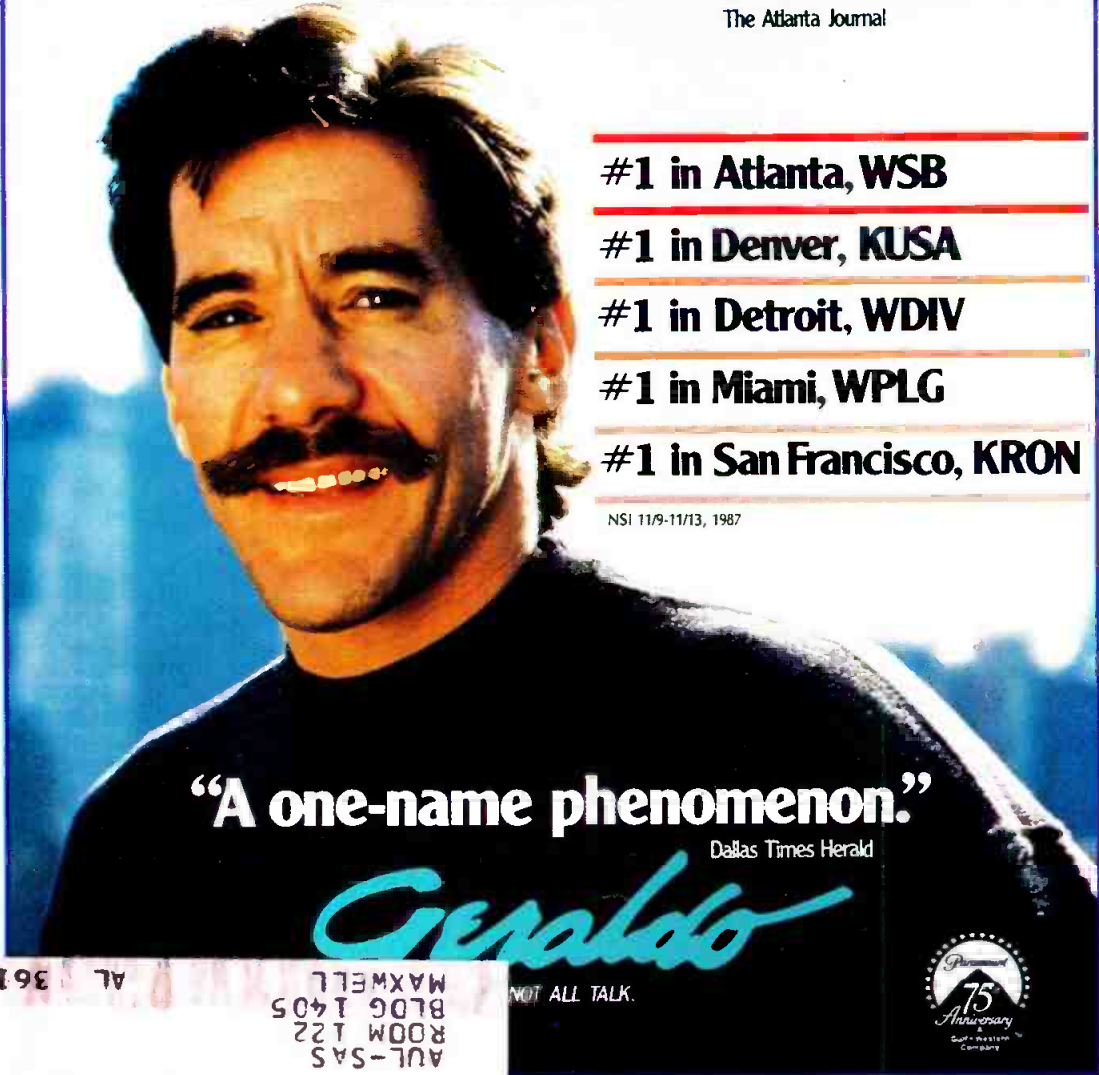


# Broadcasting Dec 7

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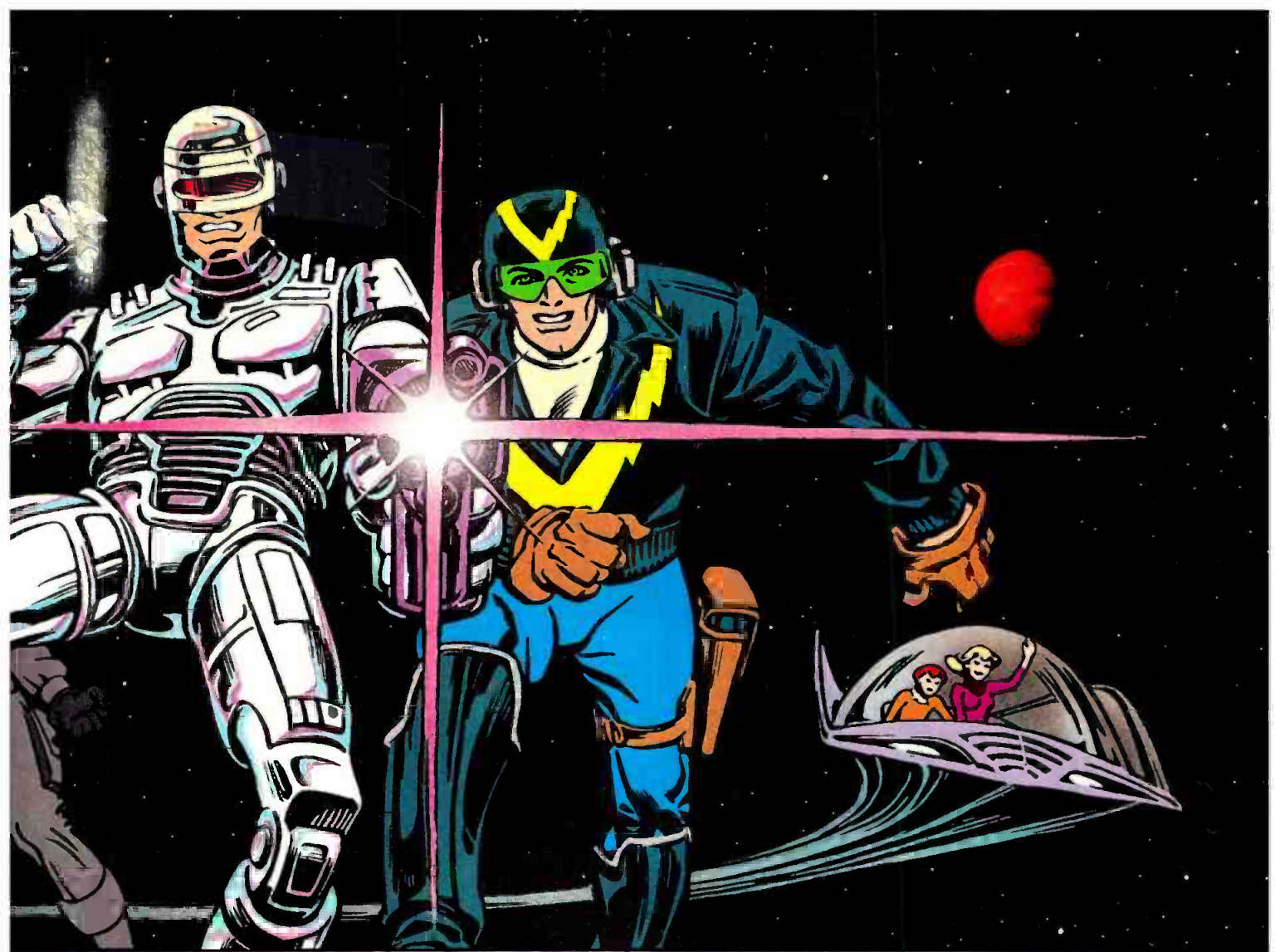


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# Broadcasting **Dec 7**

**Getting set for Reagan-Gorbachev summit... page 35.**

**Capital Hill marches ahead on fairness/fee front... page 38.**

**Cable's programing push in Anaheim... page 39.**

**SUMMIT COVERAGE** □ Thousands of domestic and foreign press descend upon Washington for Reagan-Gorbachev summit—media event some officials describe as "totally unprecedented" in U.S. **PAGE 35.**

**CABLE PUSH** □ Industry leaders greet more than 8,000 gathered at Western Cable Show in Anaheim, Calif., with news that cable's future is in programing. **PAGE 39.**

**IN THE WINGS** □ Month before its Jan. 9 official launch. American Public Radio's *Good Evening: From Minnesota with Noah Adams*—successor to *A Prairie Home Companion*—gets mixed reviews after national preview. **PAGE 56.**

**TO BE A BROKER** □ Moving behind scenes, station brokers have worked for, and reaped benefits from, recent boom in station trading. This special report by BROADCASTING staff writer, Scott Fitzpatrick, surveys cross-section of brokers—providing histories of their respective companies, and forecasts for 1988. **PAGE 67.**

**BROKAW BLITZ** □ It may be written in NBC anchor Tom

Brokaw's job description—interview world leaders and discuss issues with presidential candidates—but last week's assignments put both anchor and network in prime time spotlight, breaking news and making it. **PAGE 91.**

**NEW ENTRY** □ *CBS This Morning*, network's latest effort in creating morning news and information show, debuts, this time under control of CBS News. Affiliates like what they see so far. **PAGE 93.**

**BIG BUY** □ Gannett Co. raises its TV station total to 10 with agreement to buy two Harte-Hanks TV stations for \$155 million. **PAGE 94.**

**REMOTELY POSSIBLE** □ NBC News has contracted with British company to develop Fifth Estate's first "robotic" studio cameras, making it possible to operate cameras directly from control room. **PAGE 96.**

**BUYING HIS TIME** □ DMB&B's Irwin Gottlieb has combined an interest in computers with a knack for buying television time to become one of the best in his business. **PAGE 119.**

|                        |     |                        |     |                            |     |                             |    |
|------------------------|-----|------------------------|-----|----------------------------|-----|-----------------------------|----|
| Business .....         | 94  | Fifth Estater .....    | 119 | The Media .....            | 100 | Stock Index .....           | 90 |
| Cablecastings .....    | 52  | For the Record .....   | 102 | Monday Memo .....          | 28  | Syndication Marketplace ... | 64 |
| Changing Hands .....   | 101 | In Brief .....         | 120 | On Radio .....             | 56  | Technology .....            | 96 |
| Closed Circuit .....   | 9   | In Sync .....          | 97  | Open Mike .....            | 26  | Where Things Stand .....    | 10 |
| Datebook .....         | 24  | Journalism .....       | 91  | Riding Gain .....          | 60  |                             |    |
| Editorials .....       | 122 | Law & Regulation ..... | 46  | Satellite Footprints ..... | 98  |                             |    |
| Fates & Fortunes ..... | 115 | Masthead .....         | 30  | Special Report .....       | 67  |                             |    |

**INDEX TO ADVERTISERS:** Richard A. Foreman Associates, 56 □ Samuael Goldwyn Television, 12-13 □ Greyhound Financial Corp., 102 □ GTE Spacenet, Third Cover □ Hanna-Barbera Productions, 47 □ Harmony Gold, 91, 93, 95, 97 □ Hearst Corp., The, 8 □ Ted Hepburn Co., The, 101 □ Hogan-Feldmann, Inc., 85 □ Interep Broadcast Financial Services, 72 □ ITC Entertainment, 48-49 □ Kozacko-Horton Co., 80 □ H.B. La Rue, 85 □ Leibowitz & Spencer, 82 □ Lorimar, 11 □ Mahlman Co., The, 69 □ R.A. Marshall & Co., 83 □ MCA TV, 20-21, 89 □ Media Venture Partners, 77 □ Medstar Communications, Inc., 23, 25 □ Morgan Stanley & Co., Inc., 103 □ NBC Radio, 34, 59 □ New World Television Group, Second Cover/3, 4-5 □ Orbis Communications, 51, 53 □ Orion Television Syndication, 43, 44-45, 61, 62-63 □ Otari, 19 □ Accu-Weather, 10 □ All American Television, 31 □ American Legion, The, 14 □ Americom, 6, 66 □ Ampex, 55 □ John Bayliss Broadcast Foundation, The, 99 □ Blackburn & Co., Inc., 65, 100 □ Frank Boyle & Co., 75 □ Broadcast Investment Analysts, Inc., 74, 78 □ CBS Radio Representatives, 58 □ Chapman Associates, Fourth Cover □ Donald K. Clark, Inc., 84 □ Classified Ads, 108-114 □ Columbia/Embassy Television, 27, 29 □ Communication Resources Unlimited, Inc., 87 □ Communications Equity Associates, 73 □ Communications Partners, Ltd., 76 □ Conus Communications, 16-17 □ R. C. Crisler & Co., Inc., 68 □ Craig L. Culp, 80 □ Charles C. Earles & Associates, Inc., 87 □ Federal Publications, Inc., 22 □ First Banks, 81 □ First Communications Capital, 74 □ Norman Fischer & Associates, Inc., 79 □ Milton Q. Ford & Associates, 86 □ Panasonic Broadcast Systems Co., 32-33 □ Professional Cards, 107 □ Radio Advertising Bureau, 57 □ Radio-Television News Directors Assn., 18 □ Cecil L. Richards, Inc., 71 □ William B. Schutz, Jr., 86 □ Services Directory, 106 □ Gordon Sherman Associates, Inc., 85 □ Howard E. Stark, 76 □ State Farm Insurance, 105 □ Joe Sullivan & Associates, Inc., 115 □ Sun Radio Network Corp., 60 □ TeleRep, Inc., 15 □ Pat Thompson Co., 70 □ Tillinghast Reid & Co., 24 □ Edwin Tornberg & Co., Inc., 88 □ Tribune Entertainment Co., Front Cover



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## New alliance

Word has it that NBC Productions will announce in next two weeks deal to produce sitcoms for cable network. NBC official would not disclose which cable service was involved.

## Swap shop

Entire broadcast industry is not in sync when it comes to battle over fairness doctrine. According to reports, ABC-Capital Cities' Washington representatives suggested during strategy session held at National Association of Broadcasters headquarters last week that broadcasters may be better served by dropping opposition to fairness doctrine in hopes doctrine's Senate advocates will drop proposed transfer tax on sale of broadcast properties. Threat of tax is far greater than originally realized. So far no switch in original strategy to oppose fairness and tax.

## Affiliate revolt

When CBS television affiliate board members meet with network executives in Maui, Hawaii, next month, major issue will be network's policy on television signal distributors such as Netlink and Satellite Broadcast Networks, which package affiliate signals for sale to backyard dish owners. "They are taking our stick and beating us with it," said Phil Jones, chairman of CBS TV affiliates board. Board wants to explore strategy, said Jones, for "convincing Congress not to give away our signal." Affiliate board will also impress upon network executives, in strongest terms, that it would oppose any deal similar to one NBC made with Netlink to distribute signal to dish owners. Board is working on plan proposing that if network signal is to be distributed to dish owners, affiliates, not outside company, should get distribution rights.

## Facts wanted

American Association of Advertising Agencies is expected to send letter to radio program syndication companies and networks "stressing" importance of subscribing to audience measurement service when selling specialized long-form programming, especially as market continues to proliferate. Letter, which will be put out by Sam Sotiriou, senior vice president/media research, Saatchi & Saatchi DFS Compton, who serves as chairman of association's media research committee, will note that programming presented to

agency buyers "should be accompanied by hard data." There is currently no industrywide standard for long-form program measurement. Some agency buys are based on Arbitron or Birch, two local market ratings firms, while others are based on Statistical Research Inc.'s network radio RADAR service. Association, said Sotiriou, does not support or recommend any one service.

## Not all bad

Despite broadcasters' differences with House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) over fairness doctrine and other deregulation, they have some common ground. Markey, at fund raiser held last week by National Association of Broadcasters President Eddie Fritts, indicated he still opposes provision that would sunset FCC's new must-carry rules in five years. He repeated earlier concerns about reallocating spectrum for land-mobile use rather than reserving it for high-definition television. Subcommittee chairman also wants to learn more about syndicated exclusivity, subject he said may be broached during subcommittee's cable oversight hearings next year.

## After radio

Entertainment Media Venture Partners, Los Angeles-based venture capital fund headed by Raymond Doig, is heading into radio marketplace with hopes of building major group from underachieving FM's and combinations in medium-sized markets. Tapped to acquire stations and eventually manage them is Sound Communications Inc., newly formed by long-time broadcasters, Larry Adams (Katz-Shulke Radio-Bonneville) and Jim Johnson (Katz-ABC-Golden West). How much Entertainment Media has earmarked for radio is secret, but Doig said it is enough, when combined with debt, to create at least 12-station group.

## Mail call

FCC's last-minute decision to postpone requirement that cable operators inform subscribers of A/B switch options—from Dec. 10 to Feb. 29 (see page 100)—came too late for many cable operators. Cabledata, which claims roughly 50% of billing market, said it sent out at least 10 million A/B switch notices on behalf of clients, even though some MSO's managed to stop notices from getting into mail. Industry will have to go through same steps in January-February with updated version of A/B switch requirement.

## Fixed

Broadcasters may see another demonstration of parliamentary skills of Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) this week. According to well placed source, senator is well armed for possible floor fight on transfer tax and fairness amendment in budget bill this week (see page 35). If his opponents raise point of order that fee is indeed tax and should be referred to Finance Committee, Senate parliamentarian is prepared to rule that it is user fee and subject to floor debate.

## Subsummit

Possibility of establishing full-time, two-way video link—or space bridge—between Washington and Moscow will be on agenda of U.S.-USSR summit this week. USIA Director Charles Z. Wick and Alvin Snyder, head of USIA's Worldnet, will discuss matter with their opposite numbers. Idea grew out of conference on space bridges at Tarrytown, N. Y., earlier this year. Producers of programs in which groups of Americans and Soviets were linked by satellite participated. So did Vladimir Posner, Soviet commentator who has appeared frequently on American television. Snyder and Representative George Brown (D-Calif.) have headed task force studying feasibility of permanent two-way link.

Wick is also likely to discuss number of other issues, including proposal that was first broached at Reykjavik summit last year, under which U.S. and USSR would be able to broadcast on AM in each other's country. Jamming is another issue. So is U.S. complaint about imbalance that favors USSR in number of appearances Americans and Soviets make on each other's broadcast systems. U.S. concern about Radio Moscow broadcasts on Cuban frequency heard in U.S. is another topic expected to be discussed. Soviets are said to have brushed off complaints.

## Hot ticket

NBC Christmas party, originally scheduled for Dec. 9, had to be moved to next day because NBC president and CEO, Bob Wright, had been invited to small gathering at Soviet embassy in Washington hosted by Soviet General Secretary Mikhail Gorbachev. Also in attendance will be ABC Chairman Tom Murphy and, according to one source, CBS's president and CEO, Laurence Tisch. Soviet Embassy in Washington could not be reached at deadline to explain why three network chiefs were included among only 25 guests.

# Where Things Stand

A weekly status report on major issues in the Fifth Estate

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

**AM-FM allocations.** FCC on Nov. 19 amended rules to allow approximately 800 AM stations on regional channels and 940 khz and 1540 khz to operate at night with 500 watts. Earlier, commission had authorized 21 of 41 AM's on foreign clear channel 1540 khz to operate at night. Actions are part of series of steps commission is taking to allow nighttime or service near lowest post-sunset power for 1,600-1,800 of country's 1,900 daytime-only AM stations. According to commission, more actions will follow to clear several hundred more AM's to operate at night. National Association of Broadcasters filed comments at FCC in July supporting authorizations, but saying FCC should authorize new nighttime service on interim basis until comprehensive review of AM interference standards in separate proceeding is completed. Others said FCC should defer action until review is completed and new interference standards are adopted.

In response to inquiry, NAB told FCC Aug. 31 not to permit FM stations to use directional antennas, 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.

□  
**AM stereo.** Principals in issue have been waiting for FCC action on recommendation Aug. 12 report by National Telecommunications and Information Administration that C-Quam AM stereo system's pilot tone be protected from possible interference. AM stereo issue was to be taken up at last week's FCC meeting, but was taken off agenda.

Multisystem radios receive signals generated by two incompatible systems battling to be de facto standard—C-Quam and Kahn Communications' single-sideband. NTIA 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 system in international marketplace.

Kahn Communications has responded by petitioning NTIA "to finish its job" by undertaking direct comparison of two systems and publish definitive study to determine which is superior. It has also submitted comments to FCC saying that pilot tone protection is "unnecessary" and that it "clearly contradicts the administration's and the FCC's avowed support of the free marketplace." 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.** As means of cracking down on trafficking of broadcast licenses, Senate Commerce Committee adopted revenue-raising proposal as part of deficit reduction package that would impose 4% transfer fee on broadcast licenses transferred within three years of last sale (BROADCASTING, Oct. 26). But broadcasters have reason to believe fee proposal won't survive when new version of package emerges (probably this week) from Congress. Congressional interest in reinstating FCC's antitrafficking rule has been building, with legislation offered earlier this year in House and Senate that would resurrect rules requiring broadcast stations to be owned three years before sale.

□  
**Cable regulation.** National Cable Television Association unveiled survey that found cable rates rose 6.7% in first six months of 1987. Results from 598 cable systems found that basic rates rose, on average 10.6%, while pay rates declined 2.5%.

On Capitol Hill, survey may crop up when House Telecommunications Subcommittee convenes oversight hearings (next year) on status of cable industry three years after deregula-

tion. Subcommittee postponed hearing scheduled for Oct. 29 as result of Wall Street's sudden turn for worse to make time for private briefings on matter.

As for cable's standing in courts, two federal 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. At FCC, agency 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. Upshot of rulemaking is that fewer cable systems are likely to escape rate regulation.

□  
**Children's television.** In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC has launched broad inquiry into children's advertising. Among questions to be addressed: Should FCC reimpose time limits on children's advertising similar to those dropped in 1984 and are children's programs based on toys no more than so-called "program-length" commercials and, if so, should they be somehow restricted?

U.S. Court of Appeals in Washington set stage for inquiry when it remanded to FCC its 1984 elimination of time limits on children's advertising on ground that FCC had failed to justify action with either facts or analysis.

Some of impetus behind FCC inquiry came from Capitol Hill, where House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and Representative Terry Bruce (D-Ill.) have introduced bill to limit children's advertising.

□  
**Compulsory license.** FCC is conducting inquiry into cable compulsory license and, if views of FCC Chairman Dennis Patrick on subject are any guide, inquiry could lead to recommendation that Congress abolish license. Patrick's latest comment on license came last month when he said FCC's proposal to reimpose syndicated exclusivity rules are based on assumption that license is "flawed."

In comments on license inquiry, cable supported retention of license, while program producers opposed it. National Association of Broadcasters softened its long-standing opposition, arguing that license should be left alone for time being.

□  
**Crossownership.** Should telephone companies be allowed to offer cable service within their telephone service areas? That's central question in FCC proceeding that could lead to dropping of FCC rules barring such crossownership and recommendation to Congress that

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## Fairness doctrine update

The fairness doctrine was expected to pass in the House last week as part of an omnibus spending bill (the continuing resolution), but not without encountering some resistance (see "Top of the Week"). The spending bill is being targeted because it is viewed as veto proof. Moreover, the House leadership has let the White House know that the doctrine's restoration is a nonnegotiable issue ("Closed Circuit," Nov. 30). Meanwhile, pending in the Senate is a revenue-raising package (adopted by the Commerce Committee by a 12-5 vote) that would also codify the fairness doctrine. The National Association of Broadcasters has embarked on a major initiative to defeat both efforts and says it already has commitments from a majority of the Senate to oppose the package.

The doctrine was repealed by the FCC on Aug. 4; earlier President Reagan vetoed a bill codifying fairness, and the doctrine's proponents lacked the votes to override his veto in the Senate.

it do same.

Prohibitions have been in place for nearly two decades. FCC's telco-cable crossownership rules were adopted in 1970 and codified by Congress in 1984.

In initial round of comments, telcos said competition between telcos and cable would spur technological developments and cable subscriber fees to drop. Cable groups, opposed to letting telcos into their markets, said that telcos would be unfair competitors because of telcos' control of poles and underground conduits and their ability to crosssubsidize.

Even if FCC and Congress drop prohibitions, seven Bell operating companies would still be prevented from entering cable business by Judge Harold Greene's modified final judgment in consent decree that led to breakup of AT&T and creation of seven operating compa-

nies. National Telecommunications and Information Administration has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC's entry into "information services," which include cable.

■ **Direct broadcast satellites.** Home satellite industry scored victory last week as Senate Commerce Committee adopted legislation that would require cable programmers to permit qualified third party to distribute programmers' services to dish owners. Final Senate passage is by no means assured, but proponents are hoping it will move before Congress adjourns and are laying groundwork for House consideration. National Cable Television Association's Jim Mooney called bill "fundamentally flawed."

High-power DBS, which would use Ku-band spectrum set aside for it, has floundered in U.S. because of high start-up costs and programing dearth. But European governments have gone ahead with launching systems. Apparently flawless ArianeSpace launch of TV-Sat 1, first in French-West German DBS series, occurred Nov. 20. But German operator, ERNO, had still failed to deploy outermost solar panel as of last week, and maneuvers to move bird from transfer orbit to final orbit have fallen behind schedule. When or if four-channel TV-Sat 1 becomes operational, West Germany plans to assign two channels to public television and two to commercial broadcasters. Without full deployment of solar array, two transponders will likely never operate. Even when DBS becomes operational there, incompatible transmission-reception problems remain.

Low power variety of satellite broadcasting resulting from scrambling of cable programing on C-band satellites has emerged from home satellite market. It 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 programing 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.

■ **Equal employment opportunity.** FCC has amended its broadcast equal employment opportunity rules and reporting requirements. Ev-

ery station's EEO program will be subject to review at renewal time regardless of employment profile, but FCC said review will focus more on EEO efforts than numbers. Stations with five or more employees are required to file detailed reports.

FCC has adopted rules implementing EEO aspects of Cable Communications Policy Act of 1984. Under broadcast license renewal legislation offered by Congressman Al Swift (D-Wash.), same EEO formula in Cable Act would apply to broadcasting.

■ **Federal Trade Commission.** Ongoing Antitrust investigation of National Football League television rights contracts now includes testimony from top network executives including ABC President Daniel Burke, CBS Sports President Neil Pilson, NBC Sports President Arthur Watson and Fox President Jamie Kellner, as well as NFL Commissioner Pete Rozelle. Contradictory claims about negotiation process for Monday night games from Kellner and Val Pinchbeck, NFL broadcasting director, are among central issues ("In Brief," Nov. 9).

In related development, league's contract with ESPN for package of Sunday-night games was subject of Senate hearing. Senators Arlen Specter (R-Pa.) and Howard Metzenbaum (D-Ohio) have written Justice Department asking agency to examine impact of NFL's antitrust exemption as it applies to cable and to look at ABC's ownership of ESPN and possible antitrust implications.

■ **High-definition television.** FCC involvement in future of HDTV grew with first meeting of "blue ribbon" advisory panel on Nov. 17. Panel of top executives of TV industry is upper tier of FCC's Advanced Television (ATV) Services Advisory Committee. Lower tier is made up of three subcommittees that are divided into working parties. ATV committee will produce its first set of recommendations for commission, involving spectrum allocations, on May 17, 1988. Committee was formed as part of July 16 FCC order that also included notice of inquiry into HDTV systems. First round of comments received revealed that opinion of broadcast and cable industry is that some form of advanced TV standard should be adopted and that system compatible with NTSC receivers is preferable.

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.

Advanced Television Systems Committee'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 hertz 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.

■ **International telecommunications satellite systems.** President Reagan in November 1984 determined that separate U.S. systems providing international communications satellite service are in public interest, provided restric-



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# "The reach that Conus maintain market lead

"And the coverage in Indianapolis and Midland is further proof-of-performance," Mr. Rockford said. "For us and for Conus."

Today, Conus is helping 68 stations and clients extend the reach of their newsgathering. In some cases, it's with special and syndicated programming. In other cases, it's with coverage of news events or breaking news.

These leading broadcasting executives—Presidents, General Managers, News Directors, Executive Producers and Sports Directors—share their thoughts on how Conus has helped their stations extend their reach.

"Thanks to Conus, we had the first report in our market of the Salt Lake City air crash. We beat our own ABC network report by twenty-five minutes and, of course, all of our local competitors who do not have our live SNG capability. Our Conus membership is one of the best and most effective weapons in our newsgathering arsenal."

*Jim Schiavone  
President & General Manager  
KSAT-TV/San Antonio*

"Conus provided invaluable assistance during the rescue of Jessica McClure. Access to two of the six SNG trucks on the scene gave us a clear competitive edge. Keep in mind that we're the only local station without live remote equipment. Without the help of our Conus affiliates, we would have run a lot of old tape, and our supers would have read

'Live...via phone.' Thanks to Conus, we reported news, not history."

*Michael J. Gleason  
News Director  
KTPX-TV/Midland*

"In a 72-hour period, Conus made it possible for us to:

Cover an NFL playoff game that was out of microwave range.

Provide live coverage of the same game to a partner station.

Receive dramatic coverage of a national story with a local angle (the Amtrak crash).

Conduct an exclusive interview between our anchor at our studio and the Secretary of Defense at the Pentagon.

And, lead our 5:00 p.m. newscast with two live shots from Washington—one with our reporter and a Senator at Capitol Hill, and one with the Conus Washington bureau reporter."

*John D. Hillis  
General Manager  
News 12/Long Island*

"Conus is to be congratulated on its work with 'The Aids Connection.' We certainly received plenty of reaction to the network and local programs we broadcast that night."

*Rick Rockwell  
Executive Producer  
WISN-TV/Milwaukee*

"Conus really did their job on 'The Aids Connection.' Everything worked out great for our station...largely due to Conus' help."

*Kelly A. Dumont  
News Producer  
KTPX-TV/Midland*

"Thanks to Conus, we've been able to beat our competition most days. And on the other days, we not only beat our competition, but smoked the networks as well.

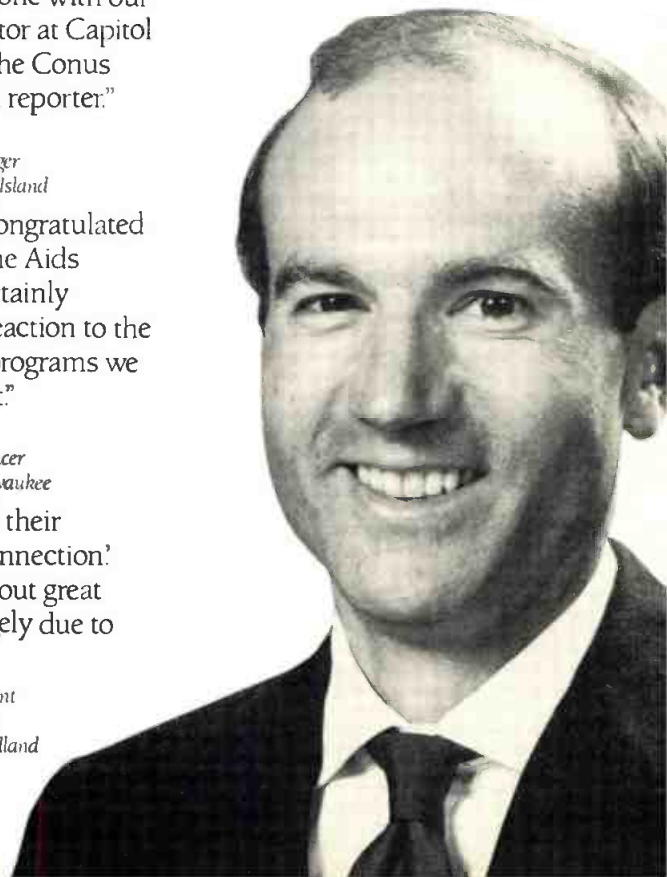
"The whole of Conus is indeed greater than the sum of its parts."

*Mark Mayhew  
Assistant News Director  
WXII-TV/Winston-Salem*

"Having been a Conus member less than two months, and with our own truck not due to arrive for two more months, I wondered if the 'big guys' would ever help us with live shots.

"Conus' staff has made me a believer!

"WXYZ helped us with a live IFB interview as our local golf





# Conus gives us help Leadership. Simple as that"

Marv Rockford, Vice President/News Director KCNC-TV/Denver



Jim Schiavone

pro took the lead in the Buick Open. Our competition had copy stories. We had live."

Harvey W. Powers  
News Director  
Jefferson Pilot Communications/Richmond

"During Hurricane Bonnie, the Conus staff went above and beyond the point of being supportive. As a result, my live shots were successful. The cueing of the talent, when IFBs didn't work exactly as they were supposed to work, was especially helpful."

Hank Subotnik  
KPRC-TV  
Houston

"Thanks to Conus, we covered the Pope in Detroit—even though the ink on our contract was barely dry and we didn't have a communications package. Conus people held our hands and guided us through tape feeds,

Marv Rockford



Michael J. Gleason



John D. Hillis



Mike Youngren



John Bain

receiver hook-ups, and finally, our live-shot. No one was impatient, no one lost his or her cool, and everyone helped.

"I will always remember how far Conus went to make us look good."

Judy Horan  
News Director  
WPBN-TV/Traverse City  
WTOM-TV/Cheboygan

"In the mountains, there are more than a few places our microwaves don't travel—like through granite. NEWSTAR and the Conus Network allow us to aim our sights a little higher, over the mountains.

"So, on election night, we came home 'live' from important places we couldn't even have considered last election night. We sent a cross-country live shot that geography had never allowed us to do before."

Mike Youngren  
News Director  
KUTV-TV/Salt Lake City

"Conus really saved our bacon. We were scheduled to do

a remote newscast. Twenty minutes before the broadcast our engineers noticed that our K2 receiver was not working. Then I called Conus master control. They got us up on one of their transponders in time for the broadcast. Everything was cool and efficient. On the air there were no problems. The heavily-promoted remote newscast was saved."

Steve Olszyk  
News Director  
WDTN-TV/Dayton

"Seven minutes before rolling tape live of the California Lottery Broadcast, we could not reach our scheduled Ku star company to talk us up to G-Star.

"We took a chance that Conus could save our half-hour series, 'The Big Spin,' with an audience of 1.6 million viewers.

"Within one minute of dialing Conus master control, we were steering our Ku dish to Conus' satellite."

John Bain  
Producer  
The Big Spin

To find out how Conus can help you extend the reach of your newsgathering with SNG<sup>®</sup>, or to find out how Conus can help you get more advantage from SNG<sup>®</sup>, call Charles H. Dutcher, III at Conus: 612/642-4645. Or write: Conus Communications, 3415 University Ave., Minneapolis, MN 55414.



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tions are imposed to protect economic health of International Telecommunications Satellite Organization. Thus far, eight systems have received conditional authorization from FCC, but proposal of only one, Pan American Satellite Corp., which has secured Peru as foreign correspondent, has been consulted with Intelsat.

□ **Land-mobile.** In response to petition from the Association of Maximum Service Telecasters, National Association of Broadcasters and other broadcast groups, FCC has said to delay decision on reallocation of UHF channels in eight markets in land mobile until completion of its study on advanced television systems (ATV) (see "High-definition television," page 14). FCC wants to ascertain whether UHF channels in question will be needed for broadcasting ATV systems.

In related proceeding, FCC has proposed minimum mileage separations between new UHF television stations on channels 14 and 69 and existing mobile radio operations on adjacent channels. If new station cannot meet spacing requirements, the FCC also proposed, the station may try to negotiate settlement with mobile radio operator.

□ **Mergers.** Storer Television has closed on sale of six TV stations to company managed and 55%-held by Gillett. FCC approved \$1.3 billion restructuring in October. Storer parent SCI Holdings has also "disengaged" three investment banks hired last summer to explore sale of its 1.4-million-subscriber cable systems.

□ U.S. Cable Television Group, new limited partnership headed by ML Media principals

Martin Pompadur and Elton Rule, has set \$225 million as price for 135,000-subscriber cable systems of Essex Communications Corp. Amount was down \$8 million from initial offer and is subject to further change at closing in 1988.

□ Adams-Russell shareholders approved \$470 million sale to Cablevision Systems at special meeting in November. Deal is expected to close this month. General Electric Credit Corp. will finance deal. Cablevision will invest \$40 million in buy and Kidder, Peabody & Co. will also provide \$125 million in senior subordinated notes.

□ Early 1988 closings are expected for following deals: Continental Cablevision acquisition of American Cablesystems for \$481.7 million; radio group Summit Communications \$200-million purchase of DKM Broadcasting in second-largest radio-only sale, and Adams Communications purchase of Forward Communications' five TV stations for \$126.5 million from Wesray Capital Corp.

□ Deals called off in wake of October stock market decline, so far include proposed merger of cable system operators United Artists and United Cable, and \$114 million TV station sale by United Broadcasting Corp. to ML Media Partners. Storer has also dropped investment banks on proposed sale of its cable systems (see above).

□ **Must-carry.** Group of cable operators, including United Cable and Daniels & Associates, have asked U.S. Court of Appeals in Washington to find FCC's new must-carry rules unconstitutional—a violation of cable operators' First Amendment rights—just as it did old rules in

summer of 1985. New rules, less onerous than original ones, are product of compromise between cable and broadcasting industries.

At oral arguments before court in October, some observers felt judge's comments and questions indicated that rules might, at very least, be remanded to FCC to correct specific problems.

□ **Scrambling.** Bill that would regulate home satellite marketplace was adopted by Senate Commerce Committee two weeks ago (BROADCASTING, Nov. 23). It would mandate that cable programmers permit any qualified third party—inside and outside the cable industry—to distribute their services to backyard dish owners. Bill is not expected to hit Senate floor until next year. Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) has promised to oppose it. Controversial nature of legislation is evident by revisions accepted by Commerce and those yet to be made.

On other front, House legislation (H.R. 2848) that would permit satellite distribution of broadcast signals—superstations—to backyard dish owners, was focus of hearing two weeks ago. Broad coalition of industry groups is backing bill. However, modifications suggested by motion picture industry did not go over well at hearing and could fracture support.

□ **Public broadcasting.** Oversight hearings last month in both Senate Communications Subcommittee (BROADCASTING, Nov. 16) and House Telecommunications Subcommittee (BROADCASTING, Nov. 23) featured pleas from public broadcasting executives for reliable and adequate source of funding. Corporation for Public Broadcasting Chairman Howard Gutin, CPB President Donald Ledwig, Public Broadcasting Service President Bruce Christensen, PBS board member Sharon Rockefeller, National Public Radio President Douglas Bennet and host of station general managers told Congress that system works but could work better with expanded, long-term funding.

That funding could come from Senate Commerce Committee's revenue-raising package that would create Public Broadcasting Trust Fund supplied with money raised from FCC license transfer fee, although commercial broadcasters are confident that that initiative would be defeated if it came to floor. (BROADCASTING, Nov. 16). CPB board met Nov. 24-25, and new members began to voice themselves on budget and policy considerations; CPB is also reviewing propriety of PBS bonus awarded President Bruce Christensen in 1986 (BROADCASTING, Nov. 30).

Replacement of satellite interconnection system is major item on agendas at both PBS and NPR, with current Western Union satellite space due to expire in 1991.

PBS board was scheduled to meet Dec. 3 and 4 in Charleston, S.C., for in-house oversight and where-things-stand gathering. Meeting will include probable vote on clarification of rules governing on-air promotions (transcript, book offers, etc.).

Searches for new presidents of National Association of Public Television Stations (Baryn Futa is acting president) and American Public Radio (Bruce Theriault is acting president) continue. With new CPB chairman, Gutin, and president, Donald Ledwig, in place—as well as new

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## NBC goes 10-for-10

| Nielsen     | Net                         | AGB         | Nielsen     | Net                       | AGB         |
|-------------|-----------------------------|-------------|-------------|---------------------------|-------------|
| 1. 24.0/35  | C 60 Minutes                | 2. 24.5/37  | 36. 13.5/25 | C Falcon Crest            | 36. 14.3/26 |
| 2. 23.4/33  | C Murder, She Wrote         | 3. 24.3/35  | 37. 13.4/20 | N Beverly Hills Buntz     | 43. 13.3/20 |
| 3. 22.9/39  | N Golden Girls              | 1. 24.9/39  | 38. 13.4/21 | N NBC Monday Movie        | 41. 13.5/23 |
| 4. 21.3/34  | C CBS Sunday Movie          | 10. 20.5/33 | 39. 13.3/25 | A Dynasty                 | 53. 11.3/21 |
| 5. 20.7/31  | A Growing Pains             | 5. 20.5/33  | 40. 13.2/21 | A MacGyver                | 45. 12.9/21 |
| 6. 20.7/32  | A Who's the Boss?           | 7. 21.3/34  | 41. 13.0/25 | C D. Duck Thanksgiving    | 44. 13.0/24 |
| 7. 20.2/28  | N Family Ties               | 15. 19.8/29 | 42. 13.0/23 | N Disney Celebrity Circus | 29. 15.7/28 |
| 8. 19.5/36  | N Cheers                    | 12. 20.2/39 | 43. 12.7/22 | C Beauty and the Beast    | 42. 13.3/23 |
| 9. 19.0/33  | A Monday Night Football     | 20. 17.5/33 | 44. 12.7/19 | N Our House               | 48. 12.2/19 |
| 10. 18.9/29 | N ALF                       | 13. 20.2/32 | 45. 12.6/20 | N Unsolved Mysteries      | 40. 13.6/22 |
| 11. 18.9/33 | N 227                       | 11. 20.4/32 | 46. 12.5/22 | N Year in the Life        | 38. 13.9/24 |
| 12. 18.6/37 | N Cosby Show                | 4. 22.6/44  | 47. 12.4/22 | A Slap Maxwell Story      | 46. 12.4/22 |
| 13. 18.3/32 | N Amen                      | 6. 21.3/34  | 48. 12.3/20 | A Rolling Stone, 20 Years | 47. 12.3/20 |
| 14. 18.1/27 | C Newhart                   | 8. 20.7/32  | 49. 12.3/19 | C First Kiss, C. Brown    | 49. 12.1/19 |
| 15. 17.7/25 | N My Two Dads               | 19. 17.6/25 | 50. 11.6/23 | C B. Bunny Thanksgiving   | 54. 11.1/22 |
| 16. 17.7/34 | N Hunter                    | 9. 20.6/35  | 51. 11.4/17 | A Disney Sunday Movie     | 52. 11.3/18 |
| 17. 17.4/29 | C CBS Tuesday Movie         | 18. 18.5/30 | 52. 11.4/21 | A 20/20                   | 50. 11.4/21 |
| 18. 17.1/26 | C Designing Women           | 17. 18.9/29 | 53. 11.4/17 | C Frank's Place           | 39. 13.8/22 |
| 19. 17.1/24 | N Night Court Special       | 21. 17.2/25 | 54. 11.3/20 | N Crime Story             | 58. 10.1/17 |
| 20. 16.9/33 | N Different World           | 14. 19.9/37 | 55. 11.2/17 | C C. Brown Thanksgiving   | 51. 11.3/18 |
| 21. 16.4/29 | N Facts of Life             | 16. 19.2/31 | 56. 10.9/15 | A Spenser: For Hire       | 55. 10.8/16 |
| 22. 16.1/24 | N Valerie's Family          | 22. 17.2/27 | 57. 9.8/17  | A Mr. Belvedere           | 57. 10.3/18 |
| 23. 15.9/30 | N Mama's Boy Special        | 23. 17.0/33 | 58. 9.7/19  | A ABC Thursday Movie      | 62. 9.3/18  |
| 24. 15.7/27 | C Dallas                    | 28. 16.0/28 | 59. 9.7/17  | C CBS Saturday Movie      | 61. 9.4/15  |
| 25. 15.1/23 | A Las Vegas: 75th Anni.     | 34. 14.4/22 | 60. 9.4/17  | A Full House              | 64. 8.3/15  |
| 26. 15.0/26 | A Hooperman                 | 27. 16.3/28 | 61. 9.1/16  | A I Married Dora          | 65. 8.2/14  |
| 27. 14.7/25 | C Cagney & Lacey            | 37. 14.1/25 | 62. 8.5/15  | A ABC Movie Special-Sat.  | 56. 10.5/17 |
| 28. 14.7/26 | N NBC Friday Movie          | 25. 16.7/30 | 63. 8.5/15  | C Oldest Rookie           | 60. 9.5/16  |
| 29. 14.7/27 | N J. Leno Family Comedy     | 32. 14.9/28 | 64. 8.4/16  | A Hotel                   | 59. 10.0/17 |
| 30. 14.6/28 | N This is Your Life Special | 26. 16.5/33 | 65. 8.0/14  | C CBS Wednesday Movie     | 67. 8.0/14  |
| 31. 14.5/25 | A Head of the Class         | 30. 15.6/26 | 66. 7.9/15  | C West 57th               | 63. 9.1/16  |
| 32. 14.1/21 | C Kate and Allie            | 24. 16.8/26 | 67. 7.6/15  | C CBS Thursday Movie      | 66. 8.1/16  |
| 33. 14.1/22 | N NBC Tuesday Movie         | 35. 14.3/22 | 68. 7.2/13  | A Pursuit of Happiness    | 68. 7.9/14  |
| 34. 13.9/25 | A Perfect Strangers         | 33. 14.6/25 | 69. 6.4/13  | A Sledge Hammer!          | 70. 7.3/14  |
| 35. 13.7/24 | N Highway to Heaven         | 31. 15.1/25 | 70. 6.1/12  | A Charmings               | 69. 7.3/14  |

board members William Lee Hanley, Archie Purvis, Marshall Turner and Sheila Tate—two openings remain on CPB board; still under consideration are former Tennessee First Lady Honey Alexander (not yet official nominee) and Charles Lichenstein, latter controversial for reportedly advocating cuts in CPB funding.

