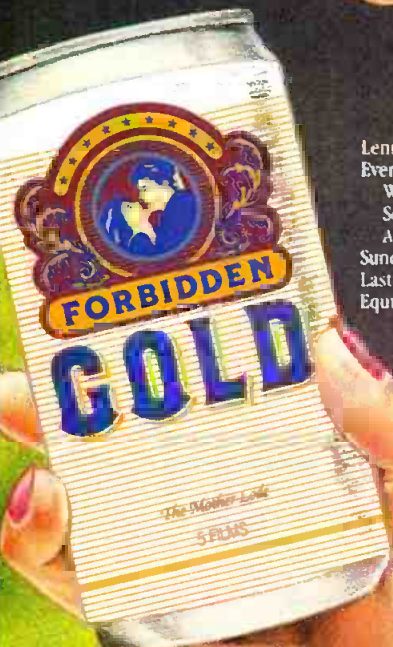
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National Lampoon's  
Movie Madness  
Trail of the  
Pink Panther  
Caveman  
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Pic Packs.™ A refreshing new concept in movie packaging.

Eight groups of five movies, specially theme-packed to appeal to a wide range of tastes.

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Sunday Bloody Sunday  
Last Tango in Paris  
Equus



MGM/UA TELECOMMUNICATIONS, INC.

# Where Things Stand

## A weekly status report on major issues in the Fifth Estate

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**AM-FM allocations.** In response to FCC inquiry, National Association of Broadcasters told FCC Aug. 31 not to permit FM stations to use directional antennas under any circumstances, claiming it would lead to "AM-ization" of FM band. However, several FM broadcasters commenting in proceeding took opposite position, contending directional antennas would benefit FM radio and public.

In July, NAB filed comments supporting FCC's proposal to allow most AM daytimers (1,600 of between 1,800 and 1,900) to provide nighttime service at full power. However, NAB said FCC should authorize new nighttime service on interim basis until it completes comprehensive review of AM interference standards in separate proceeding launched last month. Others said FCC should defer any action until review is completed and new interference standards are adopted. FCC hopes to have final order by fall.

□

**AM stereo.** Motorola's C-Quam AM stereo system moved closer to establishing itself as de facto standard with Aug. 12 release by National Telecommunications and Information Administration of followup report to one released last February on AM stereo marketplace.

Multisystem radios receive signals generated by two incompatible systems battling to be de facto standard—Motorola's C-Quam and Kahn Communications' single-sideband. Second report stated that while there is no inherent degradation of sound quality in multisystem compared to single-system radios, implementation of multisystem technology is not feasible because of lack of support among radio manufacturers and dominance of single-system, C-Quam standard in international marketplace. NTIA recommended to FCC that it protect C-Quam's pilot tone from possible interference.

Kahn Communications has responded by petitioning NTIA "to finish its job" by undertaking direct comparison of two systems and publishing definitive study to determine which is superior. Meanwhile, Motorola is claiming that standards battle is over and that new integrated circuits in radios to be released in 1988 will solidify C-Quam and stereo in general in AM marketplace.

□

**Antitrafficking.** Congressional interest in reinstating FCC's antitrafficking rule is building. Legislation is pending in House and Senate that would restore rules requiring broadcast stations to be owned three years before sale. Hill action on any broadcast legislation was put on hold until fate of fairness doctrine is resolved but, since FCC declared doctrine "unconstitutional" and will no longer enforce it, likelihood that antitrafficking could move on its own (BROADCASTING, June 29) is said to be greater. There has been some speculation that such provision could be attached to FCC authorization that Congress is expected to move before end of year. House

measure (H.R. 1187), offered by Representative Al Swift (D-Wash.), was focus of Telecommunications Subcommittee hearing. In Senate, broadcast renewal bill (S. 1277) contains provision that would reimpose rule (see "License renewal," below). Issue was raised during Senate hearings on bill July 17 and 20, where there was strong indication broadcasters are divided. NAB said it opposed reimposition of rule as stand-alone legislation, but takes no position on matter when it is part of "otherwise acceptable license renewal reform bill."

□

**Cable regulation.** Two federal court judges in northern district of California in decisions issued one week apart in September, ruled that cities' cable franchise provisions requiring cable operators to provide access channels and universal service and to build and maintain "state-of-the-art" cable systems are unconstitutional—violation of First Amendment rights of cable operators. In earlier decision, one of those judges, Eugene Lynch, held that cities must award franchise to Century Communications Inc. even though it did not go through franchise process. Courts' decisions run counter to decisions in other courts.

FCC has opened rulemaking to define more narrowly those television markets where the rates of cable systems cannot be regulated because the systems are subject to "effective competition" from cable systems. Rulemaking was launched in response to U.S. Court of Appeals in Washington, which endorsed FCC's basic finding that three broadcast signals constituted "effective competition," but was felt FCC's definition of what signals should be deemed "available" in market was too broad. Upshot of rulemaking is that fewer cable systems are likely to escape rate regulation.

On Capitol Hill, House Telecommunications Subcommittee plans to convene oversight hearings possibly in late October or November on status of cable industry three years after deregulation (BROADCASTING Sept. 7). Important element of hearing will be testimony from cities, whose authority to regulate cable was curtailed under act. National Association of Telecommunications Officers and Advisors (organization representing cable regulators) has formed ad hoc committee to develop testimony for hearing (BROADCASTING, Sept. 28) and judging from sentiments expressed by some local regulators, there is possibility cities may suggest Congress revisit cable act. Among issues city officials may address are FCC's technical standards for cable, channel realignment, rate deregulation and impact of court decisions affecting cities' authority to grant franchises and impose requirements.

Meanwhile, Representatives John Bryant (D-Tex.) and Al Swift (D-Wash.) have introduced legislation at behest of Association of Independent Television Stations, National Association of Broadcasters, National Association of Public Television Stations and National League of Cities (Motion Picture Association of America joined broadcasters last week [see page 79])

that would amend Cable Communications Policy Act of 1984 to grant cities (as franchising authority) right to specify "in the franchise or by any other means, the channel or service tier on which the cable system must carry (1) any channel designated for public, educational or governmental uses and (2) the signals of any television broadcast station that the cable system is required to carry by federal law or regulation" (BROADCASTING, Sept. 14).

□

**Children's television.** House Telecommunications Subcommittee hearing (BROADCASTING, Sept. 21) on children's television set stage for introduction of legislation that would reinstate FCC's guidelines limiting advertising during children's programs. Bill was offered by Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and Terry Bruce (D-Ill.). In addition to Markey, four subcommittee members have endorsed measure; Representative John Bryant (D-Tex.), also on subcommittee, indicated he'll introduce children's TV bill similar to one by Senator Frank Lautenberg (D-N.J.). Lautenberg's measure would require each commercial television network to air seven hours per week of educational programming designed for children and would require FCC to hold inquiries into "program-length commercials" and programs featuring interactive toys.

Action for Children's Television has asked FCC to reimpose guidelines limiting advertising to nine-and-a-half minutes per hour during "children's prime time"—Saturday and Sunday mornings—and to 12 minutes per hour during weekdays. ACT said that marketplace has failed to limit advertising time as FCC had predicted when it eliminated guidelines in 1984. ACT believes guidelines would effectively ban what it considers "program-length commercials" for toys.

ACT believes U.S. Court of Appeals in Washington set stage for its petition by remanding FCC action eliminating guidelines for children's programming on ground FCC had failed to justify deregulatory action with either facts or analysis. In another decision favorable to ACT and its allies, appeals court, in October, held that commission had erred in rejecting complaint that KCOP-TV Los Angeles had violated sponsorship identification law in failing to name Mattel Inc. and Group W Productions as sponsors of half-hour program featuring fantasy figures created and marketed by Mattel. Complaint had been filed by Los Angeles-based National Association for Better Broadcasting. Following court decision in NABB case, ACT President Peggy Charren said organization will petition FCC to declare "program-length commercial" shows for children to be violation of public interest. FCC's failure to act, according to Markey aide, will elicit Congressional response.

□

**Crossownership.** FCC has opened inquiry into telco-cable crossownership that could lead to recommendation that Congress drop cable

act's prohibition (BROADCASTING, July 20) against telco's owning cable systems within their telephone service areas.

As part of first triennial reassessment of modified final judgment that resulted in breakup of AT&T, District Court Judge Harold Greene in September decided against lifting prohibitions against Bell operating companies' providing "information services," which include everything from electronic mail to videotex to cable television; however, his order permits Bell operating companies to offer transmission facilities for others who provide information.

□

**Direct broadcast satellites.** High-power DBS, which would use Ku-band spectrum set aside for it, has foundered because of high start-up costs and program dearth, but low-power C-band variety resulting from scrambling of cable programming on C-band satellites has emerged from home satellite market.

Latter got started in January 1986, when Home Box Office scrambled feeds of HBO and Cinemax and began selling subscriptions to owners of backyard earth stations (TVRO's), which now number more than 1.7 million. Number of TVRO homes subscribing to cable programming has grown as more cable programmers have scrambled feeds and begun selling subscriptions directly or through cable operators and other third parties.

HBO now wants other major cable programmers to join it in stepping up from C-band to medium-power Ku-band satellites that can beam signals to much smaller dishes.

□

**High-definition television.** NBC joined bid to find method of terrestrial HDTV transmission on Oct. 1 when it announced invention of its advanced compatible television (ACTV) system. System, developed jointly by David Sarnoff Research Center and General Electric/RCA Consumer Electronics, will transmit 1,050-line image, comparable to 1,125 lines of NHK's Muse transmission system, but inside 6 mhz bandwidth of present NTSC standard, according to NBC. Muse requires 8-12 mhz of spectrum space.

Executive committee of National Association of Broadcasters has approved formation of Broadcast Technology Center dedicated to HDTV research. Center will be under control of NAB Technologies Inc., for-profit subsidiary that also oversees NAB's involvement in FMX technology. Thomas Keller, senior vice president of NAB's Science and Technology Department, will head center.

NAB's HDTV Task Force approved expenditures of \$200,000 through end of first quarter of 1988 for HDTV research projects and demonstrations. Funds will come from \$700,000 earmarked for task force's work by NAB board last June. Most projects are intended to support work of Advanced Television Systems Committee, industry group that is trying to set standards for HDTV transmission and videotaping.

ATSC's T3 group voted Sept. 30 to approve formal document outlining standard devised by working group of SMPTE on high-definition electronic production. Standard will next be voted upon by entire ATSC membership. Standard sets parameters for HDTV production at 1,125 lines, 60 hz field and 16:9 aspect ratio. SMPTE's full membership must also approve standard, after which it will be submitted to American National Standards Institute.

Congress could also get into act. House Telecommunications Subcommittee convened

HDTV hearing last week to assess status of new technology (see "Top of the Week").

On July 16, FCC launched inquiry into what it has dubbed advanced television (ATV) systems and their impact on current television services, and ordered formation of ATV industry-government advisory committee. Organization of committee was approved by Government Services Administration, clearing way for FCC to begin making appointments to "blue ribbon" panel of HDTV experts. Announcement of makeup of panel is expected soon with mid-November as target for first meeting. Second tier of advisory committee will be three subcommittees that will be open to all interested parties.

□

#### **International Telecommunications Satellite Organization.**

In dramatic end to investigation by U.S. attorney for District of Columbia, former Intelsat director general, Richard Colino, and business associates in July pleaded guilty in U.S. district court to criminal fraud and conspiracy charges growing out of \$4.8 million said to have been siphoned from Intelsat during construction of addition to its headquarters building. Colino, along with Deputy Director General Jose L. Alegretti, was fired by board in December after outside lawyers and auditors submitted report indicating their possible involvement in financial irregularities. And in September, U.S. district court judge in Washington, saying total loss to Intelsat had been \$5.4 million, sentenced Colino to six years in minimum security prison, and ordered him to make restitution of \$865,000.

□

**License renewal reform.** Bills to reform com-

parative renewal process are pending in House and Senate, but fate of proposed measures is unclear. Most of broadcast industry's attention has been focused on draft of bill in House, where Representative Al Swift (D-Wash.) worked with NAB and public interest groups to devise compromise package that would eliminate comparative renewal in exchange for public service obligations. Draft of bill, however, was rejected by NAB board and association now says it wants radio-only comparative renewal measure (see story, page 81). Swift says he's not interested in radio-only bill and will introduce his renewal measure this week without broadcaster support.

Hill leadership has indicated that no broadcast legislation (at least any measure industry wants) will move until outcome of fairness doctrine is determined.

Hearings were held July 17 and July 20, by Senate Communications Subcommittee on S. 1277 (BROADCASTING, July 20), where FCC Chairman Dennis Patrick and Commissioner James Quello stated reservations about bill's renewal standard and National Association of Broadcasters stated its strong opposition to measure. Department of Justice is also objecting to S. 1277 and Assistant Attorney General John Bolton said agency would recommend presidential veto should measure pass.

At FCC, broadcasters may get some relief from groups that file petitions to deny broadcast stations' renewal or sale applications and demand payoffs from affected stations to withdraw them. Under proposed rules, now subject of FCC rulemaking, groups filing such petitions would be limited to recovering only costs involved in preparing and prosecuting their filings.

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## Fairness update

Broadcasters are making some headway on Capitol Hill in their lobbying campaign against codification of fairness doctrine, which was repealed by the FCC on Aug. 4. Senator John Stennis (D-Miss.), chairman of the Appropriations Committee, has said he'll oppose attachment of a fairness-doctrine codification bill to any Senate spending measures (BROADCASTING, Sept. 28). Also of note, House Commerce Committee members are at odds over a draft of the committee's report on an FCC authorization bill which sharply criticized the FCC's repeal of the fairness doctrine. Some members want the section either struck or dissenting views included (see "Top of the Week").

As part of broadcasters fight against fairness, the National Association of Broadcasters and other key media organizations have written Capitol Hill stating strong objections to resurrecting the doctrine (see "In Brief," Oct. 5).

House Energy and Commerce Committee Chairman John Dingell (D-Mich.), in an attempt to gather support for an upcoming effort to resurrect the doctrine in law, has sent a letter to fellow congressmen raising the specter of the loss of the equal-time law. Dingell said repeal of the doctrine strikes at the heart of equal time, which requires broadcasters who give or sell air time to one political candidate to give or sell time to his or her opponent. The FCC has maintained that its decision does not affect equal time, which is clearly specified by law.

Dingell and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) plan to attach a fairness bill to some "veto proof" measure this fall. President Reagan vetoed a bill codifying the fairness doctrine last June; doctrine proponents lacked the votes to override.

Most former FCC commissioners have taken sides in Congress's effort to codify the doctrine. Sixteen former commissioners led by Abbott Washburn are now on record supporting the doctrine and its codification. Eight, led by Glen O. Robinson have expressed support for the FCC and opposition to the doctrine. "The fairness doctrine should be allowed to pass into history," they said in a Sept. 3 letter to Capitol Hill.

Several broadcasting and journalism associations led by National Association of Broadcasters and Radio-Television News Directors Association have asked the FCC to repeal two "corollaries" of the fairness doctrine—the personal attack and political editorializing rules—which the FCC made a point of saying were not included in its repeal of the general doctrine. Freedom of Expression Foundation Inc. has also called on the FCC to strike the rules, charging that its decision to defer action on them "was... erroneous, and bad policy."

Efforts to resurrect the general doctrine are under way in courts as well as Congress. Just three days after the vote repealing the doctrine, the Media Access Project, on behalf of the Syracuse Peace Council, the antinuclear citizen group whose 1983 fairness doctrine claim against Meredith Corp.'s WTVH(TV) Syracuse, N.Y., led to the FCC action, asked the U.S. Court of Appeals for the Second Circuit (New York) to overturn the action. MAP will argue that Congress codified the doctrine in 1959 and that, as a result, the FCC lacked the jurisdiction to repeal it. The Office of Communication of the United Church of Christ and the Communications Commission of the National Council of Churches joined MAC in appealing the FCC action a few weeks later in the same Court of Appeals in New York, but, on motions of the FCC and Meredith, the case was moved to the Court of Appeals in Washington—the court that set the stage for the FCC decision by remanding the Meredith-SPC case to the FCC. Henry Geller and Donna Lampert, both of the Washington Center for Public Policy, filed a petition for reconsideration with the FCC on Sept. 1 primarily to preserve arguments for possible future court action.

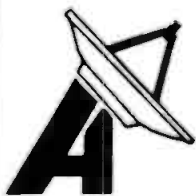
*Editor's note: Copies of BROADCASTING's 'The Decline and Fall of the Fairness Doctrine,' which comprises a full text of the decision, including footnotes, plus blow-by-blow coverage of the historic decision and industry reaction, are still available for \$5 from the BROADCASTING Book Division, 1705 DeSales Street NW, Washington, D.C. 20036.*

□  
**Low-power television.** FCC's freeze on low-power applications and major changes—in effect since 1983—thawed, with new window opened June 22-July 2. Some 1,350 applications were received, far fewer than FCC officials had expected. FCC has begun processing and expects to begin issuing first permits this month. According to Kompas/Beil & Associates Inc., Milwaukee-based LPTV consulting firm, in latest round, applications were received for 16 of top 20 markets. Only Los Angeles, San Francisco, St. Louis and Seattle-Tacoma attracted no new applicants.

Community Broadcasters Association, which represents budding LPTV industry, is trying to form cooperative to buy and distribute syndicated programming for 160 or so commercial LPTV stations that are now originating programming. CBA has go-ahead from anti-trust lawyers and, if all goes well in market tests, it will roll out co-op at NAPTE convention in Houston next February.

□  
**Mergers.** ■ Buyout of Taft Broadcasting Co. by leading shareholders for \$157-per-share cash was completed last week, following FCC approval of deal Oct. 2. Carl Lindner's American Financial Corp. will retain bulk of company through majority-owned FMI/Great American Communications, with spinoff of Taft cable holdings and Columbus, Ohio TV station to Robert Bass Group and of High Point, N.C. TV station to Dudley Taft. FCC has issued temporary waiver on TV-radio multiple ownership of Taft's Cincinnati and Kansas City, Mo., until commission complete ongoing multiple ownership rulemaking. ■ House Telecommunications subcommittee has asked FCC to delay Storer Television restructuring with Gillett Holdings pending second FCC look at previous Gillette station spin-off to stay under 12-station ownership limit. FCC has until this Wednesday, Oct. 14, to act on request. Closing of Storer deal, with Gillette taking half-interest in new six-station group, was expected to begin early this month. Two entities, SCI Television Inc. and Gillett Communications Inc. General Partnership have issued prospectus for \$550 million in debt securities. Companies will also undertake up to \$600 million in bank credit and each contribute roughly \$100 million to finance group's \$1.3 billion price tag and pay \$48 million in financing fees. ■ Adams Communications, Tampa, Fla.-based TV-radio group owner, is near agreement to buy Foreward Communications' five TV stations for approximately \$126 million from Wesray Capital Corp., which bought Foreward group in 1984 for \$95 million. Adams is considering initial public offering or use of high-yield securities to finance purchase. ■ Offering documents are now being distributed by three investment banks for sale of Storer Cable, 1.4-million subscriber multiple system operator. ■ Cablevision Systems has proposed purchase of Adams-Russell for roughly \$310 million cash and assumption of \$174 million in liabilities. By time purchase is expected to close, sometime before Jan. 15, Adams-Russell will have roughly 230,000 subscribers. ■ FCC administrative law judge has urged revocation of RKO Broadcasting station licenses. Full commission now is expected to decide whether public interest would best be served by allowing completion of proposed \$320 million settlement of KHJ(TV) Los Angeles license challenge, in which Walt Disney Co. would end up owning station. ■ GE/NBC closed on its \$270-million purchase of CBS-affiliate WTVJ(TV) Miami from

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KKR/Wometco Broadcasting on Sept. 18, day after FCC approved sale, despite threats of NBC affiliate in market, WSWN-TV, to appeal FCC approval before it becomes final. Wswn fears loss of its NBC affiliation of 31 years.

□

**Minority preference.** Senate Appropriations Committee has had last word on FCC's minority preference policy. Committee approved funding measure that would prevent agency from eliminating preference policy along with commission's distress sale and tax certificate policies (BROADCASTING, Sept. 28).

FCC deadline for returning minority ownership questionnaires was July 31. At last count, over 70% of broadcasters had returned questionnaires. Since then several hundred more have come in, with FCC spokeswoman saying they will continue to be processed, although those stations failing to return questionnaires, and perhaps those who are tardy in returning them, will be subject to penalty.

OMB had ruled that broadcast licensees need not return special commission questionnaire targeted to generate data for its pending reexamination of constitutionality and advisability of preferences for minorities and women (BROADCASTING, April 13), but FCC overruled veto—with OMB approving final wording of questionnaire—holding that participation is mandatory. (FCC rules require that broadcasters respond to written requests for statement of fact from commission.) FCC received comments on proceeding in June (BROADCASTING, June 8).

In House, Telecommunications Subcommittee postponed Sept. 25 hearing to address minority preferences and other issues, although it will reschedule. Subcommittee Chairman Ed Markey (D-Mass.) is said to be committed to action on matter either as part of omnibus broadcast bill or as separate legislation (BROADCASTING, July 27). Broadcasting deregulation legislation is pending in Senate that would codify FCC's women and minority preferences and tax certificate and distress sale policies. In House, draft of broadcast bill includes same provisions.

□

**Multiple ownership.** FCC received comments on proposals to relax its duopoly rules for radio and to loosen strictures of its one-to-a-market rule for broadcast ownership (BROADCASTING, June 22). Agency has also received comments on its proceeding reexamining cross-interest policy (Docket 87-154). It deals with elimination of prohibitions on "key" employees holding "non-attributable" ownership interests in competing stations (BROADCASTING, Aug. 10). NAB was joined by major broadcasters in urging FCC to eliminate rules, complaining of vagueness and saying crossownership concerns were already covered under ownership rules. Consumer Federation of America and Telecommunications Research and Action Center opposed change, saying ownership rules that would supercede crossinterest were about to be changed also.

□

**Music licensing.** On-going discussions between All-Industry TV Music License Committee and ASCAP collapsed (BROADCASTING, Oct. 5). It

had been hoped parties could reach agreement on licensing arrangement, but broadcasters cried foul and charged ASCAP with unwillingness to meet broadcasters "even part way" on issue.

On Capitol Hill, legislation is pending in House and Senate (H.R. 1195 and S. 698) that would replace blanket license with source licensing scheme. Committee has commitment from Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) to hold hearings once parent Judiciary Committee has completed nomination process for Supreme Court nominee Robert Bork. In House, Copyright Subcommittee is not expected to get to issue before next year. Senate measure has nine co-sponsors and House bill has more than 70.

□

**Peoplemeter.** Both Nielsen and AGB began daily delivery of national prime time peoplemeter numbers Sept. 1. Nielsen turned off its audimeter/diary service Sept. 14. With ABC deal announced Sept. 25, all three networks have now signed up for Nielsen's peoplemeter service. CBS has also signed up for AGB's peoplemeter service, only one of big three broadcast networks to do so.

AGB and Nielsen continue to work out technical problems with their systems. As expected, Nielsen's peoplemeter ratings are generally lower than numbers of old system. So far, AGB's ratings have been considerably lower, on average, than Nielsen peoplemeter numbers. CBS has indicated that until ratings service works bugs out of its system, its ratings cannot be considered credible.

Meanwhile, two other companies have launched, or will launch, separate peoplemeter services. Arbitron's ScanAmerica service launched locally in Denver last April. Company recently bought out its partner in venture, Time Inc.'s SAMI-Burke. So far, two Denver television stations have subscribed to service. Arbitron agency clients who buy in Denver market also have access to ScanAmerica data. R.D. Percy & Co. has put off launch of its new service, which will start by measuring New York market, until Nov. 1. A company executive said service will generate ratings book for New York based on sample of up to 500 homes that will contain integrated push-button and passive meter systems. Sample will be expanded to 1,200 homes over next nine months. Percy will hold client meeting Oct. 22 to discuss test results. Three stations, five agencies and six advertisers have signed up for service so far.

□

**Scrambling.** Bills that would regulate home satellite marketplace are pending in Congress with action in Senate anticipated before end of session. Senate bill now enjoys support of Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and ranking Republican John Danforth (R-Mo.) (BROADCASTING, Sept. 7) and is considered to be on fast track. (Legislation's sponsors plan to ask for committee markup in October. Bill is expected to be amended.) Legislation would require cable programmers to allow qualified third parties to distribute programming to 1.7 million owners of backyard earth stations. In apparent effort to head off legislation, National Cable Television Association President James Mooney met with Satellite Broadcasting and Communications Association President Chuck

Hewitt to discuss ways for of getting cable programming into hands of noncable third party packagers serving dish owners.

There also has been realignment of industry groups interested in TVRO legislation, with Motion Picture Association of America expressing its support for Senate dish bill, S.889 (BROADCASTING, July 27, Aug. 3). House Telecommunications Subcommittee hearing on scrambling (BROADCASTING, July 6) also indicated that congressional concern over home satellite marketplace is building. Many members of House subcommittee expressed skepticism over conclusions by FCC, NTIA and Justice Department that TVRO marketplace is competitive, particularly when dish industry continues to complain about access to programming and pricing.

□

**Unions.** Negotiations have begun again between NBC and its striking technical union. Parties were to meet last Wednesday afternoon, Oct. 7, at offices of federal mediators in Washington. Walkout of 2,800 technicians, newswriters, producers, cameramen and others represented by National Association of Broadcast Employees and Technicians began June 29 over disagreements including temporary hiring, length of contract and jurisdiction on sports remotes and news pools.

Contract between CBS and technical union, International Brotherhood of Electrical Workers, expired Wednesday (Sept. 30). Negotiations continued through midnight Wednesday with no settlement. Reportedly, talks centered on wide range of topics covering nearly every clause of old contract. Negotiations affect 1,500 workers at CBS-owned stations in seven cities.

Directors Guild of America national board of directors is sending out ratification ballots for ABC, CBS and NBC final staff contract offers without recommendation for acceptance or rejection. Board will also have membership vote on each network proposal separately, despite fact ABC and CBS negotiated their offers together. Neutrality position negates DGA negotiating committee's earlier call for approval of only NBC's contract offer. Ballots will be mailed out shortly and results should be known in October.

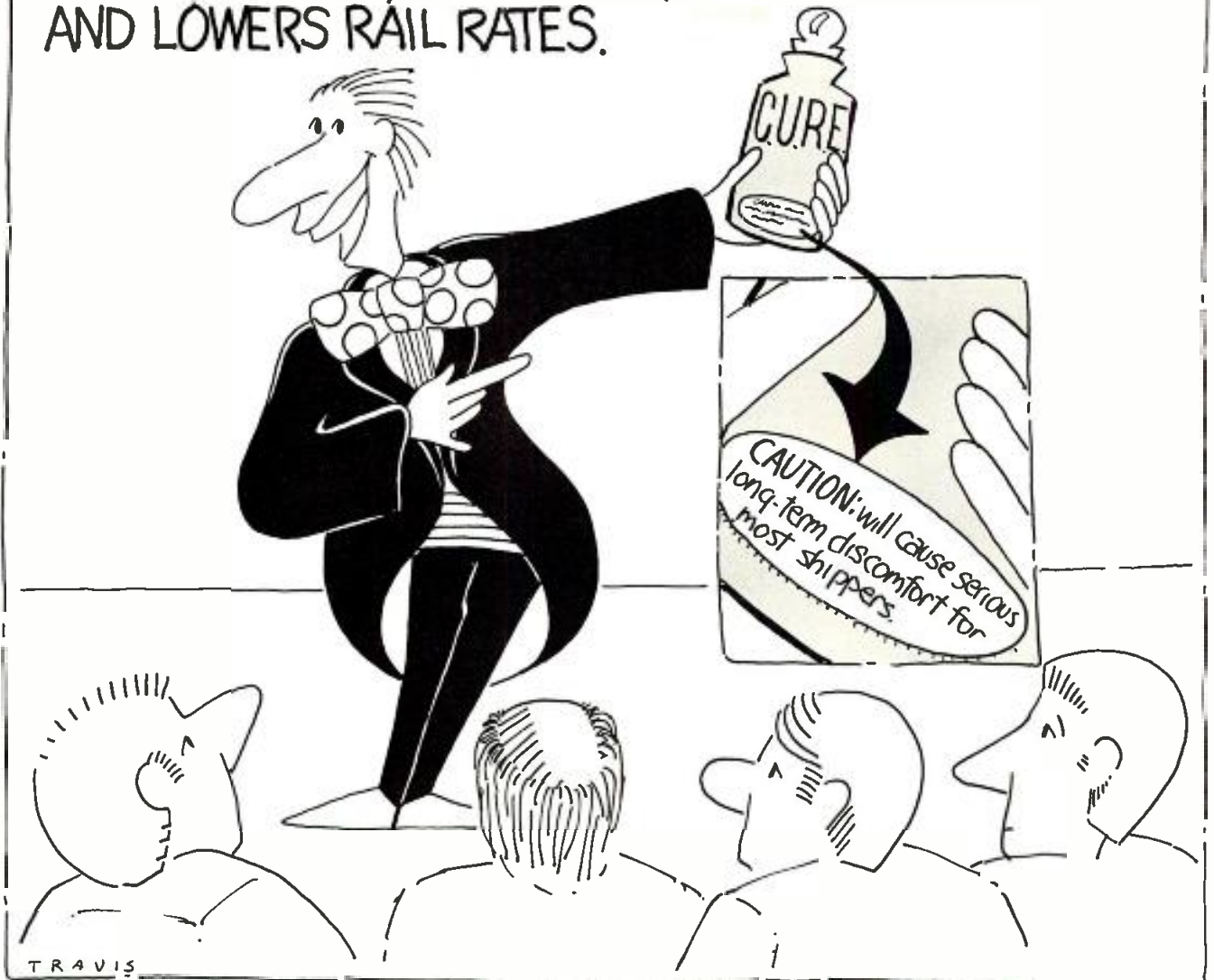
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**Wireless cable.** Principal topic at Wireless Cable Association convention in Washington two weeks ago was difficulty operators are having in acquiring distribution rights to cable programming. Representative Charles E. Schumer (D-N.Y.), who has released study detailing problems of wireless cable operators, in speech at convention, charged that cable operators and programmers have conspired to deny programming to wireless cable.

Using mix of microwave (2 ghz) channels allotted to three services—multipoint distribution service, instructional television fixed service and operational fixed service—pioneer wireless cable operators are offering multiple channels of cable programming—sometimes in direct competition with cable systems.

Most aggressive operators at this point are Metropolitan Cablevision, which has signed up more than 10,000 homes in Cleveland (12 channels for \$18.95 per month) and Microband Corp. of American, which plans to launch services this fall in New York, Washington and Detroit.

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everyone else paying the freight—in terms of declining service; higher rates; and, ultimately, through the loss of rail service altogether.

It’s no surprise that C.U.R.E.’s pitch also ignores the fact that the majority of shippers—87 percent of those recently surveyed—feel pretty good about the effects of partial deregulation and don’t want to see the Staggers Act changed.

When you think about it, C.U.R.E.’s pitchmen have turned it all around. Reregulation isn’t the remedy; it’s the disease. In fact, not only did the Staggers Act help remove the railroad industry from the critical list, it also helped the industry become strong enough to

offer rate reductions in recent years, including two years of consecutive rate cuts for C.U.R.E.’s principal supporters.

Still, C.U.R.E. is pressing for further rate cuts and new regulations that could be the prescription for the demise of rail service in this country once and for all.

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## This week

**Oct. 11-13**—*North Carolina Association of Broadcasters* annual convention. Raleigh, N.C.

**Oct. 13**—*International Radio and Television Society* Second Tuesday Seminar, "Peoplemeters Are Here—Now What?" Panel: David Poltrack (moderator), CBS-TV; Bill Rubens, NBC; Steve Singer, BBDO; Larry Roslow, SSC&B. Viacom Conference Center, New York.

**Oct. 13**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton Needham hotel, Boston. Information: (212) 751-7770.

**Oct. 13-15**—*Mid-America Cable TV Association* annual meeting, including Society of Cable Television Engineers seminar and testing. Hyatt Regency Crown Center, Kansas City, Mo. Information: (913) 841-9241.

**Oct. 13-16**—*Intelevent '87* conference, sponsored by *International Televant*. Theme: "Competition and Co-existence: the Transatlantic Dialogue." Speakers include Robert Wright, president, NBC; Richard Butler, secretary general, ITU; FCC Commissioner James Quello, and Marcel Roulet, director general, Direction General des Telecommunications. Geneva. Information: (202) 857-4612.

**Oct. 14**—*Broadcap* seminar for minority entrepreneurs. Hotel Pontchartrain, Detroit. Information: (202) 429-5393.

**Oct. 14-15**—"Commercial Speech and the First Amendment" symposium sponsored by *The Cincinnati Enquirer*, *Cincinnati Post*, *Gannett Foundation* and *Scripps Howard Foundation*. University of Cincinnati College of Law.

**Oct. 14-16**—"Great International Celebration of Satellites in Space," conference sponsored by *Society of Satellite Professionals*. Mayflower hotel, Washington. Information: 1-800-722-9000.

**Oct. 14-16**—*National Religious Broadcasters* Midwestern chapter meeting. Pheasant Run Resort, St. Charles, Ill. Information: (201) 428-5400 or Herb Roszart (402) 845-6595.

**Oct. 14-17**—Broadcast '87, trade fair for professional radio, film and television, sponsored by *Messe Frank-*

*furt GmbH* of Frankfurt. Workshops to cover HDTV, CCD cameras, digital audio studios for radio and graphic animation. Exhibitors include Ampex, JVC, Bell & Howell and Thomson Video. Frankfurt. Information: (069) 7575-292.

**Oct. 14-17**—Seventh annual Prized Pieces International Video and Film Competition, sponsored by *National Black Programming Consortium*. Columbus, Ohio. Information: (614) 252-0921.

**Oct. 14-18**—*American Advertising Federation* annual Western region conference. Four Seasons hotel, Seattle. Information: (415) 421-6867.

**Oct. 15**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton Valley Forge, Philadelphia. Information: (212) 751-7770.

**Oct. 15**—*Broadcap* seminar for minority entrepreneurs. Sir Francis Drake hotel, San Francisco. Information: (202) 429-5393.

**Oct. 15**—"Section 315 of the Communications Act: The equal time requirement for the 1988 presidential race," colloquium sponsored by *Annenberg Washington Program*. Panelists: Larry Grossman, NBC News president; Charles Ferris and Newton Minow, former FCC chairmen, and Henry Geller, Washington Center for Policy Research. Offices of Annenberg Program, 1455 Pennsylvania Ave., N.W., Washington. Information: (202) 393-7100.

**Oct. 15**—*Television Bureau of Advertising's* third annual Retail Marketing Workshop on co-op, vendor support and market research. Chicago Westin hotel.

**Oct. 15**—Communications Excellence to Black Audiences (CEBA) annual awards program sponsored by *The World Institute of Black Communications*. New York Hilton. Information: (212) 586-1771.

**Oct. 15-16**—*Broadcast Financial Management Association* board of directors meeting. Watergate hotel, Washington.

**Oct. 15-17**—*American Women in Radio and Television* Northeast area conference. Marriott hotel, Albany, N.Y.

**Oct. 15-18**—*American Women in Radio and Television* south central area conference. Hyatt Regency, Houston. Information: (713) 840-9500.

**Oct. 15-19**—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

**Oct. 16**—15th annual CSU Broadcast Day, held by *Colorado State University*. Theme: "The State of Broadcasting in 1987." Information: Robert MacLaughlin, (303) 491-6140.

**Oct. 16**—*Radio-Television News Directors Association* region 12 meeting with *Society of Professional Journalists*. Sheraton Center, New York. Information: (212) 887-4138.

**Oct. 16**—Book signing and reception for textbook, *Prime Time: Network Television Programming*, by Richard Blum and Richard Lindheim, hosted by *Broadcast Education Association* and sponsored by *Focal Press*. National Association of Broadcasters, Washington. Information: (202) 429-5355.

**Oct. 16-18**—*Minnesota Broadcasters Association* annual fall convention. Holiday Inn Downtown, Mankato, Minn. Information: Jo Bailey, (507) 345-4646.

**Oct. 16-19**—*Audio Engineering Society* convention. Hilton and Sheraton Center, New York. Information: (212) 661-8528.

**Oct. 17**—*Audio Engineering Society* fifth annual "Tape Recorder Maintenance" workshop. New York Hilton.

**Oct. 17-23**—*National Weather Association* annual convention. Embassy Suites hotel, Houston. Information: Kerry Teverbaugh, (812) 232-9504, or Tom Stephens, (313) 233-3130.

## Also in October

**Oct. 18-20**—*Nevada Association of Broadcasters* annual convention. Las Vegas.

**Oct. 18-20**—*Pennsylvania Association of Broadcasters* fall convention. Philadelphia.

**Oct. 18-21**—*Association of National Advertisers* 78th annual convention. Hotel del Coronado, Coronado, Calif. Information: (212) 697-5950.

**Oct. 19-21**—*New York State Broadcasters Association* 33d annual meeting. Desmond Americana, Albany, N.Y. Information: (518) 434-6100.

**Oct. 19-21**—18th annual *Loyola Radio Conference*.

**Oct. 18-21**—*Association of National Advertisers* 78th annual convention. Hotel del Coronado, Coronado, Calif.

**Oct. 31-Nov. 4**—*Society of Motion Picture and Television Engineers* 129th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles. Future conferences: Oct. 14-19, 1988, Jacob K. Javits Convention Center, New York, and Oct. 22-27, 1989, Los Angeles Convention Center.

**Nov. 10-12**—*Society of Broadcast Engineers* national convention. A.J. Cervantes Convention Center, St. Louis. Information: (317) 842-0836.

**Nov. 11-13**—*Television Bureau of Advertising* 33d annual meeting. Atlanta Marriott.

**Dec. 2-4**—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

**Jan. 6-10, 1988**—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles. Future convention: Jan. 4-8, 1989, Century Plaza, Los Angeles.

**Jan. 23-25, 1988**—*Radio Advertising Bureau's* Managing Sales Conference. Hyatt Regency hotel, Atlanta.

**Jan. 29-30, 1988**—*Society of Motion Picture and Television Engineers* 22d annual television conference. Opryland hotel, Nashville. Future meeting: Feb. 3-4, 1989, St. Francis hotel, San Francisco.

**Jan. 30-Feb. 3, 1988**—*National Religious Broadcasters* 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Future meetings: Jan. 28-Feb. 1, 1989, and Jan. 27-

## Major Meetings

31, 1990, both Sheraton Washington and Omni Shoreham, Washington.

**Feb. 10-12, 1988**—19th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Association*. Opryland hotel, Nashville.

**Feb. 17-19, 1988**—Texas Cable Show, sponsored by *Texas Cable Television Association*. Convention Center, San Antonio, Tex.

**Feb. 26-28, 1988**—*NATPE International* 25th annual convention. George Brown Convention Center, Houston. Future convention: Houston, Feb. 24-26, 1989.

**March 21-23**—*Satellite Broadcasting and Communication Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

**April 9-12, 1988**—*National Association of Broadcasters* 66th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 29-May 2, 1989; 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.

**April 10-12, 1988**—*Cabletelevision Advertising Bureau* seventh annual conference. Waldorf-Astoria, New York.

**April 17-20, 1988**—*Broadcast Financial Management Association* 28th annual meeting. Hyatt Regency, New Orleans. Future meetings: April 9-12,

1989, Loews Anatole, Dallas, and April 18-20, 1990, Hyatt Regency San Francisco.

**April 28-May 3, 1988**—24th annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Palais des Festivals, Cannes, France.

**April 30-May 3, 1988**—*National Cable Television Association* annual convention. Los Angeles Convention Center.

**May 18-21, 1988**—*American Association of Advertising Agencies* 70th annual convention. Greenbrier, White Sulphur Springs, W. Va.

**June 8-11, 1988**—*American Women in Radio and Television* 37th annual convention. Westin William Penn, Pittsburgh.

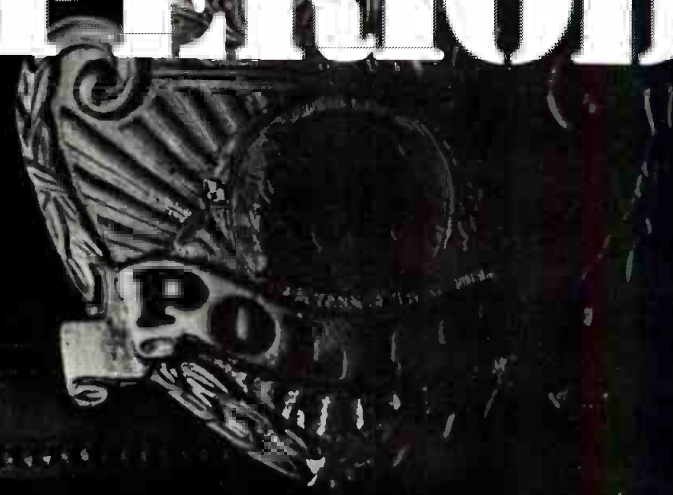
**June 8-12, 1988**—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 32d annual seminar. Bonaventure, Los Angeles. Future meeting: June 21-25, 1989, Renaissance Center, Detroit.

**Sept. 7-9, 1988**—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart Atlanta.

**Sept. 14-17, 1988**—Radio '88, sponsored by the *National Association of Broadcasters*. Washington. Future meetings: Sept. 13-16, 1989, New Orleans; Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

**Sept. 23-27, 1988**—*International Broadcasting Convention*. Metropole Conference and Exhibition Center, Grand hotel and Brighton Center, Brighton, England.

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**Oct. 19-27**—Telecom '87, "Communications Age: Networks and Services for a World of Nations," organized by *International Telecommunication Union*. Palexpo, exhibition and conference center, Geneva. Information: Geneva: (022) 99-51-11.

**Oct. 20**—Songwriters' workshop, sponsored by *American Society of Composers, Authors and Publishers*. Caucus Room, Cannon House Office Building. Information: (202) 785-6705.

**Oct. 20**—Hollywood Cable forum sponsored by *National Academy of Cable Programming*, "Why Cable Will Pay for Hollywood's Best," luncheon panel featuring John Cooke, president, Disney Channel; Tony Cox, president/CEO, Showtime/The Movie Channel; Michael Fuchs, chairman/CEO, HBO, and Ted Turner, chairman/president, Turner Broadcasting System. Century Plaza, Los Angeles. Information: (202) 775-3629.

**Oct. 20**—*New York Women in Cable* demonstration of HDTV, co-produced with HBO. HBO Media Center, New York. Information: (212) 661-6040.

**Oct. 21**—*Federal Communications Bar Association* luncheon featuring debate between Jim Mooney, president, National Cable Television Association, and Jack Valenti, president, Motion Picture Association of America. Marriott hotel, Washington.

**Oct. 21-22**—*Ohio Association of Broadcasters* fall convention. Hyatt Regency, Columbus.

**Oct. 21-23**—*Indiana Broadcasters Association* fall conference. Adam's Mark hotel, Indianapolis. Information: (317) 638-1332.

**Oct. 21-23**—"Local TV News Archives Conference," sponsored by *National Center for Film & Video Preservation of the American Film Institute of Los Angeles and Washington*. Madison, Wis. Information: (213) 856-7637.

**Oct. 21-23**—"Politics 1988—Issues and Candidates," conference for journalists sponsored by *Washington Journalism Center*. Among speakers: Robert Strauss, political analyst; Lee Atwater, campaign manager for George Bush; Peter Hart, pollster; Richard Wirthlin, pollster, and Richard Scammon, director of Elections Research Center. Watergate hotel, Washington. Information: (202) 331-7977.

**Oct. 22-24**—*National Religious Broadcasters* Eastern chapter meeting. Sandy Cove Bible Conference Center, North East, Md. Information: (201) 428-5400 or Sue Bahner, (716) 461-9212.

**Oct. 22-24**—35th annual *Arizona Broadcasters Association* fall convention, which meets concurrently with convention of *Arizona Society of Broadcast Engineers*. Pointe at South Mountain, Phoenix. Information: (602) 991-1700.

**Oct. 22-25**—Seventh annual National Video Festival, sponsored by *American Film Institute*. Los Angeles. Information: (213) 856-7787.

**Oct. 23**—International Market in Film and Television Programs sponsored by *The Center for Telecommunications and Information Studies, Graduate School of Business, Columbia University*. Kellogg Conference Center, School of International Affairs Building, Columbia University, New York. Information: (212) 280-4222.

**Oct. 23-24**—*Friends of Old-Time Radio* 12th annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 248-2887.

**Oct. 23-25**—*Missouri Broadcasters Association* fall meeting. Marriott's Pavilion, St. Louis.

**Oct. 24**—"High Definition Television: A Preview of the Future," lectures, demonstration and discussion sponsored by *UCLA Extension Department of the Arts and Society of Motion Picture and Television Engineers*. Walt Disney Studios, Burbank, Calif. Information: (213) 825-9064.

**Oct. 24**—"TV Documentaries: Focus on the Sixties," conference sponsored by *University of Michigan's Department of Communication*. Modern Languages Building, University of Michigan, Ann Arbor. Information: (313) 764-0420.

**Oct. 24-27**—*Texas Association of Broadcasters* annual fall convention and engineering conference. Westin Galleria hotel, Dallas.

**Oct. 25-27**—*Women in Cable* national cable management conference, including roast of John Malone, president-CEO, Tele-Communications Inc. Theme:

"Getting Down to Business: Cable After Deregulation." Mayflower hotel, Washington. Information: Kate Hampford, (202) 737-3220.

**Oct. 25-28**—American Children's Television Festival, co-founded by *Central Educational Network* and *WTTW-TV Chicago*. Knickerbocker hotel, Chicago. Information: (312) 390-8700.

**Oct. 25-29**—Technology studies seminar, sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

**Oct. 27**—*International Radio and Television Society* newsmaker luncheon. Speaker: Robert Wright, president and chief executive officer, NBC. Waldorf-Astoria, New York.

**Oct. 27**—"An Introduction to Community Access Television," sponsored by *Chicago Access Corp.* Chicago Access Corp. Center, 322 S. Green Street, Chicago. Information: (312) 738-1400.

**Oct. 29**—"Communications Practice: The Transactional Side," sponsored by *ABA Forum Committee on Communications Law and Federal Communications Bar Association*. Washington Marriott, Washington.

**Oct. 29**—"Demystifying the Civil Legal System for Editors and Reporters," seminar sponsored by *Rutgers University, Journalism Resources Institute* in cooperation with *New Jersey Supreme Court Committee on Media Relations*. New Brunswick, N.J., campus of Rutgers. Livingston College Student Center. Information: (201) 932-7369.

**Oct. 30**—Deadline for nominations for Advertising Hall of Fame, sponsored by *American Advertising Federation*. Information: AAF, 1400 K Street, N.W., Washington 20005.

**Oct. 30**—30th *International Film & TV Festival of New York* awards banquet for TV advertising. Sheraton Center, New York. Information: Michael Gallagher, (914) 238-4481.

**Oct. 30-Nov. 1**—"Fifty Years of Radio," reunion of alumni of *University of Maryland's WMUC-AM-FM College Park*, Md. Information: (301) 454-2743.

**Oct. 30-Nov. 1**—*Broadcast Education Association* fall seminar on International Electronic Media. Information: (202) 429-5355.

**Oct. 31**—Deadline for entries in Thomas A. Edison Black Maria Film and Video Festival, sponsored by group of organizations including *New Jersey State Council on the Arts, Suburban Cablevision, Essex County College Media Production Technology Center and New Jersey Network*. Information: (201) 736-0796.

**Oct. 31-Nov. 4**—*Society of Motion Picture and Television Engineers* 129th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles.

## November

**Nov. 1**—Deadline for entries in film and video festival sponsored by *Women in the Director's Chair*. Informa-

## Errata

**Bob Rose**, regional manager, affiliate relations, Eastern region for USA Network, New York, named **senior manager**; he was incorrectly identified as new vice president in Sept. 28 issue.

**Lisa Brown**, New York sales manager (incorrectly identified as account executive, in Sept. 28 issue), Tigers stations, TeleRep, named **vice president and general sales manager**. **Steve Baker**, account executive, WNEV-TV Boston, joins **TeleRep in same capacity**, Wildcat sales team, New York.

CBS stock holdings of **Laurence Tisch**, CBS chief executive, were incorrectly estimated in Oct. 5 issue to total an estimated \$1.3 million. The correct estimate should have been \$1.3 billion.

tion: (312) 281-4988.

**Nov. 2**—Deadline for comments at FCC on telephone company-cable crossownership rules (docket 87-266). FCC, Washington.

**Nov. 3**—"Sports and the Media," national conference sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

**Nov. 3**—*American Advertising Federation* law and business conference. Drake hotel, Chicago. Information: (202) 898-0089.

**Nov. 3-7**—Midwest Radio Theater Workshop annual conference, sponsored by noncommercial *KOPN-FM* Columbia, Mo. Ramada Inn, Columbia, Mo. Information: (314) 874-1139.

**Nov. 3-8**—*National Black Media Coalition* 14th annual media conference, "Liberty and Justice for All: Facing the Challenges of the Nineties." Crystal Gateway Marriott hotel, Arlington, Va. Information: (202) 387-8155.

**Nov. 4-6**—Fifth annual Private Cable Show, sponsored by *National Satellite Programming Network and Private Cable* magazine. Sheraton-Denver Tech Center, Denver. Information: Kim McBride, (713) 342-9655.

**Nov. 4-6**—*American Association of Advertising Agencies* agency management seminar. Kansas City Marriott Plaza, Kansas City, Mo.

**Nov. 5**—Presentation of Gabriel Awards, sponsored by *Unda-USA*, national Catholic association of broadcasters and communicators. Tampa, Fla. Information: (216) 253-1468.

**Nov. 9**—Comments due in FCC proceeding (MM Docket 87-6) considering use of synchronous transmitters to extend coverage of AM stations.

**Nov. 10-12**—*Society of Broadcast Engineers* national convention. A.J. Cervantes Convention Center, St. Louis. Information: (317) 842-0836.

**Nov. 10**—*International Radio and Television Society* Second Tuesday seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

**Nov. 11-12**—*San Diego Communications Council* forum on "The First Amendment—Third Century." Speakers include J. Richard Munro, Time Inc.; Representative Al Swift (D-Wash.); FCC Commissioner James Quello, and Edward Reilly, McGraw-Hill. Chairman of event is Sig Mickelson, former CBS News president. La Jolla Marriott, La Jolla, Calif. Information: Sig Mickelson, (619) 287-2446 or write Office of the Dean, College of Professional Studies and Fine Arts, San Diego State University, San Diego 92182.

**Nov. 11-13**—*Television Bureau of Advertising* 33d annual meeting. Theme: "Marketing the Television Advantage." Atlanta Marriott, Atlanta.

**Nov. 11-14**—*Society of Professional Journalists, Sigma Delta Chi*, national convention. Chicago.

**Nov. 12**—Telecommunications Career Day, sponsored by *James Madison University*. University campus, Harrisonburg, Va. Information: (703) 568-6221.

**Nov. 12-13**—Communications Law, seminar sponsored by *Practising Law Institute*. Sheraton Center, New York. Information: (212) 765-5700.

**Nov. 13-14**—*New Hampshire Association of Broadcasters* annual conference. Bedford, N.H.

**Nov. 13-15**—*Radio Advertising Bureau's* Radio Sales University. Little Rock, Ark. Information: 1-800-232-3131.

**Nov. 13-17**—*National Federation of Community Broadcasters* public radio RF transmission training seminar. Sheraton hotel, St. Louis. Information: (202) 797-8911.

**Nov. 14**—30th *International Film and TV Festival of New York* awards banquet for TV programming and promotion, music video and nonbroadcast production. Sheraton Center, New York. Information: Michael Gallagher, (914) 238-4481.

**Nov. 14**—Presentation of Joey Awards, sponsored by *Professional Media Network and San Jose Film and Video Commission*. LeBaron hotel, San Jose, Calif. Information: (408) 295-9600.

**Nov. 15**—Induction ceremonies into the *Academy of Television Arts & Sciences* Television Academy Hall of Fame of Johnny Carson, Jacques-Yves Cousteau, Leonard Goldenson, Jim Henson, Bob Hope, Ernie Ko-

"Datebook" continues on page 106.



# MURDER YOUR COMPETITION



# Open Mike

## Stereo fan

EDITOR: With reference to your Sept. 7 article, "Keeping the (Kahn) faith," it is terribly hard to believe that many of America's finest broadcasters continue to broadcast in an AM stereo mode that can be received only by those of us in the industry who own long-discontinued, mostly Sony multimode portable and auto receivers. First, to shatter the myths about 85% maximum modulation, our station, with 1 kw days and 320 w nights, is aggressively processed with two stages of multiband limiting and clipping plus the transmitter "enhancer" clipper, and we're doing 99% negative and 124% positive at all times with no loss of receiver stereo decoding or audible increase in distortion. We sound like FM.

The technical comparisons, however, are wholly irrelevant when one considers the over 10 million C-Quam-only auto receivers in the hands of those consumers to whom we are targeting our product. Essentially no radio users can hear the separation and fidelity of Kahn AM stations; in fact, here in New Haven-Meriden Conn., market number 78, WNNR is the *only* local station receivable in stereo by any radio consumer although there are numerous, well-operated Kahn stations in the state and penetrating from New York City; the listener hears these in mono, and the stereo indicator does not light.

For AM to survive, along with excellence in programing, marketing, sales and promotion, all AM broadcasters must install C-Quam transmission equipment and NRSC-standard low-pass filter and preemphasis (WNNR was first in New England to adopt those standards).

Let's stop the irrelevant technical rhetoric and serve the public with the de facto standard already established. AM stereo sounds great; NRSC makes it sound even better, C-Quam separation is nearly unlimited, and there's no loss of mono or stereo loudness. Broadcasters are the only ones who can make the receiver manufacturers provide high quality reception and get AM's nearer to parity with FM's. *Pete Salant president and general manager, WNNR(AM) Hamden, Conn.*

## More commercial concerns

EDITOR: I am writing to express the concern of our organization over the growing commercialization of children's television and to voice our support for Action for Children's Television's petition for the FCC to reimpose limitations on commercials in children's programing.

As the largest organization of early childhood educators in the country, we are very much involved in attempting to insure that educational practices and materials be appropriate to the developmental level of young children's thinking and feeling.

Young children are really not able to recognize commercials that are embedded in regular programing and thus may be unduly influenced by such programing. The fact that commercials are not embedded in programing for adults makes it very clear that adults can make this discrimination and will not put up with commercials diguised as stories. Children should not be exposed to sales practices that are inappropriate at all age levels.—*David Elkind, president, National Association for the Education of Young Children, Washington.*

## Sounding off on AM

EDITOR: I have a few comments regarding the NRSC AM standard which I have yet to see anywhere else:

We propose to establish a standard, uniform audio processing curve for AM broadcast, to make it more competitive with FM broadcast. We make it voluntary (at one time I asked [the NAB's] Mike Rau if he thought the FCC should ever get directly involved and make it mandatory, he said no) and wonder why the broadcast world hasn't totally converted in the first year. Has anyone stopped to consider how many of the roughly 4,000 FM stations' actual processing curves deviate from the FM 75 microsecond standard by less than 3 db? There are a tremendous number of parametric, graphic, and dynamic multiband "equalizers" out there doing their thing at this very moment on the FM band. So much for the FM standard.

Audio processing for broadcast has in recent years become something akin to seasoning food to taste and I, for one, don't intend to change the flavor of my radio station. My station is a music-oriented AM in a top 50 market and has been number one in 20 of the last 23 Arbitron rating periods (12—plus share, 6 a.m.-12 p.m., Monday-Sunday) operating in the face of the same format class C FM competition. We do use audio band limiting (12.5 khz) and frequency shaping and have transmitted in C-Quam AM stereo for roughly three years (and in Harris stereo before that).

We ran the NRSC standard for 48 hours and took it out. In my opinion, the NRSC curve comes up too late with insufficient effect in the midrange area. It sounds rather dull on narrowband radios and strident on broadband receivers (or equally dull if you push in the 75 microsecond receiver eq).

To win on AM in the strong face of competition, you need a good product with some meat to it, seasoned with the proper technical spices; and you need to make it readily available, with a strong signal, to your entire area whenever your audience may want or need it—that's 24 hour service and coverage. People can't be loyal to a station they can't hear.—*Al Kenyon, chief engineer, WDAF(AM) Kansas City, Mo.*

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Sol Tashoff (1904-1982)

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Corporate Relations

Jessie Newburn

Bureaus

New York: 630 Third Avenue, 10017

Phone: 212-599-2830

Stephen McClellan, associate editor.

Vincent M. Ditingo, senior editor, radio.

Geoff Foisie, Adam Glenn, assistant editors.

Scott Barrett, staff writer.

June Butler, advertising assistant.

Hollywood: 1680 North Vine Street, 90028

Phone: 213-463-3148

Jim Benson, West Coast editor.

Tim Thometz, Western sales manager.

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International Advertising Representatives

Europe and United Kingdom: Lucassen International.

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31(2968)6226. Telex: 18406 harke nl ■ Japan:

Masayuki Hanhara, Yukari Media Inc., 17-2 Chitosedai

1chome, setagaya ku, Tokyo-157 Japan. Phone: (03)

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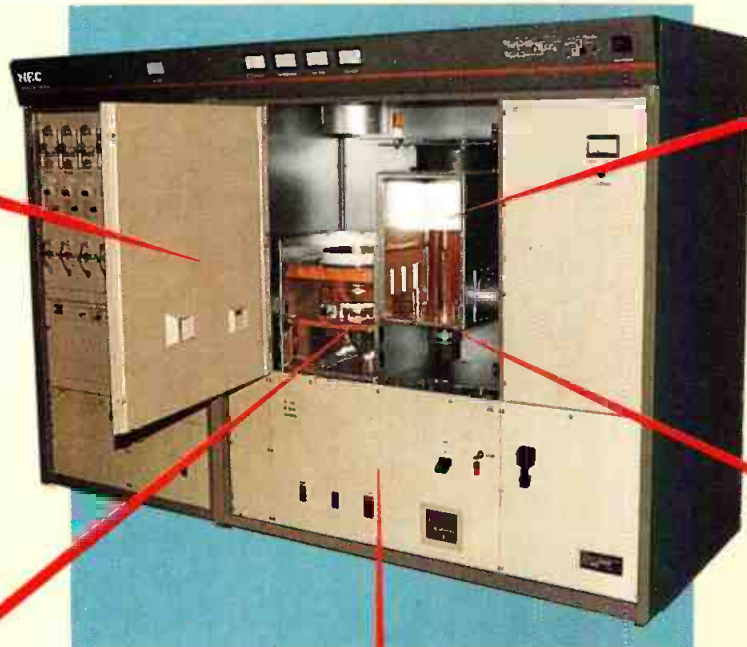
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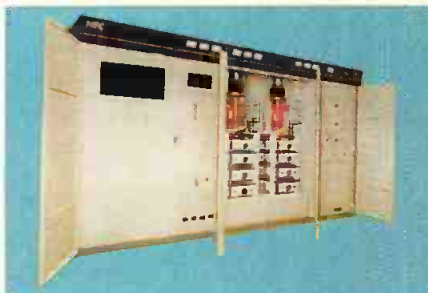
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# NEC

A commentary on international TV advertising from Earl Jones, chairman, International Broadcast Systems Ltd., Dallas

## Coming: global growth in television advertising

Foreign television advertising revenues are projected to increase dramatically in the next decade.

Although worldwide advertising expenditures were estimated at \$172 billion in 1985 and slightly more than \$200 billion in 1986, U.S. and foreign television advertising represented a very small share of this staggering total—only \$25 billion in 1985 and approximately \$30 billion in 1986.

Television's share of these worldwide advertising expenditures, however, is expected to increase substantially in the near future. A doubling of international television revenues is projected by 1995 due largely to the privatization of previously government-owned television networks in Europe and the expansion of the commercial broadcast markets of the Far East.

There are a number of economic factors affecting advertisers that will serve to contribute to the increased growth of foreign television advertising in the near term:

- The relative immaturity of foreign markets versus the U.S. markets.
- The increasing deregulation of television abroad.
- The effects of the weakening dollar—which should not provide any significant deterrent to the comparative growth of foreign television advertising in the near future.
- Relative television advertising spending as a percentage of GNP—which is still lower in every other market than in the U.S.
- Local currency growth overseas—which will exceed 10% in 1987 due to the weakening of the dollar against the major foreign television markets' currencies.
- A dollar denominated growth—which could reach 15% at the dollar's current level.
- Falling audience shares for domestic television advertising—which over the previous few years have created a series of knee-jerk reactions to the skyrocketing broadcast inflation in the early 1980's, and pushed advertisers to seek more cost effective ways to market their products.
- The declining cost effectiveness for domestic markets of prime time network television.
- The domestic growth rate for sales promotion—which is expected to significantly outpace television advertising through the end of the decade: 20% growth for promotions versus 8% for television.

The growing complexity of media choices abroad requires continuously more sophisticated audience measurement statistics. Additionally, due to the wide variances in audience measurement which prevail on a country by country basis, the development of complex matrices and indices are necessary to provide a quantifiable comparative



Earl L. Jones Jr. is chairman and chief executive officer of International Broadcast Systems Ltd. He founded IBS, a Dallas-based international advertising and program distribution firm, in March 1986. IBS currently distributes programming internationally and sells television advertising throughout the world. Jones was a founding partner of KTXA(TV) Fort Worth; KTXH(TV) Houston; WBFS-TV Miami; WGBS-TV Philadelphia, and WGBQ-TV, Joliet, Ill. (Chicago). He was general sales manager at WDCA(TV) Washington and was an account executive with both TeleRep and Petry Television in New York. He began his career as a media buyer at Grey Advertising in New York.

analysis of existing international television sponsorship opportunities.

Due to limitations in which global servicing capabilities of the international agencies are significantly dependent upon the degree of coordination of their international offices, they will become increasingly more reliant upon communication with the clients' corporate advertising managers.

Television advertising is price-driven, with pricing set by supply/demand conditions in each country.

Accordingly, the key issue for major TV advertisers today is not whether to go global, but rather how to best tailor global TV advertising to fit each advertiser's needs.

There is evidence of the growing influence of advertising as a significant factor relating to international programming decisions in virtually all countries.

In Japan for example, where increases in broadcast revenue have been minimal—approximately 3.5% in recent years—due to virtual agency control of vast control blocks, fully-sponsored program specials have created a venue for increasing saleable inventory and expanding each network's broadcast revenue base.

This trend is also apparent in France, where the recently privatized TF1 is vigorously pursuing advertiser-sponsored co-pro-

duction ventures.

Who will take the lead in global television advertising?

To-date, Japanese advertisers have been quickest to seize the opportunity of expanding their markets through timely purchase of the increased commercial air-time that is becoming available around the world.

Japanese advertisers have developed the ability to consistently enter into strategically well-researched international television sponsorship commitments within a competitive time frame.

Foreign networks quietly admit frustration in dealing with many U.S. based corporate advertisers as television ad budgets are often fragmented between international management regions or divisions.

Consequently, obtaining prompt international commitments from many U.S. advertisers has been difficult for foreign broadcasters. Decentralization of international media decisionmaking has contributed to the ineffectiveness of American companies attempting to match the prompt responses of Japanese marketers in the race to obtain the most desirable offerings in the fast-growing international television marketplace.

The trend toward a global programming and advertising marketplace is too powerful to be halted. While many governments have expressed concern about "cultural imperialism" as more programming and advertising from abroad penetrates their newly privatized airwaves, questions of maintaining national identities in this new era of global television will give way to the realities of satisfied viewers who appreciate the expanded range of program viewing choices.

Inevitably, most of these new program choices in each country will be advertiser supported either through sponsorship, barter-distribution arrangement or selected spot purchase.

Satellite technology has irrevocably begun to change the manner in which programs and advertising messages are distributed internationally. Advertisers, agencies, and international broadcast systems are currently developing the rules "as they go."

However, global television advertisers will find that they can best utilize the economies of scale and best overcome the barriers of time, language, and distance in tailoring their advertising efforts through development responsive, first-hand personal relationships with the management of the leading international broadcast systems in each respective country.

After taking into account the varying color standards, required currency conversions, language dubbing, and wide variance in acceptable trade practices in the international television advertising arena—the successful tailoring of global television advertising boils down to one basic truth.

It's still a people business.

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# Broadcasting Oct 12

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TOP OF THE WEEK

## Mimi Dawson to leave FCC for Transportation Department

If all goes well, Mimi Weyforth Dawson will go from regulating the broadcasting, cable and telephone industries to regulating the airline, trucking and railroad industries within the next few months.

President Reagan tapped the 43-year-old Republican, who has served on the FCC since July 1981, to become deputy secretary of transportation. Reagan named the current deputy, James H. Burnley (left), to succeed Elizabeth Dole as secretary. Dole resigned last month to help her husband, Senator Robert Dole (R-Kan.), in his run for the Republican presidential nomination.

"I know that Jim and Mimi will push ahead even further on such critical issues as airline safety, privatization of public transportation, space commercialization and industry and general transportation safety," Reagan said at a White House ceremony last Thursday. "And that list represents a tall order for both of them."

The two have not yet been formally nominated, but, once they are, they are expected to win Senate confirmation within a few months. Burnley may have some trouble because he antagonized key members of Congress during his four years as deputy secretary.

Following the announcement, Dawson praised her col-

leagues, particularly Chairman Dennis Patrick, and said she "would miss them dearly." She acknowledged that her stint at DOT will be a short one—it will last no longer than the Reagan Administration—but that it should not be an uneventful one. "I think a lot of things need to be accomplished. . . . It's not likely to be a sleepy year, believe me."



Dawson's appointment could result in a three-person FCC. The FCC is supposed to comprise five commissioners, but it has been one short since Mark Fowler stepped down as chairman last April. Bradley Holmes, a former aide to Patrick and now head of the FCC's Mass Media Bureau's policy and rules division, has reportedly been tapped to take Fowler's slot, but the White House has yet to nominate him.

According to FCC officials, a three-person FCC is not preferable, but it is workable. Under the FCC charter, three commissioners constitute the quorum necessary to take actions.

Speculation of who would replace Dawson began even as she accepted the President's praise in the White House rose garden before her colleagues, family, friends and a roped-off gang of reporters and television cameras.

Two of the names being mentioned were on the short list for

*Continues on page 32*

## Turner's TNT adds spark to Atlantic Cable Show

**New basic cable network, planned for March launch, still needs board approval; on the wish list: major sports events including the Olympics, Academy Awards, Grammys, pageants**

Ted Turner, in a keynote address opening the Atlantic Cable Show, revealed details about his planned basic cable network. Turner Network Television, which he said would be a cable-exclusive program service built around major television events. The service, which needs the approval of the Turner board, which is scheduled to take up the matter at a meeting on Friday, Oct. 16, would be supported by both advertisers and cable operators.

Turner's superstation, WTBS(TV) Atlanta, "has gone about as far as it can go," Turner said. "I need to get subscriber fees so we can go to the next level." The fees he envisions would begin at 10 cents per month per subscriber in March 1988 and would increase to 20 cents in March 1989. He also said the network would carry 10 minutes of advertising an hour, with three to four minutes turned back to the cable operator.

The events Turner wants to go after in-

clude Major League Baseball, the National Basketball Association, NCAA basketball, all the college football bowl games and associated parades, the Olympics, the Kentucky Derby, the Daytona 500, the Indianapolis 500, the PGA, U.S. Open golf, the Masters, the British Open, Wimbledon, U.S. Open tennis, Miss USA, Miss Teen USA, Miss Universe, the People's Choice Awards, the American Music Awards, the Kennedy Cen-

ter Honors, the Academy Awards, the Tony Awards and the Grammys. Turner's Goodwill Games would also appear on the new network.

Turner made it a point to claim that making the new service cable-exclusive was his idea. And he said his legal counsel has advised him that because TNT would be a start-up service, it would not run afoul of antitrust laws. Cable programmers have come under

Atlantic City Convention Center



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the seat now tentatively set aside for Holmes—Susan Wing, an attorney at the Washington law firm Hogan & Hartson, and Allen Moore, minority chief of staff of the Senate Commerce Committee.

Also being mentioned last week were Robert Pettit, a former aide to Dawson who is now practicing law at Wiley Rein & Fielding, and Rodney Joyce, a former deputy at the National Information and Telecommunications Administration, who is an attorney with Finley Kumble Wagner Heine Underberg Manley & Casey.

According to one FCC source, Patrick is sitting this one out. Patrick will concentrate on getting Holmes seated, the source said, and avoid politicking for any replacement for Dawson.

There was no word from the White House on Holmes's status last week. But the more time that elapses without a nomination, the more talk there is about a recess appointment, which would give Holmes the seat until the 100th Congress adjourns late next year. Congress is currently expected to recess by Thanksgiving.

If Burnley's attitude toward Congress is confrontational, Dawson's is conciliatory. During her six years at the FCC, she helped assuage congressional concerns over the FCC's deregulatory initiatives. Having spent 12 years working on Capitol Hill, she probably understands Congress better than any other member of the FCC.

Dawson was considered the FCC's expert on common carrier matters. "Some of the other commissioners who didn't follow common carrier in such detail listened to her very carefully," said FCC Commissioner James Quello. "I was among them."

Dawson went along with most of the FCC's deregulatory moves in broadcasting matters, but was more than a follower. When the FCC was liberalizing its multiple ownership rules in 1984, she persuaded the FCC to temper the new rules by placing a cap on the percentage of homes any one broadcaster may reach.

She did cable a favor by insisting on a five-year sunset on the

FCC's new must-carry rules, but she has expressed concerns about the monopoly power of cable systems.

Representatives of the industries she has regulated had good things to say about her last week.

"We think she has been an extremely good commissioner," said National Association of Broadcasters President Eddie Fritts. "Her views have been fair and balanced. She's always willing to listen and consider our proposals, although she has not always voted with us. She has an expansive view of the communications landscape. We will miss her at the commission."

Said National Cable Television Association President James Mooney: "She has been fair and knowledgeable, and it's hard to ask for any more than that."

Andy Schwartzman, executive director of the Media Access Project, which has resisted many of the FCC's deregulatory efforts, had a considerably different view. "We wish her well," he said. "But if she does for air travelers what she has done to TV and telephones, we will all be stacked up over Chicago at first-class fares."

Speculation that Dawson would leave the FCC for a higher government post has waxed and waned ever since Dennis Patrick beat her out last January to succeed Mark Fowler as FCC chairman (BROADCASTING, Jan. 26).

Dawson has some valuable Washington connections. Between 1973 and 1981, she was an aide, and at the end chief of staff, to Senator Robert Packwood (R-Ore.), who helped get her the FCC seat in 1981. "The senator was spectacular. He went to bat for me", she said in a 1984 interview. Packwood also pushed her for the chairmanship in 1986.

Her husband, Rhett B. Dawson, the former staff director of the Senate Armed Services Committee, has worked in the White House since April as the assistant to the President for operations, overseeing the offices of staff secretary, administration and military (BROADCASTING, April 6).

fire from noncable constituencies that claim they are not getting a fair chance to obtain cable programming.

The new service would premiere in March with an exclusive showing of "Gone with the Wind," which Turner bought with the MGM film library. Turner said he hoped the service would present original dramatic programming in addition to the major events. To fill the void on Turner's superstation, WTBS(TV) Atlanta, once the sports programming moves over, more movies would be scheduled, he said. As to where operators could find room on crowded systems for the new service, Turner said: "You'll have to make room where you can."

In his speech, Turner said the cable industry needed to improve in four functions to move ahead. He said cable has adequately covered niche programming. It now needs to develop "dramatic first-run programming that competes with the networks." Second, the cable industry is "way behind in [its] ability to promote." Third, penetration should reach 70% in the next five to seven years, "an achievable goal." And fourth, cable needs to "dramatically improve its share of advertising dollars." He said television broadcasting had a five to one advantage over cable in ratings but a 10 to one advantage in ad billings. He said advertisers are playing the basic cable networks against one another, and inventories need to be constricted to increase rates. He saw no reason why cable cannot get 30% to 40% of local TV

sales in the future.

Turner said the "industry shouldn't compromise away things that are important to consumers," referring to action in Washington that would reinstitute syndicated exclusivity. Broadcasters and Hollywood, as chief proponents of reinstitution, are "doing it for their own selfish interests," he said, and not for the benefit of the public. He also said he was not happy with the must-carry compromise, although he did not challenge the latest set of rules. But he said they were still discriminatory. "I never asked for must carry for CNN," he said. Automatic carriage "is not their God-given right." □



Turner

### Broadband's Kahn plans fiber optic overbuild on NYT Cable system in Southern New Jersey

Irving Kahn wants to put a little fiber into cable's diet.

To prove that fiber optics is an economical, reliable alternative to conventional coaxial technology, the chairman of Broadband Communications plans to build a fiber optic cable system in southern New Jersey which is already served by cable installations belonging to the *New York Times*. Kahn, who sold the *Times* the system that he now intends to overbuild, revealed his plans at the Community Antenna Television Association open forum during last week's Atlantic Cable Show.

A long-time supporter of fiber optic technology, Kahn said he decided to "put into practice today what we've been yelling about for a long time." Kahn hopes to have a full-scale cable staff on board in 60 to 90 days and to explore the feasibility of establishing fiber optic systems in other parts of the state and the country.

Kahn believes that declining prices of fiber optic technology make it just as feasible to install fiber optics as to build a 550 mhz coaxial cable plant.

Kahn said fiber optic costs are running five cents a foot. He predicted that with increased use of fiber optics in the next few years systems could be built for \$500 per home. Maintenance costs of fiber optics are much lower than that of coaxial, he assert-



ed.

Kahn said one key benefit of fiber optics is its ability to provide greatly expanded channel capacity, which he said would give cable an opportunity to "become the local soapbox in the community." Fiber optics would allow cable operators to program 100 channels while using only 25% of the system's capacity.

Systems could use such capacity for such services as electronic mail, which Kahn said have been largely ignored by the cable industry. He predicted that the "downtown revenue" could one day equal the revenue from all of the entertainment services.

Expanded channel capacity could more easily accommodate high-definition television, which Kahn believes needs 12 to 18 mhz of bandwidth. Stereo television could also be more easily implemented with fiber optics.

Fiber optics could also provide homeowners with gas, electric and water meter readings, he said.

To carry out his plans for fiber optics, Kahn is applying for franchises in areas where NYT Cable operates. (Kahn built the original system of 35 channels and two-way interactive services in 1967. He sold it to the Times company in the early 1980's. His consultancy and noncompete agreement with the company expired last March.)

Kahn said he chose the NTY system because of the low channel utilization and his belief that there should be more subscribers and more homes taking interactive pay-per-view services. (Roughly half of the NYT system is equipped with Sprucer interactive technology.)

"If the existing cable operator has done his job, that's not the system that can be easily overbuilt," he said. But the key, he added, was fiber optics. If a 550 mhz coax is overbuilt by a 300 mhz coax, he said, "everybody is going to lose."

Although his initial system will be a hybrid of fiber optics and coaxial, he has plans for the entire system eventually to be constructed with fiber optics. Initial financing will be his own, Kahn said, adding that he does not plan to bring in outside investors until the system is proved.

Kahn also warned cable operators about competition from direct broadcast satellites and telephone and electrical utilities. A number of phone companies already have moved heavily into fiber optics. "Very frankly, it's almost too late," for cable to get into fiber, he said. At the same time he predicted dire consequences if it did not. "If you don't understand your possible competitors, you're doomed," Kahn said.

He believes the telephone companies have refined technology so that fiber optics is easier to split in the field and is cheaper to repair. Except for a smattering of efforts by a number of operators, American Television & Communications is the only player that is making a major push with fiber optic technology.

ATC is developing a system of using fiber optics from headend to fiber nodes, where it would be integrated with the existing coaxial plant that carries channels into the home. ATC hopes to have a laboratory demonstra-

tion model within the next six months and hopes to roll out the technology to its systems within the next one to three years. ATC's Kansas City system has been targeted for the initial implementation.

The key to ATC's fiber optics plans, said James Chiddix, vice president, engineering, ATC, is that it reduces significantly the num-



Kahn

ber of amplification points in a system. ATC will overlay its existing coaxial plant, said Chiddix, but only a fraction of the system would be fiber optics. Applying what ATC is developing to its Honolulu system, Chiddix said only 100 to 200 miles of the 1,600 miles of plant would be a fiber optic overlay. ATC hopes the expense of fiber node electronics can be reduced to the point that fiber optic plant could get within one-half of a mile of the home.

ATC, for now, sees no need to extend fiber optics technology all the way into the home. Chiddix said coaxial is more compatible with existing consumer electronics, is already in place and, with fiber optics delivery more and better signals to node points, "a very good broadband pathway" capable of handling expanded channel capacity for such services as HDTV.

### Cable and broadcasters at odds over Bryant repositioning bill

The Atlantic Cable Show served as the first open forum for debate on the channel repositioning bill introduced by Representative John Bryant (D-Tex.), with cable officials roundly denouncing the bill and broadcast lobbyists describing it as necessary because of continued channel changes by cable operators.

The bill, which picked up the endorsement of the Motion Picture Association of America last week (see page 79), would grant local officials the power to mediate disputes over channel realignments. John Summers, senior executive vice president, National Association of Broadcasters, said the bill was needed "based on immediate past history," of channel changes by cable operators. Broadcasters spend hundreds of thousands of dollars on channel promotion, which he said can "go down the drain overnight" if a cable operator moves a broadcaster from his FCC-assigned location to another channel.

James Mooney, president of the National

Cable Television Association, countered by asking whether Summers was comfortable with local governments, which may come under the investigative scrutiny of local television broadcasters, deciding where their channels should be placed. What, asked Mooney, prevents a mayor from moving a VHF affiliate to a much higher channel position, because he has a grudge against the station? Summers said he assumed the local cable official, and not the mayor, would be making that decision, and the situation Mooney described was a worst-case scenario. "I don't see any other resolution to that problem," Summers said, in referring to the Bryant bill. The FCC is unlikely to do anything about the problem, he said, but he acknowledged that legislation is probably a long shot.

Shaun Sheehan, vice president, Tribune Broadcasting, told the cable operators that "the solution in great part is in your hands." He emphasized the importance to Tribune of channel assignments that reflect the broadcast dial. "It's important to us to come up on channel 11," he said, referring to Tribune's WPIX(TV) New York.

Bert Carp, vice president for government affairs, Turner Broadcasting, said the broadcasters' position on the bill threatens the improved relations between the industries. He called the Bryant bill "a very ugly episode." In referring to his boss who successfully challenged the must-carry rules, Carp said, it will be "tougher for Ted to pull back when the next compromise is reached" because of broadcasters' support for the bill. He also said the legislation is a UHF bill to keep the competitive advantage UHF obtained when carried on VHF channels on cable systems.

Summers retorted that the bill doesn't violate the provisions of the must-carry compromise. "All it says," he said, is that disputes must be worked out on the local level. It doesn't mean a mandate for broadcasters to be on-channel, he said. But of concern to some cable operators in the audience were the number of jurisdictions that could be involved in alignment questions. NYT Cable's system in southern New Jersey, it was pointed out, has 55 different franchise authorities, all of which could be involved in a challenged channel shift. It could be a bureaucratic nightmare.

The Bryant bill got another airing the next day, when Preston Padden, president of the Association of Independent Television Stations, and Michael Soper, senior vice president, development, Public Broadcasting Service, squared off against Stephen Effros, president of the Community Antenna Television Association, and Gerry Lenfest, president of the Lenfest Group.

Padden said the bill was a "reasonable and moderate" solution to a problem that, despite publicity, has not gone away. "My phones are ringing off the hook," he said, from members with channel repositioning horror stories. In many instances, he charged, shifts were made without notice and during crucial ratings periods. He also said in many instances second sets in the home are not cable ready, so if an independent has been moved above channel 13, it cannot be viewed. The ratings that indepen-

dents are getting under the peoplemeter, 24% of the total audience, according to Padden, prove that consumers like independent programming and that cable operators should not move channels thinking that only small audiences are involved.

Soper said the 152 reported shifts of public broadcasting stations in 1987 has affected 44% of all public stations. "We're worried about the trend," he said, in explaining public broadcasting's support of the Bryant bill. All the panelists agreed with one point made by Soper: that lack of communication has helped to exacerbate the situation. (Indeed, public broadcasters from New York and New Jersey took out an exhibit booth at the Atlantic show to explain their side of the repositioning question [see page 83].)

Effros, in raising many of the points Mooney had raised, was blunt about the legislation. It is unconstitutional, he said, and "the stupidest idea the broadcasters have ever come up with." He questioned whether broadcasters understood the First Amendment applications of local governments deciding channel alignments. When affiliation changes have taken place in a market, he said, viewers were able to find the programing they wanted to watch without government help.

Lenfest said his systems, serving over 240,000 subscribers, had not moved any stations and it was his view the problem was "more imaginative than real." There are occasions where channel shifts are justified, but over all, he said, "any changes create all sorts of headaches." His advice was to leave the VHF's where they are and keep as many UHF's as possible on their on-channel assignments.

Lenfest called for regional cooperation between broadcasters and cable operators and also thought it would be valuable if both sides could agree upon guidelines on where channels should go. Padden responded that no single plan would solve the problem, saying "it is our hope to work it out on a local basis."

Mooney and company also discussed must carry and syndicated exclusivity. Summers said he hoped the must-carry rules would survive court review but if they did not, an open marketplace would result. If that happened, he said, the compulsory license would be eliminated soon afterward. He also doubted whether the cable industry

could be pulled together for another crack at the rules and speculated that "maybe Jack Valenti [president of the Motion Picture Association of America] will be the winner" when the dust settles. But Summers did not believe the local portion of the compulsory license would be thrown out. "There are very pragmatic people on the Hill," he said. And it is in the best interest of broadcasters and cable operators, he said, "to preserve the compulsory license for carriage of local signals."

Carp said the defenders of the rules have their work cut out for them, and he doubted whether they could succeed. As for what happens if the rules are struck down, he hoped that "interindustry bitterness" could be avoided, but with broadcasters' support of the Bryant bill, "I just don't know."

Carp saw the FCC's consideration of revival of syndicated exclusivity as "a solution seeking a problem." He said it would be "bad consumer relations" due to the "enormous disruption" in schedules that would result.

Summers said broadcasters have always supported program exclusivity and saw an opportunity to bring back the rules when Dennis Patrick became FCC chairman. He said the Ferris commission went too far in throwing out the rules in 1980. Mooney asked Summers what would happen if reinstatement of the rules caused Hollywood to increase program prices. Summers said that was a possible scenario, but that broadcasters could handle that situation.

Summers's personal view was that syndex would be adopted but challenged in court. At that point, he said, maybe cable and Hollywood would get together and solve their copyright problem, which spills over into the program exclusivity debate.

### **Cable executives, mindful of phone companies and reregulation, say industry needs to concentrate on programing, marketing and technology**

Top executives from three MSO's plus one independent operator identified programing, marketing and technology as the key driving forces cable needs to stay a step ahead of future competition. The biggest hazards cable faces, the Atlantic Cable Show participants said, are reregulation, intrusion by phone companies, a revival of syndicated

exclusivity for broadcast carriage and failure, as an industry, to live up to its promises.

James Cownie, president of Heritage Communications and chairman of the National Cable Television Association, said "we have a lot of ground to defend." He said cable needs adequate channel capacity to offer the new services coming on board and in development. That will stand the industry "in good stead," Cownie said, against DBS, telcos and overbuild competition. He also urged operators "to embrace the new program services" and "develop cable-exclusive programing" which, he said, is a source of protection against competition. Customer service also needs work, he said. Cownie's biggest concern was direct and indirect competition from telephone companies. "Cross-subsidization is something we can't tolerate," he said.

Kenneth Bagwell, president, Storer Cable, urged improvements in marketing, technology and advertising sales. He also said cable should capitalize on high-definition television which "is going to come a little faster than we think." He called local advertising "the most underrated source of revenue." He said cable operators ought to have the courage to turn business down in order to squeeze inventory and increase prices. Storer, he said, has separated cable ad sales from the cable operation itself, preferring to let ex-broadcast sales personnel handle cable ad sales. Bagwell urged cable operators to be careful how they conduct themselves. "I fear most reregulation," Bagwell said.

Charles Dolan, chairman of Cablevision Systems, said the driving force in the cable industry will be the "increase in skill and energy with which we perform the basic tasks of our services." He identified those as service, programing and marketing. Dolan said Cablevision was improving service with greater feedback from customer service representatives, intersystem competitions to increase penetration and improved installation task force training. He said cable operators need the subscriber to say: "I cannot get along without cable." Dolan saw no future threats, only challenges. The one menace, he said, "was failing to do everything we could do."

Joe Gans, president, Cable TV Co., argued for greater commitment to technology and urged operators to support the creation of a cable technology laboratory. "We've gone flat," Gans said. "We could have done HDTV eight to 10 years ago."

Scrambling also should have been done years ago, he said: "Somebody has to take the leadership. The bottom line," Gans said, "is that technology made this industry." Gans also was fearful of the costs to smaller operators if syndex is reinstated and operators are forced to drop segments of programing and insert others.

On overbuilds, Cownie said, cable operators will have to build areas with lower homes-per-mile ratios than in the past. Bagwell blasted the greenmail and cherrypicking overbuilds, but said he had no sympathy for operators who provide few channels and poor service and are overbuilt. Dolan said cable should take "a very open" attitude toward competition, wherever it may arise. □

## **Fairness imbroglio**

As anticipated, House passage of an FCC authorization measure (H.R. 2961) stalled last week in a dispute over Democrats' attempt to inject in an accompanying committee report a criticism of the FCC's repeal of its fairness doctrine. Commerce Committee members came to a standoff over the draft of the report a week earlier ("In Brief," Oct. 5). The Democratic criticism of the FCC's action caught Republicans by surprise, but by late last week they reportedly succeeded in excluding the language. The report was to be filed late last Friday (Oct. 9) and was said to contain no mention of fairness. The bill could come up for action this week.

Originally the report was said to "debunk" the FCC's justification for elimination of the doctrine and to instruct the FCC not to participate in any judicial appeal if the doctrine is codified by Congress. Committee reports are not binding, and it is unclear what effect the fairness section would have had on the FCC. The bill's primary purpose is to establish funding levels for the agency in fiscal year 1988-89.

# Congress declares itself in on HDTV

**But couples enthusiasm with threat to tie spectrum need to public interest considerations; American industry criticized**

Count the Congress in. Last week at a House Telecommunications Subcommittee hearing convened to explore the "promise" of high-definition television, lawmakers said Congress will play an "aggressive" role to insure that the new technology flourishes.

"In light of the variety of potential applications for HDTV, the government has the responsibility to develop a climate in which this technology can fulfill its promise," said Subcommittee Chairman Edward Markey (D-Mass.) in opening the hearing. Later, Markey again emphasized his commitment to work with the television industry. "Stay close to us," he said. "We want to stay ahead of the technological curve."

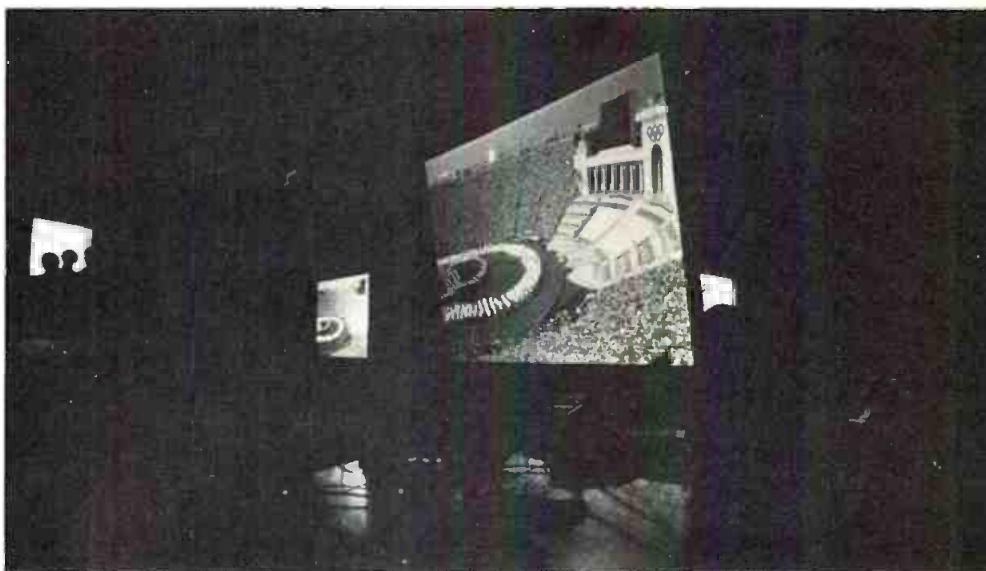
But Markey also had some criticism for the industry. "I am puzzled why the American consumer electronics manufacturers are so far behind their Japanese and European counterparts in developing competitive HDTV systems," he said. Broadcasting must decide whether they are going to get involved in HDTV's future "or whether we will be non-players as we are in so many other electronic industries."

Markey also announced the FCC would release last Friday the names of those appointed to an advisory committee on advanced TV systems (see page 37). Markey also plans "to monitor and work closely with the advisory committee."

But as broadcast witnesses told the subcommittee, HDTV has no future unless additional spectrum is made available. It was on this note that Representative Al Swift (D-Wash.) indicated congressional policy-making could come into play. "It's extraordinarily difficult for us to support broadcasters in this area... and let them talk out of both sides of their mouth on this issue," said Swift. Swift was expressing his frustration with the broadcast industry's actions to eliminate the fairness doctrine [by arguing that scarcity is no longer a valid rationale] and its efforts to achieve maximum deregulation while at the same time asking for special consideration based on broadcasters' "unique" public service obligations.

"Scarcity's come back loud and clear," said Swift, who was not convinced by testimony from industry witnesses. Swift suggested it may be time to make the public interest requirements "more clear-cut." And as one committee staffer later noted, Swift is not alone. Congress, the staffer said, "is not happy with broadcasters." The industry, he said, is not going to get more spectrum without either living up to its public interest obligations or, as suggested, by some, "paying for it."

"We are the only medium that has a public service responsibility, and we do recognize that," said Fred Paxton of WPSD-TV Paducah, Ky., and chairman of the Association of Maximum Service Telecasters. Such obligations, said Daniel Gold of Knight-Ridder



HDTV demonstration in House Rayburn Building

Broadcasting and chairman of the National Association of Broadcasters HDTV task force, "are the bedrock of broadcasting." Gold also noted that when broadcasters talk about scarcity in the context of HDTV, "we're not talking about the number of outlets. We may be using the same word, but we're talking about two different things." But Swift didn't buy that argument. "Nice try," he told the broadcaster.

Perhaps the highlight of the hearing was a demonstration of the high-definition TV developed by the Japanese NHK broadcasting company. Joseph Flaherty, vice president and general manager, CBS engineering and development, introduced the first part of the demonstration, a tape showing two programs recorded with high-definition videotape equipment. The tape showed scenes from the 1984 Olympic games in Los Angeles and a clip from a feature movie, "Julia

Markey



Swift



and Julia" starring Kathleen Turner, which will be released this fall. The congressmen were able to compare images on a high-definition screen with those on an NTSC screen placed next to it.

"To show what is possible today," Richard Green, senior vice president of the Public Broadcasting Service, introduced the second part of the demonstration. The HDTV images for that part were sent by satellite from Ottawa, site of a Canadian HDTV colloquium. The satellite transmission was handled by HBO over RCA's K-1 satellite. The transmission included Canadian officials discussing the promise of HDTV and a clip from a Canadian-produced high-definition mini-series production.

Green also presented a taped demonstration produced by noncommercial WETA-TV Washington of scenes in Washington and a few plays from a Washington Redskins game to exemplify the vividness of a high-definition production. The main goal in the push for broadcast HDTV, is to provide "higher quality" pictures of the type seen during the demonstration free of charge to consumers, Green said. The PBS official also stressed the need to set aside spectrum to insure HDTV's future.

In answer to a question from Representative Tom Tauke (R-Iowa) about what Congress can do, Flaherty said there are two HDTV issues that will demand the attention of government and the broadcasting industry in the future. One will be the approval of a worldwide production standard that will facilitate international program exchanges. He noted that the work toward a U.S. production standard is progressing (see page 89) and that the State Department has done well in arguing the case of American broadcasters in the international forum. But he said an even greater push from government is needed in the future to see that a standard acceptable to American broadcasters becomes a worldwide standard.

The other issue facing HDTV's future, Flaherty said, is transmission. On that sub-

ject, Flaherty yielded to Green, who said broadcasters need the FCC to reserve spectrum space in case the eventual U.S. standard requires more than the six mhz limit of the current NTSC standard. He called for a framework to be devised by which the commission could eventually adopt a transmission standard. He also said that research and development of HDTV equipment must be fostered. These terrestrial HDTV problems could be addressed through the philosophic support from the Congress, Green said, and more directly through cooperation between the FCC and broadcasters.

On the subject of how far HDTV transmissions into the home are from becoming a reality, Flaherty told the subcommittee that following a framework of the kind that Green mentioned, a system could be adopted by the early 1990's.

Representative Michael Oxley (R-Ohio), noting that the TV receivers used during the demonstration "would dominate my family room," asked if all HDTV sets would be that big. Flaherty responded that smaller screens will probably be available, but that the evolution of the technology will lead to larger screens. He said that part of the reason for developing high-definition has been because NTSC signals do not look good on large screens.

Oxley also wanted to know what the cost of consumer TV receivers would be. Flaherty said that since he was a broadcaster and not a manufacturer he could not give a precise dollar value, but said that he expected the costs to be proportionately similar to the differences between black and white and color sets when color was introduced. After a market for HDTV sets has developed, he said, mass production will lead to lower prices. Green agreed, saying that the expensive part of HDTV development will not be in the circuitry of the consumer receivers.

Following the demonstrations, representatives from the various competing forces within the communications industry (broadcasting, cable, satellite) addressed the subcommittee.

Much of Gold's testimony focused on the need for additional spectrum. In order for terrestrial broadcasters to share in this future with cable, satellite programming, videocassette and videodisk industries, the government would have to act immediately to insure that adequate spectrum is reserved for TV broadcasters, he said. "It is apparent to me that to broadcast an over-the-air HDTV signal to viewers, local stations will need more spectrum per television channel than the current six mhz band width presently available," said Gold.

The next step, he said, will be for the FCC to adopt a terrestrial transmission standard. If a standard is not adopted, the FCC should protect a system, he said, in the same way that the agency protected stereo TV audio systems.

Paxton noted that the Japanese development of NHK's Muse transmission system, the only system tested and operational, took 20 years and hundreds of millions of dollars from industry and government. The broadcasting industry, in comparison, Paxton said, "is simply asking that its government not

affirmatively harm it, while the new technology challenging the industry is being produced by a massive and highly coordinated industry-government effort in Japan."

But Charles C. Hewitt, president of the Satellite Broadcasting Communications Association, argued that "it would be tremendously premature" to set any terrestrial standard. He said that more new systems, like NBC's new ACTV (BROADCASTING, Oct. 5), that could change the entire debate could be introduced overnight, and that the rapid advances in the technology should convince the FCC not to prematurely pick a system or reallocate spectrum to services outside of TV broadcasting.

Hewitt said SBC was willing to accept



Green, Flaherty

any HDTV standard when the time is right. But his primary concern was that HDTV be made available to backyard satellite dish owners. "It is essential that the allocation of the 12 ghz band be fully retained and reserved for DBS," Hewitt said. "The reallocation of any portion of that band to terrestrial broadcasting, land mobile or any other communications technology could render the band unsuitable for satellite transmission of HDTV."

Brenda Fox, vice president and general counsel of the National Cable Television Association, agreed with Hewitt's contention that the FCC should not rush to pick a terrestrial standard. "In selecting among the various technologies and standards that will be offered to achieve an HDTV environment, the government will literally be determining the face of television for a period extending well into the next century," she said. Fox said that while broadcasters will be concerned with spectrum space, to the cable industry the question will be "the ability actually to pass a signal through a wire without losing too much of it in the process."

She said that whatever system broadcasters choose, it must be usable for retransmission through cable "to provide an enhanced antenna service to our customers." But if broadcasters find that they cannot provide a high-definition service to their customers due to lack of spectrum, "the government should not foreclose the possibility of cable doing so if the goal here is to offer the public the best that technology can deliver," Fox said.

Fox also expressed cable's concern that so

much of the discussion at the FCC and on the Hill on HDTV has focused on broadcasters' problems. She hoped that attitude would change and asked the policymakers to recognize that "other media" are interested in the technology too.

Opposing broadcasters' calls for more spectrum was John B. Richards, chairman of the drafting committee of the Land-Mobile Communication Council. He said numerous public safety organizations that depend on land-mobile systems, such as police and fire departments, are counting on the surplus UHF-TV spectrum under consideration for reallocation to land-mobile operators. "We must use radio spectrum for mobile communications. We cannot 'hard wire' the nation's vehicles with cable or fiber optics," Richards said. He complained that broadcasters did not begin to lobby for the UHF spectrum until earlier this year when the FCC began to give signs that it was ready to move on the land-mobile reallocation. He said that broadcasters could have worked to reserve that space much earlier and that research on HDTV transmission in this country has been dormant. "This process is long overdue," Richards said. He suggested that instead of competing for scarce spectrum, that broadcasters should support NBC's ACTV system because "it is compatible with the 140 million television sets now in use, and it promises to deliver a wide-screen, enhanced-resolution picture within the spectrum presently available for over-the-air broadcast transmissions."

When asked by Representative Howard Nielson (R-Utah) how long the FCC should wait to take any action on UHF spectrum, Paxton gave three years as a target. He said that it would be best if the transition from NTSC to HDTV was a slow, smooth one, and applauded NBC's ACTV advancements. Fox said that the cable industry is also in favor of a slow transition because none of the proposed systems have been tested for cable transmission. Cable "is as up in the air as everyone else," she said.

But Representative Don Ritter (R-Pa.) agreed with Richards's view that the process for setting aside spectrum is starting too late. "Between the industry and the FCC we have witnessed a remarkable lack of vision," Ritter said. Paxton defended broadcasters, saying that the industry was involved many years ago in a push to provide 12 ghz spectrum for HDTV.

The final panel of the day included representatives from companies that are developing systems to transmit HDTV signals over the air: Dr. Masao Sugimoto, chairman of the HDTV committee of Japan's NHK, inventor of the Muse system; Dr. Karen Glenn who invented an HDTV system with her husband, Dr. William Glenn, at the Science and Technology Research Center of the New York Institute of Technology; Dr. Larry J. French, vice president, technology and manufacturing, North American Philips Corp., inventor of the HDMAC-60 system; Steven Bonica, vice president, engineering, NBC, and Richard Iredale, founder of the Del Rey Group, which is, like NBC, developing a single-channel system. They were joined by Dr. William Schreiber, professor of electri-

cal engineering for the Massachusetts Institute of Technology, where he is director of the school's advanced television research program.

During the question and answer session, Representative Jim Cooper (D-Tenn.) asked whether a goal of the early 1990's for the adoption of a transmission standard was realistic. Like the second panel, the third panel generally agreed that it was a reasonable goal. As to whether American consumers would be ready for the transition, Schreiber told the congressmen that MIT was planning large-scale research into consumer reaction to HDTV. He said that in a preliminary study in which consumers were shown both NTSC images and 1,125-line HDTV, most would be willing to pay an extra \$100 and 12% said they would pay an extra \$500 for an advanced set.

Markey asked the panel whether the U.S. systems were hopelessly behind the Japanese developments and whether there was anything American industry could do to catch up. Schreiber said that the situation is not hopeless, but that the future depends on companies' willingness to invest in HDTV. "If America's companies are not willing to invest in the future, then it really is hopeless." But Glenn said that Americans are competing. Although she said that she represented a small research facility of only 22 people, she expressed confidence in their ability to eventually devise an acceptable terrestrial system. □

## Radio rearrangement

**Summer Arbitron book has new number one's in Chicago New York and Los Angeles**

The long-time radio leader in Chicago, MOR/talk WGN(AM), has regained its top 12-plus metro share standing while urban/contemporary hit KPWR(FM) overtook contemporary hit rocker KIIS-AM-FM for the number-one spot in Los Angeles, according to the just-released local market summer Arbitron reports. In New York, it was status quo in the ratings race for first place with contemporary hit WHTZ(FM) still leading the pack. The latest Arbitron ratings are based on listening for Monday through Sunday, 6 a.m. to midnight, from June 25 through Sept. 16.

WHTZ maintained its dominance in the nation's top market by finishing with a 6.2 overall metro share. Next was urban contemporary WBLS(FM) and contemporary hit WPLJ(FM), both finishing with 4.8. There was also a tie for third place at 4.6 between easy listening WPAT-FM and urban contemporary WRKS(FM) as well as for the fourth slot at 4.5 with all-news WINS(AM) and talk WOR(AM) and for fifth at 4.3 with soft rock WLTW(FM) and "dance-oriented" contemporary hit WQHT(FM).

Other station finishes included the market's 20-year-old album-rocker WNEW-FM, 4.0; up from 3.5 in the spring book; oldies WCBS-FM, 3.8; up from 3.7; classic rock WXRK(FM), 3.7; up from 3.3; and all-news WCBS(AM), 3.1, down from 3.3.

## Advanced TV brain trust

Top executives from throughout the television industry including the chief executives of the three major networks, the country's second largest multiple cable system operator, the largest pay cable service and consumer receiver manufacturers have been appointed to an FCC "blue ribbon" advisory panel on advanced television systems. FCC Chairman Dennis Patrick, in a written statement, said: "If the commission decides to adopt some form of ATV, we will rely on this committee to recommend policies, standards and regulations to facilitate the orderly and timely introduction of ATV services in this country."

Chairing the committee will be former FCC Chairman Richard Wiley, partner in the Washington communications law firm of Wiley, Rein & Fielding. Wiley will call the first meeting of the panel to order on Nov. 17 at the FCC building in Washington.

Heading the list of broadcasters on the committee are the three network heads, Thomas S. Murphy, chairman of Capital Cities/ABC; Laurence Tisch, president of CBS, and Robert Wright, president and chief executive officer of NBC. Public broadcasting will be represented by Bruce Christensen, president, PBS. Representing television station groups are Derk Zimmerman, president of Fox Television Stations (also representing the Fox Network); Joel Chaseman, Post-Newsweek; James Dowdle, Tribune Broadcasting; Daniel Gold, Knight-Ridder; Stanley S. Hubbard, Hubbard Broadcasting; James Kennedy, Cox Enterprises, and Bert Stanier, Westinghouse.

From the cable industry, the panel includes Trygve Myhren, chairman and chief executive officer of American Television & Communications, the country's second largest MSO. Joseph Collins, president of Home Box Office, and Frank Biondi, president and chief executive officer of Viacom International Inc., will represent cable programming. The fact that three made up the entire cable representation on the committee bothered National Cable Television Association President Jim Mooney. "The cable industry is substantially underrepresented on this committee. I hate like hell to make a public complaint on something like this, but our private expressions of concern don't seem to have done any good," Mooney said.

Consumer receiver manufacturers will be represented by Robert Hansen, Zenith Corp.; Daniel F. Minihan, North American Philips Co. (which is also the developer of the HDMAC 60 HDTV transmission system); H. Jack Pluckhan, Quasar, and Neil Vander Dussen, Sony Corp. of America.

Rounding out the list will be E. William Henry, former FCC chairman and current chairman of the Advanced Television Systems Committee; Robert Daly of Warner Brothers, and consultant Ward Quaal of The Ward L. Quaal Co., Chicago. Also sitting on the committee will be *ex officio* members from the government Diana Lady Dugan, director, State Department's bureau of international communications and information policy, and Alfred Sikes, director of the National Telecommunications and Information Administration.

Chairmen of three working subcommittees were also announced. Joseph Flaherty of CBS operations and engineering will chair the planning committee; Dr. Irwin Dorros of Bell Communications Research, the systems committee, and James Tietjen of the David Sarnoff Research Center, the implementation committee.

■ In Los Angeles, KPWR(FM) moved from second place last spring to the top spot in the summer report with a 6.6 12-plus share. Falling from first to second was KIIS-AM-FM at 6.5. That was followed by talk KABC(AM), 5.8, up from 5.2; soft rock KOST(FM), 4.9, up from 4.3; and easy listening KJOK(FM), 4.5, down from 4.9.

In the all-news category, KNX(AM) finished ahead of its crosstown rival KFWB(AM), 2.8 to 2.6. Meanwhile, progressive rocker KROQ(FM) with 4.3 beat out KLOS(FM) at 3.0 in the battle among rock outlets. Also finishing with 3.0 was classic rocker KLSX(FM).

As for the market's newest station phenomenon, new age/jazz KTUV(FM), known as The Wave, registered a 2.7 overall share, up from 2.5 in the spring and 1.9 in the winter book when it switched from album-rock, under the call of KMET.

■ In Chicago, WGN, which fell from first to second last spring after being on top for many years, jumped back to its familiar post with a 9.7, up from 8.4. Urban contempo-

rary WGCI-FM was second at 8.2, dropping from 8.6 and first place, with all-news WBBM(AM) landing third at 6.3, up from 5.7. Next was easy listening WLOO(FM), at 5.3—the same share as the previous book—followed by urban contemporary WBMX(FM) at 5.1, up from 4.4.

Among the stations gaining in 12-plus audience share since the spring were: contemporary hit WBBM-FM, from 3.8 to 4.1; classic rocker WCKG(FM), 2.9 to 3.7; adult contemporary WFYR-FM, 2.6 to 2.9.

Those stations showing a 12-plus decline from the previous report included soft contemporary WLAK(FM), from 4.2 to 3.3, and news/talk WMAQ(AM), which dipped from 2.2 to 1.9. WMAQ is one of three stations being sold by NBC and industry sources say Group W is the primary suitor ("In Brief," Sept. 28).

■ Looking at the remaining top five markets, AM stations won the first three 12-plus share positions in San Francisco. KGO(AM) continued its stronghold over the Bay Area

with an 8.7, followed by all-news KCBS(AM), 5.6, and adult contemporary KNBR(AM), 5.2—another NBC station up for sale.

In Philadelphia, album-rocker WMMR(AM) was first with 8.1 followed by urban contemporary WUSL(FM) with 7.8 and all-news KYW(AM) with 7.2. □

## Ratings down for ersatz football

**But TV networks will stay with games for second week of strike despite loss of advertising revenue**

As expected, the television ratings for the first week of National Football League "replacement" telecasts were mostly below those for the regular NFL games that aired previously. But many observers were surprised that the replacement games did as well as they did. The first game of a double-header on CBS (Sunday, Oct. 4) averaged a 12.2 rating/32 share, down 25% from the game that aired a year ago in the time slot.

The second game on CBS averaged only a 9.9/22, a 20% drop from the first game, indicating to some that viewer curiosity piqued by the replacement games was wearing off. The NBC telecast, which went against game one on CBS, averaged a 9/24, about even with its NFL telecast in the same time period a year ago. ABC's first replacement telecast on Monday, Oct. 5, finished

last in prime time with a 14.6/23. NBC finished first with a 17.2/27 for *ALF*, *Valerie's Family* and a movie, and CBS was second with 16.4/26 for its *Frank's Place*, *Kate & Allie*, *Newhart*, *Designing Women* and *Cagney & Lacey*. ABC finished first in the time period when it carried pre-strike NFL telecasts in the first two weeks of the season.

At deadline last week, with apparently little hope that the strike would end before last weekend, all three networks said they were prepared to carry a second week of replacement NFL football. Many advertisers that normally sponsor NFL games continued to boycott replacement football because it does not provide a big enough audience or lacks the "prestige" that comes with the real thing. More than one media executive observed last week that the strike is a "no-win situation for everybody." Some estimates had the networks losing more than \$10 million in revenues with carriage of the first week's replacement games. Such major advertisers as Miller Brewing, Coors, General Motors, Ford, Chrysler and United Airlines had pulled ads from the second week of replacement telecasts. The biggest NFL advertisers to stay in the replacement games were Anheuser-Busch and McDonald's. Sources indicated that the networks were bending over backward to accommodate those willing to stay by offering bonus spots (two for the price of one, for example). Among the substitute advertisers was Procter & Gamble. That company and others were buying into NFL football at bargain basement rates last week.

The networks are not expected to bear the

brunt of the advertiser defections by themselves. NFL officials have said that once the strike is settled, both sides will sit down and negotiate rebates on rights fees for the weeks the networks carry alternate programming during the strike.

Last week, agency executives said the sports marketplace, which has rebounded this year after a period of softness, should remain healthy despite the strike. "It's impossible to weaken the strength of the marketplace," said media buyer Paul Schulman, "because of the enormous amount of dollars advertisers spent for the fourth quarter and next year." However, he added that the marketplace could be thrown into chaos if the strike is prolonged, especially if the baseball play-offs and World Series are decided in fewer than six or seven games. "Then you would have a lot of people scrambling to reach the male audience, and there would be a lot of money up in the air. And the networks are in a tight [inventory] situation currently."

Some observers saw good news last week in the decision by more than 100 regular players to cross the picket lines, with more expected to cross this week. That would put pressure on the players union to be more flexible in its demands. Last week the players passed a resolution directing the union's leadership not to let any one issue interfere with a settlement. That was seen as a realization by the players that free agency, which the owners adamantly oppose, may not be in the cards for the new contract. If that issue is settled, a quick resolution to the strike could ensue. □

## Taxing task: getting rid of Florida ad tax

**State legislature and governor want to repeal service tax on print and broadcast ads but are at loggerheads on how to do it**

The good news out of Florida for those in the advertising business is that the legislature and the governor want to get rid of the 5% services tax as it applies to media buys. The bad news is that they disagree on how to proceed. The legislature wants to keep a cut-down version of the tax; Governor Bob Martinez, who had originally fought for adoption of the measure, now will settle for nothing less than repeal. As a result, the legislature, which completed three weeks of a special session on Thursday, is being called back for the start of another special session today (Oct. 12).

The state Senate and House after almost three weeks of work finally agreed, on Thursday (Oct. 8), on a House bill that would have repealed the sales tax in its present form and substituted one that would have applied to some professional service fees—like those of lawyers and architects (not doctors)—but not to the sale of advertising time or space. It would, however, have applied to television stations' contracts for such services as helicopters, ratings and consultants.

The bill also would have placed the issue on the ballot in a referendum on Jan. 12, with voters asked whether they prefer the truncated services-tax bill or the increase of a half-cent in the existing sales tax as a means of making up most of the loss that would result from abandonment of the services tax.

Martinez, however, would have none of that. Five statewide polls have reported that between 70% and 80% of the voters oppose the services tax. So after the legislature completed action on the bill on Thursday he said: "I will veto the bill when I receive it. It's a bad bill. They didn't repeal the tax." He will issue a veto message when he receives the bill, on Monday, and formally call the legislature into another special session.

Senate and House staffers agree that the governor, a Republican, has sufficient support to sustain a veto—an override requires a two-thirds vote of both houses—even though both houses are controlled by Democrats. The House approved the bill by a vote of 63-50, with seven abstentions, and the Senate, 21-16, with three members not voting. Whether the legislative leaders will be able to persuade the governor to compromise on his position remains to be seen. But observers think that the issue will be resolved in a few days. The part-time legislators will begin the fourth week of

special-session activity; the regular sessions run only two months.

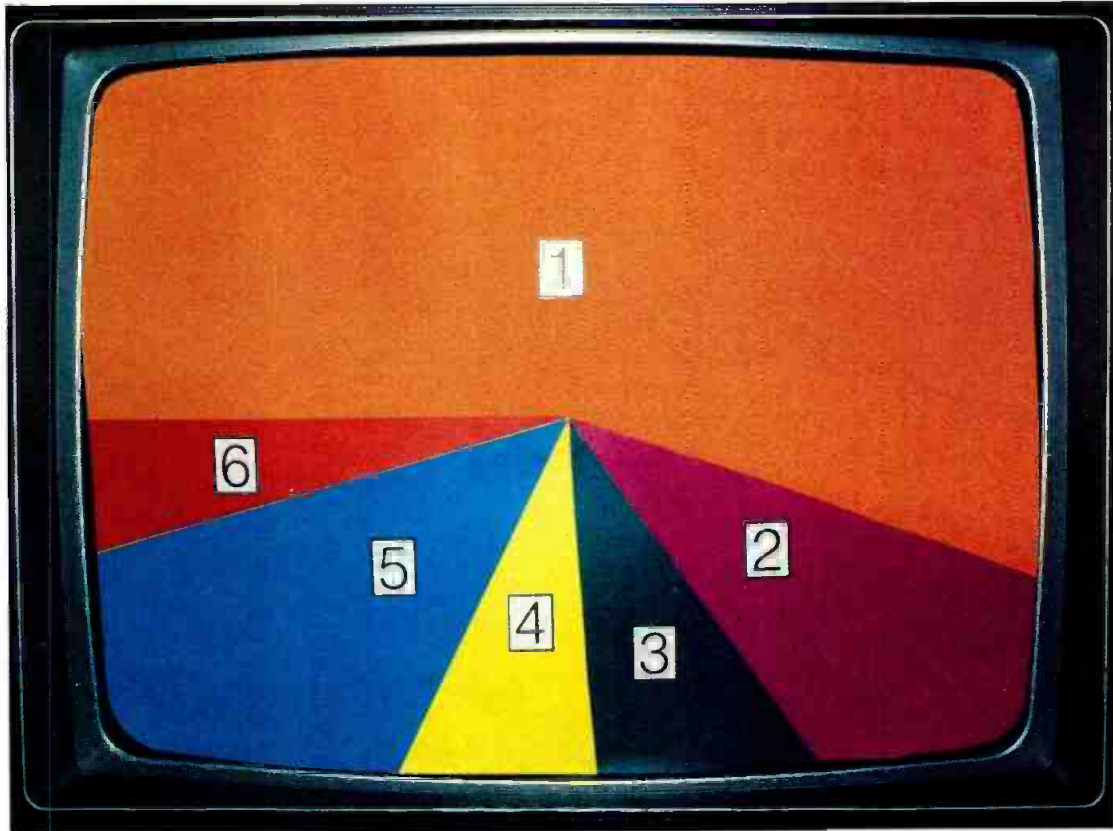
William J. Brooks, vice president and general manager of WPTV(TV) West Palm Beach and president of the Florida Association of Broadcasters, has led the fight against the services tax, as it applies to advertising. But he seems to have mixed emotions regarding developments in Tallahassee. "The state needs the money," he said. "I would have been happier with a revision of the bill that would have eliminated advertising and some other services." Repeal of the tax as of Jan. 1, as Martinez has urged, would cost the state \$500 million by the end of the fiscal year, June 30. The state's constitution requires a balanced budget and bars personal income tax.

Whatever impact the service tax debacle has on the state of Florida's finances, the effect for advertisers and the media generally throughout the country is likely to be beneficial. Florida's enactment in April of a services tax that would include advertising among the services taxed rang alarm bells from Maine to California. Florida, it was feared, would be followed by other states looking for new sources of revenue. But the story emerging from Tallahassee, observers say, does not look like one that would be an inspiration to other state capitals. □

The  
Hour  
works...

# Special Report

Six pieces of the programming pie. This is a BROADCASTING depiction of how the television screen was divided among six major television media in July 1987, as measured by the Nielsen Television Index: [1] network affiliates 58%, [2] basic cable 12%, [3] superstations 7%, [4] pay TV 7%, [5] independent television 16%, [6] PBS 4%. Percentages total more than 100% because some viewing of superstations—all also independents—is attributed to both categories.



## Television's shifting balance of power

*Cable's gain is networks' loss as audience finds alternative media choices increasingly attractive. July cost ABC, CBS and NBC another 8%, and there's a danger that those and other lost viewers will never come back. The upshot: keen interest in the new kid on the media block and intensified effort to get conventional programming back on the track. The bottom line for this special report: that programming leadership is up for grabs.*

NBC Entertainment President Brandon Tartikoff publicly chided CBS and ABC last summer for essentially playing dead when it came to their summer prime time schedules. He asserted that aggressive, innovative counterprogramming is necessary for summer schedules. Absent that approach, he predicted that summer viewers would defect from the networks, and might not return in the fall.

Part of Tartikoff's prediction has already come true; summer

network viewing levels dropped to an unprecedented low. A.C. Nielsen data for July showed that network affiliates accounted for only 58% of all viewing, down 8% from the comparable 1986 figure. Nielsen's peplemeter (NPM) numbers for this past July showed a similar reading—that network affiliates accounted for 57% of all viewing.

In cable homes, the Nielsen data showed that total viewing of network affiliates for July fell below 50%. According to Niel-



in  
New York.

WWOR  
M-F 5-6 p.m.

+ 50%



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# Dividing the shares of TV viewing by dayparts

July 1987 compared with (July 1986)

First line contains NTI numbers, second is Nielsen peplemeter

	Day-time	Early fringe	Prime time	Late fringe		Day-time	Early fringe	Prime time	Late fringe
<b>Affiliates</b>	60 (67)	63 (66)	61 (66)	59 (65)	<b>Pay</b>	5 (4)	4 (3)	7 (6)	9 (8)
	58 (65)	59 (62)	61 (65)	58 (61)		6 (5)	4 (4)	7 (8)	10 (10)
<b>Independents</b>	16 (15)	16 (18)	15 (15)	16 (18)	<b>Superstations</b>	6 (7)	7 (8)	7 (7)	6 (6)
	17 (16)	18 (19)	17 (15)	18 (18)		6 (7)	7 (8)	6 (7)	7 (7)
<b>Basic cable</b>	12 (8)	12 (8)	11 (8)	10 (7)	<b>PBS</b>	5 (3)	4 (3)	5 (4)	4 (3)
	13 (8)	12 (8)	10 (8)	10 (7)		4 (3)	3 (3)	5 (4)	4 (3)

sen's now terminated audimeter/diary sample (the old NTI), which was the measurement standard of record in July, network affiliate viewing in cable homes accounted for 46% of all viewing, down 12%.

The NPM count, which went into use in September, brought worse news for network viewing, showing that affiliates accounted for only 45% of total viewing in cable homes. At this point it appears that peplemeter numbers may prove kinder to cable and independent stations throughout the programming day, at the expense of the three networks.

Moreover, cable penetration reached 50% of all U.S. television households in July, according to Robert Alter, president of the Cabletelevision Advertising Bureau. He also noted that 80% of cable subscribers now have cable systems with 36 channels or more.

"Now that cable is at 50% penetration, every share point that shifts is significant," Alter said, adding that basic and pay cable had a combined 42% share of total television viewing this summer. It will be difficult for the networks to win back the viewers they've lost, he said.

This reality has not been lost on others, such as CBS. That's one reason it created a separate, much-expanded marketing department, headed by David Poltrack, to increase advertiser awareness of the benefits of network television advertising in the face of mounting competition from alternative media. "The major objective is to develop primary demand for the [television] medium," Poltrack said. "The secondary objective," he continued, "is to differentiate network television from all other forms of television."

Poltrack does not argue that the networks continue to lose audience share. To him, the crucial question is one of efficiency. The so-called "alternative" media are not really alternatives but are supplements to network advertising for the national television advertiser, he said. And buying those supplements is more expensive on a cost-per-thousand basis, he added.

Poltrack also maintained that no new competitor has emerged to share control of the national television advertising marketplace with the three broadcast networks. "The question then is whether the audience value received is commensurate with the increased amount of money being spent or if you had the same environment today as you did five years ago, would the efficiency be the same?" said Poltrack.

To Poltrack, that is an open question. There is little debate, however, about the fact that over the past five years, cable and independent television have carved significant niches that have appealed to many advertisers. Moreover, it appears that the networks will find little solace in the peplemeter numbers, which so far have shown an even greater trend toward viewing of

alternative media.

Take prime time (8-11 p.m.) for example. In July, the combined share of network affiliates in prime time dropped 7% to a 61, according to NPM. Viewing of independents was up 13%. Viewing of basic and pay cable combined was flat at about a 23 share.

In early fringe (4:30-7:30 p.m.), an important daypart for independents, the peplemeter also appears to help those stations. Independents registered an NPM share of 18, 12% better than the old NTI rating for the same period. Network affiliates' share of viewing dropped 6% to a 59, while cable was flat with a 23 share.

In daytime (10 a.m.-4:30 p.m.), the peplemeter also appears to favor independents at the expense of network affiliates, while cable appears essentially flat. The affiliates as a group had an NPM share of 58%, compared to an NTI share of 60. Independents had an NPM share of 17% compared to an NTI share of 16%. Advertiser-supported cable picked up the other point dropped by the affiliates, registering an 11 NPM share compared to a 10 NTI share. Viewing of pay cable and superstations was down slightly in the daypart, according to NPM.

The early fringe peplemeter numbers are viewed as a good omen for the independents, according to Susan Rynn, director of research for the Association of Independent Television Stations. "The indies tend to be on a par, if not exceeding any individual network," she said. "We like what we see," she said, and INTV believes that the peplemeter "is giving people a much clearer picture of what the relationship [among the different media is] and the strength of independents."

Within the cable television universe, on a total-day basis, cable's share of viewing (basic and pay combined) in July was a 43, just two share points below the 45 share registered by network affiliates, according to NPM. In cable homes, viewing of pay and advertiser supported cable almost doubled in July over the same month in 1986, while superstations gained two share points.

With network and cable viewing levels so close within the cable universe, it would seem only a matter of time before cable viewing surpasses network affiliates, at least on a total-day basis. CAB is projecting that cable penetration will reach at least 60% of television households by 1991. "It could go past that," Alter said. "The marketing is much more sophisticated than it was and cable companies are packaging and selling with an aim toward better retention of subscribers." Perhaps as important, he said, is that the cable industry is using much more effective tune-in advertising to promote itself. "The industry used to dare people to find out what was on cable," he said.

Within the cable universe, cable viewing in prime time averaged a 40 share of audience, just 10 share points behind the

in  
Los Angeles.

KHJ  
M-F 6-7 p.m.

+ 33%



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network affiliate share in July, according to NPM. In daytime, the total cable viewing share comes even closer, with a 41, just six share points behind viewing of network affiliates. In late night, there was only a three share point difference between viewing of cable and network affiliates.

Another viewing alternative that has captured the imagination of the consumer is the videocassette recorder. Nielsen reports that as of July 1987, VCR penetration was almost 51% of the U.S. television household universe. While penetration is relatively high, viewing has lagged behind, and tends to taper off once the novelty of the VCR has worn off. According to Poltrack, VCR usage in prime time accounts for between 2% and 2.5% of total television viewing, although that figure rises to as high as 5% on Saturday nights, the highest VCR usage night of the week.

Among the three networks, the peplemeter has also affected the standings in a number of dayparts. In the early morning, under the old NTI system, NBC's *Today* led the race by about a full rating point over ABC's *Good Morning America* and by about two rating points over CBS's *The Morning Program*. But NPM has become the great leveler in the morning race, putting *Today* and *GMA* in a dead heat for first place with a 4.2/21 (as of Sept. 27). *The Morning Program* lagged behind with a 2/10.