**Syndex.** In comments to FCC, cable operators opposed and broadcasters and program producers supported FCC proposal to reimpose rules requiring cable systems to black out syndicated programming on distant signals if it appears on local stations.

The cable industry argued that the FCC lacks jurisdiction to reimpose syndex, that absence of rules over past seven years has not harmed broadcasters and producers and that rules would violate cable operators' First Amendment rights.

Most broadcasters and producers contended that rules are needed to protect sanctity of their "exclusive" programming contracts. And, contrary to cable's claim, they say they have been hurt by cable's importation of distant signals into their markets with duplicative programming.

**Unions.** After two-week series of meetings between members of labor relations department of CBS and office of president of technical union, International Brotherhood of Electrical Workers, union decided to take network offer to membership for ratification vote. Offer differs little from terms offered during October meetings with federal mediator. Among provisions of earlier offer were 3% raises for each of three years of contract and unlimited use of daily hires. Affected are 1,500 technicians at CBS-owned stations in seven cities, who have been working without contract since Sept. 30.

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1987

# Study says hospital ad spending to rise

NEW YORK—Hospital ad spending will grow by some 45% in 1987, according to a new study by SRI Gallup. The survey reports that overall hospital marketing budgets alone will exceed \$1 billion this year.

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## This week

**Dec. 6-9**—Computer Graphics for Design, fall confer-

ence sponsored by *Pratt Center*. Grand Hyatt, New York. Information: (914) 741-2850.

**Dec. 7**—Technology and audience study group, spon-

sored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

**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. 8-9**—*Radio Advertising Bureau* day-long sales seminar, "How to Close More Sales." Dec. 8: Registry hotel, Los Angeles, and Dec. 9: Westgate hotel, San Diego. Information: 1-800-232-3131.

**Dec. 10-11**—"Telecommunications: Current Developments in Policy and Regulation," sponsored by *Practising Law Institute* and *Federal Communications Bar Association*. Omni Shoreham, Washington. Information: (212) 765-5700.

## Major Meetings

**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. 27-31, 1990, both Sheraton Washington and Omni Shoreham, Washington.

**Feb. 11-13, 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 10-13, 1988**—Public television annual membership meeting of *Public Broadcasting Service* and *National Association of Public Television Stations*. Marriott Crystal Gateway, Arlington, Va.

**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.

**May 18-22, 1988**—*National Public Radio* annual public radio conference. Adam's Mark hotel, St. Louis. Information: (202) 822-2000.

**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.

**June 18-21, 1988**—*American Advertising Federation* annual convention. Century Plaza, Los Angeles.

**July 31-Aug. 3**—*Cable Television Administration and Marketing Society* 15th annual meeting. Westin Copley Place, Boston.

**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.

**Oct. 14-19, 1988**—*Society of Motion Picture and Television Engineers* 130th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Future conference: Oct. 22-27, 1989, Los Angeles Convention Center.

**Nov. 30-Dec. 3, 1988**—*Radio-Television News Directors Association* annual international conference and exhibition. Convention Center, Las Vegas. Information: (202) 659-6510.

**June 17-23, 1989**—16th International Television Symposium. Montreux, Switzerland.

## Also in December

**Dec. 17**—*International Radio and Television Society* Christmas benefit. Waldorf-Astoria, New York.

**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. 6-9**—*Association of Independent Television Stations* annual convention. Theme: "Independents '88: The Real Superstations." 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. 12**—*International Radio and Television Society* Second Tuesday seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

**Jan. 13**—*International Radio and Television Society* newsmaker luncheon, "Super Bowl XXII." Waldorf-Astoria, New York.

**Jan. 13**—"Investigative Reporting: What's the Real Story?" session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

**Jan. 15**—*Cabletelevision Advertising Bureau* cable television political advertising workshop. Caucus Room, Cannon House Office Building, Washington.

**Jan. 15**—Deadline for entries in Angel Awards for "most outstanding productions of moral and/or social impact in communications." Beverly Wilshire, Los Angeles. Information: (213) 387-7185.

**Jan. 15**—Deadline for entries in Broadcast Media Awards, sponsored by *International Reading Association*. Information: (302) 731-1600.

**Jan. 15**—Deadline for entries in Achievement in Children's Television Awards, sponsored by *Action for Children's Television*, for "significant contributions toward improving service to children on broadcast and cable television." Awards have now been extended to home video. Information: ACT, 20 University Road, Cambridge, Mass.; (617) 876-6620.

**Jan. 15-17**—*Alabama Broadcasters Association* winter convention. Sheraton Capstone, Tuscaloosa, Ala.

**Jan. 15-22**—*National Association of Broadcasters* joint board meeting. Hawaii.

**Jan. 19-21**—Georgia Radio-Television Institute, sponsored by *Georgia Association of Broadcasters*. Geor-

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The program warns viewers about the heart attack risks we all face, then "arms" them with the information they need to handle heart emergencies and wage their own ongoing battle against heart disease. The response to the program tells it all...

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Ken Sneed, Station Manager  
WINK-Fort Myers (CBS)

### HOW TO BEAT HEART ATTACKS

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**"The "special" brought in more dollars...over what the hospital already budgeted."**

Craig Allison, Local Sales Manager  
KIRH-Tulsa (NBC)

More ad dollars and strong viewer feedback—as a broadcaster, that's the kind of programming results you're looking for!

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A COMPLETE GUIDE TO "HEALTHIER" AD REVENUES

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**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. 3-7**—*International Radio and Television Society* faculty/industry seminar. Roosevelt hotel, New York.

## Errata

**Cable rep for Boston and Hartford, Conn., markets is National Cable Advertising, not Cable Networks Inc., as reported in Nov. 16 issue.**

**Feb. 4**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

**Feb. 9**—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York.

**Feb. 10**—"Success in Radio and TV Sales." session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

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

**Feb. 12**—*Southern California Broadcasters Association* 3d 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. 18-20**—"Minorities and Communications: A Preview of the Future," conference sponsored by *Howard University School of Communications*. Howard Inn and Blackburn Center, Howard University campus, Washington. Information: (202) 636-7491.

**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. Recipient: CBS's *60 Minutes*. Waldorf-Astoria, New York. Information: (212) 867-6650.

**March 8**—*International Radio and Television Society* Second Tuesday seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

**March 9**—"Issues Before the FCC: An Evening with Diane Killory," general counsel, sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

**March 9-10**—*Association of National Advertisers* television advertising workshop. Plaza hotel, 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.

## Open Mike

### Tower talk

EDITOR: Gary Hess's comments in his Nov. 16 "Monday Memo" regarding the development of broadcast towers as additional revenue centers was right on target. His suggestion that AM towers be rented out could be very helpful for many marginal AM broadcasters.

While isocouplers can be used, as Mr. Hess has suggested, to isolate two-way antennas on AM towers, the modern, better approach uses a folded unipole system such as that by LBA Technology Inc. A one-time folded unipole installation on an AM tower permits the subsequent addition of unlimited two-way, FM, or cellular antennas without any further isolation. It is also essentially maintenance-free and provides ground-tower lightning protection for both the AM station and two-way tenants. In the bargain, folded unipole systems frequently provide the AM station with better antenna bandwidth and efficiency. As a supplier of folded unipole antenna systems, we are aware daily of AM stations that have found this approach successful.

Incidentally, the folded unipole also provides an effective means of combining several AM stations on a single tower. While AM combining is not widely used in the United States, LBA Technology has been involved with several applications in foreign countries. Properly

implemented, there could be many benefits to AM stations, exactly as Mr. Hess suggests.—*Ronald C. Chaffee, general manager, LBA Technology Inc., Greenville, N.C.*

### The answer to stereo

EDITOR: Isn't it about time to look at the AM stereo issue honestly? Isn't it the real truth that the broadcast equipment manufacturers who have much to gain in providing the hardware for AM stereo studio and processing equipment conversions and the technical trade journals that would benefit from the anticipated advertising blitz are primarily interested in seeing any kind of mass AM stereo conversion ASAP?

Also, many AM broadcasters striving to compete with FM's in music formats would do anything to achieve approximate audio parity. They want very much to believe that one of the surviving systems could achieve that goal and are pushing to get whichever system seems to be ahead declared a de facto standard.

The unfortunate reality is that the majority of radio listeners reside in high man-made electrical noise environments where wideband AM receivers require very strong input signals to produce subjectively noise-free performance, even with de-emphasis. The addition of stereo

separation further aggravates the situation, a phenomenon well known to audiophiles and FM broadcasters. Therefore, the very panacea that most broadcasters expect from AM stereo may actually disguise an even worse secondary effect, which is that only the strongest AM stations will provide truly competitive stereo signals, thus creating a marketing bias that correlates to facility power.

With only about one-tenth of the nation's AM stations experimenting with stereo and most of the current stereo receivers being medium bandwidth devices that still don't compete with FM fidelity, we have not begun to understand the real world of AM stereo. All of the pressure on the FCC to name a standard, de facto or otherwise and all of the promotional intrigue by the AM stereo system proponents won't change the physics that make it very difficult for a 10 khz bandwidth, amplitude-sensitive receiver to provide "FM" stereo performance from a Class IV station more than a few miles from the transmitter.

Today's typical 2.5 khz bandwidth mono receivers are great competitive equalizers in that all AM stations sound pretty much the same out to their interference-free limits. Are the AM broadcasters with less than the best signals in their markets really thinking this through: Is being at a competitive disadvantage on both bands really better than



# The Hour works...

T.J. Hooker  
The Hour



the status quo?

It is easy to understand why the hardware vendors, trade press and certainly the system proponents who have tangible and easily quantifiable economic opportunities are anxious to declare that a marketplace decision has been made, but why so many AM broadcasters who could potentially be damaged have become such willing pawns in the process is difficult to understand.

All of the above is not intended to suggest that AM stereo should be put on the back burner, but rather that the majority of AM broadcasters might be better served by working as a unified group to convince receiver manufacturers that the advanced technology universal decoding AM stereo receivers that are really capable of providing FM-like performance for all AM stations with their choice of system is a better idea. Receivers of this type may well be economically feasible if there is a guaranteed demand for enough volume to justify the development of high tech LSI AM stereo components, and AM broadcasters will

need to develop a marketing plan to demonstrate that they can and will work as a group to create a market for acceptable volume of receivers.

Thinking that pressure on the FCC and make-believe de facto standards can go very far in solving the more basic underlying problems of consumer and receiver manufacturer apathy and inherently poor noise performance is the biggest pipe dream since the Edsel.—*Dennis R. Ciapura, vice president, technical operations, Noble Broadcast Group, San Diego.*

## Public partisan

EDITOR: Your article in the Nov. 2 issue on the aggressive lobbying efforts by commercial broadcasters against the proposed license transfer fee seemed to tell only part of the story.

Broadcasting in the United States includes both the private and the public sector, and while the National Associa-

tion of Broadcasters was hard at work to defeat the transfer fee, public television and radio were working in its favor.

Commercial broadcasters make generous profits from the use of a limited public resource and it only seems fitting that some of those dollars be given back to the public through the Public Broadcasting Trust Fund that this proposal would establish. Other users of the spectrum are in favor of the transfer fee. Only commercial broadcasters seem to be opposed.—*Jana Jevnikar, executive director, Association of Independents in Radio, New York.*

## Child labor

EDITOR: A friend of mine, while discussing the FCC's recently announced decency rule, commented: "I like to get to bed before midnight. Now the FCC's new rule will force my teen-age son to stay up after midnight in order to tape shows for me."—*Reuben Lozner, Chevy Chase, Md.*

# Monday Memo

A commentary on copyright from Patrice A. Lyons, attorney, Haley, Bader and Potts, Washington

## A time to rethink the copyright process

The full exercise of a broadcast stations owner's rights under the U.S. copyright law. First, the historically misplaced attempt to regulate copyrights in television programming through the Federal Communications Commission continues. This should cease. The right to control the public performance of a copyrighted work transmitted by a broadcast station should not be circumscribed by laws and regulations outside title 17 of the U.S. Code.

The major stumbling block toward full copyright protection for broadcast programming lies in the copyright law itself. Section 111 of the law was written over a decade ago to accommodate two distinct situations: (1) the existing restriction on the concept of performance under the 1909 copyright law; and (2) the signal carriage rules of the FCC. With the exception of vestigial remains in the copyright law, most of the FCC carriage rules have now been eliminated and the notion of public performance for copyright purposes has been expanded to cover re-transmissions to the public by cable systems of broadcast signals. The single most troublesome provision in the copyright law that remains to burden the expansion of the communications industry



Patrice A. Lyons is an attorney with Haley, Bader & Potts, Washington, specializing in both the domestic and international aspects of copyright and other areas of the law of intellectual property. Following graduation from Georgetown Law Center in 1969, Lyons spent a year at Columbia University pursuing her interests in copyright and communications law before traveling to Paris, where she was with the Copyright Division of the United Nations Educational, Scientific and Cultural Organization from 1971 to 1976. She joined the Copyright Office of the Library of Congress in 1976, where she was asked to participate in the preparation of the initial regulations implementing the Copyright Act of 1976.

as a whole is the cable compulsory licensing scheme set up under the Copyright Act of 1976.

These and other matters are quite familiar to those who have followed the cable/copyright battles dating back more than 20 years. While some of the participants have changed, and certainly the prosperity of cable systems has grown, the core issue remains the same: users do not want to pay copyright owners for the public performance of their works, or at least they would like to minimize these payments. This is a very natural inclination. Nothing that Congress, the courts or any regulatory agency does would change this basic drive. However, the other side of the picture should also be considered: authors and other copyright owners want to be paid for the performance of their works by broadcast, cable, MMDS, SMATV, DBS and other distribution services. The balancing of these competing interests is a difficult task.

After the elimination of the distant signal carriage and syndicated exclusivity rules in 1980, there was an attempt to reestablish some balance in the compulsory licensing system through the rate-making authority of the Copyright Royalty Tribunal. This was, and remains, a poor substitute for a complete rethinking of the status of broadcast stations in the current deregulated climate. While the



# For key adult demographics.

Women 18-49 +11%  
Women 25-54 +5%  
Men 18-49 +7%  
Men 25-54 +29%

T.J. Hooker  
The Hour



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FCC has shown courage and foresight in its inquiries into the compulsory licensing scheme and its own exclusivity rules, these inquiries do not go far enough and, in some respects, step backward into the past. It may be the opportune moment to abandon the compulsory licensing scheme in section 111 of title 17 and establish a system of full copyright liability for cable carriage of broadcast programming. Pending such revision of the copyright law, the FCC should reinstate its syndicated exclusivity rules in some form on an interim basis.

The old familiar voices will surely be raised against attempts to change the status quo. In just a few short years, the cable industry has grown accustomed to the convenience of clearing rights through a government agency—the Copyright Office—and having the rates for such carriage established in another place, the Copyright Royalty Tribunal. Granted, these proceedings have not been without certain acrimonious court battles; but it appears that in recent years, even the courts have grown tired of the constant nit-picking and raised voices of the interested parties. There is also the problem of new distribution systems. There has been some attempt to consider whether such services as MMDS and SMATV are “cable systems” for purposes of compulsory licensing under section 111; and the Copyright Office has a pending notice of inquiry on carriers is another issue giving rise to debate, apart from the notion that a satellite carrier could ever be a cable system. What to do about the scrambling of satellite signals continues to raise hackles.

While the efforts of the FCC to reconsider the compulsory licensing scheme and its exclusivity rules is to be commended, and any information gathered will surely help advance the resolution of the current difficulties experienced by users and producers alike, congressional action to amend the copyright law may be the most enduring resolution of these matters. Steps should also be taken by cable, motion picture, broadcast, sports and other interested groups to cooperate in the establishment and use of private clearing mechanisms for rights in broadcast programming. The music performing rights societies provide limited guidance on how such a goal might be accomplished.

An existing model, and one that has been used successfully for many years is the retransmission of broadcast stations by television translator stations. Under section 325(a) of the Communications Act of 1934, a broadcast station may authorize a translator station to rebroadcast its programming. This authorization is to be distinguished from the rights in the underlying works. Copyright clearance for these rights is normally handled by the originating broadcast station. Copyright owners usually grant broadcast stations the right to authorize the further transmission of their works by translator stations. What stations may

rebroadcast and how much the originating station pays for these rights is a matter of negotiation between the station and the relevant copyright owners. Not that the copyright owner/broadcast/translator chain is perfect. Far from it. There are instances where the technical incapability of translators to delete programming dictates the result. Cable systems today are not similarly constrained. There is even a recent trend toward what are termed “composite” cable channels, where systems voluntarily pick and choose among the various programs.

Now many who have read to this point may cry: “But retransmission consent has been tried before.” This was laboriously argued and defeated years ago. Opponents included copyright owners who wanted the freedom to negotiate separately with distribution services for the further transmission of television programming broadcast to the public. While this may be a sound objection in theory, in practice, it may not hold up. In negotiating with a broadcast station for the transmission of a particular copyrighted work, owners of copyright may restrict the right of a broadcast station to authorize the further transmission of the work by other distribution services. Then again, they may find it more convenient to permit a broadcast station to broker the rights with satellite carriers and other distribution services. The choice would be a matter for the interested parties to decide.

The argument that was raised back in the late sixties that broadcast stations would block the further transmission of their programming by cable systems has not proved accurate. In fact, the so-called superstations have adjusted nicely to the expanded coverage provided by cable. Added audience has translated into increased advertising revenue. However, not all broadcasters fall in the superstation category, and many stations resent the retransmission of their signal without specific authorization and with little or no royalty fees from the cable compulsory license pot.

The lesson to draw from past experience is that the compulsory licensing system under the copyright law and the web of network and syndicated exclusivity regulations developed by the FCC should be refashioned into a simple comprehensive provision in title 17 of the U.S. Code that establishes full copyright protection for television programs broadcast in the United States. Of course, this protection should be extended to any material added by the station before and after such programs, as well as the compilation of the programs into a coherent broadcast schedule. Exclusivity for broadcast station programming should clearly come within the purview of the rights protected under the copyright law. Clearance of performance rights in copyrighted television programming should be a matter for private negotiation, not government regulation. □

## The Fifth Estate Broadcasting

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Sol Taishoff (1904-1982)

1705 DeSales Street, N.W., Washington 20036  
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A Times Mirror Business Publication

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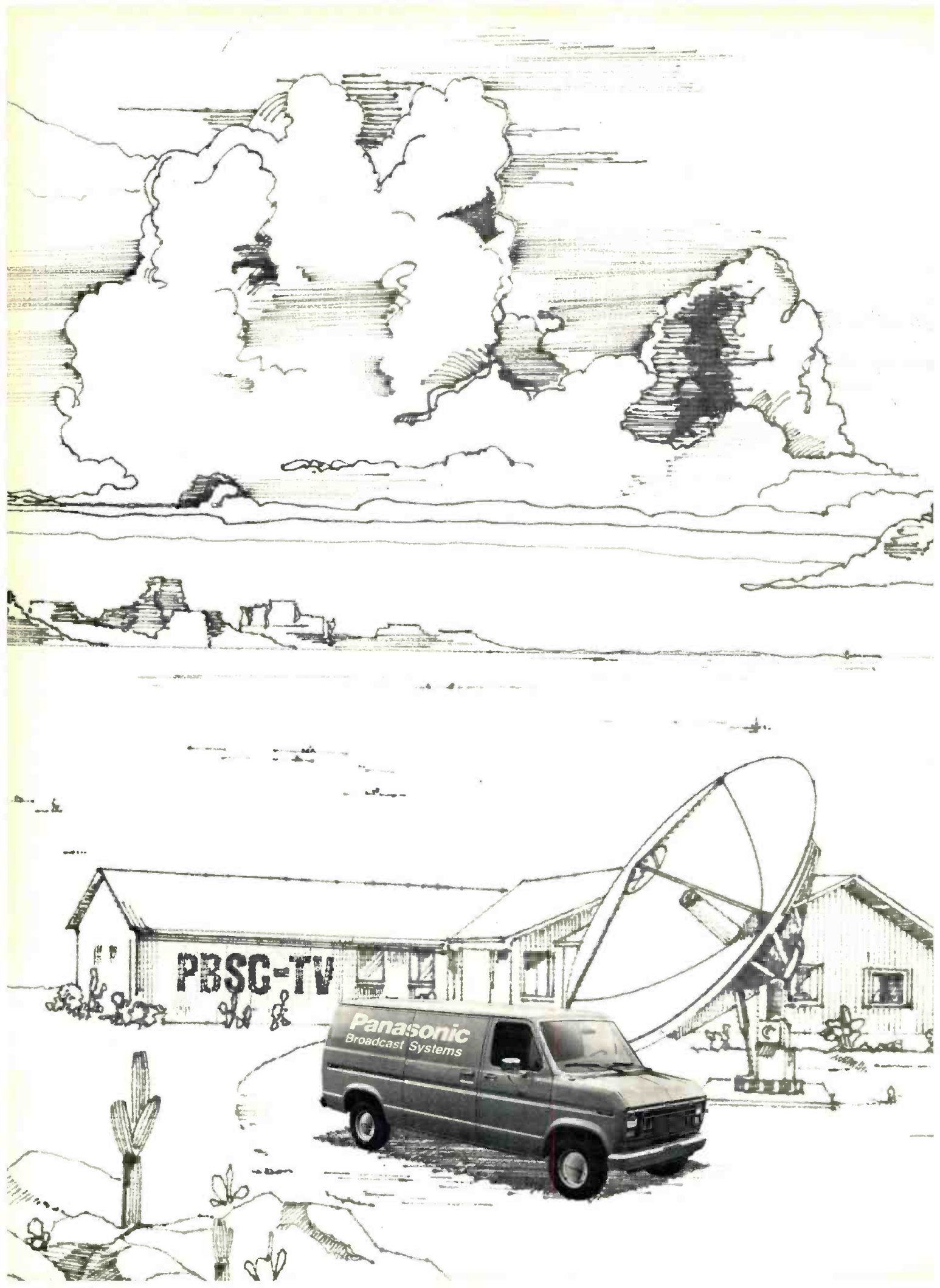
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# Broadcasting Dec 7

Vol. 113 No. 23

TOP OF THE WEEK

## The world (and the media) await Mr. Gorbachev

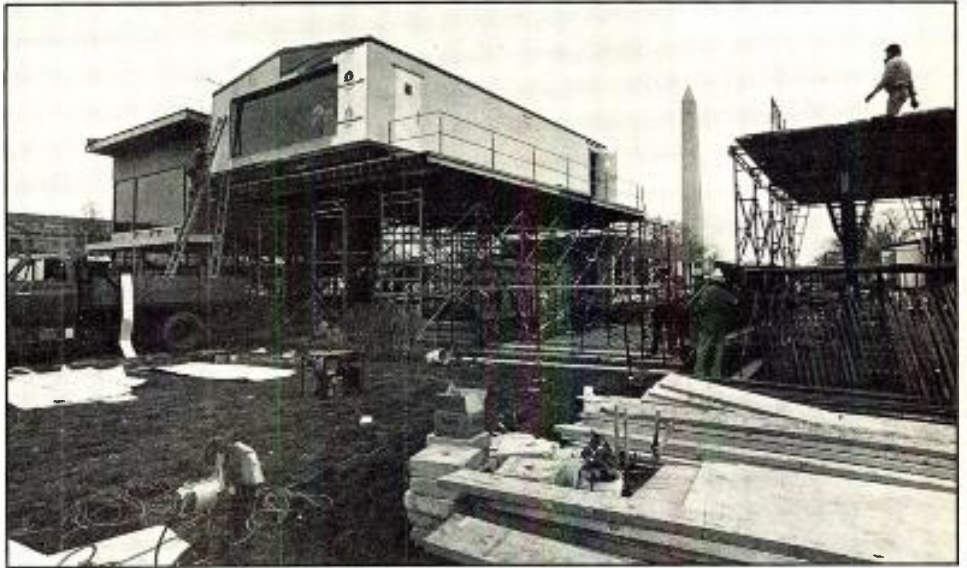
**In anticipation of the U.S.-USSR summit, Fourth and Fifth Estates descend upon Washington to provide 'unprecedented' coverage**

Washington is braced today for the arrival of Soviet leader Mikhail Gorbachev and—whatever the political consequences that flow from his meeting with President Reagan—a media event officials are describing as “totally unprecedented” in the U.S. Thousands of domestic and foreign press have arrived in the city. Hundreds of hours of satellite time have been booked. Network anchor booths and camera platforms have been set up on the ellipse behind the White House. Even journalists who have seen presidents and foreign leaders come and go and have witnessed summits whose promise faded over the years admit to more than a tingle of anticipation as they prepared for the third Reagan-Gorbachev meeting. As ABC News Washington Bureau Chief George Watson noted, a Soviet leader is making his first visit to the U.S., and he and the President will be signing a nuclear disarmament treaty with the possibility of yet another treaty in the future. “You have to be at the furthest extreme of cynicism not to find this important,” said Watson.

As would be expected, ABC, CBS, NBC and CNN are throwing considerable resources in terms of people and equipment into the effort to cover the visit, which begins this afternoon, when the Soviet airliner carrying the Gorbachev party lands at Andrews Air Force Base at 4:40 p.m., and runs through Thursday.

They have stationed camera crews and correspondents at all of the key locations in the city—the White House, the Soviet embassy, Capitol Hill and the State Department, among them. And they will be providing live coverage of a number of events—the world may stand still at 1:45 p.m. ET on Tuesday when Reagan and Gorbachev sign the treaty eliminating medium- and shorter-range missiles—and hours of special programing. CBS, for instance, plans half-hour specials at 11:30 p.m. throughout Gorbachev's stay in Washington. But it is not only the networks that are pulling out all the stops.

Network services like Newsfeed and Visnews and Conus will be feeding members in the U.S. and abroad. Most—or so it seems—television stations with a news anchor have dispatched him or her and, sometimes, a crew to Washington for association with the story. Network pools—NBC,



Network anchor booths and camera platforms being readied for coverage of the summit.

which has overall pool responsibility, is in charge of coverage at and around the White House, CBS, at the Soviet embassy and the international press center briefings, and ABC at Andrews and the Capitol—assure everyone of critical coverage. (CBS is even operating a pool camera from the top level of the Washington monument, for shots of the city.) And the networks are providing services for affiliates' correspondents who are covering the story. So station anchors could be the correspondent viewers see and hear when the treaty is signed or when cameras look in on the state dinner at the White House on Tuesday or the dinner at the Soviet embassy on Wednesday. For cable subscribers with an appetite for the full story, C-SPAN each night of the summit is providing taped, unedited coverage of the day's events.

And then there is the foreign contingent. Video services such as Worldwide Television News and Professional Video Services and Pyramid Video Inc., even the video services department of the U.S. Chamber of Commerce, are serving scores of foreign broadcasters, from Europe to Japan and Korea, and from Canada and Iceland to Finland, offering editing, dubbing, even crews, and are arranging for scores of satellite feeds to all parts of the world.

For its part, the Soviet Union is geared for substantial television coverage of the summit. Henrikas Yushkiavitshus, vice chairman of Gosteleradio, the Soviet radio-television service, is in Washington with a crew of 41 technicians and correspondents. All

told, the Soviet team includes 178 journalists and technicians, including a number regularly based in the U.S. But the stress, apparently, will be on television. “Practically everything possible will be covered live,” said Yushkiavitshus. Only the eight-hour time difference between Washington and Moscow, it seems, requires some tape delayed coverage.

The Gosteleradio crew is providing its audience halfway around the world with some American-style journalism—interviews with members of Congress with conflicting political views. Last week, the schedule included Senators Orrin Hatch (R-Utah) and Strom Thurmond (R-S.C.), who are among the Senate's hard-line conservatives; Nancy L. Kassebaum (R-Kan.), one of the moderates in the Senate, and Carl Levin (D-Mich.), a liberal. U.S. Information Agency staffers are attempting to line up additional interviews with congressional leaders. The coverage is being beamed to Eastern Europe, as well as the USSR, through Intersivision.

The Soviets are handling virtually all of the technical chores involved in their coverage themselves, thanks to an arrangement with CBS. That network has provided the Soviet contingent with a turnkey operation. Hy Badler, the general manager in charge of CBS's Washington facility, said the network installed an ENG system, including cameras and editing gear, and other newsroom equipment in two trailers near the CBS news bureau in Washington. A mobile unit is parked next to one of the trailers and serves



as a control room. And a studio was constructed in the CBS garage. Badler also said CBS is handling the transmission of the Gosteleradio signal from Washington to the international uplinks at Edam, W. Va., and Andover, Me.

The U.S. Information Agency has been helpful, too. Mike Messinger, of the agency's foreign press center, walked the Soviets through the White House and its south lawn to familiarize them with the areas where the summit events will occur—the treaty signing in the East Room, the formal welcoming ceremony on the south lawn. USIA also provided stock background footage of scenes likely to figure in coverage of events, and helped arrange the interviews with members of Congress. The USIA is even making it possible for Gorbachev to check on how the summit is playing on Soviet television: USIA technicians are providing a videotape of the Soviet coverage daily to the Soviet embassy. An antenna on the roof of USIA headquarters is aimed at a Soviet satellite.

The worldwide interest in the summit is reflected in the massive invasion of journalists. As of late last week, the USIA's foreign press center, which is handling credentials, said it had received more than 6,000 requests—about one-third from abroad, and most of them correspondents—and the center was still counting. Messinger said the size of the press corps on hand was "totally unprecedented" in the U.S. The closest precedent was the economic summit in 1983, in Williamsburg, Va., that was attended by the U.S. and six other leading industrial nations. Messinger said some 4,500 journalists covered that event.

The sheer numbers were a headache last week for those trying to sort out and process the requests for credentials. This week the numbers will be a headache for the correspondents and technicians attempting to cover the story. Even the briefings by U.S. and Soviet spokesmen will be a test of stamina and patience. The international press center where they will occur has been

established in the ballroom of the J.W. Marriott hotel, several blocks from the White House, and it has a seating capacity of less than 800. Radio and television journalists and overflow print reporters are to be based across the street from the Marriott, in the Malcolm Baldrige Great Hall at the Department of Commerce, where the briefings will be piped in over closed circuit television. (The monitors were loaned by CNN.) But during a tour last week, a USIA press officer last week surveyed the room and said, "Too small."

Among the scores of countries—more than 80 according to one preliminary estimate—that will be represented among the press corps, Japan may be in a class by itself in terms of effort. Some 200 journalists and technicians—about half of whom are regularly stationed in the U.S., the rest in cities around the world—are assigned to the story. NHK reportedly has booked 96 hours of satellite time—or 24 hours a day for each of the four days of the Gorbachev visit. It plans to broadcast reaction from other cities around the world during the nighttime hours in Washington. Networks in West European countries—Great Britain's BBC, France's Antenne 2, West Germany's ARD and ZDF and Italy's RAI—have dispatched journalists.

The summit coverage in a real sense began last week, when NBC broadcast Tom Brokaw's one-hour interview with Gorbachev. Since then, the networks have been focusing on the upcoming event in news stories, analytical pieces and specials. ABC, for instance, ran one of its occasional *Jennings-Koppel Reports* last night—*The Summit in America*. And on Thursday, ABC's Peter Jennings, CBS's Dan Rather, NBC's Tom Brokaw and CNN's Bernard Shaw responded to an invitation from the White House and interviewed President Reagan. The networks aired the 30-minute program that night.

At the same time, the physical work of getting ready was under way. On the ellipse, substantial anchor stations were being con-

structed for CBS and NBC. A less grand one was going up for ABC; it planned to make use of the facilities in its news bureau, which is more elaborate than those of its competitors.

And the networks' armies of correspondents and technicians, producers and executives and gofers, were being assembled, from the substantial resources of the networks' Washington bureaus as well as from bureaus abroad and around the country. The ABC, CBS and NBC contingents number about 200 each; CNN's senior vice president, Ed Turner, said the all-news network, which is devoting as much as 18 hours a day to the story, would commit up to 400 of its personnel—including the 300 in its Washington bureau. "It will be a one-story bureau," he said.

It may be even a bigger story than indicated, big as it is. One reason NBC's executive producer of the coverage, Joe Angotti, finds the story particularly fascinating is what he calls its "unpredictability." He recalled that at the Reykjavik summit last year, Gorbachev was eager to continue the talks beyond the scheduled departure date—and came close to persuading Reagan to agree. This time, Angotti said, there is speculation Gorbachev will seek to extend the summit to pursue talks on a treaty that would make sharp cuts in the two countries' arsenal of long-range nuclear weapons.

#### Radio readies for summit

The major radio news networks have deployed their White House and political correspondent teams as well as some New York correspondents to track this week's Reagan-Gorbachev Washington summit. Virtually all of the networks are offering live long-form coverage of special summit events, such as the signing of the intermediate nuclear range treaty (scheduled for tomorrow afternoon, Dec. 8), on either their separate long-form or special events satellite channels or, in the case of AP, UPI and CNN Radio, on their sole satellite channel.

The CBS Radio Network has not only planned short hourly updates throughout the summit, but, said Joe Dembo, vice president, CBS News, Radio, some of its morning news broadcasts and news features are originating from Washington—such as *First Line Report*, the news and analysis series anchored by Judy Muller and fed weekdays at 6:30 a.m. NYT, and the *World News Roundup*, anchored by Bill Lynch and aired weekdays at 8:00 a.m. Additionally, Dan Rather's Monday through Friday radio commentary, and the Dec. 11 edition of CBS Radio's weekly *Newsmark* program, will originate from the nation's capital.

The ABC Radio Network is airing all *ABC Information* hourly newscasts from 6:00 a.m. through 8:00 p.m. from Washington, said Dick Rosenbaum, general manager/news programming for the ABC Radio Network. In other coverage, ABC is offering its affiliates a two-and-a-half-minute summit summary for both morning and afternoon drive, anchored by ABC News correspondent Bob Walker, who is the lead special events anchor for ABC Radio. Sup-



Malcolm Baldrige Great Hall at Commerce to be used by radio and TV journalists covering the summit.



porting Walker in ABC's summit coverage are Dick Ratner, Herbert Kaplow, Jon Bascom and Tony Sargent.

Arlington, Va.-based Mutual Broadcasting is also programming daily special reports, one each for morning and afternoon drive time throughout the summit. Among the Mutual correspondents covering the summit are White House correspondent Peter Maer, and Jim Slade, Mutual diplomatic correspondent. Mutual and the NBC Radio Network "will share working space, broadcast lines, some producers and technicians and, in some cases, correspondents," said Bart Tessler, director of news for Mutual. (Mutual Broadcasting and the NBC Radio Network division are owned by Westwood One, a Culver City, Calif.-based network radio company. NBC Radio Network, with its own team of correspondents, shares a Washington bureau with Mutual [BROADCASTING, Aug. 31].)

The NBC Radio Network, is offering 90-second summit reports at 20 minutes past the hour from 7:20 a.m. (NYT) through 9:20 p.m., Monday through Thursday, said Jim Farley, vice president, news, NBC Radio Networks. Among the correspondents covering the summit for NBC Radio are Steve Porter, Cameron Swayze Jr., Bill Groody and C.D. Jaco. "We are in good shape because we have the full resources of Mutual Broadcasting and NBC News," said Farley. "Although we are a competitor [to Mutual], we are part of the same company and we help each other out." Farley said NBC will also originate some of its newscasts from Washington.

AP Network News, based in Washington, is broadcasting a 90-second summit summary at 4:30 a.m., Monday through Thursday morning, along with a series of 90-second special reports, running from 3:40 p.m. to 8:40 p.m. The reports will be anchored by AP Network News correspondent, Mark Smith. Other AP Network News correspondents covering the summit include Wendell Goler, Bob Moon and Mark Knoller.

"In some instances, live coverage of special summit events will take precedent over regularly-scheduled programming such as business, sports and farm reports," said Brad Kalbfeld, deputy director and managing editor of AP Broadcast Services. Depending on its content, that programming, said Kalbfeld, will either be pre-fed or delayed. Kalbfeld said AP plans to incorporate live coverage of special summit events into its hourly newscasts, except in three cases when the AP hourly newscasts will be preempted: Tuesday, 10 a.m., for Gorbachev's scheduled arrival at the White House; Thursday, 2 p.m., for Gorbachev's planned departure from the White House, and Thursday, 9 p.m. for President Reagan's address to the nation.

"We will have live anchored coverage of all major summit events," said Mike Freedman, managing editor and director of broadcasting for UPI, who oversees the UPI Radio Network. "We will preempt regular programming for that live coverage, with proper notification to our affiliates," he said.



**Four on one.** The four TV networks' anchors questioned President Reagan last Thursday (Dec. 3), as he prepared for the summit with Soviet leader Mikhail Gorbachev. They are (l-r): Tom Brokaw of NBC; Bernard Shaw of CNN; Reagan; Dan Rather of CBS, and Peter Jennings of ABC.

Both AP and UPI use only one main satellite channel for all of their transmissions to affiliates.

UPI, based in Washington, is airing a daily two-minute summit report during morning drive anchored by UPI Radio Network White House correspondent, Bill Small, and by UPI congressional correspondent, Bonnie Erbe. Freedman said that live summit updates will be contained within UPI's hourly newscasts.

The United Stations Radio Networks (USRN), which is composed of two news and information networks (USRN One and USRN Two), is offering special 90-second summit news on both networks at 25 and 55 minutes past the hour each day "as news developments warrant," said John McConnell, vice president, news and sports, United Stations.

The networks, which are headquartered in New York, also fed a series of summit preview reports last week, which were anchored primarily by United Stations correspondent, Greg Stec, and correspondents Craig Windham and Steve Taylor. The reports, said McConnell, centered on American and Soviet expectations of the summit as well as public perception. United Stations' summit coverage this week is being led by Taylor. Several newscasts will open from Washington, McConnell said.

CNN Radio, Atlanta, is airing short summit updates at 8:20 a.m. and at 5:20 p.m. The network, which has one main satellite channel, will pre-feed regular programming in order to carry special summit events, according to Bruce Chong, CNN Radio general manager. CNN Radio uses CNN correspondents for its coverage. □

## Public broadcasting's summit schedule

Public broadcasting is committing a considerable portion of its news resources to covering the Reagan-Gorbachev summit. Last week, beginning Tuesday (Dec. 1), *The MacNeill/Lehrer NewsHour* each night devoted a segment to pre-summit coverage, continuing that approach this week, although with plans to spend the full hour on the subject at least twice—probably Tuesday and Thursday. The only *NewsHour* coverage planned this week outside the program's usual time slot is a live broadcast 9 p.m. Thursday of President Reagan's address to the nation.

"I think [public television] looks to us as its primary provider of information" on the summit, said *MacNeill/Lehrer* executive producer, Lester Crystal. The notable exception: WETA-TV Washington (*MacNeill/Lehrer* co-producer) will independently broadcast *The Summit: A Nuclear Age Drama*, a two-hour pre-summit special, tonight (Dec. 7) at 9 p.m. NYT.

At National Public Radio, *All Things Considered* and *Morning Edition* aired a number of pieces as part of the network's pre-summit coverage. This week *ATC* plans live coverage of Tuesday's 1:45 p.m. signing of the Intermediate Nuclear Forces agreement, Thursday's summit closing and final statements (2 p.m. NYT) and the President's Thursday evening address. NPR correspondents have been assigned to specific aspects of the summit, but each day's events will determine the depth of coverage. As for *NewsHour's* coverage, its analysis on Friday of Gorbachev and the overall agreement expectations will be followed tonight by Judy Woodruff's documentary analyzing the Soviet leader and his motives. The rest of the week will see a balance of taped and live discussion segments, the latter featuring expert observers, although, said Crystal, a White House or State Department negotiation participant may be invited to appear in Tuesday's hour.

London-based Granada Television's 52-minute docudrama, *Breakthrough at Reykjavik*, followed by a live studio discussion anchored by Marvin Kalb make up WETA's *The Summit: A Nuclear Age Drama*, a two-hour "exploration of the art of summity" tonight.

## More bad news on fairness/fee front

**House attaches amendment to omnibus spending bill to codify doctrine; vote on station sale tax, fairness scheduled in Senate this week**

Broadcasters opposing the fairness doctrine and proposed transfer tax suffered a series of setbacks in Washington last week, and the outlook this week appears just as bleak.

As anticipated, the House approved, 259 to 157, an amendment to an omnibus spending bill (the continuing resolution) that would resurrect the fairness doctrine. The odds are good that the amendment will survive as the resolution wends its way through the Senate and into a conference with the House some time before Dec. 16.

To complicate matters, a proposal to levy a 2%-5% license transfer fee on the sale of broadcast properties is headed for a vote on the Senate floor as part of a budget reconciliation measure, possibly this Wednesday (Dec. 9). The Senate bill adds 1% to the transfer tax for any seller who has violated the fairness provision in the bill.

The National Association of Broadcasters feels it needs at least 60 votes to kill the fee and fairness proposal. As of late last week NAB was reported to have commitments from 56 senators and some slippage could occur as the vote draws near.

NAB and its Senate allies thought they were relatively safe on the transfer fee/fairness front because the idea was said to have been rejected during the so-called "economic summit" between the White House and congressional leaders over a deficit reduction package (BROADCASTING, Nov. 16). It was supposed to be superseded by revenue-raising options agreed to in the summit package.

But Commerce Committee Chairman Ernest Hollings (D-S.C.), the proposal's author, outfoxed his opponents. He persuaded Senate leaders (he is said to have Majority Leader Robert Byrd's [D-W. Va.] support) to adopt a different tactic in handling the summit package that would keep the transfer fee/fairness plan intact. It would have to be struck from the reconciliation bill on the floor.