In daytime, the tables have been reversed for CBS, which had the lead in the household race under the old NTI system. Under the new measurement system, the first week of the new season showed that CBS and ABC switched places, with ABC

averaging a 6/23, followed by CBS with a 4.9/20 and NBC with a 4.3/17. However, in daytime, ABC retained the lead in the important demographic of women 18-49.

In the evening news race, the peplemeter handed back to *CBS Evening News with Dan Rather* the lead the program held for more than five years before *NBC Nightly News with Tom Brokaw* moved into first place late last year. *Rather* fell to third place under the old measurement system this summer. But the peplemeter has resurrected the program. For the week ending Oct. 4, *Rather* finished first with an 11.2/23, followed by *Brokaw* with a 10.1/21, and *World News Tonight with Peter Jennings* with a 9.6/20.

In prime time, there was a narrowing of the gap between second-place CBS (14.6/25) and third-place ABC (14.3/25), while NBC led with a 16.4/25. That was according to NPM. AGB also put NBC in first place (16.5/28), but measured ABC and CBS tied with a 13.7/23. In week two, NBC increased its lead to last season's levels, according to NPM, with a 17.4/29, while CBS put a little more distance between itself (13.2/22) and ABC (12.8/21). AGB's second week prime time numbers were not available at deadline.

In late night, the pattern has not been affected by the switch to peplemeters. NBC and *The Tonight Show Starring Johnny Carson* remain in first, while ABC's *Nightline* has a solid grasp on second place and CBS is third with a mix of original and repeat series.

On Saturday mornings, NBC retains the lead with CBS and ABC a close second and third, respectively.

## Mix of network shows changes

### More series called 'warmedies' and 'dramedies' could appear with move to greater originality in programs

When producer Jay Tarses set out to do a half-hour comedy/drama about a somewhat unstable 35-year-old woman at a crossroads in her life, he suspected NBC would be reluctant to support such a series. Much to his surprise network programming executives did not put up much of a fight—at least not until Tarses returned with the completed pilot of *The Days and Nights of Molly Dodd*.

"NBC wasn't necessarily in favor of a show like *Molly Dodd*," Tarses said. "It's a strange show and it has dark corners to it. It's not traditional and it doesn't wrap up every week. It was a tough sell."

NBC executives finally yielded, Tarses recalled, after they noticed some moments in *Molly Dodd* "that were just wonderful television." After a limited run in the late spring and early summer, the Academy of Television Arts and Sciences nominated it for two Emmys. The network ordered 13 more episodes for mid-season, but with a request for more comedy.

Tarses had an easier time at ABC, which he said was in greater need of quality programming than NBC and more willing to take chances. ABC has committed to *The Slap Maxwell Story* from Tarses, a program about a somewhat unstable 50-year-old man at a crossroads in his life. The network also ordered *Hooperman*, a show that follows the personal and professional life of a San Francisco police detective, from Steven Bochco



Fox's Tracey Ullman



ABC's Hooperman



CBS's Frank's Place



NBC's L.A. Law

and Terry Louise Fisher. CBS jumped on the bandwagon with *Frank's Place*, which centers on a New Orleans restaurant, from Hugh Wilson. And more series known by such names as "warmedies" and "dramedies" could appear later as midseason replacements.

It is an encouraging sign for producers such as Tarses, whose previous attempt at off-beat humor was the critically acclaimed but short-lived series, *Buffalo Bill*. "I just think this might be the start of an insidious trend in television programming," he said.

David Salzman, a member of the office of the president of Lorimar-Telepictures, which produces *Molly Dodd*, *Max Headroom*, and *Slap Maxwell*, says the move toward more originality in half-hour and hour shows means "you are seeing fundamental changes, most of which will be long lasting."

According to Salzman, Lorimar has seven-and-a-half hours of programming on network schedules this fall, plus an additional

25 development deals in place with them. He said the mix of conventional and "leading edge" programs is about 50-50. "Two years ago it would have been 100% conventional," he said.

The changes have been spurred by a number of factors including peplemeters, increased competition for original programming from newcomers such as Fox Broadcasting Co., pay and basic cable services, and declining network audience shares, Salzman said. He believes the networks are willing to air programs that get 20 to 25 shares. Three years ago, a series had little chance if it fell below a 35 share. "I think it's forcing them to take a bolder, different approach as opposed to a safer and more derivative approach," he said.

Like the three major networks, Fox Broadcasting Co. has discovered that originality works. FBC has relied on concepts that are "about 10 degrees off" what the networks do, said Garth Ancier, senior vice president of programming at Fox. "Where we

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## Question: Will cable viewing ever equal or surpass viewing of the three broadcast networks in prime time?

**Bob Alter, president, Cabletelevision Advertising Bureau:** "It's certainly possible within the cable universe. The networks dropped from a 65 share to the mid-50's in the last three years. In the next three years that should fall even more, and cable viewing's share should climb to a point equal to the three networks in prime time."

**David Poltrack, vice president, marketing and research, CBS:** "I can't imagine that ever happening."

**Susan Rynn, director of research, Association of Independent Television Stations:** "I tend to doubt that. I think there will be more of a shakeout among cable ad supported networks and perhaps more targetted networks coming on line that won't be able to produce the mass audience needed to surpass the networks."

**Marvin Mord, vice president, research, Capital Cities/ABC:** "I honestly can't believe that will happen. Even within the cable universe I doubt it because the pay services are in only about one of every two cable homes. And that doesn't seem to be growing to any extent."

have succeeded, we have been different and we have been younger," he said. There has been less success "when we have been trying to be too much like the other guys." In the pipeline for Fox are more one-camera film shows, 52-week serials, live sitcoms, and shows exploring controversial subjects.

Ted Harbert, vice president of motion pictures for ABC, agreed the time has come for change at the networks as well. "We are going into the third decade of the 'post Golden Age' crime dramas and family sitcoms," he said. "We've got our types down, and the audience has been watching for years. I think there is a saturation level that we've reached."

Early Nielsen figures confirm Harbert's thinking. Many new traditional hour crime and family dramas on all three networks—

particularly the CBS schedule with a multitude of police shows—are finishing at the back of the pack. CBS has made two attempts at different forms of drama. One is a reality-based show, *Tour of Duty*. The other is *Beauty & The Beast*, a fantasy format that CBS Entertainment President Bud Grant said could spur a new programing trend.

Warren Littlefield, executive vice president of NBC prime time programs, says the concept of "tried and true familiar television talent" for hour dramas is growing stale. The networks want "great characters and great words," such as in *L.A. Law*, which along with *Murder, She Wrote*, and *Moonlighting* could be the only hour dramas to crack the top 20 this season.

For producer Aaron Spelling, the idea of better dialogue and character development is

fine. Spelling believes that with the back-end syndication value still bleak for hour action-adventures, television suppliers will turn increasingly to character-based plots rather than expensive action sequences.

Stephen J. Cannell, who has produced more than 20 action-adventure series in his career, fears that creating for the marketplace, whether it means more ensemble casts or greater realism or fantasy, will only lead to a decline in quality. "I never start trying to figure out what's going to be in vogue," he said. "I have to create for myself."

For many others, the emphasis continues on comedy. Harris Kattelman, president of 20th Century Fox Television, which counts among its ranks such "leading edge" producers as Bochco, Fisher, Jim Brooks (FBC's *The Tracey Ullman Show*) and Michael Whitehorn (*Pursuit of Happiness*, midseason series for ABC), said that he sees a trend away from the saturated family sitcom market toward more adventurous formats.

However, other producers say the new "warmodies" contain the same mixture of comedy and dramatic elements that appeared in *M\*A\*S\*H* and *All in the Family* in the 1970's. Today's shows do differ in two ways: they are done as one-camera film shows and they have no laugh tracks.

This technique allows scenes to be shot on location, which gives writers more freedom to develop characters and relieves them of the responsibility of having to come up with a steady stream of jokes for the studio audience. "A lot of people would like them to succeed purely because they are fairly intelligent type shows and present an alternative to the traditional sitcom," Tarses said.

Judging from the first two weeks of ratings for the new season, their success is uncertain. Entertainment industry observers said *Hooperman* stands the best chance of seeing another season. In its debut, the series ranked 10th on the A.C. Nielsen chart for the week, finishing with a 21.5 rating and 35 share. The following week it fell to the number 20 spot, and averaged a 17.5/28. *Slap Maxwell* fared worse, declining from 18th (18.2/31) in its initial sampling to 35th (14.9/24) its second week. *Frank's Place*, originally intended as an 8 p.m. Saturday show, received a strong sampling in its special 8 p.m. Monday night time slot, and CBS made some initial quick changes to give the new entry a permanent home there. The show has since declined, falling to 48th



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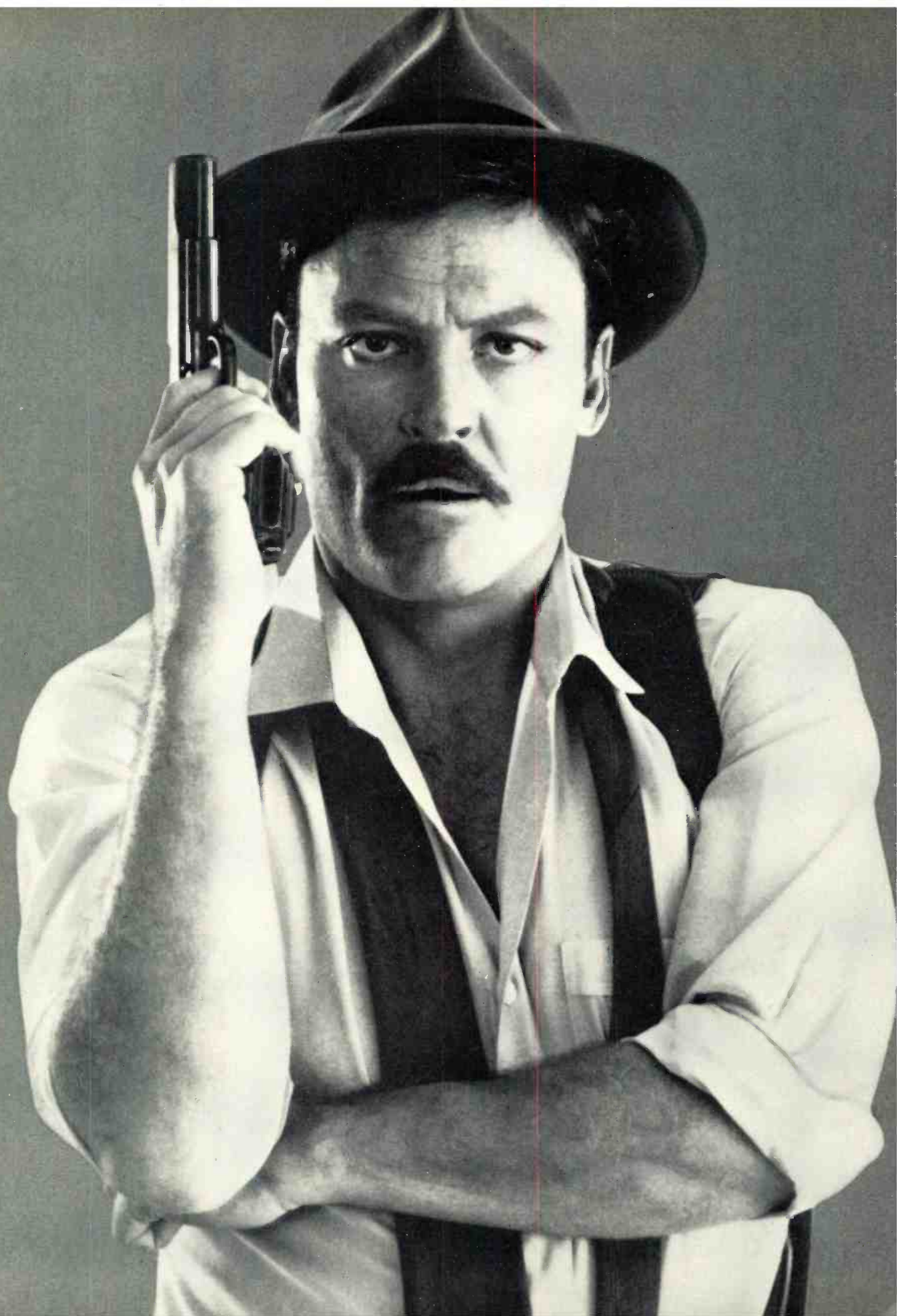
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(12.2/20) for the week ended Oct. 4.

With the new comedies drawing shares in the mid- to low-20's and leaning toward upscale audiences, producers such as Spelling are worried. "Once you start aiming your shows toward demographics, or aiming your shows toward a presumed trend, I think that's very dangerous," he said.

No one really expects these new comedy programs to be immediate rating blockbusters, but Littlefield says they will need at least moderate success to return for a second season. "It's experimental at best," he said.

Gary Lieberthal, chairman and chief executive officer of Columbia/Embassy Television, said that although character and plot are the most important elements of comedy, it does not matter whether the program is done before a live audience or with one-camera. (Most of Embassy's sitcoms are taped in a studio.)

"If the new trend in programing is to physically stand farther and farther away from the action, I don't know if the viewers are going to understand or appreciate that," Lieberthal said.

Despite the sizable audience drop off that the new comedy/drama shows have experienced, and questions about whether they will play in the nation's heartland, neither the networks nor the creative community is ready to write them off. "Hopefully, if a couple stick, there's a message out there that you can be a little different, that the audience has an appetite for it," Littlefield said. "So I'm hoping that even in some cases where the shows are not mine that they reach some

level of success."

Grant appears willing to stand by *Frank's Place* for the time being, along with the network's struggling dramas. "I think it's very important these days that shows don't get taken off the air as quickly as they did years ago," he said. "I think it takes time for people to sample 20 different channels."

It is ABC that seems most determined to turn the half-hour "warmedy" into a network staple.

The network hopes to follow NBC's earlier practice of attracting top talent. In the early 1980's, NBC took the same tack in the hour drama area, attracting top talent and high ratings that propelled it into first place with shows including *Hill Street Blues* and *St. Elsewhere*. For its part, ABC appears willing to give its new half-hour series the same freedom, a strategy that Harbert hopes will pay off down the road.

"It's the kind of thing that makes you look

at a network and say they will roll the dice with you—and that's very appealing," said Paul Witt, who along with partners Tony Thomas and Susan Harris is negotiating at least two development deals with ABC.

While ABC is making efforts to develop new programing in the comedy and drama arena, with *thirtysomething* and *Max Headroom*, it also is trying to revive the variety format with *Dolly* on Sunday nights. The program finished fifth in the Nielsen ratings its first week, averaging a 24.7/38 share, but then dropped the following week to 21st place with a 17.3/26.

If *Dolly* can maintain a share in the high 20's, Salzman insists variety could once again become a viable format. Lorimar is developing a variety show that it hopes to sell to one of the networks, and also is producing *The Nell Carter Show* for Fox Broadcasting. As Salzman put it: "You can't hold a good show down."

## Cable subscribes to original programing

**Industry executives say original shows can help to increase cable viewers and differentiate services**

In cable programing today, the buzzword is "original." It is on the lips of cable operators

and programers who believe that original product is vital for cable to stand out in an increasingly competitive video environment. It also is being uttered by cable programers with keen interest as network shares decline and Madison Avenue explores other places to spend advertising dollars.

The basic networks, flush with cash from rising subscriber totals, are putting money back into original programing, trying to refine a niche that will invite advertising investments. They also are buying more off-network (broadcast and cable) product, especially one-hour programs that may have played poorly or not at all in syndication. The off-network hours beef up the lineup while adding visibility to the service.

While movies remain the staple of leading pay services, HBO and Showtime, and to a lesser extent the Disney Channel, original productions of specials, series, events, documentaries and movies play an increasingly important role in their schedules. Such programing helps differentiate the services and draws viewers to sample other programing. That, in turn, improves viewership and reduces churn.

Across the basic cable spectrum, futures are being pinned on original programing. "Your identity is with original programing," said Charles Gingold, vice president, programing, Lifetime. "And only the strong will survive," he said, meaning those who have established and maintained an identity. Original programing "is very important," added David Kenin, senior vice president, programing, at the USA Network, which intends to expand its original production in prime time. The same holds true at CBN, where Tom Roberg, senior vice president and general manager, said: "It is our intention to develop a fully original and exclusive prime time." At the Nashville Network, the goal over the next two years is to increase the amount of new material from six to nine

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\*NSI, February, 1987.

hours a day. "We want to make sure our service is exclusive," said C. Paul Corbin, the network's director of programing.

Although movies continue to drive the pay services, original programing has become an important ingredient. "We believe that our business will be built upon proprietary programing that's not movies," said Seth Abraham, senior vice president, programing operations and sports, at HBO. To him that means into "homegrown programing that is videoproof."

Showtime, at philosophical odds with HBO over movie exclusivity, prefers a combination of exclusive and original programing. Showtime, under the ownership of Sumner Redstone, continues to put "a very strong stake in exclusivity," said Fred Schneier, Showtime executive vice president. Its two original series, *Brothers* and *Shandling*, are two of pay cable's original programing success stories. "We believe in franchises. It is important to do things more than once," Schneier said, pointing to the 10th special that comedian Gallagher will do for the network.

Lifetime has debuted two new original programs that it believes will help further define its niche. *Way Off Broadway*, with comedian Joy Behar, is a one-hour variety series that airs weekdays at 9 p.m. and midnight. Gingold said there is "great potential in the show." It joins the daytime, one-hour *Attitudes*, now in its second season, with Linda Dano and Nancy Glass, as Lifetime's most prominent original product. "I believe you can produce good quality original pro-

graming," said Gingold, "and that's the way to go." He admitted, however that it is "by far the riskiest." Lifetime has also increased the number of specials. ABC's *All My Children* star Susan Lucci is doing one on the working woman, and others are scheduled on women in U.S. history and on AIDS.

One reason behind CBN's expanded original programing activity is concern over maintaining channel position. As more cable operators take equity ownership in program services, especially as urban new builds progress, CBN fears it may get bumped in some instances. The service hopes to preempt that by increasing its ratings and original product. The six-cents-a-month-per-subscriber fee that operators began paying this year will help fund a growing original programing budget. CBN has 43 hours of new programing each week, says Rogeberg, and it has four half-hours in development with Columbia-Coca Cola—two sitcoms, a western and an action-adventure show it plans for its prime time lineup in 1988. Original programing "is where we'll find our real support," said Rogeberg.

CBN also plans "to go forward with a new emphasis towards children's programs," he added. According to Rogeberg, CBN is evaluating nine concepts for weekday morning and weekend play. Both *The Campbells* and *Butterfly Island* are in their third year as original offerings on CBN, and four other original shows are on CBN's new schedule—*Crossbow*, a half-hour adventure series on William Tell; *The Last Frontier*, a half-hour underwater documentary series; *Sec-*

*ond Honeymoon*, a half-hour game show, and the western *Bordertown*, one of the Columbia-developed half-hours that will debut in January.

"It is important to find programing that has broad appeal you can afford," said USA's Kenin. That is the philosophy behind the network's mix of off-network hours and half-hours—some with original episodes—game shows and music programs. USA is also shifting program introduction, to the extent it can, to January, to avoid getting lost in the September programing shuffle. New episodes of *Ray Bradbury Theater*, *Alfred Hitchcock Presents*, *Jackpot* and *Chain Reaction* will appear in January 1988. "Our present intention is to counterprogram as broadly as possible to provide our viewers with unique alternatives in all dayparts," Kenin said. USA's game shows, for instance, are scheduled against network soap operas.

Professional sports and colorized movies remain the staple of WTBS(TV)'s prime time programing lineup, which is supplemented with original documentaries and specials. "High profile and big event programing is what we really try to do," said Jack Petrik, WTBS executive vice president. The colorized movies "have been very successful for us," says Petrik. WTBS is receiving two new colorized movies a month, and hopes to increase that to three per month next year. New specials from the National Geographic, Audubon and Cousteau societies play a major part in WTBS's programing mix. The network will air the last six episodes of its *Portrait of America* series this fall, completing its 50-state canvass. And TBS's major documentary effort, *Portrait of the Soviet Union*, will get significant play next year.

TBS, which will spend in excess of \$100 million this year on original programing, including sports and specials, "is trying to produce in all areas that we think will attract an audience," he said.

According to Petrik, TBS is devoting considerable research and development to its music programs, *Night Tracks*, *Chartbusters* and *Power Play*. "We are trying to find the mix that will bring in the broadcast appeal," he said. TBS, now in the early stages of original series production, is reviewing pilots for a new *Our Gang* series, plus game shows and possible sitcoms with other partners. Petrik said TBS may do sequels and remakes of movies and is currently exploring doing a two-hour "Tom & Jerry" movie through Hanna Barbera.

The Nashville Network, to a large extent, has programing that does not appear in great quantities elsewhere. It is, as Corbin said, more a "life-style service." Old network series do not dot its schedule, and few of the many original specials it airs would appear elsewhere.

Launched in April 1983, the network has developed a program cycle that runs from April to April. That helps the network avoid competing with all of the other new fall entries. Corbin said the network views April "as a major opportunity to tell the public the programing we have." Now that Nashville has its prime time lineup refined, its next target is daytime. It plans a half-hour daily magazine show aimed at homemakers,

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*American Magazine*, which it hopes to expand to an hour. Original music, sports and comedy specials play a heavy role in Nashville weekend programming, especially Saturday evenings. (Corbin said the weekend schedule reflects the network's desire to increase sampling and enlarge its weekend audience.) Again this year Nashville and True-Value Hardware are coordinating a nationwide year-long talent search that will yield six regional winners who will appear on the network in the contest's final round. The winner receives cash prizes and a recording contract. Corbin said the network plans to expand its promotional tie-ins with local cable systems for programming, such as the talent search, in the next year.

HBO, in its 15-year existence, has seen the driving programming force at the network

shift from sports to specials to movies. "Movies are very much the locomotive that drives the train" at HBO, said Abraham, but the difference from years ago "is that the quality of the cars behind [it] are of a much higher calibre." And there are things that original programming can do that movies cannot. "Possibly the three most important words at HBO are 'Did you see?'" he said, adding that telling nonsubscribers about events on HBO that will make them want to subscribe is paramount to HBO's growth. "You wear down the resistance of the nonsubs," Abraham said, "and you don't get that kind of bounce with movies. There is no exclusivity with movies." Original programs "are walking billboards for HBO," he said.

HBO has also found a niche doing pro-

gramming on subjects "the networks won't do or can't do," Abraham added. "Provocative TV movies [Sakharov, Murrow and Mandela, for instance] are only on HBO." The pay service airs a documentary each month under its *America Undercover* series, which HBO sees as a genre the networks have by and large abandoned. And many of the premiere boxing events appear on HBO. "We look to take advantage of those situations," Abraham said. "A good programmer needs to be a bit ahead of the public taste," he added, noting that HBO's anthology series, *Hitchhiker*, preceded NBC's anthology, *Amazing Stories*.

Showtime launched its new weekend schedule in August, and Fred Schneier, said the pay service is "encouraged by what we see." (He also reported that "our subs in

**Questions: 1. How important a role will exclusive programming and original programming play in the future?  
2. What makes cable programming stand out among all the programming sources available today?**

**Michael Fuchs, chairman and CEO, HBO:**

1. "We see exclusive programming as original programming. It's hard to claim exclusivity on movie programming with the VCR... There are still millions of customers that we would like to have that we don't. The way we think we can reach those customers is to give them something they haven't been able to get anywhere else."

2. "Quite honestly, I think it is the diversity, volume and convenience of it. The economic structure of the way [cable] has been formed has a lot to do with the availability of more programming. There is an immediacy to cable... I really think cable has brought the world a lot closer in a lot faster time than broadcast ever did. The hunt for different types of programming in this highly competitive world leads you into a lot of corners and crannies that normally wouldn't be seen on broadcast television."

**Kay Koplovitz, president and CEO, USA Network:**

1. "Both exclusive and original programming are important elements for the future of cable programming. They are needed for differentiation and value. The differentiation sets

networks apart and the value to the consumer is important to the cable operator."

2. "Cable programming, viewed collectively, is as important to viewers as any single broadcast network. In effect, cable is the fourth network. Individually, cable networks offer great variety in program content and appeal to individual viewing tastes. It's a great combination."

**Robert Wussler, president, WTBS:**

1. "Exclusive and original programming is the future of cable television. We all have to commit ourselves to providing viewers with something they can't get anywhere else. That's what makes ESPN's NFL package, the original movies on HBO and Showtime and the many exciting sports, entertainment and information specials on the three Turner networks so important."

2. "We've reached the stage where the major cable programming services can afford original programming that looks every bit as good as what the broadcast networks produce. In addition, there are two factors that make cable unique and, frankly, superior to broadcast television. First, cable's ability to appeal to

specific audience interests makes it possible for programs such as National Geographic *Explorer* on the SuperStation, Nickelodeon's *Double Dare*, HBO's *Not Necessarily the News* and the many excellent news and business reports on CNN, to develop loyal audiences. And that leads to a second important quality of cable—creative freedom. People like Gary Shandling, Jacques Cousteau and Shelley Duvall have come to cable because they know that they'll be given the freedom to develop new ideas that would be out of place on network television. That freedom and the outstanding work it fosters will make cable the most important source of television programming in the years to come."

**Tony Cox, chairman and CEO, Showtime/The Movie Channel:**

1. "Exclusive programming is definitely the way to go if we are to back up our claims of differentiation. We have all seen, through exhaustive research, that subscribers cancel pay services primarily because of duplication. In our efforts to satisfy our subscribers, we

have virtually taken away this reason for cancelling. Our strategy has had remarkable effect in our, and the industry's, churn rate, and we certainly will continue in this policy of buying exclusive product. Original programming, by its very nature, is exclusive, and is the perfect complement to exclusive movies."

2. "Cable programming's appeal to the subscriber lies in its originality and creativity. By the very nature of cable's openness and artistic freedom, the programming it produces is more open, more lively and more adventuresome. We can take risks and produce shows that challenge both ourselves and our viewers. It is precisely that openness that creates and flourishes in services like Lifetime, CNN and MTV. And it's that same freedom that makes programs like *Brothers*, *It's Garry Shandling's Show* and *Showtime Coast to Coast* the kinds of shows you will see on cable."

**Roger Werner, executive vice president, ESPN:**

1. "We believe the acquisition of exclusive rights to established, network-quality programming is absolutely critical to the future

growth of the cable programming industry. ESPN's acquisition of an NFL schedule is a first step, but may represent a useful model for other joint ventures in future TV seasons. As for the importance of originality, there are clearly economic, political and aesthetic limits to the amount of established network programming that can migrate from the current distribution medium to cable. For many practical reasons, the cable programmers will also have to build viewership with programming that is different and better than the established broadcast network standard."

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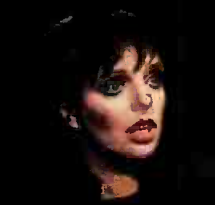
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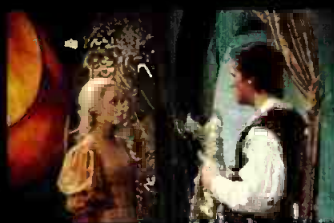
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1987 are up.") Friday night is devoted to comedy, with a movie, plus Showtime's original series, *Brothers* and *Garry Shandling*. Saturday is a combination of exclusive movies and specials, and on Sunday Showtime is airing two "top ranked" movies. The last Sunday in the month, Showtime runs 10 exclusive features back to back. "The reaction is very good on all fronts," Schneier said. "The comedy programing is working."

In November, Showtime will premiere *Super Dave*, a comedy show built around a character developed on *Bizarre*. Showtime is planning to program more music performances in its *Coast to Coast* series and plans to set up a 40-location comedy club network nationwide. The service will tape sessions of young comics and use the material in its Friday-night comedy block and also interstitially. The project also serves as a promotional tie-in for local cable operators. Showtime also plans "a tighter working relationship with MTV," working together on a Michael Jackson promotion that will turn into a Showtime special.

The new ownership has also meant "stepped-up corporate involvement in made-for-pay movies," Schneier said. With Viacom's syndication division, the presence of a back end for programing "enables us to step up to a larger budget," he added.

Disney Channel President John Cooke said his service is focusing on new programing for three key target audiences: pre-teenagers, teen-agers and adults. In development are a daily half-hour for pre-schoolers, plus another half-hour on weekends for the same

audience and a new animated series. In the afternoon, Disney will soon premiere *Kids Scene* plus two other programs, a weekday, one-hour, live show geared to pre-teenagers and another show geared to teenagers, to run at 5:30 p.m.

In development for prime time are two sitcoms, the first scheduled for premiere in April.

Cooke said Disney continues its interest in made-for-TV movies and brought "Sleeping Beauty" off the shelf to premiere this month. "It's important that our subscribers be rewarded with programing they can't see elsewhere," Cooke said, explaining the gradual introduction of classic films from Disney's library.

Disney also is making efforts to beef up programing for adults because one-third of its subscribers do not have children. Cooke said the service's 9 p.m. movie and new shows such as Garrison Keillor's *A Prairie Home Companion* are responsible for the increase in adult viewership.

Off-network programing, especially hour-long shows, are popping up all over on basic cable, some even skipping syndication and going directly to cable. On USA Network, *The New Mike Hammer*, *Ray Bradbury Theater* (which played on HBO), *Press Your Luck* and *Tic Tac Dough*, join *Check It Out*, *Airwolf*, *Riptide* and *Alfred Hitchcock Presents* as new off-network programing on that network. *Falcon Crest* and *Sneak Previews* join *Flamingo Road* and *Jack and Mike* as Lifetime's chief new off-network offerings. New to TBS is the *New Leave It to Beaver*, *Alice* and *Laverne & Shirley* while CBN has

added *Remington Steele*, *Paper Chase* and *Crazy Like a Fox* to its fall lineup.

One thing programers like about those shows is the instant name recognition. Gingold, who knows the program syndication marketplace through tenures at KYW-TV Philadelphia and WABC-TV New York, said the bounty of hour-long programing that producers found difficult to sell to broadcasters made cable a natural outlet. *Falcon Crest* received low numbers in its first year in syndication and Lorimar has since sold it to Lifetime. *Crazy Like a Fox*, on CBN, went directly from the network to cable because of a special agreement CBN had with producer Columbia. The ratings for Lifetime's off-network hours to date "look pretty good," said Gingold. While there is some name recognition in those shows, he also warned that there are pitfalls in putting up that much money because some price levels can't be justified on the bottom line.

How *Airwolf* and *Riptide* fare (running weekdays from 7 to 9 p.m.) will be "very important to our success," said USA's Kenin. USA's new schedule has met "broad acceptance by cable operators and advertisers," he said, and now it's a matter of gathering enough peplemeter ratings to see what trends are emerging. Kenin said advertising this year "is very, very strong."

The new off-network series on CBN have been building slowly. Rogeberg said *Remington Steele* is getting a 1.3-1.4 at 7 and a 1.4-1.8 at 11 p.m. *Paper Chase* is coming 2.2-2.3, he said, and *Crazy Like a Fox* is averaging between 1.2 and 1.6. There is growth each week, Rogeberg said, but "we certainly hoped they'd be higher than they are." All three shows premiered before Labor Day, and Rogeberg believes that once HUT levels increase, "people will come around to us." Last year CBN took up the one-year window for *Hardcastle & McCormick* and got "strong numbers" with it.

How many years off-network series can be repeated varies, say cable programers. Sitcoms, cartoons and westerns have the longest half-life. How long the off-network hours can be played is open to question.

When cable programing was in its early stages, repeats were necessary, principally because there was not enough money or programing to go around. While more original production reduces the need for repeats, Gingold said that "certain shows are evergreen," pointing to Lifetime's *Partners in Crime*. Maybe no one practices the evergreen approach better than CBN and TBS. *Wagon Train*, *Big Valley* and *Gunsmoke*, said Rogeberg "are among our most popular." Shows like *Father Knows Best* "are our strongest entries," he added.

Petrik said children's programing remains some of the most enduring evergreen programing. For example, the two-to-11-year-old demographic turns over every nine years, allowing the TBS's cartoon blocks to run virtually into perpetuity. The huge library of comedy shows also falls into this category, "but they do need to be cycled," he said. This is one reason why *Alice* and *Laverne & Shirley* have joined the fall lineup as other shows take a rest. As Petrik said, "the titles change, but they are the same basic concept."

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ALL AMERICAN TELEVISION

# European appetite for U.S. programming grows

**International sales get increasing attention from U.S. companies as MIPCOM opens this week in Cannes**

The selling of American television programs overseas has become a \$1-billion industry and U.S. companies that previously may have viewed international sales as little more than an aftermarket are taking heed.

"There has been a quantum addition in the demand for programming," said Don Wear, CBS International general manager, who attributes the growth to the expanded number of media outlets, including cable and satellites, plus an increase in the number of hours being broadcast.

"For the first time, the U.S. has seen that the international marketplace is actually worth something," said Sally Busby, director of international sales at Consolidated Distribution. "It will be worth more as the move toward deregulation continues and there are even more outlets."

U.S. producers, distributors and international program executives, all witness to more competitive program buying and the continuing expansion of new media, particularly in Europe, will travel to Cannes this week to explore the growing potential of what has rapidly become the preeminent fall television market, France's annual MIPCOM--International Film and Program Market for TV, Video, Cable and Satellite.

MIPCOM, which runs from Oct. 16 to 20, is expected to attract more than 4,000 people. Of the 720 buyers of TV and home video products scheduled to attend, 60% are from traditional television outlets, 30% represent home video interests and 10% are from cable and satellite media. Among the 300 or so exhibiting companies, there are 58 American companies, compared to 42 companies last year.

Behind MIPCOM's growing prominence as a European television sales marketplace is the media explosion, spurred by deregulation, privatization and new technologies of delivery such as satellite and cable, that have created a tremendous appetite in Europe for new programs. Americans, who already do much of their offshore program sales in Europe, believe demand for their home-grown fare will continue.

"I'm very optimistic about business in Europe and generally around the world. The market has grown enormously over the last two years," said William Saunders, senior vice president of international sales for 20th Century Fox. At MIPCOM, his company will sell programs including *L.A. Law*, *Hooperman* and several new series produced for the Fox network.

Bert Cohen, Worldvision senior vice president of international sales, said: "I see a continuing expansion in the European market [brought about] by expanded hours of

broadcasting in late night and daytime." He also sees revived interest in vintage American series largely shelved by European and other broadcasters. Among Worldvision's offerings at MIPCOM: *Dallas*, *Highway to Heaven*, made-for-TV movies airing on network this season, feature films, children's programming, plus new comedies, soap operas and mini-series.

Of the eight major buyers of U.S. television, which together account for an estimated 80% of the business, five are European—Great Britain, France, Germany, Italy and the Scandinavian countries (considered as a group). Australia, Canada and Japan are the three other big purchasers.

The two largest buyers of U.S. product are France and long-deregulated Italy. France, long a bastion of state-owned television, has witnessed a virtual revolution in its TV industry (BROADCASTING, Aug. 31), with the privatization of the largest state network and heavy commercial competition from other new private and pay TV networks.

Great Britain and West Germany also are witnessing a vast restructuring of their media landscapes, including the advent of program-hungry direct-broadcast satellite services.

While some observers see a stagnant or shrinking world market outside Europe (according to one studio, sales of U.S. product have dropped from 50% to 15% in Latin America), others predict growth in areas such as the Pacific Basin where countries including Japan and Australia have more competitive channels and more hours of program day to fill.

Although program sales continue throughout the year, there are a handful of special occasions when potential clients are far more accessible to program distributors. In the three years since MIPCOM shifted its focus toward television (it ran for five years as a home video market) it has become one such opportunity.

Twentieth Century's Saunders views it as "one of two main markets, along with Monte Carlo in February." Colin Davis, president of MCA TV International, which will take new products including hour-long programs *A Year in the Life*, *Private Eye*, and *The Law and Harry McGraw* and half-hour shows including *Bustin' Loose*, *Family Man* and *Out of this World*, said the market probably is the third most important one behind the screenings of network-accepted pilots in May and the Monte Carlo market in February.

"MIPCOM has turned out to be a very satisfying show for us," added Jack Healy, president of ABC Distribution, which will offer such shows as ABC-produced *Moonlighting*, plus new series, made-for-television movies, mini-series, news features and sports programming.

The key to MIPCOM's success may be its timing, according to Davis, Saunders and others. The show comes when episodes of new series are available for screening, and have begun airing on U.S. networks and in first run syndication, with initial ratings al-

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America has lost a generation of teachers. To fill in the gaps, schools are using teachers out of the fields of expertise or uncertified teachers to make sure classrooms aren't empty. This severely hurts the education process and masks the severity of the teacher shortage.

In a recent Gallup poll, commissioned by the NEA, 80% of the American people favor higher teacher salaries. Almost half of those surveyed — 41% — said they are willing to pay higher taxes to see that teachers are paid properly.

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## The big picture is getting bigger, say international TV program salesman

**Don Wear, CBS:** "The process of internationalizing the industry injects the process with economic rigor and health."

**Jack Healy, ABC:** "These are good times to be selling programs overseas."

**Colin Davis, MCA:** "If you take Europe and Canada, that's 80% of the business."

**Bert Cohen, Worldvision:** "I anticipate the continued rebirth of evergreens [in Europe], where they've been on the shelf for several years."

ready starting to come in.

By contrast, another major program market, MIP-TV, held each spring in Cannes and sponsored by the same MIDEM organization, is under fire by the major studios especially for its timing, which precedes by a matter of weeks the network screenings in May. "MIP is beginning not to fit. It's no longer a major market for us," said MCA's Davis. "MIP's timing is wrong," added 20th Century's Saunders.

Others, including Worldvision's Cohen and smaller independent distributors like Fred Cohen, executive vice president of Sunbow Productions, which will be on hand at the show offering children's animations in series and movie form, continue to view MIP-TV as a useful part of the international circuit, as long as buyers continue to attend.

And despite MIPCOM's success, the nature of the gathering remains in flux, in part because of the continuing transformation of the media environment which has shaped it. Buyers of product for satellite and cable distribution, for instance, are still a relatively small part of the mix, reflecting the uneven

emergence of the delivery media in Europe and elsewhere outside the U.S.

According to ABC's Healy, "cable and satellite are still secondary markets, but we sure don't want to ignore them. We've got to work toward understanding them for business tomorrow." Gary Worth, head of distributor Westernworld Television, which will showcase a new teen-age soap opera, a weekly entertainment news show, a science series and pair of film packages, noted that while satellite services need program exclusivity to grow, they can't yet afford it.

"[They] have not been financially viable enough to be serious contenders for program rights. They've bought leave-behinds. Clearly, state and private telecasters are still in driver's seat," Worth said. ABC's Healy added that if cable and satellite media are to survive, they must continue to look more for fringe and specialized products where competitive pressures on price are less.

MIPCOM seems another likely forum for the heavily debated subject of American-European coproductions. "International collaboration is now a compelling force," said

CBS's Wear, adding that "the single biggest challenge is to control the cost of programming. Internationalizing the industry injects the process with economic rigor and health."

Wear, whose division is producing the new *Twilight Zone* for international distribution, has also conducted coproduction experiments with companies including London Weekend Television and Australia's Nine Network. "The viewer is more demanding, more sophisticated, less tolerant of formula programs and reruns, so there's a tremendous pressure on the creative process to reach out and embrace ideas from a far larger universe," Wear said.

The major studios tend to keep primary distribution rights to themselves and therefore have been slow to enter the coproduction realm, but smaller producers looking for a program market niche have been more flexible about such arrangements with overseas interests.

Production company Telecom, for instance, put together a European consortium to produce *Anastasia: The Story of Anna Anderson*, a four-hour mini-series that aired on network last season. Telecom presently is working on a new mini-series, *The Hiding of Anne Frank*, with Britain's Yorkshire Television. The new production involves collaboration on creative aspects, use of facilities and costs, according to Telecom President Michael Lepiner and Executive Vice President Kenneth Kaufman.

"Coproductions are probably the most abused concept in entertainment," commented ABC's Healy. "We will see more, but I don't know how many will be consequential." The network executive still believes, however, that absent other methods of spreading risk, such as barter syndication, practically nonexistent in Europe, it may remain worthwhile to produce through collaboration. Healy warned, however, that because the independent producers in coproductions may have less opportunity for network exposure, "the economics are narrower."

Among other North American distributors on hand at MIPCOM will be MGM/Telecommunications, Lorimar International, Columbia Pictures, New World Pictures, LBS, Turner International, Orion Pictures and Gilson International. NBC Enterprises, now undergoing reorganization with the Dec. 31 retirement of President Jerome Wexler, will be represented, as will Viacom, Peregrine Film, Anthony Potter Productions, Christian Science Monitor, Canadian Broadcasting Corp., and Simcom. Other U.S. companies attending include ITC Entertainment, Walt Disney Co., Henson International, Blair Entertainment and Weintraub Entertainment Group.



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# Syndicators look to access

## They also see preemptions of network shows as opportunities; programing choices increase

After a bleak sales season this past year, the syndication business is showing signs of new life in the number and quality of access offerings for fall 1988.

According to one rep, at least 40 shows have been developed for next fall including seven magazine shows with annual budgets of between \$20-30 million. On the list are *USA Today* from GTG Entertainment, *A Current Affair* from Fox, *Fast Copy* from Casablanca Four, *Crimewatch Tonight* from Orion, *TV Guide* from Lorimar, *People* from Buena Vista, and an unannounced quasi-magazine from Group W Productions and Andy Friendly Productions. Game shows now targeted for next fall include *Family Feud* from LBS Communications and *Wipe-Out* produced by John Goldhammer Productions for Paramount.

With large budgets allocated for the shows, clearances in higher HUT level access time periods are a must. That allows a syndicator to get a higher license fee and a higher price per barter spot that is commensurate with the higher rating the time period would command.

Just how many shows make it to access by fall 1988 is uncertain. With the time slot dominated by King World's *Wheel of Fortune* and *Jeopardy*, the new contenders are looking to replace other programs with declining ratings. Shows targeted by syndicators for replacement include *Entertainment Tonight*, *Hollywood Squares*, *The New Newlywed Game*, and *P.M. Magazine*.

According to NTI ratings for the first three weeks of the season (Sept. 7-25), *Wheel* and *Jeopardy* have maintained or improved their ratings from last year, while *Entertainment Tonight*, *Hollywood Squares* and *The Newlywed Game* posted declines. (*P.M.*'s distributor, Group W, no longer

subscribes to Nielsen for ratings of the show.)

NTI ratings are more important for national advertisers. On a local level, Mitchell Praver, vice president and director of programing at Katz Communications, expressed different feelings. "It is no secret that *Newlywed* has been downtrending in access and that *Squares* is showing some erosion," he said. At the same time, local ratings show *Entertainment Tonight* delivering strong salable 18-49 demos, and stations will be reluctant to replace it with an unknown show, he added.

Syndicators of new access shows for fall 1988 must also contend with *The Cosby Show*, which so far has been cleared on approximately 160 stations, most of them affiliates. Outside the top 50 markets, where the prime time access rule does not apply, affiliates likely will program the show in access. That leaves only one available affiliate outside the top 50.

In the end, the push to program access for next fall could ultimately prove to be more smoke than fire because only one or two of the contenders are expected to make it all the way.

Another key issue for syndicators is the future of selling shows to affiliates to preempt network programing—especially with the large number of first-run half-hour sitcoms and one-hour dramas that have been introduced in syndication in the past year.

One show that appears to have broken ground in this area was the recent two-hour premiere of Paramount's syndicated *Star Trek: the Next Generation*. The movie was carried by a significant number of affiliates in place of network programing. In turn, at least 11 of those stations, most notably WCVB-TV Boston, plan to use the show to preempt network programing on a regular basis.

At ABC, concern about preemptions was raised at the affiliate relations board meeting

in August. ABC affiliates had been targeting 8-9 p.m. on Friday and Saturday for preemptions. George Newi, vice president of affiliate relations at the network, has said that he believes ABC has handled the problem and is maintaining the same clearance level for those time periods as a year ago. Even so, a letter was mailed to ABC affiliates recently, again expressing the network's concern over preemptions.

At CBS, senior vice president of distribution, Tony Malara, said preemptions have been exaggerated as being retribution by affiliates for decreases or threats of decreases in compensation. "Preemptions are a function of the economy," he said, adding that with more alternative programing opportunities, affiliates that preempt are only attempting to control more of their advertising inventory.

Malara said that for the most part, CBS affiliates do not preempt on a regular basis. The one exception in prime time, he said, is the CBS affiliate in Quincy, Ill. KHQA-TV, which does not carry *Legwork* (Saturday, 9-10).

On the programing side, a number of syndicators said the development of a series designed for the affiliates' prime time schedules is too big a risk for them to take at this point. But Edwin T. Vane, president and chief executive officer, Group W Productions said: "Any program we develop can be profitable on the basis of conventional clearances."

While affiliate preemption may not yet be a major issue, it is not being ignored by the networks. "Affiliate relations departments are under more pressure than in the past," Malara said, largely because of the number of programing options available to stations.

Nor is the issue likely to disappear. Sources said that a number of the affiliates that purchased *The Cosby Show* in their markets for fall 1988 have plans to use it in prime time at least once a week.

## Question: Will there be more preemptions of network programing by affiliates given the growth in first-run syndication?

**Bob King, president, television distribution, Coca-Cola**

**Telecommunications:** "It would be hard to make a business out of preempting primetime on regular basis. It's hard to plan as a business decision. If you're coming out with a major mini-series like an Operation Prime Time project, that's one thing. If it's a series, I don't think that's a good business decision."

**Edwin T. Vane, president and chief executive officer, Group W Productions:**

"The evidence is for all to see that it is taking place, but it's still only sporadic at this point. It would be a very large risk for a syndicator to believe he could put together a large enough line-up based on preemptions and get a number to cover production costs. Any program we develop can be profitable on the basis of conventional clearances."

**Dick Kurlander, vice president, director of programing, Petry Inc.:**

"Yes, I think we'll see more on CBS and ABC stations as the season progresses. Shows that are weak will manifest themselves. I think we will see syndicated first-run sitcoms as the logical replacements for weaker network hours, but syndicated first-run sitcoms are not going to be used in place of network sitcoms."

**Joe Zaleski, president/domestic distribution, Viacom Enterprises:**

"I think its going to continue as long as affiliates are interested in ratings. In today's economic environment and with the greater dollar profits needed by stations, they will preempt."

**Tony Malara, senior vice president of distribution, CBS Television Network:**

"We all have to understand that everything is realtive. The fact of the matter is that as alternative programing sources continue to multiply there will be more pressure for preemptions. Preemptions are a function of the economy. Some are because of the responsibility of a station to program in public interest, but generally they are to control a station's inventory."

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***WTVJ-TV***  
*(Miami, Florida)*

*has been acquired by*

***General Electric Property  
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*a wholly-owned affiliate of*

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*The undersigned acted as financial advisor to  
Wometco Broadcasting Company, Inc. in this transaction.*

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*Incorporated*

*September 18, 1987*

# Teens and comedy series highlight PBS season

## Noncommercial representatives say focus remains on quality programming

Public broadcasters see their industry from as many different perspectives as the blind men who described different parts of the same elephant. Their opinions of trends and highlights mirror the diversity of the programming itself.

"Eclectic" is the way the system is described by Suzanne Weil, senior vice president for programming at the Public Broadcasting Service. Public television is often compared to the specialized cable services, she said, but has the variety of a number of them. "I think the [public television] universe has become bigger in terms of the kinds of programs" offered, she said.

This year has proved to be one with new ideas, approaches and priorities, including public television's first original comedy anthology, another series aimed at the teen-age audience and the initial distribution of grants from the newly formed Television Programming Challenge Fund.

The season's highlights include *Trying Times*, the first noncommercial station-produced comedy series which will debut Oct. 19 and follow *The Brain* on Monday evenings. It will offer public television viewers comedy with a sort of "cerebral appeal," said Jon Denny, creator and producer of the half-hour anthology.

The series offers major American writers,

directors and actors a forum for exploring "the humor and humanity of coping with life's changes" and relies on original scripts by writers whose work has a "sort of an edgy intelligence," Denny said. Unlike other anthology series, he said, *Trying Times* does not rely on a host to link its episodes. Instead, the segments share elements of stylistic format: Stories are told by a central character through flashbacks, and contain the same basic theme.

As with the majority of public television productions, funding for *Trying Times* came from a variety of sources. It was created at KCET(TV) Los Angeles with the help of a \$100,000 grant from the Corporation for Public Broadcasting, and additional funds from "a combination of every acronym" under the PBS umbrella, Denny said.

That is one of the special aspects of the 1987 public television season, Weil said: "It's all still truth and beauty and good for you, but it's more fun." According to Weil, public television has never had a program like *Trying Times* before. One of the "great triumphs" is that KCET was able to land so many major stars for its episodes, she said. The program "doesn't look like commercial television, but it doesn't look like public television has ever looked either."

The 1987 season also includes *Degrassi Junior High*. Ron Hull, director of the CPB Program Fund, said the show is part of an increased effort on the part of CPB to serve

the teen-age audience, which has rejected earlier programming. "So much of it," said Hull, "just has not worked."

Supported by the Program Fund, as well as CPB's education department, the half-hour drama series explores the "moral and cultural dilemmas of students growing up in the 1980's at fictional Degrassi Junior High School." The first season's 13 episodes were jointly produced by Taylor Productions, Newton, Mass., and Playing With Time Inc., Toronto. Funding for production (\$481,431) and promotion (\$35,450) came from CPB, which will also provide \$450,000 for a "second semester" of programs beginning in January 1988.

According to Weil, *Degrassi* has "bridged the gap between *Sesame Street* and *Nova*" in providing programming for the ages in between. She agreed with Hull's assessment of public broadcasting's failure to serve the teen-age audience. "We've just been struggling for years," she said.

The three-year joint venture between CPB and PBS—the Public Television Programming Challenge Fund ("In Brief," May 19, 1986), also affected noncommercial broadcasting. Former CBS newsman Bill Moyers described his grant as instrumental in allowing him to return to public TV. And Hugh Price, vice president for production at noncommercial WNET(TV) New York, said the fund has enabled the public television system to invest a substantial amount of money in domestic production.

Price said that producers like WNET(TV) want to increase the programming that is "made in America or commissioned in America or conceived in America or that has the made-in-America label on it." WNET, a major producer of noncommercial programming, is emphasizing American producers, writers and subjects, he said.

WNET is "endeavoring to seize more control over our programming destiny," Price said, by reworking series initiated overseas and by creating its own programming. Although it is often cheaper to buy already produced series from such entities as the BBC, he said, "it's much more gratifying and I think much more important for our audiences to try to get programs that are custom-designed for American public television."

But the tried-and-true concepts also have their supporters among public broadcasting's creators and viewers. In the view of CPB's Hull, the biggest successes of past public television seasons were such programs as *Eyes on the Prize*, *Shoah* and *The Story of English*. "They're very educative, almost instructional," he said. "That's what public television is for—that kind of material," he said.

The focus of public television programming for the year 1987 has remained the same, he said—quality: "What we really concentrate on is excellence." ■

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By Scott Barrett, Jim Benson, Adam Glenn, Stephen McClellan, Jeanne Omohundro and Matt Stump.

## TV preachers testimonial on Hill: to right the wrong of PTL

### House Oversight Subcommittee asks religious broadcasters how they conduct business under federal tax codes

After all the ballyhoo, last week's examination of the tax-exempt status of television evangelists by the House Ways and Means Committee's Oversight Subcommittee seemed anticlimactic. The congressmen asked questions and the witnesses answered them. Church and state remained separate, and fears of the hearing becoming a congressional "investigation" were assuaged.

Subcommittee Chairman J.J. Pickle (D-Tex.) assured the six televangelists who accepted the House's invitation to testify—Jerry Falwell, Oral Roberts, John Ankerberg, Dr. James Kennedy, Larry Jones and Paul Crouch—that the committee's purpose was neither to revoke the tax-exempt status of certain religious organizations nor to remove certain religious broadcasts from television. "Nothing could be further from the truth," he said.

The broadcasters differed in their assessments of the propriety of Congress holding hearings into religious affairs. Falwell, president of *The Old-Time Gospel Hour*, told the congressmen he felt they were "in order" in exploring the financial aspects of televangelism, and that he did not feel his rights were being violated. "I don't think you are investigating me, or I wouldn't have come," he said.

At the other extreme, Kennedy, president and founder of Coral Ridge Ministries, said he felt Congress was setting "an extraordinarily dangerous precedent" by looking into the affairs of the church. The press, including television broadcasters, had referred to the hearing as an investigation, Kennedy said. Congressman Byron Dorgan (D-N.D.) refuted those reports, saying: "If you read that in the press, they're wrong."

But in spite of their different impressions, the religious leaders arrived in the House hearing room last Tuesday with a common objective: To rectify the damage done to religious broadcasting's reputation by the Rev. Jim Bakker and his PTL Ministries (BROADCASTING, March 30). The PTL scandal, described by Falwell as "a major Watergate" for religious broadcasting, has caused "a loss of [public] trust," said Oral Roberts. "If the committee can help, I'm all for that."

Ankerberg, president of the John Ankerberg Evangelistic Association, agreed that the scandal had caused "an air of skepticism in the country," and said the public had demanded congressional oversight. But he urged the congressmen to allow broadcasters to police themselves. "We feel that if we can take the lead, and also get involved in questions that you cannot get involved in, that we can do a better job," he said.



Former congressman James Jones (D-Okla.) and Falwell

The subcommittee members asked a number of questions about the EFICOM (Ethics and Financial Integrity Commission), an organization formed last December by the National Religious Broadcasters (see box, page 73) to develop a new financial accountability code for the industry. NRB Executive Director Ben Armstrong, also a witness at the hearing, outlined the EFICOM code, which is expected to be ratified by the association's members next February. Adherence to the code would become a condition of NRB membership. "The alternative to proclaiming such principles is to remain silent in the face of inpropriety—and, worse, to imply by silence that such misconduct is condoned," Armstrong said.

Jones, president and founder of Larry Jones International Ministries, urged the congressmen to wait until the EFICOM guidelines are in place to see whether they tighten fiscal responsibility. "Television ministries themselves are going to put out more, simply because the public is going to demand more," he said. "We don't need another PTL scandal. Nobody does."

The televangelists were unanimous in their belief that the great majority of religious broadcasters do not abuse their tax-exempt status. Several of the witnesses stressed that they do not avail themselves of cars, planes and lavish homes at their ministries' expense. Most also indicated that they voluntarily file the Internal Revenue Service's form 990, an annual information return required of all 501(c)(3) (tax-exempt) organizations except churches. A number of the House members' questions focused on whether the broadcasters would object to being required to file the 990 form.

There was general agreement among the broadcasters that filing is not a hardship. "I fail to see how a church is unprotected [from

congressional interference] if it voluntarily files a 990," said Crouch, president and founder of Trinity Broadcasting Network. According to Ankerberg, "All the many, many religious broadcasters who are honest cannot wait to prove that we are."

Churches should not be any more exempt from investigation than are other 501(c)(3) organizations, Falwell said, although he added that he would oppose their being compelled to file 990 forms. According to Kennedy, people who give money to televangelists are responsible for determining that their donations are spent for religious purposes. They should not give to any organization that does not provide financial statements on request, he said.

Congress's question for the broadcasters—and the focus of the hearing—was: What role should the government play in insuring that the tax-deductible contributions received by televangelists are used only for religious or charitable purposes? Kennedy said broadcasters should be investigated only if there is evidence of wrongdoing, and Ankerberg said the public should be responsible for keeping broadcasters in line. But Congressman Charles Rangel (D-N.Y.) questioned the ability of viewers to determine whether evangelists are honest, saying: "They're so good on television that people just feel good sending them money." Congress must play a role, he said: "People don't have a responsibility for determining tax deduction. We do."

The House panel heard testimony from IRS Commissioner Lawrence Gibbs Jr. and from the Department of the Treasury's O. Donaldson Chapoton, both of whom said it is difficult to monitor the activities of religious organizations when they are not required to file 990 forms. The form serves as a "check against potential abuses," Gibbs



Congressmen Beryl Anthony (D-Ark), Pickle, Schulze



Gibbs

said, and when submission is not required "the benefit of a public accounting no longer exists." The IRS would like to have additional information from churches, Gibbs said. He stopped short of asking the committee to change the tax laws, but told the congressmen that because the IRS "is unable to

assure the same level of compliance" by religious organizations as by other tax-exempt organizations, "we therefore welcome your examination into the effectiveness of the tax law in this area."

Chapoton said the Treasury believes current laws governing tax exempt organiza-

**Religious broadcasters revise ethics code.** The National Religious Broadcasters Association board of directors voted at a special meeting in Chicago to adopt a new code of ethics ("In Brief," Aug. 17) designed to prevent scandals like that involving television evangelist Jim Bakker and the PTL Television Network (BROADCASTING, March 23, et seq.). Revision of the code, first adopted in 1944, began last Dec. 17 at a meeting in Washington, when the Ethics and Financial Integrity Commission (EFICOM) was formed. According to NRB Executive Director Ben Armstrong, the plan was approved "in concept" at NRB's annual meeting in January, and then "the teeth were finally put into it" at a meeting last month.

The new code, which went into effect with the board's vote, was passed by an "overwhelming majority" of the board's 88 members, said Armstrong. Although compliance is currently voluntary, the board recommended at the last annual meeting that it be made mandatory, and a vote will be taken at the meeting next year. The code applies primarily to NRB's nonprofit members—about half its 1,300 organizations—but Armstrong said there are plans to develop a separate code for commercial groups.

Among the issues addressed by the code is full disclosure of funds raised by nonprofit (501C3) organizations over the air. According to Armstrong, NRB is negotiating with the Evangelical Council for Financial Accountability, based in Washington, to administer the code. NRB believes it is important for religious broadcasters to be self-regulated, rather than overseen by the government: "We would hope that maybe [an occurrence like] the Bakker incident would be precluded by a strict code," he said, "and that our broadcasters would adhere to a uniform standard."

Armstrong emphasized the need for a religious broadcasting code of ethics. "We think that every field should have some certification in the nonprofit area," he said. "Bankers have a code and lawyers have a code and even accountants have their own certifying body. Why not religious broadcasters?"

tions "are by and large adequate for addressing the issues that can arise with respect to tax-exempt television ministries." But he stated that the process might benefit from procedural safeguards against unreasonable compensation for the services televangelists provide their ministries. It is difficult to determine whether private gain exists, he said, because "the talents and services that the television ministers provide to the particular religious organizations are unique; their appeal to viewers is largely personal." Congressman Richard Schulze (R-Pa.) underscored that point when he asked whether televangelists are paid salaries commensurate to those of TV anchormen or of ministers.

According to Oral Roberts, he receives \$42,000 from his evangelical association and \$56,000 as president of his university, which also furnishes him with a home. The ministries represented at the hearing varied greatly in scale: Larry Jones International, which primarily operates "Feed the Children," received \$13 million in cash and \$17 million in gifts-in-kind over the past year (and suffered a 25% decline in fund-raising following the PTL affair); Coral Ridge Ministries expected to take in \$14-\$15 million and to spend half of that on purchasing air time; Falwell estimated the revenue of all his operations—including television programs, a monthly magazine, a university, camps, a radio station and a home for alcoholic men—at \$100 million, supporting Congressman Dorgan's statement that "the electronic collection plate can be very lucrative."

The excesses of the Bakkers and PTL were referred to at times during the hearing. Oral Roberts, asked why he had supported PTL early on, said he had met with Bakker to pray after his involvement with Jessica Hahn was revealed, because "Christianity is all about forgiveness." But that forgiveness did not extend to Bakker's transgressions on the financial front. Roberts said he had distanced himself from the Bakkers after the organization's business dealings came under scrutiny. "We do not enter the ministry to become rich," Roberts said.

## Urban words on cable

### New York seminar highlights problems of wiring cities and differences from rural operations; panelists echo importance of customer service

"It's about time the cable industry not only recognized the importance of urban systems to the future of cable, but met head-on the monumental challenges and, more importantly, the opportunities urban systems provide." With that, Trygve Myhren, chairman and chief executive officer of American Television & Communications, opened the first National Cable Television Association-National Association of Minorities in Cable seminar, held in New York to address the problems cable faces in urban markets. Nearly 150 registrants participated in the one-and-a-half-day seminar that organizers

hoped would provide answers to the difficulties of customer service, marketing, programming and human resources associated with the new urban builds.

To Myhren, whose ATC runs a cable operation in Manhattan, the differences between urban and rural systems are pronounced. An equipment failure in an urban build affects many more customers and puts more pressure on employees and equipment than in a rural system. "Servicing the plant can be very, very difficult," Myhren said. Cities may allow repairs only to be made at night, and even simple problems like parking for service vehicles burden urban systems. "Dealing with organized labor," he said, is another urban problem. "Friendly but firm relationships can help.

"Theft of service is a serious urban problem," he continued, and, as compared to

smaller systems, "it is more difficult to detect and control." There are also serious language barriers in many urban builds. Often those populations have less disposable income and cable has not been a part of their life's experience. Just getting enough time to explain what cable is all about can be a major undertaking, he said. Customer service reps and installers "have got to be bilingual," Myhren said. And the programming has to reflect local tastes. He said in Queens, N.Y., ATC has four foreign-language pay services, Galavision (Spanish) and services in Korean, Indian and Chinese. Gaining access to buildings for rebuilds, as ATC is doing in Manhattan, is a problem, he said. "Lack of cooperation and the greed of landlords and building supervisors are a major problem in attempting an urban rebuild," he said. The political picture is also reversed in compar-



ing rural and urban systems. Often, Myhren said, it is difficult to get the urban government, laden with special interests, to make decisions "that actually favor the customer." The length of time it has taken for many urban builds to begin, he said, is a prime example of that, although he said the cable industry bore some blame for overpromising in the franchise process.

On the other hand, Myhren said the opportunities in urban builds were enormous. He said 55% penetration in urban builds is "realistic" five to 10 years down the road if operators keep the price of basic low. "If basic is \$20 to \$25, you're not going to achieve that. Price it right and market it well," he advised. He also predicted that with 55% penetration, cable would add six million subscribers to its base, and said that with better marketing in existing systems, another four million could be added to the rolls. That is essential, he said, because it "will increase cable's economic buying clout" for programming. "Program creation and acquisition will be essential to continue to grow and compete," Myhren said.

In the top 25 incorporated cities, Myhren reported there are only a little more than three million subscribers among the 12 million homes. In New York, he said, cable's penetration is 14%. In Chicago, 150,000 of one million homes have cable. The number of cable subscribers in Philadelphia is 50,000; in Detroit, 35,000; Baltimore, 13,000, and the District of Columbia, 7,200. Tabulating Cleveland is easy, Myhren



Myhren

said. There are no subscribers there.

"We all have some unfinished business and the industry is determined to do something about it," Myhren said. "What you learn here and put into practice may well be the last step," he concluded.

Benjamin Hooks, executive director of the NAACP, said in his luncheon address that "cable's promise of abundance has made a great deal of difference in this country." And he echoed other seminar speakers in hoping that cable's urban builds would employ mi-

norities as "those who will be doing the selling, the operators and technicians. . . There is a tremendous economic opportunity" in cable. He also urged that cable's access channels be used to their full potential in the urban environment.

One of the keys for cable to reach its potential in the cities will be good customer service. And a number of panelists at one session offered their experiences of what is and isn't working in their urban systems.

Among the biggest changes Heritage has made to turn its Dallas operation around, said General Manager Joseph King, was to give more decision making authority to its customer service reps. "The employee has the power to make the right decision for the customer," he said. That gives customers the idea that they've talked to the right person when a problem is solved with one phone call. With the right training, King said, and a company commitment to promote an attitude among employees that customer service is paramount, system complaints can decrease and subscribership can increase. In Dallas, the cable board formed to hear citizen complaints has been folded, and the number of calls to the system has dropped since Heritage stepped up its customer service efforts, King said.

Michael Sims, senior vice president, Warner Cable Communications, said an incentive program for managers was an important element in improving customer service. Warner established an installer training fa-

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cility, conducted customer feedback surveys and hammered home the idea to employees that delivering excellence to customers was a top company priority.

□

Brian Roberts, executive vice president, Comcast Corp., said wiring the company's two Philadelphia franchises "is very doable" but it's "tough getting the system built." Cable has to follow the path of the utilities, and be attached to the backs of row houses. Problems have cropped up where owners do not want cable, and don't want another wire strung. He also suggested not advertising the new build, but letting subscribers grow through word of mouth. Otherwise the volume of phone calls will be enormous, a problem Roberts said Comcast is experiencing in its new build.

He said Comcast has tried to simplify the message of cable, grouping all the sports, news, government and entertainment services together at particular sections of the channel lineup, similar to the way a newspaper is laid out. Pricing has also been simplified, with basic service going for \$15 and any two pay services for \$11.95. The latter, Roberts said, was directly related to competing with video stores. In some parts of the franchise, VCR penetration is 70%, he said. "We don't make as much money," he said, but subscribers think twice before disconnecting the second service. Comcast is also running two pay-per-view movies per month as it tries to stem VCR usage.

Roberts joined others in emphasizing the important role the front-line customer ser-

vice representatives occupy. Comcast's CSR's, he said, make as much as clerical workers make, in some cases more. Comcast has one CSR for every 1,000 subscribers. That attention has helped it get the 40%



L to r: Roberts, Sims and King

penetration it is seeing and the \$32 per sub per month that is added to the bottom line. Still, Roberts said "we're not doing a good enough job." And he feared that with the prices systems are now commanding, there may not be enough money left over for adequate customer service.

□

The question of urban cable markets was also tackled with the cry of "spend money" for more programming.

Former NCTA vice president Bob Johnson, president of Black Entertainment Television, and District Cablevision in Washington, said that bringing cable to viewers will depend on understanding market tastes. In Washington, an avid sports town, Johnson

said that Home Team Sports on District Cablevision will bring viewers Atlantic Coast Conference basketball, something sports fans in the area follow closely.

Johnson said that the system's programming abilities will be aided by a \$10-million studio and uplink facility now under construction. BET is also continuing to explore original programming opportunities with Hollywood producers. "If you want good programming," he said, "pay for it."

Black viewers in the market are so far purchasing pay services in large numbers, Johnson said. In particular they are buying The Disney Channel because of an interest in providing their children with an educational outlet, he said.

Bill Grimes, president of ESPN, praised at the session for bringing urban market viewers to cable via the acquisition of a package of NFL games, also advocated that cable promote itself in the same way that radio does. Grimes, a former executive at CBS Radio, said that cable channels face the same clutter problem of radio stations. The way to cut through that he said, is through contests and in-store live remotes similar to those in radio. Radio also offers a defined way of reaching viewers to sell services, he said.

Offering a marketing point of view, was Stan Thomas, senior vice president at HBO, who said that the growth of pay services like his in new build urban markets will be particularly tied to new programming. "Without original programming" like HBO's *Mandela*, there will be "no growth" in urban markets, he said. □

## Not so 'Great Communicator'

**Study shows that number of viewers for presidential press conferences and speeches has been declining since Ford; Reagan reaches all time low; White House finds results 'odd,' maintains he does well on TV**

It is no longer news that the television networks are suffering an erosion of their audience as new technologies, such as cable and videorecorders, siphon off viewers. But that is just a matter of dollars and cents. A Southern Illinois University (Carbondale) study shows that the size of the national audience for presidential appearances on the networks is steadily declining—President Reagan's reputation as the Great Communicator notwithstanding. The share of the national audience that presidential appearances—speeches and news conferences—have achieved has dropped from the 78% share President Ford recorded—higher than President Nixon's 76%—to President Carter's 69% to Reagan's 62%, according to the study by Joe S. Foote, chairman of the SIUC radio-television department.

The study, entitled "The Weakened White House Voice," shows that viewer defections hit 16 million—more than half the television audience—when Reagan addressed the nation in March 1986 on aid to the Nicaraguan rebels. According to the study, that was the first time a presidential appearance drew less than a 50% share. And over all, the study

shows, an average of 11,135,021 fewer Americans watched a presidential appearance in 1986 than the entertainment programs shown in each of the three weeks prior to and three weeks following that presidential speech.

"Fortunately for the networks," Foote added, "all but 181,000 of the more than 11 million defectors returned to network programming when the President finished."

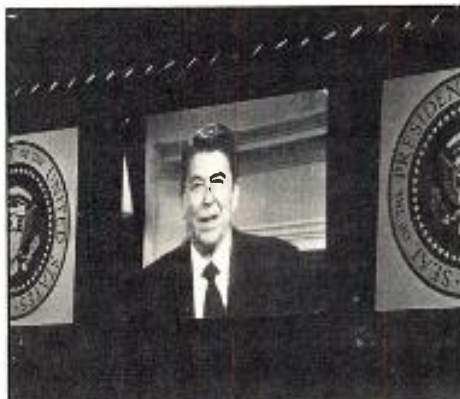
Such findings struck a White House aide involved in the President's media relations as "odd." Elizabeth Board, now an assistant to the President for media and broadcast relations and formerly director of the White House's television office, said Reagan "has been far more popular than his predecessors,

and he does well on television." But she said she would have to review the report before being able to comment on it.

The study indicates that viewers turned off by the President are turning to independent television stations. An overnight survey of television ratings in New York during Reagan's State of the Union address earlier this year showed that WOR-TV's audience shot up by 75%, while WNYW(TV)'s audience doubled. WNYW's sales manager was quoted in the report as saying that increased ratings during presidential speeches were so routine that, during them, the station broadcast special movies and charged higher rates, increasing its earnings by more than \$100,000 on the evening in question.

Foote, who examined the television ratings from Presidents Nixon through Reagan, found that the ratings peaked during the Ford administration and then began a slide—a significant slide during Reagan's term, particularly during prime time. Reagan's nighttime audiences averaged 55 million viewers compared to Carter's 69 million. Putting it another way, Foote said that during his first six years in office, Reagan "reached an average of only 61% of the people watching television during prime time, compared to 77% for Jimmy Carter and 79% for Gerald Ford and Richard Nixon.

"In fact," Foote added, "the 'great communicator' during the height of his Presiden-



Reagan



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## Local TV and Cable Journalism

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cy never reached as many people as Gerald Ford." Foote's figures show that even Reagan's State of the Union addresses—ordinarily a major draw—have lost audiences over the years. He slipped from an 84 share in 1981 to a 58 in 1987, which Foote said translates into a loss of 25 million viewers.

Foote's study indicates that Nixon's speeches and news conferences each averaged a 75% share. During the Ford and Carter presidencies, speeches drew a larger

share than news conferences (81% and 76% in the case of Ford and 74% and 67% in the case of Carter). Reagan's speeches averaged a 62% share, his news conferences, a 61% share.

Foote found that some of the decline in the television audience for presidential appearances can be attributed to the loss of viewers to cable television. But the downward spiral of ratings for presidential television appearances is a steeper one than that for television

generally. Foote found that to be particularly true during the Reagan presidency. The President's share of audience dropped from 74% in 1981 to 56% in 1985—more than double the decline—85% to 76%—of the networks.

"Viewers," Foote said, "were taking advantage of the growing alternatives on the dial, denying networks a massive, captive audience." Evidently, the President, too, is being denied that kind of audience. □

## NAB looks back on past five years

### Fritts, Jorgenson and Snider talk to press about performance of association, citing its accomplishments, goals

"There's nothing magic about five years, except perhaps probably a few bets were lost along the way," said National Association of Broadcasters President Eddie Fritts as he convened a press briefing last week to sum up the association's service to the industry

under his administration. Fritts assumed the criteria they used" in assessing NAB's effectiveness. "Look at our record. It speaks for itself."

Asked what he feels was the association's chief accomplishment over the past five years, Fritts replied, "I think we came as close to getting a final victory as we could on beer and wine." He was referring to an unsuccessful campaign by public interest groups to convince Congress to ban beer and

wine advertisements. Some industry observers think broadcasters overstated that threat.

As for any NAB setbacks, Snider said: "I don't think we've dropped any balls," but "we've run into some divisiveness."

Fritts also announced that he, Jorgenson, Tom Keller, NAB's senior vice president for science and technology, and TV board member Hal Protter of WVTM-TV Milwaukee, would meet this month with Japanese officials and broadcasters to discuss developments concerning high-definition television.

Included in NAB's press statement as key accomplishments were the association's merger with the Daytime Broadcasters Association and "unification" with the National Radio Broadcasters Association. Also mentioned was the creation of an NAB-Radio Advertising Bureau Radio Futures Committee, "which is devising a national marketing program to raise public understanding and appreciation of radio."

For television, NAB noted that the Senate began live broadcasts in response to "the urging of NAB and other industry associations." The association also referred to its four annual TV acquisition seminars. In technology, NAB cited numerous efforts to improve AM radio and its work on HDTV. □



presidency in October 1982 and his stewardship has periodically been the subject of industry controversy.

An 11-page press statement handed out at the briefing listed NAB's "service to broadcasters" since 1982. Joint Board Chairman Wallace Jorgenson of Jefferson-Pilot Broadcasting, Charlotte, N.C., and Ted Snider, past joint board chairman and president of Snider Corp., Little Rock, Ark., also appeared at the briefing.

"Frankly, I feel very positive and upbeat about NAB, where we are, where we have been and where we are going," Fritts said. He discussed his search for a new chief lobbyist to replace John Summers, who in August that he would retire early. Fritts said his first preference for the post is a former member of Congress, and he said he had interviewed half a dozen in that category. Now he will go "beyond that list" and talk with others such as senior staff members on Capitol Hill and outside lobbyists. He hopes to make a choice before the association's January board meeting.

As for NAB's government relations operations, Fritts was asked to respond to criticism from a *National Journal* article citing NAB as one of the most ineffective trade associations in Washington. "I think it was a bum rap," he said. "I'd like to see what

## PanAmSat gets FCC OK for Peru service

### Funding for project comes mainly from Anselmo, former SIN chief

Pan American Satellite Corp. has cleared another hurdle in its effort to become the first U.S. company to launch an international communications satellite system that would compete with the International Telecom-

munications Satellite Organization. It received FCC permission to launch its Simon Bolivar satellite, which will provide a communications link between the U.S. and Peru. Being the first American separate system will not be PanAmSat's only claim to fame. The resources that satisfied the commission as to the firm's financial qualifications—and cleared the way for permission to launch—are being provided almost entirely by the 95% owner of PanAmSat, Rene Anselmo, formerly a major figure in Spanish International Communications Corp. and Spanish International Network.

PanAmSat says the estimated cost of the construction, launch and first-year operation of its Simon Bolivar satellite—one of the RCA Astro 3000 series, with 18 transponders operating at 4/6 ghz and six capable of operating at 11/14 ghz—is \$75,983,081. Of that amount, \$25,987,429 remains to be paid before or during the first year of operation.

To deal with the costs, PanAmSat provided a financing plan that includes an extended payment schedule for satellite construction costs, deferring \$27,150,000 in payments over the life of the satellite; the



Anselmo

pre-launch sale of one transponder for \$5,200,000, and a loan Anselmo will make to PanAmSat of \$28,352,962, to cover expenses to date.

Nor is that all. Anselmo says he has available more than \$75 million, his proceeds from the sale of five SICC television stations in major markets—he had a 24% interest in SICC—as well as his SIN holdings. After repayment of a loan to Chemical Bank, Anselmo has told the commission, he would have on hand more than \$40 million in cash and Treasury bills that he would use to cover the remaining cost of construction, launch and first-year operation of the Simon Bolivar satellite. That satisfied the commission.

PanAmSat expects to see its satellite launched into space aboard an Ariespace rocket in February. The schedule, however,

has already slipped; PanAmSat originally had a launch date in January. And the new date depends on the success of the two Ariespace launches that are to precede PanAmSat's. Beyond linking the U.S. and Peru, the Simon Bolivar satellite—which

will be located 45 degrees west longitude—could provide domestic service for Latin American countries. And PanAmSat hopes to be able to use the satellite's six transponders capable of operating at 11/14 ghz to link the U.S. and Europe. □

**Fire features.** In observance of National Fire Prevention Week, wCBS-TV New York launched a month-long campaign last week on fire safety and prevention.

Spearheaded by senior health and science editor, Frank Field, the project includes a series of 17 reports in station newscasts and two half-hour specials featuring the 64-year-old Field training with fire fighters in staged fires at the New York City fire department's fire training school.

In the report, Fields says that he is attempting to undo what he calls a disservice. "The impression we get from the media is that fire is exciting and not a big deal," he said.

Joining the station in support of the project will be area McDonald's franchises and the *New York Daily News*, which is running daily columns on fire safety.

## Law & Regulation

### High court strikes blow for investigative journalism

#### Rejects former Mobil executive's petition to consider his libel suit against 'The Washington Post'

The Supreme Court last week began its 1987-88 term in what journalists regarded as an auspicious manner. It rejected the petition of former Mobil Corp. president, William P. Tavoulaareas, that it consider his libel suit against *The Washington Post*. In the process, the high court reinforced journalists' confidence that they can engage in investigative reporting without a substantial risk of being sued by public figures who maintain a story is wrong on the facts.

At issue was an article published in 1979 that said Tavoulaareas, when president of the oil company, had established his son, Peter, in a shipping firm that did business with Mobil. A 7-1 ruling by the full U.S. Court of Appeals in Washington last March held that the story was "substantially true" and was not libelous (BROADCASTING, March 16). Without comment, the Supreme Court last week let that ruling stand.

The case has had a checkered as well as a long history in the courts. In 1982, a U.S. district jury found that *The Post* and the reporter who wrote the story, Patrick Tyler, had libeled Tavoulaareas and awarded him \$2.05 million. But the presiding judge, in 1983, contended that although the story involved fell short "of fair, unbiased investigative journalism," it was not libelous, and he overturned the jury verdict. Then came a decision by a three-judge appellate panel that caused considerable concern among the ranks of journalists.

By a 2-1 vote, it reinstated the jury verdict. It held that one of the factors a jury could consider in determining whether the newspaper had acted in reckless disregard of whether a statement was true or not—the test the Supreme Court has held that public figures must meet in prosecuting a libel case—

was the newspaper's reputation for aggressive reporting (BROADCASTING, April 15, 1985). Journalists said the opinion—written by Senior Circuit Judge George E. MacKinnon and joined in by Judge Antonin Scalia, who has since moved up to the Supreme Court—could chill journalists' interest in investigative reporting.

The full appeals court, however, overturned that decision. It said there was considerable evidence that the story was accurate. It also said that even if Tyler had taken an adversarial position toward Tavoulaareas, as Tavoulaareas had contended, that was not indicative of malice when, as it said was true of Tyler, "the reporter conducted a detailed investigation and wrote a story that is substantially true." The court added: "It would be sadly ironic for judges in our adversarial system to conclude... that the mere taking of an adversarial stance is antithetical to the truthful presentation of facts. We decline to take such a remarkable step in First Amendment jurisprudence."

*The Post's* executive editor, Benjamin Bradlee, in commenting on the Supreme Court's action of last week, was quoted in the newspaper as saying that, after so many

years of litigation, "it's good to get it behind us with the knowledge that we were right on the facts."

And while the Supreme Court's decision not to review that opinion does not constitute an affirmance, the action, in the view of Floyd Abrams, a prominent First Amendment lawyer, adds "considerable weight" to the appeals court's decision. "It renders it as an effective articulation of libel law." Some editors and reporters—and their lawyers—saw the action as encouraging tough journalism.

Richard M. Schmidt Jr., general counsel for the American Society of Newspaper Editors, said the high court had removed "another roadblock" from "good, vigorous investigative reporting."

The high court last week acted in another matter affecting journalism. It will consider whether to reinstate contempt convictions of the *Providence Journal* and its executive editor, Charles McC. Hauser, for defying a judge's order two years ago and publishing logs of conversations intercepted in illegal federal wiretaps of a reputed organized crime figure. The newspaper obtained the logs from the Federal Bureau of Investiga-

**MCAA on board.** The Motion Picture Association of America announced last week it is backing a House bill (H.R. 3321) that would grant cities (as the franchising authority) the right to settle disputes over cable channel positions of must-carry broadcast signals and PEG (public, educational and governmental) channels. MCAA is joining commercial and public broadcasters who are unhappy over the shifting of broadcast signals on some cable systems from low-numbered channel positions to less desirable higher-numbered channels. MCAA stated its support for the bill in a letter to the Association of Independent Television Stations: "This [channel repositioning] has caused great confusion and frustration among consumers and has also cost broadcasters millions of dollars," the MCAA said. The legislation, said MCAA, "responds to the cable industry's blatant disregard for both the needs of consumers and the future of the broadcast industry." INTV, the National Association of Broadcasters, the National Association of Public Television Stations and the National League of Cities are the driving force behind the measure sponsored by Telecommunications Subcommittee members Representatives John Bryant (D-Tex.) and Al Swift (D-Wash.).

tion as the result of a Freedom of Information request. A three-judge panel of a U.S. Court of Appeals in Boston overturned the contempt convictions. It said the judge's order was "transparently" invalid because it constituted prior restraint, and the court added that a party subject to such an order affecting speech may challenge it by violating it.

Meanwhile, two significant libel cases, each involving a major network, are working their way through the court system. In one, NBC is awaiting the decision of a federal court judge in Las Vegas who is considering its motion—argued last month—that he set aside the verdict of a jury awarding \$22.8 million to entertainer Wayne Newton in December 1986 (BROADCASTING, Dec. 22, 1986). Newton sued because of a series of three investigative reports linking him to organized crime figures.

In the other case, CBS is considering its next move in a case in which a three-judge panel affirmed a jury verdict in favor of Brown & Williamson Tobacco Co. in its libel suit against CBS's WBBM-TV Chicago and its news anchor, Walter Jacobson. The jury originally awarded the tobacco company \$4 million in compensatory and punitive damages for a series of commentaries in which Jacobson said the company had used "lurid" advertising aimed at encouraging young people to smoke. The company had argued that Jacobson should have been aware it had rejected a proposal for such an advertising campaign. The presiding judge reduced the award to \$2 million, but the appeals court panel reinstated \$1 million in the compensatory damages award, and held Jacobson himself liable for \$50,000 (BROADCASTING, Aug. 17). CBS has not yet decided on a further appeal.

In another case of concern to journalists, the U.S. Court of Appeals for the Fourth Circuit, in Richmond, Va., heard arguments last week in the appeal of Samuel Loring Morison, a former naval shipyard analyst, from his conviction under the 1917 Espionage Act for selling a classified photograph taken by a satellite to a British publication. Morison, the first press source convicted under provisions of the act, is not only challenging the government's interpretation of the law but is also claiming protection under the First Amendment.

**Standing tough.** RTNDA President Ernie Schultz told members of the Kentucky Broadcasters Association to lobby against codification of the fairness doctrine. Members of Kentucky's congressional delegation should be told "the fairness doctrine doesn't work and should be junked," Schultz said, adding that "the FCC is not defying Congress, but just doing its job...[and] the only thing abolished was the fairness doctrine. Still intact are the public-interest standard, equal opportunities for all candidates, reasonable access for federal candidates, lowest-unit advertising rates for political candidates and all the other requirements of the Communications Act," Schultz said.

The case has attracted considerable media attention. More than 30 news organizations, publishers and associations, including CBS, ABC, Capital Cities/ABC, *The Washington Post*, *Time* and *Newsweek*, have entered the case on Morison's behalf. The government's position, on the other hand, has

drawn the support of The Washington Legal Foundation and the Allied Educational Foundation. They contend that the First Amendment does not preclude their government from applying the Espionage Act to unauthorized disclosures of classified information. □

## U.S.-Canadian agreement raises questions for broadcasters

### Pact's reference to protecting satellite signals unclear; no mention of unfavorable tax law

The U.S.-Canada free trade agreement in principle that is being hailed by the leaders of both countries as historic covers a vast number of issues of importance to both sides. But the time for the American broadcasting industry to cheer has not yet arrived. The pact released last week does not contain everything the American broadcasters had hoped for. And what it does include—a reference to a Canadian promise to protect the copyrighted programing relayed by satellite to Canadian audiences—raises far more questions than it answers.

What is not included is any reference to C-58, a Canadian law that American border broadcasters have long regarded with anger and, increasingly, frustration. For 11 years, the broadcasters have been trying to win repeal of the law that denies a tax break to Canadian advertisers who buy time on American stations that have audiences in Canada. (So-called "mirror" legislation passed by Congress early in the Reagan administration and aimed at influencing Canada on the issue has had little effect.) Nor is there any reference to a rule of the Canadian Radio-Television and Telecommunications Commission that requires a cable system in major markets, when requested by a local station, to substitute the signals of that station—and its Canadian advertising—for the signals of an American station when the Canadian and American stations are carrying the same programs. As a result, the Canadian station's signal may be transmitted on two or more channels of the system. The Americans sought its removal as well.

American negotiators said they pushed the Canadians "hard" and at one time thought they would achieve some success, at least on C-58. But in the end, the Canadians refused to budge. Alfred C. Cordon Jr., counsel for WIVB-TV Buffalo, whose president and general manager, Leslie G. Arries, has long led the border broadcasters' effort to roll back C-58, expressed bitter disappointment. "We didn't get anything," he said. "We got sold out." He said the border broadcasters would continue to be heard on the issue, that they will testify when Congress holds hearings on the agreement. However, although it will be submitted to Congress, the agreement can only be voted up or down; it cannot be amended.

The reference to broadcasting that was included in the agreement consists of a single sentence: "Canada has agreed to revise its copyright law to provide protection to the

retransmission of copyright programing effective no later than the entry into force of this agreement." That will be Jan. 1, 1989.

The sentence speaks to the frustration American programing producers feel about the distribution by Canadian Satellite Communications Inc. (Cancom), Canada's national satellite service, of television signals to cable systems across Canada and Alaska, without paying copyright fees. Canadian law does not require it. One installment of a copyright bill is now pending in parliament. But it does not address the retransmission issue. A second installment, which will, is being drafted.

But what kind of copyright protection the second installment will contain is far from certain. The trade agreement thus far is, at best, a bare skeleton of what is to come, and the two sides will be spending the months ahead adding some flesh. An official of the U.S. Trade Representatives office said of the retransmission issue: "Within three weeks, we'll develop specific statutory language." And the language on which the two sides agree is expected to be reflected in the Canadian law.

A Canadian official indicated the negotiators would be writing on a clean slate. "The options," he said, "range from compulsory licensing at one extreme to full copyright liability at the other." When it was pointed out that there had been talk in Washington of following American law—which protects Canadian copyright holders—and crafting a compulsory licensing provision, he expressed the view that "the U.S. situation is unstable." He was referring to the criticisms of the Reagan administration's National Telecommunications and Information Administration and Justice Department, as well as the Motion Picture Association of America have leveled at the compulsory license system in place. "The U.S. difficulty," he said, is an indication of the complexity of the question. "There is no question of where we will go."

But those questions are as nothing when an article in the agreement dealing with "cultural industries" is considered. Canada's sensitivity to what it regards as the danger of American cultural imperialism is well known to American negotiators. The article says that "cultural industries as defined... are exempt from the provisions of this agreement." And the definition of a "cultural industry" refers, among other enterprises, to: "Radiocommunication in which transmissions are intended for direct reception by the general public, including all radio, television and cable television broadcasting undertakings and all satellite programing and

**Reappraisal reaction.** Utah broadcasters have met with federal officials to voice their opposition to recent moves by the Bureau of Land Management to reappraise government land leased by broadcasters for placement of transmitters and translators.

The 1976 Federal Land Policy and Management Act directs BLM to charge fair market prices for commercial use of government land, said Roland Robison, state director for the Utah branch of the Bureau of Land Management. "These reappraisals are a routine process and should be repeated every five years. In many instances Utah broadcasters have been paying the same rates for 10 to 12 years; for those individuals, the increases could be substantial," said Robison.

The reappraisals could jeopardize smaller broadcasters, according to Pat Shea, general counsel at KUTV-TV Salt Lake City and one member of the Utah contingent. "We feel this is an indirect form of taxation that discriminates against the smaller rural stations. Government [by drastically raising rates] is creating an inflationary cycle that will eventually cost the broadcaster," he said. Shea sees this as a revenue-raising ploy designed to generate money from land that otherwise has limited use.

The talks will involve the Utah broadcasters, the National Association of Broadcasters, members of the Commerce and Interior Departments, House Interior Committee Chairman Morris Udall (D-Ariz.), and Representatives Howard Nielson (R-Utah) and James Hansen (R-Utah).

broadcast network services."

None of the material issued in connection with the free trade agreement goes far toward resolving the apparent inconsistency. One document labeled "summary of the agreement" that was issued by the Office of the USTR discusses the "culture" issue but is vague as to details. It says, "Recognizing Canadian sensitivities, the U.S. has agreed that certain cultural areas are not subject to the specific provisions of the agreement," and adds, "For its part, Canada has agreed that cultural measures it takes will not impair the benefits the U.S. would otherwise expect from the provisions of the agreement."

One American official who had participated in the negotiations attempted a translation. Like others who have been involved in the process, he noted, first, that "this is not a legal text." He said "culture" is not defined. And he indicated that the exemption language was included to make the document politically palatable in Canada, where, he said, the culture issue is "a bugaboo." Then he said, "We can swallow their not following the exact provisions of the agreement—so long as they don't hurt us too bad." Another official put it somewhat differently: "If [the Canadians] do [commercial] things under the veil of culture, then we have a problem." If they do, the agreement provides a mechanism for the settlement of disputes. What's more, a paragraph in the article on "culture industries" suggests the U.S. could take retaliatory measures if Canada declined to protect the copyright owners of American programming relayed to Canada by satellite.

The National Association of Broadcasters' reaction to the agreement was bifurcated. "We are pleased that the historic trade agreement between the U.S. and Canada provides some degree of copyright protection for U.S. television signals distributed by Canadian satellite," said NAB president Eddie Fritts. "We are concerned, however, that the agreement apparently does not address the problem of C-58. . . . We regard C-58 as grossly unfair to American border broadcasters and will continue to pursue relief wherever possible."

The agreement to make all of Canada and the U.S. a free trade zone is scheduled to come into being early next spring. The "fast track procedures" under which the agreement has been negotiated requires the Presi-

dent to enter into the agreement by Jan. 2—90 days after announcing his intention of doing so. Then Congress will have 60 working days to act. □

## NAB to push for new license renewal reform bill for radio

**Association hopes for support from Swift, who prefers overall license reform bill**

The National Association of Broadcasters is charting a new legislative course. Last week, NAB announced it would seek enactment of a license renewal reform bill for radio only.

The association hopes to enlist the backing of Representative Al Swift (D-Wash.)

but the congressman told BROADCASTING he is not interested. "NAB has clearly dismissed an overall license reform bill, but I haven't," he said. Swift is introducing a renewal bill this week.

NAB, along with public interest groups, worked with Swift earlier this year to fashion a compromise proposal that would eliminate comparative renewal for radio and TV in exchange for public service obligations. In June, however, NAB's joint board of directors rejected Swift's draft measure which the board felt was far too regulatory (BROADCASTING, June 22).

A letter last week from NAB President Eddie Fritts to the congressman outlined the broadcasters' position. Fritts noted that his board found the compromise proposal would not "be in the overall interests of the broadcasting industry." However, he wrote, "it has long been NAB board policy that where attempts to achieve across-the-board renewal legislation has floundered, efforts should be made toward attaining reform for radio standing alone. The inherent differences between radio and television and the plethora of AM and FM stations presently serving the public dictate different standards and requirements for these diverse media outlets." He said NAB wished to discuss that initiative with Swift.

However, Swift indicated last month he would introduce his bill with or without NAB's support, and now he is keeping that promise. He said he has a commitment from House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) to hold hearings on the legislation, although Swift does not expect them to occur until next year.

The compromise bill has not been altered since the parties last worked on it, and Swift intends to introduce it in that form. He thinks it is important that "people see what the [compromise] was." But that doesn't mean Swift thinks the legislation is "ideal" or even represents what he would like to see en-

## Washington Watch

**Court upholds New Orleans rejection.** U.S. Court of Appeals in Washington last week affirmed FCC decision rejecting New Orleans Channel 20 Inc.'s proposal to assign its construction permit for station on ch. 20 in New Orleans. Commission's reason was, essentially, lack of confidence station would be built in reasonable length of time. NOC had obtained permit by assignment in 1983 but had failed to start construction before seeking transfer to LeSea Broadcasting Inc. in 1984. Commission concluded that NOC had not made required showing that failure to construct was due to causes beyond its control. And while NOC and LeSea—religious broadcaster—do not challenge that conclusion, they do contest further ruling that LeSea had failed to demonstrate its plans for construction were sufficiently definite to justify request for third extension of construction. They said commission on three occasions in past had granted extensions on allegedly similar facts. Appeals court panel, however, said commission's decision was neither arbitrary nor capricious, nor contrary to those earlier decisions. Panel acknowledged that it had remanded to commission other decisions that were inconsistent with prior ones. But panel said that while "parties at some point have a right to cry foul. . . to reach that point here would reduce the doctrine of similar treatment to an absurdity, and a dangerous one at that for it would imply that exceptions granted by an agency become de facto law." □

**Superstation bill.** House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.) plans hearing later this month on legislation governing satellite distribution of broadcast signals—superstations—to backyard dish owners (H.R. 2848). Kastenmeier expects at least two days of hearings.

# More chapter and verse on comparative renewal

On Aug. 24 BROADCASTING published a list of comparative renewal proceedings instituted from 1982 to the present. After inquiries from BROADCASTING and others, however, the FCC uncovered several cases not previously listed in its records. Of these proceedings, the challenger prevailed in only one—the KHOF(FM) case. As in the case of another Faith Center station, KVOF(TV) (now KWBB) San Francisco, the dismissal followed the licensee's refusal to provide requested information. The rest have either gone to the incumbent (by decision or settlement) or are still pending. The following is a list of the remaining 11 proceedings:

**KHOF(FM) Los Angeles** (*Faith Center Inc.*). Two challengers: Inspiration Media of Southern California and Coronado, which merged to form New Inspiration Broadcasting Co. Incumbent's application is dismissed with prejudice on Sept. 9, 1982, and challenger's application is granted on March 2, 1983.

**WEZF-TV Burlington, Vt.** (*International Television Corp.*). One challenger: Lake Champlain; reaches settlement agreement and application of incumbent is granted on June 14, 1982.

**WINX(FM) Rockville, Md.** (*Montgomery County Broadcast Co.*). One challenger: Community Airwaves; settles with incumbent and application is dismissed with prejudice Oct. 5, 1982. "Application of incumbent is granted subject to such action as the [review] may deem appropriate in light of the ultimate findings in the United Broadcasting process on April 27, 1983."

**WVVO(FM) Berryville, Va.** (*Berryville Media Group*). One challenger: Bentom Enterprises Inc.; reaches settlement and application of incumbent is granted on Jan. 5, 1983.

**KISW(FM) Seattle.** (*Dena Pictures Inc. and Alexander Broadcasting Co., a joint venture d/b/a Kaye Smith Enterprises*). One challenger: Vincent L. Hoffart; initial decision to grant the application of Kaye Smith on Nov. 18, 1983; review board upholds initial decision on June 5, 1984; sale of station to Alexander Broadcasting Co. approved on Aug. 26, 1985.

**WBBY-FM Westerville, Ohio** (*Mid-Ohio Communications Inc.*). One challenger: Metro Broadcasting Inc.; initial decision to grant application of challenger on Sept. 6, 1983; parties settle and application of Metro is dismissed with prejudice on June 24, 1985; a supplemental initial decision grants application of Mid-Ohio on Dec. 18, 1985; decision adopted by review board denies application of Mid-Ohio on June

25, 1986; application pending before full commission.

**WNCS-TV Albany, Ga.** (*Albany Radio Inc.*). One applicant: York County Television Corp.; application of incumbent granted on April 11, 1984.

**KXKX(AM) Galveston, Tex.** (*Marr Broadcasting Co.*). One applicant: San Jancinto Broadcasting; Marr's petition to change call letters to KQQK is granted on July 14, 1986; initial decision to grant application of challenger and deny application of incumbent on Nov. 7, 1986.

**KQED-FM, KQED-TV and KQEC-TV San Francisco, Calif.** (*KQED Inc.*). One applicant: Minority Television Project for KQEC-TV Channel 32; initial decision to renew applications of KQED Inc. for KQED-TV, KQED-FM and KQEC-TV for the appropriate license terms is granted and, more particularly, the 1983 application of KQED Inc. for renewal of KQEC-TV is granted and application of Minority Television Project is denied on Dec. 17, 1986.

**WWDB(FM) Philadelphia** (*Banks Broadcasting Co.*) and **WHAT(AM) Philadelphia** (*Independence Broadcasting Co.*). Two challengers: Mainline Communications and American Minority Communications Inc.; "settlement agreement is granted and renewals are granted for WWDB(FM) and WHAT(AM) provided, however, that if the assignment of WHAT(AM) to Mainline or the assignment of WWDB(FM) to NEWSsystems of Philadelphia Inc. is disapproved or not consummated, the action therein shall be void with respect to any station not assigned." Applications of Mainline and American Minority Communications are dismissed with prejudice on March 26, 1986.

**KALI(FM) San Gabriel, Calif.** (*Tele-Broadcasters of California Inc.*). One challenger: Life Broadcasting Co.; initial decision to deny challenge and grant renewal on Aug. 16, 1984; settlement dismissing challenger and granting renewal on Sept. 30, 1985.

acted. "What we ended up with is a far cry from what I wanted," the congressman said.

He anticipates there will be many amendments, some ones that he will offer. Nonetheless, in the end, he believes it will be "useful to see what was originally proposed. . . I want people to know what it was that the board walked away from." And in time after the amendment process is completed, Swift predicted, some broadcasters might "give their eye teeth to get this proposal."

The Swift renewal bill would:

■ Reaffirm the public interest standard by establishing a 'policy that broadcast licensees should provide meritorious service responsive to the issues, problems and concerns of the residents of their service areas.' The standard also calls for no serious violations of the Communications Act.

■ Create a two-step license renewal procedure protecting licensees against competing applications in stage one.

A licensee failing to meet the standard could be assessed lesser penalties than loss of license. If, however, after a hearing, the FCC found the standard has not been met and "that a lesser sanction is not appropriate, the FCC must deny the licensee's renewal application." At that point the FCC could entertain competing applications.

Among other things, the bill would require more stringent record keeping and a 5% random audit of renewal applicants, and would apply the same EEO requirements found in the Cable Act to broadcasting. It would also codify the FCC's minority tax certificate and distress sale and minority and female preferences policies. □

## Clarification of seller financing requested of FCC

To promote seller financing in sales of broadcast stations, a Washington communications law firm has asked the FCC to make clear that a seller who finances the sale of a station may, upon FCC approval, reacquire the station if the buyer defaults.

In its petition for a declaratory ruling, Crowell & Moring said current FCC policies discourage seller financing by "creating the impression" that such arrangements deny the seller "reversionary interests" in the station after the sale.

The "evils" the prohibition against "reversionary interests" is intended to prevent are absent in seller financing. The seller does not continue to control the station after the

sale, the saw firm said. "The seller has no right to reacquire the station in the sense that transfer back to the seller is foreordained," it said. "The ability to reacquire the station is . . . out of the seller's control. It arises only upon default by the buyer."

In addition, it said, the license will not revert to the seller without FCC approval. "If the commission is free to accept or reject the application, and can only grant it if it finds the assignment to be in the public interest. . . there is no logical basis for a per se bar to such financing arrangements.

"Permitting the seller to have . . . a . . . right [to reacquire a station] simply grants the seller the same right that virtually all third-party creditors are offered," it said. "Commission staff now apparently does not prohibit financing provisions which entitle a bank or other third-party lender to seek commission approval to become the licensee. There is no reason why the legality of a financing arrangement should turn on whether the lender has been a commission licensee."

The firm argued that seller financing in the public interest because it facilitates the emergence of new broadcasters. "It is often the only means by which potential broadcasters, particularly minority group members, can enter broadcasting," it said. □



## CNN over there

The Cable News Network will be seen on a regular basis in Britain with the signing of Thames Television to carry a half-hour segment of the service. The independent Thames commercial service broadcasts to 11 million people in greater London. CNN will appear live on Thames from 5:30 to 6 a.m.

## Sports update planned

MSG Network announced last week its first regularly scheduled live programing, a daily sports update feature entitled *MSG Sports-Desk Update* that will debut April 4. It is being created by MSG with the help of Chet Simmons, a former executive with ABC, NBC and ESPN.

The program will initially be three to five minutes in length, but Bob Gutkowski, executive vice president of MSG Communications, said: "We see it as the first step...toward a weekly, and eventually a nightly half-hour sports news show." The initial segments are scheduled for 7 p.m. and 11 p.m.

MSG also said last week that former New York Knick Walt Frazier will work as a color analyst for some Knick cablecasts and appear on some pre-game programing.

## Increasing reach

The Movietime Channel, a basic service devoted to entertainment and movie news and features, said last week that additional affiliation agreements have increased its reach to 2.5 million cable homes. The service, which was launched July 31, has added the Century systems in Los Angeles; Gill Cable, San Jose, Calif.; Cencom, St. Louis; ATC, Birmingham, Ala., and Orange county, Calif.; Storer, Louisville, Ky.; the Falcon systems in southern California, and Avenue Cable, Los Angeles.

Larry Namer, Movietime president, said the service is in 17 of the top 25 markets and is "where we need to be to bring in advertisers." Movietime also said that it was on the verge of signing a number of advertisers, including soft drink, candy, popcorn and motorcycle companies. Many of the service's charter advertisers are movie companies that supply programing for the service.

Namer said the service was not entertaining offers from MSO's for equity ownership in the service. "We don't give away equity for subs," Namer said.

Movietime, which has a half-hour show devoted to what's coming up on pay cable, plans similar shows for basic networks and pay per view. That programing serves as its own cross-promotion for other services for cable operators, Namer said.

Namer said 65% of Movietime subs received the service 24 hours a day. On ATC's Manhattan system, the service is only on from 3 p.m. to 6 p.m. but its hours will be

expanded in January, Namer said. The service schedule "lends itself to partial carriage," said Namer, adding that Movietime plans to "let the strength of the service drive it to full service." Namer predicted Movietime will reach eight million homes by its first anniversary and could break even by next summer.

## Peace offering

Fourteen public television stations, 10 from New York and four from the New Jersey Network, staffed a booth together at the Atlantic Cable Show last week to offer an olive branch to the cable industry in the ongoing channel repositioning controversy. Part of the goodwill was evident in a joint statement released by Bob Ottenhoff (l), executive director of the NJN, and Jim Mooney, president of the National Cable Television Association.

The statement read: "The American pub-



lic deserves the finest public television and the finest cable television service possible. The public will best be served by public television and the cable industry acting in a cooperative and mutually beneficial way, each cognizant of the needs of the other.

"This effort [by the group of public stations] represents a significant beginning to a new approach in cooperation between the cable industry and public television."

Ottenhoff said public broadcasters took the booth because it is "our intention to take positive steps to let the cable industry know that we appreciate their cooperation and we're willing to do what we can to cooperate with cable."

## Following the Rainbow

Two Rainbow Programing services announced new affiliation signings and a third released details on a new programing push at last week's Atlantic Cable Show.

American Movie Classics said it has signed an agreement with Adelphia Cable to launch AMC on 11 Adelphia systems representing 250,000 subscribers. Adelphia will begin offering AMC as a "bonus to basic, pay giveaway or on an expanded tier," according to AMC President Josh Sapan. The introduction is scheduled for Nov. 1.

Rainbow's New York Sportchannel regional pay sports service said it has passed the million subscriber mark with the addition of 40,000 subscribers from Adelphia's

Buffalo, N.Y., system. Sportschannel, which began the year with 735,000 subs, now has 1,015,000.

Sapan announced a concentrated programing push by Bravo to get more films from independent filmmakers on the pay cable network. "We want to expand the range of suppliers," said Sapan, who added that Bravo wants to increase independent programing from producers from 95% to 100%.

Part of the reason for the expansion is to fill the void created by the closings of more independent theaters and art houses. Sapan said Bravo intends to become the premiere outlet for independent filmmakers. Among the filmmakers whose movies have played on Bravo are Spike Lee, John Sayles, Merchant Ivory and Jonathan Demme.

## Teaching cable basics

General Instrument announced last week it will conduct a two-day seminar, Nov. 11-12, to explain the fundamentals of technology to nontechnical cable professionals. "Cable Insights '87: Taking the Mystery Out of Cable Technology" will be held at Stouffer's Valley Forge hotel in King of Prussia, Pa.

The agenda includes "regulatory issues, basic system design and equipment, picture quality, addressability, signal security, upgrades and rebuilds, interactive services and systems of the future," GI said. Hal Krisberg, vice president and general manager, Jerrold Subscriber Systems Division, said: "This is not a sales pitch for Jerrold products. The purpose is to give professionals with responsibility for the profitability and operation of cable-related businesses a working knowledge of cable technology." Registration will be \$195 per person, \$150 per person for two or more.

## Signing on

Comcast Cable and Jones Intercable have signed as shareholders of NuCable Resources, which supplies cable operators with classified advertising material technology. Including these latest additions, 11 MSO's have invested in NuCable.

## Climbing higher

Arbitron said cable penetration in July reached 49.3%—equaling 43,161,200 homes. The figure represents a 6% increase from last July.

## Cable-radio connection

Jones Intercable has launched a seven-formatted radio programing service for cable operators that subscribers can receive on their FM sets. Jones Galactic Radio will be rolled out to all Jones systems by Jan. 1.

The formats—"Light 'n' Lively Rock," "Soft Sounds," "America's Country Favorites," "Your Hot Rock Connection," "New Age Jazz," "Classic Collections" and a read-



**Film tribute.** Bravo Cable Network co-sponsored a salute by the American Film Institute in Washington to honor 25 years of productions by director James Ivory and producer Ismail Merchant with the opening of their latest film, "Maurice." Bravo offered a festival of Merchant-Ivory films in September, and will continue offering this month. Bravo executives presented AFI with a check for \$10,000 and also announced plans to work with Washington area cultural groups to promote their events on cable television. Shown here at the Merchant-Ivory tribute are (l-r): James Hindman, AFI deputy director; Leila Smith, executive director, Cultural Alliance of Greater Washington; actor James Wilby; Joshua Sapan, Bravo president; Merchant, and Ivory.

ing service—will contain at least 57 minutes per hour of programming. Jones is selling only national advertising for the formats. Among advertisers signed are Sears Roebuck and the *Wall Street Journal*.

The programming is transmitted over Galaxy III. The signal is split in the subscriber's home, with the video signal going to the television set and the radio formats plugged

directly into the FM receiver.

The programming will be put together by The Programming Consultants, based in Albuquerque, N.M. The service will be initially offered free to subscribers.

#### Pulse taking

In January 1988, Zenith Electronics Corp.

will begin offering its PM Pulse addressable cable decoders. The decoders are built with two-way, pay-per-view capabilities for cable programming. They will be offered with remote control for less than \$100 per unit. Consumers will be able to order PPV programming by pressing a button on the remote control.

Multimedia Inc., Greenville, S.C., multiple cable systems operator, has signed the first contract for PM Pulse. The decoders will be offered to the 82,000 subscribers of Multimedia's system in Wichita, Kan.

#### New name

PTL cable officials are pitching a renamed Inspirational Network to top cable MSO's, offering three cents per subscriber per month for carriage in a five-year contract. The service, comprising religious programmers who buy time on the channel, now is available free to its 11.5-million subscriber base. A PTL official said the network wants cable operators to view the Inspirational Network as a leased channel concept and hopes that operators will make their decision on whether to offer the service on business, not emotional grounds. Contracts have been finalized, but not signed with Daniels, TeleCable and Comcast. The remaining MSO's have the contract proposal in hand and will be deciding in the next month, PTL hopes. A spokesman said the service would probably need eight million to nine million subscribers to maintain its present fiscal structure.

## Business

### Big week for cable deals

**Transactions announced last week include Times Mirror-TCI swap of systems and purchase by Star of North American Communications**

Times Mirror has agreed to swap its 185,000-subscriber Phoenix-area cable systems to Tele-Communications Inc. and United Artists Communications for eight smaller cable operations in New York, California, Illinois, Massachusetts, Ohio and Nevada.

Also in cable news last week, Star Cablevision has propelled itself into the top 40 multiple system operator ranks with an agreement to buy MSO North American Communications Corp.'s 55,000-subscriber operation for approximately \$103 million, following other recent acquisitions.

Times Mirror, which announced its agreement with UA and TCI on Oct. 5, will take over TCI cable systems in Reno and Carson City, Nev.; South Lake Tahoe, Calif.; and Zanesville, Ohio; and UA systems in Taunton and North Attleboro, both Massachu-

setts; Brookhaven, N.Y., and Decatur, Ill.

The TCI and UA systems together represent approximately 190,000 subscribers. Communications Equity Associates served

as broker in the deal.

TCI and UA (which is 65% owned by TCI) will form a partnership to own and operate the Arizona systems, which have

#### Fifth Estate Earnings

Company	Quarter	Revenue (000)	% change	Earnings (000)	% change	EPS
Time Inc.	Second	\$1,042,000	10	\$78,000	26	\$1.30
Warner Communications	Second	\$766,324	19	\$104,323	102	\$0.68
Westinghouse	Second	\$2,640,500	(4)	\$179,900	10	\$1.23

**Time Inc.** said increase in second-quarter net income over same period last year was "driven by very strong performances" in cable TV and magazine segments. Cable system operator American Television & Communications (ATC), 82%-owned by Time, reported 24% increase in second-quarter operating income over year-ago period to \$36 million and 19% increase in operating cash flow to \$70 million, with revenue up 12% to \$177 million. Time's programming segment, mainly cable channel, Home Box Office, reported 3% increase in operating income to \$35 million on revenue of \$246 million. Programming results for quarter also include Time Inc.'s share of earnings from USA Network, which was sold during period. Company's interest expense rose \$11 million during quarter, mainly due, Time said, to debt incurred by ATC at initial public offering of share last August. ■ **Warner Communications Inc.** reported second-quarter cable and broadcasting operating revenue up 19% to \$96.1 million from year ago; operating income of \$12.5 million was up from \$3.6 million in second quarter last year. WCI's net income includes after-tax net gains on investments of \$37.3 million and utilization of tax loss carry-forwards of \$10.8 million as extraordinary item. ■ **Westinghouse** reported that operating profit for broadcasting remained even with previous year's second quarter.

subscribers in Phoenix, Tempe, Chandler, Mesa, Paradise Valley, Fountain Hills, Nogales, Bullhead City, Casa Grande and Lake Havasu.

Times Mirror had acquired the operations in its 1983 buyout of American Cable Television of Phoenix and the subsequent acquisition of Storer cable overbuilds in parts of Phoenix and an independent system in Mesa as part of a system swap in the summer of 1985.

The deal will probably not close until the end of first-quarter 1988, awaiting a definitive agreement and government approvals, a TCI spokesman said.

Star Cablevision, a Fond du Lac, Wis.-based MSO which recently changed its name from Wisconsin Cablevision and Radio and sold its three radio stations to Independence Broadcasting for \$11.5 million, said last week it had reached agreements to buy Combined Cable Corp. of Illinois for \$60 million; Columbia Cable Co.'s cable systems in Indiana and Illinois for \$29.5 million, and systems in Wisconsin and Iowa from James Communications and First Carolina Cable Co. for \$43.5 million.

The company also outbid MSO Western Tele-Communications Inc. for the 66-system North American Communications Corp. (NACC) operations. Star Cablevision's purchase of NACC, handled through cable broker Communications Equities Associates, was approved by the NACC board last Friday, Oct. 2, a day after its \$31.10-per-share bid was first received.

A definitive agreement between NACC and Star Cablevision is expected within several weeks and a special shareholder meeting will be scheduled to consider the bid. Star Cablevision's Donald G. Jones said he expected the deal to close by the first of next year. NACC's basic subscribers total 55,000-57,000.

The purchase price, which includes the assumption of approximately \$18 million in NACC debt, was only about \$6 million more than that offered Sept. 30 by Western-Telecommunications Inc. (WTCI).

Jeffrey Marcus, WTCI chairman and chief executive officer, along with Marcus Communications (an 80% TCI-owned cable system operator due to merge with WTCI next January) and WTCI subsidiary Televents Group told the Securities and Exchange Commission Sept. 28 that they had purchased 6.6% of NACC's common stock, or 175,500 shares. WTCI described its \$29-per-share offer as placing the transaction in the \$1,700-per-basic-subscriber range and said the offer was 19.4 times NACC's pro forma annualized cash flow.

The close geographic location of the Marcus and NACC properties throughout Wisconsin would have allowed them to be managed "almost as line extensions," WTCI said, but Marcus explained that the size of the competing bid had reached the point where the deal "ceased to make sense" for WTCI. Marcus said currently-held shares would be sold.

Privately held Star Cablevision's recent purchases have increased its basic subscribers from about 84,000 on systems in Wisconsin, Michigan, Minnesota and Arizona to some 220,000 on 90 systems in the Mid-

## BottomLine

**Taft close.** Buyout of Taft Broadcasting Co. by leading shareholders was completed last week, following FCC approval of deal Oct. 2. Cincinnati-based investor Carl Lindner will retain bulk of company through FMI/Great American Communications, majority-owned by his American Financial Corp. In planning are spin-off of Taft cable holdings and WTVN-TV Columbus, Ohio, to Robert Bass Group and of WGNH-TV High Point, N.C., to Dudley Taft ("Top of the Week," Sept. 28). FCC has issued temporary waiver on TV-radio multiple ownership of Taft's Cincinnati and Kansas City, Mo., stations, until commission completes ongoing multiple ownership rulemaking. Buyout offer was for either \$157-per-share cash, or \$144-per-share cash plus share of AFC's FMI Financial Corp., for each share of Taft.

□

**Publishing push.** CBS Inc. has completed \$650-million sale of its CBS Magazines Division to management buyout group led by former president Peter Diamandis and expects to report gain on sale in fourth quarter, 1987. Magazine group of specialized consumer publications will be called Diamandis Communications Inc.

□

**Merger monitor.** Home video company, Today Home Entertainment, has submitted estimated \$32 million merger proposal to board of Heritage Entertainment Inc. Under merger proposal terms, Heritage shareholders would receive \$3 cash and convertible preferred stock in Today Home Entertainment or subsidiary. Today Home Entertainment now owns approximately 5.1% of Heritage outstanding stock. Odyssey Filmpartners Ltd., film production company which also submitted, then withdrew, merger proposal for Heritage, has since acquired Coast Productions, TV commercial production company with \$12 million in sales for year ending last June 30.

□

**Cable clips.** TKR Cable Co. of Miami has acquired for undisclosed amount, 36,000-subscriber cable systems in Wildwood and Cape May, both New Jersey. TKR, joint venture of Knight Ridder and Tele-Communications, Inc., bought the system from TCI, raising its subscribers to more than 235,000, including 200,000 in New Jersey. TKR also said it expects to purchase from TCI by year's end its cable systems in Warwick, N.Y., and Ramapo, N.Y., for another 20,000 subscribers. ■ Phoenix Cable Inc. financial services company for cable TV industry, has opened \$30-million limited partnership, Phoenix Cable Income Fund, to invest in cable systems. Fund's holdings are close to fully specified, according to Phoenix Cable Senior Vice President Ron Demer, with \$24 million used to acquire systems totalling 17,000 subscribers. Phoenix closed acquisitions last month for two 4,600-subscriber systems in Bedford, Mich., and St. Charles Parish, La. Company also has cluster of three systems in Ohio, three systems in North Carolina and Tennessee and another group of systems in New Orleans area and Hattiesburg, Miss.

□

**Debt department.** Tele-Communications, Inc. has filed \$250-million convertible debenture offering with Securities and Exchange Commission. Offering, underwritten by Drexel Burnham Lambert, will be convertible into Class A common stock, but conversion price and interest rate have not been determined. ■ United Artists Communications, cable MSO and theater chain, has filed shelf registrations with SEC for up to \$245-million aggregate principal amount of its debt securities and \$245-million aggregate principal amount of its convertible debt securities. Company went through total refinancing last spring, and no further debt offerings are anticipated.

□

**Media move.** Heritage Media Corp., formed in management buyout of radio and TV properties of Heritage Communications, will relocate corporate headquarters from Des Moines, Iowa, to Dallas, later this year. Relocating are James Hoak, chairman and chief executive officer (who remains chairman and CEO of Heritage Communications), David Walthall, president and chief operating officer, and 13 others. Heritage Communications, which operates cable television systems including one in Dallas, will remain in Des Moines as will by James Cownie, president (see "Fates and Fortunes," page 115). Also staying in Des Moines is David Lundquist, senior vice president and chief financial officer, and others.

□

**Down under.** News Corp. has scheduled its annual general meeting for this Friday, Oct. 16, in Adelaide, South Australia.

west and Southwest.

The acquisition of Combined Cable, handled by cable brokers Daniels & Associates and expect to close by year's end, will bring it 34,000 customers in Illinois, southern

Wisconsin and eastern Iowa. Another 17,400 customers are being acquired from Columbia Cable Co. and 23,700 will be gained from the James Communications and First Carolina Cable system purchases. □

# Week two goes to NBC

The second week of the prime time season, ended Oct. 4, went to NBC, according to the Nielsen peplemeter ratings for households. NBC took the week with a 17.4 rating and a 29 share. CBS came in second with a 13.2/22 and ABC closed with a 12.8/21.

The AGB household ratings for week two put NBC on top with a 16.7/29. CBS ran second with a 13.5/23, while ABC had a 12.5/21. (These AGB averages are based on calculations made by BROADCASTING.)

In the evening news race, CBS took the week with an 11.2/23. NBC came in second with a 10.1/21. ABC had a 9.6/20.

NBC won three days for prime time in week two, Monday, Thursday and Saturday. CBS and ABC both won two nights apiece; CBS took

Friday and Sunday. ABC took Tuesday and Wednesday.

Included below are ratings breakouts for the top 10 shows for men and women, aged 18-49. The Nielsen breakouts are based on calculations included in a report from ABC. The AGB breakouts come directly from AGB Television Research.

For men 18-49, ABC's *Moonlighting* ranked first on both AGB and Nielsen. Nielsen men put the same network's *Growing Pains* second, while AGB men placed the ABC show seventh.

*Moonlighting* came in first among both AGB and Nielsen women, too. Women surveyed by both services put the same programs into the top-five slots for week two (see charts below), but parted company slightly on the ranking of ABC's *Who's the Boss?* and NBC's *Golden Girls*.