Hollings's maneuvering did not sit well with Commerce's ranking Republican member, John Danforth of Missouri, and Bob Packwood (R-Ore.), another senior committee member. They are expected to fight the proposal.

All this may lead to a major altercation between the White House and Congress. In a memorandum to House leadership prior to the vote, the Office of Management and Budget said it would recommend that the President veto the continuing resolution if fairness is inserted. Reagan vetoed a bill codifying the doctrine last June (BROADCASTING, June 29). Two weeks ago, the House leadership let the administration know fairness's restoration was a nonnegotiable issue ("Closed Circuit," Nov. 30). There are other provisions in the resolution that could trigger a veto.



L to r: Chiles, Riegle, Exon, Hollings



**Fritts blitz.** NAB President Fritts (r) talks with North Carolina Democrat Terry Sanford during the Senate Budget Committee's action on the transfer tax/fairness doctrine proposal. Fritts has taken a high profile in leading NAB's lobbying efforts to kill the proposal and fairness codification initiative in the House since his chief lobbyist, John Summers, announced his pending retirement last August (after Dec. 15, Summers will serve on a consultancy basis for at least year).

The threat of a veto permeated the debate on the House floor. Representative Silvio Conte (R-Mass.), the ranking minority member on the Appropriations Committee, who backed fairness doctrine legislation last summer, said he opposes adding a fairness amendment to the continuing resolution because it is "prime veto bait."

Congressman Harold Rogers (R-Ky.) agreed. He said the doctrine's proponents are "holding hostage the entire government of the United States. They will probably prolong the uncertainty over the passage of the CR and disrupt the orderly funding of our federal programs by insisting on this amendment...and they will send more confusing signals to the already troubled financial markets in so doing."

Sources close to the White House, however, were not certain what Reagan will do. Nevertheless, as Representative Tom Tauke (R-Iowa) pointed out, "the President feels strongly about this."

While the House engaged in its fairness debate, the Senate Budget Committee tangled with the issue. It bogged down in a debate over procedural questions related to the transfer fee/fairness doctrine proposal. For more than two hours committee members squabbled over whether the proposal

should be deleted from the reconciliation package on the grounds that the Commerce Committee missed the deadline for submitting the idea to the Budget Committee by three days.

Danforth, who also sits on Budget (so does Hollings), argued vehemently to strike it because Commerce was late. He said Commerce's Republican members felt they were "had" on this matter by Hollings, who gave no warning of his intentions to include the fairness doctrine in the reconciliation package when Commerce reported it in October. Danforth favors the doctrine, but objected to the way Democratic leaders had agreed to leave the fees in despite the arrangement with the White House to delete the proposal.

Although not on Budget, Packwood appeared before the committee, hoping to persuade his colleagues to abandon the idea. He called the fee a tax and said it came under the jurisdiction of the Finance Committee, not Budget. Furthermore, Commerce did not comply with Budget Committee procedures, and approving the provision would set a bad precedent, he said.

As the discussion dragged on, Senator J. James Exon (D-Neb.) described the session as a "bloodletting among Commerce Committee members." The acrimony only seemed to increase when Hollings accused Danforth and Packwood of putting on "a dog and pony show."

Despite those developments, NAB was not giving up. "We're still optimistic," said NAB President Eddie Fritts. The way Fritts views the transfer tax situation, broadcasters still have "three bites of the apple." For starters, he said, it was "not a done deal" when it comes to Hollings's arrangement with Senate leaders. Furthermore, NAB has an opportunity to "strike on the floor" and during the conference between the Senate and House.

Nor was he completely disheartened over the Budget Committee's actions. He said he was encouraged by comments from Senators Exon, Donald Riegle (D-Mich.) and Budget Committee Chairman Lawton Chiles (D-Fla.), which indicated "there is a general recognition [the proposal] is flawed and will fall by the wayside."

As for the House action on the continuing resolution, Fritts said NAB knew it couldn't stop fairness there but "we were pleased by the vote count." When the House moved the first fairness-codification measure the vote was 302-102, so NAB's support increased 54%, he said. (This time the House vote was not solely on the merits of the doctrine since some members were objecting to the amendment on grounds that it didn't belong in a spending bill.)

Some broadcasters think eliminating the fairness provision from the resolution is an uphill battle. It is anticipated a fight will unfold during the House-Senate conference on the measure. If fairness is enacted, Fritts said, "we'll be in the court before the ink is dry." □



## WESTERN CABLE SHOW

# Cable puts its future in programing

## Industry's top brass agree that the show's the thing

"The golden age of television was not yesterday," said Glenn Jones, president of Jones Intercable, to conclude a panel session at the Western Cable Show. "The golden age of television is tomorrow, and it will be delivered by cable."

That assessment, that cable is going great guns, was echoed in numerous forums in Anaheim, Calif., last week, as more than 8,000 in the cable industry gathered for the show.

Robert Wussler, senior executive vice president, Turner Broadcasting System, said "the good news is that there is very little in the way of bad news" (see page 40). TBS Chairman Ted Turner, in assessing the state of the industry at the opening panel session (see below), said: "All our competitors' worst dreams have come true."

Cable numbers are strong. Julian Brodsky, vice chairman and chief executive officer of Comcast Corp., said: "The fundamentals have never been better" for the industry. He said the growth in basic and the resurgence in pay in 1987 will continue into next year. Cable will see "two back-to-back years of gangbuster importance" in 1987 and '88, he predicted.

But while cable enjoys its robust growth, there are concerns that its present status could be jeopardized by new regulatory actions, especially if some of cable's more vocal critics get their way. "We're the big boys now and people are starting to take shots at us," said Charles Townsend, president of Colony Communications. While emphasizing that cable's underlying value is healthy, Townsend said, "the risks are that somebody will change the rules."

There was little mention of potential problems facing cable at the opening session, where panelists said unabashedly that cable will be the pre-eminent entertainment medium of the future.

John Agoglia, executive vice president, NBC-TV and NBC Productions, said programing is the main challenge for cable. "Investment and deregulation have treated you very well indeed," he said, but "the new challenge is in programing." That "could take a substantial investment," he said, and cable needs to be willing to write off failures to find the hits. "No shows are as expensive as failed shows," said Agoglia. Among the attributes of cable, he said, is that "it is not in the ratings rat race. Cable is in a consumer value game."

He said NBC's expertise could help cable draw nonsubscribers. NBC "is always looking for new sources of revenue," he said, and although the financial interest rules generally hurt the network, they provide an incentive to produce for cable. If NBC produced cable programing, he said, it would hope to be in a win-win situation. "It will take creative deal-making and a long-term commitment."



L to r: Malone, Turner, Biondi and Agoglia

"Our future is by far the brightest," said Ted Turner, chairman of Turner Broadcasting System, assessing the relative value of the cable (\$90 billion) and broadcast (\$35 billion) industries. But he sees room for improvement in cable, with the need for operators to back quality programing services, improve local advertising efforts and increase penetration.

Turner said cable does not need to spend as much as the broadcast networks for programing, only more wisely. CNN, for instance, spends \$100 million a year, he said, while the network news operations spend \$300 million, and TBS programs 48 hours of news a day versus four for CBS, NBC and ABC. "It's a clear example of efficiencies," he said. But there are times when money must be spent, Turner said, for certain sports and movie rights. (TBS recently paid \$50 million to renew an NBA pact, double the previous amount.)

Turner restated the plans for Turner Network Television, which will go after "event programing," mini-series, theatrical movies, made-for-TV movies and sporting events. But TNT will not follow a network model. It would be "crazy to do it like the networks are doing," he said.

"Cable is getting the stuff broadcasters don't want," he said, describing USA Network's deal for *Miami Vice*, the one-hour, off-network drama that was withdrawn from syndication sales. Turner said USA picked up the rights for less than \$200,000 per episode, when it cost \$1.2 million per episode to produce.

"We can do better in advertising," Turner said, and he urged basic programers to follow the lead of CNN and WTBS(TV) Atlanta and allow three minutes of local advertising per hour. Cable should be getting about one-third of both the \$9-billion local and \$9-billion national television advertising pie, he said, instead of the \$500 million and the \$1 billion, respectively, it is now getting.

"We've got to develop a much stronger local sales operation," Turner said.

John Malone, president of Tele-Communications Inc., said cable is in an accelerated growth phase. "Every day there's a new deal, a new concept. It is up to us to accelerate that process," he said, "by paying for new programing ideas and being willing to take the economic risks."

Turning to business issues, Malone said the importance of the Cable Act cannot be overstated. It allowed operators "to focus on subscribers and what they wanted." The act also helped insulate cable from inflation. He said cable "held up well" in the Oct. 19 stock market correction, which he blamed on interest rates and inflation fears. He reported that October was the best single month TCI has ever had, as it gained 160,000 subscribers—\$320 million on the asset sheet at \$2,000 per subscriber, he said.

Where cable values are going, said Malone, is an open question. Despite what happened in the stock market, Malone said, a \$2,750-per-subscriber TCI bid for a system, which he later identified as a Harte Hanks system, came up short. New business possibilities are justifying those cable prices, he said.

Malone said overbuilds are not economically feasible, except in rare circumstances. One of those circumstances has occurred in southern New Jersey, where TCI plans to overbuild the *New York Times* system. If an operator is doing a poor job in service, or has to increase rates drastically after paying a high premium for a system, an overbuild can make sense. Malone said. It can be "a healthy enzyme in the industry," Malone said, "to prevent abuses" that could lead to reregulation. But TCI, he said later, is not actively looking for other markets to overbuild. *The New York Times* had been asked earlier this year to submit a proposal to provide cable service to a southern New Jersey town where TCI operates a system.

In addition, cable pioneer Irving Kahn plans to construct a fiber optic cable system in the area where the *New York Times* is operating.

TCI has been a prime mover in Netlink, which packages services to TVRO owners; Malone called the C-band direct business "very beneficial to us. It expands the delivery mechanism and gives parity in terms of ultimate reach. It is an important piece of the equation," he said.

Viacom President Frank Biondi said one of the challenges facing cable is "convincing the production community they can make money in cable." It needs to be reinforced, he said, that there is "an after-cable value" for programming originally developed for cable. The first signs of that have appeared: Nickelodeon's *Double Dare* will be packaged for the syndication market.

Biondi addressed a number of subjects he feels will be important in the future. He finds it troublesome that some of the best programming, on pay cable, is in so few homes and he repeated his belief that advertising on pay services will happen some day. Exclusivity will play an increasingly important role, he said, especially if competition from DBS and telephone companies heats up. Pay-per-view will be the key to event programming, and he also sees promise in high-definition television.

"I'm extremely bullish about the prospects of programming on cable," Biondi said. He compared cable to the move from high school to college. "Pretty soon we'll be playing with the big boys."

### Promotion and marketing crucial to pay's success

Pay television may not be out of the hospital but it's off the critical list.

That was the thrust of a Western Cable Show panel devoted to that subject last week. Having fallen from its former peak as the medium's stellar programming source, it rebounded in 1987 as freed-from-regulation operators cut back pay rates to arrest the negative trend. Apparently it worked. "This has been pay's best year in the last four or five," declared moderator James Cownie (president of Heritage Communications) at the outset. But he also said that whereas pay accounted for 37% of revenue in 1984, it accounts for only 27% now, although it remains "by far the largest part of our business."

The motion was seconded by Charles Townsend, president of Colony Communications, one of the panel's two reactors. Pay unit growth is up 6% at Colony, and Nielsen data shows a reversal of the earlier downward trend. Reactor Brian Roberts of Comcast said that MSO had added 90,000 pay units this year on a price reduction averaging \$2. He nevertheless had questions for the pay executives on hand: Are you betting that this year's pay surge will continue into the future, and can we ever raise rates again?

Michael Fuchs, chairman of HBO, was cautiously bullish. "I like HBO's business more than that of the TV networks over the

next 10 years," he said, saying the bounce-back had come because pay was doing a better job of what it does and that the industry was beginning to market itself properly. Tony Cox, chairman of Showtime/The Movie Channel, said the prior slippage may have had more to do with the way cable markets pay than with inherent demand.

Responding to a question about exclusivity, Cox professed not to understand why

pointed out that one of the reasons basic cable is so healthy is that it has two revenue streams: subscriber fees and advertising. Pay is being "squeezed by the cable operator and squeezed by the program supplier," he said, and "our company is suffering that more than HBO certainly is. I think you're crazy not to take a look at that at some point."

Fuchs, adamantly opposed, said HBO



L to r: Spaulding, Cox, Cownie, Fuchs, Cooke, Roberts, Townsend.

there is confusion about the concept. "Our motive is to differentiate ourselves, just as networks or anyone else would. Our problem has been with the cost of exclusivity," he said.

Que Spaulding, president of the Playboy Channel, declared himself on the side of exclusivity in general but not of movie exclusivity. His prescription for pay industry progress: big events, both cosmic (major fights, etc.) and fabricated, series development and "promotion, promotion, promotion." Spaulding quoted fellow panelist Fuchs as having said: "People watch what they're told to watch," and added: "We can't be a major force in the industry unless we make ourselves compelling."

John Cooke, president of the Disney Channel, said that pricing was a key to growth, and cited his company's no-higher-than-\$8 price as insuring success.

Townsend raised the possibility that 1987's turnaround might be a one-shot phenomenon, and questioned whether price discounting was a seductive but flawed approach to marketing. "You can train the consumer to buy on promotion... Price discounting may become the opiate of the operators."

Fuch disagreed that discounting was driving the business and took issue with Townsend's example of what had happened when the Heinz company discounted pickles. "Don't talk about it like piece goods," he said. "We're not a commodity. Americans like pickles but they love television. You get it in the house and we'll keep it in the house. Churn is not a major factor; *install* is the problem."

Cox raised the question about putting pay in the basic cable offering, saying that the industry keeps looking for punch-through programming when its best offerings were on the pay services. Fuchs said there might be a problem with R-rated material on basic but conceded it would be nice to get universal distribution.

Things got stormy when Cox mentioned the prospect of accepting advertising on pay services. Citing "economic necessity," he

would be the first to buy commercials on Showtime were they offered. But he said there was too much television out there for pay to give up one of its unique features. But an even stronger objection came from Roberts, who said it was not fair for the new Viacom owners (parent of Showtime/The Movie Channel) to take over that company via a leveraged buyout, incur a massive debt and then change the basic economics of the business—a sentiment joined in by Cownie.

Cox, in rebuttal, said the two were "ducking the issue" by blaming any such discussion on LBO's. Cable operators are playing pay services against one another, he said, noting there had been no license fee growth at Showtime in four years. "We are experiencing a traditional tough middleman position, getting it from the left and from the right."

Fuchs had the last word on that subject: "I do resent Tony's feeling that operators bully programmers," he remarked with a straight face to loud laughter.

The panel's principal consensus: that both operators and programmers need to concentrate on promotion and marketing. How best to do it? "Spend a little money," said Fuchs. "We're still a little primitive in these matters."

### Getting back to basic

Cable's basic programming services were in the spotlight during the Western Cable Show—conspicuously during a panel devoted to that subject and featuring executives of some of the leading operations. Moderator Trygve Myhren of ATC laid down the charge: It is up to basic to lead the way to 70% penetration.

Robert Wussler, senior executive vice president for Turner Broadcasting, began his remarks with what could have been the convention keynote: "The good news is that there is very little in the way of bad news." He went on to note that "the key, of course, is programming," which he further defined as "original, cable-exclusive" programming fea-



turing innovative talent. What cable must aim for, he said, is a repetition of its earlier experience, when programing designed for "narrowcasting" brought in far wider audiences than had been anticipated.

Ruth Otte, president of The Discovery Channel, said cable's twin challenges were to keep existing subscribers happy and to go after those who have declined to take the service. While the latter view television less

services" although "they've gotten us where we are today" (along with contributions from the "the top four basic channels," which he identified as ESPN, CNN, MTV and USA).

The problem is, he said, that "if you've been in the business five years you've marketed to everybody; in a way, we're dealing with a contaminated market."

Davatzes's prescription for dealing with



L to r: Johnson, Otte, VanValkenberg, Myrhren, Wussler, Gray, Freston, Davatzes

than the former, they nevertheless are conspicuous consumers of the medium, and thus promising prospects. (Otte quoted Cox Cable research as showing current cable subscribers with eight hours of daily household viewing, while former subscribers watch 6.5 hours and those who have never had cable watch 5.4 hours.)

Otte cited further Cox research to show that cable provides much of the programing in which nonsubscribers say they're interested. Among former subscribers, for example, 56.4% say they want documentaries, 51.9% says they want 24-hour news and 49.1% says they want children's programing—interests met currently by Discovery, CNN and Nickelodeon, for example.

Otte suggested the industry take risks on programing and create a common language for its marketing efforts. A simple software package for systems can make the industry quickly competitive, she said.

Bob Johnson, president of Black Entertainment Television, said his service was on the leading edge of wiring urban households. He said it would soon seek an increase in subscriber fees (now an average of two to three cents) to undertake an accelerated production schedule featuring black filmmakers. "It will cost you money but you'll like it," Johnson said, adding that cable can get a jump on two of the broadcast networks in "finding out what NBC knows: the importance of the black viewer."

Tom Freston, president of the MTV networks, said he didn't think cable needed any more networks but that it did need better penetration and more marketing. "We still face a very uneven playing field with broadcast" in which the latter wins higher ratings with similar programing. He, too, thought the game would be won with an original programing strategy. "We have to be perceived as leaders and shake off the low-budget stigma," Freston said. "If every network had three or four hits we'd all have a much better business."

Nicholas Davatzes, president of Arts & Entertainment, said of future expansion: "We're not going to do it with the pay

the situation included emphasis on first-run, quality programing exclusive to cable. "If we're going to be involved in this game five years from now, we better develop dependable sources of programing," he said.

Moreover, each service must concentrate on being successful within its genre and "must be jealous about our unique identities." Cable services have more strength collectively than individually, he said. Among his other recommendations: an aggressive public service project strategy to educate the nonsubscriber by dealing through third-party organizations—arts groups, theater groups and the like. Traditional marketing has not worked, he said.

One reactor, James Gray, president of Warner Cable, said that operators had to step up to the channel scarcity problem and "break the log jam... there probably isn't a cable system in the country that doesn't have programing that shouldn't be there."

Gray questioned Freston about the recent sale of Nickelodeon's *Double Dare* series to Fox Television, and asked if it was the beginning of a trend. The response: Whether or not it signals a trend, it's good news in that it reverses the trend of broadcast product going to cable.

### Differing points of view on channel realignment

Channel realignment continues to be a sensitive issue both outside and inside the cable industry.

It is "one of the hottest issues" facing cable today, said Bruce Clark, vice president and director of operations for Colony Communications as he opened a panel session called "Channel Realignment and Customer Satisfaction."

Roger Williams, vice president of affiliate relations for ESPN, said lower channel positions have added significantly to ESPN's ratings success over the last year. According to Williams, more than 60% of the sports service's 44 million viewers are now watching on the lower-band channels.

Williams also said increased viewership translates directly into ad sales and leads to retention of the service by viewers. He also said there was less need to put pay services on lower channels because people will tend to seek out those services in which they have a direct investment.

George Douglas, senior vice president, Marketing and programing for American Cablesystems of California, described efforts by cable operators in Los Angeles to use the same channel lineups. The co-op of cable operators, representing 1.2 million cable customers, agreed to position the highest advertising-supported channels, including ESPN, USA and CNN, among the lower channel numbers. They also clustered special interest channels including C-SPAN and the Disney Channel around noncommercial broadcasting station KCET(TV) Los Angeles, and also grouped the Spanish-language stations together.

He said using the same channels enables cable operators to increase promotion efforts, which should lead to increased viewers, advertising revenues and better programing.

At the same time, Douglas stressed the need to keep local broadcasters informed of changes. "When you're working in a market, it's very critical to work with broadcasters," he said.

Josh Sapan, president, national services, American Movie Classics/Bravo, said research for his company shows that channels with the highest ratings do not necessarily have the highest viewer satisfaction.

He suggested a preferable approach would be for cable operators to offer a mix of programing services on lower-numbered channels that include services with fewer viewers but higher viewer satisfaction.

Sapan said that approach will also drive viewers to other channels and give them an opportunity to do more sampling of cable offerings. "We are using high viewership to drive sampling," he said.

Bruce Kaufman, president of Kaufman Communications, which represents broadcasters, said there is a "growing fear of Siberia" among broadcasters who worry that they will suddenly be moved to a higher channel without notice. Broadcasters, he told the session, want security, access and opportunity, along with the assurance "that there won't be any surprises."

"We need to set up a line of communications that program suppliers historically have had," Kaufman said.

A more friendly environment between broadcasters and cable operators would lead to "unlimited" opportunities to cross promote, he said, adding that the time has come to stop talking about lower channel positions and to consider the entire spectrum.

Paul Lenburg, senior vice president, ASI Market Research, said his research shows that the more specialized the service is, the more likely people are to seek it out. He urged cable operators who are considering channel realignment to choose channels and locations carefully, to promote a maximum of three to four exclusive channels, to promote channel numbers and to link programs to specific channels.

## Speaking out on California fight over telco desire to lay fiber optics and coaxial

In a direct appeal to cable operators, GTE last week urged an end to the regulatory battle being waged at the FCC to prevent the phone company from laying fiber loops and coaxial cable through the streets of Cerritos, Calif. With final comments to the commission due Thursday (Dec. 10) in a major test case that could clear the way for municipalities to grant franchises to telcos, a GTE official asked a panel session audience at the Western Cable Show to work with, instead of against, the phone company.

"I think it would be to our advantage and benefit if we could perhaps put away our legal swords and regulatory issues and get on with the business aspects of this," said Tom Gillett, director of advanced operations testing for GTE.

The California Cable Television Association, the convention's sponsor, opposes the GTE proposal, however.

"There are leaseback rules at the FCC which prohibit any kind of relationship between a telephone company and... its cable operator that goes beyond the customer-carrier relationship," said Michael Morris, vice president of congressional and regulatory affairs for the CCTA, who also appeared on the panel regarding utilities' place in cable. "Those rules were put there because of a concern over cross-subsidization

and those rules we feel are being violated here."

Under the telco's plans, half of the 550 mhz coaxial cable system would be leased to the local cable company by General Telephone of California, while the other half would be leased to its parent company, GTE Service Corp.

"Any time you have an allocation of costs, you have a cross-subsidy potential," Morris said. The CCTA is concerned because GTE in its allocation asked to lease 250 mhz on this system passing 16,000 homes for GTE Services Corp., which wants to test voice, video and data systems. The FCC wanted to know why it needs so much capacity.

Gillett said the space is needed to experiment with dial tone and video systems.

In 1984, Morris noted the CCTA opposed a similar leaseback proposal by Pacific Bell in Palo Alto, Calif. The FCC turned down the application, PacBell revised its plans and the commission eventually approved the project. It was the only modern leaseback proposal rejected by the FCC, and Morris said the CCTA fears approval this time around could set a precedent.

Another important issue raised by the Cerritos case, Morris said, is the "definite possibility" that it could severely affect the franchise process in the future.

Beverly Hills, Calif., Mayor Benjamin Stansbury Jr., an engineer by trade, who appeared on the panel, lent credence to the

CCTA theory by siding with GTE's position in the case. He said that cable companies should lease space off a single wire from the phone company, arguing that cable operators have their primary focus on entertainment product. He said cable has little interest in providing interactive video data services as the phone company does, and therefore the telcos should reap the benefits of ownership.

Under the proposal GTE has submitted to the FCC, Apollo Cablevision Co. of Cerritos will lease cable capacity from the planned state-of-the-art coaxial cable TV network. GTE also intends to test advanced fiber-based technologies and new services.

The phone company plans to place a vacant conduit along the 175 miles of underground cable in the hope of eventually installing fiber optics. Initially, it would establish a lab for the placement of CATV and dial tone down fiber loops that would go to some or all of 5,000 homes in a test area.

"We will effectively have competition between transport technologies," Gillett said. If the proposal is approved, GTE will have to decide which technology fits a particular need, he noted.

The fiber network will be capable of delivering 20 TV channels over a single fiber, including four switch-to-video lines. The system will have full two-way voice and video capacity, including network-based home video-on-demand services. "It will be able to significantly penetrate today's \$10-billion VCR tape business," Gillett said.

## NBC-Turner talks progressing

### Both sides continue work toward network purchasing 25% interest in Atlanta-based company

Turner Broadcasting System Chairman and President Ted Turner and TBS Director John Malone, in public forums at the Western Cable Show last week, confirmed that talks aimed at bringing NBC's money and programming expertise into TBS were continuing.

Indeed, the two were fresh from negotiations between NBC and TBS officials in New York last Monday (Nov. 30). Turner and Malone were joined on the TBS side of the table by TBS executives Terry McGuirk and Bill Bevins and Time Inc.'s representative on the board, Nick Nicholas. On NBC's side: President Robert Wright; Executive Vice Presidents Ray Timothy and Al Barber, and Vice President Tom Rogers.

The talks have encompassed a possible \$400-million cash infusion by NBC into Turner in exchange for a 25% stake in the company (BROADCASTING, Nov. 30).

Although the two did not discuss specifics, they addressed what they described as inaccurate press reports regarding the negotiations.

Turner, reacting to reports that NBC would buy him out, said the only way he would leave the industry was "feet first or if the cable operators want me to leave. I'm here to stay if you want me." The comment, made during the convention's opening panel

session, was greeted by a round of applause.

When asked later about specifics of the proposal, Turner declined comment other than to say: "You have to give up something to gain something." He added, however, "I would really like it to happen."

John Malone, a key Turner board member and president of Tele-Communications Inc., was clear about Turner remaining as head of TBS. "He's the locomotive who's driving that train," he said. Malone said he would "rather Ted stay in control and remain independent." He said TBS would do any deal "that helps Turner," and added that it is in the best interests of the company to have "a strong range of shareholders."

Malone, in the opening panel session, said NBC's entry would be the "greatest thing that could possibly happen to the cable industry." When questioned later by reporters, Malone indicated that one of the questions surrounding the deal was whether Home Box Office (represented in TBS by parent Time Inc.), NBC and TBS could pool programming resources to the satisfaction of each party. Among TBS's incentives to make a deal is the hope of using NBC's programming expertise to launch a new basic cable service, Turner Network Television or, simply, TNT.

Malone called reports that TCI and Time Inc. were at odds in the negotiations untrue. "We and Time have an equal interest" in TBS, said Malone.

Malone also sought to correct reports that

TBS's ownership structure was the crux of the deal. He described the situation as "a very complex relationship that has nothing to do with shares."

In addition to questions surrounding programming for TNT, which NBC participation in TBS would help resolve, TNT faces a channel capacity crunch. Malone, when questioned whether TCI would use the Tempo TV slot to launch TNT, said that was a possibility, if it made sense to the affected parties. He went on to speculate that between TCI, its affiliated companies, ATC and Tempo TV, there would be 25 million homes, "which would give us a nice start" for launching TNT.

Malone was optimistic about the prospects for TNT. "There's a need for this," said Malone, referring to TNT's planned high-profile programming, and "something just like it will get off the ground." He said it was possible an existing network could evolve into what is planned for TNT.

Other TBS board members saw the negotiations with NBC as a positive step for Turner. James Gray, president of Warner Cable, said several questions have to be answered, such as the merits and structure of the deal. He said TBS has other financing options available for the repayment of debt besides an NBC cash infusion. But of the larger question of a broadcast network getting into the cable business, Gray said there was "nothing for the industry to be nervous about." □



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## Supreme Court to hear local-federal dispute

**Question at issue: Can FCC keep local governments from making cable toe technical lines?**

The Supreme Court has agreed to resolve one of the conflicts between federal and local governments over the regulation of cable television: whether the FCC has the authority to prevent local governments from setting standards for the technical quality of cable television service.

A three-judge panel of the U.S. Court of Appeals in Washington earlier this year held, in a 2-1 decision, that Congress in the Cable Communications Policy Act of 1984 had granted the commission that preemption authority. A group of cities, led by New York and supported by the National League of Cities, contend that the commission's preemption was improper because the authority on which it acted was, in the panel majority's view, "ambiguous." The Supreme Court, the cities argued in seeking review, has maintained that preemption "is inappropriate absent a clear manifestation of congressional intent."

At issue is the cities' concern over what they say is the large number of subscriber complaints about signal quality and the lack of technical standards that "objectively define an acceptable level of signal quality for modern cable operations"—and the commission's order preventing the states and localities from adopting such standards. The commission maintained that local standards different from those it promulgates are "inconsistent" with the national policy and, therefore, are preempted. The commission's view is that the marketplace should determine standards, not the government.

The commission failed to provide any standards for three of the four classes of cable channels—those used for nonbroadcast and uncoded services such as Cable News Network; for nonbroadcast pay channels such as Home Box Office, and for two-way services. And the appeals court panel was unanimous in directing the commission to reconsider that aspect of its ruling. The commission adopted standards for the fourth class—channels used for the relay of conventional, off-air signals. But the cities say those standards are inadequate and obsolete: The guidelines "are so minimal as to amount to no guidelines at all." And they are seeking to overturn the commission's preemption order that was affirmed by a majority of the panel.

The cities' principal argument is that the panel majority ignored what the cit-

ies say is the Supreme Court's holding that statutes should be construed in a manner that avoids preemption barring a clear manifestation of congressional intent. Instead, the cities said in seeking review, the majority "sanctioned preemption on the basis of statutory language and legislative history which it considers 'ambiguous' and 'imprecise.'" And the majority, the cities added, "cites no authority which upholds preemption in such circumstances." The cities also contended that the majority ignored as well "settled doctrine which requires courts to reconcile state and local initiatives with federal law" where possible. Instead, the petition for review said, the panel majority authorized preemption "notwithstanding its own conclusion that the relevant congressional language is 'susceptible' of an 'interpretation' which precludes preemption."

The commission, in opposing the cities' petition for review, said the appellate majority "properly applied settled legal principles in upholding the commission's preemption authority." Its brief noted that, before enactment of the Cable Act, Congress's intent to endow the commission with preemption authority was clear. And Congress, the brief added, reaffirmed in the Cable Act "the FCC's broad authority over cable systems, subject to the limitations prescribed" by that act. And as the panel majority observed, the brief said, "Congress was well aware of the commission's preemption authority when it adopted the 1984 statute."

A key issue in the dispute is whether the Cable Act authorizes localities to adopt regulations "not inconsistent" with commission regulations. The legislative history, the cities maintained, indicates Congress did not equate "inconsistent" with "different" or "more stringent." For its part, the commission, which was backed by a brief filed by the National Cable Television Association, said that a fair reading of the legislative history "is that the franchising authority cannot subject a cable operator to an obligation different from that prescribed by the FCC if the commission concluded, as it has here, that preemption of such additional technical requirements is necessary to achievement of the federal statutory purposes."

The case is an important one to the cities. In a brief they filed at the appeals court level, the cities said that "of the literally millions of cable subscriber complaints filed nationwide each year, the single most prevalent complaint

involves unacceptably poor picture and sound quality." And in the petition seeking Supreme Court review, the cities said that "concerns over the erosion of their authority to deal with cable systems and to enforce negotiated franchise provisions" led them to support passage of the Cable Act. The act was the product of a compromise among state and local governments and the cable television industry.

The Supreme Court is expected to issue a decision in the case by July. □

## Specter, Metzenbaum ask Justice to study relationship between NFL and cable TV

Senators Arlen Specter (R-Pa.) and Howard Metzenbaum (D-Ohio) have made good their promise to ask the Justice Department to examine the National Football League's antitrust exemption as it applies to cable television (BROADCASTING, Oct. 12). The senators sent a letter on Nov. 20 to the department's antitrust division, officially requesting Justice to determine whether the NFL's antitrust exemption that allows the league to sell television rights to broadcast TV also applies to cable networks and pay-per-view services. They want the department to look into the possible antitrust implications of ABC's majority ownership (80%) of ESPN as well.

Concerned about the migration of professional football games from free over-the-air television to cable, Specter introduced a Senate resolution (S. Res. 291) last September that would require Justice to study those matters and report back to Congress. He raised the issue during a hearing held by Metzenbaum's Judiciary Subcommittee on Antitrust and Monopolies in October and after the hearing, Justice was said to have indicated it would launch such a study if the lawmakers requested one.

"We believe that this hearing clearly demonstrated the need for additional study and that the antitrust division has the appropriate expertise and experience to undertake such a study," wrote Specter and Metzenbaum. The NFL's latest contract with ESPN for the rights to eight Sunday night games was a major focus of the hearing.

According to the letter, the department must report back to the senators



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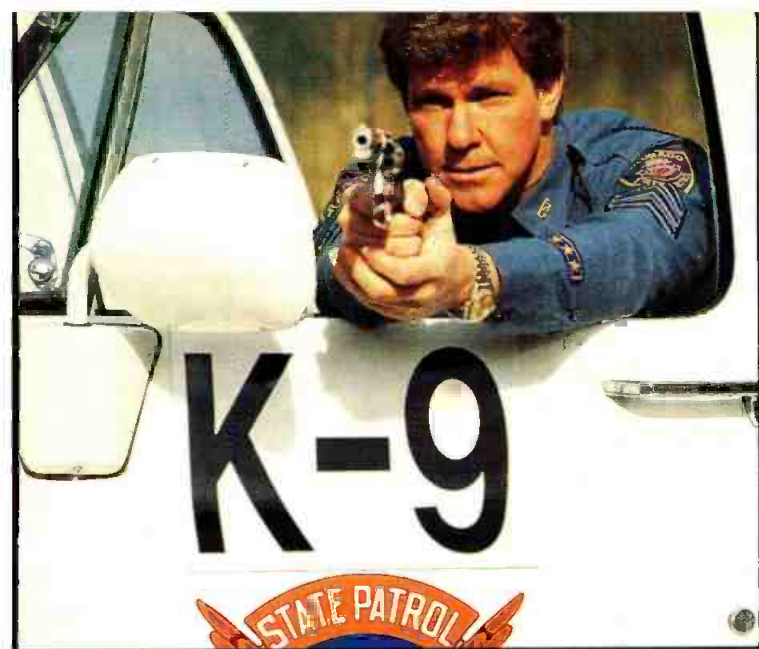
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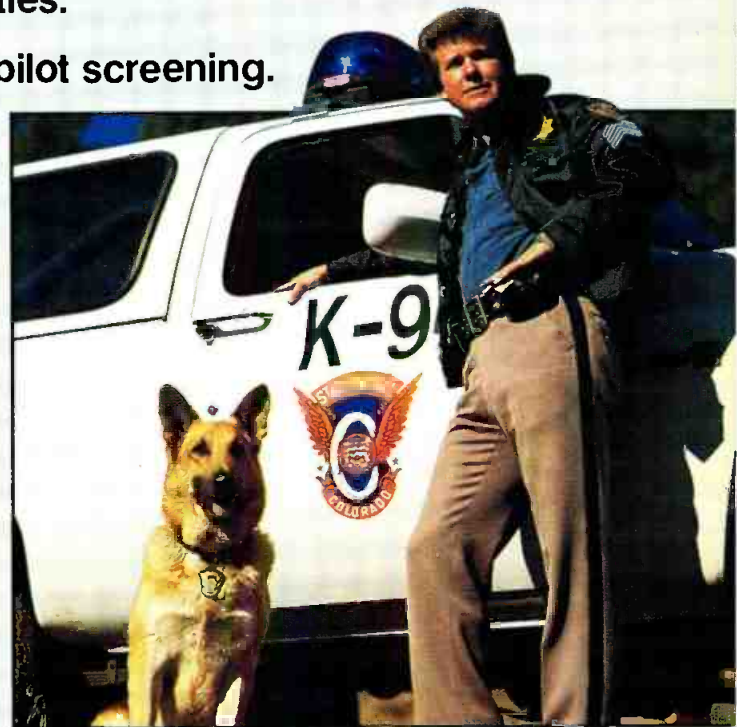
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within four months. And the study, said the letter, "should include a statement of the division's antitrust enforcement plans with respect to the NFL's telecast-

ing practices."

Justice, said a Specter aide, has not sent a response.

Meanwhile, the Federal Trade Com-

mission is conducting its own investigation into possible anticompetitive behavior involving the NFL's contracts with the networks and ESPN.

## NTIA sides with telcos vs. Greene

### It asks FCC to take initiative in admitting Bell companies into information services

The National Telecommunications and Information Administration is urging the FCC to challenge U.S. District Judge Harold Greene on where authority lies for permitting the seven regional Bell operating companies (BOC) to provide information services. Greene has refused to free the BOCs from the restrictions prohibiting them from offering such services. But NTIA says the commission has the statutory authority to override Greene on the issue and should issue a declaratory ruling that it is in the public interest for the BOC's to provide these services.

NTIA's petition was filed with the commission last week as frustration and anger on the part of the Reagan administration and the BOCs continued to build over the manner in which Greene is overseeing compliance with the 1982 consent decree that ended the Justice Department's antitrust suit against AT&T and resulted in the breakup of that company in 1984.

While it focuses on the section of the decree that deals with information services, NTIA's filing presumably could be used to challenge Greene's authority for implementing the decree.

Indeed, in a letter accompanying the petition, Alfred C. Sikes, who as assistant secretary of commerce for communications and information heads NTIA, said, "Our concern is not simply with the errors in the court's ruling, but rath-

er goes to the continuing involvement of the district court in fashioning national communications and information policy. A judicial bottleneck blocking the development of information services is neither mandated by competition or communications policy, nor sanctioned by existing law."

Greene's critics complain that one consequence of his tight rein is that American consumers are denied the kind of computer-based information services—such as voice storage and retrieval or electronic mail—that telephone companies in France, West Germany, Britain, Japan and Canada offer their customers. And NTIA, noting that the BOCs have capital assets of more than \$140 billion and employ half a million "highly trained, talented and motivated" workers, said: "We can...no longer afford to acquiesce in consent decree-based regulation which has at its core a policy of unproductively warehousing half the nation's telecommunications sector."

Competitors of the BOCs and those fearful of BOCs becoming competitors—like cable television systems and newspaper companies—on the other hand, support Greene's approach. In declining to permit the BOCs to provide information services—despite the recommendations of the Justice Department, NTIA and the commission—Greene said the ban was designed to prevent "the new owners of the local bottlenecks" from engaging in the kind of anticompetitive activities that had given rise to the antitrust suit (BROAD-

CASTING, Sept. 14).

The National Cable Television Association said in a statement in response to the filing that it agrees with Greene's conclusion. It also said it has "a basic difference of opinion with NTIA as to whether the Bell companies should be involved in information services."

And as for the safeguards the commission has adopted to guard against anticompetitive behavior on the part of BOCs, NCTA said, they are "inadequate." Former FCC Chairman Richard E. Wiley, whose clients include the American Newspapers Publishers Association, which supports Greene's position, said he thought it "questionable" from policy and legal standpoints, that NTIA would ask the commission to rule that information services can be regulated on a common carrier basis. The commission, he said, has never considered them common carrier services.

To Wiley, the NTIA filing is "son of Dole"—a reference to the bill Senate Minority Leader Bob Dole (R-Kan.) introduced in the last Congress with a view to divesting Greene of his authority over the telephone industry.

As for the FCC, it appears to be in no hurry to issue substantive comment, although its policies indicate it favors allowing the BOCs to provide information services. FCC Chairman Dennis Patrick, who had not yet read the NTIA petition, said, "I always felt the prohibition on delivery of information services by BOCs to be a major problem, so we'll look at this filing with interest." The FCC has asked for comments on the NTIA filing by Dec. 30, replies by Jan. 19, 1988.

NTIA cast its position both in terms of law and national policy. It said the commission, in its Third Computer Inquiry, which was initiated in the wake of the AT&T breakup, provided both economic incentives and safeguards against unfair competition—a cost-allocation system, certain information disclosure requirements, and a yet-to-be implemented provision of open network architecture, under which BOC networks would be made available to other service vendors.

The purpose, NTIA said, was "to maximize the rapid and efficient development of information services," and in the process allow "for greater use of the Bell company assets." But the court's continuing ban on information services, NTIA added, "upsets the balance struck by the commission, thus placing important national goals needlessly at risk."

The NTIA petition acknowledges, as Wiley and other critics say, that the

**FCC angle.** Most published accounts of the FCC indecency action two weeks ago highlighted the fact that the FCC created a window—midnight to 6 a.m.—during which broadcasters will be able to air "indecent" programming with impunity. But the "Fact Sheet" issued by the FCC last week put a decidedly different spin on the story.

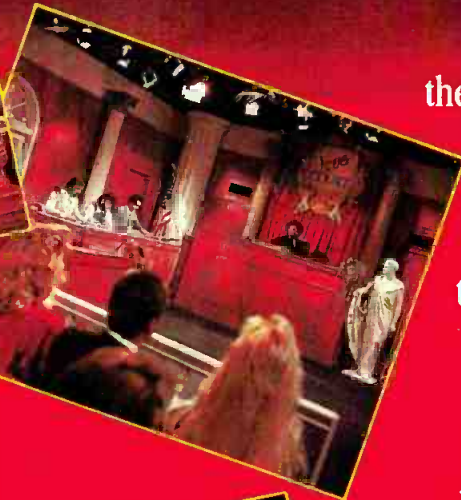
Under the headline "FCC Takes Strong Stance on Enforcement of Prohibition against Obscene and Indecent Broadcasts," the three-page release said the FCC, in its Nov. 24 action, "made clear that it intends to take enforcement actions against broadcasters who air obscene or indecent programming in violation of the law. The commission reaffirmed three April rulings that enforced a stringent application of the criminal code's prohibition of obscene broadcasts and its limitation on indecent broadcasts against three stations." The release did not get around to mentioning the midnight safe harbor until the penultimate paragraph. And it added: "The bulk of complaints received by the commission regarding indecent broadcasts involve programming aired prior to midnight, and the commission will be focusing its ongoing efforts on these broadcasts, where the risk of children's exposure to indecent programming is the greatest."

At a press briefing following the FCC action two weeks ago, Chuck Kelly, chief of the Mass Media Bureau's enforcement division, said the FCC has received "less than 50" indecency complaints substantiated by either transcripts or tapes as required by the FCC's complaint-making guidelines. But after checking with his staff, he told BROADCASTING last week the number was closer to "two dozen." Of those, he said, his office has so far found several "actionable" complaints and has sent them on for further review by Mass Media Bureau Chief Lex Felker and the general counsel's office. If they concur with his office's assessment, he said, the FCC will take the next step—sending out "letters of inquiry" to the stations in question asking them to respond to the complaints.



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Communications Act does not grant the commission direct jurisdiction over information services. Still, it says, the commission has "clear jurisdiction over Bell company provision of information services." It notes that the commission, for instance, under Title I of the Communications act, is authorized to "make available...a rapid, efficient nationwide and worldwide wire and communications service with adequate facilities." Another provision directs the commission to carry out U.S. policy to encourage the provision of new technologies and new services for the public.

Some communications lawyers who support NTIA's aim are skeptical of the means chosen to achieve it. If the commission were to issue the declaratory ruling sought by NTIA, the U.S. Court of Appeals would be asked to rule on

whether the commission or Greene has the ultimate authority.

But, said one of the lawyers, an order directing the BOCs to provide information service would not create a clear conflict between the commission and Greene, the kind of conflict that would put the BOCs at jeopardy. For the commission order would merely "authorize" BOC's to provide information services. As a result, these lawyers say, the NTIA position is not likely to prevail. But they expect the comments the commission will undoubtedly invite on the NTIA petition to include suggestions for a stronger ruling, one ordering the BOC's to provide the service.