## Nielsen

Rank □ Show □ Network □ Rating/Share

1.	Bill Cosby Show	NBC	29.8/49
2.	A Different World	NBC	28.2/45
3.	Growing Pains	ABC	26.5/41
4.	Cheers	NBC	26.1/41
5.	Moonlighting	ABC	25.9/40
6.	Golden Girls	NBC	24.4/44
7.	Who's the Boss?	ABC	24.0/39
8.	Tonight Show 25th Anniv.	NBC	238./39
9.	Murder, She Wrote	CBS	22.8/34
10.	Family Ties	NBC	20.9/32
11.	60 Minutes	CBS	20.7/34
12.	ALF	NBC	20.3/32
13.	NBC Monday Night Movies	NBC	20.2/32
14.	Amen	NBC	18.7/34
15.	Valerie's Family	NBC	18.6/28
16.	My Two Dads	NBC	18.6/28
17.	NBC Sunday Night Movie	NBC	18.1/29
18.	227	NBC	17.6/32
19.	Hooperman	ABC	17.5/28
20.	CBS Sunday Movie	CBS	17.5/29
21.	Dolly	ABC	17.3/26
22.	Head of the Class	ABC	17.1/28
23.	Dallas	CBS	17.0/30
24.	Hunter	NBC	17.0/34
25.	Thirtysomething	ABC	16.7/30
26.	Perfect Strangers	ABC	16.3/28
27.	Matlock	NBC	15.9/25
28.	Miami Vice	NBC	15.9/28
29.	Designing Women	CBS	15.8/24
30.	Facts of Life	NBC	15.4/29
31.	Dynasty	ABC	15.2/26
32.	Newhart	CBS	15.2/23
33.	Falcon Crest	CBS	15.1/28
34.	Slap Maxwell Story	ABC	14.9/24
35.	Magnum, P.I.	CBS	14.9/24
36.	J.J. Starbuck	NBC	14.9/23
37.	Knots Landing	CBS	14.8/25
38.	Crime Story	NBC	14.2/26
39.	St. Elsewhere	NBC	14.1/24
40.	Beauty and the Beast	CBS	14.0/26
41.	Equalizer	CBS	14.0/24
42.	Monday Night Movie	ABC	13.7/22
43.	Cagney & Lacey	CBS	13.6/23
44.	Highway to Heaven	NBC	13.5/23
45.	Kate & Allie	CBS	13.0/20
46.	Our House	NBC	12.4/21
47.	MacGyver	ABC	12.2/19
48.	Frank's Place	CBS	12.2/20
49.	A Year in the Life	NBC	12.0/19
50.	Private Eye	NBC	11.9/22
51.	Buck James	ABC	11.6/19
52.	Wiseguy	CBS	11.5/18
53.	Oldest Rookie	CBS	10.8/18
54.	20/20	ABC	10.7/20
55.	Spenser: For Hire	ABC	10.6/16
56.	Tour of Duty	CBS	10.3/17
57.	Disney Sunday Movie	ABC	10.2/18
58.	Hotel	ABC	9.6/19
59.	Jake and the Fatman	CBS	9.6/15
60.	Rags to Riches	NBC	9.6/18
61.	Full House	ABC	9.5/18
62.	I Married Dora	ABC	9.4/17
63.	ABC Thursday Night Movie	ABC	9.4/15
64.	Law and Harry McGraw	CBS	9.4/17
65.	O'Hara	ABC	8.5/15

Rank □ Show □ Network □ Rating/Share

66.	Charmings	ABC	8.4/14
67.	Sledge Hammer!	ABC	7.9/13
68.	My Sister Sam	CBS	7.3/14
69.	Everything's Relative	CBS	7.2/13
70.	West 57th	CBS	6.9/14
71.	Max Headroom	ABC	6.4/11
72.	Leg Work	CBS	6.0/11
73.	Once a Hero	ABC	4.6/9

## AGB

1.	Cosby Show	ABC	27.1/47
2.	Different World	NBC	25.4/42
3.	Golden Girls	NBC	24.6/43
4.	Cheers	NBC	24.2/40
5.	Growing Pains	ABC	22.8/36
6.	Moonlighting	ABC	22.3/35
7.	Tonight Show 25th Anniv.	NBC	21.8/37
8.	Dallas	CBS	20.6/36
9.	Who's the Boss?	ABC	20.4/34
10.	Family Ties	NBC	20.2/35
11.	Murder, She Wrote	CBS	19.7/33
12.	Amen	NBC	19.4/35
13.	ALF	NBC	19.2/32
14.	60 Minutes	CBS	19.0/36
15.	227	NBC	18.9/35
16.	Newhart	CBS	18.6/29
17.	My Two Dads	NBC	18.2/31
18.	Dolly	ABC	18.1/31
19.	Falcon Crest	CBS	17.6/33
20.	Designing Women	CBS	17.4/27
21.	Hunter	NBC	17.4/34
22.	Valerie's Family	NBC	16.9/27
23.	Sunday Night at the Movies	NBC	16.2/29
24.	Facts of Life	NBC	16.1/30
25.	CBS Sunday Night Movie	CBS	16.0/30
26.	Miami Vice	NBC	15.7/27
27.	Kate & Allie	CBS	15.4/24
28.	Hooperman	ABC	15.4/26
29.	Highway to Heaven	NBC	15.2/26
30.	Monday Night at the Movies	NBC	15.1/25
31.	Beauty and the Beast	CBS	14.9/27
32.	Our House	NBC	14.8/30
33.	Thirtysomething	ABC	14.7/28
34.	Magnum, P.I.	CBS	14.3/24
35.	Head of the Class	ABC	14.3/24
36.	Matlock	NBC	13.9/23
37.	Cagney & Lacey	CBS	13.5/23
38.	Frank's Place	CBS	13.4/22
39.	Buck James	ABC	13.0/25
40.	Slap Maxwell Story	ABC	12.7/21
41.	Perfect Strangers	ABC	12.7/22
42.	Knots Landing	CBS	12.5/22
43.	St. Elsewhere	NBC	12.5/22
44.	Equalizer	CBS	12.4/22
45.	Dynasty	ABC	12.4/22
46.	Rags to Riches	NBC	12.2/22
47.	Oldest Rookie	CBS	11.6/20
48.	Monday Night at the Movie	ABC	11.5/19
49.	A Year in the Life	NBC	11.4/19
50.	Wiseguy	CBS	11.3/19
51.	J.J. Starbuck	NBC	11.3/18
52.	Private Eye	NBC	11.1/20
53.	MacGyver	ABC	10.9/18
54.	I Married Dora	ABC	10.4/18
55.	Tour of Duty	CBS	10.3/17
56.	Full House	ABC	10.1/19
57.	20/20	ABC	10.1/19

Rank □ Show □ Network □ Rating/Share

58.	Law and Harry McGraw	CBS	10.0/19
59.	Disney Sunday Movie	ABC	9.2/18
60.	Jake and the Fatman	CBS	8.9/14
61.	Spenser: For Hire	ABC	8.6/15
62.	Hotel	ABC	8.6/17
63.	Everything's Relative	CBS	8.6/16
64.	Leg Work	CBS	8.3/15
65.	My Sister Sam	CBS	8.0/15
66.	Crime Story	NBC	7.9/15
67.	Charmings	ABC	7.8/13
68.	West 57th	CBS	7.6/15
69.	ABC Thursday Night Movie	ABC	7.5/13
70.	Sledge Hammer!	ABC	7.3/13
71.	O'Hara	ABC	7.0/12
72.	Max Headroom	ABC	6.2/11
73.	Once a Hero	ABC	4.1/8

## Nielsen men

1.	Moonlighting	ABC	18.3
2.	Growing Pains	ABC	16.7
3.	Cheers	NBC	16.2
4.	Tonight Show 25th Anniv.	NBC	15.7
5.	Family Ties	NBC	14.6
6.	Monday Night Movie	ABC	13.7
7.	Who's the Boss?	ABC	13.7
8.	Different World	NBC	13.4
9.	Bill Cosby	NBC	13.4
10.	My Two Dads	NBC	12.9

## AGB men

1.	Moonlighting	ABC	13.2
2.	Cheers	NBC	12.4
3.	Tonight Show 25th Anniv.	NBC	11.5
4.	Cosby Show	NBC	11.1
5.	Different World	NBC	11.0
6.	Dolly	ABC	10.2
7.	Growing Pains	ABC	10.1
8.	ALF	NBC	10.0
9.	60 Minutes	CBS	9.9
10.	Family Ties	NBC	9.7

## Nielsen women

1.	Moonlighting	ABC	23.6
2.	Different World	NBC	23.0
3.	Bill Cosby Show	NBC	22.6
4.	Growing Pains	ABC	21.8
5.	Cheers	NBC	21.6
6.	Family Ties	NBC	20.0
7.	Who's the Boss?	ABC	19.2
8.	My Two Dads	NBC	17.9
9.	Tonight Show 25th Anniversary	NBC	17.2
10.	Golden Girls	NBC	16.7

## AGB women

1.	Moonlighting	ABC	20.7
2.	Different World	NBC	18.4
3.	Bill Cosby Show	NBC	18.2
4.	Growing Pains	ABC	18.0
5.	Cheers	NBC	16.5
6.	Who's the Boss?	ABC	15.9
7.	Golden Girls	NBC	15.7
8.	Family Ties	NBC	15.4
9.	Tonight Show 25th Anniv.	NBC	15.3
10.	ALF	NBC	15.0

## Specter, Metzenbaum wary of NFL on cable

**Congressmen worry about sport's possible move from over-the-air TV and ask Justice to examine league's antitrust exemption**

The Justice Department, at the behest of Senators Arlen Specter (R-Pa.) and Howard Metzenbaum (D-Ohio), may soon conduct a study to determine whether the NFL's antitrust exemption that allows the league to sell television rights to broadcast TV also applies to cable networks. The lawmakers are concerned about the migration of pro football games from free over-the-air television to cable, and Metzenbaum's Judiciary Subcommittee on Antitrust and Monopolies convened a hearing on the subject last week.

Two weeks ago Specter offered a Senate resolution (S.Res. 291) calling for the study,



Rozelle and Modell

and that it could get to the point "where football cannot be seen without paying for it." Personally, he doesn't think the antitrust immunity granted under the 1961 act applies to cable. But because the law was enacted when cable "was not on the scene," the senator thinks a clarification from the Justice Department is needed.

Metzenbaum echoed Specter's concerns. He said there is a "strong feeling" in Congress on the matter and that legislation could move without much trouble to insure that "free coverage of football games is continued in this country."

Metzenbaum sought the Federal Trade Commission's view on the NFL-ESPN contract. An Oct. 6 letter from the agency to the senator reflects the complexity of the issue.



Specter

but following the hearing a Specter aide said Justice has now indicated it will launch a study as soon as it receives a letter from the lawmakers. The aide said they'll make that request.

What has prompted congressional interest is the National Football League's latest contract with ESPN for the rights to eight Sunday night games. Specter also wants the Justice Department to look at possible "antitrust implications" of ABC's majority (80%) ownership of ESPN.

During the hearing, Metzenbaum mentioned the possibility of broadening the scope of the department's examination to include all sports. Specter considers football a more serious problem because of the "tremendous fan interest," but said he would not object to an expansion. Under the 1961 Sports Broadcasting Act, the league and all pro sports organizations were entitled to an antitrust exemption enabling them to enter into contracts with the television networks and pool revenues from those sports broadcasts.

Specter fears the NFL-ESPN deal is the proverbial "camel's nose under the tent,"



Metzenbaum

**Moment of truth.** Lorimar Syndication has discontinued production of *Truth or Consequences* because of disappointing ratings. The game show, which premiered Sept. 14 in 152 markets, had sold for cash plus one minute of barter. Stations have committed to the series for 52 weeks, but Lorimar and producers Chris Bearde, Ralph Edwards and Stu Billet will release customers after 24 weeks, once barter obligations have been met. In most markets, a Lorimar spokesman said, *Truth* has lost an average of two share points from its lead-in. (As of Sept. 30, at least four stations had decided to reschedule the program because of its poor start in the ratings, [BROADCASTING, Oct. 5].)

The distributor also counted one gain last week, announcing it has cleared the off-network sitcom, *It's a Living*, in 44 markets, including WWOR-TV New York and KHJ-TV Los Angeles. The program is sold on a cash basis with a performance guarantee.



Grimes

"Based on the statute and legislative history, it is arguable that Congress did not intend to provide an antitrust exemption for the type of service offered by ESPN," the FTC wrote.

The commission said it sees the need to "consider the intent of Congress" and recognize the Supreme Court's instructions that "exemptions from the antitrust laws should be narrowly construed." But, "too narrow a reading" of the exemption, the agency feared, could create problems.

"Without further study, for example, it is unclear whether a strict limitation on the exemption could have the unanticipated effect of reducing the willingness of the NFL to deal with alternative transmitters of football games and whether this in turn might have the effect of reducing competition among alternative suppliers of sports to fans," the letter said.

The FTC is currently investigating the NFL's television rights contracts with the networks. Under investigation is possible network collusion in pressuring the league to retain the basic TV rights structure in the recently negotiated three-year, \$1.4-billion

A Norman Rockwell painting was the inspiration for "The ABC Thursday Night Movie" set to air Nov. 26. *Norman Rockwell's Breaking Home Ties* opens as the main character steps out of the painting to board the train that will take him to college and a new life. Set in the 1950's and starring Jason Robards, Eva Marie Saint, Claire Trevor, Doug McKeon and Erin Grey, the ABC film will chronicle the coming-of-age struggles of an unsophisticated young man facing college life as well as disturbing revelations from loved ones back home. John Wilder directs from his own screenplay. Michael Lepiner and Kenneth Kaufman are executive producers.

■ NBC is currently producing a four-hour mini-series starring Sam Waterston ("The Killing Fields") as President Abraham Lincoln and Mary Tyler Moore as Mary Todd Lincoln in *Gore Vidal's Lincoln* based on Vidal's biography of the 16th president. The series begins with Lincoln's presidential inauguration and continues through his reelection in 1864. Broadcast of the series is tentatively scheduled for early spring. Lamont Johnson (*Unnatural Causes*) will direct with Bob Christianson and Rick Rosenberg producing. Sheldon Pinchuk and Bill and Pat Finnegan are executive producers.

■ Debbie Reynolds will star as a New York City policewoman not afraid to use her gun in *Sadie and Son*, a CBS motion picture for television airing on Oct. 21. The film also stars Brian McNamara as Reynolds's son who joins the force when faced with the prospect of a failed comedic career. When mother and son are paired as partners, the streets of New York prove to be a dangerous playground. John Llewellyn Moxey directs from a script by Carl Kleinschmitt. The film was produced by Richard O'Connor with Norton Wright as executive producer.

■ The Corporation for Public Broadcasting will make available four new series aimed at helping illiterate Americans learn to read. Beginning this fall, Kentucky Educational Television will produce and market programs and learning materials that teach adults how to read and tutors how to teach. Wally Amos (Famous Amos cookies) will host segments of *Another Page* (available in January) offering instruction for adults having a fifth-to-seventh-grade reading level. Programs will also include *Learn to Read*, for readers below the fifth-grade level; *KET/IGED Series*, which offers instruction on pass-

ing the high school equivalency exam, and *Teach an Adult to Read*, which provides training for volunteer tutors.

A one-hour documentary on AIDS aimed at the heterosexual population will air over the **Public Broadcasting Service** on Nov. 6. *AIDS: Changing the Rules* will feature Ron Reagan (President Reagan's son), model Beverly Johnson, and salsa star Ruben Blades discussing the disease and ways to minimize the risk of contracting it. The special was produced by AIDSFILMS, John Hoffman and Dr. Susan Tross.

■ Andrew Lloyd Webber, composer of music for such productions as "Cats," "Chess," "Evita," and "Jesus Christ Superstar" will be profiled in *Andrew Lloyd Webber: The South Bank Show* on Oct. 30, 31 on **Bravo**. Interviews with Webber, his colleagues and wife—singer and actress Sarah Brightman—will be featured along with excerpts from several of his Broadway shows.

■ The Museum of Broadcasting is presenting a retrospective, *Jackie Gleason: The Great One*, tracing the entertainer's TV career from *Calvacade of Stars* during the early 1950's, through his period as star and executive producer of his own series originating from Miami. The exhibition runs through Feb. 6. Further information may be obtained by calling the museum in New York at (212) 752-7684.

■ Cable operators may promote their cities through the **Arts & Entertainment** second annual CityVideos Cable Documentary Competition. North American cable operators may submit five-minute videotapes capturing the spirit of their cities by Jan. 31, 1988. The winning entries will be showcased on A&E in a one-hour documentary called *Celebration of America* to be broadcast during 1988. Entry forms for the competition may be obtained by writing to: A&E CityVideos, P.O. Box 6618, New York, N.Y. 10163-6023.

■ The Juvenile Diabetes Foundation (JDF) International will benefit from the proceeds of *Thanks For Giving*, a holiday special scheduled to air on the **USA Network** on Sunday, Nov. 29 through Monday morning. Mary Tyler Moore, JDF International chairman, will appear, along with Bob Hope, Frank Sinatra and hosts Michael Landon and Gloria Loring. In addition to appeals, the show will feature educational segments, research updates and donor support.

package or otherwise blocking Fox Broadcasting, HBO and other cable entities from gaining the television rights. The commission said it would share the results of its investigation with Metzenbaum.

Testifying before the subcommittee were NFL Commissioner Pete Rozelle and Cleveland Browns owner Art Modell. Specter wanted an assurance from the league that it would not shift any more games from free over-the-air television to cable.

Rozelle said although he couldn't make such a commitment, he stressed that the NFL is interested in only a limited "use of cable." And he said the league had no intention of moving the play-off games or the Super Bowl off network television. "We have 3% of our games on cable; other sports have a lot more on cable," he said.

Furthermore, Rozelle argued, it is impractical for the NFL to move all its games to cable. "We don't think cable can match the networks," in revenue and audience and "we don't want to lose our fans," said Rozelle. "As long as I am around, we are going to keep in mind the public and Congress. We won't do anything rash," he told the senators.

Rozelle also said the league first offered the Sunday night games to the networks all of which declined. Modell said they even offered it to Fox Broadcasting before ESPN. But according to sources, Fox was negotiat-

**One down.** It didn't take long for network television's first prime time programing casualty to occur. After just two regular telecasts, ABC last week canceled the new *Once a Hero*, (from New World, seen on Saturdays, 8-9 p.m.). The show was dead last in both the Nielsen and AGB program rankings, averaging about a 4 rating and an 8 share. ABC said it will fill in with special programs in the time period for five weeks, including a prime time World Series telecast on Oct. 17, and then debut the replacement series, *Sable*, in the time period on Nov. 7. *Sable* is an adventure/suspense series from Sherman/Rosetti Productions in association with Taft Entertainment. The program will be filmed on location in Chicago.

**Hall of fame.** Lucille Ball and Milton Berle will be inducted into National Association of Broadcasters' Broadcasting Hall of Fame. Ball and Berle will be honored during television luncheon at NAB's 1988 annual convention in Las Vegas next April 9-12. Originally Hall of Fame applied only to radio, but NAB's executive committee decided last August to add television.

**'Weekend' for sale.** USTV has launched sales for *Great Weekend*, which will be available in January 1988. The one-hour Saturday morning information program will be sold for cash the first 17 weeks then converted to barter next May, with the distributor retaining six minutes, according to Lionel Schaen, president and chief operating officer of USTV. Produced by George Merlis, who developed ABC's *Good Morning, America*, the show will be satellite-fed live from New York at 8 a.m. and again at 9 a.m. Stations may air the program on a delayed basis before 11 a.m., Schaen said. Built as a Saturday morning adult alternative to children's fare, *Great Weekend* will be similar in structure to *GMA* and NBC's *Today* show, but with less emphasis on news, he said. There will be segments for news, weather, personal finance, sports and entertainment features on upcoming weekend events (with cut-ins for local entertainment happenings and weather). Dale Harimoto of *Entertainment Tonight* and *P.M. Magazine*, and Bob Goen of *Home Shopping Guide* and *Perfect Match*, are co-hosts. Eight-person on-air team (including former NBC correspondent Jack Perkins) will do live remotes from around the country.

ing at the time for the Monday night football package and didn't see the Sunday night package as a viable alternative.

ESPN President William Grimes pointed out that the NFL deal doesn't preclude hometown viewers. "We agreed to make those games available to over-the-air television stations in the home markets of each of the participating teams on the same basis as they are available in those markets when telecast on the over-the-air networks. As a result, our NFL telecasts can be seen, not only by virtually all of the 44 million homes reached by ESPN, but also by almost every viewer in the areas where the games are of the most interest," he testified.

Grimes also said ESPN's participation has been "good for competition and the public." Asked if the cable network has any interest in carrying the play-offs or Super Bowl, Grimes told Specter it was "out of our realm in the foreseeable future." Following his testimony, Grimes told BROADCASTING he was not "overly concerned" about the Senate interest nor did he detect any serious move to act on the matter.

Also appearing before the subcommittee was Stephen Ross from the University of

**Canned goods.** People looking for solutions to social problems now have a resource center: the Community Action Network, a national clearinghouse for print and broadcast information about social issues. Using the results of a survey conducted by New York researchers Daniel Yankelovich and Florence Skelly, CAN selected 20 problems to focus on in collecting articles, documentaries, speeches, columns, investigative reports, programs, editorials and news segments—among them drug abuse, drunk driving, child abuse, teen-age suicide, street crime and care for the elderly. As of its September launch, CAN had assembled more than 500 ideas; it is searching for more from both the print and broadcast media.

Radio and television stations are being asked to donate time for the airing of public service announcements giving information about CAN. The spots, prepared by volunteers including Andy Erish, former promotion director at ABC, and David Polinger, senior vice president of WPIX-FM-TV New York, will be 60 seconds in length. Group W Radio has agreed to carry spots on its 17 stations.

The network is a project of American Values, a service organization based in New York. The president is former Radio Advertising Bureau President Miles Davis. Serving on the Formation Committee, which solicits ideas, are the top executives of major national organizations such as the American Association of Advertising Agencies, the American Advertising Federation, the Association of National Advertisers, the Cable Advertising Bureau, the Radio Advertising Bureau, the Television Information Office and the Television Bureau of Advertising.

CAN plans to hold its first awards ceremony in early 1988. All entries submitted for the database are considered for entry in the awards competition.

For more information, contact American Values, 211 East 43d Street, Suite 1400, New York, N.Y. 10017; (212) 818-1360.

Illinois College of Law. Ross said the Justice Department and the FTC should investigate

the issue raised by the NFL-ESPN contract and report back to Congress. □

## Technology 4

# ATSC group endorses HDTV production standard

### Favors 1,125 line, 60 hertz voluntary HDTV production standard

The Advanced Television Systems Committee's T3 group, which is working on standards for high-definition television, has voted to support a 1,125 line, 60 hertz voluntary HDTV production standard. Of the 42 companies represented on the technical group, 26 favored the resolution, nine abstained and seven were absent and did not vote.

ATSC endorsed a preliminary version of the standard last May—one authored by a working group of the Society of Motion Picture and Television Engineers—and forwarded it to the U.S. State Department for use in stating the American position in International Radio Consultative Committee (CCIR) meetings on HDTV which took place last June (BROADCASTING, June 1).

T3 voted on the final draft of the standard, which SMPTE completed later last summer (BROADCASTING, Aug. 24). Among the differences in the final version are changes in system colorimetry parameters. ATSC's entire membership will now vote on the standard. Before the T3 committee voted at a Washington meeting (BROADCASTING, Oct. 5), the updated version was submitted to the State Department for the next CCIR meeting, set for mid-November.

The resolution read: "The technology group on high-definition television of the

Advanced Television Systems Committee approves the signal parameters of the 1125/60 HDTV production system as set forth in ATSC document number T3/142 as an ATSC standard and hereby submits it to the ATSC Committee for its consideration." The wording of the resolution was carefully written before the meeting to avoid extended discussion on what specifically the group should vote on.

Instead, discussion turned to the wording of an introductory paragraph of the document which stated that it defined an "1,125/60 high-definition television system." There was some feeling within the group that the word "system" should be replaced by "equipment," for accuracy's sake. However, the wording was left intact to preserve a sense of consensus between ATSC and SMPTE in the international forum.

Another reservation to adoption of the standard was raised by members who believed that the United States should not commit to a production standard until a transmission standard has been devised. It was their concern that immediately choosing a production standard could possibly commit broadcasters to an inconvenient production system. They also claimed that if the standard were to be approved, further research into HDTV production methods might cease.

But the majority claimed that the proposal

was based on HDTV production equipment already being manufactured and marketed. They pointed to many commercials, music videos and some feature films already using 1,125/60 equipment. Many businesses and jobs in the manufacturing industry, they said, were already staked on this standard and by passing it, the group could demonstrate that the American TV industry is organized and moving ahead.

Following the vote, the group handed out copies of the S-001 studio standard passed in August by the Broadcast Technology Association, a Japanese association of broadcasters and video equipment manufacturers. According to a BTA press statement, its standard is "substantially identical" to the SMPTE/ATSC proposal.

Also at the T3 meeting, it was announced that a UHF transmitter operating on channel 58 had been turned on by ATSC's specialist group investigating HDTV transmission methods, chaired by NAB engineer Ben Crutchfield. The group will test the effects of multipath and other possible problems when broadcasting HDTV signals over additional UHF spectrum. Tests will be done using the tower and transmitter location of WUSA-TV Washington. Among a list of 11 other organizations donating equipment for the tests were CBS, the Public Broadcasting Service, National Public Radio and the Communication Research Center of the

Canadian Department of Communication. Future plans for the group also include tests of transmission over cable to be done in cooperation with the National Cable Television Association. A company is being sought to work with the specialist group on direct broadcast satellite tests as well.

There was some discussion of comments ATSC would submit to the FCC in the latter's notice of inquiry on advanced television transmission. According to ATSC executive director Bob Hopkins, after consultation with the executive committee, the group would probably send general reference comments rather than taking specific stands on policy issues.

Among the items for ATSC's T1/T2 group meeting on improved and enhanced NTSC technology was a presentation on broadband-integrated services digital networks (B-ISDN), a proposed method of transmitting digital video images, possibly sending either enhanced or HDTV signals. Hugo Gaggioni of Bell Communications Research (Bellcore), which has been researching digital fiber optics, led the discussion.

Bellcore is working toward producing a nationwide system of B-ISDN's in 10 years with an ultimate goal of transmitting HDTV signals. He said that it now takes less than

100 Mb/s to send 1,125-line HDTV images over fiber optic cables. Bandwidth reduction is one part of Bellcore research. However, Gaggioni said, the biggest problems facing Bellecore now are switching techniques and digital coder-decoder development.

Some in the group noted that very little research on digital fiber optics is being done by broadcasters as telephone companies and common carriers take the lead in the technology. It was suggested that ATSC select a delegate to attend meetings of the American National Standards Institute's T1Q1 and T1Y1 subcommittees studying video transmission over fiber optics. The group decided that the option of whether to appoint a delegate to ANSI should be made by ATSC's staff in private meetings.

Following a decision during the last T1/T2 meeting to form a specialist group on digital sound for local TV broadcasting (BROADCASTING, Aug. 3), group chairman, Dan Wells of Comsat, said that CBS had sent a letter expressing a willingness to have one of the executives from its delegation serve as chairman. CBS's Bernie Dickens was named interim chairman with the decision to be made later as to whether the appointment should be permanent. There was a call by some broadcast members of the specialist

group for more representation on it by manufacturers to insure that the group's findings will be valid.

Discussion of the T1/T2 group seemed to indicate that a major issue when the specialist group meets will be the use of FM subcarriers to transmit digital sound, a technique now being tested in Europe. There were some who felt that a final standard on digital transmission should eliminate subcarrier use due to a lack of sideband spectrum in the U.S. compared to Europe.

In the group's continuing investigations of the effects of the removal of set-up (a measure of brightness) from the NTSC signal, the specialist group, chaired by Walt Bundy of WPHL-TV Philadelphia, reported that it had sent out letters in early September to 120 manufacturers of all types of cable TV equipment to determine how set-up removal would affect the operation of their products. According to Bundy, all manufacturers responding to the letter said that set-up removal would have no ill effects. However, no signal scrambler manufacturers had responded yet.

The next meeting of the T1/T2 group will be Wednesday, Dec. 7, in Washington. No date has been set for the next meeting of T3. □

## In Sync

### In favor of 30 fps

A study group of the Society of Motion Picture and Television Engineers has delivered a report to the organization's standards committee stating that there are more advantages than disadvantages in shooting motion-picture film at a 30-frame-per-second rate, rather than at the present standard 24 fps.

The report states that the 30 fps rate reduces undesired film effects of flicker and strobing and that there is a "reduction in granularity apparent on the screen." The study group, which has been researching the idea of frame rate change since 1985, also found that transfers of film to tape (most network TV productions are produced on film), would be easier for both the NTSC standard and the proposed 1,125 line, 60 hertz HDTV production standard. The group decided early in its research that the benefits of a change to 30 fps "for compatibility with HDTV standards, as well as with existing NTSC standards, were well known and obvious," the report said.

The report also said that theatrical productions would be enhanced by shooting at the 30 fps and that modern film cameras and projectors are capable of operating at the higher frame rate.

### 3-D package

"SURFER" three-dimensional graphics have been added to the Terrain Analysis Package (TAP) offered by Ellis & Wiebe, Aurora, Ca-

lif. TAP is software for IBM-PC's and compatible computers which calculate terrain models using information from the National Geophysical Data Center. Addition of SURFER, developed by Golden Software, Golden, Colo., gives TAP three-dimensional capability. Such programs are helpful in creating propagation models with exact terrain data for FM and TV stations. Ellis & Wiebe is now selling TAP with SURFER for \$295 for first state and \$100 for each additional state ordered.

### Sales are up

Factory sales of electronic equipment in the United States are expected to reach about \$225 billion in 1987, a 5.3% increase over 1986, according to the marketing services department of the Electronics Industry Association. The association made the prediction during its 63d annual conference in Los Angeles last week. EIA also predicted that sales would increase another 6.2% in 1988 to about \$238 billion.

A 4.3% increase in sales of electronic equipment for communications, below the industrywide advance, is expected after a drop in orders from the Defense Department. Total sales of communications equipment in 1987 will be about \$65.96 billion. EIA predicts a 7% jump in 1988 at \$70.55 billion.

In consumer electronics, EIA said that \$6.96 billion in sales will result in a 7.1% increase over 1986, due in part to an 8% increase in sales of color television sets to

U.S. retail dealers in the first half of 1987. In 1988, the sales increase is expected to slow down due to increases in the cost of labor and the inflation rate. At \$7.34 billion, consumer sales will increase 5.5%, 0.7% less than the entire electronics industry's growth.

The biggest gains in 1988 will be in sales of electronic components because of an anticipated growth in the personal computer industry. EIA expects sales to reach \$43.725 billion, a 10% jump.

### Olympic format

Matsushita Electric Industrial Co.'s MII-format half-inch video tape equipment will be delivered to the Korean Broadcasting System for use during the 1988 summer Olympics in Seoul. KBS, the South Korean national broadcasting system, operates three TV stations. KBS will pay about \$1.33 million for 40 MII-format AU-650 studio videotape recorders, to be installed by the end of February 1988 at an international broadcast center which KBS is setting up in Seoul. Among the broadcasting networks covering the Olympics that will use MII-equipment for newsgathering, postproduction and studio transmission, are NBC, Japan's NHK and Britain's Thames Television. Matsushita announced that it will operate a technical support center before and during the Olympics for MII users and that it will lease MII equipment to broadcasters during the games.



# Stock Index

	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	Oct 7	Sep 30	Change	Change	Ratio	(000,000)	
<b>BROADCASTING</b>							
N (CCB) Capital Cities/ABC . . . . .	436	429 1/2	6 1/2	01.51	30	7,048	
N (CBS) CBS . . . . .	218	1/4 225 3/4	- 7 1/2	-03.32	13	5,150	
A (CCU) Clear Channel . . . . .	17	1/2 16	1 1/2	09.37	33	56	
O (INFTA) Infinity Broadcasting . . . . .	24	23 1/2	1/2	02.12	-184	201	
O (JCOR) Jacor Commun. . . . .	7	1/4 7 5/8	- 3/8	-04.91		41	
O (LINB) LIN . . . . .	46	5/8 47 5/8	- 1	-02.09	24	2,499	
O (MALR) Malrite . . . . .	11	3/4 12 3/4	- 1	-07.84	-16	160	
O (MALRA) Malrite 'A' . . . . .	11	1/2 12 3/4	- 1 1/4	-09.80	-16	157	
O (OBCCC) Olympic Broadcast . . . . .	8	8		00.00		20	
O (OSBN) Osborn Commun. . . . .	8	1/8 7 3/4	3/8	04.83	-7	32	
O (OCOMA) Outlet Commun. . . . .	16	3/4 17 3/4	- 1	-05.63		109	
A (PR) Price Commun. . . . .	11	7/8 12 1/4	- 3/8	-03.06	-5	102	
O (SCRIP) Scripps Howard . . . . .	79	1/4 83	- 3 3/4	-04.51	26	818	
O (SUNN) SunGroup Inc. . . . .	2	2		00.00	-2	4	
N (TFB) Taft . . . . .	156	5/8 157 1/2	- 7/8	-00.55	-27	1,435	
O (TLMD) Telemundo . . . . .	10	1/4 10 1/4		00.00	-1	58	
O (TVXG) TVX Broadcast . . . . .	9	9 1/4	- 1/4	-02.70	-5	53	
O (UTVI) United Television . . . . .	33	32 5/8	3/8	01.14	55	361	

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>							
N (BLC) A.H. Belo . . . . .	66	1/4 69 3/4	- 3 1/2	-05.01	21	713	
A (AAR) Adams Russell . . . . .	42	42 7/8	- 7/8	-02.04	700	280	
O (ASTV) Amer. Comm. & TV . . . . .	1/32	1/32		00.00		2	
N (AFL) American Family . . . . .	16	3/8 16 3/4	- 3/8	-02.23	16	1,319	
O (ACCMA) Assoc. Commun. . . . .	35	35 1/4	- 1/4	-00.70		333	
O (BMAC) Bus. Men's Assur. . . . .	45	43 1/2	1 1/2	03.44	-18	471	
N (CCN) Chris-Craft . . . . .	25	5/8 27	- 1 3/8	-05.09	29	516	
N (DNB) Dun & Bradstreet . . . . .	67	3/4 67 3/4		00.00	28	10,302	
O (DUCO) Durham Corp. . . . .	27	3/4 28	- 1/4	-00.89	16	236	
N (GCI) Gannett Co. . . . .	50	50 3/4	- 3/4	-01.47	27	8,079	
N (GY) GenCorp . . . . .	104	1/2 104	1/2	00.48	18	2,334	
N (GCN) General Cinema . . . . .	52	53	- 1	-01.88	16	1,900	
O (GCOC) Gray Commun. . . . .	200	200		00.00	34	99	
N (JPJ) Jefferson-Pilot . . . . .	37	5/8 36 3/8	1 1/4	03.43	13	1,512	
N (KRI) Knight-Ridder . . . . .	54	55 7/8	- 1 7/8	-03.35	21	3,099	
N (LEE) Lee Enterprises . . . . .	28	7/8 29 1/2	- 5/8	-02.11	17	718	
N (LCL) Liberty . . . . .	49	3/4 50 1/2	- 3/4	-01.48	17	476	
N (MHP) McGraw-Hill . . . . .	75	7/8 78 1/2	- 2 5/8	-03.34	25	3,834	
A (MEGA) Media General . . . . .	40	3/4 42 3/8	- 1 5/8	-03.83	59	1,149	
N (MDP) Meredith Corp. . . . .	39	1/4 38 3/4	1/2	01.29	21	753	
O (MMEDC) Multimedia . . . . .	69	3/4 69 1/2	1/4	00.35	6975	767	
A (NYTA) New York Times . . . . .	41	1/8 41	1/8	00.30	22	3,368	
O (NWS) News Corp. Ltd. . . . .	34	35	- 1	-02.85	21	4,309	
O (PARC) Park Commun. . . . .	35	5/8 35 1/2	1/8	00.35	31	491	
O (PLTZ) Pulitzer Publishing . . . . .	42	1/2 45	- 2 1/2	-05.55	34	445	
N (REL) Reliance Group Hold. . . . .	9	1/8 9 5/8	- 1/2	-05.19	10	684	
O (RTRSY) Reuters Ltd. . . . .	88	3/4 89	- 1/4	-00.28	41	36,844	
T (SKHY) Selkirk . . . . .	25	1/2 25	1/2	02.00	55	207	
O (STAUF) Stauffer Commun. . . . .	176	176		00.00	28	176	
A (TO) Tech/Ops Inc. . . . .	34	7/8 31 1/4	3 5/8	11.60	13	75	
N (TMC) Times Mirror . . . . .	101	1/2 97 1/2	4	04.10	20	6,546	
O (TMC) TM Communications . . . . .	2	5/16 2 5/16		00.00	11	17	
O (TPCC) TPC Commun. . . . .	3/8	3/8		00.00		4	
N (TRB) Tribune . . . . .	48	1/8 44 5/8	3 1/2	07.84	18	3,792	
A (TBSA) Turner Bcstg. 'A' . . . . .	12	1/4 12 1/2	- 1/4	-02.00	-2	266	
A (TBSB) Turner Bcstg. 'B' . . . . .	12	1/4 12 1/4		00.00	-2	266	
A (WPOB) Washington Post . . . . .	260	263	- 3	-01.14	28	3,339	

<b>PROGRAMING</b>							
O (SP) Aaron Spelling Prod. . . . .	8	3/4 9 1/4	- 1/2	-05.40	7	162	
O (ALLT) All American TV . . . . .	2	1/4 2 5/8	- 3/8	-14.28		2	
O (BRRS) Barris Indus. . . . .	12	1/8 12 3/8	- 1/4	-02.02	6	107	
N (KLR) Coca-Cola . . . . .	45	3/4 48 3/8	- 2 5/8	-05.42	17	17,293	
A (CO) Color Systems . . . . .	8	8 3/8	- 3/8	-04.47	-4	40	
O (CAVN) CVN Cos. . . . .	16	1/2 16 3/4	- 1/4	-01.49	-50	301	
A (DEG) De Laurentiis Ent. . . . .	3	7/8 4 3/4	- 7/8	-18.42	-2	43	
O (dcpl) dick clark prod. . . . .	4	1/4 4 1/8	1/8	03.03	10	35	
N (DIS) Disney . . . . .	76	1/2 77 1/2	- 1	-01.29	26	10,049	
N (DJ) Dow Jones & Co. . . . .	45	7/8 46 3/4	- 7/8	-01.87	22	4,441	
O (EM) Entertainment Mktg . . . . .	8	7 5/8	3/8	04.91	26	98	
O (FNNI) Financial News . . . . .	10	1/4 11 1/8	- 7/8	-07.86	64	120	
A (FE) Fries Entertain. . . . .	3	3/8 3 1/2	- 1/8	-03.57	14	17	
N (GW) Gulf + Western . . . . .	87	3/8 87 3/4	- 3/8	-00.42	20	5,309	
O (HRSI) Hal Roach . . . . .	8	1/8 8 1/4	- 1/8	-01.51	-18	56	
A (HHH) Heritage Entertain. . . . .	6	6 1/8	- 1/8	-02.04	6	27	
A (HSN) Home Shopping Net. . . . .	12	12 1/2	- 1/2	-04.00	33	1,031	
N (KWP) King World . . . . .	26	3/8 27 1/8	- 3/4	-02.76	27	789	
O (LAUR) Laurel Entertainment . . . . .	2	7/8 3 1/8	- 1/4	-08.00	6	7	
A (LT) Lorimar-Telepictures . . . . .	15	3/4 16	- 1/4	-01.56	-11	720	
N (MCA) MCA . . . . .	57	7/8 61	- 3 1/8	-05.12	27	4,397	
N (MGM) MGM/UA Commun. . . . .	11	1/2 10	1 1/2	15.00	-14	575	

	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	Oct 7	Sep 30	Change	Change	Ratio	(000,000)	
<b>PROGRAMING</b>							
A (NHI) Nelson Holdings . . . . .	1	7/8 1 7/8		00.00	-18	50	
A (NWE) New World Enter. . . . .	7	3/4 8	- 1/4	-03.12	5	83	
N (OPC) Orion Pictures . . . . .	13	3/4 14 1/4	- 1/2	-03.50	21	237	
O (MOVE) Peregrine Entertain. . . . .	7	1/4 6 1/4	1	16.00	-241	17	
N (PLA) Playboy Ent. . . . .	14	13 7/8	1/8	00.90	-9	131	
O (QVCN) QVC Network . . . . .	9	3/8 9 7/8	- 1/2	-05.06		61	
O (RVCC) Reeves Commun. . . . .	11	3/4 12 3/8	- 5/8	-05.05	1175	147	
O (RPICA) Republic Pic. 'A' . . . . .	7	3/4 8 1/8	- 3/8	-04.61	86	32	
O (RPICB) Republic Pic. 'B' . . . . .	9	9		00.00	64	6	
A (RHI) Robert Halmi . . . . .	3	1/4 3 1/2	- 1/4	-07.14	13	72	
O (SMNI) Sat. Music Net. . . . .	3	3 7/8	- 7/8	-22.58	-75	26	
O (TRSP) Tri-Star Pictures . . . . .	15	1/4 15	1/4	01.66	27	469	
N (WCI) Warner . . . . .	36	7/8 38 1/8	- 1 1/4	-03.27	22	4,612	
O (WWTV) Western World TV . . . . .	1	1/4 1 3/16	1/16	05.26	7	1	
O (WONE) Westwood One . . . . .	25	1/2 25 1/2		00.00	34	316	

<b>SERVICE</b>							
O (BSIM) Burnup & Sims . . . . .	6	7/8 7 1/8	- 1/4	-03.50	13	109	
O (CVSI) Compact Video . . . . .	4	3/8 4 3/4	- 3/8	-07.89	-3	28	
N (CQ) Comsat . . . . .	32	7/8 33 3/8	- 1/2	-01.49	-13	602	
N (FCB) Foote Cone & B. . . . .	60	60 3/8	- 3/8	-00.62	18	250	
O (GREY) Grey Advertising . . . . .	128	138	- 10	-07.24	19	155	
O (IBBX) IDB Communications . . . . .	13	3/4 13 1/2	1/4	01.85	55	55	
N (IPG) Interpublic Group . . . . .	40	1/4 39 3/8	7/8	02.22	19	894	
A (MOV) Movielab . . . . .	6	3/4 6 3/4		00.00		11	
O (OGIL) Ogilvy Group . . . . .	35	1/4 36 1/2	- 1 1/4	-03.42	18	486	
O (OMCM) Omnicom Group . . . . .	27	3/8 26 7/8	1/2	01.86	-124	671	
O (SACHY) Saatchi & Saatchi . . . . .	26	3/4 27 3/4	- 1	-03.60	14	3,897	
O (TLMT) Telemation . . . . .	2	3/8 2 3/8		00.00	9	10	
A (TPO) TEMPO Enterprises . . . . .	6	3/4 7	- 1/4	-03.57	22	38	
A (UNV) Unitel Video . . . . .	10	5/8 10 3/4	- 1/8	-01.16	15	23	

<b>CABLE</b>							
A (ATN) Acton Corp. . . . .	20	20 1/2	- 1/2	-02.43		23	
A (ACN) American Cable . . . . .	28	5/8 29 3/8	- 3/4	-02.55	-56	268	
O (ATCMA) Amer. TV & Comm. . . . .	26	5/8 25 5/8	1	03.90	-102	2,913	
A (CVC) Cablevision Sys. 'A' . . . . .	31	1/4 29 1/8	2 1/8	07.29	-53	657	
N (CNT) Centel Corp. . . . .	68	1/4 70 3/8	- 2 1/8	-03.01	17	1,970	
O (CCCOA) Century Commun. . . . .	18	1/2 19	- 1/2	-02.63	1850	535	
O (CMCSA) Comcast . . . . .	24	1/8 24 5/8	- 1/2	-02.03	-109	1,000	
O (ESSXA) Essex Commun. . . . .	23	23 3/4	- 3/4	-03.15	-52	85	
A (FAL) Falcon Cable Systems . . . . .	19	1/2 18 3/4	3/4	04.00	-60	124	
O (JOIN) Jones Intercable . . . . .	13	3/4 13 3/4		00.00	42	175	
T (MHPG) Maclean Hunter 'X' . . . . .	21	7/8 23	- 1 1/8	-04.89	30	806	
O (RCCAA) Rogers Cable A. . . . .	23	3/8 18 1/2	4 7/8	26.35	120		
O (TCAT) TCA Cable TV . . . . .	28	25 3/4	2 1/4	08.73	57	303	
O (TCOMA) Tele-Commun. . . . .	25	3/4 26 1/8	- 3/8	-01.43	42	3,736	
N (TL) Time Inc. . . . .	105	1/2 106	- 1/2	-00.47	16	6,263	
O (UACI) United Art. Commun. . . . .	27	1/4 27 7/8	- 5/8	-02.24	227	1,119	
N (UCTI) United Cable TV . . . . .	26	3/8 24 3/4	1 5/8	06.56	-439	996	
N (VIA) Viacom . . . . .	28	27 1/4	3/4	02.75	1,492		
N (WU) Western Union . . . . .	3	1/2 3 7/8	- 3/8	-09.67		85	

<b>ELECTRONICS/MANUFACTURING</b>							
N (MMM) 3M . . . . .	79	3/8 81 3/4	- 2 3/8	-02.90	21	18,176	
O (AMCI) AM Communications . . . . .	1	1		00.00	-1	3	
N (ARV) Arvin Industries . . . . .	29	1/8 32 1/4	- 3 1/8	-09.68	11	544	
O (CCBL) C-Cor Electronics . . . . .	9	9 1/4	- 1/4	-02.70			

# RIDING GAIN

## O N R A D I O

### Radio salaries

Not including station managers and sales positions at radio stations, the highest "average" salary is collected by those holding the title of operations director with annual earnings of \$25,970. They are followed by program directors, \$25,162, chief engineers, \$23,792 and air personalities, \$17,445.

That's according to the just-published "1987 Radio Employee Compensation and Fringe Benefits Report," conducted by the National Association of Broadcasters in conjunction with the Broadcast Financial Management Association. The new report, which represents a survey of 2,075 radio stations as of April 1, 1987, across all market sizes, contains 34 tables based on revenue categories, station type and market population. Each table contains the average and median base salary for 12 department heads.

For upper management, the average salary for general/station manager is \$45,511 with average annual bonuses totaling \$6,033. In the sales area, account executives averaged \$24,043 in salary, bonuses and commissions over the survey period while the general sales managers' compensation package during that time averaged \$44,097. The NAB/BFM report costs \$40 for members of either organization; \$80 for nonmembers.

### Antidrugathon

Some 30 radio stations in Buffalo, N.Y., and its surrounding area are banding together for a one-day radiothon next month to help establish a public health facility for teen-age drug and alcohol abusers.

The event, dubbed the "Kids Escaping Drugs Radio Network," is being spearheaded by Barry Lillis, weatherman for WGRZ-TV Buffalo. "There is no public health facility in western New York state to help kids kick alcohol and drug addiction," said Lillis, who first became aware of the situation when contacted by a viewer.

From 6 a.m. to 6 p.m. on Thursday, Nov. 12, the participating stations will periodically air spots asking for listener contributions toward building a new health facility in West Seneca, N.Y. Lillis said a staff of about 60 volunteers will be based at Buffalo State College to answer phones for donations and to update pledge information for the radiothon network. Stations will be broadcasting one main phone number for listeners to call, he said.

Lillis said he chose radio over TV for the one-day event because it would be "faster to organize" as well as allow more stations to participate.

Lillis told BROADCASTING that \$1 million is needed to get the project under way. "Once

we have raised \$1 million, New York state will match it and will sustain the fundraising to keep it [the facility] operating," he said.

### Sports opportunities

The choices for long-form sports programming for radio, particularly AM operations, are broadening with the addition of two offerings: Sportsline USA, a newly established, San Francisco-based radio program production and distribution house, is preparing for the national debut of a live, two-hour talk/interview sports show of the same name for the first quarter 1988. *Sportsline USA* currently airs locally in San Francisco over oldies-formatted KSFO(AM). It is hosted by the station's sports director, Ron Barr, who is also president and owner of Sportsline USA. Barr will anchor the national broadcast while continuing his duties at KSFO.

The program, which will air from 11 p.m. to 1 a.m. NYT each weeknight, will have an 800 number for audience participation, said Charlie Coane, director of affiliate relations for the company. "The show will also take listeners behind the scenes at major sporting events and sites such as the Kentucky Derby, Indianapolis 500, World Series, U.S. Open [tennis and golf] and the Super Bowl," Coane said.

*Sportsline USA* will be delivered to stations via Satcom I-R and Galaxy II. The series will originate from either KSFO or other studios, Coane said.

On the opposite coast, Star Communica-

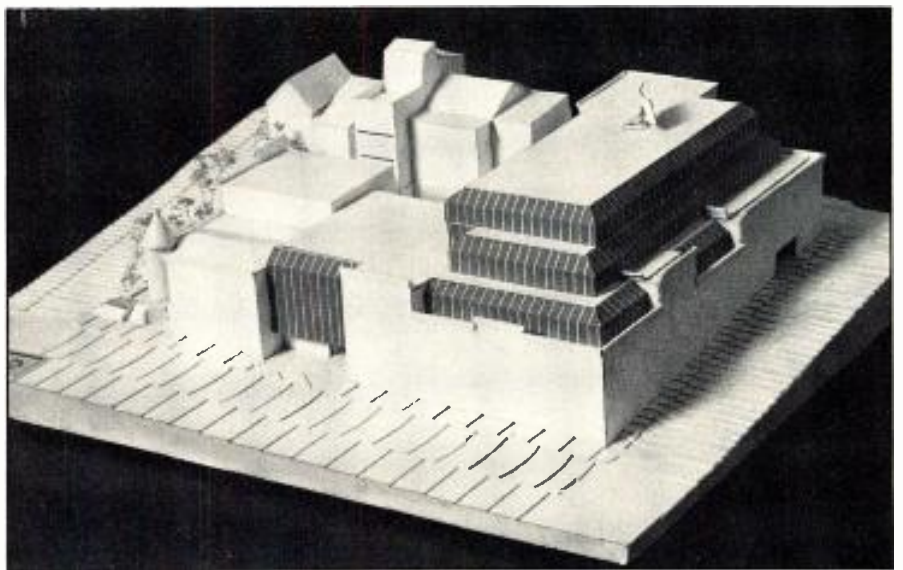
tions of East Boston, Mass., has begun distributing a weekly 30-minute bartered program on harness racing, in conjunction with the North American Harness Marketing Association, entitled *World of Harness*. The show covers major races, drivers, horses and tracks as well as the harness racing industry in general, said Bob Rossilli, executive producer of the series.

The broadcast is being made available through both Satcom I-R and mail-delivered tape. Stations signed to air *World of Harness* include KOV(AM) Pittsburgh, KROL(AM) Las Vegas, WYUS(AM) Milford, Del., and WFAU(AM) Augusta, Me.

### Riding the 'Wave'

Gannett Broadcasting Group's KSDD-FM San Diego is now KSWV-FM, with the former top-40 station turning to "The Wave" format of the Satellite Music Network for the new age/light jazz sound of KTWV(FM) Los Angeles. The change came a day after KZZC(FM) Kansas City, Mo., changed its format to "The Wave" and its call letters to KCWV(FM), becoming the first affiliate to sign up for the satellite service ("Riding Gain," Sept. 28).

Chris Conway, president and general manager of KSWV and co-owned news/talk KSDD(AM), said the new format "makes the most sense from a business standpoint. You have lower operating costs and it blends nicely with our AM station. We're already cross-promoting on the two stations because they are not competitive formats."



**New digs.** Jacor Broadcasting, Cincinnati, which purchased the Eastman Radio rep firm in a stock transaction ("In Brief," Sept. 7), is moving its Cincinnati owned stations, WLW(AM)-WEBN(FM), to a new \$4.2-million, six-story, 34,000-square-foot facility (above) it is erecting in nearby Mount Adams. The new building, which will be known as the Mount Adams Center, is expected to be ready by next spring.

# AL MCGUIRE *at large*

When it comes to college basketball, Al McGuire is the penultimate personality! His knowledge of the game is unmatched, except by his own Irish wit and wisdom. In his daily broadcasts, the coach demonstrates some of the reasons his teams won both the NIT and NCAA tournaments—an inspiring ability to communicate the not-so-obvious points of the game.

That experience also serves as the basis for a new series of broadcasts—*Al McGuire At Large*—3 minutes daily of America's best known collegiate basketball personality on multi-satellite feeds from Tribune Radio Networks.

The show is now available. 50% of the U.S. cleared, including these markets:

<b>WNBC</b>	New York
<b>WGN</b>	Chicago
<b>WIP</b>	Philadelphia
<b>WWJ</b>	Detroit
<b>WCNN</b>	Atlanta
<b>KQV</b>	Pittsburgh
<b>WCBM</b>	Baltimore
<b>WISN</b>	Milwaukee
<b>WSM</b>	Nashville
<b>WBEN</b>	Buffalo
<b>KTOK</b>	Oklahoma City
<b>WKIX</b>	Raleigh/Durham
<b>WREC</b>	Memphis
<b>WGH</b>	Virginia Beach
<b>WAVG</b>	Louisville

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The FM station is sold in combination with the AM, he added.

The former KSDO-FM's share fell from a high of 6.6 to a low of 3.5 when it became entangled in a three-way competitive battle in the market, according to Conway. The station was aiming for the 12-34 demographic but was getting mostly teen-agers, he said. Six on-air personalities and several part-time staffers were dismissed, with one kept on as a part-time music and production director.

### Advertising minded

American Spectrum, a Marina del Rey, Calif.-based radio program supplier, is readying a new national program service, Niche\*Work, to be composed of vignette features ranging from 60 seconds to three minutes. Shows will be "closely tied" to various demographic and consumer product groups, said company president, Don Stebbins. The advertising objective of service, which is slated to debut during the first half of 1988, is to attract new advertisers as well as local billings.

### Choosing radio

In the continuing radio ratings battle for agency and client acceptance, Young & Rubicam, New York, said it will use Arbitron as its "sole source" for local radio audience measurement.

Tracy-Locke, Dallas, said it will use Birch Radio as its "primary resource" for planning and buying the aural medium on behalf of the Pepsi Bottling Group. Additionally, U-Haul International said it plans to use Birch's ratings and research for radio advertising placements "exclusively," beginning in 1988.

### Christal set

Malrite's top-rated contemporary hit WHTZ(FM) New York (licensed to Newark, N.J.) has switched national representation firms from Eastman Radio to Christal Radio, which is part of the Katz Radio Group. Present for the signing were Dean Thacker, WHTZ vice president and general manager; Bill Fortenbaugh, president of Christal Radio; Gary Fisher, vice president and general sales manager, WHTZ; Susan Seifert, national sales manager, WHTZ; Mark Braunstein, vice president and general sales manager, Christal Radio, and John Comenos, vice president/stations, East division, Christal.

Christal said it will continue to represent the adult contemporary station, WPIX-FM New York.

### New age in Ohio

The "new age" sound has come to Cleveland. WDOK(FM) Cleveland has adopted the format from 6 p.m. to midnight. Hosting the program will be Nancy Alden.

### Research agreement

Malrite Communications has signed a five-year agreement with Birch Radio Research under which Malrite's radio stations will receive Birch data. The agreement renews two existing Birch subscribers, WHTZ(FM) New York and WEGX(FM) Philadelphia, and adds nine new subscriber stations: WHK(AM)-WMMS(FM) Cleveland; KKHT(FM) Houston; KLA-C(AM)-KZLA(FM) Los Angeles; WDG(AM)-KEYE(FM) Minneapolis and KNEW(AM)-KSAN(FM) San Francisco.

In a related move, Young & Rubicam, New York advertising agency, has renewed contract with Arbitron Ratings as sole

source for local radio audience measurement. According to Y&R, it is fourth largest placer of radio advertising in the U.S., with radio billings of about \$112 million.

### Signing on

*American Know-How*, a joint venture between the Associated Press and Ed Busch Productions, Dallas, which is distributed by the Associated Press' Wide World Network each weekend, has added auto repair expert and author Mort Schultz to its call-in advice show schedule. The show is fed Saturday mornings from 9 a.m. to 11 a.m. (NYT).

In a related development, AP Network News topped the 1,000 mark in station affiliations. For the first nine months of 1987, the network signed 71 affiliates, bringing its current total to 1,025.

Remn Communications, New York, has launched *Women On The Move*, a new short-form radio program "addressing interests and achievements of active professional women." The series, sponsored by L'Excess, has begun airing on WPIX(FM) New York, WNIB-FM Chicago and WOJY(FM) Winston-Salem, N.C.

Remn is also the national advertising sales rep for EFM Media Management's *Dr. Dean Edell Show*, a one-hour, medical advice, weekday call-in show originating at KGO(AM) San Francisco.

The Music Director, an Indian Orchard, Mass.-based radio program service, is offering 92 country music vignettes, *The Legends Of Country Music*. Each program runs approximately five minutes and features a 90-second commentary by country music historian Carl Drake followed by a country hit.



### New direction

British entertainment giant, Virgin Group, is looking for new media investments, and U.S. broadcast interests are on the list, according to Charles Levison, new managing director of the company's just-formed Virgin Broadcasting unit.

The Virgin Group, whose holdings include Virgin Records, said it formed the broadcasting unit to consolidate approximately \$50 million in current broadcast investments, largely in the U.K. Virgin already has one U.S. business, however, a Los Angeles-based division of its Virgin Vision subsidiary, which will soon begin distributing home videos here.

Robert Devereux, chairman of the company's Virgin Vision division, of which the new unit will be a U.K. subsidiary, said in a prepared statement the move "reflect[s] Virgin's intent to become a serious participant in the worldwide broadcast market."

Television production is an activity the company is considering entering as well. Virgin has production facilities in the U.K., but has not produced programming. "Television production is a logical next step for us," Devereux said. "Lower production budgets coupled with lower investment risk make production a viable consideration, especially since the broadcast market in Europe is expanding at an enormous rate."

The new unit, headed by Levison, Devereux, Don Cruickshank and Virgin Group founder and chairman, Richard Branson, is also considering setting up a European radio station, added Levison.

Among existing broadcast interests under the Virgin unit's management will be its holdings in a direct broadcast satellite venture, British Satellite Broadcasting (partners include Granada Group, Anglia Television and publisher Pearson, all of the U.K.). Virgin is a partner in the pan-European satellite service, Super Channel, together with Brit-

ain's Independent Television Companies and also owns a pop music channel, Music Box, which airs on Super Channel. It has radio investments as well, with two independent radio stations in Britain—Radio Mercury and Radio Picadilly.

### Rating settlement in L.A.

KABC-TV Los Angeles and the A.C. Nielsen Co. have reached an out-of-court settlement of a lawsuit filed by the station. The suit stemmed from the rating service's deleting the 11 p.m. ratings for all Los Angeles television stations during an eight-day period of May sweeps. The action—which dropped KABC-TV into a first place Monday-Friday tie with rival KNBC-TV Los Angeles, and assertedly cost the station in excess of \$1 million in lost advertising—resulted from competitor complaints of ratings hyping by KABC-TV. The station had aired an eight-part report on

U.S. \$43,750,000

## Palladium Entertainment, Inc.

a company formed by  
Gary Dartnall and Nathaniel T. Kwit, Jr.

has acquired the stock of

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U.S. \$8,750,000

Subordinated Notes,  
Exchangeable Preferred Stock

and

Common Stock

provided by

## TCW Capital

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*We arranged the private placement of the financing,  
invested in the equity and acted as financial advisor on behalf of  
Palladium Entertainment, Inc.*

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October 6, 1987

Nielsen families. Terms of the settlement were not disclosed.

### Adult fairy tales

*Faerie Tale Theatre*, co-produced by Shelley DuVall's Platypus Productions and Gaylord Production Co. since its inception on Showtime in September 1982, is entering the syndication market, the companies said last week. Twenty-six of the comedic tales, such as *Aladdin*, *The Beauty and the Beast*, *Hansel and Gretel*, *The Nightingale*, *The Tale of the Frog Prince* and *Cinderella*, have been adapted for adults, and feature some of Hollywood's top actors and directors.

The Silverbach-Lazarus Group will distribute the program on a cash basis for weekly airings beginning in fall 1988, with stations getting six runs over four years. DuVall said more original programs will be made if there is demand. Showtime's window expires in the summer of 1988. The program will be marketed to independents as a 7 p.m. Sunday alternative to CBS's *60 Minutes*, NBC's *Our House*, ABC's *The Disney Hour* and Fox's *21 Jump Street*, and to affiliates for prime time access periods or to preempt network fare.

The sales push began last week. Pre-taped television and radio promotions emphasize the drawing power of such talent as director Francis Ford Coppola, James Earl Jones, Leonard Nimoy, Mick Jagger, Joan Collins, Matthew Broderick, Jennifer Beals, Dick Shawn, Alan Arkin, Art Carney, Elliot Gould, Jean Stapleton and Jeff Goldblum.

### Rather in Japan

*CBS Evening News with Dan Rather* began airing nightly in Tokyo Oct. 6 (Tokyo time), a first for U.S. commercial network news in Japan, according to CBS. The news broadcast, which has also been seen on French television's Canal Plus since last February, will air over the Tokyo Broadcasting System during late night hours Tuesday through Saturday, with simultaneous English and Japanese language and Tokyo Broadcasting-inserted commercials. TBS is adding the program as part of its expansion to a 24-hour program day.

### Work expansion

Scholastic Productions, which produces the first-run series, *Charles In Charge*, in association with Universal Television, said last week it has agreed to develop a mini-series in association with Universal. Up to now, Scholastic has developed network prime time series and first-run syndication series for Universal.

### Disclaimer added

A district court in Louisville, Ky. has ruled that the NBC-TV program, *St. Elsewhere*, must run a disclaimer at the end of each episode stating that the hospital chain depicted in the show (Ecumena) is fictional. The ruling resulted from action brought by the Louisville-based hospital chain, Humana Inc., which asserted that the fictional

Ecumena would be confused with Humana by viewers.

### Portraying pain

An NBC made-for-TV movie about schizophrenia, *Strange Voices*, received a standing ovation from 1,800 members of the National Alliance for the Mentally Ill following a screening during their convention in Washington. In remarks following the screening, Samuel Keith, director of schizophrenia re-



search for the National Institute of Mental Health, said the media seem to be "moving away from simplistic sensationalism to a portrayal of the pain."

The movie, which will air at 9-11 p.m. on Oct. 19, features Nancy McKeon (NBC's *Facts of Life*) as a college girl who develops schizophrenia and whose mother (Valerie Harper), father and sister must deal with the repercussions of the illness. NBC will also produce a public service announcement featuring McKeon which will include information about NAMI.

Pictured above (l-r): Harper, McKeon and Tricia Fisher as the younger sister.

### Historical landmark

The Society of Professional Journalists, Sigma Delta Chi, has marked the birthplace of the late Lowell Thomas as a national historic site in journalism. In a ceremony at the Darke County Historical Society in Greenville, Ohio (the house in which Thomas was born was moved there from its original site five miles away in Woodington), SPJ, SDX recognized the accomplishments of the former CBS and NBC newsman who was also one of the founders of Capital Cities Communications, which now owns ABC. Each year since 1941, SPJ, SDX has marked sites "that were the location of a newspaper, magazine, broadcast facility, or the birthplace or burial place of a person whose acts were significant in the evolution of journalism." The house, which was donated to the historical society in 1986, will be opened to the public after being renovated and repaired.

### Underwriting review

The Public Broadcasting Service's review of its current underwriting guidelines will include focus group testing of credits (to determine whether showing products in mo-

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has acquired

## SWANSON BROADCASTING, INC.

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KRMG (AM), Tulsa, OK  
KKYX (AM)/KLLS-FM, San Antonio, TX  
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tion causes credits to be perceived as commercial) as well as a study of past use of underwriting. Recently, representatives of nine noncommercial stations and state organizations agreed that credits shown on public stations should emphasize corporate identification rather than products. Those representatives will review the focus group and past underwriting results, then forward any recommendations to the member stations before they are acted upon by members of the PBS executive committee or the full board.

Senator Lawton Chiles (D-Fla.), who is in charge of the appropriations subcommittee that sets funding levels for public broadcasting, has voiced concern over what he perceives as the increasing commercialization of public TV ("Closed Circuit," Sept. 7).

## TV profile

The National Association of Broadcasters and the Broadcast Financial Management Association have published this year's pro-

file of television stations, the "1987 Television Financial Report." The report contains 117 tables highlighting revenue sources, departmental expenses, profits, cash flow and other station information. Among the figures:

■ For the average station, 50% of total time sales came from local advertising sources, 46.1% from national/regional advertising and 3.9% from network compensation.

■ Program and production costs accounted for 30.6% of total expenses, general and administration for 30.2%, news 15.4%, sales 9.2%, engineering 8.7% and advertising and promotion 5.9%.

■ The average affiliate reported trade-out revenue of \$146,688 and barter revenue of \$241,324, while the average independent reported trade-out revenue of \$223,221 and barter revenue of \$487,915.

The report can be obtained from NAB Station Services by calling (800) 368-5644. The cost is \$95 for NAB members and \$195 for nonmembers.