NTIA officials, however, appear satisfied that its approach, if adopted by the FCC, has at least a good chance of prevailing in the court test they hope to see. If

the appeals court were obliged to choose between the commission's position or Greene's, NTIA said, "case law supports the conclusion that...the commission's public interest determinations should prevail." Otherwise, it added, the FCC "will be effectively denied the ability to carry out the public interest mandate delegated to it by Congress under the Communications Act." NTIA also cited a Supreme Court opinion as support for the view that, "In cases of irreconcilable conflict between a pervasive statutory regulatory scheme and the antitrust laws, the former generally prevails."

One NTIA official conceded that a direct conflict between the commission and the district court would set up "an ideal case." But, he said, "the appeals court is not so stupid it can't decide anything but ideal cases." □

## Appeals court reverses 'first service' case

**It says commission ignored precedent in deciding which of two Ohio towns would be granted new AM station**

An FCC decision granting the application of Land O'Lakes Broadcasting Corp. to build an AM station in Troy, Ohio, on 1030 khz was overturned last week by a three-judge panel of the U.S. Court of Appeals in Washington. The panel said the commission, in affirming a decision of its Review Board, had failed to follow the law and precedent requiring a "fair, efficient and equitable distribution of radio service" among the states and communities.

Land O'Lakes is competing for a construction permit with Union City Radio, which wants to build a station in nearby Union City, Ind. But it had already been awarded a permit to build a station on 1510 khz, one less desirable than the recently broken down clear channel, 1030 khz. Accordingly, the panel said, Land O'Lakes entered the competition as an applicant to modify its permit for that frequency.

As a result, an earlier commission decision would appear to have required the agency to regard Troy as already served by an AM station. Under the precedent,

an existing construction permit is recognized as an existing outlet for purposes of the equitable distribution law (Section 307[b] of the Communications Act). That was how the administrative law judge, John Conlin, read the law and the precedent. He awarded the construction permit to Union City.

The Review Board, however, saw things differently. It said it would not "presume" under the statute that Troy enjoyed an existing station. That city, the review board said, "should suffer no Section 307(b) disadvantage by the attribution of a 'fictitious' local transmission service that does not and will not exist. Therefore, we credit the Land O'Lakes application as proposing a first local outlet for Troy." The review board ultimately granted that application, on the ground it would be serving a larger community than Union City, which was also seeking its first AM station. Troy's population is 19,086; Union City's population is 3,908.

The appeals court panel agreed with the ALJ's analysis. The precedential case, *Santee Cooper Broadcasting Co.*, Judge Kenneth W. Starr said for the panel, requires the commission to count granted construction permits when con-

ducting the Section 307(b) comparative analysis. "Until overturned or qualified," Starr wrote, "the *Santee Cooper* precedent, in its current shape, binds the commission."

But the panel did not reinstate Conlin's opinion. Starr said the commission may revisit the *Santee Cooper* precedent in view of "inconsistent readings" of that decision by the Review Board. The Review Board was "nonliteral and functional" in asserting that Troy should not be disadvantaged by a "fictional" permit, and literal in rejecting a Union City argument that Troy would not be left without a service since there were a number of applicants for a recently allocated FM frequency there. Starr also noted that the commission counsel at oral argument said the disparity in population between Troy and Union City might bear on the commission's evaluation as to where the 1030 khz frequency would be allocated.

So the panel, which included Judge Ruth B. Ginsburg and U.S. District Judge Gerhard Gesell, sitting by designation, simply reversed the commission's order and remanded the case to the commission for further proceedings. □

## Cablecastings

### Change of command

Time Inc. announced last week that E. Thayer Bigelow Jr., chief financial officer of the company, has been named president of American Television & Communications, the second largest MSO in the country, which is 82% owned by Time.

Bigelow will report to Trygve Myhren, ATC chairman and chief executive offi-

cer. ATC has been without a president since Joseph Collins left in 1985 to join Home Box Office. An office of the president had been created by ATC, but recent corporate layoffs, adjustments in that office and the Bigelow appointment have shifted corporate reporting lines.

Gary Bryson, executive vice president, strategic planning and administration, ATC, will continue to report to Myhren.

Thomas Binning, executive vice president, chief financial officer, and James Doolittle, executive vice president, chief operating officer, will report to Bigelow. It is expected that Bigelow will handle more of the day-to-day operations of ATC, freeing Myhren for longer range strategic planning. Myhren is active on a number of industry fronts, including the boards of Turner Broadcasting System



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and the National Cable Television Association and the FCC's blue ribbon panel on high-definition television.

Bigelow had been president of ATC's Manhattan Cable from 1978 to 1980. He joined Time in 1967 as controller and became manager of accounting in 1970. Three years later he was named vice president and treasurer of Manhattan Cable and became president in 1978. In 1980, he moved to Time-Life Films as senior vice president, finance and corporate development, and became assistant to the group vice president, Video, and president, Time-Life Video, a year later. In 1982, he was named treasurer and vice president of Time. Bigelow has been on the ATC board since it went public last year and on the board of Tri-Star Pictures. His appointment is effective Feb. 1.

## Seven percent solution

The World Wrestling Federation said last week that preliminary figures indicate its *Survival* series pay-per-view event on Thanksgiving night, Nov. 26, was seen in about 7% of the 7.5 million addressable homes in which it was available. The event was seen on Viewer's Choice and Home Premiere Television, plus a number of other outlets, including Satellite Broadcast Networks Inc., which made the event available to backyard dish owners.

The top buy rates were in the New York area; WWF said the Cablevision Systems' operations in Bayonne, N.J.; Yonkers, N.Y.; Staten Island, N.Y., and Long Island had buy rates of 41%, 36%, 16% and 15%, respectively. WWF reported buy rates of 9% at Cablevision of Boston, 5% at Cox Cable in San Diego, 7% by Harron Communications and between 5% and 11% on Jones Intercable system. Jim Troy, vice president, international, WWF, said systems that did particularly well used bill stuffers and on-air promotions to push the event. Troy said Viewer's Choice, individually, was expecting a buy rate of between 7% and 7.5%.

It was the first event for HPT, which began its regular schedule last Friday (see below). HPT is owned by a consortium of cable operators, and it made the event available to one million addressable homes on 63 systems.

WWF plans *Wrestlemania IV* for March 27, 1988.

## PPV network launch

Home Premiere Television, the pay-per-view network owned by American Television & Communications, Continental, Cox Cable, Newhouse Broadcasting and TeleCable Corp., was scheduled to launch regular programming last Friday at 8 p.m. with a showing of "Ishtar."

The channel will carry movies, specials and live events 22 hours per day. The service plans to run 11 to 15 different programs per month, 75 motion pictures each year. HPT will also carry targeted programming, including "drive-in" titles for late-night viewing and children and family features in morning and afternoon

times. Among the live events will be wrestling, boxing and concerts.

"Our goal," said Jim English, vice president of programming, "is to create tune-in through enough choice of 'want to see programs.'" HPT said new prime time movies will premiere on Friday at 8 p.m., with a second new title running at 10 p.m. HPT said movies will be shown frequently in the weeks after their premiere.

Jim Heyworth, president and chief executive officer of HPT, said the service has had discussions with suppliers about available product. The major motion picture studios have teamed with cable investors in Request TV, a pay-per-view service headed by Jeffrey Reiss. One obstacle HPT faces is obtaining product from those studios.

Among the titles HPT has lined up are "No Way Out," "Dirty Dancing," "The Big Easy," "Spaceballs," "Nadine," "La Bamba" (which will have its PPV debut on another service (see below)), "Rainbow Brite," "The San Diego Zoo Adventure," "House II," "Creep Show II," "The Second Story," "Fourth Protocol" and "The Gate." HPT will initially be shown on seven systems serving 240,000 addressable homes.

## Bilingual 'La Bamba'

Columbia Pictures plans to offer the movie "La Bamba" in both its English and Spanish versions for its Jan. 22 pay-per-view premiere, which it says is the first bilingual PPV event. "La Bamba" will be seen on Request TV.

## Rate increase

Data Broadcasting Corp., which delivers stock market quotes and other data information to cable systems on the vertical blanking interval of the Financial News Network, will increase its rates effective Jan. 1. For stock quotations only, the rate increases from \$2 to \$3.25. For stock and options the rate is \$4.50 and for stock, options and futures it is \$6.50.

## Learning curve

The Learning Channel unveiled plans last week for what it said is the largest marketing and advertising campaign in its history, committing \$2.1 million over the next 18 months to attract subscribers and build viewership. The money will be spent on consumer advertising, community marketing initiatives and cable system affiliate materials.

The channel is also battling illiteracy in America. It has set a goal of helping a million high school dropouts obtain equivalency degrees over the next five years. The service carries the General Educational Development (GED) series in prime time and it has formed a task force to fight illiteracy. The task force includes Trygve Myhren, chief executive officer, American Television & Communications; Robert Clasen, chief executive officer, Comcast Cable; Marvin Jones, president, UA Cablesystems; Representatives Claudine Schnieder (R-R.I.) and

Hamilton Fish (R-N.Y.), and Senator John Warner (R-Va.).

TLC also said last week that it and HBO will join Comsat and Alaskcom at the U.S./USSR Cultural Exchange Exhibition and Seminar Program from Jan. 11-15. The exchange will be held in Tbilisi, USSR, and is sponsored by the U.S. Information Agency. The program is designed to examine how the communication and information revolution is transforming American life.

## Over the hump

A.C. Nielsen has made it official. Its November estimate has cable penetration surpassing the 50% mark. As of November 1987, it said, cable was in 44,971,000 homes, or 50.5% of all TV households. What the Cabletelevision Advertising Bureau found most intriguing in the numbers was that they represented an increase of 3.4% over the July figures, the highest quarterly jump since November 1983. In each of the last four years, the largest percentage increase has occurred between the July and November books, 3.3% in 1984, 2.3% in 1985 and 2.4% in 1986. CAB linked the 3.4% 1987 increase to word-of-mouth about cable programming.

## Roast revenue

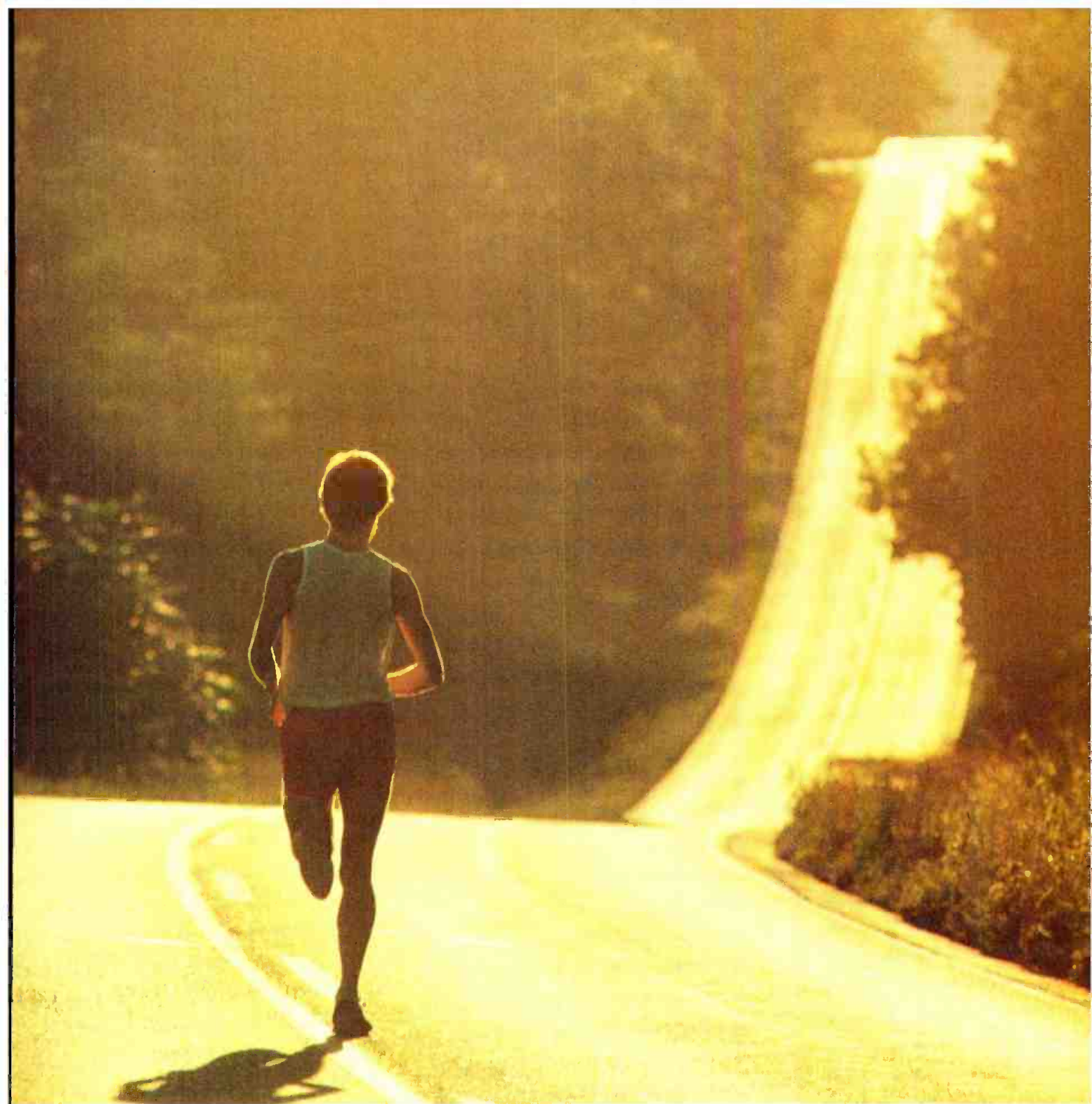
The D.C. Chapter of Women in Cable has contributed an additional \$10,000 to the Betsy Magness Fellowship, money resulting from its Oct. 27 roast of Telecommunications President and Chief Executive Officer John Malone. The donation brings the chapter's total contribution to the fellowship to \$45,000. The chapter also announced it would roast Bill Daniels, chairman of Daniels & Associates, next year, on the 30th anniversary of the company.

## Planning ahead

The Cable Television Administration and Marketing Society has announced the planning committee for its 1988 conference, July 31-Aug. 3 in Boston. It will be chaired by David Van Valkenburg, president, Paragon Communications, and will include Edward Bennett, senior vice president, Viacom Cablevision (CEO conference); Matt Blank, senior vice president, consumer marketing, HBO (opening session), and Jerry Maglio, executive vice president, marketing, Daniels & Associates, and Kevin Rorke, executive vice president, ATC (general sessions).

Others include Susan Bishop, principal, Johnson Smith & Knisely, and Garrett Girvan, senior vice president, California operations (peer sessions); Barry Elson, senior vice president, operations, Cox Cable (case studies); Ted Livingston, vice president, marketing, Continental Cablevision (awards), and John Reardon, executive vice president, sales, MTV Networks (CTAM '88 marketing).





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## APR's 'Good Evening' looks to fill 'Prairie' void

'Prairie Home Companion' successor, scheduled to debut Jan. 9, gets mixed reviews after national preview

Three weeks after a national Nov. 21 preview of *Good Evening: From Minnesota with Noah Adams*—American Public Radio's replacement for *A Prairie Home Companion*—statements about the new show from APR, Minnesota Public Radio (the producer of both shows) and APR affiliates, are most notable for their guarded optimism.

As listeners and stations await a second sampling of *Good Evening* on Dec. 19, affiliates are watching and hoping to influence a "shakeout period" in the development of the program. The Christmas special (likely to air on more than 200 affiliates), is the second and final national preview before *Good Evening's* official launch Jan. 9. Although *PHC* filled two hours, *Good Evening* has been reduced to 90 minutes, airing in *PHC's* Saturday 6 p.m. NYT slot. (The last half hour will be used by stations for local programming.)

Said Marjon Van Den Bosch, general



Adams

manager of WEVO(FM) Concord, N.H., which has agreed to carry the show for

the first six months: "We would have preferred the two-hour block, but I understand it is difficult to sustain the quality [over two hours], and it is expensive."

"You can't imitate Garrison Keillor" [host of *PHC*], said American Public Radio Senior Vice President of Programming Eric Friesen last week, at a time when the jury is still out and pressure is gaining on the program. "And Noah [Adams] is far too smart a broadcaster to try," said Friesen. "The sensibility [of the new show] will be different and will reflect Noah's interests," as *PHC* reflected the interests of its host, Friesen added.

That sensibility, or at least the challenge of filling Keillor's shoes, appears most in question. "APR's life depends almost entirely on this show," said WEVO's Van Den Bosch. Although she said Adams, co-host of National Public Radio's *All Things Considered* from 1982 until last spring, "does not now, in our opinion, have the [kind of] strong presence that we hope will develop over time," she called Adams "a wonderful storyteller" and praised other elements of the show. She said also that a WEVO call-in response show airing after the preview demonstrated that listeners "recognized how easy and unfair it is to compare Garrison Keillor and Noah Adams and wished to let him stand alone."

Dan DeVany, vice president and general manager of WETA-FM Washington (which also has signed-on for the first six months), expressed concern that Adams's role "be more clearly defined. Is he host, storyteller [or] comedian?" asked DeVany.

APR has offered "early carriage incentive grants"—about a 50% rights-fee rebate over the first six months—to stations taking the show from its debut. But both Van Den Bosch and DeVany said the rebate played no part in their decisions to support the program.

"We're all in national programming together," said DeVany, whose station is an APR affiliate and also co-producer of NPR-syndicated *Music from Washington*. "APR does a lot of things. I would not confine our relationship with them to one show," he said.

APR is busy examining responses to the Nov. 21 Thanksgiving special preview, as well as to an October-November series of five not-for-broadcast transmissions of the show to affiliate stations. Those responses, from live audiences (the program is originating live from Minneapolis's World Theater, as did *PHC*), stations and listeners have been "very good," according to Frie-

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sen. He characterized results of a sample survey of 50 stations as containing helpful criticism and "grudging praise" from professionals who, he said, seldom praise more than grudgingly. Most of the criticism was concerned with production values. Some felt the program began slowly, some, that the audience could not be heard well enough. "Humor draws the strongest pro and con responses," he said. Some people didn't like Keillor, Friesen said, adding: "But inevitably you're not going to get perfection in the young life of a new show; you look for potential, not problems."

MPR President Bill Kling cited "a lot of good reaction" from affiliates, the Minneapolis audience sellouts and a

positive Boston newspaper review as indicative of "advance press stronger than any program launch I've seen. At this point," said the former APR president, "it's way ahead of our expectations in terms of acceptance by major market stations, positive press response, both locally and nationally, and demand for tickets."

The house band, conducted and arranged by former *All Things Considered* veteran, Steve Barnett, appears the least likely element to get shaken out of the program over the coming months. Friesen described the band as "much hipper, more contemporary...for a younger audience, but with a wide range" of styles in its repertoire. Van

Den Bosch expressed the hope that the band in particular (five pieces, expanded to 20 pieces for the first preview) would "appeal to a wider audience," and she praised the "eclectic" character of the format and Adams's interests. She also hoped to see continued recruiting of regional talent from around the country.

The November preview included Indiana-based acoustic folk group Metamora; Michigan-based folk singer Kitty



Adams, Tom Keith and Dan Rowles on 'Good Evening'

Donohoe; readings by "poet laureate of New Hampshire," Donald Hall; Minnesota-based playwright-storyteller, Kevin Kling (no relation to MPR's president) enacting a child's-eye view of a family Thanksgiving, and comedian Stan Freberg, recreating sketches from his 1960's album, "Stan Freberg Presents the United States of America." Minneapolis comic improviser, Dan Rowles, appeared as Harold, a character who will be a regular feature in the series.

Adams, a native of Ashland, Kentucky, debuted his regular weekly feature about coming to live in Minnesota, "St. Croix Notes," into which he wove a sardonic anti-hunting theme while telling a story of waking up early the first day of hunting season. Although the feature only slightly resembles Keillor's world-into-itself approach, comparisons between the two hosts will undoubtedly rest on Adams's storytelling.

As of last week, series executive producer, Tom Voegeli, had lined up five-part Minnesota-based close harmony singers, the J.D. Steele Family Singers; New York-based 16-voice choir, Gregg Smith Singers, and San Francisco-based radio theater players, Duck's Breath Mystery Theater (known for their comic APR spot series, *Dr. Science*). Voegeli said MPR currently is scripting and casting dramatized readings of Christmas stories.

**Spot slippage.** National spot radio business entered the fourth quarter on a down note with October billings slipping 4.1% from October 1986 to \$75,403,400. That's according to Radio Expenditure Reports (RER), Mamaroneck, N.Y., which collects financial data each month from a number of rep companies. For January through October, spot sales were down 2.4% compared to the same period a year ago, to \$744,365,500.

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# Riding Gain

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The National Association of Broadcasters will, in conjunction with an outside contractor, develop a proposal for a "high quality" AM-FM radio receiver that will, among other things, receive both the Motorola C-Quam and Kahn Communications AM stereo systems, said Michael Rau, director, spectrum engineering and regulatory affairs for NAB's science and technology department. The NAB executive committee gave the association the nod to draft such a proposal during its meeting in Washington last week.

The new receiver, to be designed as a table top model, would be a high fidelity wideband set incorporating the National Radio Systems Committee's AM standard deemphasis curve. It would also contain an FMX decoder to receive FM stations transmitting with FMX, a system that promises to improve the coverage of FM stereo by reducing some of the noise associated with stereo (BROADCASTING, July 27).

In a separate development, NAB said its 1988 radio group "fly-in" meeting will take place on March 14-15 at the Dallas-Fort Worth Hyatt Regency hotel, adjacent to the Dallas-Fort Worth Airport. Norman Wain, Metroplex Communications chief executive officer, will serve as chairman for the fourth annual event. "The informal session," said NAB, "is geared for participants to discuss problems and concerns of mutual interest such as management, personnel, central control and operations."

## Catch the wave

There is at least one radio group looking to extend its broadcast operations to distant shores in 1988. Carlson Communications International, a Salt Lake City-based radio group that owns and operates four stations in three markets, is planning to launch an English-language shortwave commercial radio station, KUSW Worldwide, by year's end, according to Ralph Carlson, president of the firm. KUSW will also be based in Salt Lake

City.

"Up to now, most of the shortwave broadcasts were either government operations or religious-oriented. Our programming will be mostly music [American contemporary classics including rock and jazz], but it will also include news, weather and public affairs, all with an international flavor," said Carlson.

Carlson said KUSW's primary coverage

## SUPERPOWER KUSW WORLDWIDE RADIO

area will be North America. The 2.5 million watt station, which will broadcast from 11 a.m. to 11 p.m. (mountain time), will also be heard in Europe and in parts of Africa, he said. A block of time—noon to 3 p.m., mountain time—will be put aside each day for recognized religious groups to broadcast their ministries, Carlson said. "And one night a week KUSW will field calls from national and international listeners for a call-in session to discuss station programming and world events," he said. The station's target audience will be men, age 25-49.

KUSW's rate card ranges from \$40 to \$100 per 30- or 60-second commercial unit, depending on the time of day. The station's sales representative will be Durpetti & Associates (part of Interep) in the U.S., and by All Canada Radio & Television in Canada.

"There's no [audience] measurement of the medium, so it's a concept sell," said Alan Hague, Carlson Communications executive vice president. "There has been good reaction to our presentations from both ad agencies and potential advertisers," he said, noting that some direct response marketing clients have signed on. The station, said Hague, will be pursuing multinational advertisers as well as public relations and image campaign dollars.

KUSW, which has been in the planning stages for nearly four years, will join one other station, WRNO New Orleans, in the U.S. commercial shortwave arena.

## Sahl signed

Political satirist Mort Sahl has been tapped by Westwood One to do a series of commentary on political and social issues over the Mutual Broadcasting System beginning in January, said Westwood One Chairman Norm Pattiz. The Sahl move comes on the heels of Westwood's announcement that Donald Regan, former White House chief of staff and treasury secretary, was signed for a series of commentaries to be broadcast over the NBC Radio Network. (Westwood owns both Mutual and NBC Radio Networks.) "We are gearing up for the presidential election year," said Pattiz.

## Chaffee reports

The United Stations Radio Networks has signed former champion skier and Olympic star, Suzy Chaffee, to anchor reports of the 1988 winter Olympic games from Calgary, Canada, next February. There will be four reports each day of the Olympics, which runs Feb. 13-28. Chaffee will also host Olympic preview reports—two



Verbitsky, Chaffee, McConnell

per day—during the two weeks before the start of the winter games. Each report will be two minutes long. Chaffee (center) is pictured signing the United Stations agreement with Nick Verbitsky, United Stations president (l), with John McConnell, United Stations vice president of news and sports, looking on.

## High comedy

The American Comedy Network (ACN), Bridgeport, Conn., is distributing *The Comedy Summit* to air the week of Dec. 7, the same time as the Reagan-Gorbachev summit in Washington. *The Comedy Summit* is a five-part series—each segment approximately 90 seconds long—featuring Russian comedian Yakov Smirnoff. According to ACN, Smirnoff will deal with "some of the funnier differences between life in the Soviet Union and in America."

*The Comedy Summit* will be offered to stations on a market-exclusive basis. ACN currently has a network of 217 stations.

## Chapin championed

The national radio tribute to the late singer-songwriter Harry Chapin, scheduled for today (Dec. 7) at 2:30 p.m. NYT, picked up momentum last week, particularly

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TELEVISION SYNDICATION



**Dotted line.** ABC Radio Network officials signed a definitive sales representation agreement with Satellite Music Network (SMN), Dallas, last week to represent SMN in national advertising sales (BROADCASTING, Nov. 30). The ABC Radio Network programs six full-service radio networks, two talk services and weekly entertainment shows and has approximately 2,200 affiliates. SMN offers eight 24-hour music formats and special entertainment programming and has nearly 960 signed affiliates. Pictured at the signing at ABC headquarters in New York (standing, l-r): David Hubschman, executive vice president and chief financial officer, SMN; Lou Severine, senior vice president and director of sales, ABC Radio Network; Barbara Crooks, vice president, advertising sales, SMN, and Phil Giordano, senior vice president, ABC Radio Network. (Seated, l-r): Aaron Daniels, president, ABC Radio Network; John Tyler, chairman and CEO, SMN, and James Arcara, president, Capital Cities/ABC Radio.

within the network radio community. As of last Wednesday, the CBS Radio Networks, the United Stations Radio Networks and the Satellite Music Network, will join the Transtar Radio Networks, the

initial participant, in an approximate five-minute simulcast of the title song of Chapin's *Remember When The Music* album ("Riding Gain," Nov. 16). Today (Dec. 7), Chapin will posthumously re-

ceive the Congressional Gold Medal for his work on behalf of the world's hungry and homeless. The day also marks Chapin's 45th birthday. (Chapin was killed in an automobile accident in 1981.) For the CBS simulcast, Harry Chapin's brother, singer Tom Chapin, will introduce the tribute.

The radio simulcast is being conducted in conjunction with Dunhill Compact Classics, Northridge, Calif., which is slated to release the Chapin album on compact disk today.

### Castor to Birch

Castor Spanish International, a Hispanic advertising agency with offices in New York, Atlanta, Los Angeles, Miami, San Antonio, Tex., and San Francisco, has begun to use data from Birch Radio Research for all placement of ad dollars on Spanish-language radio stations, according to Birch Radio officials last week. CSI's major radio clients include Anheuser-Busch, Burger King, Coca-Cola, Procter & Gamble and Southland Corp./7-Eleven Stores.

### End of an 'Era'

CBS Radio Programs has ceased distribution of *The New Era*, a weekly two-hour new age music show produced by Denny Somach Productions, Havertown, Pa. The series made its debut last spring ("Riding Gain," March 9).

"The station clearances and growth potential for the show were not what we anticipated," said a CBS Radio spokeswoman.

## Syndication Marketplace

**Republic Pictures Corp.** and **Reeves Entertainment Group** announced a joint venture through which both will make their entry in first-run syndication: *On Trial*, a half-hour courtroom strip set for fall 1988, that will use footage from actual court cases. There are 40 states in which cameras are allowed in courtrooms. Russell Goldsmith, chairman and chief executive officer of Republic, said "there are some complexities" to the entry of a camera in a courtroom, but the show's producers had reviewed the courtroom footage and found no problems. *On Trial* will be a production of Woody Fraser/Reeves Entertainment Group in association with Republic. A pilot will be ready in time for the Association of Independent Television Stations convention in January.

Trials included in the program will span the legal spectrum, including cases that end in capital punishment. Richard Reisberg, president and chief operating officer at Reeves, said that *On Trial* will also "go after big trials in the news and that the program will not be opposed to following what's already on the nightly news." Conversations with witnesses and jurors will also be included. A host and a noted attorney will provide introductions to the courtroom footage. The set of the series will look like an office with television monitors. The program will have a flow "not unlike *ABC's Monday Night Football*, according to Reisberg. There will be 25 weeks of first-run episodes and 17 weeks of repeats which will be sold for cash plus barter (five-and-a-half minutes for stations and one minute for Republic and Reeves). Syndication will be handled by Republic Domestic Television, headed by Chuck Larsen.

**Television Program Enterprises** will add two more half-hour, first-run shows to its syndication list for fall 1988: *Triple Threat*, a weekly game show featuring three generations of families competing to identify songs from three areas of the music world, and *Dick*

*Clark's Golden Greats*, a weekly series composed of highlights of *American Bandstand* and other Dick Clark specials. The barter split for both series gives three-and-a-half minutes to both stations and TPE. TPE is also selling 115 off-network episodes of *Fame*, *Fortune and Romance* for a January 1988 debut, on a cash basis.

**Dow Jones and Co.'s Wall Street Journal Report Television** division has cleared *The Annual Report: 1987*, a half-hour year end economic review for a window beginning Dec. 15., on 97 stations, covering 66% of the country. Hosted by *Wall Street Journal Report* anchor Consuelo Mack, the special will be available on a cash basis. Wall Street Journal Television is also offering stations one-and-a-half minute daily news feeds for local newscasts beginning Feb. 15, 1988. Plans call for Mack to be available for two-way interactives during the live feeds, as she was during Dow Jones Television's coverage of the market crash recently.

**Baruch Television Group** reports clearing *American Ski Week*, a weekly, half-hour review of the latest in skiing, ski conditions, ski fashions and updates on the Olympics, among other ski-related topics, on 66 stations covering 68% of the country. The 14-week series will be hosted from Vail, Colo., by Olympian Hank Kashiwa. Barter distribution gives stations three-and-a-half minutes and Baruch three minutes. Clearances include WNBC-TV New York, KABC-TV Los Angeles, WJBK-TV Detroit, WJW-TV Cleveland and WAGA-TV Atlanta.

**D.L. Taffner Ltd.** and Canada's **Primedia Entertainment** have formed an association for the creation of television sitcoms and dramas for the U.S., Canada and international markets. Recent Primedia productions include adaptations of the National Ballet of Canada productions of *Onegin* and *The Merry Widow*, as well as the made-for-television films, *Heaven on Earth* and *Going Home* produced for the BBC's *Screen Two* and CBC's *Main Event*.



# Brokers

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\$11,000,000  
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CAPTOL BROADCASTING COMPANY INC  
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and General Manager  
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WLCB-FM  
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KTOP (AM) and KDVV-FM  
Tulsa, Oklahoma  
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"Recently, I completed a complex three-party, like-kind exchange of assets through Americom. We broke much new ground with this type of broadcast sale. Americom stayed right on top of things, providing solutions to difficult problems. At closing, it was a great deal for all parties involved. I applaud Americom's innovative nature and professional attitude."

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"We sold our six-station group through Americom. They found a potential buyer who was willing to pay top dollar and had the financial means to do it. They then worked hard to find me another group to purchase. They were successful, and we recently closed on a three-station group acquisition. Their creativity in structuring sound financial deals and their ability to explain why a station has a certain value sets them apart. It's a pleasure to work with them."

**Jim Glassman**  
*Community Service Radio, Inc.*



## AMERICOM



Radio Station Brokerage & Financing



# The Business of Brokering

*Broadcast properties have historically been good investments. When Wall Street discovered that fact, aided by the development of new financing mechanisms and the elimination of some FCC restrictions on station transfers, the principal benefactors from the ensuing station trading boom (next to the principals involved) were the station brokers, who, over the past several years, have been helping sellers turn stations into gold at an unprecedented rate. Far from the stereotype of mere conduits in an "old boy" network, station brokers must be knowledgeable in new and complicated financing methods, tax laws, station operations, facilities, staff and management, formats, advertising, trade agreements, network affiliations, ratings and more.*

*Who are the broadcast brokers? This special report features a cross-section of players, new and old, with their thoughts on business today, and tomorrow. It also includes an "address book" of brokers nationwide, featuring principals and some of their specialties.*

## **Howard Stark**

Howard Stark is perhaps one of the best known brokers outside the broadcast industry, and probably among the most envied inside, because of the size of the deals he handles. Specializing in TV stations, most often network-affiliated, Stark has led the brokerage industry for many years. In 1986 he had more than

\$500 million in sales, and over the course of his long career, Stark says he has brokered more than \$2 billion in sales. Yet in any given year, Stark does fewer than a dozen deals, but the quality of those deals gives proof to Stark's claim that he only works with broadcasting's "blue-bloods."

Stark is a one-man shop. "Other brokers have large staffs, I try to keep

things personal," says Stark. "As long as it's in my own name, I control the quality of the product."

Stark is one broker who does not welcome the advent of Wall Street in the sale of broadcast properties. "The Wall Street firms have tried to change the way stations are sold," he says, "They try to auction them like Sotheby's and they don't do privately negotiated sales.

# If You Want To Experience A Great Broadcast Deal, Talk To Someone Who Has A Great Deal Of Broadcast Experience.



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40 years

*Clyde G. Haehnle*  
46 years

*Ward L. Quaal*  
49 years

*John B. Babcock*  
38 years



*John D. Chapman*  
30 years

*Richard W. Chapin*  
34 years

*Larry C. Wood*  
15 years

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**Cincinnati, OH:** (513) 381-7775, Richard C. Crisler, Clyde G. Haehnle, Larry C. Wood, John D. Chapman.  
**Ithaca, NY:** (607) 257-6283, John B. Babcock. **Lincoln, NE:** (402) 475-5285, Richard W. Chapin. **Special Consultant:** Ward L. Quaal Company, Chicago, IL (312) 644-6066 and Los Angeles, CA (213) 277-9399.

There is no confidentiality. They have brought a lot of financial people in who don't care about broadcasting," he says. "I'm not interested in selling to people who just want to get in and turn a fast profit. Television is a public trust, and they don't add anything to the industry."

Stark is unafraid to take views at odds with the establishment. "I'm all for the transfer tax," says Stark, "it's the best way to finance public broadcasting, and as my record states, I'm a big believer in public broadcasting. I also think we should have the three-year rule back, because it helps bring broadcasters who are interested in running stations back into broadcasting." Stark feels there has been trafficking and it needs to be "negated."

Stark is reticent to predict any trends for next year. "It's very difficult to tell about the future," he says. "I'm working on some deals that are being held over until next year for tax reasons, and they should account for about \$250 million in sales. But I think 1988 will be a good year."

## Blackburn & Co.

Blackburn & Co. is a pioneer in station brokerage. It evolved from a company started in 1946 by James W. Blackburn Sr. and Ray Hamilton. Blackburn broke out on his own in 1957 and formed the firm that bears his name. It continues to be run by his sons, Jim and Dick Blackburn. It employs 16 associates in offices in Washington (where it is based), Chicago, Atlanta and Los Angeles and is usually among the top two or three brokers in dollar volume of properties sold. Although the Blackburns do not equate dollar volume with service, they brokered more than \$500 million in sales in 1986 and claim more than 3,500 sales during the firm's existence.

Jim Blackburn, president, and Dick Blackburn, vice president (they say they share equal responsibilities), are based in Washington. Jim is a graduate of the Wharton School of Business and worked at WTVR(TV) Richmond, Va., as technical director for two years before joining the company in 1971. Dick Blackburn, who has an MBA from Georgia State University, was a salesman at WNAV-AM-FM Annapolis, Md., before joining the company in 1972. Jack Harvey, an original Blackburn associate, has been a broker since 1956. He was formerly a business manager with UPI and also worked for newspapers earlier in his career. Joe Sitrick, often called one of the "deans" of the brokerage industry, has been with the firm since 1958. He was formerly public relations manager for the National Association of Broadcasters, an assistant to the chairman of the FCC, an official of Voice of America and the United States Information Agency and a writer for BROADCASTING magazine.

Blackburn's stock in trade is long-term relationships with loyal clients.



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Nancy Mahlman • Josh Mayberry*



Also, as Jim Blackburn says, "every deal makes another deal."

He says also that "investment bankers insist that their financial acumen gives them the edge in a deal, but brokers will always have the advantage because they are in the market every day, doing deals. Those with a narrow knowledge of the industry are having a harder time. Wall Street simply doesn't have the personal acquaintances," Jim Blackburn says.

"Another reason they are having a harder time is because they aren't suited to do the deals," says Dick Blackburn. "Buyers interested in TV stations aren't generally worried about money. They know how to get the money. Radio is

more specialized and you must have an understanding of the formats and personnel needed to run a radio station."

#### Chapman Associates

Chapman Associates, one of the larger brokerage firms, was formed in 1954 by Paul Chapman. Company President Bill Cate reports that in the intervening 33 years, it has brokered more than 2,500 sales and appraised more than 4,000 stations. Cate is part owner of the company with Ray Stanfield. They purchased the company (with the late Corky Cartwright) from Chapman in 1983. Chap-

man handles all types of sales. For many years, it was perceived as a small-market broker, but it has been changing that image and last year moved its headquarters from Atlanta to Washington.

The firm's best year was 1986, when it handled \$261 million in sales, says Cate. This year has been slower "because we didn't have the tax-generated sales like the last part of 1986," says Cate. "It would be hard to match last December." Cate describes the 1987 total-to-date of \$181 million as a victory. And with the increasing size of the sales this year, Cate says, revenues have remained about the same even though gross volume is down.

Chapman has 18 associates in its offices. Cate, based in Chapman's new offices in Washington, no longer brokers sales so that he can concentrate on management of the firm. He is a former broadcaster from Fayetteville, Ark., with experience at stations in Arkansas, Missouri and Florida. Cate joined the firm in 1978.

Also in the Washington office is Mitt Younts, who handles television sales for the firm. Younts comes from a broadcasting family and has owned and operated stations in North Carolina.

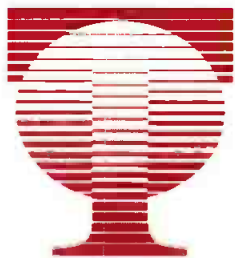
Company Chairman Ray Stanfield has a history as a broadcaster at stations from the Southeast to Los Angeles. He was also a national sales representative with the New York-based Peters Griffin Woodward, before joining Chapman in 1975. He brokers deals from the firm's Los Angeles office along with Peter Stromquist, Jim Mergen and Dave LaFrance.

New to the company are George Reed and Jim Brewer who will handle Chapman's operations in Jacksonville, Fla. Reed was general sales manager of DKM Broadcasting's WVEE(AM)-WAOK(FM) Atlanta and recently formed a company to acquire WJTT(FM) Chattanooga. Brewer has owned stations in Indiana, Florida and Tennessee. He also operates a restaurant franchise chain and is involved in real estate development in Florida and Indiana.

The new associates have been hired to fill the void left by four associates who left recently to form their own firm, Media Venture Partners (see below). Although turnover in the brokerage industry is common, the leaving has been the source of some acrimony as Chapman is involved in a lawsuit over breach of non-compete agreements (BROADCASTING, Nov. 16).

As to the state of the industry, Cate sees a booming year in 1988, especially in the third and fourth quarters. "We will see a lot more sales generated by the loss of the general utilities doctrine [the tax provision that prevents double taxation on sales, first at the corporate level and again when individuals disbursements are made] in 1988," said Cate. "Next year is an election year, which has traditionally been good for brokers," he said. "We're very optimistic."

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## R.C. Crisler & Co.

Founded in 1951 by Dick Crisler, the Cincinnati-based firm also has associates in Ithaca, N.Y., Lincoln, Neb. and Chicago. Crisler began his career after graduating from Yale, working in investment banking in Cincinnati and on Wall Street, and, for a laugh, will tell questioners that he started at the Guarantee Co. (now Morgan Stanley), in September 1929 so he can tell you about both crashes. Crisler got into the broadcast station brokerage when he managed the sale of his close friend, Hub Taft's station in Cincinnati in 1951. He's been a station broker ever since.

In Crisler's Cincinnati office are Clyde Haehnle, a broadcaster with 30 years experience at Avco Broadcasting as a vice president and member of the board. In addition to being a registered engineer, Haehnle was also general manager of WCET(TV) Cincinnati, one of the country's first educational stations. Also in the Cincinnati office is Larry Wood, who joined the firm in 1979. Wood came from the news consulting firm, Frank Magid & Associates, and was involved with the news department of several stations, most recently WCAI(TV) Champaign, Ill. The third member of the Cincinnati office is John Chapman, a former general manager of WKRC(AM)-WKRQ(FM) Cincinnati. Chapman had been a vice president with Scripps Howard in Cleveland and a se-

nior corporate vice president with Taft. He joined the firm in April of this year.

John Babcock, a former vice president and chief operating officer of Park Broadcasting, runs the Ithaca office. Former National Association of Broadcasters and Radio Advertising Bureau Chairman, Dick Chapin, runs the Lincoln, Neb., office. Chapin was the president of Stuart Broadcasting until 1985, when the company was sold. He is a recipient of the NAB's distinguished service award. Ward Quaal is another NAB DSO winner and a special consultant in the firm's Chicago office. Quaal was president of WGN Continental Broadcasting for 16 years and a three-time president of the Broadcast Pioneers Library.

Wood and Haehnle say they had a good year this year, though not as good as 1986. For them, unlike many other brokers, the closing of the year was their busiest time and Haehnle and Wood attribute that to the firm's growing print media brokerage business, which had a very busy first quarter. Haehnle felt that buyers had been cautious because there was still shock from "the stock market meltdown." Wood says that he felt "the pencils are sharper than they have ever been before" at the lending institutions.

The brokers say that next year should be a good year, especially for smaller market sales that can take advantage of the window on exemptions from the general utilities doctrine. "Those com-

panies with fewer than 10 stockholders owning more than 50% of the stock, and whose sale price is \$5 million or less can still use the general utilities doctrine," says Haehnle, "it's a linear cut from there for companies worth up to \$10 million that meet the other qualifications. It's possible for a station worth \$6.5 million to save almost \$1 million in taxes, and that should generate a lot of sales."

For 1988, Wood sees a lot of deals coming. "There were a lot of deals done quickly to beat the tax laws in 1986 that were not done very carefully," says Wood, "especially highly leveraged deals in TV and expensive radio sales. It's not as pleasant as selling successful properties." Wood also pointed to a shortage of talented station management in radio. "A lot of owners are finding it more difficult to make stations turn around than they thought," says Wood.

Both brokers say they are not sure about a return of seller paper into the marketplace in 1988. "The seller who is in shock over the crash is more likely to hold onto the station," says Haehnle, "he will be cautious and avoid taking paper." Wood agreed: "There won't be a lot of fire sales," he says. "Buyers want paper, but whether the seller wants to accept it is open to question."

## The Ted Hepburn Co.

Now beginning his twelfth year as the owner of his own firm, Ted Hepburn of The Ted Hepburn Co., has built one of the industry's major brokerage firms. Including a seven-and-a-half-year stint with the R.C. Crisler Co., Hepburn's nearly 20-year span has seen him handle some of the industry's larger sales. Hepburn points proudly to his brokering most of the sales of, among others, the Rollins Communications stations, the Group One stations and the stations of Mid-America Media. This year, Hepburn reported nearly \$100 million in sales and nearly \$220 million in sales in the last two years.

Hepburn comes from a background in station management, and was general manager of WSAI(AM) Cincinnati before joining Crisler. Working with Hepburn is his son, Todd, who was originally hired to handle cable sales, though the firm has decided to stick with its bread and butter, broadcast stations. Before starting with his father's firm, Todd played keyboards for several bands that toured the East Coast after college, but worked at WEBN(FM) Cincinnati for a time also. Another Hepburn has been working for the firm while in college, daughter Heidi, who graduates soon with a degree in finance.

Hepburn says the company has always tried to attract cash buyers and this year every sale brokered has been for all cash. "We've never been a major player in term sales," says Hepburn, "some sales that started out that way became all cash. The seller is better off without the risk and we're able to help the buyer finance the deal himself." Hepburn cau-



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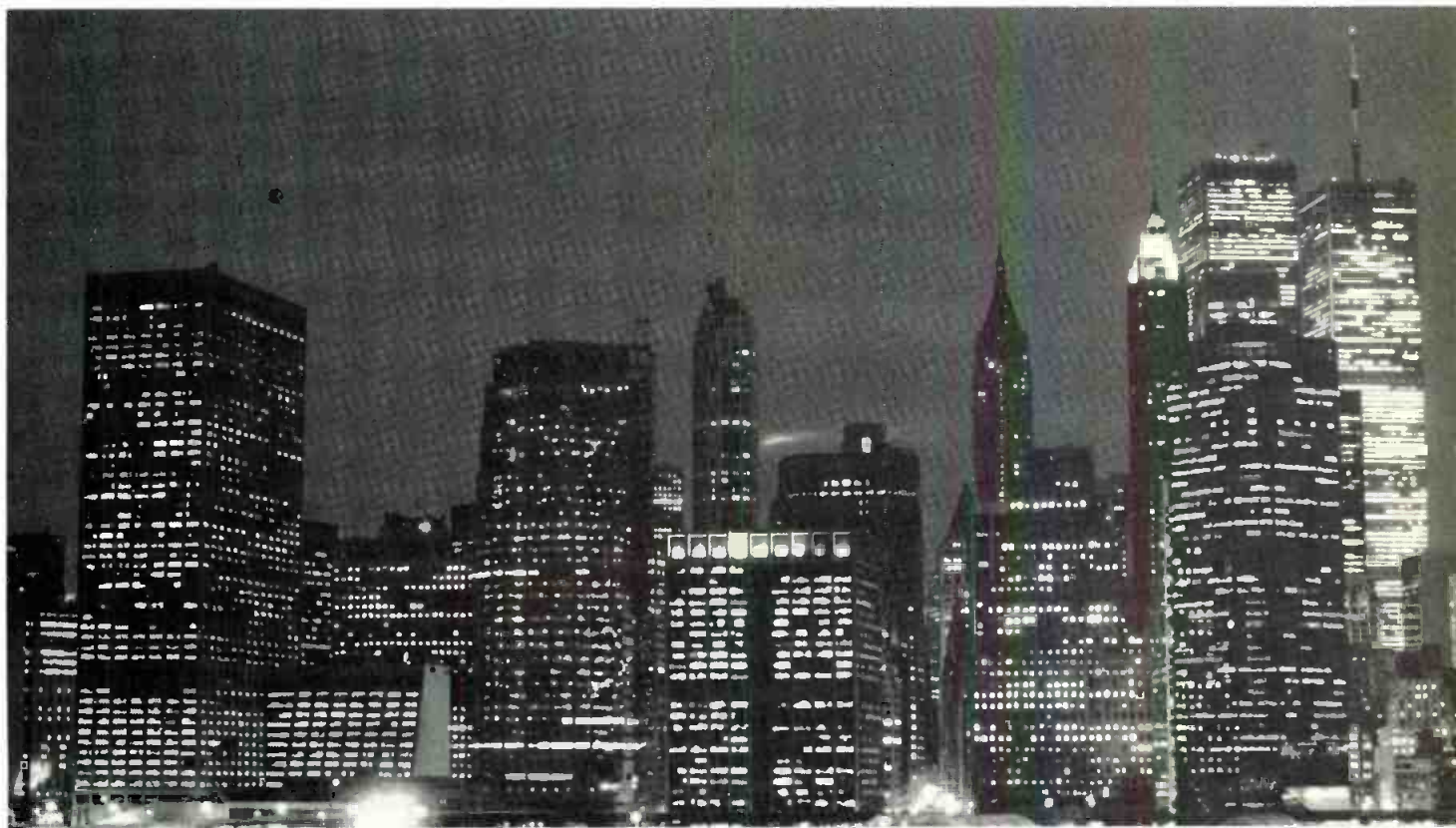
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**DELIER BROADCASTING, LTD.**  
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and arranged the senior debt financing  
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tions that they do not arrange financing within the firm, "we steer them to the investment bankers, who we have a good relationship with, but we try not to wear two hats."

For the future, Hepburn says banks are more conservative than they have been in the past and that has led to a slowdown since "black Monday." "That won't change in early 1988," said Hepburn, "but later in the year things will pick up." Hepburn expects to see more sales of TV's, especially in the Sunbelt, though there is still a scarcity of network-affiliated television stations.

**Americom Radio Brokers**

Americom Radio Brokers, in business a little more than three years, has emerged as one of the top players in radio brokerage. It is headed by Tom Gammon and his brother, Dan. The Washington-based company had a record year in 1986 with \$120 million in sales and expects 1987 to be almost as good with \$80 million so far. Although many brokers would be happy with that, Tom Gammon says, "we were pretty much flat this year and that doesn't please us, but we're still real busy, so I guess we've been working on the right things."

Dan Gammon sees changes in brokering. "The brokerage business has become more complex," he said. "New techniques and customer service methods from brokers are needed to deal with today's environment." He feels the increase in lenders for station acquisitions requires more creativity in financing. "The tax reform act drastically changed the focus of the investment community away from tax shelters and into income producing businesses," said Gammon. "Also, the advent of deregulation removed some of the burdensome regulations associated with the ownership of a broadcast property. Consequently, the new breed of brokers has to understand the radio investment forward and backward...so that projections can be compared with the debt service analysis to assure the deal can be closed."

Tom Gammon is willing to stand by his track record of providing service for clients. "The key point is to work with someone who sees and understands your station's value and can show those unique qualities to the buying party," he said. "Past success is the best predictor for future performance. Look at how many stations a broker has successfully sold and whether those stations are similar to yours."

**Stan Raymond & Associates**

Stan Raymond & Associates, based in Atlanta, is one firm that stresses its roots in radio. "We're broadcasters," says owner Stan Raymond proudly. Raymond owned stations and managed a station group before starting his own firm, which specializes in radio in the \$1 mil-





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lion-\$15 million range. Opening a new office for Raymond in Long Boat Key, Fla., is Nick Imbornone, who ran the Hilliard-Newmark Atlanta office.

Raymond says the firm works on "what we do best," which is a "thorough understanding of the operation of a station. We don't get involved in engineering," says Raymond, "although we have an owner's understanding of the quality of facilities. But we concentrate on our expertise: management, staff, formats—everything that goes into the operation of a station."

Raymond stresses his belief that radio is a "people" business and thinks the station's staff is the most important indicator of the quality of a property. "Everyone at a station should be [part of a] team," says Raymond.

Raymond says he has had a good year this year and expects next year to be the same. "Generally, we have about \$8 to \$10 million worth of stations in stock at any given moment, with an average value of around \$3 or \$4 million. Selling or buying a station is not a question of the money," he says, "it's a question of having a good property, so we only handle good properties."

### **C.L. Richards Inc.**

For many years one of the stalwarts of the brokerage industry has been C.L. Richards Inc. owned by Cecil (Lud) Richards. From 1968 to 1974, Richards was a vice president of the Hamilton Landis brokerage firm in Washington, until he began his own firm in 1974. Richards comes from an executive background at Westinghouse, CBS, Peters Griffin Woodward station representatives and the radio-TV division of Triangle Publications. Unlike many other brokers, the Richards firm had its best year in 1987. Though Richards avoids the dollar-value-sold competition with other brokers, his totals for last year should reach nine figures, easily placing him among the top 10 brokers.

Joining Richards in his suburban Washington office is Bruce Houston, who began his career as a station rep with Eastman Radio from 1962 to 1969. Houston also has experience as a station owner and general manager, having an interest in stations in Syracuse and Detroit, and as general manager of WRC(AM)-WKYS(FM) Washington. He joined the firm in 1978. Heading Richards' Chicago office is Lee Hague, a former merger and acquisition specialist with Dean Witter. From 1976 to 1982 he owned Hague & Co., a broadcast investment banking firm for station owners and groups. Hague owned WEAW(AM) Evanston, Ill., from 1981 to 1986 and has been with Richards since 1982.

Richards is proud of his track record and expects 1988 to be more of the same. "The market has and will be much more transactional than tax driven than in 1986," says Richards. "Buyers and sellers are looking much more at business



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opportunities and profit and loss considerations than they were in 1986. I don't see any major changes there, we have a lot of things in the works for next year and I think next year will be even better."

"Broadcasters don't suffer as much in a recession as other businesses," says Richards, "but those involved in the junk bond market may not do as well." Hague feels that Black Monday and the economic uncertainty because of the crash has already had an effect. "New stock offerings are way off and public debt has essentially evaporated." Richards's firm deals with larger TV and radio properties and feels his clients are better suited to withstand the vagaries of the lending market. "We deal with broadcasters who have their money put together in more traditional ways," he says.

"But if interest rates go up," says Richards, "all that goes out the window. Interest rates effect lending patterns by far more than Black Monday." Hague agrees and feels that interest rates have already begun to rise. "I think interest rates will be going up slightly," he says, "about one, to one and a half points, over the next year. We have already seen an effect from this as lenders have become more selective, they see things as a little riskier because of the economic uncertainty. Buyer and sellers should work with brokers who know their way around. Lenders won't spend time on

buyers who can't get a deal done, and brokers must know how to evaluate a buyers credit risk."

But the resilience of the broadcast industry, Richards feels, may mitigate even a rise in interest rates. "During the period in the late 70's when interest rates were so high, we continued to do deals because sellers became more flexible in taking back paper on the acquisitions." Hague agrees with Richards evaluation, "We've already started to see more flexibility from sellers," he says.

#### Communications Equity Associates

Communications Equity Associates, which has long been thought of as a cable broker, opened its broadcast brokerage division in Washington in 1985 and almost immediately established itself as one of the top brokers in its new field. The firm has brokered nearly \$50 million in sales so far in 1987.

The company has three long-time professionals heading its Washington office. Kent Phillips, group vice president, directs the operations of the broadcast office, and specializes in assisting clients in all types of financing. A Wharton School graduate, Phillips was previously with Teachers Insurance & Annuity in New York. Diane Healey Linen, group vice president for television, specializes in TV station sales, capitalizing on her experience as group vice president for corporate affiliate relations at NBC. She

holds a degree from the Harvard School of Business. Heading the radio division is Glenn Serafin, who was formerly national sales manager at the Associated Press. Serafin comes from a news background and began his career in local radio at WJLK-AM-FM Asbury Park, N.J.

"CEA has a heavy foundation in finance," says Linen, "and we're a full service brokerage. CEA is an active competitor to Wall Street." Serafin supported Linen, saying, "CEA has a higher degree of financial sophistication than other firms. We have TV and radio people who have been involved on both sides of the table." One area that that sophistication can be seen is in CEA's understanding of tax implications for transactions. Serafin says there would be an opportunity for many sellers to reap a special exemption in selling smaller properties—including many radio sales. "Deals under \$10 million," says Serafin, "are exempt from the repeal of general utilities doctrine for the remainder of 1988. There will be a lot of tax-driven sales in radio next year. Linen also reports that tax certificates are available for media businesses willing to invest in new areas of media. "It's a free market incentive to diversification," says Linen, "so we see a lot of interest in radio from cable guys. They're used to paying 14 to 18 times cash flow for cable systems and look at radio as a bargain."

Linen reports that it was a very slow year for TV sales in 1987, but says "if retail sales are OK, then we expect next year will be a great advertising year. If ad sales are good, then there will be a higher cash flow and consequently higher prices." Linen added that, "a recession is possible, but higher inflation is not to be seen."

Serafin says that he is very bullish on radio for 1988. "The typical radio deal is not very sensitive to the stock market crash," he says, "they place financing at much smaller levels than Wall Street, so the effect on radio was almost meaningless."

#### The Mahlman Co.

The Mahlman Co., based in Bronxville, N.Y., bills itself as "radio's blue chip broker" and has lived up to the claim, being one of the top five radio-only brokers for many years. Bob Mahlman reports that sales are off from last year's record total of \$105 million, but the company has so far pulled in \$50 million to \$60 million for 1987.

The Mahlman Co. opened its doors in 1979 with "an office over the garage," says Mahlman. But the humble beginnings bely the experience Mahlman brought to the brokerage industry. Mahlman was a vice president and general manager for ABC's four radio network and had been responsible for signing affiliates to the network before that. Prior to ABC, Mahlman was a vice president of McGavren Guild in New York, starting with the radio rep firm as manager of its Detroit sales office. He ran the

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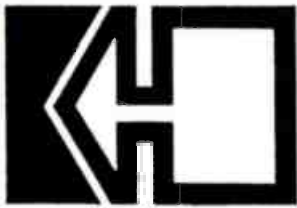
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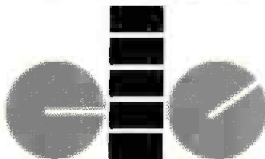
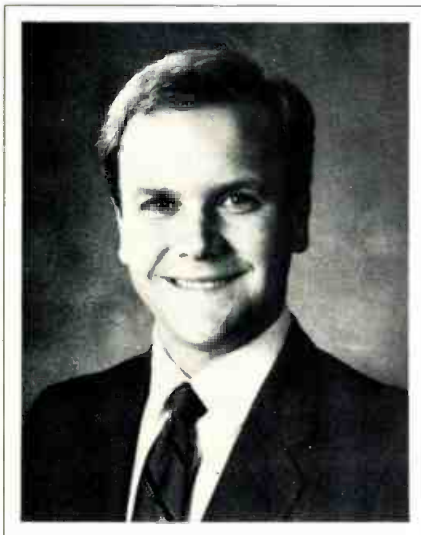
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firm's Chicago office and was a vice president of its New York office. Mahlman also lists president of the National Association of Media Brokers to his credit, an organization he has spent much of his own time promoting.

Mahlman's long-term partner both inside the brokerage business and outside, is his wife, Nancy, who handles financial data, appraisals and the firms computer database.

Mahlman said the biggest news of 1987 was the stock market crash. "Black Monday stopped a lot of the high flying deals backed by junk bonds," said Mahlman. "Junk bonds fueled a lot of deals that weren't really reasonable and that was because their expectations for success in turning around stations were just not reasonable. The kind of buyers who came in in the last five years were highly leveraged and that's why we didn't see a lot of high cash flow sales last year, because those buyers needed the stations cash flow to meet debt."

Mahlman also felt that 1987 was a learning year for buyers. "The crash made a lot of people pause and start looking at the personnel rather than the deal itself," says Mahlman. "Now they are realizing that they have to put greater emphasis on the individual rather than the multiple."

Mahlman says the first quarter of 1988 will be strong. "Lots of marginal stations will be on the market from pressure in their financial institutions to sell," says Mahlman. While those stations will be sold, Mahlman says there are plenty of lenders ready to finance new acquisitions. "Bankers and lenders see a good, stable business in radio, unlike television which has tremendous competition from cable and other new programing sources. Radio presents an opportunity unlike any other media. You and I can afford radio, the business is in the 10,000 smaller markets and those businesses are available."

### **H.B. LaRue & Co.**

H.B. LaRue & Co. held the record for a radio station sale for many years with the sale of KJOI-FM Los Angeles for \$43.7 million. The firm is headed by Ben LaRue and has offices in New York and Atlanta in addition to LaRue's base of operations in Los Angeles. LaRue, a broker for 23 years, has seen many sides of the broadcast business. He's been a station owner, general manager of KTVR(TV) Denver [now KWGN(TV)] and general sales manager of WINS(AM) New York.

In LaRue's New York office are Leon Van Bellingham (a former special project coordinator for NBC's *Today* show for 15 years and vice president for corporate development for Cablecom General), and Michael Bergner (an attorney recently graduated from Tulane, who specializes in tax law). In Atlanta is Hal Gore, who has experience in both broadcast and cable ownership. And assisting LaRue in Los Angeles is company vice



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president, Joy Thomas, who has been with the firm for 13 years.

LaRue has traditionally concentrated on larger sales and reports more than \$100 million in sales for this fiscal year. He finds that 1987 has been slow, but that sales have picked up for him in the last two months, with two sales valued at more than \$50 million closing this month.

Although he intends not to slow up on large sales, LaRue says he is in the process of increasing his sales staff to handle the \$3 million-\$6 million range of sales. "We stayed with larger sales in the past, but we need to expand our base," says LaRue. He intends to hire two new brokers in the coming year, one for a new office in the Midwest and another associate in his Los Angeles office. Part of the reason for the expansion is LaRue's expectation that 1988 will be an "excellent" year. "There will be many more new stations coming on the market next year," says LaRue, "especially network affiliated VHF's. As anyone who owns a network affiliate knows, network viewing levels are down, with people watching cable and VCR's. Next year will be a smart time to go ahead with the sale of a network affiliated station."

One area of grousing by many brokers is the advent of the Wall Street auction method to sell a station. For LaRue, the arrival of Wall Street is another opportunity for innovation. "While the Wall Street firms want to get involved with TV group sales and top-10 market TV's,

they have little interest in individual station sales, so they are not competing with us," said LaRue, adding that "in the sales that they do get involved with, we have found a perfect opportunity for cooperation. We work with the Wall Street firms, bringing the buyers we know to a sale and having them work out the financial arrangements they are adept at. They are anxious to do the deals."

#### Media Venture Partners

There tends to be a lot of churn among players in the brokerage industry, as brokers leave old firms to form new ones. One firm that has faced a somewhat painful birth is Media Venture Partners, comprising four former Chapman Associates and a new associate. The four are being sued by Chapman, and although they have managed to keep their doors open, the lawsuit has left some hurt feelings on both sides. Hurt feelings aside, MVP expects to announce its first sale within the next several weeks.

The four former Chapman associates are Charlie Giddens, Elliot Evers, Randy Jeffrey and Brian Cobb. The newest associate is Ray Schonbak, an 18-year broadcast management veteran with Metromedia. Schonbak will join Brian Cobb in handling TV acquisitions for the firm. Cobb worked in management at TV stations in Denver and Nashville before becoming a broker. The two will

concentrate on TV sales nationally in the \$5 million-\$20 million range. Elliot Evers works out of San Francisco and concentrates on the West Coast on radio and syndication transactions. Evers is an attorney who worked with Jason Shrinky in Washington before becoming a broker. Randy Jeffrey, a former station owner in Winter Haven, Fla., is based in Orlando and handles radio sales, generally in the South. Charlie Giddens was formerly an executive vice president with First Media before entering the brokerage business, and will handle radio sales in the \$3 million-plus range.

For 1987, Jeffrey says, "It was an average year in many regards and would have finished much higher if it hadn't been for 'black Monday,'" he says, "We saw some reevaluation of prices by buyers and sellers, and by lending institutions, but we still saw some record prices in places that surprised people." Evers agrees, "1987 was off compared to '86," he says, "it was good but not great. Lenders are still nervous, but it's still a good market." Evers pointed to the increasing effect of the general utilities exemption window to increase sales in the coming year. Giddens also feels that 1987 has been slower "since the summer" but that 1988 will be an active year. "People who bought optimistically in the past are going to have to be more realistic," says Giddens. He feels that lenders are going to be more careful in lending money to buyers, "They will be looking for buyers with proven track records," he says. Jeffrey says, "we saw turnarounds and start-ups selling much slower in 1987 and we will follow through with the trend in 1988. There will be some very nice deals in 1988," he says, "stations with more positive cash flows."

#### Frank Kalil & Co.

Tucson, Ariz.-based Frank Kalil has been in business on his own since 1982 after seven years with Chicago-based R.C. Crisler & Co. and five years with former Crisler associate Bill Richter, in their firm of Kalil & Richter. Before entering the brokerage industry, Kalil has done stints as an air personality, program director, manager and owner, not to mention several years as a professional comedian who was, at one time, offered his own network show.

With Kalil are Kelly Callan, a broker for three years who comes from a financial background and worked with Inter-tel, a private phone company, Richard Beesemeyer, a former vice president of affiliate relations with ABC, who has been with Kalil for two years and his son, Fred, a graduate of the University of Arizona. Kalil recently hired Dick Paye, former vice president and chief operations officer for Surrey Broadcasting.

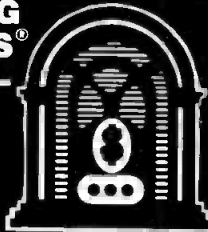
Kalil reports a good year in 1987, but expressed concern about several deals that "didn't quite come together." Said Kalil: "the uncertainty about the stock



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market made people conservative. Corporate buyers have been developing a wait and see attitude." That attitude has carried over to individual buyers, said Kalil, who are having difficulty being as aggressive as they would like because lenders have been cautious.

Kalil remains optimistic about next year: "1988 will be a phenomenal year," said Kalil. "Broadcasting has always been a safe harbor from recession," said Kalil, "and there will be a lot of activity on the positive side from people seeking broadcasting as a safe harbor and a lot of activity on the negative side from non-broadcasters who got into broadcasting because of its historical growth. A lot of deals were done on paper last year from people guessing on future growth. When their guess was wrong, the deals wound up dying." Kalil stressed that he did not want to sound too negative, "but there are a number of people out there, who, if they could get back to even, would jump at the chance.

Kalil is one broker who has strong opinions on the recent transfer tax movements. "What's wrong with trafficking," asks Kalil, "if an owner can bring a station to its maximum value? Water seeks its own level and the product will generate the kind of return it deserves."

#### Wertheim Schroeder & Co.

One of the more dramatic entries in brokerage has been made by Gary Stevens of Wertheim Schroeder & Co. Stevens reports more than \$600 million in sales for his firm since its inception two years ago. Working as a one-man shop within Wertheim Schroeder, Stevens has used his experience as president of Doubleday Broadcasting, which he left in 1985, to put together some of the largest deals of the year.

"My years at Doubleday and working for a firm like Wertheim Schroeder have enabled me to have immediate legitimacy in mergers and acquisitions. I know the people, and they understand that I know every nuance of the business," says Stevens. "I ran a station group and a big one, and my clients know that."

Stevens thinks Wall Street firms are filling a necessary place. "As the transactions get larger, you want the more traditional organizations to handle the deals," says Stevens. As for the complaints about Wall Street from brokers, Stevens says, "the guys who didn't get the business want to bitch about Wall Street competition."

Stevens sees a quiet market for the rest of the year. "The crash threw a scare into everyone," he says, "and it's been more difficult to do a stretch deal since the end of 1986. Stick sales and marginal deals are in a lot of trouble." But he sees a big year coming in 1988, in part because of the difficulties of this year. "A lot of over-leveraged guys will be coming back next year; it will be busy, but the prices will be moderat-

ing," says Stevens. "I think the big news will be a return to seller financing; sellers will be more flexible in what they are willing to take back, rather than risking a highly leveraged deal. There's less risk of equity loss that way."

#### Kozacko-Horton Co.

The Kozacko-Horton Co. is a new name for one of the older brokerage firms. It was founded in 1985 as the successor to the Keith Horton Co. Keith Horton, a New York broadcaster who began brokering for Chapman & Associates in Minneapolis in 1967, still retains the title of chairman, but was bought out by his partner, Dick Kozacko. Horton says he sold his share to relieve himself of the strain of managing the company and now concentrates on sales, which he says always received his first attention.

Kozacko describes himself as a frustrated nonbroadcaster from a financial background. He wrote his master's thesis on radio networks. He began his career in financial planning at Ford Motor Co., and later moved to 3M where he worked in market research and acquisitions.

Describing itself as a regional broker, the company generally concentrates on sales in the Northeast, but has begun an expansion program on the East Coast, and now has an office in Portland, Me., in addition to its home office in Elmira, N.Y. It is opening an office in Washington to handle the middle Atlantic and the Southeast. The Portland office is run by Melvin L. Stone, the firm's vice president, who comes from a diversified background in station ownership and is a past president of the Maine Radio and Television Broadcasters Association and the New England Press Association. The Washington office is headed by Bruce Kanner, a former vice president and sales manager for UPI.

Kozacko reports that his firm, like many others, is off from its 1986 totals, but has about \$5 million in sales in eight closings this year. He says the market is tight at the moment, but he expects the second quarter of 1988 to be good. Much of that optimism, Kozacko says, comes

from the strong economic picture in the Northeast. "There is continued, strong interest here," says Kozacko, "unlike the weakening we see in the traditional sunbelt properties. The Northeast has remained vital, while much of the South and the oil belt in particular has suffered."

#### Frank Boyle & Co.

One of the many firms that has opened its doors recently, Frank Boyle & Co., comes with a solid background in the broadcast industry. Headed by Frank Boyle, chairman of Eastman Radio (recently sold to NBC) for 25 years, Boyle comes with an in-depth understanding of the industry and a card file of contacts that is the envy of many brokers. After retiring from Eastman, Boyle began business in 1985 and says his company is one of the few firms that handles radio, TV and cable in the same shop. Though cautioning that the firm is still waiting for closings on two deals, he estimates that he will do about \$35 million in business in 1987.

Boyle says that there is good news on the horizon for transactions, "More stations and systems are coming on line now," he says, explaining that things have been slow for the last part of 1987. "There were a lot of properties for sale with high, unrealistic values," says Boyle, "and buyers were held back by caution on the part of lenders." Additionally, Boyle says that confusion over the changes in the tax laws was the greatest cause of the slowness of last year, and that the tax-generated sales on 1986 virtually guaranteed that 1987 would show less volume. While he expects that the first quarter of 1988 will remain slow, in the second quarter, says Boyle, "things will go apace; the best base of lenders ever will make [it] a great year."

#### R.A. Marshall & Co.

R.A. Marshall & Co., based in Hilton Head Island, S.C., is run by Bob Marshall, who has a long history in the brokerage industry—his father was one of the original partners in Blackburn & Co.



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Marshall also comes into broadcasting naturally from the other side of the table. His family is long-time owner of WWDN(FM) Sumter, S.C.

Joining Marshall is his wife, Marti, who works with him as a broker and also comes from a family of broadcasters, and Gordon Rice, a former vice president and sales manager with UPI, who just began with the firm last week.

Marshall stresses that they have no particular specialization and will handle any deal, but the company tends to work in the Southeast, because of its background there. Marshall is an attorney who specializes in tax law and has written articles on the new tax law changes and their effects on broadcasters. That vantage leads Marshall to his main objective in selling a station, "we try to find the highest and best price for a station," said Marshall. The point, he said, is to get sellers to "maximize the dollars they put in the bank, not just a high price. You may get big dollars, but if you can't collect it, or it takes a long time, or it gets eaten up in taxes, I question the value of the sale."

For Marshall, "this year has been steady. Compared to 1986 it's been slow." But he considers this a "more normal year. 1988 may look more like '86 than '87," he says. "We'll have to wait and see."

#### Norman Fischer & Associates

Austin, Tex.-based Norman Fischer &

Associates Inc. opened its doors in 1974, specializing in sales in the Southwest and Texas in particular. A long-time broadcaster who began his career at WWDN(AM) Washington as an account executive in 1954, Fischer has owned stations from San Antonio, Tex., to Baltimore and ran a station group in the Southwest. In 1967 he joined Art Holt, forming Holt-Fischer Associates and started his own firm seven years later. Associated with Fischer are Bill Prikryl, a long-time broker who operated his own firm from 1978 to 1985; Fischer's son, Terrill Fischer, a graduate of the University of Texas who gained his experience with Lotus Communications, and Mel Kassenoff, a former vice president and principal with Tischner Media, who handles TV sales.

"Each year we've increased our sales," says Fischer, "and this year has been good." Fischer reports close to \$30 million in sales this year. His firm specializes in small to medium sales with occasional large ones.

Fischer says that the Southwest has been hard hit because of shrinking oil dollars. "It's been kind of tough, but we've been selling," says Fischer. "Now we're seeing a trend back to the Southwest, and the economy is improving." Fischer says that Houston, Dallas and Austin are good markets, but many people overpaid for stations a few years ago, banking on continued growth in their markets. Those buyers got hurt when growth ceased. "Things are get-

ting back to normal," says Fischer, "and buyers are a lot more sophisticated in what they look for. They are using research to determine the viability of the market, checking the niche they can fill in the market and making sure of their facilities. There are more sophisticated tools for a buyer to use."

#### Donald K. Clark Inc.

In business since 1982, Tampa, Fla.-based Donald K. Clark Inc., is a one-family shop headed by Don Clark. A former broadcaster with 18 years experience as a station manager with Rounsaville Radio, Clark owned WEZY-AM-FM Cocoa Beach, Fla. from 1977 to 1981. After selling his stations, Clark got his start in station brokering when he worked unofficially with Bob Mahlman for about a year. With Clark at his firm is his wife, Ann, who is vice president and associate.

Clark reports that his firm has increased its sales every year it has been in business, and that this year will sell about \$13 million worth of stations in seven transactions, chiefly radio.

Clark says that his company only does transactions—"no appraisals, no consulting, just brokering"—although he will help a buyer in any way he can. In fact, in helping buyers make their acquisitions, he has often placed new managers and other station personnel through his contacts in the industry. He has become so well known for finding staff for newly purchased stations he now receives unsolicited offers from station managers looking for work.

Clark says the strength of his firm is that it has a relatively small client list and works directly with each buyer. The small list is sufficient, Clark says, because of the type of clients he draws—"more groups than individuals"—and the repeat business he gets. "We like to work with people we know," says Clark.

As for the future, Clark says the end of 1987 has been slow, but 1988 promises to be a big year for the company: "It will be a new world in 1988."

#### The William A. Exline Co.

The William A. Exline Co. was started in 1972 by Bill Exline after the break-up of the Hamilton-Landis firm. Exline was a station owner with experience as general manager of KIRO-TV Seattle and sales manager of KRON-TV San Francisco. Joining him in 1982, was Andy McClure, a former vice president and sales manager for Schaefer C-Tec Broadcast Group. The firm's office in San Rafael, Calif., specializes in small-to-medium markets on the West Coast.

The firm had a good year in 1987, says McClure. "We had fewer sales but bigger properties, so we're happy." McClure says the company had \$22 million-\$23 million in sales last year selling 13 radio stations and one TV. While sales were fairly flat, McClure says the firm

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has a lot of inventory in the "\$750,000 to \$1-million range" but buyers tend to be retreating from the smaller and medium markets. "We are finding less 'in-law' money, the \$200,000 to \$300,000 that a small buyer can put together for a down payment on a station," says McClure. "The [stock market] crash had an influence and there is less investment because of more cautious attitudes on the part of lenders. There is kind of a wait-and-see attitude," he says.

Although The Exline Co. has been successful with smaller properties, McClure is concerned that buyers, sellers and other brokers have pigeon-holed them. "Smaller markets are generally underrepresented and a lot of brokers don't want to handle them, so we wind up with many referrals," he says. "Sometimes that hurts because buyers and sellers don't think we handle larger sales. We do. We have a good grasp of the entire area."

#### Richard A. Foreman & Associates

Greenwich, Conn.-based Richard A. Foreman & Associates is one of the newer firms. It is headed by Dick Foreman, an ABC vice president for radio from 1978 to 1981. Foreman has also worked in the corporate offices of Harte-Hanks and General Electric, and left ABC in 1981 to start his own consulting firm on radio product, advising, among others, Harte-Hanks, GE and ABC. He moved to station brokerage in 1985, where he found his radio contacts and consulting experience valuable.

Foreman reports that 1987 has been a slower year for him, with \$23 million in sales, down from last year's \$30 million. "We didn't have the tax [motivated] deals in 1987, unlike the tons of deals we had in 1986," says Foreman. And the quantity of deals last year has also proved a disincentive for sales this year, he says. "People who bought in 1986 are sitting back now, building their asset values," he says. "They aren't ready to sell yet, and some owners have relaxed because the market crash has not affected them as badly as they originally thought." But he believes that in 1988 sales will return to normal. "The first quarter will be slow because a great deal of uncertainty will remain in the market after Black Monday," he says, adding that "the middle to late part of next year will be good, but it won't match 1986."

Foreman also boasts another ABC alumnus, Dick Kozak, former vice president of affiliate relations. Kozak concentrates on television, while Foreman handles radio. Foreman says his firm's concentration is on major growth properties "with an upside for the buyer." The firm's target clients are \$1 million-plus radio properties and television stations over \$10 million.

#### Henry Ansbacher Holdings Ltd.

The London-based Henry Ansbacher

Holdings Ltd., a merchant bank that offers financial services ranging from ship brokerage to public financing to public offerings, operates a Park Avenue subsidiary, Henry Ansbacher Inc., dedicated to mergers and acquisitions in broadcasting, cable and other media. The New York office is headed by director, Chris Shaw, and managing directors Hylton Phillipson and Matti Prima. In its history the firm has brokered over \$1 billion in all media properties and nearly \$150 million in broadcast sales, but it keeps a low profile and advertises its participation in

few deals.

Prima defines the firm as a comprehensive, full service "boutique," handling only media properties. Prima, a former vice president with Times Mirror for 13 years, says the firm is not always looking for the "best" deals. "It takes creativity to handle the difficult cases," says Prima. "At times we have worked with everything from class C FM's to UHF TV's. Our job is not to judge whether a deal is good or bad. We've seen them all and we're able to handle the tough deals."

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## Broker directory

Following is an alphabetical list of brokerage firms with the companies' address, phone number, personnel, branch offices and a list of the various services offered.

**American Radio Brokers Inc./SFO.** 1255 Post St., Suite 625, San Francisco CA 94109. (415) 441-3377. Chester P. Coleman, pres; Donald Dong, broker; Kathleen O'Donnell, off mgr; Richard Haskey, tech consultant.

**American Media Brokers Inc.** 1130 Connecticut Ave. N.W., Suite 500, Washington DC 20036. (202) 737-9000. Thomas P. Gammon, chmn; Daniel T. Gammon, pres; William J. Steding, 1st VP; Timothy R. Gammon, brokerage specialist; Mark Cunningham, fin analyst.

**Henry Ansbacher Inc.** 277 Park Ave., 47th floor, New York NY 10172. (212) 688-5544. Christopher J.H.M. Shaw, dir; Peter R. Kent, mgng dir; Matti A. Prima, mgng dir; Hylton M. Philipson, mgng dir; L. Mark Stone, VP. Mergers and acquisitions, valuations & consulting svcs for publishing, communications and other media companies.

**Avpro Inc.** Box 176, Kennebunk, ME 04043. (207) 985-3511. Lewis M. Marcy, pres; James M. Marcy, VP. Media brokerage nationwide: TV, radio, newspapers, cable.

**Baugh & Associates.** 7605 Vista Cedro N.E., Albuquerque, NM 87109. (505) 821-0169. Ken Baugh, pres/broker.

**Beckerman Associates Inc.** 14001 Miramar Ave., Madeira Beach, FL 33708. (813) 391-2824. Milton B. Beckerman, co-owner; Bernice Beckerman, co-owner; Jay Beckerman, assoc. Phoenixville, Pa. 19460: Box 714. (215) 935-1758. Sls mergers, acquisitions, appraisals of radio, TV, newspapers & shoppers.

**Bill-David Associates Inc.** 2508 Fair Mount St., Colorado Springs CO 80909. (303) 636-1584. Bill Martin, pres; David Martin, assoc. Radio and TV stn brokerage, appraisals, mgmt consultants.

**Blackburn & Company Inc.** 1100 Connecticut Ave. N.W., Suite 420, Washington DC 20036. (202) 331-9270. James W. Blackburn Jr., pres; Jack V. Harvey, Joseph M. Sitrick, Richard F. Blackburn, Tony Rizzo, Charles H. Kurtz, Alan Tindal, Susan Byers. Atlanta 30361: 400 Colony Sq., 1201 Peachtree St., Suite 1006. (404) 892-4655. Jay C. Bowles, George I. Otwell. Chicago 60601: 333 N. Michigan Ave., Suite 2315. (312) 346-6460. Howard J. Stasen, Steven Prueit, Wendell W. Doss. Beverly Hills, Calif. 90212: 9465 Wilshire Blvd., Suite 518. (213) 274-8151. Roy A. Rowan, Neil Rockoff, Greg Johnson.

**Blairco Inc.** Box 42513, Washington DC 20015. (202) 364-1019. Randall H. Blair, pres. Consulting to buyers and sellers of radio and TV properties.

**Boudreau & Associates.** 1025 Harker Ave., Palo Alto, CA 94301. (415) 326-5151. James Boudreau, CEO; James R. Corcoran, sr ptrn; Susan Legare, ptrn & rsch dir. San Francisco 94110: Bryant Sq., 2121 Bryant St. (415) 326-5151.

**Frank Boyle & Co.** 55 Old Field Point Rd., Greenwich, CT 06830. (203) 869-4433. Frank Boyle, pres; Bob Pates, sr VP radio; Jim Boyle, VP/mgr cable div; Mary Downey, VP opns; Michael Boyle, VP/fin information svcs. Media brokerage, specializing in radio & cable.

**Bill Brazzil Associates Inc.** 6375 S.W. 106 St., Miami FL 33156. (305) 662-7501. Bill Brazzil, pres. Full brokerage and financial svcs.

**Robert W. Breckner.** 1014 N. Bundy Dr., Los Angeles CA 90049. (213) 472-2132.

**Broadcast Media Associates.** 316 California St., Suite 700, Reno, NV 89509. (702) 789-2700. Clifford M. Hunter, pres. Bellevue, Wash. 98009: Box 3205. (206) 643-2116. Radio/TV/cable brokerage in the Western states.

**Broadcast Properties West Inc.** 13333 N.E. Bel-Red Rd., Suite 213, Bellevue, WA 98005. (206) 641-7063. William L. Simpson, pres. Radio and TV stn brokerage, appraisals.

**Broadcasting Unlimited/Brokers.** 30 Riverfront Dr., Manchester NH 03102. (603) 669-7900. Bruce Lyons, pres; Robin C. Davis, VP.

**Richard Burke & Co. Inc.** Box 1567, 49 Locust Ave., New Canaan, CT 06840. (203) 972-0000. Richard E. Burke, pres.

**Business Broker Associates.** 399 Somerville Ave., Chattanooga, TN 37405. (615) 756-7635. C. Alfred Dick, owner & broker; R.C. George, broker; James Stephenson, broker. Brokers of radio, TV, cable TV & business property. Radio stn appraisals.

**The Camfield Company.** Box 9797, Fort Worth TX 76107. (817) 877-5969. William J. Camfield, pres; Ken Mindell, CPA, VP.

**Carpenter & Associates.** Box 21835, Little Rock, AR 72221. (501) 223-9740. Jack A. Carpenter, pres; Diane Carpenter, sec/treas. Broadcast consultant; radio, TV, cable sls & appraisals.

**Robert A. Chaisson Inc.** 39 Locust Ave., New Canaan, CT 06840. (203) 966-6333. Robert A. Chaisson, pres. Brokerage of radio and TV sls and acquisitions.

**S.R. Chanen & Co. Inc.** 2320 United Bank Tower, 3300 N. Central Ave., Phoenix AZ 85012. (602) 234-1411. Steven R. Chanen, CEO; Joseph A. Romano, chief fin off; Donald E. New, dir of acquisitions. Investment banking, brokerage & financial advisory svcs for the communications & entertainment industry.

**Chaney/Media Brokers.** Box 101, Bedford, MA 01730. (617) 275-6285. C. Ansel Chaney, owner.

**Chapman Associates.** 2300 M St. N.W., Washington DC 20037. (202) 822-1700. Fax: (202) 331-8634. W.N. Cate, pres & CEO; Ray M. Stanfield, exec VP. Atlanta 30338: 8425 Dunwoody Place. (404) 998-1100. E. L. Pearce, Ed Shaffer, assoc. Birmingham, Mich. 48012: Box 12274. (313) 542-6747. Sharon Fisher, assoc. Dallas: 510 S. Waterview, Richardson, Tex. 75080. (214) 680-2807. William L. Whitley, assoc. Denver 80204: 1630 Vrain St. (303) 534-3040. David G. LaFrance, assoc. Glen Ellyn, Ill. 60137: 21 West 530 Clifton. (312) 790-0577. Bernie Kvale, assoc. Glenview Ill. 60025: 3125 Maple Leaf Dr. (312) 272-4970. Burt Sherwood, assoc. Kansas City, Mo. 64131: 10401 Holmes Rd., Suite 440. (816) 941-3733. William Lochman, William H. Lytle, assoc. Logan, Utah 84321: 605 West Haven Dr. (801) 753-8090. G. Gregory Merrill, assoc. Los Angeles: Granada Hills, Calif. 91344: 17402 Chatsworth St., Ste. 203. (818) 366-2554. James Mergen, Ray M. Stanfield, Peter Stromquist, assoc. Nashville 37215: Box 150926. (615) 298-4986. G. Paul Crowder, assoc. Newton, N.J. 07860: 29 Manor Drive. (201) 579-5232. Ronald L. Hickman, assoc. Orlando, Fla. 32811: Provincial Sqaure, 7479 Conroy Rd., Suite C. (305) 295-2572. San Francisco. 94188: Box 881323. (415) 495-3516. Washington 20037: 2300 M St. N.W. (202) 822-1700. Millard S. Younts, assoc.

**Donald K. Clark Inc.** Box 340617, Tampa, FL 33694. (813) 949-9311. Donald K. Clark, pres; Anne Clark, VP. Brokers for the sale & acquisition of radio & TV.

**Communication Resources/Media Brokers.** 3727 E. 31st St., Tulsa, OK 74135. (918) 743-8300. Tom Belcher, pres. Brokerage svcs for radio, TV and cable TV.

**Communications Brokers Inc.** 1325 18th St. N.W., Suite 103, Washington DC 20036. (202) 745-1009. Jack Christian, pres.

**Communications Capital Corp.** 19 W. 44th St., New York NY 10036. (212) 302-2282. Blair Walliser, pres; Wade Barnes, VP; Samuel Freundel, VP.

**Communications Equity Associates.** 5401 W. Kennedy Blvd., Suite 851, Tampa, FL 33609. (813) 877-8844. J. Patrick Michaels Jr., chmn; James F. Ackerman, vice-chmn; Harold D. Ewen, pres; Donald Russell sr VP; Thomas Mac Croy, sr VP; Mark D. Sena, VP mktg. Washington 20036: 1133 20th St. N.W., Suite 260. (202) 778-1400. Kent M. Phillips, sr VP; Diane Healy Linen, sr VP; Glenn Serafin, dir radio bcst svcs. Indianapolis 46202: 1800 N. Meridian. (317) 923-2353. James F. Ackerman, vice-chmn. Investment banking and brokerage svcs for the communications industry.

**Communications Partners Ltd.** 1509 Main St., Suite 1300, Dallas TX 75201. (214) 651-9180. Eric C. Neuman, G. Bradford Bulkley, mgng ptrns.

**Computer Management Systems Inc.** 6610 N. Shadeland Ave., Indianapolis IN 46220. (317) 842-1830. John B. Gray Jr., pres; Myron Keeney, VP.