# Changing Hands

## PROPOSED

**WRGT-TV Dayton, Ohio and WVAH-TV Charleston, W.Va. and CP on channel 11 in Charleston** □ Sold by Meridian Communications Corp. to Act III Broadcasting for approximately \$22 million. **Seller**, based in Pittsburgh, is principally owned by Henry Posner Jr., Albert M. Holtz and Thomas D. Wright. It has no other broadcast interests. **Buyers** intend to return license for WVAH-TV to FCC and switch from its channel 23 to channel 11 on April 11, 1988. **Buyer** is principally owned by producer Norman Lear and headed by Burt Ellis, president. It also owns WTAT-TV Charleston, S.C., and WNRW-TV Greensboro, N.C. WRG-TV is independent on channel 45 with 5,000 kw visual, 500 kw aural and antenna 1,166 feet above average terrain. WVAH-TV is independent on channel 23 with 5,000 kw aural, 500 kw visual and antenna 1,722 feet above average terrain.

**WNAV(AM)-WHFS(FM) Annapolis, Md.** □ Sold by ABW Broadcasting Inc. to Duchossois Communications Co. for \$8,240,000. **Seller** is owned by Jacob Einstein and family, J. George Cuccia, Sike Sharigan and Robert Urquhart. It has no other broadcast interests. **Buyer** is Chicago-based group of three AM's, three FM's and one TV, principally owned by Richard L. Duchossois. It recently bought KEBR(FM) Sacramento, Calif. ("Changing Hands," Oct. 5), pending FCC approval. WNAV is on 1430 khz with 5 kw day and 1 kw night. WHFS is on 99.1 mhz with 50 kw and antenna 390 feet above average terrain. It holds CP to change tower to 492 feet above average terrain. **Broker:** Blackburn & Co.

**WVOK(AM)-WLTB(FM) Birmingham, Ala.** □ Sold by REBS Inc. to Signature Broadcasting Co. for \$7,550,000. **Seller** is Nashville-based group of five AM's and five FM's, equally owned by Richard W. James and his wife, Earlene, Steve Hunter, David Cohen, William Bresnan, John C. Roberts and David Layfield. **Buyer** is owned by Richard Oppenheimer, Kent Anderson and Robert L.

Clarke, who also own WMFX(FM) St. Andrews, S.C. It is also buying WTMG(FM) Murfreesboro, Tenn. (see below). WVOK is daytimer on 690 khz with 50 kw. WLTB is on 99.5 mhz with 100 kw and antenna 870 feet above average terrain.

**WTMG(FM) Murfreesboro, Tenn.** □ Sold by Transcolumbia Communications Ltd. to Murfreesboro Partners L.P. for \$6.5 million.

**Seller** is headed by Ed Yodell, president. It has no other broadcast interests. **Buyer** is also buying WVOK(AM)-WLTB(FM) Birmingham, Ala. (see above). WTMG is on 96.3 mhz with 100 kw and antenna 840 feet above average terrain.

**WPHR(FM) Cleveland** □ Sold by Beasley Broadcast Group to Ardman Broadcasting Corp. of Ohio for \$4.7 million. **Seller** is Goldsboro, N.C.-based group of nine AM's and 12 FM's principally owned by George Beasley. **Buyer** is subsidiary of Ardman Broadcasting Corp., Washington-based group of seven AM's and seven FM's principally owned by Myer Feldman, Adrienne Arsh and Bruce Houston. WPHR is on 107.9 mhz with 12.5 kw and antenna 390 feet above average terrain.

**WTHM(FM) Goulds, Fla.** □ Sold by Beach Communications Inc. to Hispanic-American Radio Broadcasting Corp. for \$4 million. **Seller** is owned by Malcom Kahn and George Delsou, who also own WSBR(AM) Boca Raton and WVBH(FM) Key Largo, both Florida. **Buyer** is owned by Amancio V. Suarez, who also owns WAQI(AM) Miami. WTHM is on 98.3 mhz with 1.1 kw and antenna 426 feet above average terrain.

**KNTF(FM) Ontario, Calif.** □ Sold by Best Communications Inc. to Boulder Ridge Cable TV Inc. for \$2.7 million. **Seller** is owned by Jack L. Siegal, who also owns KSRF(FM) Santa Monica, Calif. **Buyer** is owned by John Dean Hazen, who owns cable systems in Half Moon Bay and Ridgecrest, both California and Hickam Air Force Base, Honolulu. KNTF is on 93.5 mhz with 3 kw

September 28, 1987

## Guild Radio Co., Inc.

has completed the acquisition of the assets of

### WCSC AM & WXTC FM

Charleston, SC

from

### WCSC, Inc.

The undersigned initiated this transaction and assisted both parties in the negotiations.

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TED HEPBURN  
COMPANY

325 Garden Road, Palm Beach, Florida 33480  
P.O. Box 42401, Cincinnati, Ohio 45242

and antenna 165 feet above average terrain. **WIYN(AM) Rome, Ga.** □ Sold by WIYN Radio Inc. to Broadcast Investment Associates Inc. for \$1,450,000. **Seller** is owned by L.E. Gradick, who has no other broadcast interests. **Buyer** is owned by Paul C. Stone and his father, Sanford. Paul Stone is director of Georgia Radio Network in Atlanta. Elder Stone has no other broadcast interests. WIYN is daytimer on 1360 khz with 500 w. **Broker:** Chapman Associates.

**KSJQ(FM) Manteca, Calif.** □ Sold by Commonwealth Broadcasting of Northern California to Cal Valley Radio L.P. for \$1.2 million. **Seller** is owned by Dex Allen, Michael Thorsnes, Vince Bartolotta, John McGuire, Michael Padilla and Ted Atkins. It also owns **KROY(FM) Sacramento, Calif.** **Buyer** is owned by William H. Sanders and Jay Martin. Sanders is former chief financial officer of Turner Broadcasting and has interest in **WQIM(FM) Prattville, Ala.;** **WSKX(FM) Suffolk, Va.;** **KBBB(AM)-KDXR(FM) Borger, Tex.;** and **WJBM(AM)-WKXX(FM) Jerseyville, Ill.** Martin is former general manager of **KHAT-AM-FM Lincoln, Neb.** KSJQ is on 96.7 mhz with 3 kw and antenna 320 feet above average terrain. **Broker:** Chapman Associates.

**WINR(AM) Binghamton, N.Y.** □ Sold by WINR Broadcasting Inc. to Titus Broadcasting Systems Inc. for \$975,000. **Seller** is subsidiary of Command Broadcasting, Beacon, N.Y.-based group of three AM's and one FM, principally owned by Alford H. Lessner, Robert E. Lessner and Robert A. Outer. **Buyer** is owned by Paul T. Titus, Binghamton

dentist with no other broadcast interests. **WINR** is on 680 khz with 1 kw day and 500 w night. Filed Sept. 22.

**KRIJ(FM) Paradise, Calif.** □ Sold by JIBO Broadcasting Corp. to KRIJ Partners for \$850,000. **Seller** is owned by Jim Flood, who has no other broadcast interests. **Buyer** is owned by Stephen Dean; Howard Collins, Ricardo Ramirez and Kenneth Doolittle. Dean is former general manager of **KTOM-AM-FM Salinas, Calif.** Collins is stockbroker in Chico, Calif., and Ramirez and Doolittle are stockbrokers in Aptos, Calif. KRIJ is on 92.7 mhz with 850 w and antenna 620 feet above average terrain.

**WMJW(FM) Nanticoke, Pa.** □ Sold by Thunder Broadcasting Corp. to Frank & Maley Inc. for \$750,000. **Seller** is owned by Francis Koscielski (Frank Stanley). It has no other broadcast interests. **Buyer** is owned by Robert J. Maley and Joseph A. Frank, who also own **WBAX(AM) Wilkes-Barre, Pa.** WMJW is on 92.1 mhz with 860 w and antenna 552 feet above average terrain.

**WPDZ(FM) Cheraw, S.C.** □ Sold by Cheraw Broadcasting Co. to Atlantic Broadcasting Co. for \$750,000. **Seller** is owned by Robert F. Eskridge and family. It has no other broadcast interests. **Buyer** is principally owned by Fred C. Avent and family. It also owns **WJMX-AM-FM Florence, S.C.** and is selling **WMXQ(FM) Moncks Corner, ("Changing Hands," June 29) S.C.,** and **WJYW(FM) Southport, N.C. ("Changing Hands," Aug. 31).** WPDZ is on 103.1 mhz with 3 kw and antenna 300 feet above average terrain.

**KPIN(AM)-KBBT(FM) Casa Grande, Ariz.** □ Sold by KVOS Inc. to Video Trip Corp. for \$550,000. **Seller** is owned by Ron Lockhart, who also owns **KOGA-AM-FM Ogallala, Neb.** **Buyer** is owned by Ben R. Doud and his wife, Sharon; Tim Hobson; Allan Miller; Michael Berry and Raymond H. Ricci. It also owns **KWBG(AM)-KZBA(FM) Boone,**

Iowa. **KPIN** is daytimer on 1260 khz with 1 kw. **KBBT** is on 105.5 mhz with 1.9 kw and antenna 362 feet above average terrain.

**KALY(AM) El Paso** □ Sold by Dunn Broadcasting Co. to Fiduciary Broadcasting Corp. for \$450,000. **Seller** is owned by John M. Dunn. It has no other broadcast interests. Station is currently off-air. **Buyer** is owned by Connie J. Thigpen, Irving, Tex.-based investor, with no other broadcast interests. **KALY** is on 1340 khz full time with 1 kw.

**WSAY(AM) Salem, Va.** □ Sold by Crusade International Ministries Inc. to Irvin Ward and his wife, Barbara, for \$375,000. **Seller** is Norfolk, Va.-based group of 14 AM's and five FM's owned by Levi E. Willis. **Buyer,** Irvin Ward, is supervisor for C&P Telephone Co. His son, Irvin Lee Ward, is station's general manager. **WSAY** is daytimer on 1480 khz with 5 kw.

**KXOI(AM) Crane, Tex.** □ Sold by Armor Cote Corp. to Guy L. Birdwell for \$324,000. **Seller** is owned by Ralph N. Conley and his wife, Betty. It has no other broadcast interests. **Buyer** is station's general manager. He has no other broadcast interests. **KXOI** is on 810 khz with 1 kw day and 500 w night.

For other proposed and approved sales see "For the Record," page 101.

**Namesake.** The board of directors of Sky Broadcasting, a Detroit, Mich.-based group owner of six radio stations (seven, assuming FCC approval of Sky's pending application to purchase **WBMW-FM Chicago**), voted last week to change the company's name to Dorton Broadcasting Co., effective immediately after its president, Joe Dorton. "Dorton's influence in giving this group visibility as it embarks on a determined course of growth, deserves recognition," said John Palmer, chairman.

## Norman Fischer & Associates is pleased to announce:

### AUCTION

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Bids must be submitted by 11/15/87

## Business Briefly

### TELEVISION

**Totes Inc.** □ Winter campaign is being developed to run for about five weeks, starting in late November in 60-65 markets, including Boston, Minneapolis, Seattle and Dallas. Commercials will be aimed for all dayparts. Target: adults, 25-54. Agency: Fahlgren & Swink, Cincinnati.

**Perkins Restaurants** □ Family-style restaurant chain will kick off flight in large number of markets for four weeks, starting in mid-November. Commercials will be carried in all dayparts. Target: adults, 25-49. Agency: Media Headquarters, Los Angeles.

**American Cyanamid** □ Pine-Sol cleaner will be spotlighted in four-week flight starting in mid-October in 23 markets throughout U.S. Commercials will appear in fringe and prime-access periods. Target: women, 18-49. Agency: Carrafiello Diehl, Irvington, N.Y.

**Estee Lauder Inc.** □ Singing star Liza

Minnelli will be featured in commercial for new product, Lauder for Men fragrance, which will be introduced in national spot



TV effort in November. Commercial will appear in prime, sports and news programs. Target: men, 25-54. Agency: Geer, DuBois Inc., New York.

'New Yorker' magazine □ Dramatic real-life event that appeared recently as



report in *New Yorker* was basis for new commercial that illustrates editorial content of magazine. Campaign will run for six weeks in New York on affiliated and independent TV stations and on Arts & Entertainment cable network. Commercial will be scheduled in prime time. Agency: Lord, Geller, Federico, Einstein, New York.

**Ponderosa Steakhouse** □ Fourth-quarter campaign will be kicked off this week in 40 markets. Commercials will be carried in early fringe, prime and prime-access. Target: adults, 25-54. Agency: Lowe Marschalk, New York.

#### RADIO&TV

**Associated Milk Producers Inc.** □ Value of milk and milk products is underlined in six-week campaign starting in mid-October in about 35 Southwestern markets including Houston, Oklahoma City and Little Rock, Ark. Commercials will be slotted from 6 a.m. to 7 p.m. Target: women, 18-34. Agency: Ward Communications, Dallas.

## RepReport

WKCH-TV Knoxville, Tenn.; wzdX(TV) Huntsville, Ala.: To Seltel from Independent Television Sales.

□

WOAC(TV) Canton, Ohio: To Seltel (no previous rep).

□

WMYU(FM) Sevierville, Tenn.: To Eastman Radio from McGavren Guild Radio.

□

KUSO(FM) Tulsa: To McGavren Guild Radio (no previous rep).

□

KIMN(AM)-KYGO(FM) Denver: To CBS Radio Representatives from Banner Radio.

□

KTXZ(AM) West Lake Hills, Tex.: To Katz Hispanic Radio Sales (no previous rep).

□

KONA-AM-FM Tri-Cities, Wash.: To Masla Radio from Torbet.

□

KYOS(AM)-KMYT(FM) Merced, Calif.: To Masla Radio from Torbet/Select.

□

KAKS-AM-FM Amarillo, Tex.: To Hillier, Newmark, Wechsler & Howard from Masla Radio.

□

KFSD-FM San Diego: To Hillier, Newmark, Wechsler & Howard from Christal Radio.

□

KTKT(AM)-KLPX(FM) Tucson, Ariz.: To Hillier, Newmark, Wechsler & Howard from Torbet/Select Radio.

□

WBNW(FM) Bloomington, Ind.: To McGav-

## AdVantage

**Fun money.** Combined network and spot television advertising for theme and amusement parks accounted for \$72,098,000 for first half of 1987, according to Television Bureau of Advertising, New York. Total represented 8% increase over first half of 1986. Leading way was Walt Disney Productions for Disneyland and Walt Disney World, spending \$14,959,200 in first half, down 2% from \$15,200,300 in same period 1986. Next was Anheuser-Busch Companies, which spent \$8,115,900 for its Adventure Island, Busch Gardens and Sesame Place theme parks, 46% increase over same period 1986. In third place was Wesray Corp., which spent \$4,933,100, down 3%.

Of top 10 spenders in that category, seven increased their expenditures over same period 1986, while three decreased.

□

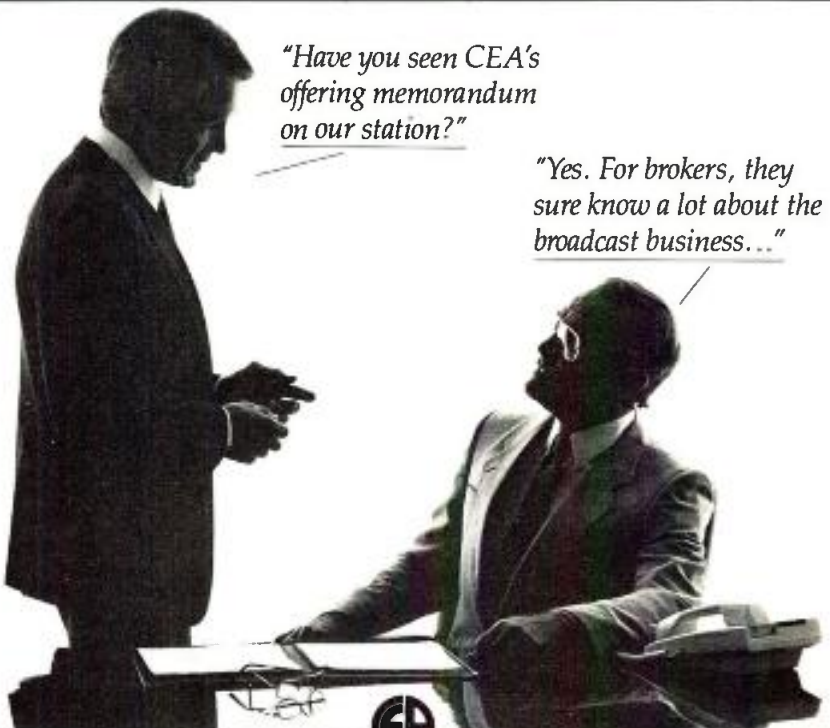
**Seven cases settled.** Seven challenges to national advertising, including three on broadcast, were resolved during August by National Advertising Division of Council of Better Business Bureaus. Reviewed and substantiated were claims in TV commercials for Cosmair Inc. and Tyson Foods. Third case was settled when International Star Registry agreed to modify its radio commercial along lines suggested by NAD.

□

**Bouncing back.** Robert S. Jacoby, who was ousted as chairman and chief executive officer of Ted Bates Worldwide last year, has won contract case against agency's owners, Saatchi & Saatchi of Britain. Three-man panel of American Arbitration Association ruled that Saatchi's appointment of Donald M. Zuckert as chairman and chief executive of Bates, succeeding Jacoby, was breach of Jacoby's contract. Panel now will decide damages. Jacoby reportedly asked for \$5 million, amount claimed to be guaranteed under five-year contract he signed with Saatchi. Saatchi bought Bates in early 1986 for \$450 million, of which Jacoby's portion was said to be about \$100 million. Earlier this year Bates was merged into Backer & Spielvogel, another Saatchi agency, to form Backer Spielvogel Bates Inc.

□

**Moving to Tampa.** Blair Television has opened new sales office in Tampa, Fla., its 19th branch. Office is located at 5006 West Laurel Street, Suite 205, 33607. Telephone: (813) 872-6223. Sarah Tyrrell, who has been in Blair's Minneapolis office since 1983 (recently as account executive), will be sales manager of new office.



*"Have you seen CEA's offering memorandum on our station?"*

*"Yes. For brokers, they sure know a lot about the broadcast business..."*

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ren Guild from Torbet.



WBBF(AM)-WBEE(FM) Rochester, N.Y.: To Republic Radio from Eastman Radio.



KEEL(AM)-KITT(FM) Shreveport, La.: To Katz Radio from McGavren Guild.



KFIG-AM-FM Fresno, Calif.: To Eastman Radio from Durpetti & Associates.



KRPN(FM) Roy, Utah: To Roslin Radio Sales (no previous rep).

WTOY(AM) Roanoke, Va.: To Masla Radio from Torbet/Select Radio.



WAH(AM) Mobile, Ala.: To Eastern Radio from Masla Radio.



WCGO(AM) Chicago Heights, Ill.; WTAS(FM) Crete, Ill.;



WDND(FM) Wilmington, Ill.; WWJY-FM Crown Point, Ind.: To Brian O'Linn Group.



WZOU(FM) Boston: To Eastman Radio from Republic Radio.

## For the Record

As compiled by BROADCASTING, Sept. 30-Oct. 7, 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—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## Ownership Changes

### Applications

■ WFIX(AM) Huntsville, Ala. (1450 khz; 1 kw-U)—Seeks assignment of license from Comco Inc. to Alabama Radio Inc. for \$250,000. Seller is owned by Walter M. Windsor. It is in process of selling entire group. Buyer is principally owned by Seymour Smith, who also owns WWIW(AM) New Orleans. Filed Sept. 25.

■ KPIN(AM)-KBBT(FM) Casa Grande, Ariz. (AM: 1260 khz; 1 kw-D; FM: 105.5 mhz; 1.9 kw; HAAT: 362 ft.)—Seeks assignment of license from KVOS Inc. to Video Trip Corp. for \$550,000. Seller is owned by Ron Lockhart, who also owns KOGA-AM-FM Ogallala, Neb. Buyer is owned by Ben R. Doud and his wife, Sharon; Tim Hobson; Allan Miller; Michael Berry and Raymond H. Ricci. It also owns KWBG(AM)-KZBA(FM) Boone, Iowa. Filed Sept. 24.

■ KCPM(TV) Chico, Calif.; KSPR(TV) Springfield, Mo. and KMID(TV) Midland, Tex. (KCPM: ch. 24; ERP vis. 5,000 kw, aur. 600 kw; HAAT: 1,849 ft.; KSPR: ch. 33; ERP vis. 1,112 kw, aur. 112 kw; HAAT: 1,995 ft.; KMID: ch. 2; ERP vis. 100 kw, aur. 10 kw; HAAT: 1,050 ft.)—Seeks assignment of license from Lorimar Telepictures Corp. to Goltrin Communications Inc. for \$23 million. Seller is Culver City, Calif.-based entertainment production and distribution company. It also owns WPGH-TV Pittsburgh. WLII(TV) San Juan and WSUR-TV Ponce, both Puerto Rico. Buyer is principally owned by Joseph H. Goldfarb, his wife, Barbara, and Melvyn J. Estrin. Goldfarb is member of office of president, Lorimar-Telepictures. Estrin is chairman of Human Services Group Inc., Washington-based financial services firm. Filed Sept. 29.

■ KSJQ(FM) Manteca, Calif. (96.7 mhz; 3 kw; HAAT: 320 ft.)—Seeks assignment of license from Commonwealth Broadcasting of Northern California to Cal Valley Radio L.P. for \$1.2 million. Seller is owned by Dex Allen, Michael Thorsnes, Vince Bartolotta, John McGuire, Michael Padilla, Ted Atkins. It also owns KROY(FM) Sacramento, Calif. Buyer is owned by William H. Sanders and Jay Martin. Sanders is former chief financial officer of Turner Broadcasting and has interest in WQIM(FM) Prattville, Ala.; WSKX(FM), Suffolk, Va.; KBBB(AM)-KDXR(FM) Borger, Tex. and WJBM(AM)-WKKX(FM) Jerseyville, Ill. Martin is former general manager of KHAT-AM-FM Lincoln, Neb. Filed Sept. 25.

■ KNTF(FM) Ontario, Calif. (93.5 mhz; 3 kw; HAAT: 165 ft.)—Seeks assignment of license from Best Communications Inc. to Boulder Ridge Cable TV Inc. for \$2.7 million. Seller is owned by Jack L. Siegal, who also owns KSRF(FM) Santa Monica, Calif. Buyer is owned by John Dean Hazen, who owns cable systems in Half Moon Bay, Ridgecrest and Hickam Air Force Base, all California. Filed Sept. 21.

■ KRJJ(FM) Paradise, Calif. (92.7 mhz; 850 w; HAAT: 620 ft.)—Seeks assignment of license from JIBO Broadcasting Corp. to KRJJ Partners for \$850,000. Seller is owned by Jim Flood, who has no other broadcast interests. Buyer is owned by Stephen Dean; Howard Collins, Ricardo Ramirez and Kenneth Doolittle. Dean is former general manager of KTOM-AM-FM Salinas, Calif.; Collins is stockbroker in Chico, Calif.; and Ramirez and Doolittle are stockbrokers in Aptos, Calif. Filed Sept. 28.

■ KSEQ(FM) Visalia, Calif. (97.1 mhz; 25.5 kw; HAAT:



## 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, Communication Finance Group, at 1-800-525-4532 (or 602-248-2808).

# Greyhound Financial Corporation

A Greyhound Company



662 ft.)—Seeks assignment of license from Supreme Broadcasting Inc. to Buckley Broadcasting Corp. of Monterey for \$1.65 million. Seller is owned by Dan Tapson, who has no other broadcast interests. Buyer is owned by Richard D. Buckley and seven others. It also owns KWAV(AM) Monterey and KUBB(FM) Mariposa, both California. Buckley also has interest in WDRC-AM-FM Hartford, Conn.; KKH-AM-FM San Francisco, WSEN-AM-FM Baldwinville, N.Y.; WYNZ(AM) Portland and WYNZ-FM Westbrook, both Maine. Filed Sept. 29.

■ WJQY(FM) Fort Lauderdale, Fla. (106.7 mhz; 100 kw; HAAT: 900 ft.)—Seeks assignment of license from The Tremont Group to TAK Communications for \$34 million. Seller is owned by Joseph C. Amatore, former owner of Fort Lauderdale-based group that sold most of its stations to Keymarket Communications in 1986. Amatore has no other broadcast interests. Buyer is subsidiary of STX Communications, Vienna, Va.-based group of one FM and four TV's principally owned by Sharad K. Tak. It purchased three Hawaii TV stations from Shamrock Broadcasting for \$50 million ("Changing Hands," Dec. 1, 1986) and WUSL(FM) Philadelphia for \$32 million ("Changing Hands," Dec. 22, 1986). Filed Sept. 22.

■ WTHM(FM) Goulds, Fla. (98.3 mhz; 1.1 kw; HAAT: 426 ft.)—Seeks assignment of license from Beach Communications Inc. to Hispanic-American Radio Broadcasting Corp. for \$4 million. Seller is owned by Malcom Kahn and George Delsou, who also owns WSB(AM) Boca Raton, and WVBH(FM) Key Largo, Fla. Buyer is owned by Amancio V. Suarez, who also owns WAQI(AM) Miami. Filed Oct. 1.

■ WUEZ(AM) Sanford, Fla. (1400 khz; 1 kw-U)—Seeks assignment of license from Seminole-Orange Broadcasting Co. to River Country Broadcasting Inc. for \$335,000. Seller is principally owned by Larry Hadley. It has no other broadcast interests. Buyer is principally owned by Walter J. Bower, who is Orlando, Fla.-based entertainer and businessman, and A.J. Stanton, who has interest in KFNB-TV Casper, Wyo. Filed Sept. 23.

■ WTTI(AM) Dalton, Ga. (1530 khz; 10 kw-D)—Seeks assignment of license from Dalton Broadcasting Inc. to Pye Wilson Broadcasting Inc. for \$75,000. Seller is headed by Ron Arnold. Buyer is owned by L.F. Pye and Hobart R. Wilson. It has no other broadcast interests. Filed Sept. 28.

■ WIYN(AM) Rome, Ga. (1360 khz; 500 w-D)—Seeks assignment of license from WIYN Radio Inc. to Broadcast Investment Associates Inc. for \$1,450,000. Seller is owned by L.E. Gradick, who has no other broadcast interests. Buyer is owned by Paul C. Stone and his father, Sanford. Younger Stone is director of Georgia Radio Network in Atlanta. Elder Stone has no other broadcast interests. Filed Sept. 18.

■ WDIO-TV Duluth and WIRT(TV) Hibbing, both Minnesota (WDIO-TV: ch. 10; ERP vis. 316 kw, aur. 31.6 kw; HAAT: 1,010 ft.; WIRT: ch. 13; ERP vis. 125 kw, aur. 12.5 kw; HAAT: 670 ft.)—Seeks assignment of license from Channel 10 Inc. to Hubbard Broadcasting Inc. for \$10,750,000. Seller is subsidiary of Harcourt Brace Jovanovich Inc., publicly owned, Orlando, Fla.-based publisher with no other broadcast interests. Buyer is St. Paul, Minn.-based group of one AM, one FM and six TV's principally owned by Stanley Hubbard. Filed Sept. 25.

■ WJRL(AM) Calhoun City, Miss. (1530 khz; 250 w-D)—Seeks assignment of license from Calhoun County Broadcasting Co. to Franklin Broadcasting for \$35,000. Seller is owned by Jesse R. Williams. Buyer is owned by Charles E. Franklin who also owns WJK(AM) Camp Lejeune, N.C. and holds CP's for KICZ-FM Elk City, Okla.; KZIN-FM Humnoke, Ark.; KXIN-FM Billings, Mont. and WGIN-FM Calhoun City, Miss. Filed Sept. 18.

■ KXGF(AM) Great Falls, Mont.—Seeks assignment of license from Verdell H. Lonnquist to Cardon Broadcasting Inc. for \$106,500. Seller has no other broadcast interests. Buyer is owned by Don C. Robinson and his wife, Carley,

who also own KAAK(FM) Great Falls, Mont. Filed Sept. 24.

■ WINR(AM) Binghamton, N.Y. (680 khz; 1 kw-D; 500 w-N)—Seeks assignment of license from WINR Broadcasting Inc. to Titus Broadcasting Systems Inc. for \$975,000. Seller is subsidiary of Command Broadcasting, Beacon, N.Y.-based group of three AM's and one FM, principally owned by Alford H. Lessner, Robert E. Lessner and Robert A. Outer. Buyer is owned by Paul T. Titus, dentist in Binghamton. Filed Sept. 22.

■ WTLB(AM)-WCRK(FM) Utica, N.Y. (AM: 1310 khz; 5 kw-D; 500 w-N; FM: 107.3 mhz; 50 kw; HAAT: 510 ft.)—Seeks assignment of license from WTLB Inc. to Vanguard Communications Inc. for \$1.5 million. Seller is principally owned by Paul A. Dunn and Edward J. Carey, who have no other broadcast interests. Buyer is Geneva, N.Y.-based group of three AM's and two FM's owned by Leonard I. Ackerman and Leonard Marcus. Filed Sept. 18.

■ WPHR(FM) Cleveland, Ohio (107.9 mhz; 12.5 kw; HAAT: 390 ft.)—Seeks assignment of license from Beasley Broadcast Group to Ardman Broadcasting Corp. of Ohio for \$4.7 million. Seller is Goldsboro, N.C.-based group of nine AM's and 12 FM's principally owned by George Beasley. Buyer is Washington-based group of seven AM's and seven FM's principally owned by Myer Feldman, Adrienne Arsh and Bruce Houston. Filed Sept. 23.

■ WMJW(FM) Nanticoke, Pa. (92.1 mhz; 860 w; HAAT: 552 ft.)—Seeks assignment of license from Thunder Broadcasting Corp. to Frank & Maley Inc. for \$750,000. Seller is owned by Francis Koscielski (Frank Stanley). It has no other broadcast interests. Buyer is owned by Robert J. Maley and Joseph A. Frank, who also own WBAX(AM) Wilkes-Barre, Pa. Filed Sept. 22.

■ WPDZ(FM) Cheraw, S.C. (103.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Cheraw Broadcasting Co. to Atlantic Broadcasting Co. Inc. for \$750,000. Seller is owned by Robert F. Eskridge and family. It has no other broadcast interests. Buyer is principally owned by Fred C. Avent and family. It also owns WMX-AM-FM Florence, S.C. and is selling WMXQ(FM) Moncks Corner, S.C. ("Changing Hands," June 29), and WJYW(FM) Southport, N.C. ("Changing Hands," Aug. 31). Filed Sept. 29.

■ WESC-AM-FM Greenville, S.C. (660 khz; 50 kw-U; 92.5 mhz; 100 kw; HAAT: 2,000 ft.)—Seeks assignment of license from Broadcasting Company of the Carolinas to Flair Broadcasting Co. for \$15 million. Seller is owned by Robert Schmid, who has no other broadcast interests. Buyer is newly formed New York-based firm headed by John Boden, former president of Blair Radio. Filed Sept. 23.

■ WFIG(AM)-WVDM-FM Sumter, S.C. (AM: 1290 khz; 1 kw-U; FM: 101.3 mhz; 100 kw; HAAT: 1,322 ft.)—Seeks assignment of license from Clifford B. Marshall to John D. Marshall and Robert A. Marshall for \$3 million. Seller is father of buyers and owns 56% of station. Buyer and seller have no other broadcast interests. Filed Sept. 18.

■ KEZV(FM) Spearfish, S.D. (101.1 mhz; 100 kw; HAAT: 1,490 ft.)—Seeks transfer of control from Jerry Boyer to Richard Harr, Fred Romenska, Andrew B. Young and Constance Y. Young for \$7,344. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Sept. 18.

■ WTMG(FM) Murfreesboro, Tenn. (96.3 mhz; 100 kw; HAAT: 840 ft.)—Seeks assignment of license from Transcolombia Communications Ltd. to Murfreesboro Partners L.P. for \$6.5 million. Seller is headed by Ed Yodell, and has no other broadcast interests. Buyer is owned by Richard Oppenheimer, Kent Anderson and Robert L. Clarke, who also own WMFX(FM) St. Andrews, S.C. It is also buying-WVOK(AM)-WLTB(FM) Birmingham, Ala. (see "Changing Hands," page 97). Filed Sept. 20.

■ KXOI(AM) Crane, Tex. (810 khz; 1 kw-D; 500 w-N)—Seeks assignment of license from Armor Cote Corp. to Guy L. Birdwell for \$324,000. Seller is owned by Ralph N. Conley and his wife, Betty. It has no other broadcast interests. Buyer is station's general manager. He has no other broadcast interests. Filed Sept. 21.

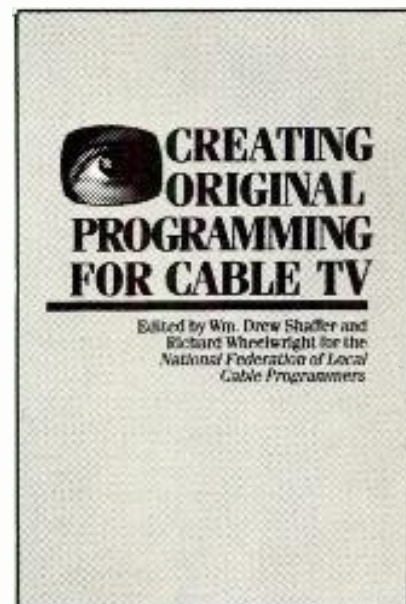
■ KALY(AM) El Paso, Tex. (1340 khz; 1 kw-U)—Seeks assignment of license from Dunn Broadcasting Co. to Fiduciary Broadcasting Corp. for \$450,000. Seller is owned by John M. Dunn. It has no other broadcast interests. Station is currently dark. Buyer is owned by Connie J. Thigpen, Irving, Tex.-based investor with no other broadcast interests. Filed Sept. 24.

■ WSAY(AM) Salem, Va. (1480 khz; 5 kw-D)—Seeks assignment of license from Crusade International Ministries Inc. to Irvin Ward and his wife, Barbara, for \$375,000. Seller is Norfolk, Va.-based group of 14 AM's and five FM's owned by Levi E. Willis. Buyer, Irvin Ward, is supervisor for C&P Telephone Co. His son, Irvin Lee Ward, is station's general manager. Filed Sept. 24.

■ WSBV(AM) South Boston, Va. (1560 khz; 2.5 kw-D)—

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Seeks assignment of license from LCH Broadcasting Group to Taylor Communications for \$210,000. Seller is owned by Glenn B. Hammond and Lee Hartman, who have no other broadcast interests. Buyer is owned by Donald F. Taylor, who owns Franklin County Speedway, Calloway, Va. Filed Sept. 21.

#### Actions

■ **KBTA(AM)-KZLE(FM)** Batesville, Ark. (AM: 1340 khz; 1 kw-D; 250 w-N; FM: 93.1 mhz; 100 kw; HAAT: 670 ft.)—Granted transfer of control from Joseph M. Biard and his wife, Nancy, to Thomas A. Vinson and his wife, Diane, for \$128,000. Sellers have no other broadcast interests. Buyer is currently 50% owner of stations. It has no other broadcast interests. Action Sept. 15.

■ **KRAB(FM)** Green Acres, Calif. (106.3 mhz; 3 kw; HAAT: 328 ft.)—Granted assignment of license from Rose Marie Ramirez to Double D Broadcasting Co. for \$79,859.24. Seller has no other broadcast interests. Buyer is owned by Donna Hutchinson, who has no other broadcasts interests. Action Sept. 16.

■ **KFBK(AM)-KAER(FM)** Sacramento, Calif. (AM: 1190 khz; 5 kw-D; FM: 97.3 mhz; 100 kw; 1,541 ft.)—Granted assignment of license from McClatchy Newspapers to Westinghouse Broadcasting Co. for \$19 million. Seller is Sacramento-based newspaper publisher owned by Eleanor McClatchy, her son, C.K. McClatchy, and family. It has no other broadcast interests. Buyer, subsidiary of Westinghouse Electric Corp., owns seven AM's, six FM's and five TV's. It is headed by Burt Staniar. Action Sept. 11.

■ **WORZ-FM** Daytona Beach, Fla. (101.9 mhz; 28 kw; HAAT: 1,650 ft.)—Granted assignment of license from Duffy Broadcasting Corp. of Florida to Augusta Broadcasters Inc. for \$9.2 million. Seller is Dallas-based group of four AM's and seven FM's principally owned by Robert Duffy. It is divesting radio group ("Changing Hands," July 20). Buyer is subsidiary of Beasley Broadcast Group, Goldsboro, N.C.-based group of nine AM's and 12 FM's principally owned by George Beasley. Action Sept. 18.

■ **WPLA(AM)** Plant City, Fla. (910 khz; 1 kw-U)—Granted assignment of license from WPLA Broadcasting Co. to Harmon Broadcast Partners for \$850,000. Seller is owned by Ercelle Smith and Al Berry, who have no other broadcast interests. Buyer is owned by Brent Harmon and E.L. Harmon, Clearwater, Fla.-based investors with no other broadcast interests. Action Sept. 11.

■ **WVBM(FM)** Springfield, Fla. (95.9 mhz; 3 kw; HAAT: 327 ft.)—Granted assignment of license from V.B.M. Enterprises Inc. to Royal Palm Communications Inc. for \$800,000. Seller is owned by Victor Battle and his brother, Michael, who have no other broadcast interests. Buyer is owned by Peter M. Bardach and James E. Normoyle, who also own WSUS(FM) Franklin, N.J. Action Sept. 25.

■ **WXLL(AM)** Decatur, Ga. (1310 khz; 500 w-D)—Granted transfer of control of Price Communications Inc. from Joseph L. Price (51% before; 49% after) to Margery J. Watson for no consideration. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action Sept. 24.

■ **KRPL(AM)-KZFN(FM)** Moscow, Idaho (AM: 1400 khz; 1 kw-U; FM: 106.1 mhz; 59 kw; HAAT: 961 ft.)—Granted transfer of control from Thomas L. Neal (51.94% before; none after) and his wife, Marilyn (.03% before; none after), to KRPL Inc. for \$454,109.61. Sellers have no other broadcast interests. Buyer is equally owned by Dennis T. Deccio, Gary W. Cummings and Larry L. Ayer, who own remainder of stock and have no other broadcast interests. Action Sept. 24.

■ **WQIS(AM)-WNSL(FM)** Laurel, Miss. (AM: 890 khz; 10 kw-D; FM: 100.3 mhz; 100 kw; HAAT: 1,050 ft.)—Granted transfer of control of New South Communications from Clay Holladay (26% before; none after), Wayne Vowell, Richard Schoenik and Manuel Lima (8% each before; none after) to Robert Holladay (76%) and Mark Jones (24%) for \$261,798. Seller, Clay Holladay, owns WYZB(FM) Mary Esther, Fla. Buyer, Robert Holladay, is brother of Clay. Their father, Frank Holladay, owns four AM's and four FM's. Robert Holladay also owns KWZD(FM) Hamlin, Tex. Action Sept. 27.

■ **WPGO(FM)** Shallotte, N.C. (106.3 mhz; 3 kw; HAAT: 328 ft.)—Granted assignment of license from Oceanside Broadcasting Co. to Beach Broadcasting of N.C. Inc. for \$485,000. Seller is owned by A. Earl Milliken, who has no other broadcast interests. Buyer is owned by Stewart Freeman and Robert Simpkins, who also own WWBD(AM)-WWLT(FM) Bamberg Denmark, S.C., and WPFR-AM-FM Terre Haute, Ind. Action Sept. 15.

■ **WWWE(AM)-WDOK(FM)** Cleveland (AM: 1100 khz; 50 kw-U; FM: 102.1 mhz; 12 kw; HAAT: 1,000 ft.)—Granted assignment of license from Lake Erie Radio Co. to Independent Group Inc. for \$13 million. Seller is owned by Arthur Modell and Alfred Lerner, who have no other broadcast interests. Modell is owner of Cleveland Browns profes-

sional football team. It bought station for \$9.5 million ("Changing Hands," March 4, 1985). Buyer is owned by Thomas Embrescia, Larry Pollock and Tom Wilson. It also owns WUPW(TV) Toledo, Ohio. Action Sept. 28.

■ KNFB(FM) Nowata, Okla. (94.3 mhz; 1.7 kw; HAAT: 400 ft.)—Granted assignment of license from William R. Williams to Moran Broadcasting Co. for \$50,000. Seller is trustee in bankruptcy and has no other broadcast interests. Buyer is owned by Richard J. Moran. It also owns KQKX(AM)-KCIZ(FM) Springdale, Ark.; KWON(AM), Bartlesville, Okla.; KJNE(FM), Hillsboro, KGTM(AM), KNIN-FM, Wichita Falls, all Texas. Action Sept. 17.

■ WBRF(FM) Bradford, Pa. (98.3 mhz; 933 w; HAAT: 539 ft.)—Granted assignment of license from Donald J. Fredeen to Radio Station WESB Inc. for \$21,000. Seller has no other broadcast interests. Buyer is owned by Thomas R. Bromeyer, Mary Ann Satherwaite, Charlotte E. Anderson and Joyce E. Test. It also owns WESB(AM) Bradford, Pa. Action Sept. 17.

■ WATP(AM)-WKXS(FM) Marion, S.C. (AM: 1430 khz; 1 kw-D; FM: 1340 khz; 3 kw; HAAT: 512 ft.)—Granted assignment of license from Winfas of South Carolina Inc. to Marion Christian Radio Inc. for \$450,000. Seller is group of two AM's and four FM's principally owned by W.S. Foster. Buyer is Norfolk, Va.-based group of 14 AM's and five FM's owned by Levi E. Willis. Action Sept. 24.

■ WHRP(AM) Portland, Tenn. (1270 khz; 1 kw-D)—Granted assignment of license from Portland Broadcasting Inc. to Lindsey Christian Broadcasting Co. for \$25,000 cash and \$168,000 assumption of liabilities. Seller is owned by Bob Hudson, William Goad and his wife, Ann. It also owns WBDX(AM) White Bluff, Tenn. Buyer is owned by Rudy A. Lindsey and his wife, Faye. It also owns WWGM(AM) Nashville. Action Sept. 16.

■ KORQ-AM-FM Abilene and KLSF(FM) Amarillo, both Texas (KORQ: 1340 khz; 1 kw-U; KORQ-FM: 100.7 mhz; 100 kw; HAAT: 1,260 ft.; KLSF: 96.9 mhz; 100 kw; HAAT: 599 ft.)—Granted assignment of license from Adams-Shelton Communications to Bakcor Broadcasting Inc. for \$5.2 million. Seller is Amarillo, Tex.-based group of two AM's and four FM's owned by Keith Adams and James D. Shelton. Buyer is Lubbock, Tex.-based group of two AM's and two FM's owned by George Backe and seven others. Action Sept. 22.

■ KIKN(AM) Pharr, Tex. (840 khz; 5 kw-D; 1 kw-N)—Dismissed transfer of control of Bixby Great Electric Radio Co. to John A. Parry for assumption of liabilities. Seller is owned by Michael T. Reichert and Charles A. Whatley and Parry. It also has interest in KUHL(AM)-KXFM(FM) Santa Maria, Calif., and KTXF(FM) Brownsville, Tex. Action Sept. 15.

## New Stations

### Applications

#### AM's

■ Sun City-Youngstown, Ariz.—Larry L. Cummings seeks 1100 khz; 50 kw-D; 1 kw-N. Address: 5019 E. Crestview Dr., Paradise Valley, Ariz. 85253. Principal has no other broadcast interests. Filed Sept. 29.

■ Peoria, Ariz.—Family Stations seeks 650 khz; 5 kw-D, 1 kw-N. Address: 3108 Fulton Ave., Sacramento, Calif. 95821. Principal is nonprofit group of five AM's, 14 FM's, one TV and CP's for 11 other new FM's. It is headed by Harold Camping. Filed Sept. 29.

■ Carson City, Nev.—Sundance Radio Corp. seeks 750 khz; 10 kw-U. Address: P.O. Box 700, Folsom, Calif. 95630. Principal is owned by D.C. Williams, who has no other broadcast interests. Filed Sept. 29.

■ Las Vegas—Family Stations Inc. seeks 650 khz; 2.5 kw-D; 1 kw-N. Address: 3108 Fulton Ave., Sacramento, Calif. 95821. Principal is nonprofit group of five AM's, 14 FM's, one TV and CP's for 11 other new FM's. It is headed by Harold Camping. Filed Sept. 29.

■ Las Vegas—Don H. Barden seeks 1100 khz; 50 kw-D, 1 kw-N. Address: 18240 Fairway Dr., Detroit 48221. Principal has no other broadcast interests. Filed Sept. 29.

■ Greensboro, N.C.—Triad Network Inc. 1470 khz; 5 kw-D, 3.5 kw-N. Address: 1108 Greccade St., 27408. Principal is owned by Walter C. Cockerham who has no other broadcast interests. Filed Sept. 28.

#### FM's

■ San Luis Obispo, Calif.—California Radio Group seeks 97.1 mhz; 11.89 kw; HAAT: 180 m. Address: P.O. Box 12933, 93406. Principal is owned by Nancy C. Hart. It has no other broadcast interests. Filed Sept. 22.

■ San Luis Obispo, Calif.—San Luis Obispo Limited Partnership seeks 97.1 mhz; 1.6 kw; HAAT: 387 m. Address: Gillis Canyon Rd., Cholame, Calif. 93431. Principal is owned by Linda C. Powell, who has no other broadcast interests. Filed Sept. 24.

■ San Luis Obispo, Calif.—U.S. Media Co. seeks 97.1 mhz; 18 kw; HAAT: 116 m. Address: 2131 Shoreline Dr., Shell Beach, Calif. 93449. Principal is owned by Nick J. Mileti, who has no other broadcast interests. Filed Sept. 22.

■ San Luis Obispo, Calif.—Playa Del Sol Broadcasters seeks 97.1 mhz; 892 w; HAAT: 493 m. Address: 1425 River Park Dr., Suite 201, Sacramento, Calif. 95815. Principal is owned by Edward R. Stolz, who also owns KWOD(AM) Sacramento and KRCK(AM) Burbank, both California, and is applicant for new FM's in Desert Hot Springs, Calif., and Tucson and new TV in Caldwell, Idaho and Citrus Heights, Calif. Filed Sept. 22.

■ San Luis Obispo, Calif.—James and Claudia Harden, a Partnership seeks 97.1 mhz; 1.122 kw; HAAT: 444 m. Address: 4132 Birchwood Ave., Seal Branch, Calif. 90740. Principal is owned by James Harden and his wife, Claudia, who have no other broadcast interests. Filed Sept. 22.

■ San Luis Obispo, Calif.—Donald E. and Judith M. Punmill seek 97.1 mhz; 3.21 kw; HAAT: 278 m. Address: 32nd and Oak Sts., Paso Robles, Calif. 93446. Principals have interest in KPRL(AM)-KDDB(FM) Paso Robles, Calif. Filed Sept. 22.

■ San Luis Obispo, Calif.—Clamshell Communications Inc. seeks 97.1 mhz; 25 kw; HAAT: 100 m. Address: 638 Morro Dr., Santa Maria, Calif. 93454. Principal is owned by Felix Martel, who has no other broadcast interests. Filed Sept. 22.

■ San Luis Obispo, Calif.—Nathan Broadcasting seeks 97.1 mhz; 2.6 kw; HAAT: 288 m. Address: 10969 Wellworth, 124, Los Angeles 90024. Principal is owned by Nathaniel Montague, who has no other broadcast interests. Filed Sept. 22.

■ San Luis Obispo, Calif.—Central Coast Broadcasting Corp. seeks 97.1 mhz; 13.2 kw; HAAT: 137 m. Address: 1035 West Main St., Santa Maria, Calif. 93454. Principal is owned by David Neumeister, Robert Martin Perez and William Vega, who have no other broadcast interests. Filed Sept. 22.

■ San Luis Obispo, Calif.—F. David Lee seeks 97.1 mhz; 10.7 kw; HAAT: 149 m. Address: R.D. 4, Box 569, Apt. 1A, Oneonta, N.Y. 13820. Principal has no other broadcast interests. Filed Sept. 22.

■ San Luis Obispo, Calif.—Lisa Ann Wayne seeks 97.1 mhz; 4.4 kw; HAAT: 240 m. Address: 404 N 5th St., San Jose, Calif. 95112. Principal has no other broadcast inter-

ests. Filed Sept. 22.

■ San Luis Obispo, Calif.—Vista Communications Co. seeks 97.1 mhz; 13.8 kw; HAAT: 215 m. Address: P.O. Box 36D45, Los Angeles, Calif. 90036. Principal is owned by Roy S. Edwards, who has no other broadcast interests. Filed Sept. 22.

■ San Luis Obispo, Calif.—Hometown Broadcasting seeks 97.1 mhz; 3.5 kw; HAAT: 269 m. Address: 4100 Vachell Lane, 93401. Principal is owned by William H. Bordeaux and Mona E. Jennings, who have no other broadcast interests. Filed Sept. 29.

■ San Luis Obispo, Calif.—Barker Communications Ltd. seeks 97.1 mhz; 900 w; HAAT: 456 m. Address: 701 Price St., Pismo Beach, Calif. 93449. Principal has no other broadcast interests. Filed Sept. 22.

■ Mt. Vernon, Ill.—CR Broadcasting Inc. seeks 102.1 mhz; 10 kw; HAAT: 157 m. Address: 175 S. Pantops Dr., Charlottesville, Va. 22901. Principal is owned by John Andrews Columbus and Dennis R. Rooker. It also owns WKWK(AM)-WEEL-FM Wheeling, W.Va., WTOO(FM) Murphysboro, Ill., WDXI(AM)-WMXX-FM Jackson, Tenn., and WMCL(AM) Mcleansboro, Ill. Filed Sept. 18.

■ Oscoda, Mich.—Thomas Ferebee seeks 95.7 mhz; 3 kw; HAAT: 100 m. Address: 3804 S. 15th St., Manitowoc, Mich. 54220. Principal has no other broadcast interests. Filed Sept. 25.

■ Greenwood, Miss.—NA&E Broadcasting Inc. seeks 101.9 mhz; 3 kw; HAAT: 88 m. Address: 1015 Russell Ave., 38930. Principal is owned by Mattie H. Evans and Linda Williams, who have no other broadcast interests. Filed Sept. 22.

■ Margate City, N.J.—Margate Communications L.P. seeks 96.1 mhz; 3 kw; HAAT: 69 m. Address: 3703 Wildor Ave., Baltimore 21207. Principal is owned by Cleo Brooks, who has no other broadcast interests. Filed Sept. 22.

■ Margate City, N.J.—Brock Broadcasting Co. seeks 96.1 mhz; 3 kw; HAAT: 101 m. Address: 15 Furler St., Totowa, N.J. 07512. Principal is owned by Richard Wellbrock, Thomas H. White and John S. Penn. It has no other broadcast interests. Filed Sept. 22.

■ Margate City, N.J.—Coastal Communications seeks 96.1 mhz; 3 kw; HAAT: 100 m. Address: 110 S. Portland Ave., Ventnor, N.J. 08406. Principal is owned by George Morgan, who has no other broadcast interests. Filed Sept. 22.

■ San Angelo, Tex.—Southwest Texas FM Partnership seeks 101.9 mhz; 100 kw; HAAT: 299 m. Address: 602 Koberline, San Angelo, Tex. 76902. Principal is owned by Douglas A. Thetford, who has no other broadcast interests. Filed Sept. 23.

■ Coalville, Utah—Gene Guthrie seeks 92.5 mhz; 330 w; HAAT: minus 42 m. Address: 11728 Casper Rd., Sandy, Utah 84092. Principal has no other broadcast interests. Filed Sept. 23.

■ Windsor, Va.—J&C Broadcasting Co. seeks 107.7 mhz; 3 kw; HAAT: 100 m. Address: 1707 Winding Way, Richmond, Va. 23235. Principal is owned by Jon C. Hill and his wife, Connie. It has no other broadcast interests. Filed Sept. 25.

■ Windsor, Va.—Radio Franklin L.P. seeks 107.7 mhz; 3 kw; HAAT: 100 m. Address: 2506 Vineyard St., Durham, N.C. 27707. Principal is headed by Jeffrey Hester, who has no other broadcast interests. Filed Sept. 28.

■ Windsor, Va.—American Indian Broadcast Group seeks 107.7 mhz; 3 kw; HAAT: 100 m. Address: Suite 2, Country Village Shopping Center, Smyrna, Tenn. 37167. Principal is headed by Jack Bursack, who has interest in WSVT(AM) Smyrna. Filed Sept. 28.

■ Windsor, Va.—JH Communications seeks 107.7 mhz; 3 kw; HAAT: 100 m. Address: 4214 Jolor Way, Virginia Beach, Va. 23462. Principal is owned by Joseph A. Booth and Robert H. Cauthen. It has no other broadcast interests. Filed Sept. 28.

■ Windsor, Va.—Tidewater Broadcasting seeks 107.7 mhz; 3 kw; HAAT: 100 m. Address: 1628C Beekman Pl. N.W., Washington 20009. Principal is owned by Joyce L. Bernstein and Harriet Kuryk. Filed Sept. 28.

### TV's

■ Crystal River, Fla.—H. James Sharp seeks ch. 39; ERP 5,000 kw; HAAT: 328 m. Address: 7473 Overton Dr., Leesburg, Fla. 32748. Principal has no other broadcast interests. Filed Sept. 23.

■ Twin Falls, Idaho—Western Telecasting Co. seeks ch. 35; ERP 96 kw; HAAT: 164 m. Address: 7600 Potomac Fall Rd., McLean, Va. 22102. Principal is owned by W.L. Armstrong, who has interest in KPVI(TV) Pocatello, Idaho. Filed Sept. 22.

## Summary of broadcasting as of June 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,887	170	5,057
Commercial FM	3,969	418	4,387
Educational FM	1,272	173	1,445
Total Radio	10,128	761	10,889
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	461	222	683
Educational VHF TV	114	3	117
Educational UHF TV	198	25	223
Total TV	1,315	273	1,588
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

\* Includes off-air licenses.

## Facilities Changes

### Applications

#### AM's

- FL, Deerfield Beach, WJNO, 1230 KHZ—870916-Application for mod of CP to chg TL to: Pompano Beach Broward, FL 26 15 18 80 08 49
- FL, Rockledge, WWBC, 770 KHZ—870924-Application for CP to change TL to: 1.2mi SW of Hwy 520 & 1-95 near Cocoa Brevard, FL. 28 21 13 80 48 52

#### Actions

- AR, Mountain Home, KCMH, 91.5 MHz—870928-Application (BMPED870306ME) Granted for mod of CP to make changes. change TL: 1.8mi N of Buford & 4.3mi SW of Mountain Home, near Buford, AR; chg. ERP: 0.4kw H&V; HAAT: 128.3-mi H&V. 36 16 17 92 25 20
- FL, Vero Beach, WGYL, 93.5 MHz—870928-Application (BPH870226MF) Granted for CP to make changes: 1.3kw H&V; chg. HAAT: 146 M H&V.
- GA, Douglas, WDMG-FM, 99.5 MHz—870928-Application (BPH870227IW) Granted for CP to chg. TL: 1.5mi S of Bushnell Community, near Bushnell, GA; chg. HAAT: 310 mi H&V; and make changes in antenna system. 31 32 12 82 57 49
- GA, Waycross, WAYX-FM, 102.5 MHz—870928-Application (BPH870305MB) Granted for CP to make changes. TL: 1.75mi E of Hickox, Hickox, GA; change

HAAT: 979 FT. H&V 31 09 13 81 58 00

- MI, Muskegon, WSNX-FM, 104.5 MHz—870928-Application (BPH870224JZ) Granted for CP to change HAAT: 189 M (H&V); (PER GAE).
- SC, Moncks Corner, WMXQ, 105.5 MHz—870928-Application (BMPH870331IT) Granted for mod of CP (BPH8607071B) to make changes. ERP: 1.4KW H&V; & HAAT: 144 M H&V.
- TX, Lubbock, KOHM, 91.1 MHz—870928-Application (BPED860820MA) Granted for CP to change TL: Indiana & Brownfield HWY, Lubbock, TX; chg ERP: 20KW H&V; HAAT: 135.9 M (H&V); chg to class C2 & make changes in antenna system. 33 34 55 101 53 25
- TX, Amarillo, KDJW-FM, 94.1 MHz—870928-Application (BPH870302OC) Granted for CP to chg. TL: 5MI WNW of city, Amarillo, TX; chg HAAT: 380.69 M H&V; & make changes in antenna system. 35 13 36 102 00 24
- CO, Grand Junction, KVEE-FM, 92.3 MHz—870929-Application (BPH861212MA) Granted for CP to change TL: Black Ridge Electronics Site, CO; chg. ERP: 100KW H&V; HAAT: 568.4 mi H&V; and make changes in antenna system. 39 03 57 108 44 45
- MI, Sault Ste Marie, WSUE, 101.3 MHz—870929-Application (BPH870227IJ) Granted for CP to chg. TL: ACCESS RD, 2.5KM W of Salt Point Rd, 45KM W of Sault Ste. Marie, MI; change ERP: 100KW H&V; HAAT: 300 M; nondirectional antenna, location to 46 25 42 84 56 25
- MT, Havre, KPQX, 92.5 MHz—870929-Application (BPH870331IU) Granted for CP to make changes. TL: 27MI SE of Havre, MT, bearing N 140 degrees E; change HAAT: 1485 FT. H&V. 48 15 07 109 18 20

- TX, Austin, KHFI-FM, 98.3 MHz—870929-Application (BPH870302MH) Granted for CP to make changes. chg. freq. to 98.1 MHz (per docket no. 86-208); chg. TL: S of Mopac Expressway, N of HWY 290 W, W of Austin, TX; chg. ERP: 100KW H&V; chg HAAT: 214 M H&V; SL/RC: T.B.D. 30 14 15 97 48 45

## Call Letters

### Applications

Call	Sought by
<b>New TV</b>	
WJEB-TV	Jacksonville Educators Bcg, Inc., Jacksonville, FL
WFXI	Local Television Associates, Inc., Morehead City, NC
<b>Existing AM</b>	
WKUS	WUEZ River Country Broadcasting, Inc., Sanford, FL
<b>Existing FM</b>	
WALQ	WRJM New South Communications, Inc., Troy, AL

### Grants

Call	Assigned to
<b>New AM's</b>	
WCRN	Daie C. O'Hayer, Cherry Valley, MA
WMJO	Josephson Broadcasting, Inc., Webster, NY
WXIK	Watertown Indep. Christian Comm., Inc., Brownville, NY
<b>New FM</b>	
WTBH	Long Pond Baptist Church, Chiefland, FL
WLTM	Eleanor L. Martin, Rantoul, IL
WECE	Erskine College, Due West, SC
<b>New TV</b>	
WBSV-TV	Venice Broadcasting Corp., Venice, FL
<b>Existing AM's</b>	
WBZL	WSDM Clay County Community Broadcasters, Inc., Brazil, IN
KQLO	KOLO Constant Communications Co. of Nevada, Inc., Reno, NV
WOKO	WWCN Team One Radio, Inc., Albany, NY
WHEV	WKBQ Henry E. Vail, Garner, NC
KTBR	KRSB Douglas Broadcasters, Inc., Roseburg, OR
WXCX	WCSC EBE Communications Ltd Partnership, Charleston, SC
KFRM	KICT HRH Broadcasting Corp., Salina, TX
KSRR	KXYC Positive Communications, Inc., Provo, UT
<b>Existing FM's</b>	
KEAG	KDEJ Northern Lights Broadcasting, Anchorage, AK
KCXY	KCEZ Gary D. Terrell, Camden, AR
KWST	KMMG Brawley Broadcasting Co., Brawley, CA
KEZD	KVCC Gary Katz, Corning, CA
KSWW	KSDO-FM Pacific and Southern Co., Inc., San Diego, CA
WILN	WLWV Baymedia, Inc., Panama City, FL
WFEZ	WLLO Gulf to Bay Broadcasting Co., Inc., Williston, FL
WHYN-FM	WHFM New England Radio Corp., Springfield, MA
WKTU	WQVR Atlantic Morris Broadcasting, Inc., Ocean City, NJ
WKWZ	WCSF WV Broadcasting, Inc., Clifton Park,

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# Professional Cards

<p><b>A.D. RING &amp; ASSOCIATES, P.C.</b>  <b>CONSULTING RADIO ENGINEERS</b>            Suite 500            1140 Nineteenth St., N.W.            Washington, D.C. 20036            (202) 223-6700  <i>Member AFCEE</i></p>	<p><b>SAIC</b> Carl T. Jones            Corporation  <i>A Subsidiary of Science Applications International Corporation</i>  <b>CONSULTING ENGINEERS</b>            7901 YARNWOOD COURT            SPRINGFIELD, VA. 22153            (703) 569-7704  <i>MEMBER AFCEE</i></p>	<p><b>LOHNES &amp; CULVER</b>  <b>Consulting Radio-TV Engineers</b>            1158 15th. St., N.W., Suite 608            Washington, D.C. 20005            (202) 296-2722   Since 1944 <i>Member AFCEE</i></p>	<p><b>COHEN and DIPPELL, P.C.</b>  <b>CONSULTING ENGINEERS</b>            1015 15th St., N.W., Suite 703            (202) 783-0111            Washington, D.C. 20005  <i>Member AFCEE</i></p>
<p><b>SILLIMAN AND SILLIMAN</b>            8121 Georgia Ave. #700            Silver Spring, MD 20910  <b>ROBERT M. SILLIMAN, P.E.</b>            (301) 589-8288  <b>THOMAS B. SILLIMAN, P.E.</b>            (812) 853-9754  <i>Member AFCEE</i></p>	<p><b>Moffet, Larson &amp; Johnson, Inc.</b>  <b>Consulting Telecommunications Engineers</b>            Two Skyline Place, Suite 800            5203 Leesburg Pike            Falls Church, VA 22041            703 824-5660  <i>Member AFCEE</i></p>	<p><b>ANDRUS AND ASSOCIATES, INC.</b>  <b>ALVIN H. ANDRUS, P.E.</b>            351 SCOTT DRIVE            SILVER SPRING, MO. 20904   301 384-5374  <i>Member AFCEE</i></p>	<p><b>HAMMETT &amp; EDISON, INC.</b>  <b>CONSULTING ENGINEERS</b>            Box 68, International Airport            San Francisco, California, 94128            (415) 342-5200  <i>Member AFCEE</i></p>
<p><b>JOHN B. HEFFELFINGER</b>            9233 Ward Parkway, Suite 285            816-444-7010            Kansas City, Missouri 64114  <i>Member AFCEE</i></p>	<p><b>JULES COHEN            &amp; ASSOCIATES, P.C.</b>            Suite 400            1730 M St. N.W.            Washington DC 20036            (202) 659-3707  <i>Member AFCEE</i></p>	<p><b>CARL E. SMITH            CONSULTING ENGINEERS</b>            AM-FM-TV Engineering Consultants            Complete Tower and Rigging Services  <i>"Serving the Broadcast Industry            for over 50 Years"</i>            Box 2727 Bath, Ohio 44210            (216) 659-4440</p>	<p><b>VIR JAMES            CONSULTING ENGINEERS</b>            Applications and Field Engineering            Computerized Frequency Surveys  <b>3137 W. Kentucky Ave. - 80219</b>  <b>(303) 937-1900</b>  <b>DENVER, COLORADO</b>  <i>Member AFCEE &amp; NAB</i></p>
<p><b>E. Harold Munn, Jr.,            &amp; Associates, Inc.</b>            Broadcast Engineering Consultants            Box 220            Coldwater, Michigan 49036            Phone: 517-278-7339</p>	<p><b>ROSNER TELEVISION            SYSTEMS</b>  <b>CONSULTING &amp; ENGINEERING</b>            250 West 57 Street            New York, N.Y. 10107            (212) 246-2850</p>	<p><b>Mullaney Engineering, Inc.</b>            Consulting Telecommunications Engineers  <b>9049 Shady Grove Court</b>  <b>Gaithersburg, MD 20877</b>  <b>301-921-0115</b>  <i>Member AFCEE</i></p>	<p><b>HATFIELD &amp; DAWSON</b>            Consulting Engineers            Broadcast and Communications  <b>4226 6th Ave., N.W.,</b>  <b>Seattle, Washington, 98107</b>  <b>(206) 783-9151</b>  <i>Member AFCEE</i></p>
<p><b>ENTERPRISE ENGINEERING P.C.</b>  <i>Consulting Engineers</i>            FW HANNEL, PE.            P.O. Box 9001 Peoria, IL 61614            (309) 691-4155  <i>Member AFCEE</i></p>	<p><b>STRUCTURAL SYSTEMS            TECHNOLOGY, INC.</b>            MATTHEW J. VLISSIDES, 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) 356-9765  <i>Member AFCEE</i></p>	<p><b>C. P. CROSSNO &amp; ASSOCIATES</b>  <i>Consulting Engineers</i>  <b>P.O. Box 18312</b>  <b>Dallas, Texas 75218</b>  <b>(214) 669-0294</b>  <i>Member AFCEE</i></p>	<p><b>JOHN F.X. BROWNE            &amp; ASSOCIATES, P.C.</b>            525 Woodward Ave.            Bloomfield Hills, MI 48013            (313) 642-6226            Washington Office            (202) 293-2020  <i>Member AFCEE</i></p>
<p><b>D.C. WILLIAMS            &amp; ASSOCIATES, INC.</b>            Consulting Engineers            AM-FM-TV-LPTV-CATV            POST OFFICE BOX 700            FOLSOM, CALIFORNIA 95630            (916) 933-5000</p>	<p><b>R.L. HOOVER</b>            Consulting Telecommunications Engineer  <b>11704 Seven Locks Road</b>  <b>Potomac, Maryland 20854</b>  <b>301-983-0054</b>  <i>Member AFCEE</i></p>	<p><b>ADVANCED BROADCAST            CONSULTANTS</b>            APPLICATIONS,            CONSULTING &amp;            FIELD SERVICES            204B CROSS KEYS RD.  <b>BERLIN, NEW JERSEY</b>            (609) 767-7070 08009</p>	<p>CLARENCE M. BEVERAGE  <b>COMMUNICATIONS TECHNOLOGIES, INC.</b>            BROADCAST ENGINEERING CONSULTANTS            P.O. BOX 1130            MARLTON, N.J. 08053            18091 985-0077</p>
<p> <b>LAWRENCE L. MORTON            ASSOCIATES</b>            71071 SUPERIOR LANE            LAKE FOREST, CALIFORNIA 92630  <b>LAWRENCE L. MORTON, P.E.</b>            AM • FM • TV            APPLICATIONS • FIELD ENGINEERING            (714) 859-6015</p>	<p><b>SELLMEYER ENGINEERING</b>  <b>Consulting Engineers</b>            P.O. Box 205            McKinney, Texas 75069            (214) 542-2056  <i>Member AFCEE</i></p>	<p><b>PAUL DEAN FORD, P.E.</b>            BROADCAST ENGINEERING CONSULTANT  <b>R.R. 12, Box 351</b>  <b>WEST TERRE HAUTE, INDIANA 47885</b>  <b>812-535-3831</b>  <i>Member AFCEE</i></p>	<p><b>D.B. COMMUNICATIONS, INC.</b>            Broadcast/RCC/cellular/satellite            Telecommunications Consultants            4401 East West Highway, Suite 308            Bethesda, Maryland 20814            (Located in Washington, D.C. Area)            (301) 654-0777            contact: Darrell E. Bauguess</p>
<p><b>EDM &amp; ASSOCIATES, INC.</b>            B/cast AM-FM-TV-LPTV-ITFS Translator            Frequency Searches &amp; Rule Makings            C/Carrier Cellular, Satellites            MMDS, P/P Microwave            Friendship Station, P.O. Box 9426,            Wash., D.C. 20016 Phone (202) 364-7042  <i>Member AFCEE</i></p>	<p><b>George Jacobs            &amp; Associates, Inc.</b>  <b>Consulting Broadcast Engineers</b>  <b>Domestic &amp; International</b>  <i>Member AFCEE</i>            Suite 410 8701 Georgia Ave.            (301) 587-8800 Silver Spring, MD            20910</p>	<p><b>WILLOUGHBY &amp; VOSS</b>            BROADCAST TECHNICAL CONSULTANTS            SUITE 100-A            15102 JONES - MALTSBERGER            SAN ANTONIO, TEXAS 78232            (512) 525-1111 OR 490-2778            APPLICATIONS • FIELD SERVICES  <i>Member NAB</i></p>	<p> <b>COURTRIGHT            ENGINEERING, INC.</b>            ELECTRICAL AND BROADCAST            P.O. BOX 2201 • GLENDALE,            ARIZONA 85311-2201  <b>MORRIS "COURT" COURTRIGHT,</b>            Ph.D., P.E., President  <i>Member AFCEE</i> (602) 937-5213</p>

NY  
WXYL WHCU-FM Eagle Broadcasting, Inc., Ithaca, NY  
KFIX KASX Debrine Communications, Inc., Ada, OK  
WXTX-FM WXTX EBE Communications Ltd Partner-

KOAI ship, Charleston, SC  
KTKS Gannett Texas Broadcasting, Inc., Denton, TX

**Existing TV**  
KVIO-TV KAVE-TV Marsh Media of El Paso, El Paso.

Tex

Note: Pursuant to request of KOSO, Inc., TR/AS KOSO Broadcasting, Fresno, CA., grant of the call sign change of FM station KKNU to KTHH has been set aside. Call sign KKNU remains assigned.