**Constant Communications Co.** 101 Larkspur Landing, Larkspur, CA 94939. (415) 461-7200. Frederic W. Constant, pres.

**F.T. Crennan, Media Investments.** 1469 Bellevue Ave., #803, Burlingame, CA 94010. (415) 342-9783. F.T. Crennan.

**R.C. Crisler & Co.** 600 Vine St., Suite 1708, Cincinnati OH 45202. (513) 381-7775. Richard C. Crisler, pres; Clyde G. Haehnle, sr VP; Larry C. Wood, VP; John D. Chapman, VP. Ithaca, N.Y. 14850: 600 Cayuga Heights Rd. (607) 257-6283. John B. Babcock, VP. Lincoln, Neb. 68508: NBC Center, Suite 751. (402) 475-5285. Richard W. Chapin, VP. Chicago 60611: 401 N. Michigan Ave., Suite 3140. (312) 644-6066.

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**Daniels & Associates**, 2930 E. Third Ave., Denver CO 80206. (303) 321-7550. Phil Hogue, pres investment svcs; Bob Holman, sr VP; Hugh McCulloch, sr VP mergers & acquisitions.

**Lincoln Dellar & Co.** Box 5365, Santa Barbara, CA 93152. (805) 969-6344. Lincoln Dellar, pres & owner. Media broker.

**Charles C. Earles & Associates Inc.** Route One, Box 173 Kennett, MO 63857. (314) 888-3224 or 888-3362. Charles C. Earles, broker; Scottie Earles, assoc. Broadcast & cablevision property sls & appraisals.

**Eden Broadcast Services Inc.** Box 647, Eden, NC 27288-0647. (919) 623-3000. Gene E. Ward Sr., pres. Slc of bcst properties & cable systems, specializing in radio stns. Slc & appraisals.

**William A. Exline Inc.** 4340 Redwood Hwy, Suite F-230, San Rafael, CA 94903. (415) 479-3484. William A. Exline, pres; Andrew P. McClure, assoc. Specializing in selling bcst properties in the 13 western states.

**Fairfield Capital Inc.** Box 743, Rockefeller Center Stn., New York NY 10185. (212) 737-7923. F. Reese Brown, pres; Charles Bensinger, VP.

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**Norman Fischer & Associates Inc.** Box 5308, Austin, TX 78763. (512) 476-9457. Norman Fischer, pres; R.W. Prknyl, assoc.

**Milton Q. Ford & Associates Inc.** 5050 Poplar Ave., Suite 1135, Memphis TN 38157. (901) 767-7980. Milton Q. Ford, pres; Jo Ann F. Kail, VP. Media brokers for the sale and purchase of radio and TV stns, CATV and newspapers.

**Richard A. Foreman Associates**, 330 Emery Dr. East, Stamford, CT 06902-2210. (203) 327-2800. Richard A. Foreman, pres; Richard W. Kozak, assoc; Susan Brenner, admin asst. Specializing in radio & TV stns.

**Michael Fox Auctioneers Inc.** 3835 Naylor's Ln., Baltimore MD 21208. (301) 653-4000. William Z. Fox, Robert C. Sczepanski, bcst mktg coord. Auctioning of bcst properties. Gammon & Ninowski Media Investments Inc. 1925 K St. N.W., Suite 306, Washington DC 20006. (202) 862-2020. Ronald J. Ninowski, pres; James A. Gammon, exec VP; Donald R. Bussell, CPA/VP of radio. Bala Cynwyd, Pa. 19004: Two Bala Plaza, Suite 300. (215) 525-8767. Jack Satterfield, Overland Park, Kan. 66213: 11914 Goodard St. (913) 681-3901. Richard Wartell, Lakewood, Co. 80215: 3062 Robb Circle. (303) 239-6670. Al Perry. Providing confidential brokerage, investment, corporate financial and bcst consulting svcs exclusively to the communications industry.

**Cliff Gill Enterprises Inc.** Box 9956, Marina del Rey, CA 90295. (213) 306-6784. Cliff Gill, pres; Dave Drubeck, VP; Kay Sadler-Gill, bus mgr.

**Clifton Gardiner & Assoc. Inc.** 433 Park Point Dr., Suite 200, Golden, CO 80401. (303) 526-1458. Clifton H. Gardiner, pres; Rex Miller, VP cable brokerage; Gary R. Jaeckel, VP investment banking; Jerry Proctor, bcst brokerage. Brokerage and financial svcs for the bcst and cable TV industries.

**W. John Grandy, Broadcasting Broker**, 1029 Pacific St., San Luis Obispo, CA 93401. (805) 541-1900. W. John Grandy, pres; Dale Cowle, assoc. Rancho Mirage, Calif. 92260: 90 Magdalena Dr. (619) 324 8451. Dale Cowle, assoc. Brokers of radio and TV stns, cable appraisers, consultants.

**Charles Greene Associates**, 1117 Perimeter Center West, Suite E-319, Atlanta GA 30338. (404) 568-9577. Charles L. Greene, pres; Jeffrey C. Miller, VP; Michael F. Smith, VP. Cable TV brokerage, appraisals & financing.

**W.B. Grimes & Co.** 7811 Montrose Rd., Potomac, MD 20854. (301) 340-9654. Larry Grimes, gen mgr. Confidential negotiations for the sale and acquisition of publishing and bcst properties.

**Wilt Gunzendorfer & Associates**, 2210 Hastings Dr., Belmont, CA 94002. (415) 593-9865. Wilt Gunzendorfer, owner & mgr; Natalie Gunzendorfer, asst mgr.

**Margret Haney of Graham-Haney**, 555 John Muir Dr., B 510, San Francisco CA 94132. (415) 334-6664. Margaret Haney, pres. Media brokerage & consulting.

**Dan Hayslett & Associates Inc.** 10509 Berry Knoll Dr., Dallas TX 75230. (214) 691-2076. Mary B. Hayslett, pres.

**The Ted Hepburn Co.** Box 42401, Cincinnati OH

45242. (513) 791-8730. Ted Hepburn, pres; Todd Hepburn, VP. Palm Beach, Fla. 33480: 325 Garden Rd. (305) 863-8995. Ted Hepburn, pres. Radio, TV & cable brokerage; tax consultation through association with Grant Thornton CPAs.

**R. Miller Hicks & Co.** 1011 West 11th St., Austin, TX 78703. (512) 477-9696. R. Miller Hicks, pres; C. Brunner-Smith, controller.

**Mel Hodell Media Broker Inc.** Box 2277, Montclair, CA 91763. (714) 626-6440. Mel Hodell, pres. Slc of newspapers & bcst.

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**Hudson Investment Corp.** 1150 17th St. N.W., No. 1104, Washington DC 20036. (202) 296-8995. Edward R. McKenna, VP.

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**Johnson Communications Properties Inc.**, 4780 Regents Walk, Minneapolis, Minn. 55331. Jerry Johnson, pres.

**Kalil & Co. Inc.** 3438 N. Country Club, Tucson, AZ 85716. (602) 795-1050. Frank C. Kalil, pres; Kelly F. Callan, VP; Fredrick W. Kalil, VP; Richard L. Beese-

meyer, VP; Dick Paye, VP. Media brokerage firm dealing in radio, TV and cable.

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**Kelley Associates Inc.** 2419 Elmwood Circle North, Wichita Falls, TX 76308. (817) 692-7722. Boyd Kelley, broker.

**Philip L. Kelsner & Associates**, 133 East 64th St., New York NY 10021. (212) 988-2266. Philip L. Kelsner, partner.

**Kepper, Tupper & Company Inc.** 300 Knightsbridge Pkwy, Suite 360, Lincolnshire, IL 60069. (312) 634-9258. William L. Kepper, pres; John B. Tupper, VP. Ridgefield, Conn. 06877: 31 Bailey Ave., Suite 6. (203) 431-3366. John Tupper, VP. Communications broker-age.

**Kozacko-Horton Co.** Box 948, 350 W. Church St., Elmira, NY 14902. (607) 733-7138. Keith W. Horton, chmn; Richard L. Kozacko, pres & CEO; John C. Clancy, assoc. Portland, Me. 04101: 638 Congress St. (207) 774-6561. Melvin L. Stone, VP. Brokers in the sale of radio and TV stns, specializing in East Coast properties.

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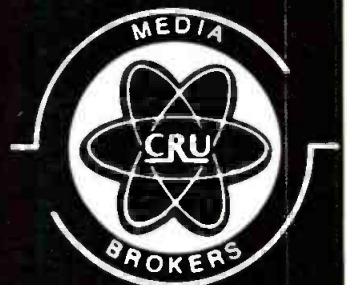
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**The McDermott Group.** 1640 Washington Blvd., Seattle, WA 98101. (206) 622-03424. William V. May, bcst specialist.

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**Media Counselors Inc./Consolidated Communications Network Inc.** Box 72254, Las Vegas NV 89170. (702) 876-1686. Robert D. Hanna, pres. Brokerage, mgt consulting.

**Media Mark Corp.** Box 1739, 208 Buena Vista Rd., Hot Springs, AR 71902. (501) 525-4600. Bob Gipson, pres.

**Media Properties Inc.** 115 Retiro Way, San Francisco CA 94123. (415) 563-4411. John F. Hardesty, pres.

**Media Sales Inc.** Box 4463, Lynchburg, VA 24502. (804) 239-0400 or (800) 556-4040. Victor C. Bosiger, pres; C. Wayne Campbell, exec VP. Brokerage (radio, TV, cable) engrg, consulting

**Millar Company Inc.** 1705 S. 8th St., Fort Pierce, FL 34950. (305) 466-5086. Hudson C. Millar Jr., pres; Gregory B. Millar, VP; Helen V. Millar, sec/treas. Radio-TV mortgage, real estate & business brokers.

**Mitchell and Associates.** Box 1065, Shreveport, LA 71163. (318) 868-5409, 869-1301. John Mitchell, pres, Joe Miot, mgr. Bcst brokers, appraisers, consultants.

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**George Moore & Associates Inc.** 12900 Preston Rd., Suite 1040, Dallas TX 75230. (214) 661-8970. W. James Moore, pres; David Garland, VP. Houston 77057; 2767 Briargrove D-649. (713) 784-0238. Dave Garland, VP.

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Jr., assoc. Thermopolis, Wyo. 82443; Box 591. (307) 864-2119. Bruce Long, assoc.

**National Media Brokers Inc.** Box 4275, 4851 Fort Ave., Lynchburg, VA 24502. (804) 239-3502. Barry W. Bosiger, broker.

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**John L. Pierce.** Box 863, Florence, KY 41042. (606) 727-8323. John L. Pierce, pres; John C. Roberson, VP; Doug Henson, assoc. Radio and TV properties and appraisals, specializing in confidential sls.

**Radioactivity Inc.** 3954 Peachtree Rd. N.E., Suite 201, Atlanta, GA 30319. (404) 266-1977. Dain Schull, pres. Appraisals, mkt evaluations, specializing in mktg small mkt, stand-alone AMs.

**Radio's Reliable Resources.** Box 5865, Philadelphia PA 19128-0865. (215) 849-3997. F.O. Pease, gen mgr; A.E. Pease, off mgr; J.K. Spering, assoc.

**Stan Raymond & Associates Inc.** 1795 Peachtree Rd. N.E., Suite 220, Atlanta GA 30309. (404) 897-1418. Stan Raymond, pres; Nick Imbornone, VP. Longboat Key, Fla. 34228; Box 8231. (813) 383-9404. Stan Raymond, pres. Media brokers, appraisers and consultants.

**Regenhold Auction Consultants Inc.** 611 S. Myrtle Ave., Suite B, Clearwater, FL 34616. (813) 461-1666. Rickey H. Regenhold, pres. Radio stn auctions.

**Gerald D. Reilly Associates.** 12 Taconic Road, Greenwich, CT 06830. (203) 622-0599. Gerald D. Reilly, pres & owner.

**Resource Development Systems Inc.** 1258 Chartwell Carriage Way N., East Lansing, MI 48823. (517) 332-7788. Peter M. Fox, pres; David J. Fox, bcst mgr.

**Cecil L. Richards Inc.** 7700 Leesburg Pike, Suite 408, Falls Church, VA 22043. (703) 821-2552. Cecil L. Richards, pres; Bruce A. Houston, assoc. Northfield, Ill. 60093; 540 Frontage Rd., Suite 320. (312) 441-7200. Lee M. Hague, assoc. Media brokerage firm.

**Riley Representatives.** 14330 Midway Rd., Dallas TX 75244. (214) 788-1630. Jack Riley.

**Ray H. Rosenblum, Media Broker.** Box 578, Greensburg, PA 15601. (412) 836-0399. Ray H. Rosenblum, pres. Broker, consultant, appraiser for radio and TV stns concentrating on Pa., Ohio, W.V. and Md.

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**Sillerman-Magee Communications Management Corp.** 150 E. 58th St., New York NY 10155. (212) 980-4455. Robert F.X. Sillerman, chmn; William J. Magee, pres; Howard J. Tytel, sec. Hartford, Conn. 06103; One Corporate Center, Suite 1500. (203) 249-7228. William J. Magee, pres.

**Barry Skidelsky, Esq.** 132 E. 45th St., New York NY 10017. (212) 370-0130. Barry Skidelsky, atty/consultant.

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**Southwestern Media Associates.** Box 64670, Lubbock, TX 79464. (806) 797-1221. Bob Clark, owner; Loyd Senn, assoc. General media brokers, appraisers and consultants for radio and CATV. Farm bcst consultants.

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**The Thorburn Company.** 410 Sandalwood Dr., Atlanta GA 30338. (404) 998-1080. Bob Thorburn, pres; Martha Thorburn, assoc. Brokerage, consulting, appraisals & financing.

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# Stock Index

Closing Closing Net Percent P/E Market  
Wed Mon Change Change Ratio Capitali-  
Dec 2 Nov 23 (000,000)

## BROADCASTING

|                                 |         |         |         |        |      |       |
|---------------------------------|---------|---------|---------|--------|------|-------|
| N (CCB) Capital Cities/ABC..    | 315     | 323     | - 8     | -02.47 | 22   | 5,092 |
| N (CBS) CBS.....                | 150 1/2 | 163 1/4 | -12 3/4 | -07.81 | 9    | 3,551 |
| A (CCU) Clear Channel.....      | 12 1/8  | 11 3/8  | 3/4     | 06.59  | 23   | 39    |
| O (INFTA) Infinity Broad.....   | 15 3/4  | 18 1/2  | - 2 3/4 | -14.86 | -121 | 132   |
| O (JCOR) Jacor Commun.....      | 4 1/2   | 5       | - 1/2   | -10.00 |      | 25    |
| O (LINB) LIN.....               | 37      | 39      | - 2     | -05.12 | 19   | 1,983 |
| O (MALR) Malrite.....           | 5 3/4   | 6 1/4   | - 1/2   | -08.00 | -8   | 78    |
| D (MALRA) Malrite 'A'.....      | 5 1/4   | 6 1/4   | - 1     | -16.00 | -7   | 71    |
| D (OBCCC) Olympic Broad.....    | 4 1/4   | 4 1/2   | - 1/4   | -05.55 |      | 10    |
| D (OSBN) Osborn Commun.....     | 3 3/4   | 4 1/4   | - 1/2   | -11.76 | -3   | 15    |
| O (OCOMA) Outlet Commun.....    | 6 1/2   | 7 1/2   | - 1     | -13.33 |      | 42    |
| A (PR) Price Commun.....        | 8 7/8   | 8 1/2   | 3/8     | 04.41  | -4   | 76    |
| O (SCRIP) Scripps Howard.....   | 73 1/2  | 76 1/2  | - 3     | -03.92 | 24   | 759   |
| O (SUNN) SunGroup Inc.....      | 1 1/4   | 1 1/2   | - 1/4   | -16.66 | -1   | 2     |
| O (TLMD) Telemundo.....         | 5 1/4   | 5 1/4   |         | 00.00  | -1   | 30    |
| O (TVXG) TVX Broadcast.....     | 3 3/4   | 4 3/4   | - 1     | -21.05 | -2   | 22    |
| O (UTVI) United Television..... | 20      | 21      | - 1     | -04.76 | 33   | 219   |

## BROADCASTING WITH OTHER MAJOR INTERESTS

|                                |        |        |         |        |      |        |
|--------------------------------|--------|--------|---------|--------|------|--------|
| N (BLC) A.H. Belo.....         | 46 1/4 | 48     | - 1 3/4 | -03.64 | 14   | 497    |
| O (AAR) Adams Russell.....     | 42     | 41 3/4 | 1/4     | 00.59  | 700  | 280    |
| O (ASTV) Amer. Comm. & TV      | 1/8    | 1/8    |         | 00.00  |      | 9      |
| N (AFL) American Family.....   | 15 3/4 | 13 5/8 | 2 1/8   | 15.59  | 15   | 1,268  |
| O (ACOMA) Assoc. Commun.....   | 21     | 22     | - 1     | -04.54 |      | 200    |
| O (BMAC) Bus. Men's Assur..... | 30 7/8 | 33 1/2 | - 2 5/8 | -07.83 | -12  | 323    |
| N (CCN) Chris-Craft.....       | 15 7/8 | 15 7/8 |         | 00.00  | 18   | 320    |
| N (DNB) Dun & Bradstreet ..    | 48     | 52 1/2 | - 4 1/2 | -08.57 | 19   | 7,298  |
| O (DUOC) Durham Corp.....      | 21     | 22     | - 1     | -04.54 | 12   | 179    |
| N (GCI) Gannett Co.....        | 33 1/4 | 35 1/4 | - 2     | -05.67 | 18   | 5,372  |
| N (GY) GenCorp.....            | 68 1/8 | 68 3/4 | - 5/8   | -00.90 | 11   | 1,521  |
| N (JP) Jefferson-Pilot.....    | 27 3/8 | 31 1/4 | - 3 7/8 | -12.40 | 9    | 1,100  |
| N (KRI) Knight-Ridder.....     | 38 3/4 | 39 5/8 | - 7/8   | -02.20 | 15   | 2,223  |
| N (LEE) Lee Enterprises.....   | 23 3/4 | 24 1/2 | - 3/4   | -03.06 | 14   | 591    |
| N (LC) Liberty.....            | 36 3/4 | 37 7/8 | - 1 1/8 | -02.97 | 13   | 351    |
| N (MHP) McGraw-Hill.....       | 51 1/2 | 53 1/4 | - 1 3/4 | -03.28 | 17   | 2,602  |
| A (MEGA) Media General.....    | 30 1/8 | 31 1/4 | - 1 1/8 | -03.60 | 44   | 849    |
| N (MDP) Meredith Corp.....     | 26     | 25 3/4 | 1/4     | 00.97  | 14   | 499    |
| O (MMEDC) Multimedia.....      | 41 3/4 | 44 3/4 | - 3     | -06.70 | 4175 | 459    |
| A (NYTA) New York Times.....   | 26 3/8 | 26 5/8 | - 1/4   | -00.93 | 14   | 2,160  |
| O (NWS) News Corp. Ltd.....    | 14 3/4 | 14     | 3/4     | 05.35  | 9    | 1,869  |
| O (PARC) Park Commun.....      | 25 3/4 | 25 1/2 | 1/4     | 00.98  | 22   | 355    |
| O (PLTZ) Pulitzer Publishing.. | 26     | 27 1/2 | - 1 1/2 | -05.45 | 20   | 272    |
| N (REL) Reliance Group Hold..  | 5 5/8  | 5 7/8  | - 1/4   | -04.25 | 6    | 421    |
| O (RTRSY) Reuters Ltd.....     | 43 1/4 | 46 1/2 | - 3 1/4 | -06.98 | 20   | 17,955 |
| T (SKHQ) Selkirk.....          | 20 3/4 | 19 5/8 | 1 1/8   | 05.73  | 45   | 168    |
| O (STAUF) Stauffer Commun..... | 130    | 130    |         | 00.00  | 21   | 130    |
| A (TO) Tech/Ops Inc.....       | 22 3/8 | 24 1/4 | - 1 7/8 | -07.73 | 8    | 48     |
| N (TMC) Times Mirror.....      | 64 1/8 | 67 1/2 | - 3 3/8 | -05.00 | 13   | 4,136  |
| O (TMC) TM Commun.....         | 15/16  | 1      | - 1/16  | -06.25 | 4    | 7      |
| O (TPCC) TPC Commun.....       | 3/16   | 1/4    | - 1/16  | -25.00 |      | 2      |
| N (TRB) Tribune.....           | 36 1/4 | 34 7/8 | 1 3/8   | 03.94  | 13   | 2,856  |
| A (TBSA) Turner Bcstg. 'A' ..  | 10 5/8 | 10     | 5/8     | 06.25  | -1   | 231    |
| A (TBSB) Turner Bcstg. 'B' ..  | 8 1/4  | 8      | 1/4     | 03.12  | -1   | 179    |
| A (WPOB) Washington Post ..    | 184    | 180    | 4       | 02.22  | 19   | 2,363  |

## PROGRAMING

|                                |        |        |         |        |     |        |
|--------------------------------|--------|--------|---------|--------|-----|--------|
| O (SP) Aaron Spelling Prod..   | 5      | 4 3/4  | - 1/4   | 05.26  | 4   | 92     |
| O (ALLT) All American TV...    | 1      | 1 1/4  | - 1/4   | -20.00 |     | 1      |
| O (BRRS) Barris Indus.....     | 6 7/8  | 6 7/8  |         | 00.00  | 3   | 61     |
| N (KO) Coca-Cola.....          | 37 1/4 | 39     | - 1 3/4 | -04.48 | 14  | 14,080 |
| A (CLR) Color Systems.....     | 3 3/8  | 4 1/4  | - 7/8   | -20.58 | -1  | 17     |
| O (CAVN) CVN Cos.....          | 9 1/2  | 9 3/8  | 1/8     | 01.33  | -28 | 173    |
| A (DEG) De Laurentiis Ent...   | 1 7/8  | 2 1/4  | - 3/8   | -16.66 | -1  | 21     |
| O (dcp) dick clark prod.....   | 4 3/4  | 4 1/2  | - 1/8   | -02.77 | 11  | 36     |
| N (DIS) Disney.....            | 52 3/4 | 53 1/4 | - 1/2   | -00.93 | 18  | 6,929  |
| N (DJ) Dow Jones & Co.....     | 31 3/8 | 32     | - 5/8   | -01.95 | 15  | 3,037  |
| O (EM) Entertainment Mktg ..   | 3 3/4  | 3 5/8  | 1/8     | 03.44  | 12  | 46     |
| O (FNNI) Financial News.....   | 6 7/8  | 6 7/8  |         | 00.00  | 42  | 80     |
| A (FE) Fries Entertain.....    | 2 5/8  | 2 7/8  | - 1/4   | -08.69 | 11  | 13     |
| N (GW) Gulf + Western.....     | 67 3/4 | 68 1/8 | - 3/8   | -00.55 | 15  | 4,116  |
| O (HRSI) Hal Roach.....        | 5      | 5 1/4  | - 1/4   | -04.76 | -11 | 34     |
| A (HHH) Heritage Entertain..   | 3 1/4  | 3 3/4  | - 1/2   | -13.33 | 3   | 14     |
| A (HSN) Home Shopping Net..    | 5 7/8  | 5 3/4  | 1/8     | 02.17  | 16  | 504    |
| N (KWP) King World.....        | 16 1/2 | 15     | 1 1/2   | 10.00  | 17  | 493    |
| O (LAUR) Laurel Entertain...   | 1 3/8  | 1 1/8  | 1/4     | 22.22  | 3   | 3      |
| A (LT) Lorimar-Telepictures .. | 8 3/8  | 9 5/8  | - 1 1/4 | -12.98 | -6  | 383    |
| N (MCA) MCA.....               | 32     | 36 1/4 | - 4 1/4 | -11.72 | 15  | 2,431  |
| N (MGM) MGM/UA Commun.....     | 6 1/2  | 6      | 1/2     | 08.33  | -8  | 325    |
| A (NHI) Nelson Holdings.....   | 7/16   | 5/8    | - 3/16  | -30.00 | -4  | 11     |
| A (NWE) New World Enter...     | 3 1/8  | 3      | 1/8     | 04.16  | 2   | 33     |

Closing Closing Net Percent P/E Market  
Wed Mon Change Change Ratio Capitali-  
Dec 2 Nov 23 (000,000)

## PROGRAMING

|                                |        |        |         |        |     |       |
|--------------------------------|--------|--------|---------|--------|-----|-------|
| N (OPC) Orion Pictures.....    | 10 1/2 | 8 1/2  | - 2     | 23.52  | 16  | 181   |
| O (MOVE) Peregrine Entertain.  | 1 3/4  | 1 7/8  | - 1/8   | -06.66 | -58 | 4     |
| N (PLA) Playboy Ent.....       | 11 1/4 | 11 1/8 | 1/8     | 01.12  | -7  | 105   |
| O (QVCN) QVC Network.....      | 6 3/4  | 7      | - 1/4   | -03.57 |     | 44    |
| O (RVCC) Reeves Commun.....    | 5 1/8  | 5 3/8  | - 1/4   | -04.65 | 512 | 64    |
| O (RPICA) Republic Pic. 'A' .. | 4 5/8  | 4 3/4  | - 1/8   | -02.63 | 51  | 19    |
| O (RPICB) Republic Pic. 'B' .. | 6 1/4  | 6 1/2  | - 1/4   | -03.84 | 44  | 4     |
| A (RHI) Robert Halmi.....      | 1 1/2  | 1 5/8  | - 1/8   | -07.69 | 6   | 33    |
| O (SMNI) Sat. Music Net.....   | 3      | 3 1/2  | - 1/2   | -14.28 | -75 | 26    |
| O (TRSP) Tri-Star Pictures...  | 9 3/4  | 11 3/8 | - 1 5/8 | -14.28 | 17  | 300   |
| N (WCI) Warner.....            | 24 7/8 | 27 1/8 | - 2 1/4 | -08.29 | 15  | 3,111 |
| O (WWTV) Western World TV      | 5/16   | 3/8    | - 1/16  | -16.66 | 1   |       |
| O (WONE) Westwood One...       | 15 3/4 | 15 3/4 |         | 00.00  | 21  | 195   |

## SERVICE

|                               |        |        |         |        |     |       |
|-------------------------------|--------|--------|---------|--------|-----|-------|
| O (BSIM) Burnup & Sims.....   | 7 3/4  | 8 1/8  | - 3/8   | -04.61 | 15  | 123   |
| O (CVSI) Compact Video....    | 2 1/4  | 2 1/4  |         | 00.00  | -1  | 14    |
| N (CQ) Comsat.....            | 26     | 26 3/8 | - 3/8   | -01.42 | -10 | 476   |
| N (FCB) Foote Cone & B....    | 40 3/4 | 40 1/2 | 1/4     | 00.61  | 12  | 169   |
| O (GREY) Grey Advertising ..  | 94 3/4 | 93     | 1 3/4   | 01.88  | 14  | 114   |
| O (IDBX) IDB Communications   | 7 3/4  | 7      | 3/4     | 10.71  | 31  | 31    |
| N (IPG) Interpublic Group ... | 29     | 28 5/8 | 3/8     | 01.31  | 14  | 644   |
| A (MOV) MovieLab.....         | 6 3/4  | 6 3/4  |         | 00.00  |     | 11    |
| O (OGIL) Ogilvy Group.....    | 23 1/8 | 23 1/4 | - 1/8   | -00.53 | 12  | 319   |
| O (OMCM) Omnicom Group...     | 15 3/4 | 17     | - 1 1/4 | -07.35 | -71 | 386   |
| O (SACHY) Saatchi & Saatchi   | 20 5/8 | 19     | 1 5/8   | 08.55  | 11  | 3,005 |
| O (TLMT) Telemation.....      | 1 3/4  | 1 3/4  |         | 00.00  | 7   | 8     |
| A (TPO) TEMPO Enterprises..   | 6 3/4  | 6 7/8  | - 1/8   | -01.81 | 22  | 38    |
| A (UNV) Unitel Video.....     | 8 3/8  | 8 5/8  | - 1/4   | -02.89 | 12  | 18    |

## CABLE

|                               |        |        |         |        |      |       |
|-------------------------------|--------|--------|---------|--------|------|-------|
| A (ATN) Acton Corp.....       | 14 1/4 | 14 1/4 |         | 00.00  |      | 16    |
| A (ACN) American Cable....    | 43     | 42 5/8 | 3/8     | 00.87  | -84  | 404   |
| O (ATCMA) Amer. TV & Comm.    | 19 1/2 | 19 1/2 |         | 00.00  | 75   | 2,133 |
| A (CVC) Cablevision Sys. 'A'  | 20 1/2 | 21 1/2 | - 1     | -04.65 | -35  | 430   |
| N (CNT) Centel Corp.....      | 36 1/4 | 36 3/8 | - 1/8   | -00.34 | 14   | 1,051 |
| O (CCCOA) Century Commun..    | 12     | 13 3/4 | - 1 3/4 | -12.72 | 1200 | 347   |
| O (CMCSA) Comcast.....        | 20 3/8 | 21     | - 5/8   | -02.97 | -92  | 845   |
| O (ESSXA) Essex Commun...     | 16 1/2 | 15 7/8 | 5/8     | 03.93  | -37  | 61    |
| A (FAL) Falcon Cable Systems  | 15 7/8 | 16 3/8 | - 1/2   | -03.05 | -49  | 101   |
| O (JOIN) Jones Intercable ... | 8 7/8  | 9 1/2  | - 5/8   | -06.57 | 27   | 113   |
| T (MHPQ) Maclean Hunter 'X'   | 18 7/8 | 18 5/8 | 1/4     | 01.34  | 26   | 695   |
| O (RCAA) Rogers Cable A...    | 21 7/8 | 21 1/2 | 3/8     | 01.74  |      | 112   |
| O (TCAT) TCA Cable TV....     | 23 1/8 | 23     | 1/8     | 00.54  | 47   | 250   |
| O (TCOMA) Tele-Commun.....    | 19 3/8 | 20 1/8 | - 3/4   | -03.72 | 31   | 2,811 |
| N (TL) Time Inc.....          | 73 1/2 | 76 1/2 | - 3     | -03.92 | 11   | 4,363 |
| O (UACI) United Art. Commun.  | 19 3/4 | 19 3/4 |         | 00.00  | 164  | 811   |
| N (UCT) United Cable TV....   | 20 3/8 | 20 1/2 | - 1/8   | -00.60 | -339 | 769   |
| N (VIA) Viacom.....           | 14     | 16     | - 2     | -12.50 |      | 746   |
| N (WU) Western Union.....     | 2 1/8  | 2 1/4  | - 1/8   | -05.55 |      | 51    |

## ELECTRONICS/MANUFACTURING

|                               |        |        |         |        |      |        |
|-------------------------------|--------|--------|---------|--------|------|--------|
| N (MMM) 3M.....               | 58 3/4 | 63 1/2 | - 4 3/4 | -07.48 | 15   | 13,453 |
| O (AMCI) AM Communications    | 7/16   | 3/8    | 1/16    | 16.66  |      | 1      |
| N (ARV) Arvin Industries....  | 15 1/2 | 17 3/8 | - 1 7/8 | -10.79 | 5    | 289    |
| O (CCBL) C-Cor Electronics .. | 4 5/8  | 4 7/8  | - 1/4   | -05.12 | 12   | 9      |
| O (CATV) Cable TV Indus....   | 1 1/2  | 1 5/8  | - 1/8   | -07.69 | -10  | 4      |
| A (CEC) Cetec.....            | 4 3/4  | 5 1/4  | - 1/2   | -09.52 | 158  | 8      |
| N (CHY) Chyron.....           | 4      | 4 5/8  | - 5/8   | -13.51 | 15   | 40     |
| A (CXC) CMX Corp.....         | 1 1/8  | 1 1/8  |         | 00.00  | 16   | 7      |
| A (COH) Cohu.....             | 6      | 6 3/8  | - 3/8   | -05.88 | 14   | 10     |
| N (EK) Eastman Kodak.....     | 45 3/4 | 48     | - 2 1/4 | -04.68 | 11   | 10,336 |
| N (GRL) Gen. Instrument.....  | 26 1/8 | 24 1/2 | 1 5/8   | 06.63  | -11  | 851    |
| N (GE) General Electric.....  | 41 5/8 | 45 1/4 | - 3 5/8 | -08.01 | 15   | 38,046 |
| O (GETE) Geotel Inc.....      | 3/4    | 7/8    | - 1/8   | -14.28 | -2   | 2      |
| N (HRS) Harris Corp.....      | 24 3/8 | 24 5/8 | - 1/4   | -01.01 | 13   | 715    |
| O (MCDY) Microdyne.....       | 3 1/8  | 3 1/4  | - 1/8   | -03.84 | -2   | 13     |
| N (MOT) Motorola.....         | 42 1/8 | 43 1/2 | - 1 3/8 | -03.16 | 23   | 5,415  |
| N (OAK) Oak Industries.....   | 1      | 1 1/8  | - 1/8   | -11.11 | 1    | 72     |
| A (PPI) Pico Products.....    | 3 1/2  | 3 7/8  | - 3/8   | -09.67 | -70  | 12     |
| N (SFA) Sci-Atlanta.....      | 10 3/8 | 10 5/8 | - 1/4   | -02.35 | -115 | 242    |
| N (SNE) Sony Corp.....        | 36 1/4 | 36     | 1/4     | 00.69  | 59   | 8,382  |
| N (TEK) Tektronix.....        | 24 1/4 | 27     | - 2 3/4 | -10.18 | 18   | 788    |
| O (TLCR) Telecrafter.....     | 3      | 2 5/8  | 3/8     | 14.28  | 13   | 4      |
| N (VAR) Varian Assoc.....     | 19 1/2 | 20 1/8 | - 5/8   | -03.10 | 97   | 423    |
| N (WX) Westinghouse.....      | 44 1/4 | 46 1/4 | - 2     | -04.32 | 9    | 6,324  |
| N (ZE) Zenith.....            | 13 7/8 | 14 1/8 | - 1/4   | -01.76 | 55   | 352    |
| Standard & Poor's 400....     | 266.76 | 278.01 | -       | 11.25  | -    | 04.05  |

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING'S OWN RESEARCH.



## Brokaw's big week

**NBC News anchor kept busy with his 'Conversation With Gorbachev' and presidential candidate 'debate'**

This week, the focus of the world's media attention is on Reagan and Gorbachev and their summit in Washington. Last week, America's attention was on NBC—and more specifically on its anchor, Tom Brokaw. Seldom, if ever, has a network news operation or its anchor had two such prime time evenings as Monday and Tuesday.

On Monday (Nov. 30), the network ran Brokaw's hour-long "conversation"—as NBC called it—with the Soviet Union's general secretary, Mikhail Gorbachev, the first one-on-one talk he has had with an American television journalist. On Tuesday, the network ran the two-hour presidential "debate" in which the 12 principal Democratic and Republican presidential candidates participated and which Brokaw moderated. It marked the first time a network had corralled all 12 for exposure on the same program, and the first time in the current campaign the candidates had engaged in a "debate" on a commercial network.

It may also have been the first time ever a network anchor had had an opportunity to show his stuff on two successive nights on prime-time specials.

The NBC audiences were less than overwhelming. *A Conversation with Mikhail S. Gorbachev* registered a 9.9 rating and a 15% share of audience, which translates into about 22 million viewers. NBC's regular programming in the 8-9 p.m. slot generally does better, as did the competition on ABC (*World's Greatest Stuntman*) and CBS (*Kate and Allie* and *Frank's Place*). The story was the same with *America's Future: A Presidential Debate*. It achieved an average over the two hours of a 9/15, or an audience of 18½ million viewers. Again, its regular programming normally does much better—as did the competition last week on ABC (*Moonlighting* and *thirtysomething*) and on CBS (*Jake and the Fatman* and *The Law and Harry McGraw*).

Still, NBC executives were pleased. The short-term loss in audience, they felt, was made up for in a long-term gain in prestige. "The value of the exposure for NBC News and Brokaw," said one NBC spokesman "was incalculable."

Indeed, NBC was not only breaking news, it was making it. The Gorbachev "conversation," broadcast a week before the summit, was extensively covered in the print press. And the "de-



Gorbachev



On stage at the debate

bate," in the Eisenhower Theater of Washington's Kennedy Center, attracted more than 130 journalists, print and broadcast, including reporters and cameramen from the other networks. Most had been following the 12 candidates. They crowded into rooms in the center that had been transformed into press centers, and watched the event on television, like the viewers at home.

In the "conversation" that he taped in Moscow on Saturday, Brokaw was not, many critics agreed, a hard-hitting interviewer. "NBC," said *The New York*

*Times's* John Corry, "was correct in calling the program 'a conversation' and not an interview. An interview, especially one with a political figure, has hints of an adversarial proceeding." Gorbachev turned aside questions he did not want to answer with long, rambling discourses, and gave some responses that seemed outrageous, as in attributing the desire of thousands of Soviet Jews to emigrate to an American effort to stimulate a "brain drain."

But the program produced at least one piece of news—one that was reported on

## THE NEW NEIGHBOR ON THE DAYTIME BLOCK WHO USES HUMOR TO TACKLE LIFE'S PROBLEMS.



*The only difference between a failure and a success, is that a success picks himself up and tries again.*

Daytime talk shows don't have to be so serious.

## THE RITA DAVENPORT SHOW

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the CBS and ABC evening news shows: Gorbachev's acknowledgment that the Soviets are working on their own version of the Reagan administration's Strategic Defense Initiative—although it was a bit of information Gorbachev volunteered; Brokaw had asked him a question about Afghanistan. And the hour-long program offered the American public a chance, at least, to assess the qualities of the man with whom President Reagan will be negotiating this week.

Little in the program appeared to cause the Soviets concern—yet the brief snippet at the end that did may tell Americans as much about their differences with the USSR as Gorbachev's answers about such matters as human rights and Afghanistan. Soviet Television-Radio—Gosteleradio—ran the program in prime time on Tuesday, and ran it virtually in full—but for the alteration and editing of an exchange about Gorbachev's wife, Raisa. Where, in the original, the Soviet leader said he discussed "everything" with his wife, including matters of state, the Soviet version indicated he discussed only "public issues." In the USSR, politicians' wives are expected to walk in the shadow of their husband.

The word "debate" was stretched virtually out of shape to cover the program that was broadcast Tuesday night from the Eisenhower Theater. Viewers did not see candidates arguing at length opposing sides of one significant issue. In-

stead, they saw the six Democratic and six Republican candidates taking half-hour turns on the stage to discuss foreign and then domestic affairs. And their views were expressed in brief bites, in response, first, to questions put to them by Brokaw, then by opponents for their respective parties' nomination.

Lincoln-Douglas, it wasn't. And on paper, the format seemed Rube Goldbergish in complexity. But somehow, most observers, including aides to the candidates, agreed, it worked. Much of the credit went to Brokaw. With wit and a strong if gentle hand he kept the thing moving at a good pace. A true orator, like the Reverend Jesse Jackson, seemed at a disadvantage with the lack of oratorical elbow room, but he observed the time limits with good grace.

Reporters did not lack for help in analyzing the "debate" and figuring out who won. Candidates' aides—members of what has been dubbed "the spin patrol"—were on hand in the press rooms to offer their counsel. The candidates themselves were available on the stage of the theater after the event to answer questions. And during the reception with which NBC put a cap on the evening in the Kennedy Center atrium, Robert Squier, the Democratic political consultant, offered observations from the perspective of one whose business is image and impact.

To him, television and the primary process which governs the way America chooses presidential candidates have produced a strange child. "Here we are

in Washington, on the banks of the Potomac, and the candidates were sending signals across the country, to Iowa [which selects delegates in caucuses on Feb. 8] and New Hampshire [which holds its primary on Feb. 16]," he said. "The candidates were building power."

Brokaw's star turn for the week did not end at the Kennedy Center. On Thursday afternoon, he, along with CBS's Dan Rather, ABC's Peter Jennings and Cable News Network's Bernard Shaw entered the Oval Office to tape a half-hour interview with President Reagan. NBC ran the interview at 8 p.m.

## Top management jobs in local news still eluding women

Local television news operations have been consuming an increasing amount of station air time and resources. And while the number of news managers needed by stations has increased accordingly, the percentage of women in news management jobs has not.

That conclusion was reached in a study by Talentbank Ltd., of Fairfax, Va., a national television recruiting firm, in a study covering the last four years and stations in the top 100 markets. But although the percentage of women in news management jobs—news directors, assistant news directors and executive producers, for instance—remained fairly static, the number of women in those jobs has increased, with the increase showing up particularly in the larger markets.

According to the study, women made up 32% of all news managers in 1984, when there were a total of 590 women in those jobs. Now 631 women account for 31% of those holding news management jobs in the top 100 markets. The study also shows that 94 women were news managers in the top 10 markets and that 88 held those jobs in markets 11 through 20. In smaller markets, 38 held those jobs in markets 81 through 90, and 36 in markets 91 through 100.

What's more, the study indicates there exists what the introduction refers to as a "ghetto"—"a disproportionate" number of women serving as producers of noon and weekend news programs. The study shows 53% of the producers of the noon newscasts are women in 1987, compared to 57% in 1984. On weekends, women account for 47% of producer jobs this year, compared to 49% in 1984. By contrast, women account for only 31% of producers of early evening newscasts, considered stations' "flagship" news program of the day. In 1984, women held 32% of those jobs.

The study says the existence of a "ghetto" raises the "disturbing possibility" that women are more likely to be assigned jobs as producers of news shows least likely to generate rating points—and, therefore, dollars in terms of ad revenues—those at noon and on

**Business decision.** Financial News Network and the CBS owned-TV-station division expect to decide this week whether to launch an FNN-produced early morning business news program.

The go-ahead for the show, which would be syndicated to broadcasters by Viacom, depends on how quickly the program could be ready for air and whether FNN will use outside facilities for the production or wait until next year when it is seeking to move from its outgrown New York studio.

According to CBS TV Station Division Vice President Allen Shaklen, CBS initiated talks with FNN in early October while seeking a replacement for Buena Vista's *Today's Business*, which went off the air last spring.

Shaklen said the four CBS stations are seeking a 6 a.m. business show to lead into the network's morning news schedule, which currently has CBS *Morning News* at 6-7 a.m., followed by the new *This Morning* at 7-9.

Despite the difficulties of other syndicated business programs, FNN Senior Vice President and General Manager Mike Wheeler believes FNN could succeed with the format because of "synergies" between the new show and the five-year-old cable news service's existing staff and facilities.

But FNN's current studio in midtown Manhattan is too small and not properly equipped to produce the show (FNN's graphics, for instance, are added at its Los Angeles facility). The news service, which plans to move its Los Angeles operations in late April to that city's new Hughes Center, had already been looking for new, larger facilities in New York before CBS contacted it on the show, he added.

The New York studio move would not come until mid-1988, Wheeler said, but because CBS originally hoped the show could start the first of the year and now wants it by the first quarter, FNN is considering producing the program sooner using leased facilities in New York.

Using outside production facilities, even temporarily, could add up to \$1 million to the budget and make the show uneconomical to produce. Said Wheeler: "We're still running the numbers and determining whether it's a business we want to get into."

CBS's Shaklen said that while the company would continue to pursue the FNN program, a number of other organizations have come forward with proposals to produce a similar show for the network's stations. Network rival ABC already has a five-day-a-week, 15-minute business segment on *World News This Morning*, and NBC has a 15-minute early morning business review, *Before Hours*.



weekends. As market size decreases, the likelihood that the producer of the noon news show will be a woman increases. However, the number of women who produce weekend news shows does not vary appreciably according to market size.