"Datebook" continued from page 24.

vacs and Eric Sevareid. Ceremonies to be taped by Fox Broadcasting for telecast on Nov. 30. Fox Broadcasting, 10201 West Pico Boulevard, Los Angeles. Information: Murray Weissman. (818) 763-2975.

**Nov. 17-19**—Ninth International Sport Summit conference and exhibit. Beverly Hilton hotel, Los Angeles.

**Nov. 18**—*Federal Communications Bar Association* luncheon. Speaker: Dean Burch, director-general, Intelsat. Marriott, Washington.

**Nov. 18**—"Gambling It All: Nuts and Bolts of Starting Your Own Business," meeting of *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

**Nov. 19**—*American Association of Advertising Agencies*, New England Council and Advertising Club of Greater Boston meeting. Back Bay Hilton, Boston.

**Nov. 20**—*Broadcast Pioneers, Washington area chapter*, annual awards banquet. Kenwood Country Club, Bethesda, Md.

**Nov. 23**—International Emmy Awards gala, sponsored by *International Council of National Academy of Television Arts and Sciences*. Sheraton Center, New York.

**Nov. 24**—*International Radio and Television Society* newsmaker luncheon. "Television: New Sources, New Forces," followed by IRTS second annual goods and services celebrity auction. Waldorf-Astoria, New York.

## December

**Dec. 1**—Deadline for entries in 18th annual National Educational Film & Video Festival. Festival is scheduled for April 29-May 1, 1988. For entry form, call or write: NEVF, 314 East 10th Street, Oakland, Calif., 94606; (415) 465-6885.

**Dec. 2**—Reply comments due in FCC proceeding (docket 87-266) on telephone company-cable cross-ownership rules. FCC, Washington.

**Dec. 2-4**—*Western Cable Show*, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

**Dec. 3**—*American Sportscasters Association* fourth annual Hall of Fame Awards dinner. Marriott Marquis, New York. Information: (212) 227-8080.

**Dec. 3-4**—Technology studies seminar, sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

**Dec. 4-6**—*Foundation for American Communications* conference on Pacific Rim economic questions. Conference, "aimed at educating the nation's journalists about issues involving news organizations," is funded by grant from *Gannett Foundation*. Sheraton Miramar, Santa Monica, Calif. Information: (213) 851-7372.

**Dec. 6-9**—"Computer Graphics for Design," fall conference sponsored by *Pratt Center*. Grand Hyatt, New York. Information: (914) 741-2850.

**Dec. 7-11**—Video Expo Orlando, sponsored by *Knowledge Industry Publications*. Buena Vista Palace hotel, Lake Buena Vista, Fla. Information: (914) 328-9157.

**Dec. 8**—*Federal Communications Bar Association* reception/dinner honoring FCC Chairman Dennis Patrick. Washington Marriott hotel, Washington.

**Dec. 31**—Deadline for entries in 13th annual Commendation Awards, sponsored by *American Women in Radio and Television*, for "positive and realistic portrayal of women in all media forms." Information: (202) 429-5102.

## January 1988

**Jan. 6-10**—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

**Jan. 7-10**—International winter consumer electronics show, sponsored by *Electronic Industries Association*. Las Vegas Convention Center, Las Vegas. Information: (202) 457-4919.

**Jan. 8**—Deadline for entries in Alexander Hamilton/Ohio State Awards program competition, sponsored by *Ohio State University Institute for Education by Radio-Television*. Information: (614) 292-0185.

**Jan. 13**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

**Jan. 15-22**—*National Association of Broadcasters* joint board meeting. Hawaii (tentative).

**Jan. 19-21**—Georgia Radio-Television Institute, sponsored by *Georgia Association of Broadcasters*. Georgia Center for Continuing Education, Athens, Ga. Information: (404) 993-2200.

**Jan. 20**—*Federal Communications Bar Association* luncheon. Speaker: Judge Kenneth Starr. U.S. Court of Appeals for D.C. Circuit. Marriott, Washington.

**Jan. 22-23**—*Colorado Broadcasters Association* winter meeting and awards banquet. Hyatt Regency Tech Center, Denver.

**Jan. 23-25**—*Radio Advertising Bureau's* eighth annual Managing Sales Conference. Hyatt Regency, Atlanta.

**Jan. 24**—Ninth annual ACE (Awards for Cable Excellence) Awards presentation, sponsored by *National Academy of Cable Programming*, on HBO.

**Jan. 24-25**—*California Broadcasters Association* radio and television management conference. Palm Springs Plaza hotel, Palm Springs, Calif.

**Jan. 26-28**—*South Carolina Broadcasters Association* winter convention. Columbia, S.C.

**Jan. 29-30**—*Society of Motion Picture and Television Engineers* 22d annual television conference. Opryland hotel, Nashville.

**Jan. 30-Feb. 3**—*National Religious Broadcasters* 45th annual convention and exposition. Sheraton Washington, Washington. Information: (201) 428-5400.

## February 1988

**Feb. 2-3**—*Arizona Cable Television Association* annual meeting. Hyatt Regency, Phoenix, Ariz. Information: (602) 257-9338.

**Feb. 4**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

**Feb. 10-12**—19th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Association*. Opryland hotel, Nashville.

**Feb. 12**—*Southern California Broadcasters Association* 3rd annual Sunny Creative Radio Awards presentation. Registry hotel, Los Angeles. Information: (213) 466-4481.

**Feb. 16-17**—*Wisconsin Broadcasters Association* annual convention and legislative reception. Madison, Wis.

**Feb. 17-19**—Texas Cable Show, sponsored by *Texas Cable Television Association*. Convention Center, San Antonio, Tex. Information: (512) 474-2082.

**Feb. 18-19**—*Broadcast Financial Management Association* board of directors meeting. Intercontinental hotel, San Diego.

**Feb. 24**—*Federal Communications Bar Association* luncheon. Speaker: Diane Killory, FCC general counsel. Marriott, Washington.

**Feb. 25-28**—*NATPE International* 25th annual convention. George Brown Convention Center, Houston.

## March 1988

**March 3**—*International Radio and Television Society* Gold Medal banquet. Waldorf-Astoria, New York.

**March 13-15**—First Amendment Congress, organized in 1979 by Jean Otto of Society of Professional Journalists, who is now with *Rocky Mountain News*. Marriott City Center hotel, Denver. Information: (303) 492-6480.

**March 17-20**—*Alpha Epsilon Rho, National Broadcasting Society*, national convention. New York.

**March 21-23**—*Satellite Broadcasting and Communication Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

**March 22**—13th annual Commendation Awards ceremony, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

## April 1988

**April 8-10**—*Broadcast Education Association* convention. Las Vegas. Information: (202) 429-5355.

**April 10-12**—*Cabletelevision Advertising Bureau* seventh annual conference. Waldorf-Astoria, New York.

**April 16**—20th annual Golden Reel Awards ceremony sponsored by *International Television Association*. Caesars Palace, Las Vegas. Information: Kelly J. Bell, (214) 869-1112.

**April 18-20**—*Broadcast Financial Management Association* annual meeting. Hyatt Regency New Orleans, New Orleans. Information: (312) 296-0200.

**April 28-May 3**—24th annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Palais des Festivals, Cannes, France. Information: (212) 967-7600.

## May 1988

**May 1-8**—International Public Television Screening Conference, Input '88, sponsored by *Philadelphia Input '88 Alliance*. Philadelphia. Information: (215) 351-1200.

**May 10-13**—Communications '88, supported by *International Telecommunications Union and European Economic Community*. National Exhibition Center, Birmingham, England. Information: (301) 657-3090.

**May 18-21**—*American Association of Advertising Agencies* 70th annual convention. Greenbrier, White Sulphur Springs, W. Va.

**May 18-19**—Sports Conference. New York Marriott Marquis hotel, New York. Information: (212) 213-1100.

## June 1988

**June 8-11**—*American Women in Radio and Television* 37th annual convention. Westin William Penn, Pittsburgh.

**June 8-12**—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 32d annual seminar. Bonaventure hotel, Los Angeles.

**June 20-24**—*Radio Advertising Bureau* sales managers school. Wharton School of University of Pennsylvania, Philadelphia. Information: (212) 254-4800.

## July 1988

**July 14-16**—*Colorado Broadcasters Association* summer convention. Manor Vail, Colo.

**July 16-20**—*World Future Society* sixth general assembly. Sheraton Washington, Washington. Information: (301) 656-8274.  
World

## August 1988

**Aug. 5-9**—*Georgia Association of Broadcasters* annual convention. Callaway Gardens, Ga. Information: (404) 993-2200.



# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**General manager:** South Central Kansas small market AM near Wichita. Energetic, sales and programming ability. Resume, references. Contact Lea Firestone, 316—342-1400, P.O. Box 968, Emporia, KS 66801.

**Station/sales mgr.** for successful SE combo in substantial and growing small market. 3-5 years minimum experience in all facets of radio required. Must be sales and service oriented. Will handle list, write copy, create and execute promotions. Will report to GM/owner. Competitive starting compensation with plenty of room to grow. High energy and excellent references a must. EOE. Box Z-7.

**Operations manager:** WBAZ-FM, Eastern L.I., N.Y. seeks experienced production manager to be responsible for on-air sound of this Transtar Format 41 station. EOE. Resumes to JS & A, 340 W. 57 St., NY, NY 10019.

**Opportunity!** Persons with successful radio management experience, let us hear from you. Investors seek general managers with desire to own and operate their own radio stations. Resumes and other information handled in confidence. Write Box Z-9.

**General manager.** Small market AM/FM in Midwest. Strong sales background, ability to program for results. Ample salary and more with results. Resume and salary history to Paul Bailion, 1218 Pioneer Building, St. Paul, MN 55101.

**Aggressive sales oriented general manager** for AM/FM in Ohio. Equal opportunity employer. Send resume to Box Z-28.

**Rocky Mountain AM regional** needs manager strong on sales. Home phone 303—738-1660.

**Operations manager:** WBAZ-FM, Eastern L.I., NY, seeks experienced production manager to be responsible for on-air sound of this Transtar Format 41 station. EOE. Resumes to JS&A, 340 W. 57 St., NY, NY 10019.

**Growing group broadcaster** seeks successful small and medium market general managers and sales managers. Sales management track record required. Strong compensation tied to performance. Current opportunities at Western and Northeastern stations. Come grow with our group! Resume to Box Z-24.

**Director of data processing** for major radio network. Requirements: knowledge of VAX hardware, PC, "C" language, user interface. Must have radio background. New York location. Send resume including salary history and key accomplishments to P.O. Box 816, Radio City Station, New York, NY 10101-0816.

### HELP WANTED SALES

**GSM/SM:** immediate opening, for experienced (3 years minimum) CRM, RAB street leader. Excellent compensation package. Booming California market. Reply Box Y-92.

**Excellent sales opportunity** with one of the most successful and respected AM/FM stations in Iowa. Potential future advancement to sales manager. Excellent compensation package. Send complete resume and references to Box Z-14.

**Newstalk sales:** Experienced only, send resume to WGL, 2000 Huntington Rd., Fort Wayne, IN 46819.

**Opportunity for experienced radio sales pro.** Competitive atmosphere. Financial & career rewards for self-starting performer. Resume and references to: Dave Williamson, WSWR Radio, 47 E. Main, Shelby, OH 44875. EOE.

**Motivated, experienced pro AE wanted** for premier Colorado ski resort communities. Top billing station in market. Copywriting & production skills required. Resume to: KZYR, Box 5559, Avon, CO 81620. Attn: Don.

**Small-medium market.** Urban contemporary station (black owned), needs sales manager/combo sales and air personnel. \$15,000 guaranteed. Contact Jimmy Swinson, WOKN, Box 804, Goldsboro, NC 27530. 919—734-4213. EOE.

### HELP WANTED TECHNICAL

**South Texas powerhouse** combo seeks experienced C.E. to maintain first class coastal facilities just minutes away from Mexico. Salary range \$18-22,000 commensurate with experience. Successful candidate must be neat, budget conscious, and relate well to others. If this is you, and you enjoy sun, surf, and sand, send your resume to Oon Wolfe, c/o KRXX, 2100 Boca Chica Blvd., #305, Brownsville, TX 78521. EOE.

**Chief engineer needed** for our Southern California stations. SBE certificate helpful. Great staff; great working conditions; great markets. Resume to Jeff Salgo, VP Operations, Anaheim Broadcasting, 1190 E. Ball Road, Anaheim, CA 92805. EOE.

**Radio chief engineer** for AM & FM stations in Kansas City, Missouri. Must have radio experience and management skills. Send resume and salary requirements to Jim Ary, Vice President Radio Engineering, Taft Broadcasting, WTVN Radio, 42 East Gay Street, Columbus, OH 43215. Equal opportunity employer.

### HELP WANTED ANNOUNCERS

**Classical music announcer/producer.** WUWM Milwaukee Public Radio seeks a classical music announcer. Person will host an evening classical music show, plus be responsible for the production of local arts interviews and features. Experience required as well as the ability to present classical music in a personable manner. Resumes and audio cassette audition tapes to: Dave Edwards, General Manager, WUWM Radio, P.O. Box 413, Milwaukee, WI 53201. WUWM and the University of Wisconsin-Milwaukee are equal opportunity/affirmative action employers.

### HELP WANTED NEWS

**News director.** At least one year experience in gathering, writing, and delivering local newscasts. Tape, photo, resume. Darrell Sehorn; KGRO, Box 1779, Pampa, TX 79065. 806—669-6809. EOE.

**News director needed.** AM/FM A/C-country combo, market leader 2 hours from Baltimore, D.C., Philadelphia. Go-getter with reporter experience needed to direct staff and cover news yourself. Part of growing 6-station group. Tape and resumes to Alex Kolobielski, VP/G.M., Prettyman Broadcasting, P.O. Box 324, Milford, DE 19963. EOE.

**NY's busiest,** award-winning, local news station seeks morning anchor/reporter. T&R: WRKL, Pomona, NY 10970. EOE. M/F.

**Western Mass. AM/FM** is looking for an experienced news-person to work for the area's number one local news operation. We are also looking for a sports director. Play by play opportunities. C & R to Mike Dion, WHMP, Box 268, Northampton, MA 01061.

**Anchor/reporter needed** for West Michigan's top news station. If you have at least two years experience, a great voice and the reporting ability to work in our award winning news-room send tape, resume, writing samples and salary history to: Dave Isaacs, News Director, WOOD AM/FM, 180 North Division, Grand Rapids, MI 49503. EOE - M/F.

**Bilingual English-Spanish anchors and writers** needed for possible openings in large radio news operation. Applicants must be fluent in both languages. Positions may also include TV work. Send resumes to Box Z-32.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**WHYY seeks full-time graphic designer** for print, computer graphics and scenic design. Requires print production background, including type specification and four color, BFA Graphic Design, and 3 years TV staff experience. Send resume and non-returnable samples to: WHYY, 150 North Sixth Street, Philadelphia, PA 19106. EOE, M/F.

### SITUATIONS WANTED MANAGEMENT

**Performance:** currently billing over 1 million annually in a market of 50,000. Successful general manager, former station owner, and superior sales trainer. If you need a GM that is a dynamic motivator, exceptionally organized and a promotional genius, then I believe we should talk if making more money interests you as much as it does me. Box Y-94.

**General manager. Urban specialist.** Over twenty years in sales and management. Major and medium markets; promotion and marketing skills; diagnostic and solution ability; wish to relocate. Can we talk? Write Box Z-2.

**I love radio..** started at age 15.. now have 22 years in the business. 8 years in management. 5 years in sales, and 12 on air makes for a well rounded GM. I see everyone's perspective. Performance plus - on net sales of 1.2 million (in an oil driven S. Texas economy) I cash flowed \$300,000. I understand bottom line management. I always effectively recruit and sales train my staffs. I believe in on going training and am in constant search of excellence. Yes, I am intense. Make this change your last..512—991-2870.

### SITUATIONS WANTED SALES

**Experienced broadcaster** seeks small market sales/announcing combo! Now employed in Midwest but all areas considered! Box Y-101.

### SITUATIONS WANTED ANNOUNCERS

**National on-air meteorologist, 17 years exp.,** national and local radar. Low monthly cost, Call 619—282-1032.

**Adult communicator** looking for responsible position in small/medium market. Six years experience. A/C, country, and Christian formats. Dave 214—258-1819.

**Wanted: Easy listening FM station 25 years experience.** Deep pipes. Final career move. Neil 518—383-0239.

**Columbia School of Broadcasting graduate.** Beginning level position - will even mop floors! Good production and news. Prefer Midwest, but will consider elsewhere. John Dickson, 316—852-3347.

**Experienced announcer** seeks opportunity with stable, team oriented operation. Days and evenings, 308—534-1211.

### SITUATIONS WANTED TECHNICAL

**Hard working chief/director 16 year radio pro** all phases-110% ready for your company. Box Z-34.

### SITUATIONS WANTED NEWS

**Sports nut!** Over 2 years in radio and TV as reporter, host, analyst. Currently sports producer in top 20 market. Yearn for PBP! John 813—536-7359.

### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**18 year veteran:** Radio, TV, agency. Programming, production, promotion, sales. Northeast group preferred. All replies acknowledged; advancement opportunities considered. Box Z-18.

### PRODUCTION SERVICES

**Hire some cheap characters** and raise your ratings! The Radio 2000 Comedy Package. Introductory price just \$299.00. For demo, call the SyndiCast 617—356-2800.

## TELEVISION

### HELP WANTED MANAGEMENT

**General manager for university** and community-oriented public television and radio stations. KUAC-FM and TV, University of Alaska-Fairbanks, seeks a person with proven ability to administer a creative, dynamic professional staff. The manager will work with the university community as well as a strong community support group. KUAC is a joint licensee with a 25-year history of outstanding community support. Qualifications: Demonstrated management experience in public broadcasting or related field; knowledge of laws, rules and regulations relating to public broadcasting, (FCC, CPB); experience in fundraising, grant proposal writing and fiscal management; knowledge of broadcast operations desirable; ability to communicate clearly and effectively orally and in writing and to appear as on-air spokesperson for the stations. Salary: \$51,002 DOE. Send applications including resume and three professional references to: General Manager Search Committee, KUAC, University of Alaska, Fairbanks, AK 99775-1420. Applications must be postmarked by October 23, 1987. No phone calls. The University of Alaska is an EO/AA employer and educational institution.

**Promotion director.** New independent station in 43rd ADI seeks hands-on manager for on-air and station promotion. Must be able to create, write, produce and edit. Send tape of your work along with resume and salary history to KABB, 520 N. Medina, San Antonio, TX 78207. EOE.

**Director of programming** for a group station in the Midwest in the market range of 25-35. Position requires experience in program research, analysis and acquisition. Applicants must have a college degree, at least 5 years in television and 3 years in a supervisory position. Television production experience is an asset. We need a person with vision and excellent planning and organizational skills. EOE. Send resume to: Box Z-29.

**Creative services director.** We're looking for a marketing and creative dynamo with proven leadership skills. Person will be responsible for all promotions and design services at our top 35 market station. Send resume to Box Z-26. We'll talk. EEOC, M/F.

**Station manager:** Group owned, commercial indy. Mid 50's market. A successful sales management background necessary. Call Teresa 513—351-9112. EOE, M/F.

**Deputy executive director** for statewide South Dakota Public Television and Radio networks. Responsibilities include: planning and supervision of fund raising activities carried out by SD Friends organization; supervision of administrative services (personnel, grants, purchasing, data processing, etc.); general supervision of engineering and technical services; and assistance in planning, policy development, and liaison with state and national agencies and organizations. Requires college degree in an appropriate field and extensive experience in broadcasting, including responsible administrative and management experience, or an equivalent combination of education and experience. Requires significant knowledge of public broadcast funding, financial management and operations, and demonstrated ability to communicate effectively with subordinates, peers and superiors. Knowledge of South Dakota and of public broadcasting desirable and will be given preference. Salary of \$31,000 to \$38,000 a year is negotiable according to experience. Application deadline until a suitable candidate is selected. Send a letter of application and resume, including names of three references, to: Dave Leonard, Executive Director, South Dakota ETV Board, 414 East Clark St., Vermillion, SD 57069. For more information, call 605-677-5861. The State of South Dakota is an equal opportunity/affirmative action employer.

**Local sales manager:** Strong independent on Southeastern coast, seeks aggressive and energetic individual with 5 years broadcast sales experience to lead local sales team. Previous broadcast management desired. However, will consider top AE ready to "move up". This is a ground floor opportunity with great company. Please send resume and salary requirements to Box Z-31.

**Production manager:** Seeking experienced manager for major market network affiliate production department. Experience in all levels of broadcast operations with working knowledge of schedule and budgeting procedures. We offer a competitive salary, excellent benefits, and a great place to live. Send resume to: R.W. Roberts, WFL-TV, P.O. Box 1410, Tampa, FL 33602. 813-221-5730. EOE, M/F.

#### HELP WANTED SALES

**Syndicated sales:** "Portraits in Sound", America's most successful "New Age" radio program. 55+ affiliates, majority in top 100. Commission only adds 15 to 30K+ to current income. Proven skills in acquiring national buys a must. Send qualifications: Thom Reinstein, P.O. Box 2305, Livermore, CA 94550.

**Top 25 affiliate** seeking an account executive who is a highly motivated professional. Good communicator and negotiator with strong presentation skills. A minimum of 2 years local TV sales experience. Successful candidate will have agency, direct account and vendor program responsibilities and the opportunity to become part of a positive, aggressive sales organization and broadcast group. Send resume to Box Z-25.

**Regional account executive.** Group owned affiliated station in NE seeks highly motivated, experienced and aggressive person for excellent career opportunity in regional sales. Contact M.A. Connerton, WMGC-TV, P.O. Box #813, Binghamton, NY 13902. EOE.

#### HELP WANTED TECHNICAL

**Maintenance engineer:** Major Florida post production facility, with latest digital equipment, has opening for talented self-motivated television engineer. Must have strong maintenance and moderate design skills. Beautiful facility and friendly atmosphere. Contact Bruce Graham, Chief Engineer, 305-920-0800.

**Director of engineering.** WQED, WQEX and WQED-FM need an outstanding manager for the engineering department. The ideal candidate will have good hands-on experience and at least five years engineering management experience in all aspects of broadcasting, production and post-production. BS in EE and PBS-related experience a plus. FCC first or general license required. We offer a competitive salary commensurate with experience and an outstanding benefits package. Please send resume and salary history to WQED, Human Resources Department, 4802 Fifth Avenue, Pittsburgh, PA 15213. EOE, M/F/H/V.

**This is it!** If you can lead television chief engineers and interface with top management, if you possess boundless energy and heavy RF experience, we need to talk. Excellent opportunity for hands-on, highly qualified leader. EOE. Reply to: Box Z-6.

**Broadcast maintenance engineer wanted.** Experienced in all areas of studio maintenance. Send resume to Larry Pentecost, CE, WRBT Ch. 33, Baton Rouge, LA 70808.

**Field service/final test manager** for high technology products in the television post-production industry. Applicants should have managerial and client service background as well as analog and digital troubleshooting abilities. Familiarity with television post-production techniques essential. Contact, Utah Scientific Advanced Development Center, a Dynatech Company, 5440 NW 33rd Ave., Suite 108, Ft. Lauderdale, FL 33020. Robert Hemsy 305-484-8100.

**Television engineer:** Technical maintenance and operation of professional broadcast video and audio equipment in our corporate production facilities, as well as on location assignments. Requires minimum of 2 years basic electronics theory and troubleshooting training with additional 3 to 5 years experience in broadcast television environment. Operational and maintenance experience with equipment utilizing digital control techniques would be advantageous. Our equipment complement includes: Sony BVH-1100A, Ampex VPR-3 VTR's; Grass Valley 100 and 1600-1L, Ampex A/V switchers; Ampex ADO, Abekas A53 digital effects; Utah Scientific router and machine control; Ikegami, Tektronix monitoring and test equipment; Orion, Ramsa, Cetec audio mixers; MCI, Ampex, Tascam, Otari ATR's; Phillips, CEI, Sony color cameras. Competitive salary and excellent benefit package. Send resume to: Ita Launer, Sr. Employment Representative, State Farm Insurance Companies, One State Farm Plaza, Bloomington, IL 61710. Equal opportunity employer.

**Analog digital design engineer** for high technology products in the television post-production industry. Experience essential. Contact, Utah Scientific Advanced Development Center, a Dynatech Company, 5440 NW 33rd Ave., Suite 108, Ft. Lauderdale, FL 33020. Robert Hemsy 305-484-8100.

**Chief engineer** needed for Miami Christian UHF station. Strong on transmitters. Contact Ben Miller, Vice President, Engineering, Trinity Broadcasting Network, 714-665-2145. EOE.

**Assistant chief engineer:** Growing group broadcaster has openings for assistant chief engineer and entry level maintenance engineer at established west Texas independent. Modern facility with all new transmitter plant under construction. Experience desired on Sony Betacart and Ampex 1-inch tape, RCA studio cameras and Klystron transmitters. Progressive company offers excellent growth prospects and competitive salary and benefits. SBE certification preferred. Send resume to W.S. Beeman, VP Engineering, Wilson Communications, Inc., P.O. Box 36, San Jose, CA 96109. EOE.

**Would you like to work in the South Pacific?** KVZK-TV needs a maintenance engineer to fill a two-year (renewable) non-federal contract position with the American Samoa Government. The successful applicant will have a minimum of 4 years maintenance experience in studio, transmitter, remote, 3/4" VTR's and other related television broadcast equipment. SBE certification helpful. Salary range: \$21,626 - \$26,176 per annum. Free transportation, annual and sick leave, low cost housing, medical and other benefits. Airmail completed SF-171 Civil Services form, resume, etc. to: Director, Department of Human Resources, American Samoa Government, Pago Pago, American Samoa, 96799. An equal opportunity employer.

**Director of engineering, WTMJ, Inc.** Our director of engineering is retiring at the end of this year. We are seeking an experienced professional to assume responsibility for technical planning and operations at our stations. Applicant should have a BSEE or equivalent and a minimum of 5 years in a supervisory or management position. Along with organizational ability, applicant should possess excellent technical and interpersonal skills. SBE certification desired. Send resume to Steven Smith, President, WTMJ, Inc., Box 693, 720 E. Capitol Dr., Milwaukee, WI 53201. WTMJ, Inc. is an equal opportunity employer.

**Radio-TV engineering manager:** University of West Florida is seeking a hands-on engineering manager for its instructional television facility. Responsible for the management of engineering personnel and the design, installation, maintenance and operation of all types of professional TV equipment. A bachelor's degree in electrical, electronics or communications engineering or electronics engineering technology, one year of experience in the maintenance, design, operation or construction of technical broadcasting equipment and possession of at least one FCC commercial operator license or a first, second or third class radiotelephone operator certificate; or a high school diploma and five years of experience as described above and possession of at least one FCC operator license. Vocational/technical training in communications engineering, broadcast station engineering or electronics can substitute at the rate of 720 classroom hours per year for up to two years of the required experience. Salary \$20,504.16-\$34,037.01. Submit resume and UWF application to Personnel, University of West Florida, Pensacola, FL 32514 by November 6, 1987. UWF is an EOE/AA/M/F/V/H institution.

**Master control operator:** NBC affiliate on California coast needs experienced fulltime operator to handle busy on-air schedule. May include nights & weekends. Four day work week. Send resumes to: KSBY-TV, Attn: James Brodsky, 467 Hill St., San Luis Obispo, CA 93401. An equal opportunity employer.

**Maintenance engineer:** Excellent opportunity for experienced electronics technician. Board level maintenance on RF, digital and analog broadcast equipment. State-of-the-art test gear and a great working group. We offer very competitive salary, excellent benefits, and a great place to live. Send resume to: R.W. Roberts, WFL-TV, P.O. Box 1410, Tampa, FL 33602, 813-221-5730. EOE, M/F.

#### HELP WANTED NEWS

**Southeast 101+ network affiliate** seeks aggressive anchor/news director. Unique opportunity to join a growing organization. Send resume, references and present salary to Box Y-60. EOE.

**Producers, editors, writers.** Headline News seeks top-quality, experienced producers, copy editors, news writers and tape editors. Staff being added to handle CNN's new daily news feed service Newsource. Great opportunity for advancement. Growing, trend-setting news-gathering operation. Send resume and tape to Paul Amos, Vice President, Headline News, One CNN Center, P.O. Box 105366, Atlanta, GA 30348-5366.

**Are you ugly, and a good journalist,** and can't find a job in television? We are expanding, and have openings for two reporters. If you are not a great writer, don't apply. We will check your references, check ours. (Yes, we also hire average and good looking people.) Tape, resume, references to Robert Stoldal, News Director, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114.

**News anchor.** Seeking aggressive news anchor with minimum of 2 years experience. Send resume, references, tape and salary requirements to: GM, P.O. Box 270, Columbus, GA 31994. EOE, M/F.

**New tower, new market** and expanded staff demands a new news director to lead "the Heartlands number one news team." If you're aggressive and looking to grow, we want to talk to you. Send resume to: Jerry Heilman, General Manager, KTVO-TV, Box 949, Kirksville, MO 63501.

**We are growing** and we are looking for newscast producers, we have the staff and equipment to get the job done. We have the number one rated newscasts in the market. Send tape, (and don't send me your newscast from the Space Shuttle tragedy) resume, and your thoughts about broadcast journalism to Robert Stoldal, News Director, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114.

**Assignment editor, WFSB-TV,** a Post Newsweek station, seeking organized, creative, energetic person to coordinate assignment desk coverage. Job includes dispatching and co-ordinating reporters and photographers and determining the importance of all potential news stories and how they will be developed and followed up for use on the air. 2-3 years experience on an assignment desk required. College degree desirable. Send resumes to Sue Maier, 3 Constitution Plaza, Hartford, CT 06115. EOE.

**News photographer** for non-network, Washington, DC, bureau. At least three years experience with ENG cameras and editing systems. Must be skillful in dealing with young reporters. Degree preferred. Send tape and resume to: Lou Prato, Medill News Service, Suite 200, 1333 F St., NW, Washington, DC 20004.

**Kiplinger Fellowships.** Broadcast journalists with three or more years experience are invited to apply to Kiplinger Graduate Program in Public Affairs Reporting at Ohio State University. Yearlong mid-career program, beginning Sept. 22, 1988, leads to a master's degree. Fellows produce news documentaries and minidocs for air. Reporting trip to Washington included. The ten appointed receive free tuition plus monthly stipends. Selection is competitive. Write or call Prof. John Wickline, Director, Kiplinger Program, School of Journalism, OSU, 242 W. 18th Ave., Columbus, OH 43210, 614-292-2607. Prospective candidates may schedule interviews with the director at Chicago Hilton, Nov. 11-14, during SPJ, SDX Convention.

**News producer:** Creative, enterprising, and well organized person to produce 6 & 11 pm news. Chance for assistant producer to move up. At least 1 year experience. Resume, salary requirements, and tape to Ken Spran, News Director, WLSL-TV, P.O. Box 2161, Roanoke, VA 24009. EOE, M/F.

**Expanding news department** needs proficient live reporter, who can also do weather. Send tape with first letter to: Jon Janes, News Director, WHO-TV, 1801 Grand, Des Moines, IA 50308. No beginners.

**News photographer.** Top 30's Sunbelt station seeking experienced news photographer committed to the visual art of photography and television storytelling. NPPA workshop experience a real plus. Letter and resume only to Box Z-35. EOE.

**Broadcast production specialist:** Need creative and energetic producer/photographer for university-based PR shop. Duties include: videography, newsroom liaison, and production of special video projects. Requires: Bachelor's degree and demonstrated television news experience. Send tape and resume to: The University of Alabama Employment Office, P.O. Box 6163, Tuscaloosa, AL 35486. An equal opportunity/affirmative action employer.

**Meteorologist applicants:** Top rated, medium market in Sunbelt seeking AMS applicants. Send resumes with references to Box Z-37.

## HELP WANTED PROGRAMING PRODUCTION & OTHERS

**TV production manager:** NBC affiliate seeks talented, experienced person to lead well-equipped three person department. Resume, demo reel, and salary requirements to G.M., WVIR-TV, Charlottesville, VA 22902. No phone calls. EOE, M/F.

**Vice president for programing.** Help PBS station launch new era of service with new transmitter and studios in nation's 21st market and fastest growing economy. Senior management position with primary responsibility for developing and implementing programing philosophy and operating procedures. Play key role in corporate strategic and marketing planning. Supervise program scheduling, public information, production and separate cable channel functions. Higher education degree and five years successful broadcast management experience required. Public television experience and local programing emphasis preferred. Salary: \$51,000+/yr. and generous benefits. Send letter of application and resume to Personnel, KVIE, P.O. Box 6, Sacramento, CA 95801 by October 23, 1987. EOE/AA.

**Commercial producer/announcer/writer.** If you are a senior director with experience, talent, enthusiasm and skills in location or studio tape production, send resume to Box Y-91. EOE.

**Director/cameraperson:** Full-service 1" videotape production facility in the 24th market has immediate opening for qualified director/cameraperson. Ideal applicant must have strong commercial and/or corporate reel, 1" and Beta experience, well-defined lighting skills and be as comfortable in the studio as on-location. Equally important is the ability to communicate with clients conceptually and the ability to translate that understanding into the product. Salary commensurate with ability. Send tape and resume by October 28 to: Bob Caldwell, Production Manager, USA Teleproductions, 1440 N. Meridian St., Indianapolis, IN 46202. An equal opportunity employer.

**Producer/director.** Talented and versatile production director to switch and direct news, public affairs and entertainment programs. Must have three to five years directing experience with heavy emphasis on news. Letter, resume and current tape to Aaron Coleman, Film Director/Production Supervisor, WPVI-TV, 4100 City Line Ave., Philadelphia, PA 19131. EOE.

**Director of production.** PBS affiliate KTEH/San Jose seeking highly dedicated individual to direct and administer all facets of station's production activities; supervise production staff and provide guidance in shaping programs; as part of senior management team, help determine station's overall direction. 5+ years experience/credits in TV/film a must; experience in preparing and monitoring budgets and in supervising and evaluating creative personnel preferred. Salary: \$39,000 - \$50,000 annually, plus benefits. Send letter of application, resume, and samples of videotape/film work to: KTEH Foundation, Box DPD-87, 100 Skyport Dr., San Jose, CA 95115. Deadline: 11/6/87.

**Artist/promotion assistant.** Responsibilities include: Layout and design of newspaper and magazine advertising. Editing and producing a quarterly newsletter. Assisting promotion manager with writing, shooting, editing and post production. Assist with other special projects. Requirements: 1-2 years design and layout experience, college degree desired but not mandatory. No phone calls! Write to: W. Carroll Ward, Vice President/Programming, WTVM, P.O. Box 1848, Columbus, GA 31994. We are an equal opportunity employer.

**Control room personnel** for new facility. Experienced in audio, Chyron, camera and switcher positions. Send resume to: Personnel, Home Shopping Network, 1583 US 19 So., Clearwater, FL 34624.

**Director:** NBC affiliate on California coast needs experienced fulltime director for fast-paced newscasts and weekly public affairs programing. Send resume to: KSBY-TV, ATTN: James Brodsky, 467 Hill St., San Luis Obispo, CA 93401. An equal opportunity employer.

**Public affairs director:** Aggressive NBC affiliate in America's most livable city, Pittsburgh, seeks a creative, energetic person to take charge of public affairs. Award winning spot and documentary talents necessary. Must have excellent writing, producing and organizational skills. Will be one of our liaisons to the Pittsburgh community. Send tapes and resumes ASAP to: Mark Barash, Program Director, 11 Television Hill, Pittsburgh, PA 15214. EEO.

**Are you ready to run the department?** Young, aggressive small market ABC affiliate in beautiful southern Oregon needs a creative, disciplined advertising and promotion manager for all phases of station promotion: print, radio, on-air, sales promotion and public relations. We're looking for a hands-on manager who likes total involvement and can create campaigns that sell. Seek applicant with minimum three years solid experience. Equal opportunity employer. Send resume (no phone calls) on-air tape and references to: Keith Lollis, 1090 Knutson Ave., Medford, OR 97504.

**Net affiliate seeks illustrator/designer** to produce on-air and print graphics. Television experience preferred. Will be using computer paint system: experience preferred but not necessary. Send resume to: Rhea Borzak, Art Director, WKRN-TV, 441 Murfreesboro Rd., Nashville, TN 37210. No phone calls, please. EEO employer.

**Director of educational services.** C-SPAN Cable Network seeks a creative, energetic hands-on manager, who understands the cable industry & the educational market, to develop and implement plans for a growing educational outreach program. A minimum of 5 years experience necessary, some of that directly reflecting work in educational marketing for a media organization. Send a cover letter & resume to: C-SPAN in the Classroom, 444 North Capitol St., NW, #412, Washington, DC 20001. No phone calls, please.

## SITUATIONS WANTED MANAGEMENT

**Proven, professional performance:** Experienced, dedicated manager looking for a GM/GSM position with an aggressive/progressive broadcaster. Experienced in local/national/rep TV sales plus station operations-both affiliate and indy. Bottom line oriented. Reply Box Y-96.

## SITUATIONS WANTED TECHNICAL

**Master control room operator,** over two years exp. 3/4" format, 2" and live satt. exp. Contact P. Hughes, Rt 2, Box 62, Huntington, TN 38344.

**Project engineer.** The NBC labor dispute has made available a top radio and television facilities design engineer. Project management experience; top quality stereo audio and video design/construction. Looking for temporary/consulting work anywhere, and/or permanent position in Chicago area. Operations, automation, maintenance background. Craig Beardsley, P.O. Box 2832, Rockefeller Center Station, New York, NY 10185 or 212-655-6707.

**Chief engineer** over ten years management training and experience. General license. SBE senior certification. Please call or write Dennis Maddox, 615-877-1235, 215 Trenton St., Chattanooga, TN 37415.

## SITUATIONS WANTED NEWS

**Female sports anchor/reporter** who shoots & edits. Looking to relocate anywhere. Sue: 714-974-0088.

**Black female: GAR/Anchor,** attractive, intelligent, articulate. Give me the chance, I'll show you results. Looking for challenging spot in competitive small mkt. station. 2 yrs exp, BA, very talented. Box Y-87.

**Radio reporter/anchor** with two years experience in 11th-largest market desires move into TV news or sports. Broadcast journalism degree cum laude, experience shooting/editing video. Tape available. Dan 216-333-3919.

**Black talk host** has brought high ratings in #3 and #7 markets seeks new challenge. Would accept anchor, reporter or talk position in TV or radio. 313-569-9857.

**Need a strong anchor/reporter? Black, female, articulate,** smooth delivery, experienced & attractive. Teens & 20's. Call 616-375-4632.

**Award winning broadcast-journalism graduate** seeking on-air sports or news position. Excellent writing skills. Can shoot, edit and report. Have on-air experience. Outgoing, creative and very flexible-will relocate. Tape and resume available. Call Randy Brown 408-257-4909.

## SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Help! Associate producer** with industrial video co. is bored to death. Former director of news and writer for NY prod. co. and PA ad agency would love "fresh start" in creative, crazy atmosphere! Christopher 717-824-0759.

## MISCELLANEOUS

**Primo People** has the answers to your questions. News director and talent... find out what we can do for you. Call Steve Porricelli 203-637-3653, or send a tape and resume to Box 116, Old Greenwich, CT 06870-0116.

**Exciting opportunities nationwide!** From major market to entry level. Management, news, sports, production, sales, promotion, engineering, public relations. Our list of availabilities is tops in the industry! Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

# ALLIED FIELDS

## HELP WANTED SALES

**Allied Broadcast** is expanding its Chicago based territory. We need a knowledgeable, technically oriented salesperson who knows the radio industry. Contact Tom Harle 312-470-0303.

## HELP WANTED MANAGEMENT

**Director of Media Services.** Ball State University, Muncie, Indiana. Director coordinates, supervises, and oversees the daily operations of the University Media Services unit. Minimum qualifications: Masters degree, preferably from the fields of telecommunications, educational systems technology, or instructional media with emphasis on engineering and management (years of verified creditable service may be substituted for educational requirements); five years of recent experience covering the broad spectrum of media instruction and development, preferably within an educational setting; in-depth knowledge of TV production and engineering principles, formats; knowledge of state of the art media and communications technology; leadership and supervisory experience. Continuing contract position (12 months). Salary negotiable and based on experience. Send letter of application, vita and three (3) letters of reference to Dr. Thomas Kaluzynski, Associate Provost, Ball State University, Administration Building Rm. 206, Muncie, IN 47306. Review of applications will begin November 1, 1987, and continue until position is filled. Ball State University practices equal opportunity in education and employment.

## HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Here's an excellent ground floor opportunity** to work with a great bunch of people in this major post-production community. We need an experienced editor for evening operations in our Sony 1" (and Betacam and 3/4") edit suite. You'll need to have prior experience with a Grass Valley editor and Ampex ADO; Chyron Scribe experience is desirable. Excellent salary, benefits and opportunities for the right forward-looking individual. Send resume and salary requirements in confidence to: Neal Kesler, Edit Express, 727 N. Hudson, Chicago, IL 60610.

## SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**A cut above the rest!** Director/editor with seven years experience seeks position in video production facility. Box Z-27.

## PROGRAMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copy-right 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

## EMPLOYMENT SERVICES

**Government jobs** \$16,040 - \$59,230/yr. Now hiring. Call 805-687-6000 Ext. R-7833 for current federal list.

## EDUCATIONAL SERVICES

**TV news performance workshop:** Crash course on stand-ups, reading from teleprompter, voice work, interviewing. For working or aspiring reporters. Conducted by former network news reporters and cameraman. Nov. 14. Reservation deadline Nov. 7. Call now 212-921-0774.

**On-air training:** For TV reporters (beginners, veterans, cross-overs from print). Polish your delivery, appearance, writing. Practice with Teleprompter. Learn from former ABC Network news correspondent and New York local reporter. Make demo tape. Call 212-921-0774. Eckhart Special Productions, Inc. (ESP).

## PRODUCTION SERVICES

**Producers, sleep well!** Thirty thirty-second music beds for just \$299.00. For demo, call the SyndiCast 617-356-2800.

## 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**—highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media. 303-665-3767.

**1" videotape.** Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

**Low power UHF transmitters, 1000 watts, 100 watts, 2kw, and 5kw,** used clean UHF transmitters needed immediately! Cash paid. Call Kidd Communications first before you buy new transmitters for maximum trade in value. 916-961-6411.

**FM antenna(s):** Will buy used FM broadcast antennas(s) - any make - any model - call 806-372-4518.

**Upgrading AM** to automated 5kw stereo. Need everything (except board) including remote gear. WPLA, Drawer "J", Plant City, FL 34289.

## FOR SALE EQUIPMENT

**FM transmitters** \*\*Harris FM 25K-AEL 25KG-CCA 20,000D\*\*RCA BTF-10D\*\*Collins 830F(10KW)\*\*Collins 830E(5KW)-RCA 5B-RCA 3B-CCA 3000D(3KW) 2.5 Sparta\*\*Gates FM-1C\*\*Transcom Corp. 215-884-0888. Telex 910-240-3856.

**AM and FM transmitter**, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856

**AM transmitters** \*\*Transmitters\*\* Harris BC-10H(10KW)\*\*Harris MW1A\* Gates BC-1G\*\*Harris MW5(1974) 5KW\*\*Gates BC500\*\*Transcom Corp. 215-884-0888. Telex 910-240-3856.

**50KW AM** \*\*Gates BC-50C (1966) on air w/many spares. in STEREO.\* Transcom Corp. 215-884-0888. Telex 910-240-3856

**New TV startups.** Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303-665-3767.

**Silverline UHF transmitters** new, best price, latest technology, 30kw, 60kw, 120kw, 240kw. Bill Kitchen or Dirk Freeman. Television Technology 303-465-4141.

**Used broadcast & video equipment.** We buy, sell, consign, service. Over 1200 units in stock. BCS-Broadcast Store - 818-845-7000.

**Microwave repeaters** 6 GHz. Receive and transmit. two polarizations with hot standby, approximately 10 watts per channel, large quantity available. Technichrome 702-386-2844.

**Satellite earth stations** for sale. Both C & Ku band. Fully redundant electronics. Top of the line equipment. Can sell as is or turnkey installations. Technichrome 702-386-2844.

**Used 5 pot McMartin consoles**, Russco/QRK turntables with tone arms/pre-amps and professional Teac C-3 cassette decks. Good condition, must sell. Lewis 213-659-5779.

**Eng truck:** New Ford, with 58 foot mast, 6.5 kw generator, A.C. back-up inverter power-equipment racks-ready to paint and carpet in your colors. Delivery in 2 weeks - call Video Brokers 305-851-4595.

**Sony BVU-800:** \$8550.00 each, Several available. Sony BVU-820 with slo-mo, \$12,150. Both VTR's like new, with 30 day warranty. Call Video Brokers 305-851-4595.

**Sony color monitors:** Several 12" and triple 5" color. Call Video Brokers 305-851-4595.

**Tektronix 528A-1420:** New in the box, call for special low price. Also like new Tek-520A vectroscope, save 40%. Call Video Brokers 305-851-4595.

**Betacam equipment:** Sony BVW-10, 40, 15, 20 all less than 500 hrs use - buy all or part - save 40% - 30 day warranty. Call Video Brokers 305-851-4595.

**A/B roll edit-package:** with BVU-800 (3)-BVE 800 editor video monitor, audio mixer and monitor, complete system-save \$\$\$. Call Video Brokers 305-851-4595.

**One inch-Sony-BVH-1100A's:** Several available-with or without full studio console-including full Tektronix bridge-VTR's have 30 day warranty on all parts and labor. Machines are in excellent condition and fully refurbished. Call Video Brokers 305-851-4595.

**Grass Valley 400 routing switcher:** Several 16x32, 32x32, 32x64. Call Video Brokers 305-851-4595.

**Blank tape, half price!** Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes \$6.49. Elcon evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video Inc., 301-845-8888, or call toll free, 800-238-4300.

**Grass Valley 1600-3G and 1600-7K switchers.** VPR-1C with 2B TBC in console only \$12,500. Several trucks for sale from small panel vans to 45 foot tractor trailers. We need one RCA TK-29 and one RCA TK-28 film camera. Call now to receive our complete listing each month. Media Concepts 919-977-3600.

**Equipment financing:** New or used. 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. David Hill 214-423-6562.

**Copper!** #8 & #10 ground radials; 2,3,4,6,8" strap; fly screen; ground screen. 317-962-8596. Ask for copper sales.

**RCA TTU-110C UHF 110kw transmitter** tuned in mid band. Only 5 years old. Currently on air for inspection. Moving up in power. Includes dual exciters, Pulsar, good klystrons. Avail. approx. 1/88. Best offer with 10% down. 1-205-956-2227.

**RCA TTU-50C 55kw UHF transmitter.** Limited use past five years. Currently on air for inspection. Used as back up now. Complete with exciter, etc. First \$75,000 takes. Avail. approx. 11/87. 10% down. 1-205-956-2227.

**Sony BVU-800 broadcast 3/4" VTR systems.** Checked out with 30 day warranty \$7995 each. Maze Broadcast, Inc. 205-956-2227.

**Harris FM 10G transmitter** tuned to 101.9. Will be available in mid-November. Contact Don Witala - 616-947-3220.

## RADIO

### Help Wanted Management

#### WANTED: GENERAL MANAGER TOP-RATED, TOP 50 EAST COAST FM

If you're happy where you are, and are achieving good results because you develop team work... if you're powerful enough to develop subordinates to be good enough to take your job... if you're hungry for top compensation and equity in the business... let's talk. Let me know about yourself, your career goals and how you achieve them. EOE.

Box Y-105.

#### GM WITH RIGHT STUFF

Dominant CHR in Midwest State Capitol in search for GM with "right stuff". We need an organized, aggressive general manager who can continue to lead a marvelous property. Our candidate will possess strong marketing, sales, and business skills. In exchange we offer independence and an excellent income opportunity with this group owned station. We promise confidentiality with no background calls made without your permission. Reply to Box Y-109.

### Help Wanted Announcers

#### AMERICA'S PREMIERE EASY LISTENING STATIONS

#### WPAT AM - WPAT FM NEW YORK

Has rare openings for qualified air talent. If you have the ability to communicate with your audience on a one-to-one basis, have at least some technical ability, great production skills, a solid track record and an excellent news sense, we want to hear from you.

T&R to Ken Mackenzie, Operations Manager, WPAT AM/FM, 1396 Broad St., Clifton, New Jersey 07013. No phone calls. WPAT is a Park Communications station and an equal opportunity employer.

### Help Wanted Technical

#### RADIO GROUP ENGINEER

One of America's fastest growing groups needs a corporate chief. Beautiful Southeast location with plenty of challenging opportunities. AM and FM construction skills, administrative, purchasing, and people management talents a must. All replies in strictest confidence. Box Z-20. Our company is an equal opportunity employer.

### Help Wanted Technical Continued

## SEEBURG

SEEBURG MUSIC SATELLITE NETWORK

The Seeburg Music Satellite Network seeks an Engineer. Current Satellite experience is preferred. However, if you have a strong background in Radio Engineering, we'll teach you Satellite Transmission. Join us as we expand into Ku-Band, in addition to our existing C-Band facilities. It's a great company in a beautiful city. Excellent benefits, profit sharing. Send resume in confidence to:

SEEBURG

c/o Capitol Broadcasting Human Resources,  
P.O. Box 12800, Raleigh, N.C. 27605.

An Equal Opportunity Employer

### Situations Wanted Management

#### CONSISTENT SEVEN FIGURE CASH FLOWS

Twenty years radio experience. Last 12 and currently major market V.P./G.M. Consummate professional. Turn around, acquisitions, group operations, and financial experience. Strictest confidence: Box Z-30.

### Situations Wanted Announcers

#### VETERAN TALK SHOW HOST PROGRAMER

A believer in AM Radio seeks to join a professional staff in a top-50 market. Friendly style with excellent ratings in demographics your sales department can sell, plus years of programming and management experience. If you're looking for a pro, write Box Z-36.

## TELEVISION

### Help Wanted Management

#### PROGRAM MANAGER

Aggressive, group-owned indy. in California's fastest growing market, is seeking an experienced program professional. This challenging position includes program acquisition and research, ratings analysis, syndication, contracts, and scheduling. We are looking for a team player who will work closely with sales, promotion, and operations. Independent experience a must. Send your resume to:

Mr. William Walsh  
Vice-President and General Manager  
KRBK-TV  
500 Media Place  
Sacramento, CA 95815



**IBS**

**VICE-PRESIDENT - ENGINEERING**

Qualifications: Minimum 10 yrs. experience in commercial TV engineering management with related degree from accredited university. U.S. Citizen. U.S. Passport. Fluency in foreign languages desired. Experience in both UHF and VHF and familiarity with color standards PAL, SECAM, and NTSC. Acquisition experience and working knowledge of comparative broadcast equipment including transmission package, post-production, studio, microwave, antenna, & tower.

Responsibilities: Building and managing a world class Television Engineering Division. Division will build private commercial TV stations overseas and provide Engineering Research. Also responsible for the development of state-of-the-art Broadcast Engineering Library & Testing Facility.

Compensation: Excellent Salary - plus Bonus Incentive plan based upon completion of overseas Projects. Extended leave with pay (2-4 wks) between overseas assignments. Major Medical and Life Insurance. Paid Parking at Dallas World Headquarters. Vacation. Sick Leave. Holidays.

Qualified Candidates are requested to send reply and resume to:

**M.R. Ruppel, Vice-President, Administration**  
**International Broadcast Systems, Ltd.**  
 100 Crescent Court, 16th Floor  
 Dallas, Texas 75201

**DIRECTOR,  
 Photo, Radio & TV.**

Administer, and where possible perform all functions of the department which range from total responsibility for creation, content and production of videotaped documentaries and broadcast program material, to serve as an electronic media liaison for the University. Administrative responsibilities include departmental budget preparation and control and setting of capital equipment acquisition priorities. Bachelor's degree required and at least five years' professional experience as broadcast journalist-producer-writer. Preferred background should include at least three years' management experience (i.e. director, assignment editor). Extensive radio-TV field production background required, including audio studio recording, mixing & editing; location recording involving multiple wireless mikes, creation of A-B roll type video spots and documentary presentations. **Submit letter of application and resume by November 15, 1987 to: Jeanne Moore, Search Committee Chair, Director, Photo, Radio & TV, (240129) Position, The University of Rhode Island, P.O. Box G, Kingston, RI 02881. The University of Rhode Island is an Affirmative Action/Equal Opportunity Employer.**



**Help Wanted Programing, Production, Others**

**Promotion  
 Manager**

WCVB-TV, an affiliate of ABC, seeks an individual whose responsibilities will include creation and production of on-air, print, and radio advertising. Must be able to work effectively with engineering, design, news, and programming departments.

Minimum of three to five years experience in Television Broadcast Promotion. Must be able to direct and oversee creative individuals. Experience in media planning and execution helpful.

If interested, send resume (no telephone calls please) to Edward Aaronson, K987, WCVB-TV, 5 TV Place, Needham, MA 02192.

An equal opportunity employer M/F.



**Are you ready to go national?**

SuperStation TBS is looking for 2 sharp promo types!

- 1 Writer/Producer: 2 years experience with movies and sit-coms.
- Sports Co-ordinator: Sports fanatic to work as liaison between sports and promotion, work on special events and create high "sports" profile.

Send reel and resume to:

**Sandy Knox**  
**TBS Promotion**  
 1050 Techwood Drive  
 Atlanta, GA 30318

EOE

**CONSULTANT**

Major cable television operator seeks contract consultant for developing local cable channel.

Applicants must have successful broadcast channel development experience and knowledge of cable operations and programing.

Please respond by Oct. 15 with a letter of application, including clients and references to Box Z-12. Equal opportunity employer

**PRODUCTION AND OPERATIONS  
 SUPERVISOR**

for award winning news cast, talk show and other local programming. Must be highly organized, have strong managerial skills, & be experienced in all aspects of production. Salary commensurate with experience. Send resumes with salary history to: Dept. 264, Room 2104, 401 Broadway, NYC 10013. EOE M/F.