The study's introduction says "the reasons for the findings are open to interpretation and more study." But, it adds, "the clear message is women are not making the management strides pure statistics would indicate they ought to be making. What viewers see on camera does not necessarily reflect the management situation behind the camera." □

## New 'Morning' dawns on CBS

Revamped version of CBS's morning news and entertainment show debuts, now under control of news department

CBS television affiliates were relieved last week when their network's news division unveiled the new *CBS This Morning*, the newest entry in the battle among morning news-and-information programs.

The relief came when they could see for themselves that the new program was more like the competition on NBC and ABC—a mix of news, features and celebrity interviews. CBS's earlier alternative, the "entertainment-based" *The Morning Program*, was canceled effective Nov. 27, after failing to attract a sufficient audience. That program was produced by CBS Entertainment and overseen by Thomas Leahy, president, CBS Television Network.

Most observers believed that *The Morning Program* failed because viewers simply did not want the zany and offbeat kind of humor and entertainment that the show offered in the early morning. Another disadvantage, sources noted, was that *The Morning Program* aired from 7:30 a.m. to 9 a.m., starting a half-hour after NBC's *Today* and ABC's *Good Morning, America*.

*CBS This Morning* will be different in many respects from its predecessor. First, it will be produced by the news division, which controlled the time period up until January of this year, when the entertainment division took it over. The program will also air directly opposite the competition, from 7 a.m. to 9 a.m. The program will have the "information-based" format employed by predecessors to *The Morning Program*.

Another major difference this time around is that *This Morning* and the program it follows, the *CBS Morning News*, will be more closely tied. Both are being produced by David Corvo, who holds the executive producer title for both shows. Corvo, who has been executive producer of *CBS Morning News* since November 1985, has re-

cruited most of the on-air feature correspondents for *This Morning* from *Morning News*, including Robert Krulwich and Gregg Pruitt, who both report on business and economics, and Erin Moriarty, consumer affairs correspondent. Corvo has indicated that all of the feature correspondents may be called upon to do stories for both programs.

One feature correspondent has survived *The Morning Program*—Dr. Robert Arnot—who will continue on the medical news and health beat for *This Morning*. *The Morning Program*'s weatherman, Mark McEwen, was also retained as the weatherman for *This Morning*. Hired from outside was Jim Lampley, former ABC Sports anchor, who will do a daily sports broadcast for *This Morning*, one feature not included in either *Today* or *GMA*.

A second hire from outside CBS is film director Peter Bogdanovich. He is scheduled to do a once-a-week commentary on classic films, and why viewers ought to watch them. One more on-air commentator has yet to be hired, who will fill the role Corvo describes as a "critic at large." Announced earlier were the show's two anchors, Kathleen Sullivan, formerly of ABC News, and Harry Smith, most recently a correspondent with CBS News.

At deadline, only the first two days of ratings were available. The premiere show (Nov. 30) pulled a 2.8/13, while the following day's program was down to a

2.4/12. By comparison, the first edition of *The Morning Program* last January averaged a 3.4/15, although by the end of the first week the average had fallen to 2.3/10.

Nevertheless, affiliates were encouraged by what they saw of the show last week. "I feel pretty good about it," said Phil Jones, vice president and general manager of KCTV(TV) Kansas City, Mo., and chairman of the CBS television affiliates board. "It seems geared more toward what people traditionally say they like in a morning show. Now it's a matter of allowing it time to mature."

Said Paul Raymon, vice president and general manager of WAGA-TV Atlanta: "I thought it was pretty good. I think the team is very good and the show seems more on track with what it ought to be." Whether the show will be competitive, he added, may depend in part on the network's ongoing commitment to the show, as well as developments at the other two networks. There have been reports that Bryant Gumbel is tiring of his duties on *Today* and may leave the broadcast after the 1988 Summer Olympics in Seoul. At *GMA* Joan Lunden has indicated she may leave that broadcast next year to do a syndication project. A shakeup in the anchor lineups at either program could result in audience fall-off, which *This Morning* could benefit from, said Raymon. "It could be a pretty good window of opportunity," he said.

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*I like short men . . . they can't see your roots.*

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## Harte-Hanks selling two TV's to Gannett for \$155 million

**Divestiture related sale of WFMY-TV Greensboro, N.C., and WFMY-TV Jacksonville, Fla., will give Gannett almost 10% coverage**

Gannett Co. has agreed to buy two Harte-Hanks television stations for \$155 million, raising its TV station total to 10 and boosting its place in television's top 10 group owners.

Harte-Hanks is selling the stations, WFMY-TV Greensboro, N.C. and WTLV-TV Jacksonville, Fla., as part of a nearly \$500 million divestiture which includes its seven cable television systems and several local newspapers.

The San Antonio, Tex.-based Harte-Hanks has said it will use the proceeds from the sales to pay down and refinance \$700 million in debt from the 1985 leveraged buyout which took the media company private.

No further financial details on the acquisition were released, but the companies said the deal should be completed by the end of first quarter of 1988, after FCC approval is granted.

Gannett Broadcasting's Peter Kohler, vice president of television, called 50th ADI Greensboro, where WFMY-TV is the number one station, and 57th ADI Jacksonville, both "terrific markets." Kohler was also optimistic Gannett could bolster the Jacksonville station's performance—it was a distant third in last May's sweeps—and said Gannett sees the market as "very dynamic [with] good upside potential." Although Kohler would not comment on the stations' recent fiscal performance, one financial analyst earlier this year estimated WFMY-TV's 1986 net revenue at \$14 million, with cash flow of \$5 million, and WTLV-TV's 1986 net revenue at \$12 million, with cash flow of \$4 million.

The acquisition will increase Gannett Broadcasting's total U.S. penetration of television audiences from 8.8% to nearly 9.9% (if calculated using the FCC's 50% UHF coverage discount), ahead of Reliance Group, currently the ninth largest TV group and behind Group W, which covers 10.1% of U.S. audiences.

Gannett already owns an independent in Boston, a CBS affiliate in Washington, NBC affiliates in Atlanta, Minneapolis-St. Paul and Phoenix and ABC affiliates in Denver, Oklahoma City and

## Bottom Line

**No deal.** Dun & Bradstreet Corp. has ended \$500-million-plus bid for Information Resources Inc., following Federal Trade Commission opposition to deal on antitrust grounds. Dun & Bradstreet agreed in August to acquire Information Resources and planned to merge it with D&B's Nielsen marketing and media research divisions to provide TV audience measurement services together with research in brand sales and product marketing. However, FTC said merger "could substantially reduce competition in syndicated national tracking services," and said it would seek federal court action to block acquisition. Deal would have provided IR's shareholders with 8.54 million shares of D&B common stock valued at time at approximately \$572 million.

**Dear Mr. President.** Corporation for Public Broadcasting Chairman Howard Gutin last week sent letter to White House urging President Reagan to support Senate Commerce Committee's FY 1988 Budget Reconciliation proposal. Proposal includes creation of public broadcasting trust fund supported through revenue raised by fee imposed on commercial broadcast license transfers. Describing trust fund as "visionary program," Gutin said in letter: "The public broadcasting system simply cannot provide high-quality programming, which takes years to produce, when the fate of the critical core of our funding is unknown from year to year."

**Name change.** Taft Broadcasting is now operating under name of Great American Broadcasting, as first announced when Taft merged last month with entity controlled by Cincinnati-based investor Carl Lindner. Great American Broadcasting includes TV and radio stations and program production businesses, New York-based distribution subsidiary Worldvision Enterprises and Boston-based satellite communications division.

**Helping hand.** National Association of Broadcasters has new television financial monitoring system allowing stations to compare their performance with similar stations based on type of station, ADI, region and other factors. System, developed in consultation with Denver-based consultants Browne, Bortz & Coddington, uses financial data collected in yearly survey by NAB and Broadcast Financial Management Association, and produces 40-50-page report comparing stations' revenue, expenses, ratings and market data and offering trend analyses and other information. Cost of service varies from \$100 to \$400 per report, depending on NAB membership and number of reports ordered.

**Last leg.** Adams-Russell shareholders approved approximately \$475-million sale to Cablevision Systems at special meeting, bringing deal one step nearer to anticipated mid-December close (BROADCASTING, Nov. 16). General Electric Credit Corp. is financing deal with 10-year, \$285-million loan and \$20 million in issuance of preferred stock to GE Credit subsidiary, with Cablevision investing \$40 million in acquisition, and GE-owned Kidder, Peabody & Co. also providing \$125 million from private placement of senior subordinated notes and through revolving credit facility.

**More buybacks.** Stock repurchases initiated by number of companies after Oct. 19 stock market crash continued in recent weeks. Viacom parent National Amusements has bought more than 200,000 shares of two million it said it would buy of company; Jones Intercable has purchased approximately 435,000 of its Class A common stock and 160,000 shares of common stock; New World Entertainment has repurchased 79,400 in its previously announced 750,000-share stock buyback program. Also initiating buybacks are radio group Infinity Broadcasting, Reeves Communications and equipment manufacturer Cetec.

**Airline advertising.** National Association of Broadcasters is working to undo language in legislation (H.R. 3051) that would require airline industry to include series of disclaimers in advertisements. Senate and House were in conference over measure last week and NAB hopes to convince Congress to revise requirement so it won't be as burdensome to broadcasters airing such ads.



Austin, Tex.

Harte-Hanks executive vice president and chief operating officer, Larry Franklin, said the company expects to come "very close" to its \$500 million divestiture target. Discussions are now being held with a number of interested parties on the company's 100,000-subscriber cable systems in Texas, Florida, Pennsylvania and New Jersey.

## TV advertising shows gains in 1987

**TVB tracks Jan.-Sept. revenue at more than \$16 billion, up 4.5% from same period last year**

The Television Bureau of Advertising reported last week that for the first nine months of 1987 (ending Sept. 30) combined advertising revenue for network, national syndication and national and local spot was up 4.5%, from \$15.582 billion in the first nine months in 1986, to \$16.286 billion. For the third quarter of 1987 total television revenue was up 2.9%, from \$5.162 billion during the same quarter last year to \$5.314 billion this year. (The TVB figures are based on Broadcast Advertiser Reports data.)

Among advertising categories in network, national syndication and national and local spot television during the first nine months of the year, TVB said the greatest gains were reported by "automotive" (up 16% for the first nine months of the year compared to 1986), "proprietary medicines" (up 11%) and "restaurants and drive-ins" (up 10%). The greatest drop in a single category was in "soaps, cleansers and polishes" (down 17%).

The top three categories for the first nine months of 1987 were "food and food products" (\$1.987 billion), "automotive" (\$1.793 billion) and "restaurants/drive-ins" (\$983 million). During the first nine months of 1986 the top three categories were "food and food products" (\$1.891 billion), "toiletries/toilet goods" (\$655 million), and "automotive" (\$617 million).

On the network level, NBC led the pack with \$2.315 billion in sales for the first nine months of 1987, compared to \$2.183 for the first nine months of 1986. After a gain of 9.6% from the first to second quarter, NBC was up 8.3% in advertising revenue in the third quarter (\$701.7 million), according to TVB.

CBS was down 1.6% for the first nine months, with \$2.02 billion in 1987 compared to \$2.054 billion in 1986. CBS ad sales fell 7.1% in the third quarter to \$546.8 million.

ABC was off 1% in the first nine months of 1987 with \$1.779 billion in sales, compared to the first nine months of 1986 when it had \$1.793. For the third

quarter ABC had revenues of \$528 million according to TVB, off 9.8% compared to 1986.

In comparisons of the third quarters of 1987 to 1986, no daypart was up or down more than 6% on all three networks with the exception of daytime (Monday-Friday), which fell 21.2%, and early fringe (Saturday and Sunday), which was up 34.9%. In comparisons of the first nine months of 1987 to 1986 those two categories were down 12.7% and up 14%, respectively.

Local spot saw the greatest gains, rising from \$4.593 billion in the first nine months of last year to \$4.866 billion in the first nine months of this year, a gain of 5.9%. Local television also reported the greatest growth in the third quarter, growing 4.6%, from \$1.624 billion last year to \$1.698 billion this year.

The largest advertisers in local television for the first nine months of 1987 were as last year "restaurants and drive-ins" (\$602 million, compared to \$559 for the first nine months of 1986, a rise of 8%) and "auto dealers" (\$280 million for the first nine months of 1987 compared to \$257.8 million for the first nine months of 1986, a gain of 9%).

The largest gains among categories for the first nine months of the year were among "optical services and supplies" (up 61% to \$6.7 million), "national health clubs and reducing salons" (up 26% to \$39.5 million), and "movies" (up

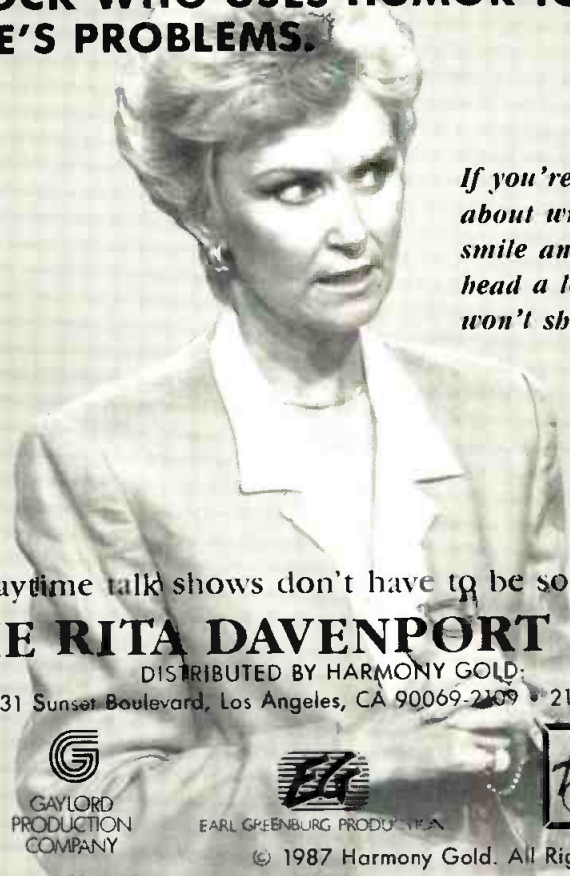
23% to \$124.8 million).

The largest local advertisers for the first nine months of 1987 were Pepsico (\$117 million, up 15% from the first nine months of 1986), McDonald's (\$94 million, the same as last year), and Pillsbury (\$78 million, down 1% from last year). The biggest single gainer among local advertisers was Southland Corp., whose spending rose 305% from \$6.7 million in the first nine months of 1986 to \$27.2 million in the first nine months of 1987.

National spot was up 4% at \$4.752 billion for the first nine months of the year, compared to \$4.57 billion during the first nine months of 1986. For the third quarter, national spot was up 2.9% from \$1.587 billion in 1986 to \$1.633 billion this year. Among the top two categories for the first nine months, "automotive" rose 25% to \$826 million to lead all national spot advertisers, and "food and food products" was up 3% to \$700.8 million. General Motors and Procter & Gamble were the two biggest buyers of national spot, spending \$188 million (up 30%) and \$145 million (down 14%), respectively.

Sales of national advertising time in syndicated shows rose 41.9% to \$552 million for the first nine months of the year. For the third quarter, national syndication was up 59.4% to \$206 million. TVB's 1987 figures include programming carried on Fox Broadcasting, while the comparative 1986 figures do not. □

### THE NEW NEIGHBOR ON THE DAYTIME BLOCK WHO USES HUMOR TO TACKLE LIFE'S PROBLEMS.



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## Robotic cameras: cutting out the middle man

**NBC will start using cameras on 'Nightly News' controlled directly from control room, eliminating need for cameramen**

NBC News executives have given the go ahead on a project that may render the role of the studio cameraman, and eventually other technical jobs, obsolete. The network has contracted with a British company to develop the broadcasting industry's first "robotic" studio cameras. *NBC Nightly News with Tom Brokaw* is the first NBC News program scheduled to convert to the robotic camera technology, next February. The cameras will operate automatically, with the ability to rove, unmanned, on the studio floor, responding to remote commands from directors in a control room. NBC gave the go-ahead two weeks ago after prototypes passed a final round of testing.

The robotic technology, which NBC News will use initially with Ikegami 323P studio cameras, was developed by London-based Evershed Power Optics. The camera technology is based on the same design used by the company to build target acquisition radar mounts for the British navy. Evershed, which won the NBC robotic camera contract after bidding against London-based Vinten Ltd. and TSM of Long Island, N.Y., also developed the camera system used in the U.S. Congress. Those cameras are stationary, but respond to remote commands to pan, tilt and zoom.

Evershed is shipping three of the new robotic units to NBC this week. They will be installed on the *Nightly News* set in January and will be used to produce the program starting in February, said Tom Wolzien, the network's vice president, editorial production services.

If all goes according to plan, said Wolzien, after *Nightly News* makes the conversion, *NBC News at Sunrise*, *NBC News Digests* and all the political specials will follow. Those programs are scheduled to switch to robotic cameras by the end of the first quarter of 1988, he said. The robotic camera project, he said, once implemented, will more than pay for the \$7 million physical consolidation of the news division now ongoing at network headquarters in New York. (Currently, NBC News is spread out among several floors at 30 Rockefeller Plaza and several other buildings in Manhattan. The consolidation, scheduled for completion next summer, will put most of the division, and all of its major programs, in new facilities on the third floor at 30 Rock.)

On paper, the savings in manpower

alone would appear substantial. On average, union cameramen cost NBC about \$100,000 per year. Typically, there are three cameramen per news show. The technology won't just affect cameramen. Odetics Inc., Anaheim, Calif., is supplying NBC with robotic tape machines, which in time will elimi-



nate the need for tape machine operators.

There is no question that the automation of broadcast studio equipment will take its toll on the ranks of broadcast technicians represented by such unions as the National Association of Broadcast Employees and Technicians. The question yet to be answered is how severe that toll will be. But executives at the union say they understand that automation may reduce their ranks and that there is not much they can do about it. "We've never been against technological changes," said Tom Kennedy, NABET's national network coordinator. As Kennedy sees it, if there is no reason to staff a piece of equipment with an operator, it won't be done. But, he said, "If they robotize the whole world and it takes just one switch to turn it on then we are going to be the ones throwing the switch."

At present, the application of robotic technology is limited. The current technology works best in a one-set studio situation, where there is limited movement on the part of the on-air talent. Thus, the current technology is well suited for all three network evening newscasts. The current robot cameras do not work as well with programs such as the morning news shows, that have multiple sets, said Wolzien. "We don't see any

immediate application with the current technology to a spontaneous program like *Today*," he said. It would be very difficult to track all the camera shots in multiple sets where "people are bouncing all over the place."

If the NBC project proceeds without any major hitches, the other networks are sure to follow and eventually, robotic cameras would show up at TV stations. And it's not just news programs that could apply robotics. "Any program with a fixed number of camera shots in predictable locations can use them," Wolzien said. That would include interview and game shows, but not dramas or sitcoms. But that could change as the technology is refined. "We're opening up the door here," he said, "and we don't really know how far it can go."

At NBC News, the robotic camera project is part of a large-scale effort to reshape the network news division into a more efficient operation. Wolzien said the goal is to eliminate those jobs where the function is to "translate" commands, such as the camera operator, who implements the commands of a director. If a director or producer can implement the command at the touch of a button, there is no need for the "translator."

Wolzien describes the strategy behind the new technology as the "systems approach to manpower." The robotic camera represents another "building block" in the effort to design the 21st century electronic newsroom. There are other jobs that fit the translator definition, including tape machine operators and technicians who play back graphics. "The key is the difference between those adding creative value and those who translate commands from the creative [staffers] to the equipment."

Both the robotic camera and tape machine projects have been in the works for several years. Earlier, the network developed computer-generated graphics for use in the 1984 elections. The next step is to tie the news production computer system with the "building blocks"—the robotic cameras, tape machines and graphics units. Once that is done, which should be late next year or early in 1989, NBC News will be able to produce a short newscast, such as a *Digest* brief, from a computer keyboard. After further refinement and developments, the production of full-scale news programs from keyboards is likely.

Meanwhile, at least one other network, ABC, is exploring robotic technology. CBS executives refused to discuss their plans for robotic equipment. □



## Fox-Basys pact

Fox Television Stations has signed an agreement with Basys Inc., New York-based developer of broadcast newsroom computer systems, to install systems in five of Fox's seven stations.

Installations will begin in December with the upgrade of an already existing Basys system at Fox's WFLD(TV) Chicago, according to Basys vice president and general manager, Ted Valand. After another upgrade at KTTV(TV) Los Angeles, Basys will begin new installations next January at WNYW(TV) New York. WTTG(TV) Washington, and KRIV(TV) Houston will round out the delivery schedule.

According to Basys, the system will provide direct access capability of information at all five stations. WNYW(TV)'s Joachim Blaunck said that Basys was chosen because Fox found it "the most practical, intelligent and dependable system out there."

## International HDTV progress

Study Group 11 of the CCIR (International Radio Consultative Committee), working on a world production standard for high-definition television, met earlier this month in Geneva and decided, among other issues, to hold an extraordinary meeting on HDTV progress in May 1989.

During what one attendee called "a difficult session," the group drafted a 40-page report on high-definition progress over the past two years. Arguments developed between the countries supporting the Japanese-developed 1,125/60 system (the United States, Canada and Japan), and the Eureka system (supported by European Common Market nations).

Eureka is a co-venture, which is a proposed wide-screen system with 1,250 scanning lines and 50 hertz. It is designed to work with the European-developed MAC satellite delivery systems just as the 1,125/60 is designed for NKH's Muse. The Eureka group is made up of 29 European electronics companies including N.V. Philips of the Netherlands and CSF Thomson of France.

During the study group meeting, the Eureka countries provided an outline of their proposals, arguing that over the last two years a great deal of progress had been achieved. They argued that the 1,250/50 system should be raised to the same status as 1,125/60 by the inclusion of an annex to the progress report which had been granted for 1,125/60.

But the opposing countries blocked the Eureka request, questioning every point, citing a lack of documentation on the system and the absence of produced prototype hardware. Meanwhile, 1,125/60 had significant progress to report, with documentation and commercial 1,125/60 productions already completed.

Also considered by Study Group 11

was whether to hold an extraordinary session. At the CCIR's last plenary session in Dubrovnik, Yugoslavia, in May 1986, the group decided to make a decision by this year as to whether such a meeting should be held before the next plenary meeting in 1990. The Eureka countries called for a May 1988 meeting and volunteered to host it in Brussels. But the U.S., Canada, Japan and Australia argued that such a meeting would be premature. It was decided that the meeting should instead be held in May 1989.

The study group also enlarged its investigation of HDTV by creating three new specialized subgroups. Along with an already organized group on HDTV satellite broadcasting, there will now be groups on HDTV-to-film transfers, picture evaluations and digital video standards approaches.

## Helping hand in Seoul

Equipment and personnel support for the 1988 summer Olympics in Seoul, South Korea, will be provided by Northwest Mobile Television (NMT), Seattle-based subsidiary of King Broadcasting Co. NMT signed a contract with NBC-TV, U.S. broadcaster of the games, to send two 40-foot mobile TV units, a 40-foot pro-

duction trailer, two 35-foot mobile units and two 22-foot cube vans to Seoul to help broadcast from several venues including the track and field stadium, the boxing arena and the baseball field. Nine NMT personnel will also make the trip to Seoul. According to NMT vice president and general manager, Tim Abhold, the approximately \$1-million contract calls for the equipment to be delivered to NBC in late July and returned before Nov. 15, 1988. Personnel will travel to Korea in mid-August and return after the games end on Oct. 2.

## Ampex reorganizing

Two new product divisions and a new marketing division of Ampex Corp., the Redwood City, Calif.-based manufacturer and marketer of communications electronics gear, have been announced. The video systems division and recording systems division will replace the former organization which included separate divisions for audio video systems, data systems, U.S. sales and international service. Videotape recorders from the former audio-video systems division and tape and disk data recorders from the old data systems division will now be coordinated through the recording systems di-

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vision. Heading the new division as vice president will be Mark Sanders, formerly general manager of the audio-video and data systems divisions.

The video systems division will incorporate Ampex's other TV products including editors, switchers, special effects and graphics systems and will be headed by vice president/division manager, George Merrick. Donald F. Bogue, vice president of the audio-video systems division, will become the head of the new marketing, sales and service division. The sales and marketing departments of each of the old divisions are being consolidated into this umbrella division. Reporting to Bogue will be C. Ridley Rhind, vice president, sales, who was formerly

head of Ampex International, which was its international marketing arm. Ampex's two other divisions, magnetic tape and computer products, are unaffected by the reorganization.

### All in one

Matsushita, the Japanese owner of Panasonic and other professional and consumer electronics subsidiaries, has developed a video projection screen with a built-in speaker. The 70-inch "audio flat panel screen" (AFP-S) is designed to work with Matsushita's Super VHS-compatible TV projector for home use or as monitors for satellite-linked teleconferences. It will sell for approximately

\$2,400. According to Matsushita, AFP-S is the first video projection screen to include a built-in speaker. A Matsushita spokesman said "the screen itself is in the diaphragm of the speaker" with midrange speakers, woofers and tweeters placed on side panels of the screen. The company emphasized that speakers reproduce high fidelity with especially powerful bass response. The goal was to create a "home theater" system, with a large screen of the highest possible resolution while maintaining high fidelity speakers in a compact design. Fourteen patents on AFP-S are pending in Japan. Matsushita plans to begin marketing it in Japan in 1988 with U.S. introduction to come soon after.

## Satellite Footprints

**Half full or half empty?** Troubled West German direct broadcast satellite, TV-Sat 1, launched by Arianespace Nov. 20, has yet to reach final orbit, according to German Information Center's Jeorg Merkel. And malfunctioning solar panel that has delayed rocket firings that are to lift satellite into geostationary orbit, he said, may also cut bird's five-transponder transmission capacity down to two if it cannot be deployed (BROADCASTING, Nov. 30).

Judging from published reports, Merkel said, two commercial and two noncommercial programmers that had been assigned channels on satellite have begun fighting over channels in case only two are available.

Those that lose out for TV-Sat 1 channels may be able to secure slots on TV-Sat 2, similar satellite owned by French government that is set for launch by Arianespace in February.

Second of three apogee maneuvers toward geostationary orbit was executed successfully weekend of Nov. 28, said Merkel, and last maneuver was scheduled for last weekend (Dec. 5-6). All maneuvers have been delayed because of trouble with solar panel.

**Major moves.** Brightstar Communications Ltd. and Washington International Teleport (WIT) last week announced Nov. 23 close of two-year deal with two-year option. Deal may net WIT \$3 million over four years, according to WIT President Bruce Kirschenbaum. Bill Page, Brightstar's vice president of marketing, said first two years would constitute around \$2 million value to WIT. Beginning Jan. 1, 1987, WIT will provide Brightstar with operation, booking, domestic traffic and uplink services in creation of full-time, two-way television service between Washington and Europe—first such commercial service outside Comsat gateways, said Kirschenbaum.

New year will also mean two moves for Brightstar: from Andover, Me. (far enough east to see its single reversible channel on Intelsat 359, said Page) to Washington and new lease of two transponders on different satellite, Intelsat 332.5 East. Satellite move will provide double capacity and Ku-band/C-band flexibility Brightstar did not have before.

Brightstar will use WIT to transmit its fifth consecutive Superbowl (XXII) to Europe Jan. 31 and, in February, to carry winter Olympics segments from Calgary, Alberta, Canada, to customers in Europe and U.S. (both transmissions will involve double-hops via Westar IV and Intelsat 332.5).

**Making room.** It's getting crowded up there, but at least two satellite operators are acting like good neighbors. Beginning this Wednesday (Dec. 9), GE Americom will accommodate AT&T, GTE Spacenet and its own cable television users by moving its Satcom IV from 83 degrees west longitude to 82 degrees. In seven-day operation, Satcom IV will make room for AT&T's Telstar 302 to move from 86 to 85 degrees so that GTE Spacenet's Spacenet III-R, scheduled for Arianespace launch next month, can be parked at 87 degrees. Subsequent three-degree space between Satcom IV and Telstar 302 birds—which would more than satisfy FCC two-degree spacing requirement—is motivated by desire to preclude reception problems for cable operators without two-degree-certified TVRO installations. AT&T began 28-day move of Telstar 302 Nov. 23, saying gradual repositioning will be easier for customers.

**Dish wishes.** Billed as nonpartisan Triple-A of home dish owners, Bellevue, Wash.-based American Home Satellite Association has been formed to provide information and services to dish owners. AHSA is headed by Hans Giner, former president of Luxor Corp., home satellite equipment provider that left the market earlier this year.

Giner says the association will offer toll-free technical hotline for



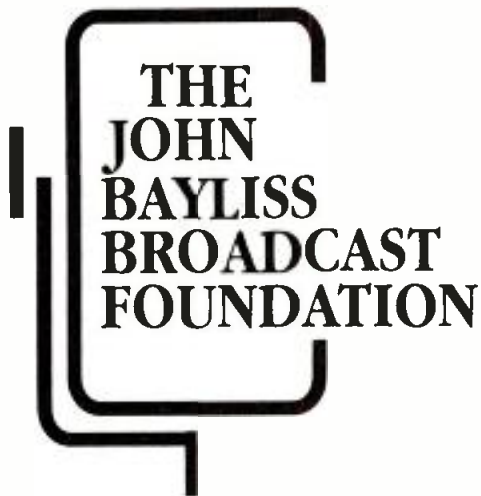
Giner

help with installation and operation (via instructional home video tape), lightning insurance, discount programming packages and programming guide and newsletter. Plans include association local zoning regulation superfund and market research service for manufacturers interested in types of help sought on hotline. Association will serve owners—projected to grow 25-30% as group—solely as individuals, offering no political, special interest activities.

**Good turn.** Individuals and not-for-profit organizations will be eligible for H. Rex Lee Award for Excellence in Public Service Telecommunications. Award, which comes with \$1,000 check, will be presented annually by the Washington-based Public Service Satellite Consortium for use of innovative technology in an innovative way. Award is named for PSSC chairman emeritus and former FCC commissioner. PSSC's 100-plus membership includes universities, state educational agencies, hospitals, health care and professional associations and PBS.

**Another give-away.** GE Americom, which previously distributed free Ku-band receiving equipment to nearly 700 TV broadcast stations throughout U.S., last week announced new program to distribute up to 100 free antennas and receivers to TV stations that have agreed to receive programming from Cycle Sat Satellite Couriers via GE's Satcom K-2. Winnebago Industries subsidiary Cycle Sat, which primarily delivers television commercials in North America, will provide piggyback Cyclecypher package with each system GE provides. Cycle Sat is drawing up list of stations to receive dishes.





# THANK YOU RADIO INDUSTRY

The Board of Directors of **The John Bayliss Broadcast Foundation** thanks the 360 radio and financial community executives who attended the **SECOND BAYLISS MEDIA ROAST** in New York City on October 28, 1987.

We applaud the courage of Norman Wain and Robert Weiss of Metroplex Communications, who endured a sizzling roast for the benefit of the Foundation. The monies raised will ensure that the Bayliss Scholarship Program will continue to grow, as will the number of Bayliss Broadcasters. We look forward to seeing you in black tie next year at the **THIRD BAYLISS MEDIA ROAST**, October 26, 1988, at the Plaza Hotel in New York City.

Sincerely,

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

**Alice R. Bayliss,**  
*Bayliss Broadcasting*

**Joe Bayliss,**  
*Bayliss Broadcasting*

**John Bayliss, Jr.**  
*Manteo, NC*

**Jim Bayliss,**  
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**Barry Dickstein,**  
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**Jim Duncan,**  
*Duncan Media Enterprises*

**Harvey Grace,**  
*Grace Broadcasting*

**Joe Hagerman,**  
*Santa Maria, CA*

**Jason Shrinsky, Esq.**  
*Kaye, Scholer Et Al*

We also wish to thank the following distinguished roasters:

**Frank Boyle**  
*Frank Boyle & Company*

**Harvey Grace**  
*Grace Broadcasting*

**Ted Hepburn**  
*The Ted Hepburn Company*

**Dave Ross**  
*Metroplex Communications*

**Bill Sherard**  
*Metroplex Communications*

**Jason Shrinsky, Esq.**  
*Kaye, Scholer Et At*

The John Bayliss Broadcast Foundation is a non-profit corporation that provides scholarships to college students embarking on a career in radio broadcasting.

For further information please write to Kit Hunter Franke, Administrator,

**The John Bayliss Broadcast Foundation,**  
P.O. Box 221070, Carmel, CA 93922.

## FCC gives cable more time to offer A/B switches

**Operators now have until Feb. 29 to divide subscriber switches in accordance with must-carry rules**

In response to a plea from the National Cable Television Association, the FCC has postponed the date by which cable operators have to offer A/B (input-selector) switches to their subscribers from this Wednesday (Dec. 10) to Feb. 29, 1988.

Under the FCC's new must-carry rules, cable operators are required to tell subscribers they may need A/B switches to receive all local broadcast signals and to offer to install switches or supply them with a set of instructions to those subscribers who wish to install them themselves. Operators may charge existing subscribers for the switches and their installation, but not new ones.

The NCTA asked for an extension because a Nov. 19 FCC order setting switch standards and clarifying what cable operators may and may not do in

informing subscribers and installing the switches does not become effective until Jan. 28. Unless the FCC extended the original deadlines, the NCTA said, cable operators may have to make two mailings—one before Dec. 10 and one before Jan. 28.

The FCC was sympathetic. "We believe it would be undesirable to create a situation where a cable operator would be required to distribute two separate information items within a short period of time," it said in an order adopted Nov. 25 and issued last Monday (Nov. 30). "This would be burdensome for cable operators and could lead to confusion on the part of subscribers that could serve to hinder the effectiveness of the program for encouraging them to install and use input selector switches," the commission said.

The A/B switches, simple devices that NCTA estimates cost between \$2.50 and \$4.50 each, allow cable subscribers to switch from cable to antennas so they

can pick up broadcast signals that the cable systems may or may not carry.

In August 1986, the FCC adopted new must-carry rules permitting most cable systems to carry fewer local broadcast

### Reach recap

The following is a list of the audience reach of broadcast stations beyond their local ADI—in effect, a station's viewership on cable systems beyond its local market. The "spill out" household figures, supplied by Arbitron, represent stations that receive a net weekly circulation of 15% or greater outside of their home market. The figures are not, however, an exact count of the station's cable reach in all cases. Some stations' broadcast signals penetrate another market's ADI, and it is virtually impossible to separate what portion of viewing may have been done off-air and the portion attributable to cable systems. Stations on the VHF band, for instance, may reach farther into a neighboring market than that of a UHF. Additionally, the figures do not separate viewing attributable to translator stations, prominent in the West, versus a cable system in any given market. Those caveats notwithstanding, the list below provides a rough gauge of broadcast station viewing in markets other than its own ADI.

Rank Calls TVHH Cume

|    |                          |            |
|----|--------------------------|------------|
| 1  | WTBS Atlanta             | 12,298,000 |
| 2  | WGN-TV Chicago           | 4,418,000  |
| 3  | WWOR New York            | 1,834,000  |
| 4  | WPIX New York            | 1,008,000  |
| 5  | WSBK-TV Boston           | 725,000    |
| 6  | KTTV Los Angeles         | 601,000    |
| 7  | WTIG Washington          | 592,000    |
| 8  | KTLA Los Angeles         | 582,000    |
| 9  | KTVU Oakland             | 490,000    |
| 10 | KCOP Los Angeles         | 447,000    |
| 11 | WKBD-TV Detroit          | 441,000    |
| 12 | KNTV San Jose, Calif.    | 426,000    |
| 13 | WTAE-TV Pittsburgh       | 297,000    |
| 14 | KNBC Los Angeles         | 291,000    |
| 15 | WTVJ Miami               | 264,000    |
| 16 | WNYW-TV New York         | 261,000    |
| 17 | WFLX W. Palm Beach, Fla. | 251,000    |
| 18 | WPTV W. Palm Beach, Fla. | 248,000    |
| 19 | WLVI-TV Cambridge, Mass. | 242,000    |
| 20 | KDKA-TV Pittsburgh       | 241,000    |
| 21 | WNEV-TV Boston           | 238,000    |
| 22 | KGO-TV San Francisco     | 223,000    |
| 23 | WBZ-TV Boston            | 223,000    |
| 24 | WUAB Lorain, Ohio        | 218,000    |
| 25 | WTAF Philadelphia        | 215,000    |

### SOUTHWEST CLASS C FM

Highly-rated, profitable FM with excellent revenue and cash flow growth. Mid-size market with strong retail sales. Attractive cash flow multiple.

\$3,200,000

### SOUTHWEST AM/FM

The audience leaders in the market, this combo has taken advantage of the explosive growth in this sunbelt market and is very profitable. Home of a major university and military installation, the market's population has increased 17%+ in last five years. Price is approximately 9x cash flow—some terms available.

\$2,750,000

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signals than they had to under the old rules, which were found unconstitutional by the federal appeals court a year earlier. To insure that cable subscribers have access to all local broadcast signals, the FCC incorporated in its new rules the A/B switch requirements.

In its Nov. 19 order, the FCC amended the dos-and-don'ts of the subscriber education requirement and set standards. The FCC said cable operators installing switches in the homes of new subscribers may advise them that they may need grounds on their antennas to protect against lightning. It also specified information that should be included in the instructions for do-it-yourselfers to guard against installations that could cause signal leakage.

The standards require that A/B switches afford 80 decibels of separation between the "A" and "B" terminals on channels between 54 mhz and 216 mhz and 60 db on channels between 215 mhz and 550 mhz. The separation or "isolation" standard is intended to prevent signal leakage and interference between the cable and off-air signals. The NCTA had asked for a more stringent 90 db standard.

In granting the extension, the FCC noted that some cable operators have already sent out A/B switch material to subscribers. They may include further information reflecting the Nov. 19 order in their next planned mailing. "This will allow systems to avoid a second mailing that could be confusing to subscribers."

103.7 mhz with 100 kw and antenna 460 feet above average terrain. *Broker: Johnson Communications Properties Inc.*

**KTEO(AM)-KYSD(FM) San Angelo, Tex.** □ Sold by Angelo Broadcasting Inc. to still unnamed company headed by Kenneth R. Camp for \$1,015,000. **Seller** is principally owned by O.P. Bobitt, who has no other broadcast interests. **Buyer** is principally owned by Camp, who also has interest in cable system in Jonesboro, Ark. Camp is also member of Arkansas state legislature. KTEO is on 1340 khz full time with 1 kw. KYSD is on 93.9 mhz with 100 kw and antenna 698 feet above average terrain. *Broker: Mitchell & Associates.*

CABLE

## Changing Hands

**WFMY-TV Greensboro, N.C. and WLTV(TV) Jacksonville, Fla.** □ Sold by Harte-Hanks Communications Inc. to Gannett Co. for \$155 million (see story, page 94). WFMY-TV is CBS affiliate on channel 2, with 100 kw visual, 19.5 kw aural and antenna 1,842 feet above average terrain. WLTV is ABC affiliate on channel 12 with 316 kw visual, 31.6 kw aural and antenna 1,049 feet above average terrain.

**KJTM-TV Pine Bluff, Ark.** □ Sold by TVX Broadcast Group to Don H. Barden for \$6 million, plus other considerations. **Seller** is publicly owned, Virginia Beach, Va.-based group of 12 TV's headed by Gene Loving, chairman, and Tim McDonald, president. **Buyer** is Detroit-based cable operator, with systems in and around Detroit. KJTM-TV is

independent on channel 38 with 5,000 kw visual, 500 kw aural and antenna 2,008 feet above average terrain.

**KKBJ-AM-FM Bemidji, Minn.** □ Sold by Bemidji Radio Inc. to CD Broadcasting Corp. for \$1,050,000. **Seller** is owned by Justin Hoberg, who also owns KJKJ(FM) Grand Forks and KTYN(AM) Minot, both North Dakota. **Buyer** is owned by Christopher T. Dahl. It also owns KLGR-AM-FM Redwood Falls and KLIZ-AM-FM Brainerd, both Minnesota. KKBJ is on 1360 khz with 5 kw day and 2.5 kw night. KKBJ-FM is on

**Systems serving communities in Alabama, Florida, Mississippi, North Carolina, South Carolina and Tennessee** □ Sold by Essex Communications to U.S. Cable Television Group L.P. for \$255 million (see story, BROADCASTING, Nov. 9). **Seller** is publicly owned, Greenwich, Conn.-based MSO headed by Paul L. Field and Dave Pardonner. It has no other cable interests. **Buyer** is new corporation headed by former ABC executives, Marty Pompadur and Elton Rule, and Christopher Conley. It recently purchased C4 Media Cable for \$126 million (BROADCASTING, Nov. 9). Essex systems serve about 135,000 subscribers.

*For other proposed and approved sales, see "For the Record," page 102.*

# Annual Report

WIRE/WXTZ  
KBEZ FM  
WIRL/WSWT  
KRVR FM  
WKAN/WLRT  
KMEZ AM/FM  
WAKR AM & WONE FM  
WONE AM & WTUE FM  
KLZ AM & KAZY FM  
WROQ/WAES  
WCEF FM  
WAMS AM  
WBEE AM  
WRAP AM  
WCSC/WXTC

Indianapolis, IN  
Tulsa, OK  
Peoria, IL  
Davenport, IA  
Kankakee, IL  
Dallas, TX  
Akron, OH  
Dayton, OH  
Denver, CO  
Charlotte, NC  
Ripley, WV  
Wilmington, DE  
Chicago, IL  
Norfolk, VA  
Charleston, SC

24 stations SOLD over the last 12 months, with a total value of over \$100 million. Every sale was for CASH. If you want a cash buyer for your station, call Todd or Ted Hepburn.

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Todd Hepburn, Vice-President  
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(513) 791-8730

**Procrastination pays.** Some cable operators unable to wait for the FCC's response to the request for an extension included A/B switch information and offers in their December bills. Among them was Hauser Communications' MetroCable in Arlington, Va. After explaining that as a result of changes in the FCC rules "you may not be able to receive all local television stations over your cable system" and that an A/B switch may be necessary to retain the ability to receive broadcast signals off the air, MetroCable offered to install an A/B switch for \$39.95 or to provide one with instructions for do-it-yourselfers for \$14.95.

According to the National Cable Television Association, the switches should cost cable operators no more than \$4.50. So why is MetroCable offering them for \$14.95? According to MetroCable's John Evans, the price reflects the switch's costs plus handling costs—administrative, stocking and warehousing. "We are not trying to make a buck on it."

Evans does not look forward to a second mailing, but realizes he will have to send one out prior to Feb. 29, 1988, to include the additional instructions required by the FCC's Nov. 19 ruling. Evans's assessment of the A/B switch requirements: "A terrible burden."

# For the Record

As compiled by BROADCASTING, Nov. 25 through Dec. 2 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. ch.—channel. CH—critical hours. chg.—change. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height

above average terrain. H&V—horizontal and vertical. khz—kilohertz. kw—kilowatts. lic.—license. m or M—meters. MEOC—maximum expected operation value. mhz—megahertz. mi.—miles. mod—modification. N—night. pet for recon—petition for reconsideration. PSA—presunrise service authority. pwr—power. RC—remote control. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U or unl—unlimited hours. vis.—visual. w—watts. \*—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. 1 meter—3.28 feet.



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## Greyhound Financial Corporation

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## Ownership Changes

### Applications

■ WAMR(AM)-WCTQ(FM) Venice, FL (AM: BAL871124EA; 1320 khz; 5 kw-d; 1 kw-N; FM: BAL871124EB; 92.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Hall Communications Inc. to Asterisk Radio for \$3 million. Seller is Norwich, CT-based group of six AM's and six FM's owned by Robert Hall. Buyer is owned by Fred Ingham, who also owns WTRS-AM-FM Dunnellon and WJST(FM) Panama City, Fla. Filed Nov. 24.