**PRODUCTION  
 MANAGER**

Seeking experienced manager for major network affiliate Production Department. Experience in all levels of broadcast operations with working knowledge of schedule and budgeting procedures.

**MAINTENANCE  
 ENGINEER**

Excellent opportunity for experienced electronics technician. Board level maintenance on RF, digital and analog broadcast equipment. State-of-the-art test gear and a great working group.

Both positions offer very competitive salaries, excellent benefits and a great place to live. Send resume to:



**WXFL**

**R.W. Roberts**  
**WXFL-TV**  
 P.O. Box 1410  
 Tampa, FL 33602  
 813-221-5730

EOE

M/F

**BROADCAST  
 YOUR JOB OPENINGS!**

**CLASSIFIED  
 ADVERTISING  
 IS YOUR  
 BEST BUY ...**

**TECHNICAL DIRECTOR/  
CREW CHIEF**

Supervise studio technical crew in all aspects of studio production at this top 15 market station noted for its award winning local and commercial production. Work as team member with directors/producers on technical aspects of studio production. Primary job function as video switcher.

- General class FCC license + high school graduation.
- Five + years experience in commercial broadcasting.
- Proficiency in operation of video switcher, preferably Grass Valley 300.
- Experience operating all studio equipment.
- College strongly preferred

**VIDEOTAPE/  
MASTER CONTROL  
OPERATOR**

Operate all videotape machines fulfilling playback and record functions for on-air and production. Operate master control switcher, transmitter and satellite remote controls, keep program log.

- General class FCC license and high school graduation.
- Broadcasting technical school or college desired.
- Five + years commercial broadcast experience with videotape machines and master control switcher.

Both positions demand demonstrated interpersonal, communication, and leadership skills.

Send resume and cover letter (no phone calls, please):

**KING 5 TV**  
333 Dexter Avenue North  
Seattle, WA 98109  
Attn: Human Resources

An equal opportunity employer, M/F/H/C



**MAINTENANCE  
ENGINEERS**

Large Southern production house in need of experienced engineers (minimum 3 years) in areas of satellite transmission, video tape, studio, master control, standards conversion and audio production. Also, in need of highly qualified video engineer. Send resume to Jimmy Swaggart Ministries, Attention: Darell Wyatt, Box 2550, Baton Rouge, LA 70821.

**ATTENTION**

**BLIND BOX RESPONDENTS**

Advertisers using Blind Box Numbers cannot request tapes or transcripts to be forwarded to BROADCASTING Blind Box Numbers.

Such materials are not forwardable and are returned to the sender.



**NEWS PROMOTION  
2 WRITER/PRODUCERS**

Create promotional spots of superior quality for a network whose universe spans 42 million American homes, and a growing International service reaching more than 50 countries around the world.

Requirements:  
Minimum 2 years On-Air-Promotion experience, must be organized, energetic and ready for the challenge!

Resumes and reels to:  
David V. Lawrence  
Turner Broadcasting System, Inc.  
One CNN CENTER  
7th Floor, North Tower  
Atlanta, GA 30348-5366

EOE

**Situations Wanted Management**

**MEDIA EXECUTIVE**

whose expertise spans all aspects of television broadcasting. Successfully managed five media businesses: three television stations, a cable company and a television rep. firm. Skilled at attaining conflict/problem resolution through successful motivation and management of people. Ability to achieve profit objectives through goal setting and forecasting, competitive analysis and evaluation, programing and promotion, and developing local business and managing expenses. Available immediately; long-term or as a consultant. Please contact: John Radeck, 4390 Heaven Trees Rd., Jacksonville, FL 32207. 904-737-9712.

**Situations Wanted News**

Looking for that news director who will take me under his wing. Experienced female anchor/reporter seeking entry level position in newsroom. Salary is not a major issue. Willing to move anywhere. B.S. in communications. Hard-working! Please call 201-234-1528.

**ALLIED FIELDS**

**Public Notice**

**CABLE**

The Town of Bolton will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 8:00 p.m. on December 1, 1987. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the Town of Bolton. Copy of the application shall be filed with the Massachusetts C.A.T.V. Commission. All applications received will be available for public inspections in the Town Clerk's Office during regular business hours for reproduction at a reasonable fee. This is the only period during which applications may be filed.

Board of Selectmen  
P.O. Box E  
Bolton, MA 01740

**ASSISTANT  
PROFESSOR,  
BROADCAST  
JOURNALISM**

Tenure track position. Teach broadcast production and writing, plus other courses related to subject. Scholarly/creative productivity; supervision of interns, student productions; advising; university and community service. Ability to initiate and maintain liaison with state and national professional broadcast community. Ph.D. preferred, but will consider MA with strong professional broadcast and university teaching experience. ENG field Producing/Reporting with research interest in broadcasting and TV news. Demonstrated research skills highly desirable. Submit letter of application and resume by November 15, 1987 to: Josie P. Campbell, Search Committee Chair, Assistant Professor, Broadcast Journalism (020309) Position, The University of Rhode Island, P.O. Box G, Kingston, RI 02881. The University of Rhode Island is an Affirmative Action and Equal Opportunity Employer.



*University of  
Rhode Island*

**Employment Services**

**JOB HUNTING?**

If you need a job, you need MediaLine. We give you job listings in news, weather, sports, production, programming, promotion, and engineering. For \$37.50 you get a daily report for 6 weeks. **1-800-237-8073** (In Missouri 314-442-3364). MediaLine, P. O. Box 10167, Columbia, MO 65205-4002.



**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**  
1533 N. EASTERN Dept F  
LAS VEGAS, NEVADA 89101



## Programing

## Wanted to Buy Stations

## For Sale Stations Continued



**Lum and Abner Are Back**  
... piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.  
PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737 Jonesboro, Arkansas 72403 ■ 501/972-5884

**IN SEARCH OF NEW AND INVENTIVE PROGRAMING FOR JAPAN**

Our company, CLASS ACT INC., is located in Tokyo and delivers overseas television information to a Japanese advertising giant, DENTSU. We have a delivery network which reaches commercial and independent TV stations and advertisers. We are seeking American TV and video programs for introduction to Japanese traders. If you are interested in the Japanese market, if you have new and inventive programs, please contact our company by FAX, 011813 546-6019.

We also welcome the works of independent producers. 3-4-15 #404, Mita, Minato-Ku, Tokyo, Japan.



**WANTED: STATIONS TO BUY**

Lester Kamin has qualified buyers! Financial services also available. When you're ready to sell, call us.



**Lester Kamin & Company**  
MEDIA BROKERS

6100 Corporate Drive • Houston, TX 77036 • (713) 777-2552

Nationwide Media Brokers  
**Chapman Associates**

**SOUTHWEST**  
East Texas powerhouse AM. Regional signal. Asking \$850 thousand. Call:  
**BILL WHITLEY**  
**214/788-2525**

**Northeast or Southeast**  
Looking to buy small to medium market, radio station or C.P. Call Ted Smith 914—356-7060 or 914—357-9425.

East Texas Class A in growth area..\$400K..excellent terms.

Extremely solid AM in good South Central medium market. Exceptional cash flow \$950K with terms available.

Mississippi combo in solid market..ratings leader.. \$1.2M with good cash flow.

Texas Class A. Unrivaled facility for market this size..\$325K.

NUMEROUS PROPERTIES IN ALL MARKET SIZES.. MOST ON TERMS.

**John Mitchell or Joe Miot**  
**MITCHELL & ASSOCIATES**  
Box 1065, Shreveport, La. 71163  
318—868-5409 318—869-1301

## Business Opportunities

**ESTABLISHED MOTION PICTURE/VIDEO TAPE PRODUCTION STUDIO FOR SALE. GOOD NET, LONG TERM LEASE, GREAT POTENTIAL. CALL 303—758-1752 9AM - 9PM DAILY.**

**For Sale Stations**

**NF&A**

- Small Market FM, Central Texas, \$325,000 terms.
- Class C FM, Small-Medium Market, \$1.3 million negotiable.
- Class C FM serving Corpus Christi, Texas, \$1.2 million.
- Oklahoma Medium Market AM/FM, \$1.5 million.

**Contact Norman Fischer**  
**1209 Parkway**  
**Austin, Texas 78703**  
**512—476-9457**



**BROADCAST MEDIA ASSOCIATES**  
RENO • 702-789-2700 • SEATTLE • 206-643-2116

**HAWAII AM/FM**  
Profitable combo with good ratings and revenues. Good management in place makes this an excellent acquisition for small/medium group. \$1,850,000.

**ROCKY MTN COMBO**  
Class C FM & Fulltime AM. Above average facilities - positive cash flow - real estate included. Good owner/operator property with seller financing available. \$1,400,000.

**CLIFF HUNTER 206—643-2116**

## Consultants

**TURNAROUND EXPERT**

Is looking for new challenge. Doubled sales at AM/FM ... sold them for owners. Changed FM format, ratings jumped from 0 to 5% share.

**Call Jim Harden**  
**805—543-8830**

**ALABAMA**  
Small AM Multi-market.  
Sales \$10K monthly.  
Growing area. \$30K down.

**SNOWDEN Associates**

**919-355-0327**

## Miscellaneous

**VENTURE CAPITAL DEBT FINANCING**  
For broadcasters  
**Sanders & Co.**  
1900 Emery St., Ste. 206  
Atlanta, GA 30318  
404—355-6800

**RADIO STATIONS FOR SALE**

SOUTH (SUNBELT) DAYTIMER WITH PRE-SUNRISE LOW DIAL POSITION - RELIGIOUS FORMAT - FAST GROWING MARKET 450 - TERMS - POPULATION 800,000 +

SOUTH (SUNBELT) DAYTIMER WITH PRE-SUNRISE - CP FOR FULLTIME - MAJOR MARKET - GOOD DIAL POSITION - FAST GROWING MARKET - 500 - TERMS - POPULATION 1 MILLION

COVERING 2 MAJOR MARKETS - DAYTIMER WITH PRE-SUNRISE 5,000 WATTS - GOOD DIAL POSITION - 550 - TERMS - POPULATION 600,000 +

SOUTHEAST - MARKET OF 2,000,000 + - DAYTIMER WITH PRE-SUNRISE 5,000 WATTS - 1 MILLION - TERMS

**Call 804—624-6500**

**EAST COAST HIGH POWER AM (FM POSSIBLE) LESS THAN \$500,000**  
**1—803—223-1334**

**CAPITAL AVAILABLE**  
**\$50,000 to \$50,000,000**  
**LOBECK FINANCIAL**  
3296 S. Mooney Blvd., Suite 187  
Visalia, CA 93277  
209—733-5083

Nationwide Media Brokers  
**Chapman**  
Associates

**NORTHEAST COMBO**

Well established combo in a coastal resort. Valuable land included. Call:

**KEVIN COX**  
617/330-7880

**PENNSYLVANIA COMBO**

Long time owner finally selling AM/FM combo in a rated central Pennsylvania market. Solid staff, good technical facilities and strong revenue base. With a mature AM, the upside is the FM! List price of \$1.5 million is about two times gross. Terms available. Principals only write Box 19057, Alexandria, VA 22320.

*R.E. Meador & Assoc.*

MEDIA BROKERS

AM-FM-TV APPRAISALS

P.O. BOX 36  
LEXINGTON, MO 64067 KANSAS CITY, MO.  
816-259-2544 816-455-0001

**ANCHORAGE, ALASKA FM**

Class C, underdeveloped. \$700,000/terms - \$100,000 c.d. Jerry Dennon, The Montcalm Corporation, 311 Norton Bldg., 801 2nd Ave., Seattle, WA 98104, 206-622-6236.

**MEDIA BROKERS • APPRAISERS**

Put my over 30 years of service to work for you ...

**BURT SHERWOOD INC.**  
3125 Maple Leaf Dr. • Glenview, IL 60025  
**312-272-4970**



**AM/FM COMBO**

Small Market  
Only FM in Market  
Outstanding Facility/Potential  
Will Finance 312-368-0943

AM in prime Virginia tourist area. Only station in two county area. Ideal owner/operator situation. \$250,000 or best offer. Price is less than 3X cash flow. 5,000 watts power increase available. FM frequency has been applied for. Owner desires move close to mid-west home. Think long-Think wrong!! Box Z-23.

**For Sale Stations Continued**

**NF&A**

Class C FM serving San Antonio, Texas. \$7 million, terms available to qualified buyer.

**Contact Norman Fischer**  
1209 Parkway  
Austin, Texas 78703  
512-476-9457

Profitable Class "C" in Top 100 Gulf area market. The Spring book made this station among the market leaders. Excellent demos. Great technical facility. Asking \$6.25 million. Principals only. Box 19057, Alexandria, VA 22320.

**BILL - DAVID ASSOCIATES BROKERS-CONSULTANTS**

303-636-1584  
2508 Fair Mount St.  
Colorado Springs, CO 80909

**PORTLAND, OREGON**

AM, \$660,000/terms. Low down payment; includes real estate.

**BOX Z-33**

- FM CP 30 miles from Starkville-Columbus, Miss. \$10,000.
- Daytimes Western Nebraska. Covers Cheyenne, Scottsbluff and Sterling. \$100,000.
- Daytimer in St. Paul, MN, area. \$140,000.

**Business Broker Associates**  
615-756-7635, 24 hours

**ATTENTION**

**BLIND BOX RESPONDENTS**

Advertisers using Blind Box Numbers cannot request tapes or transcripts to be forwarded to BROADCASTING Blind Box Numbers. Such materials are not forwardable and are returned to the sender.

**ATTENTION: BLIND BOX ADVERTISERS**

Effective with the November 2, 1987 issue of BROADCASTING, the following rate structure for the blind box service will apply:

**BLIND BOX FEES**

(in addition to basic advertising cost)  
Situations Wanted: \$4.00 per issue.  
All other Classifications: \$7.00 per issue  
The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number.

BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to the sender.

**BROADCASTING'S CLASSIFIED RATES**

All orders to place Classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment MUST accompany ALL orders.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (NO telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed 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, transcripts, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcripts, 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. Situations 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 Stations, Wanted To Buy Stations, Public Notice & Business 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.



# Fates & Fortunes

## Media

Appointments at Heritage Communications, Des Moines, Iowa, as result of merger into Tele-Communications, Denver: **James Hoak Jr.**, president, Heritage, to chairman; **James Cownie**, executive VP, Telecommunications, to president.

**John Axten**, senior vice president, ABC Radio Networks, resigns, effective Dec. 31, to establish "communications venture"; will remain consultant to ABC's radio network division through 1988. **Dick Carr**, vice president/special programming for ABC Radio Networks, resigned; both positions will be filled.

Appointments at Daniels & Associates, Denver-based multiple systems operator: **Jim Ruybal**, VP, human resources, **Bob Brooks**, VP, finance, and **Sharan Wilson**, VP and regional manager, Western United States, to senior VP's, all Denver.



Vriesman



Fabian

**Wayne R. Vriesman**, VP and station manager, Tribune Broadcasting's WGN-TV Chicago, named VP, Tribune's radio group; **Daniel J. Fabian**, program manager, WGN-TV, named general manager there.

Appointments at Keymarket Communications, North Augusta, S.C.-based owner of one AM and eight FM's: **Barry Drake**, VP and general manager, KMJQ(FM) Houston, to senior VP; **Frank Bell**, corporate research director, to VP, programming; and **Jeff Sleete**, general manager, WLTJ(FM) Detroit, **Linda O'Connor**, general manager, KMJM(FM) St. Louis, and **Scott Davis**, general manager, WRLX(FM) Hickory, N.C., to VP's and general managers.

Appointments at Media Central, Chattanooga-based owner of eight TV's: **Mike Caldwell**, general sales manager, WDBD(TV), Jackson, Miss., to general manager; **John Stuart**, general manager, KSPR(TV) Springfield, Mo., to same capacity, WKCH-TV Knoxville, Tenn.

Appointments at Greater Media Inc., East Brunswick, N.J.-based owner of seven AM's and seven FM's: **Thomas J. Milewski**, assistant to president and general counsel, to senior VP, law and administration; **John W. Zielinski**, chief financial officer, to senior VP,

finance.

Appointments at Metropolitan Broadcasting Corp., New York-based owner of three AM's and six FM's: **Michael Kakoyiannis**, VP and general manager, WNEW-AM-FM New York, to executive VP; **Rosemary Arters**, station manager, WNEW-FM succeeds Kakoyiannis as VP and general manager, both stations.

Appointments at Sky Broadcasting, Detroit, owner of five AM's and four FM's: **R. Kit-tredge (Kit) Scripps**, former director, financial planning, O&O television division, ABC, New York, to chief financial officer; **Connie Balthrop**, executive assistant to president, Group W Cable, New York, to VP, finance, and treasurer.

Appointments at Storer Communications, Miami: **William P. Whelan**, senior VP, operations, cable communications division, to executive VP, cable communications division; **Mark Hayes**, legal staff, Storer, and former legislative staff attorney, office of general counsel, FCC, to assistant general counsel; **James S. Blitz**, attorney, Storer's Washington law office, to associate Washington counsel; **Chris Wegemer**, operations manager, Storer's Minneapolis systems, to same capacity, Storer's Dover, Del., system, succeeding **Charles G. (Buck) Dopp**, to same

capacity, Storer's New Haven, Conn., system.

**Robert M. Rast**, senior VP, strategy and planning, and **Stephen B. Ste. Marie**, senior VP, marketing and programming, American Television & Communications Corp., Englewood, Colo.-based multiple system operator, both resigned, due to restructuring of senior management (BROADCASTING, Sept. 21, "In Brief").

**George Lyons**, president and general manager, Gillett Broadcasting's WWMT(TV) Kalamazoo, Mich., joins WJBK-TV Detroit in same capacity, after Oct. completion of latter station's sale from Storer Communications to Gillett, succeeding **William J. Flynn**, VP and general manager, WJBK-TV, joining Storer's corporate staff, Miami.

**Carolyn L. Lewis**, assistant controller, Muse Air Cor., Dallas, joins International Broadcast Systems there as finance manager

## Marketing

**Victor Millar**, chairman and chief executive, consulting division, Saatchi & Saatchi, New York, adds duties as chair and chief execu-

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tive of communications division, succeeding **Anthony Simonds-Gooding**, who joins British Satellite Broadcasting, London, as chief executive.

**Raymond J. Johns**, executive VP and COO, Seltel Inc., New York, named president-COO, succeeding **Jack Mulderrig**, who joins WWOR-TV New York in sales and marketing position.



Pool

**Jean Pool**, senior VP and manager, client services, local broadcast, J. Walter Thompson USA, New York, named senior VP and director, local broadcast operations.

Appointments at BBDO: **Dennis F. Vichich**, director, client services, Ally Gargano/MCA advertising, New York, to executive VP and senior management representative there; **Janina Wilmunc**, spot broadcast buyer, Foote, Cone & Belding, Chicago, to same capacity there.

Appointments at William Esty Co., New York: **Steven R. Greenberger**, VP and media research director, and **Joseph A. Sander**, VP and media director, to senior VP's, media; **Peyton Sise**, VP and management supervisor, to senior VP and management supervisor.

**Thomas McGarrity**, local sales manager, WLVI-TV Cambridge, Mass., joins Blair Television as VP and sales manager, independent red team, New York.

**John F. Kraushaar**, president and CEO, Blair Advertising, Rochester, N.Y., joins parent company, Omnicom, New York, as director, corporate services.

**Joe Sullivan**, VP, marketing and advertising, National Car Rental, Minneapolis, and **David Lewis**, director, corporate communications, Rogerson Aircraft, Minneapolis, to VP's and account supervisors, Carmichael Lynch advertising agency, Minneapolis.

Appointments at Tracy-Locke, Dallas: **Jinney Fuller**, **Nancy Neureither** and **Robert M. Nichol**, associate media directors, to VP's and associate media directors.

**Marc Hirsch**, Northeast division sales manager, Paramount Pictures, Los Angeles, named VP and Northeast divisional manager, advertiser sales, national barter advertising, domestic television division.

**Thomas K. Townsend**, associate creative director, Gardner Advertising, St. Louis, joins D'Arcy Masius Benton & Bowles there as senior writer.

**Eric Coplin**, VP, sales, Philadelphia office, Hillier, Newmark, Wechsler & Howard, named regional manager, Philadelphia office.

Appointments at W.B. Doner & Co. Advertising, Detroit: **John Umlauf**, senior art director, Leo Burnett Advertising, Chicago, to same capacity; **Martin Friedman**, group media supervisor, to associate media director.

**Catrina Wallace**, senior planner, Foote, Cone & Belding, London, joins Chiat/Day Inc. Advertising, San Francisco, as senior planner.

**Susan S. Wynn**, technical systems support specialist, management informations systems department, Cox Cable Communications, Atlanta, named manager, finance and administration, advertising sales, CableRep Inc., subsidiary of Cox there.

**Kathi A. Rosenbaum**, copywriter and promotional assistant, national advertising office, USA Today, Westchester, New York, joins Bruce J. Bloom Inc., New York-based advertising and marketing agency, as manager, client service.

Appointments at CBS Radio Representatives: **Val M. Carolin**, account executive, Christal Radio, New York, to same capacity, Atlanta; **Donna Croft**, account executive, Eastman Radio, New York, to same capacity, Chicago; both incorrectly reported as entering New York office, Oct. 5 issue.

**Eli Math**, account executive, WBFS-TV Miami, named local sales manager.

**Wayne Freedman**, national sales manager, WXIA-TV Atlanta, named local sales manager.

**Robert A. Roganti**, president, operations, MTV Networks, New York, joins Maltese Productions Inc. there as president and chief operating officer.

**Suzanne Young**, VP, business affairs, Taft Entertainment Co., Los Angeles, named senior VP, business affairs. **Lorna Shepard**, director, business affairs, succeeds Young as VP, business affairs.

Appointments at Universal Television, Los Angeles: **Richard D. Lindheim**, senior VP, series programming, to executive VP, creative affairs; **Tom Thayer**, VP, movies for television, to senior VP, movies for television and mini-series.

**Rand Stoll**, senior VP, national ad sales and marketing, LBS Communications, New York, named senior VP, sales and marketing, new division, LBS Telecommunications, as part of corporate restructuring integrating sales efforts involving network television, LBS International, LBS Radio, LBS Home Video, LBS Cable and new media product development; other divisions include LBS Entertainment, LBS Marketing & Distribution and Horizons, LBS's new ad sales company.

**Robert Unkel**, former executive VP, corporate affairs, LBS Communications, Los Angeles, joins Saban Productions there as executive VP, television development, production and syndication.

Appointments at 20th Century Fox, Los Angeles: **Stephen Chao**, director, development, Fox Television, to VP, original program development, Fox-owned television stations; **Nancy Klopper**, independent casting director, Los Angeles, to VP and assistant to president, 20th Century Fox Film Corp.

**Marcia Brandywynne**, managing editor and anchor, KTTV(TV) Los Angeles, joins Carol Burnett's Kalola Productions there as executive VP and executive producer, television and motion pictures to be jointly produced with Walt Disney Studios.

**Caroline Winston**, president, Winston Communications, New York, and former VP, program development, Showtime, New York, joins Tempo Television Inc. there as VP, programming.

**Alessandro Tasca**, independent associate producer and executive producer, U.S. and abroad, joins Harmony Gold, Los Angeles, as VP, production.

**Christine Montemer**, contracts administrator, Orion Television Syndication, Los Angeles, named manager, sales administration.



Lindheim



Thayer

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account executive, Westwood One and Mutual, Chicago, to director, sales, Midwest region there.

**Mary Manning Bracken**, program director and operations manager, KTIV(TV) Sioux City, Iowa, joins WHO-TV Des Moines, Iowa, as program director.

**Ed Lennon**, assistant program manager, WBZ(AM) Boston, joins WHDH(AM) there as program director.

**Bill Garcia**, program director, KSD-FM St. Louis, joins WBF(FM) Framingham, Mass., in same capacity.

**Doug Wright**, midday air personality, KSL(AM) Salt Lake City, adds responsibilities as program director.

**Mitchell J. Moths**, operations manager, WXOW-TV La Crosse, Wis., joins WVTM(TV) Milwaukee as production manager.

**Marie Arañas**, assistant program director, noncommercial KPBS-TV San Diego, joins noncommercial WGBH-TV Boston as program director.

**Margaret Cooley**, development producer, noncommercial KPBS-TV San Diego named assistant program manager.

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## News and Public Affairs

**Claude Hippeau**, executive assistant to chairman and president, UPI, Washington, named executive VP, planning, operations and development.

Appointments at Associated Press: **Francis A. Martin III**, president and CEO, Chronicle Broadcasting Co., San Francisco-based owner of five TV's, to board of directors, representing member radio and TV stations in far-West region; **Mary Lyon**, anchor and reporter, KFVB(AM) Los Angeles, to entertainment reporter, AP Broadcast Services there; **Rick Mossing**, broadcast executive, Nebraska, Iowa and South Dakota, to broadcast executive, Alabama and Georgia.

**John A. Butte**, VP, news, WMAR-TV Baltimore, joins WXFL(TV) Tampa, Fla., as news director.

**Mike Beardsley**, news manager and acting news director, WTVJ(TV) Miami, named news director.

Appointments at Shadow Traffic Network's parent company, Shadow Communications, Philadelphia-based traffic-reporting service: **Dave Vanderslice**, operations manager, Philadelphia, to VP, operations, New York; **Randy Chepigan**, on-road reporter, Philadelphia, to operations director there; **Peter Roscoe**, on-road reporter and producer, Philadelphia, to director, information services there; **Jim Walling**, general operations manager, New York, to director, technical services, New York and Philadelphia.

**Randi Vega**, afternoon news anchor and acting news director, WMVY(FM) Tisbury, Mass., named news director.

**Tom Stringfellow**, assignment manager, WVUE(TV) New Orleans, named manager, news operations.



Holbrook

**Brad Holbrook**, substitute anchor, *USA Tonight*, and former co-anchor, *INDAY* (midday) *News*, both Independent News (INN), WPIX(TV) New York, named week-night anchor, *USA Tonight*.

**Tom Dillon**, sports anchor and play-by-play announcer, college sports, KTAR(AM) Phoenix, named sports director. **Tim Roye**, sports-talk host, WVOK(AM)-WLTB(FM) Birmingham, Ala., joins KTAR(AM) as co-host, *620 Sportsline*, talk show.

**Dan Dickerson**, assignment editor, WCUZ(AM) Grand Rapids, Mich., named assistant sports director, succeeding **Tom Cleary**, who joins WZZM-TV Grand Rapids as assistant sports director; **Jim Lawrence**, reporter and host, WCUZ, succeeds Dickerson as assignment editor.

**Janice S. Gin**, producer, 10 p.m. news, KTVU(TV) Oakland, Calif., named producer, noon news.

**Mary Alice Tierney**, director, community services and public affairs, WISN-TV Milwaukee, joins WTMJ-TV there as manager, community affairs.

Appointments at WCVB-TV Boston: **Diane Schulman**, creative director, promotion, to producer, consumer unit; **Matt Smith**, freelance sports producer and former intern, sports, WBZ-TV Boston, to weekend sports producer.

**Rick Douglas**, anchor, 6 p.m. news, WMAR-TV Baltimore, joins KXLY-TV Spokane, Wash., as anchor, 5 p.m. and 11 p.m. news.

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## Technology

**Richard W. Sonnenfeldt**, dean, management school, Polytechnic University, New York, and former executive VP, NBC, joins Lee Enterprises' subsidiary, NAPP Systems Inc., Davenport, Iowa-based graphic arts systems manufacturer, as chairman and CEO.

**Denes I. Ilkovichs**, chairman, intelligent products group, and director, information systems technology, ITT-Europe, Brussels, joins High Resolution Sciences Inc., Los Angeles, as senior VP, technology and product development.

**Michael S. Meehan**, manager, operations, NBC Sports, New York, named director, broadcast operations, NBC Sports there.

**Kevin Dauphinee**, VP, sales and marketing,

Dolby Laboratories, San Francisco, and former engineering manager, ABC-TV, New York, joins Digital Audio Research, Chessington, England, as director, marketing.

**Max Meyerson**, national sales manager, broadcast systems, MPCS Video Industries, New York, joins Nova Systems, Canton, Conn.-based equipment manufacturer, in same capacity.

**Dave Burns**, national sales manager, Allied Broadcast Equipment, Richmond, Ind., named national marketing director.

**Lon Mass**, sales engineer, professional representative accounts, Northeast region, Sony Communications, broadcast products division, New York, named regional manager, Northeast region, professional video division.

**Kevin Beresford**, controller, Ferguson construction company, Escondido, Calif., joins Primavera Video, Solana Beach, Calif.-based production company, as VP, finance.

**Dale Kelly**, chief engineer, KMPH(TV) Visalia, Calif., named VP and director, engineering, parent company, Pappas Telecasting Companies, Fresno, Calif.-based owner of three TV's.

**Eithne Larkin**, client service manager, VCA Electronics Inc., Leonia, N.J.-based production and duplication company, named operations manager, Leonia facility.

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## Promotion and PR

**Alfred B. Smedley**, director, media relations, Midwest region, Hill & Knowlton, Chicago, named senior VP and director, media relations, Midwest region.

**Maria Ivancin**, director, market research bureau, Henry J. Kaufman & Associates Public Relations, Washington, named VP, media and research.

**Justin Pierce**, director, television publicity, New World Television, Los Angeles, named VP, publicity.

**Lisa Lu**, film actress and public relations figure, People's Republic of China, Beijing, joins International Broadcast Systems, Dallas-based international program distribution and advertising sales firm, as VP, People's Republic of China, based in Los Angeles.

**Carol S. Greenberg**, director, publicity, West Coast, ABC-TV, joins Flaherty/Winters & Partners, Beverly Hills, Calif., as partner.

**Joseph Safety**, director, sports division, Mahoney/Wasserman & Associates, Beverly Hills, Calif., joins CNN/SCORE, Los An-

**In line of duty.** Two newsmen died in the crash of a chartered Cessna 210 Sept. 21 shortly after a 9:10 p.m. takeoff from a central Idaho airport. Reporter and weekend anchor, Mary Shore, 29, and photographer Dan Sullivan, 25, of KTVB(TV) Boise had been dispatched to Hailey, Idaho, to cover a reported explosion at an Idaho power substation where a 7-year-old boy had been electrocuted to death after wandering into the facility. Federal Aviation Administration is investigating the crash—in which a Blaine county, Idaho, deputy sheriff also died. Shore, a graduate of Crest College, Davenport, Iowa, her home town, had been with the station since July 1985, after serving as reporter for KLIK(FM) and WOC-TV (now KWOC-TV), both Davenport. Sullivan joined the station 13 months ago, first as news tape editor. Both were single.

geles, as executive director, public relations.

**Marc Spector**, owner of own promotion company, Los Angeles, and former manager, operations and promotions, ABC Talkradio Network there, joins Westwood One Radio Networks there as director, advertising and merchandising, responsible for coordinating all Westwood One promotion.

**Ali Hoffman**, administrative assistant, ITC Entertainment, New York, named promotion manager.

**Ann Wexler**, assistant account executive, The Lippin Group, Los Angeles, named account executive.

**Roger Lyons**, director, advertising and promotion, WNEV-TV Boston, joins WVIT(TV) New Britain, Conn., as promotion director.

**Phil Rappoport**, promotion director, WWNK-AM-FM Cincinnati, joins WPIX-FM New York in same capacity.

**Kathleen M. Yanick**, assistant to communication officer, diocese of Ohio, Cleveland, joins WQAL(FM) there as promotion director.

**Marta Spillman**, public affairs producer, KVUE-TV Austin, Tex., joins KVOA-TV Tucson, Ariz., as promotion director.

**Mark Leslie**, senior director, WPTZ(TV) North Pole, N.Y., joins WLSL-TV Roanoke, Va., as promotion manager.

## Allied Fields

**Allan Schlosser**, VP, communications, Electronic Industries Association, Washington, joins Wolf Trap Foundation, Vienna, Va., as senior VP, public affairs, advertising, media relations, special events and television production expansion.

**Robert A. Lefko**, executive VP, sales, Television Bureau of Advertising, New York, resigns after 11 years, to begin broadcast and marketing consultancy, Stamford, Conn., and Tucson, Ariz. **Michael R. Smythe**, marketing consultant, Chicago office, TVB, named VP, Midwest, there. **Nancy A. Davis**, salesperson, KTVN(TV) Reno, named marketing sales executive, Dallas office, TVB.

**Sarah E. Key**, assistant publicist, Solters, Roskin & Friedman, Los Angeles, joins National Association of Television Programing



McGannon

college and School of Law who served 20 years as chairman and CEO of Westinghouse Broadcasting Co. Grant from Westinghouse established center earlier this year, to support and disseminate research for policy makers in industry, government, arts, academia and non-profit agencies.

**Memorial.** Fordham University's Communication Research Center, New York, has been re-named The Donald McGannon Communication Research Center in honor of late alumnus of

Executives there as director, creative services, promotional, informational and advertising materials.

Appointments at National Public Radio, Washington: **Richard Salant**, former president, CBS News, and former vice chairman, NBC Inc., to board, filling public seat vacated by former NBC News president, **Rueven Frank**, last May. NPR also reorganizes programming activities, replacing, VP, programming, with two new positions: VP, news and information, and VP, cultural programming and program services: news, VP, **Adam Powell**, will also take over responsibilities previously delegated to director, news and information; programming VP, **Joe Gwathmey**, will oversee cultural performances and specialized audience production, and will manage engineering, cassette publishing, research departments and program library.

**Joseph Heston**, director, programming, WTAE-TV Pittsburgh, joins United States Information Agency as United States representative, Arab States Broadcast Union colloquium, Tunis, Tunisia.

**Francis X. Rockett Jr.**, former program financial analyst, ESPN, Bristol, Conn., joins Dedham Consulting Group, Westwood, Mass., as management consultant, marketing and finance.

**Michael W. Hayden**, senior engineer, Private Satellite Network, New York, joins George Kleinknecht Inc., as media services engineer, media consultants group, there.

**Dick Enberg**, sports announcer, NBC-TV Sports, New York, named 1987 National Sportscaster of the Year by American Sportscasters Association, New York; to be awarded at annual dinner, Dec. 3, at Marriott Marquis hotel, New York. At same dinner, **Clem McCarthy**, late boxing announcer (he called Joe Louis vs. Max Schmeling, 1938) and horse-racing announcer (including 20 runnings of Kentucky Derby), NBC Radio and CBS Radio, and **Jim McKay**, ABC-TV sports announcer, best known for coverage of ten Olympics (he was first sportscaster to win Emmy, 1968), will be inducted into American Sportscasters Association Hall of Fame.

**Karen Joyce**, network research supervisor, Ted Bates Worldwide, New York, joins Nielsen Media Research as client service executive there.

## Deaths

**Ron Martin**, 55, program director and syndicated, on-air radio personality, and current chairman, Academy of Country Music (ACM), died Sept. 22 of heart attack at Mountain Gate country club, Los Angeles. Program director for WPDQ(AM) (now WRQT(AM)) Jacksonville, Fla., WTIX(AM) New Orleans, WHB(AM) Kansas City, Mo., and KLCAC(AM) Los Angeles, he was also operations manager for KGBS-AM-FM (now KTNQ(AM) and KLSX(FM)) Los Angeles, acting also as programmer of its country-formatted FM. Past academy president (1978-1979), three-time ACM board chairman and announcer for annual, nationally televised ACM awards program, he co-founded Weedeck Radio Network in 1979 and was company chairman and host of its *Country Report* and *Country Report Countdown* radio programs syndicated to 180 stations. He is survived by wife, Peggy, three sons and two daughters.

**John Thompson**, 70, network news veteran of nearly 50 years, died Sept. 30 of emphysema at his home in Roslyn Estates, N.Y. Credited with building ABC News's first election operation with national network of League of Women Voters volunteers in 1965, he was also part of initial NBC Radio News writing staff in 1940, Chicago. Staying with NBC for 25 years, he managed radio news in San Francisco before managing NBC-TV news, Los Angeles, in early 1960's. He conducted ABC News election services beyond his 1985 retirement as director, political unit, ABC News. He is survived by wife, Mary, daughter, two sons and four grandchildren.

**Harry Lee Lawson**, 62, chief engineer and adviser, WCAJ(TV) Birmingham, Ala., died Sept. 5 of heart attack at Lloyd Nolan hospital in Birmingham. After 30 years as chief engineer for WBRC-TV Birmingham, he returned in 1984 from brief retirement to design and oversee construction of WCAJ(TV) with which he stayed full-time until his death. He survived by wife, Vera, and two sons.



Bass

**Underwriting answers.** Noncommercial stations have a new source of help in obtaining underwriting. The Public Broadcasting Service has created a National Corporate Support Department to be headed by Steven Bass, former PBS director of development.

The department, which will operate with a small staff, will have four objectives: (1) to strengthen public television's ties with the corporate community; (2) to conduct research establishing the benefits an organization receives from underwriting; (3) to increase feedback to corporations on the impact of their support, and (4) to serve as a point of contact for companies with an interest in underwriting national programming.

According to Bass, the department will focus on efforts to increase national underwriting and will support producing stations' efforts to acquire funding for specific projects. Producing stations have their own staffs to handle underwriting, Bass said, and PBS will not take over their role.

PBS will hire a new director of development to take on Bass's former duties, which included acting as PBS's chief consultant for local stations on membership, local underwriting, auctions and other methods of increasing private support.

## Torbet's Fasolino: the megarep's megaprofessional

Tony Fasolino, president of Torbet Radio, one of six national representation companies owned by Interep, faces the world head-on. With spot sales languishing and little relief in sight, he says, today's radio rep firm "has to broaden its base by looking at related areas such as producing and selling syndicated programming or by working more closely with wired radio networks."

The 46-year-old broadcast sales veteran knows what it takes to compete. He has survived in a business that has been transformed—by consolidations and mergers—from a flock of independent reps into a smaller band of specialists dominated by two "megareps," Interep and the Katz Radio Group. In just the past five years, both Torbet Radio and Fasolino endured three ownership changes. The most recent was the sale of Torbet—along with Select Radio Representatives—by Reliance Capital Group Limited Partnership (formerly John Blair & Co.) to Interep earlier this year.

Throughout all the corporate shifts, Fasolino has managed to maintain a steady climb up the executive ranks. Says Interep Chairman Ralph Guild, who has worked with Fasolino on two different tours of duty: "He has built a very loyal team of people at Torbet, and he has made that company succeed under adverse circumstances," the frequent change of owners.

Fasolino, by choice, has spent his entire life in the New York area. He was born in Port Chester, a suburb of New York City. Fasolino's calling to broadcast sales began while working his way through New York University. He was majoring in marketing. While Fasolino was caddying part-time at the Tamarack Country Club in Greenwich, Conn., he met "some people" in the advertising business. One of them was the late David Nyren, then vice president in charge of programming at Dancer Fitzgerald Sample. After Fasolino graduated from college and did a tour in the Air National Guard, Nyren helped set up an interview for him at the agency.

Fasolino landed a job as buyer for DSF in 1965. In 1967 he was elevated to group buying supervisor. The following year Fasolino made the jump to the national radio representation business. "I was working with McGavren-Guild [the original Interep company] on the agency side, but the money seemed better selling on the rep side," Fasolino recalls.

Fasolino began as an account executive in McGavren Guild's New York office and was named an assistant sales manager in 1970. Two years later, he headed a new program syndication division of McGavren-Guild, London Wavelength, which initially syndicated the BBC special, *The History of the*



ANTHONY JAMES FASOLINO—president, Torbet Radio, New York; b. July 3, 1941, Port Chester, N.Y.; BS, marketing, New York University, 1963; buyer, Dancer Fitzgerald Sample, 1965-67; group buying supervisor, Dancer Fitzgerald Sample, 1967-68; account executive, McGavren Guild, 1968-70; assistant sales manager, McGavren Guild, 1970-72; director, London Wavelength, 1972; account executive, Blair Radio, 1972-74; account executive, NBC Spot Television Sales, 1974-1981; New York sales manager, Torbet Radio, 1981-83; Eastern division manager, Torbet Radio, 1983-84; executive vice president and chief operating officer, Torbet Radio, 1984-85; present position since 1985; m. Mary Ann Bellantoni, Oct. 24, 1970; children—Anthony, 12; Nicole, 9.

*Beatles*, and other British rock concerts to stations in the U.S. That unit was eventually sold.

"Not realizing how lucrative syndication might be, I went back to radio time sales," Fasolino says. He joined Blair Radio (now Banner Radio) as an account executive in 1972 and remained there for the next 17 months. But television beckoned.

"I was contacted by Bud Hirsch, vice president of sales for NBC Spot Television Sales, about joining the firm," says Fasolino. "At that time, I believed NBC wanted to see if radio sales people are any more aggressive than the television sales side."

Fasolino became an account executive in the company's New York office handling national sales for NBC's five television properties.

"After seven years, I decided I had to get off the street," says Fasolino, adding that the line of succession for growth at NBC would have meant entering local station operations at an NBC-owned property as a national sales manager, probably away from New York. "I had a problem with that move: I didn't want to leave New York because my family and roots are here. And I didn't want to move from station to station in sales managers' positions."

In 1981, Fasolino returned to radio and joined Torbet as New York sales manager. "This was a chance to get into management and do it my way, especially in a medium that I knew and liked and in a town that I elected to stay in," says Fasolino. He worked under then-Torbet Radio president, Peter Moore, who is currently executive vice president of Masla Radio.

One year later Torbet was sold by Bonneville International Corp. to Selkirk Communications Ltd. of Canada. In 1983, Fasolino became Eastern division manager of Torbet and was named executive vice president and chief operating officer the next year. In late 1985, Selkirk sold both Selcom Radio (which later became Select) and Torbet Radio to John Blair & Co. After Blair's takeover, Fasolino became company president.

As part of a megarep, Torbet Radio has adopted a "new mission," according to Fasolino. The firm's goal is to be a "limited-list" rep company, representing radio stations in 125 top markets. Prior to the sale to Interep, Torbet had been representing stations in some 210 markets, including some 30 markets that were part of Select Radio, which was combined with Torbet. "By scaling back our list," says Fasolino, "we will be able to offer greater in-depth selling efforts to the remaining client stations. When you look at megareps today, you are looking at large companies with different sales arms that fill specific needs of specific clients."

Aside from syndicated programming, other areas that reps should be examining for the future, according to Fasolino, are direct marketing and promotion. "There's no reason why reps shouldn't be looking at these areas as sources for new business dollars," he says.

Existing client stations that do not "match" Torbet's mission are being given an opportunity to seek other representation, with either another Interep company or with an outside firm. Says Fasolino: "We are honoring our agreements with those stations until the end of their contracts. We don't let any one station, regardless of size, go from here with a poor taste as far as performance is concerned. We're professionals. It's our name and our reputation."

Torbet's client station list currently includes WXRK(FM) New York, KROQ(FM) Pasadena, Calif; KKGO(FM) Los Angeles, WUSN(FM) Chicago, WBCN(FM) Boston, KVIL-AM-FM Dallas and KEGL(FM) Dallas and KIKK-AM-FM Houston.

When the head of Torbet Radio looks to escape the day-to-day adventures of the sales business, he settles down with a good adventure novel. "I'm an avid reader of action books," says Fasolino.

Fasolino believes there is enough room for the remaining handful of independent reps and the two megarep organizations, "depending on the role they want to play. There are a lot of stations out there that need to be serviced," he says.

**Turner Broadcasting and Tribune Broadcasting, operators of seven TV stations including three cable superstations, have signed joint advertising agreement with Procter & Gamble.** Deal, to begin in January, reportedly is worth about \$10 million. Reach of superstations, plus other Tribune stations, is 65% nationwide, benchmark for syndication coverage, allowing P&G to buy at syndication cost-per-thousand, Turner official said. Deal calls for P&G to place spots in prime and prime access periods at same time periods across seven stations. P&G is guaranteed rating of between 4 and 4.5. Companies hope to expand coverage of what amounts to non-wired network by adding other stations in next year. Deal, which begins in January, "is structured as an alternative to commercial advertising both on the networks and in syndication," parties said. Rights to four Major League Baseball teams—Atlanta Braves, through Turner's WTBS Atlanta, and Chicago Cubs, New York Yankees and California Angels, through Tribune's WGN-TV Chicago, WPIX(TV) New York and KTLA(TV) Los Angeles, respectively—would afford advertisers geared to sports and their male demographics nonnetwork vehicle for coverage. P&G deal is seen as example of ad dollars beginning to follow network ratings erosion.

ATC subsidiary, **Erie Telecommunications, will appeal April ruling** by district court judge **that franchise fee and access channel requirements do not violate cable operator's First Amendment rights.**

**CBS Radio Network's coverage of game two of National League Championship series between San Francisco Giants and St. Louis Cardinals last Wednesday afternoon (Oct. 7) at 3 p.m. NYT did not air in New York.** MOR-formatted WNEW(AM), which is carrying CBS' Major League Baseball season package this year (CBS-owned

**FCC to revisit children's advertising.** *The FCC is planning to launch an inquiry into children's advertising on television that could lead eventually to FCC regulation of such advertising.*

*The FCC Mass Media Bureau has reportedly prepared a notice of inquiry that will address the request by the U.S. Court of Appeals in Washington that the FCC justify fully its 1984 action eliminating time limits on children's advertising and the petitions of Boston-based Action for Children's Television asking for reimposition of the time limits on children's advertising and what amounts to a ban on children's programs based on toys.*

*It was unclear last week whether the notice would be taken up at the FCC's next scheduled meeting on Oct. 20. The agenda for the meeting is to be released tomorrow (Oct. 13).*

*At least one commissioner believes the FCC should consider reimposing some constraints on children's advertising. Commissioner James Quello, who voted for elimination of all time limits on advertising in 1984, said he is now "willing to reconsider" reimposing the limits—nine-and-a-half minutes an hour on weekends and 12 minutes on weekdays—for children's programming. "Children are a special case," he said.*

*In the case of children's programs based on toys, he said, the burden will be on those who advocate their elimination to prove that they are "program-length commercials," he said.*

*Peggy Charen, head of Action for Children's Television, the Boston-based group that has been trying to persuade the FCC to look at what it regards as the overcommercialization of children's television since 1983, was "elated" by the reports that the FCC would be opening the inquiry. "This is not the solution, but it is the beginning of the solution."*

*Charen sees the inquiry as the first step toward placing a restriction on commercials aimed at children. She said she will be encouraging groups that support such restriction to make their feelings known in the proceeding. "We are going to let the FCC know that a lot of people care."*

*She said she believes that the "program-length commercials" are particularly vulnerable now because they have not been doing well in the ratings. "It would be much harder to fix this if everybody was getting a nine share."*

WCBS[AM] there opted not to take package), aired *The Steve Allen Show*, slated to begin running over NBC Radio Network this week ("Riding Gain," Sept. 21), at 2-5 p.m. instead. Allen has been on-air personality at WNEW since January. According to NBC, Allen's New York broadcast last week was "dress rehearsal" for network, transmitted on closed-circuit feed to NBC affiliates for review. WNEW did air Wednesday, Thursday and Friday night games. But CBS said it switched remainder of championship series, as well as World Series, to all-sports WFAN(AM) in New York.

**NBC and representatives of 2,800 striking technical and other workers met all day Friday, Oct. 9,** in Washington in attempt to end three-and-half-month walkout. Parties returned to negotiating table last Wednesday with federal mediators. Network, in statement, expressed hope current talks could lead to settlement and termed strike "terrible burden for everyone at NBC." Earlier in week, 34 top network correspondents, including Tom Brokaw, John Chancellor, Connie Chung, John Palmer, Garrick Utley, Chris Wallace and Andrea Mitchell, wrote NBC President Robert Wright that company "will have taken enormous hit" in long run if strike continues. "The atmosphere is becoming increasingly bitter, increasingly painful," Oct. 7 letter added. "The spirit of NBC is being sapped by the strike." In another show of support for strikers, Writers Guild of America, East, which represents writers on NBC's *Saturday Night Live*, told network it would not consider allowing network normal waivers.

**Top executives of Coca-Cola Telecommunications on Friday (Oct. 9) would neither confirm nor deny published report that they are considering leveraged buyout of unit,** which handles first-run syndication (excluding Coca-Cola's Merv Griffin Enterprises), cable, pay, home video, advertising and barter sales, and oversees participation in Colex (joint venture with LBS) and IAS (joint venture with Paramount Television Group and Orbis Communications). Herman Rush, unit's chairman and CEO, reportedly conducted meetings in New York last week with Victor Kaufman, chairman of Tri-Star and president of Coke's newly merged Columbia Pictures Entertainment conglomerate, and Wall Street financiers. Other Telecommunications executives said to be in on deal are Peter Sealey, president and chief operating officer, and Robert King, president of domestic distribution.

**House Commerce Committee's report on FCC authorization bill** (see "Top of the Week") may not have included instructions on fairness doctrine, but it did **provide other guidance to agency. Commission will be directed to issue orders on all agency decisions expeditiously.** Congressmen were unhappy with FCC's quick turnaround of its fairness doctrine order while taking months to issue order on must carry. FCC also is directed not to delegate to staff those decisions that set new policy—likely response to staff action on Gillett-Busse Broadcasting decision (BROADCASTING, Oct. 5). Additionally, agency is called on to revisit AM daytimer's problem.

**CBS Television Stations division will keep representation of its four television stations in-house** ("In Brief," Oct. 5) under reorganized CBS Spot Sales. Egil Simons, vice president of sales and general manager of national sales and marketing, who oversees CBS Spot Sales and sales efforts at CBS-owned stations, will now concentrate his efforts on CBS Spot Sales exclusively. Station sales will be supervised by executive to be named. In-house rep plans to add three or four new offices to current seven (New York, Los Angeles, Chicago, Detroit, Atlanta, Dallas and San Francisco) operated by division. Eric Ober, president of CBS Television Stations said that reorganization will occur at no cost to division.

**Warner Communications's BQ Cable subsidiary and Percy Sutton's Queens Inner Unity system have signed agreement whereby BQ will build and take partial ownership in QIU's system in that borough.** Agreement is subject to city approval. Warner has completed about 60% of its 280,000-home build in Queens. Queens

Inner Unity has 180,000 homes in its franchise. Warner and other cable company in Queens, subsidiary of ATC that has 270,000 homes, announced it will build fiber optic link between two systems as part of citywide interconnect for public access channels. It is first portion of educational interconnect to be built.

□  
**House Telecommunications Subcommittee** last week indicated it is aiming to hold first of series of cable oversight hearings before end of this month. There had been some speculation hearing might be put off until November or even first of year.

□  
Almost seven months after he took over scandal- and debt-ridden PTL ministry from television evangelist Jim Bakker, evangelist **Jerry Falwell resigned PTL chairmanship**, accompanied by other members of PTL board, PTL executive officers and hosts of *PTL Club*. Resignations were submitted last Thursday (Oct. 8) in wake of federal bankruptcy judge's ruling that he would consider plan for reorganization of ministry filed Oct. 7 by PTL creditors and contributors. Plan, alternative to one filed by Falwell's management, might allow Bakker to return to ministry—which Falwell said Bakker had turned into "probably the greatest scab and cancer on the face of Christianity in 2,000 years of church history." At press conference Thursday, PTL founders Jim and Tammy Bakker said they would return to ministry if invited. "We want to help in any way to restore our baby," said Jim Bakker. "I think if a child had a need, I would call the father and mother to help with that need."

□  
NBC Entertainment President **Brandon Tartikoff** and 20th Century Fox Film Corp. television president **Jonathan Dolgen** last week both denied published reports that each was headed for high level positions at newly-formed **Columbia Pictures Entertainment**. Tartikoff, whose current four-year contract with network runs through 1990, was rumored to be in line for post being vacated by David Puttnam, chairman and CEO of Columbia Pictures. But Tartikoff said he has "no interest in leaving NBC whatsoever" and that as of Friday (Oct. 9) no one from Columbia had approached him about job there. Dolgen, who held several executive positions with Columbia before joining Fox in 1985, was said to be choice of Columbia Pictures Entertainment President Victor Kaufman to take over conglomerate's television units. He said rumors are false, and denied report that Fox Inc. Chairman Barry Diller blocked him from leaving company.

□  
**CBS board is scheduled to meet Wednesday, Oct. 14, for third time to consider possible sale or spinoff of CBS/Records Group.** Despite bid from Sony Corp. of estimated \$2 billion, disposal of profitable records business is not certain since founder and chairman, William Paley, and other board members reportedly remain opposed. Paley declined comment. At issue is whether disposing of Records Group with its current peak earnings is being done to fortify CBS or to dismantle company to realize its underlying value. Key sale consideration is capital gains tax that would shave \$600 million from Sony's \$2-billion bid. Some analysts suggested Sony might raise its offer to cover tax consequences. Other analysts said that one possible way to avoid tax bite would be to spin off Records Group to CBS shareholders at estimated value of \$80-90 per share, followed by Sony tender offer. However, spinoff denies CBS any cash from sale and could leave company vulnerable, particularly with current weakness of TV network and station group performance. But CEO Laurence Tisch's 24.79% holdings and Paley's 8% would make takeover difficult. Still another possibility is public sale of minority equity interest in Records Group, enabling CBS to raise cash while retaining control.

□  
**Senate last week approved foreign relations authorization bill providing \$779,750,000 for U.S. Information Agency**—and in process confronted agency with problem. Authorization—as sent to floor by Foreign Relations Committee—is not only some \$162 million less than administration had requested, it is \$42 million less than amount contained in appropriations bill that is waiting its turn for

floor action. And Senate procedures would enable any member to challenge approval of bill appropriating more funds than has been authorized. If Senate does not vote funds contained in appropriations bill, sharp cuts would be required in agency programs, barring increase in Senate-House conference committee measure. Senate authorization bill provides only \$15 million for television, including Worldnet international television network, instead of \$44 million requested, Congress provided \$30 million in 1987. And only \$170 million would be authorized for Voice of America, \$13 million less than requested. Measure allows \$10 million for Radio Marti, \$2 million less than administration sought. Appropriation measure contains \$176 million for VOA, \$12 million for Radio Marti and \$35 million for television division. But in none of the Senate or House appropriations or authorization measures are there new funds for VOA's multiyear modernization program. However, Voice has available for the program some \$140 million in funds previously appropriated but not yet spent.

□  
**CNN scored two coups** last Friday, taping exclusive half-hour interview with President Reagan, which was to air on Saturday (Oct. 10) at 1:30 and 5:30 p.m., and taping one-hour *Larry King Show* with Vice President George Bush, which will be seen tonight (Oct. 12) at 9 p.m. Reagan was interviewed by CNN's White House correspondent, Charles Bierbauer, and anchor, Bernard Shaw, and discussed Bork nomination, arms control and action in Persian Gulf. CNN aired portions of interview throughout Friday, which became particularly timely with U.S.-Iran hostilities in gulf late last week.

□  
**Corporation for Public Broadcasting board elected new chairman and vice chairman** at annual meeting last week. Howard Gutin, Texas communications consultant and acting chairman since March, was named chairman, and William Lee Hanley, New York businessman and former chairman, was named second in command. Hanley will also head ad hoc committee formed by board on new initiatives and financing. Also serving on it: Lloyd Kaiser, Archie Purvis, Sheila Tate and Marshall Turner. Board received draft FY 1989 operating budget totaling \$247,862 million. David Brugger, CPB vice president-telecommunications, was promoted to senior vice president and given additional responsibilities.

**Calling it quits.** *Martin Agronsky, 72, who has moderated Post-Newsweek Stations Inc.'s Agronsky and Co. for 18 years and whose career in broadcast journalism began with NBC in 1940, has had enough. He informed Agronsky and Co. producers he wants to give up his moderator's role when his contract expires at the end of the year. And Jim Snyder, vice president of news for PNS, said last week that the name of the program will be changed to Inside Washington and that Gordon Peterson, anchor for WUSA-TV Washington, where the program is produced, will replace Agronsky as moderator. The regular panelists will be back—Elizabeth Drew of The New Yorker, syndicated columnists James J. Kilpatrick and Carl Rowan, and Hugh Sidey and Strobe Talbott, both of Time magazine.*

*Agronsky and Co. is seen on WUSA-TV, the four Post-Newsweek stations—WDIV(TV) Detroit, WPLG(TV) Miami, WFSB(TV) Hartford, Conn., and WJXT(TV) Jacksonville—and 50 other stations around the country, including Los Angeles, San Francisco, Denver, Atlanta, Houston and Boston.*

*Agronsky began his career in broadcasting as a war correspondent for NBC, from 1940 to 1943. Later, he served as Washington correspondent for ABC, NBC (in a second tour, during which he was the Today show's Washington correspondent), CBS and the Public Broadcasting Service. "When Agronsky and Co. began in 1969," Agronsky said, "we were hoping it would run for a year or two but it exceeded our fondest dreams." Snyder says that Agronsky will appear on Inside Washington from time to time as guest moderator.*

# Editorials

## Good start

The Advisory Committee on Advanced Television Services that the FCC announced last week has an enviable if difficult assignment. It is to lead the way into the 21st century with a television system taking full advantage of modern technology. If it succeeds, the pictures and sound in television homes will be at least equal in technical quality to the pictures and sound in modern cinema theaters.

En route to that electronic wonderland, minefields will no doubt be encountered. A small but noisy one was detonated last week when members of the House Telecommunications Subcommittee began attaching irrelevant regulatory ambitions to the broadcasters' request for a temporary moratorium on diversion of spectrum space that may be needed for new television systems. It takes reasoning more labyrinthine than can be understood here to associate a return of federal program control with the introduction of high-definition television.

But more of this will unquestionably be heard, and there will be other problems, not the least of them the prospect of competing systems and a contest between those that may be compatible or incompatible with existing television sets.

It will take a committee of exceptional vigor, talent and persistence to arrive at recommendations that the government and industry can accept. If track records can be trusted, the members who were announced last week embrace all the needed qualifications. There are broadcasters, cable operators, programmers and manufacturers of proved competence. It is not the kind of group that will be content to talk without reaching conclusions or to dawdle indefinitely over hard choices. If signs of inaction appear, there will be a chairman to stir things up. Some people say Dick Wiley hasn't sat down since he arrived in Washington.

It wasn't long ago that a mention of high-definition television would draw yawns and an immediate change of subject to something livelier, the latest revelation, say, among presidential candidates. Not now. HDTV is the buzzword these days, and should be. Television has no more serious project at hand.

## The new parity

This issue's special report on TV programming opens (on page 40) with a sobering illustration. It documents that in July 1987 the total share of audience for the three television networks had shrunk to 58%, while the shares for independent stations plus superstations and various categories of basic and pay cable services were attracting the remainder.

Moreover, July turned out to be the month when cable reached the long-sought goal of 50% penetration.

Add those to the stories BROADCASTING has been carrying about the comparable asset values of cable versus broadcasting (the Ted Turner "At Large" on Aug. 17 and the lead story on Aug. 31, the latter showing cable at \$67 billion versus broadcasting's \$38 billion) and one comes to an even firmer conclusion about the fundamental change that has come over the interdependent worlds of broadcasting and cable.

The competition for the viewer has never been greater. Nor has the need for intermedia cooperation.

Whether on the local level (Jim Rupp of WCCO-TV Minneapolis was articulate on that subject during a Post-Newsweek seminar we published last week) or on the national, there is new need for broadcasters and cable operators to be in dialogue on every issue that has been assumed to divide them—from HDTV to syndicated exclusivity to the real world of must carry.

Parity between those two media is now a given. Among other things, that means that neither will be dominant—a situation that invites the tearing down of those barriers that have heretofore contributed to keeping them apart. We'd begin by eliminating the restrictions on broadcast-cable crossownership, as well as network-cable ownership.

There may be some who hanker for the good old days when three TV networks (or two and a half) dominated the television landscape. We're not among them. Our preference is for the new status quo, with two healthy industries vying to maximize their influence in the marketplace.

There has been a change in the balance of power. But the power is still balanced.

## Rising star

The President's decision to name Mimi Weyforth Dawson as deputy secretary of transportation is excellent news for the country and a blow to telecommunications. For the last six years Commissioner Dawson has been both challenger and spur to her fellow commissioners and the staff, often helping to right the FCC ship of state that various policy initiatives threatened to capsize: the successful resolution of the broadcast multiple ownership matter is but one conspicuous example. Not only has she brought skill and innovation to the Fifth Estate side of the commission's agenda, she has also applied her considerable brain power to the common carrier items that have had enormous impact on that marketplace in the last half decade. An asset of great worth will exit 1919 M Street on her last day.

It may have been inevitable, of course, particularly since the same President made his Solomonic choice between Dawson and Dennis Patrick to be chairman of the FCC. Both were eminently qualified; neither could be expected to remain indefinitely in a subsidiary role.

The good news remaining is that Commissioner Dawson yet has two months to go with the Patrick FCC, and still more chances to make history.

□

Our high regard for the aforementioned is matched by our concern—bordering on alarm—at the prospect of the FCC being reduced to three members. This is no time for the White House to play business-as-usual in the appointments area—a game plan that has produced a six-month vacancy in the wake of former chairman Mark Fowler. Considering the lateness of the hour in the Reagan administration, it is folly to wait for a party worthy to apply. Recruiting should be the order of the day.



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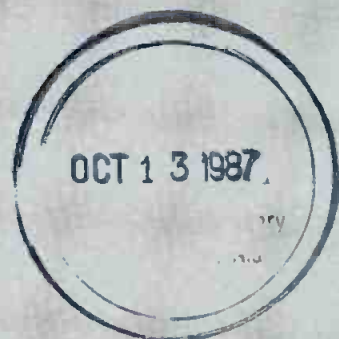
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