■ WKSG(FM) Mount Clemens, MI (BAL871117HH; 102.7 mhz; 50 kw; HAAT: 410 ft.)—Seeks AL from Inner City Broadcasting to Ragan Henry National Media Associates Inc. for \$6,750,000. Seller is New York-based group of four AM's and three FM's owned by Percy Sutton. Buyer is owned by Ragan Henry, who has interest in WXTR(FM) Washington and recently bought KCWV(AM) Leavenworth and KCWV(FM) Fairway, both KS. Filed Nov. 17.

■ WVLY(AM) Water Valley, MS (BAL871123EA; 1320 khz; 500 w-D)—Seeks assignment of license from Joseph D. Lowe to Sharing The Word Of God Ministries, Inc. for \$110,000. Seller has no other broadcast interests. Buyer is nonprofit corporation headed by Hudie C. Holifield. It has no other broadcast interests. Filed Nov. 23.

■ WLAF(AM) LaFollette, TN (BAL871116EC; 1450 khz; 1 kw-U)—Seeks assignment of license from Campbell County Broadcasting Corp. to Stair Company, Inc. for \$125,000. Seller is headed by J.P. Mills, president. Buyer is owned James F. Stair, who also has interest in WBNT-AM-FM Oneida, TN. Filed Nov. 16.

## New Stations

### Applications

■ Mitchell, IN (BPH871113ME)—Daniel L. Goens seeks 102.50 mhz; 2kw; HAAT 122 m. Address: RR #13, Box 650, Bedford, IN. 47421. Principal has no other broadcast interests. Filed Nov. 13.

■ Northwood, IA (BPH871113MI)—Northwood Broadcasting Inc. seeks 102.70 mhz; 3kw; HAAT 97 m. Address: 308 11th North Northwood, IA 50459. Principal is owned by Marlin R. Hanson who has no other broadcast interests. Filed Nov. 13.

■ Webster, MA (BPH871113MJ)—Mid-Atlantic Broadcasting Co. seeks 98.9 mhz; 3 kw; HAAT: 100 m. Address: 27 Stone Rd., West Millbury, MA. Principal is owned by George M. Ragsdale, Daniel F. Viles and Gregory T. Lano, who have no other broadcast interests. Filed Nov. 13.

■ Webster, MA (BPH871113MH)—Webster FM Radio L.P. seeks 98.9 mhz; 2.2 kw; HAAT: 116 m. Address: RR #1, Box 77, Brimfield, MA 01010. Principal is headed by Donald T. Fitzgibbons, Janice L. Fitzgibbons and Mark T. Erickson, who have no other broadcast interests. Filed Nov. 13.

■ Webster, MA (BPH871113MF)—Levery Partnership seeks 98.9 mhz; 3 kw; HAAT: 100 m. Address: 119 Holldale Rd., Fairfield, CT 06430. Principal is headed by Leo P. Carroll, Richard Ellis, John R. Levery and Louis J. Minatti, who have no other broadcast interests. Filed Nov. 13.

■ Webster, MA (BPH871113MC)—Okun Broadcasting Corp. seeks 98.9 mhz; 3 kw; HAAT: 100 m. Address: Douglas Rd., Webster, MA 01570. Principal is owned by Alan S. Okun, who also owns WGFP-AM, Webster, MA. Filed Nov. 13.

■ Webster, MA (BPH871113MB)—WBAS Inc. seeks 98.9 mhz; 3kw; HAAT: 100 m. Address: 17 Morningside Ln., Lincoln, MA. 01773. Principal is owned by Kermit S. Allen II, who also has interest in WCRN Inc., and is assignee for WITQ(FM), Block Island, RI. Filed Nov. 13.

■ Harwich, MA (BPED871118MA)—Cape Cod Regional Technical H.S. seeks 90.3 mhz; 0.16kw; HAAT 38 m.



***TransSales, Inc.***

*an affiliate of*

***The United Stations Companies***

*has acquired a beneficial equity interest in*

***StarGroup Communications, Inc.***

---

*The undersigned acted as financial advisor to  
The United Stations Companies in this transaction.*

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

*November 16, 1987*

Address: Pleasant Lake Ave., RFD#4 Harwich, MA 02645. Principal is owned by Joan Bentinck-Smith, Ann M. Williams, John Gray, Paul P. Sullivan, Mike Munson, Oscar W. Doane Jr. and Carolyn G. Crowell, who have no other broadcast interests. Filed Nov. 18.

■ Grants, NM (BPH87113MG)—Cibola Radio Partnership seeks 105.50 mhz; 100kw; HAAT 400 m. Address: 709 Warren, Grants, NM 87020. Principal is Dolores Greigo-Rodarte, has no other broadcast interests. Filed Nov. 13.

■ Caldwell, TX (BPH87113MK)—Roy E. Henderson seeks 95.1 mhz; 3kw; HAAT 100. Address: 17000 El Camino Real, Bldg. B, Suite 205, Houston, TX 77058. Principal has no other broadcast interests. Filed Nov. 13.

■ Caldwell, TX (BPH87113MD)—Burleson Country Broadcasting Inc. seeks 95.1 mhz; 3kw; HAAT 100. Address: 820 North Gray, Caldwell, TX 77836. Principal is owned by Joe D. Smith, James C. Hill, H.E. Pfughaupt, James R. Jones, Michael A. Kuhn, Chuck W. Mache-mehl and William J. Nutt, who have no other broadcast interests. Filed Nov. 13.

## Facilities Changes

### Applications

■ CA, Lakeport, KNTI, 99.5 mhz—871116-Application for CP to change antenna supporting structure height.

■ IL, Anna, WRAJ-FM, 92.7 mhz—871116-Application for CP to make changes: TL: On Bald Knob Mountain near Alto Pass, Union Co. IL; change ERP: 0.8 kw H&V; change HAAT: 191M H&V. 37 33 06N 89 20 46W

■ IN, Danville, WGRT-FM, 107.1 mhz—871113-Application for CP to make changes: ERP: 1.1 kw H&V; change HAAT: 166 m. H&V.

■ MN, St. Cloud, WJON, 1240 khz—871113-Application for CP to make changes in ant sys; increase radiation efficiency and correct coordinates: 45 33 36N 94 08 20W

■ NM, Albuquerque, KGSW, ch. 14—871118-Application for CP to change HAAT: 4181 FT. (1274 M); ANT: Dielectric TFU-25G

■ OR, Springfield-Eugene, KORE, 1050 khz—871120-Application for CP to make changes in antenna system and change TL to: 570 M East of intersection of West Prairie Rd. and Beacon Dr., Springfield-Eugene, OR, 44 07 48N 123 09 40W

■ OR, Waldport, KBBM, 850 khz—871116-Mod of CP (BP871014AG) to change TL to: 3.62 km 82 Degree from center of Waldport, OR. 44 26 5N 124 1 20W

■ PA, Olyphant, WWAX, 750 khz—871117-Mod of CP (BP841224AF) to make changes in ant sys and change TL to: Jefferson Township, PA in the Moosic Mountains 4 km SE of Archbald, PA. 41 28 34N 75 29 41W

■ VT, Windsor, WVPR, 89.5 mhz—871113-Application for CP to change ERP: 1.78 kw (H&V).

■ TX, Conroe, KTFH, ch. 49—871119-Amendment to change TL: 19.3 km SE of Conroe, TX; 1.7 km N of Hwy 2090; HAAT: 361 m.; Antenna System: 367 m. AGL and 411 m. AMSL.

■ VA, Norfolk, WNVZ, 104.5 mhz—871106-Application for CP to make changes: TL: 183 meters E of Twin Pines Rd. in Portsmouth City, VA; change HAAT: 150 m. H&V; install directional antenna. 36 52 25N 76 23 54W

### Actions

■ CA, Los Angeles, KZLA, 93.9 mhz—871123-Application (BPH871027IC) returned for CP to make changes: TL: 0.6MI SE of intersection of Chevy Chase Dr. and Linda Vista Dr. on a bearing of N 145 degree E on Flint Peak, Glendale, CA; change ERP: 20.35 kw H&V; change HAAT: 399 m. H&V. 34 09 48N 118 11 43W

■ CA, Pacific Grove, KOCN, 104.9 mhz—871123-Application (BPH870709IA) granted for CP to make changes: change ERP: 0.944 kw H&V; HAAT: 559 FT. (170 M) H&V; change main studio location.

■ LA, Monroe, KNLU, 88.7 mhz—871119-Application (BPED860214MO) granted for CP to make changes: change TL Olin Hall NLU, Monroe, LA; ERP: 3.25 kw H&V; HAAT: 50.6 m. H&V. 32 31 46N 92 04 13W. Application reinstated 9-29-87. Amendment timely filed.

■ LA, New Roads, KQXL, 106.3 mhz—871119-Application (BPH850710IX) granted for CP to make changes in ant sys and correct geographic coordinates: 30 38 06N 91 19 12W

■ MD, Grasonville, WBAY, 103.1 mhz—871123-Application (BPH870811IC) granted for CP to change HAAT: 100 m, H&V.

■ MO, Camdenton, KADI, 1520 khz—871125-Application (BMP870224AI) granted for Mod of CP to make changes in antenna system (including increase in tower height)

■ MO, Dexter, KDEX-FM, 102.3 mhz—871124-Application (BPH870320ID) granted for CP to make changes: TL: 2.5M E of Dexter on Hwy 114, Dexter, MO; change HAAT: 278' H&V 36 47 20N 89 54 28W

■ MO, Warrensburg, KCMW-FM, 90.9 mhz—871119-Application (BPED870316IG) returned for CP to change HAAT: 457.2 m. H&V.

■ NE, Ogallala, KOGA-FM, 92.7 mhz—871123-Application (BPH870226MH) granted for CP to make changes: TL: 7.3 km S of Paxton, NE; change ERP: 100 kw H&V; change HAAT: 245.4 m. H&V. 41 03 50N 101 20 16W

■ NH, Concord, WJYY, 105.5 mhz—871125-Application (BPH861222IH) dismissed for CP to make changes: ERP: 1.21 kw H&V; HAAT: 151.3 m, H&V (for auxiliary purposes only)

■ NM, Carlsbad, 104.1 mhz—871123-Application (BMPH871106IF) returned for Mod of CP to make changes: TL: 1-1/2MI N of City Limits of Carlsbad on Canal St; change HAAT: 151.3 m. H&V. 32 28 16N 104 13 34W

■ NM, Lordsburg, KXXX, 97.7 mhz—871109-Application (BMPH870330IF) dismissed for Mod of CP to change ERP: 0.4 kw H&V; correct coordinates: 32 20 56N 108 42 20W

■ NY, Rome, WKAL-FM, 95.9 mhz—871123-Application (BPH871030IB) returned for CP to make changes: FREQ: 96.1 MHz (Per Docket #87-23); change TL: Prospect Hill, Skyline Dr., Kirkland, Oneida Co, NY; ERP: 7.4 kw H&V; change HAAT: 183 m. H&V; change to Class B1. 43 02 14N 75 26 40W

■ NC, Raleigh, WYLT, 96.1 mhz—871124-Application (BPH870206ID) granted for CP to change HAAT: 985' H&V.

■ TN, Murfreesboro, WTMG, 96.3 mhz—871123-Application (BPH870309ID) dismissed for CP to change ERP: 100 kw H&V; and change to directional antenna.

■ TX, Corpus Christi, KZFM, 95.5 mhz—871119-Application (BMPH870828IC) granted for Mod of CP to change directional antenna pattern.

■ TX, Port Arthur, KHYS, 98.5 mhz—871123-Application (BPH870226MK) granted for CP to make changes: TL: On Private Rd, 5 km E of Devers and 3.2 km N of Hwy 90, Denvers, TX; change HAAT: 530 m. H&V. 30 03 05N 94 31 37W

■ UT, Salt Lake City, KCPX-FM, 98.7 mhz—871123-Application (BPH870630IG) granted for CP to change ERP:

40 kw H&V.

■ TX, Merkel, KFQX-FM, 102.3 mhz—871124-Application (BPH870817IB) granted for CP to make changes: FREQ: 102.7 MHz (Per Docket #86-382); change TL: 13.8 km on a bearing of 238.34 Degree True from Merkel, TX; change HAAT: 186 m. H&V; change ERP: 100 kw H&V; change to Class C1. 32 24 19N 100 08 17W

■ VI, Christiansted, WVIS, 106.1 mhz—871125-Application (BPH861006IC) granted for CP to change ERP: 50 kw H&V and change HAAT: 287.7 m.

## Actions

### Commission Actions

■ FCC eliminates Carroll Doctrine and UHF impact policy—MM Docket 87-154 (Report DC-1051, Action in Docket Case) Having concluded that the Carroll doctrine and the related UHF impact policy no longer serve the public interest, the FCC has decided to eliminate both. Thus, the FCC will no longer consider claims of economic injury in broadcast licensing or allotment proceedings. Action by the Commission November 24 by Report and Policy Statement (FCC 87-364).

■ FCC reaffirms April indecency decisions with respect to three broadcast licensees—(Report MM-281, Mass Media Action) Responding to Petitions for Clarification and Reconsideration, the FCC generally reaffirmed its April 1987 findings of indecency against three stations. Action by the Commission November 24 by MO&O (FCC 87-365).

■ FCC to consider revocation of license for KGMC(TV), Oklahoma City—MM Docket 87-531 (Report DC-1054, Action in Docket Case) The FCC has ordered Seraphim Corporation to show cause why its license for KGMC(TV), Oklahoma City, OK, should not be revoked for engaging in an unauthorized transfer of control. Action by the Commission November 24 by Order to Show Cause, Hearing Designation Order and Notice of Apparent Liability (FCC 87-366).

■ FCC says systems serving detached single family dwellings within planned communities are not excluded from definition of CATV systems—(Report MM-284, Mass Media Action) Action by the Commission November 30 by MODR&O (FCC 87-372).

■ Duluth, MN.—Granted the assignment of license of WDJO-TV (ABC, Channel 10), Duluth, and its 100 percent satellite, WIRT(TV) (Channel 13), Hibbing, MN, from Channel 20, Incorporated to Hubbard Broadcasting, Inc. (By Letter [FCC 87370] adopted November 27 by the Commission)

### Staff Actions

■ Bradenton, FL —Designated for hearing 10 mutually exclusive applications for a commercial TV station on Channel 66 at Bradenton. (MM Docket 87-532 by Order [DA 87-1712] adopted November 24 by the Chief, Video Services Division, Mass Media Bureau).

■ Pearl City, HI —Designated for hearing the applications of Timothy Paul Woodard, Chinese Radio Service, Mamala Bay Broadcasting, The Pleiades Group, K.A.R.E. Hawaii, and Carmen Dwight for a new FM station on Channel 270C (101.9 MHz) at Pearl City. (MM Docket 87-516 by Order [DA 87-1657] adopted November 10 by the Chief, Audio Services Division, Mass Media Bureau).

■ Sartell, MN —Designated for hearing the application of Marlene Beecroft and Sartell Communications for a new FM Station on Channel 241 (96.1 MHz) at Sartell. (MM Docket 87-525 by Order [DA 87-1667] adopted November 13 by the Chief, Audio Services Division).

■ Hatch, NM —Designated for hearing, the applications of Hatch Broadcasting, Inc., Turquesa Enterprises, Christine G. Sanchez and Beverly R. Flotte for a new FM station on Channel 266C (101.1 MHz) at Hatch. (MM Docket 87-518 by Order [DA 87-1658] adopted November 12 by the Chief, Audio Services Division, Mass Media Bureau).

■ Irondequoit, NY —Designated for hearing 10 applications for a new FM station on Channel 294A (106.7 MHz) at Irondequoit. (MM Docket 87-517 by Order [DA 87-1656] adopted November 12 by the Chief, Audio Services Division).

■ Syracuse, NY —Granted WSYT-TV's request to order Auburn Cablevision, Inc. to carry WSYT-TV (Channel 68) at Auburn, NY. (By MO&O [DA 871619] adopted November 4 by the Chief, Mass Media Bureau).

■ Shallotte, NC —Affirmed dismissal of Jennings Communications Corporation's proposal to substitute Channel 283C2 (104.5 MHz) for Channel 228A (93.5 MHz) at Shallotte. (By MO&O [DA 87-1694] adopted November 12

## Summary of broadcasting as of Sept. 30, 1987

| Service                     | On Air | CP's | Total * |
|-----------------------------|--------|------|---------|
| Commercial AM               | 4,880  | 170  | 5,053   |
| Commercial FM               | 3,999  | 418  | 4,417   |
| Educational FM              | 1,283  | 173  | 1,456   |
| Total Radio                 | 10,175 | 761  | 10,936  |
| FM translators              | 1,115  | 766  | 1,881   |
| Commercial VHF TV           | 543    | 23   | 566     |
| Commercial UHF TV           | 463    | 222  | 685     |
| Educational VHF TV          | 115    | 3    | 118     |
| Educational UHF TV          | 203    | 25   | 228     |
| Total TV                    | 1,324  | 273  | 1,597   |
| 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  | 206  | 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  | 168  | 3,002   |

\* includes off air licenses.



by the Chief, Policy and Rules Division).

■ West Carrollton, OH.—Designated for hearing, 10 mutually exclusive applications for a new FM station on Channel 221A (92.1 MHz) at West Carrollton. (MM Docket 87-526 by Order [DA 871668] adopted November 13 by the Chief, Audio Services Division).

#### Review Board Actions

■ Fargo, ND.—Denied request by PrimeMedia Broadcasting, Inc. for clarification of the dismissal of its application by the Mass Media Bureau for a new FM station at Fargo, on the grounds of impermissible alien ownership. (MM Docket 87177 by Order [FCC 87R-62] adopted November 20 by the Review Board).

#### ALJ Actions

■ Grifton, NC (William S. Page, et al.) FM Proceeding—Approved settlement agreement between Columbia Women's Radio, Inc. and Campbell Radio and dismissed the application of Campbell Radio. (By MO&O, Nov. 17) (MM Docket 87-346).

■ Abilene, TX (Susan Lundborg and FM Abilene Limited Partnership) FM Proceeding—Ordered issues added against Susan Lundborg to determine facts and circumstances surrounding omissions in Section II of FCC Form 301; whether Lundborg misrepresented or concealed facts from the FCC; whether her financial qualifications certification was false and the impact thereof on her basic qualifications to be a Commission licensee; whether Lundborg is financially qualified to construct and operate the proposed facility. (By Order, Nov. 6) (MM Docket 87-247).

■ Richmond, VA (Seaboard Broadcasting Company, et al.) FM Proceeding—By separate orders, granted motion for summary decision by Virginia Communications Limited Partnership and resolved the air hazard issue in its favor; granted request by 80-90 Limited (formerly Capitol Cities Broadcasting Company) and dismissed its application with prejudice. (By Orders, Nov. 18 and 19) (MM Docket 87-352).

By ALJ John M. Frysiak on dates shown:

■ Fenwick Island, DE (Key Broadcasting Corporation, et al.) FM Proceeding—By separate orders, granted request by Eitel L. Crouse and dismissed her application with prejudice; granted petition by Key Broadcasting Corporation and enlarged issues against Fenwick Island Broadcast Limited Partnership I to determine whether Fenwick Island Broad-

cast violated FCC rules by failing to timely report the criminal Proceedings against its principal, Lester Green; and, in light of the conviction of Green, whether Fenwick Island Broadcast possesses the requisite qualifications to be a Commission licensee. (By Order, Nov. 2, and by MO&O, Nov. 4) (MM Docket 87-236).

By ALJ Joseph P. Gonzalez on dates shown:

■ Sun Valley, ID (Donovan Burke and Wood River Public Broadcasting, Inc.) FM Proceeding—Approved settlement agreement and dismissed with prejudice the application of Donovan Burke; granted the application of Wood River Public Broadcasting for a new noncommercial educational FM station on Channel 237A (95.3 MHz) at Sun Valley; and terminated the Proceeding. (By MO&O, Nov. 5) (MM Docket 87-49).

■ Bloomfield, NM (Mehl D. Tafuya, et al.) FM Proceeding—Memorialized dismissal of Jose C. Olivarez's application for failure to prosecute. (By Order, Nov. 4) (MM Docket 87-340).

By ALJ Edward J. Kuhlmann on date shown:

■ Orlando, FL (B. F. J. Timm, et al.) FM Proceeding—Granted motions for summary decisions by J & M Communications and B. F. J. Timm and resolved the city coverage issue in their favor. (By MO&O, Nov. 18) (MM Docket 87-305).

By ALJ Edward Luton on dates shown:

■ Brookings, SD and Appleton, MN (Great Plains Educational Trust and Minnesota Public Radio, Inc.) ED-FM Proceeding—Dismissed with prejudice the application of Great Plains Educational Trust for a new noncommercial educational FM station for failure to prosecute; granted the amended application of Minnesota Public Radio for a new noncommercial educational FM station on Channel 217 (91.3 MHz) at Appleton; and terminated the Proceeding. (By MO&O, Nov. 18) (MM Docket 87-368).

■ Fredericksburg, TX (Global Information Technologies, Inc., et al.) TV Proceeding—By separate orders, granted motions for summary decisions by Global Information Technologies, Hal S. Widsten, and Fredericksburg Community Television, Inc. and resolved the air hazard issues in their favor. (By Orders, Nov. 18) (MM Docket 87-250).

By ALJ Walter C. Miller on dates shown:

■ Montecito, CA (LNJ Communications, et al.) FM Proceeding—Dismissed with prejudice the following applica-

tions for failure to prosecute: Sim Farar and Sonja Farar A General Partnership; Joseph Edward Red Eagle Strickland; Montecito Hispanic Community Broadcasters, Inc.; El Capitan Radio Partnership; Monteito Minority Media, Inc.; Hildburg L. Charles; Josephson Broadcasting, Inc.; Mark Morris; Donald Love; and, Gwendolyn Alice Hanan. (By MO&O, Nov. 4) (MM Docket 87-426).

■ Aspen, CO (Aspen Broadcasting Network, Inc., et al.) FM Proceeding—Dismissed with prejudice the applications of Aspen Skywave, Inc. and HVS Partners for failure to prosecute. (By MO&O, Nov. 2) (MM Docket 87-424).

■ Casey, IL (Ford F.M. Inc. and Casey Broadcast Group, Inc.) FM Proceeding—Approved settlement agreement and dismissed with prejudice the application of Ford F.M. Inc.; conditionally granted the application of Casey Broadcast Group for a new FM station on Channel 282B (104.3 MHz) at Casey; and terminated the Proceeding. (By MO&O, Nov. 5) (MM Docket 87-476).

■ Rapid City, SD (Lenn R. Pruitt, et al.) FM Proceeding—Granted request by Lenn R. Pruitt and dismissed his application with prejudice. (By MO&O, Nov. 17) (MM Docket 87-420).

By ALJ Richard L. Sippel on dates shown:

■ Ellwood, CA (Addison Broadcasting Company, Inc., et al.) FM Proceeding—By separate orders, granted requests by Robert A. Bennis and Roselle Radio Ltd. and dismissed their applications with prejudice. (By Orders, Nov. 18) (MM Docket 87-429).

■ Perry, GA (RSO Broadcasting, et al.) TV Proceeding—Memorialized dismissal with prejudice of the application of RSO Broadcasting for failure to prosecute. (By Order, Nov. 10) (MM Docket 87-353).

■ Upper Arlington, OH (PN Radio Company, et al.) FM Proceeding—Dismissed with prejudice the applications of Upper Arlington Broadcasting Co.; Benjamin Macwan; Scioto Broadcasting, Ltd.; Kenneth E. Harris; First Ohio Broadcasting Corporation; Innovative Broadcasting, Inc.; Haynes Broadcasting Group; and, American Radio Broadcasting Network, Inc. for failure to prosecute. (By Order, Nov. 3) (MM Docket 87-370).

By ALJ Joseph Stirmer on dates shown:

■ Jamestown, ND (Steed Broadcasting, et al.) TV Proceeding—Approved settlement agreement and dismissed with prejudice the applications of Steed Broadcasting. Bax-



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ter Broadcasting Corp., and Skyway Television, Ltd.; granted the application of Red River Broadcast Corp. for a new commercial television station at Jamestown; and terminated the Proceeding. (By MO&O, Nov. 5) (MM Docket 87-291).

■ Charleston, WV (Melvin Jones, et al.) TV Proceeding—By separate orders, granted motion for summary decision by P. S. A., Inc. and resolved the air hazard issue in its favor; granted motion by P. S. A. and dismissed with prejudice the applications of Melvin Jones, Mountain Vista Television Co., Teesha Broadcasting Ltd., and Carl M. Fisher for failure to prosecute; conditionally granted the application of P. S. A. for a new commercial UHF television station on Channel 29 at Charleston; and terminated the Proceeding. (By Order and By MO&O, Nov. 5) (MM Docket 87-373).

## Call Letters

### Applications

Call Sought by

#### New FM's

WSKE Radio Everett, Inc., Everett, PA  
WODC Virginia Beach Educ. Broadcasting Foundation, Virginia Beach, VA

#### Existing AM

KDTA KPLG Delta Radio Co., Delta, CO

### Existing FM's

WEAY WMJW Frank & Maley, Inc., Naticoke, PA  
KWFX KSIV-FM Fuchs Communications, Inc., Woodward, OK

### Grants

Call Sought by

#### New AM's

KDSK Esther Matsuda Korn, Desert Hot Springs, CA  
KANC Anita L. Levine, Frazier Park, CA  
KJRC Jerry J. Collins, South Lake Tahoe, CA  
KMIY Minority Christian Radio of Colo., Grand Junction, CO  
WMLD Darrell Spann, East Point, GA  
WMDE Michael Dee Howard, Remerton, GA  
WICI Indiana Communications, Inc., Ellettsville, IN  
WJFU Just Formed Corp., Zeeland, MI  
KKNO Dennis J. Klautzer, Eldon, MO  
WTIJ Harvest Broadcasting, Roxbury, NH  
WEFI Edward F. Perry, Jr., Easthampton, VA

#### New FM's

WGPH Augusta Radio Fellowship, Vidalia, GA  
WGSJ Christian Life Center School, Loves Park, IL

WHQO  
WMXI  
WDRE-FM

WXUC  
WHGG

#### New TV

WJEB-TV Jacksonville Educators Broadcasting, Inc., Jacksonville, FL

#### Existing AM's

WDLE WPKY Earl E. Fisher, Dora, AL  
WFYV WRQL Metroplex Communications, Inc., Jacksonville, FL  
WKUS WUEZ RiverCountry Broadcasting, Inc., Sanford, FL  
WKGA WRJR Liberty Broadcasting Co., Zion, IL  
WQKS WYKH Pennyryle Broadcasting Co., Hopkinsville, KY  
WMJI WBBG Jacor Broadcasting of Cleveland Inc., Cleveland, OH  
KKRX KCCO KCCO-KRLG, Inc., Lawton, OK  
WRXR WJFX Guardian Corp., Aiken, SC  
WGSW WQXJ Radio Greenwood, Inc., Greenwood, SC  
KEYJ KKSL Dynamic Broadcasting Co., Abilene, TX  
KXTQ KSEL Bakcor Broadcasting, Inc., Lubbock, TX  
KAYJ KQSA Foster Communications Co., Inc., San Angelo, TX  
KRIA KRNN Omni Broadcasting Corp., San Antonio, TX  
KLGJ KBLQ Logan Broadcasting Co., Logan, UT  
WBBC WKLV Blackstone Communications, Inc., Blackstone, VA

#### Existing FM's

KFLG KCRR Guyann Corp., Bullhead City, AZ  
KCEZ KEZD Gary Katz, Corning, CA  
KCLM KFMP Prunedale Educational Assn., Salinas, CA  
WFYV-FM WFYV Metroplex Communications, Inc., Atlantic Beach, FL  
WRBA WVBM Royal Palm Communications, Inc., Springfield, FL  
WMKJ WWER South Metro Broadcasting, Inc., Newnan, GA  
WKHY WXUS U.S. Broadcasting, Inc., Lafayette, IN  
WCDK WHLB-FM Virginia Broadcasting Co., Virginia, MN  
KLOZ KLDN CTC Communications, Inc., Eldon, MO  
KAHR KXOQ Gerald W. Hunt, Poplar Bluff, MO  
KSPQ KWPM-FM KWPM, Inc., West Plains, MO  
WMJI-FM WMJI Jacor Broadcasting of Cleveland Inc., Cleveland, OH  
WRXR-FM WJFX-FM Guardian Corp., Aiken, SC  
WIJY WTOI Island Communications, Inc., Hilton Head Island, SC  
WAWL-FM WCSC Chattanooga State Tech'l. Community Coll., Signal Mtn., TN  
KEYJ-FM KEYJ Dynamic Broadcasting Co., Abilene, TX  
KPLV KKBH Coastal Wireless Co., Port Lavaca, TX  
WBBC-FM WBBC Blackstone Communications, Inc., Blackstone, VA  
WQMZ WQMZ Charlottesville Broadcasting Corp., Charlottesville, VA

#### Existing TV's

WYHS WDEM Channel 69 of Hollywood, Inc., Hollywood, FL  
WLCT WLTK TV-8, Inc., Somerset, KY

\*Notes: Grant of the call sign for WJAV assigned to Linda Crook, Quincy, Illinois has been set aside.

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# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Established radio-group operator** seeks successful, bottom-line oriented general manager with top 25 market experience as GM and proven experience in budget management, expense control, sales, and programming. Will manage AM/FM in Midwest top 15 market and supervise two AM/FM top 25 market stations. History of stable, long-term employment a must. Submit a letter giving complete career and salary history and current references. Responses will be kept strictly confidential. Write to Box A-80.

**Radio manager** for 100,000 watt FM, 5000 watt AM and LPTV in St. Ignace, MI. Strong in sales with experience in radio. Buy-in possibilities and profit sharing. 517-321-1763.

**Radio station manager** must be strong in sales with experience for 3kw FM station in Cadillac, Michigan. 517-321-1763.

**Vice president, marketing and sales:** See our display ad, Scantland Communications.

**GSM top 20 Midwest market.** Major successful nationally respected FM owned by a top group seeks a leader that can be a resource to and motivate a mature staff. This is one of the highest billing stations in America - with no hidden problems. Reply in strict confidence to Box B-15.

**Wanted: Aggressive street selling sales manager** to turn around sleeping giant. 100,000 watt Texas FM. Bill Bundy, KUFO-FM, The Midland Hilton, 117 West Wall, Midland, TX 79701. EEO.

**General manager.** We're a young, expanding group looking for someone to help turn around this medium market New England facility. It'll require heavy sales attention, creative promotions, community involvement and bottom line pragmatism. Success will be rewarded. Box B-8. EOE.

**Idaho resort A.M.** needs G.M. with heavy sales experience. Ownership opportunities for the right individual. Must be organized and promotion minded. Box B-2.

**Sales manager.** For the right person, this is the opportunity of a lifetime (equity). New northern California 50,000 watt FM needs final member of management team. Growing university/retirement medium market. Minimum three-years medium/small market radio sales. Should be capable of succeeding in a major market, but would rather be a part owner, control his/her own destiny, and live in one of the "best towns in America". Good detail, follow up, paperwork, and professional attitudes required. If you've never been told you can sell air conditioners to Eskimos, don't apply. If you're not a proven aggressive sales winner, willing to work for a piece of the action, don't apply. Job starts 2/1/88. Box 7568, Chico, CA 95927. EOE.

**General manager:** wanted for AM-FM combo in Del-Marva Peninsula. At least 4 years in radio management required, excellent salary + benefits - successful applicant must have solid sales background. Send resume, references and salary history to: Rosemary Siess, 18 Mayfair Circle, Willingboro, NJ 08046. EOE.

**Manager wanted.** We're excited about our new acquisition in a southern Virginia medium market. We're looking for a real winner to prove his or her ability. Station is number one, but needs sales help. Management experience not nearly as important as proven sales, programming, and leadership ability. EOE. Box B-24.

**Station manager...** Step into a key position at an established successful AM-FM combo in growing Georgia small market near Atlanta. Immediate opening for a sharp broadcaster on the way up. Successful sales experience a must. Technical or production skills a plus. Learn the ropes from an experienced small market pro as you prove yourself to be our next general manager. Send resume and income requirements to: Joe Bourdow, Box 1847, Midlothian, VA 23113. EOE.

**Our sales managers** are organized motivators propelled by enthusiasm, creativity and intelligence into General Managership positions in our rapidly growing chain. If you are convinced that systems, planning and team effort foster success and you desire an opportunity to prove it with a five person staff in coastal California, contact: Box A-79.

**Manager for AM/FM combo** Venice/Sarasota, Florida. Growing group needs experienced, hard-working personnel. Contact Fred Ingham 305-566-7559.

### HELP WANTED SALES

**Going nowhere?** Fast growing group with big 100,000 watt FM in Albuquerque, NM has need for two experienced sales people to add to present staff. We're spending big bucks to be number one. College - 3 years outside experience minimum requirements. Send resume with letter - sell us! Draw against commission, perks. Get in on the ground floor. Confidentiality respected. E.E.O. Box A-88.

**The leading AM/FM combination in New York State's** fastest growing county has an immediate opening for a qualified sales person. Excellent compensation package plus bonus program, benefit package, and ongoing training program. Send resume today to: Sandy Mittelman, WALL/WKGL-FM, One Broadcast Plaza, Middletown, NY 10940. EOE.

**California...KFIG AM/FM** is currently seeking a professional, highly motivated salesperson with experience in direct and agency sales. Outstanding list available. Draw against commission. Outstanding benefits. Contact Russ Beckmann, P.O. Box 4265, Fresno, CA 93744. 209-268-8801. EOE M/F.

**A leader in micro-computer systems** for the broadcasting industry is looking for a few good sales people. Applicant must be of high character and a self starter. A good overall knowledge of broadcasting and strong sales is required. Positions open East, Mid-West and West. Send resume to Richard Spruill, Sales Manager, P.O. Box 1246, Perry, GA 31069.

**Sales manager:** Opportunity for experienced salesperson who can lead by example. New ownership/management of longtime sports/community involved AM. Box 777, Hobbs, NM 88240.

**If you're in sales** and know Christian radio we can use you. General sales exper. wanted, must be able to carry list and build a sales force, full time station in Midwest metro market. Only Christian station in 500,000 market. Box B-3.

**If you have 2-3 years** small market experience and want to move up, send resume to WMLW/WTTN, Box 509, Watertown, WI 53094. EOE.

**Number one FM** in growing southeastern N.Y. is expanding its sales force. Only organized, creative entrepreneurs need apply. Proven list plus benefits. Send sales philosophy, resume and income history to Box B-6. EOE.

**Sales manager,** 65,000+ market. Great radio, great people, great job, super Sunbelt community. Chance for G.M. Box B-26.

**Santa Barbara's premier combo** is offering America's real garden spot and a real good package for the right person. Minimum of 2 years street experience. Must be the one person that everybody is looking for. But we will offer the proper reward and incentive. Send your qualifications and track record to: Station Mgr., KTMS/KHTY, P.O. Box 20250, Santa Barbara, CA 93120. EOE.

**Wolf in sheep's clothing!** Polished professional person who can close consistently. Great deal for great person. Central Florida, and we've got the best station in our medium market of 200,000. Deal direct with owner. Box B-23.

### HELP WANTED ANNOUNCERS

**Part-time/relief announcers** needed for New York FM radio station. Big band/standards experience preferable. Combo. Box B-20.

**Learn assistant manager.** Need good voice, diction, reading, technical skills? Production skills? Sports? Successful small market. Central New York. Box A-93.

**Announcer-salesperson.** Air shift plus some sales duties. No phone calls please. Mail resume. WMJS, Box 547, Prince Frederick, MD 20678.

### HELP WANTED TECHNICAL

**Chief engineers** needed for Target Communications, a fast growing broadcast group with station in the Southeast, Midwest and Northeast. Two years experience required. Send resume and references to Target Communications, Director of Engineering, 344 Greene Street, Augusta, GA 30901. EEO.

**Chief engineer.** Immediate opening for Top 50 market AM/FM, familiar with 3 tower directional. SBE certified or general class FCC license, two years experience required. Send resume/references. KOMA-AM/KRXO-FM, P.O. Box 1520, Oklahoma City, OK 73101, Attn: Jane E. Bartsch.

**Chief engineer.** Immediate opening for top 50 market AM/FM, familiar with 3 tower directional. SBE certified or General Class FCC license, two years experience required. Send resume/references. KOMA-AM/KRXO-FM, P.O. Box 1520, Oklahoma City, OK 73101, Attn: Jane E. Bartsch.

### HELP WANTED NEWS

**WRCN-WRHD/Long Island** seeks a young, energetic news hound to head up this AM/FM combo. Great opportunity for an enthusiastic journalist. T & R to Lenny Bloch, WRCN, Box 666, Long Island, NY 11901. EOE, M/F.

**WLIP/WJZO Kenosha, WI,** seeks skilled journalist with strong delivery for full-time position. Send T and R to: David Cole, N.D., PO Box 659, Kenosha, WI 53141.

**News director:** Full service AC looking for aggressive, motivated, creative individual-looking for opportunity to lead outstanding news department. Ideal position for up-and-coming "go-getter". We have: outstanding facilities, traffic plane, two-ways, extensive in-house files, and community reputation. Send T & R to: Tom O'Brien, PD, WINE, Box 95, Danbury, CT 06813. EOE.

### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**AM station in top 5 market** has an opening for gospel DJ if you can pull big ratings in a major market respond to Box B-1. E.O.E.

**AM/FM combo in N.W. Indiana** seeking copywriter with good production skills for full-time plus position. Includes occasional air shift. Send tape and resume with copy samples to: Stan Black, Program Director, WLOI/WCOE-FM, 902 1/2 Lincolnway, La Porte, IN 46350.

**Pacific Northwest.** PD/AT for AC/CHR dominant combo in small market. Good management and communication skills a must. "Can do" attitude vital. Box B-14.

**Assistant controller:** Top billing major market southern California station seeking top financial person. Duties include managing the finance and administrative functions of the station. Direct supervision of accounts receivable, accounts payable, payroll, billing and personnel department. Prepare monthly/quarterly financial statements. Prepare various budgets and supporting schedules. Four years general ledger and related accounting. Accounting degree, Lotus & IBM #36 preferred. The person we seek is probably the top financial person in their current organization. An equal opportunity employer. Resumes and salary history in confidence to P.O. Box B-27.

### SITUATIONS WANTED MANAGEMENT

**Broad experience.** Sales, promotional, bottom-line oriented. Prefer general manager. Medium-small Southeast market. 703-433-3833 (Jay).

**Business manager** looking for new management challenge. Experience includes budget preparation, financial controls, all phases of accounting, audit preparation, payroll and financial statement preparation. Computer background includes ten years with Columbine. Box A-95.

**Experienced general manager** of major market and medium market stations...23 years experience with roots in radio sales. Available soon! Prefer Sunbelt. Let's talk! Call John Rhea...205-880-1338 or 205-533-1450.

**Extensive background.** Currently sales manager for highly respected major market station. Experience includes program director, music director, and air personality in major and small markets. I know the business and creative end of radio and can put them together as a general manager. Box B-17.

**V.P. general management** experience 7 years, age 41, formats, rock, country, oldies, Christian. Jim Bunn 904-760-3047.

### SITUATIONS WANTED ANNOUNCERS

**Morning drive air/sales combo.** Plenty experience. Prefer Southeastern C & W medium market. Call James 703-433-3833.

**Gospel anyone?** Versatile disc jockey with PD and news experience search for a lively Gospel Music station. Where are you? Here I am: Percy Williams 718-282-0594.

**Professional attitude, sold on air and production.** copywriting. For consistency call Bill, 308-534-1211.

**Quality easy listening announcer** seeks quality easy listening station. 25 years experience. Neil Sher. 518-383-0239.



## SITUATIONS WANTED TECHNICAL

**Midwest third decade career engineer** experienced all phases of radio seeking expedient move. Box B-7.

**Chief engineer.** 10 years experience FM and AM directional. Seeks opportunity with stable company. Box B-21

## SITUATIONS WANTED NEWS

**Reporter, black male,** medium market experience, college grad, excellent writer and aggressive with a desire to enterprise. 1-313-241-9667.

**Four plus years experienced news/sportscaster** seeks medium Midwest market challenge. Available immediately. Barney 614-439-2990.

**Hard working recent college grad** looking for entry level position in all phases of media. Willing to relocate. Call Jeff @ 516-938-5129.

## SITUATIONS WANTED PROGRAMING PRODUCTION AND OTHERS

**Experienced promo writer/producer** seeks staff position with New York based broadcaster/syndicator. Demo reel available. 914-238-8490.

# TELEVISION

## HELP WANTED MANAGEMENT

**General sales manager:** Needed for southern network affiliate. Must have 2-3 years prior television sales experience. State present salary. Box A-81.

**Sales management:** Midwest affiliate looking for highly motivated person for national sales manager. Local sales management background desirable. Possible GSM for qualified candidate. Apply Box A-96. EOE.

**Business manager/controller** for television production/syndication company with headquarters in St. Louis. This is a fast paced organization, the qualified individual should be hands-on, take charge person with 5-7 years experience in television production/syndication. Supervision of small staff. Experience with IBM-PC's Lotus program preferred. Send resume and salary history to Susan Ubinger, World Events Productions, Ltd., 4935 Lindell Blvd., St. Louis, MO 63108.

**Financial manager.** WNYC AM, FM & TV seeks a financial manager to act as liaison between the financial department and all other WNYC departments. Responsibilities include assisting departmental managers with budget forecasts and preparation, revenue projections, financial management, etc. Requirements include a BA or BS degree with a concentration in finance (MBA is preferred) and 2 to 4 years experience in finance and/or accounting. Knowledge of broadcasting industry is preferred. Salary is \$40,000 to \$50,000 commensurate with experience. If interested please send resume and cover letter to WNYC, Personnel Department, 1 Centre St., 32nd Floor, New York, NY 10007. EOE.

**Seeking general and local sales manager** for major market network affiliate. Must be an energetic, highly motivated individual with a proven track record. Rare career opportunity. Send resume to: Personnel Director, 2242 North Great Neck Rd., Virginia Beach, VA 23451.

**General manager: Network affiliate SE market 150+.** New group owner looking for a leader to develop a cohesive station environment for newly competitive CBS affiliate. Overall knowledge of station department functions w/ sales orientation important. GM will also handle NSM duties. Good organizational skills a must. This market provides an enjoyable lifestyle and the company provides room for growth. Send resume, references and salary requirements to Box B-4. EOE

**Promotion manager, TV.** A Midwest small market, VHF affiliated television station is currently accepting application for promotion manager-TV, located on the University of Missouri-Columbia campus. KOMU-TV is seeking an innovative and creative individual to handle on-air promotions, print and radio buys. Hands-on production and editing experience preferred. Must be able to organize and implement community-service projects. Qualifications: Bachelor's degree in communications related area or equivalent is necessary. Two to three years experience in public relation/TV promotion work is required. Please submit letter of application and resume to University of Missouri-Columbia, Personnel Services, ATTN: TV, 130 Heinkel Bldg., 201 S. 7th St., Columbia, MO 65211. AA/EOE.

**General marketing manager.** Strong independent in Southeast seeking GMM to supervise local, regional and national marketing departments with responsibility and authority for budgeted revenue goals. Minimum five (5) years' experience in marketing management - two (2) in national and three (3) in local. Prefer independent background. Proven teaching/planning abilities and motivational skills desired. Send resume, compensation requirements and marketing philosophy to Box B-25. EOE. M/F/H.

**General sales manager:** Position open due to promotion within company. Dominant station is group owned in 100+ South Atlantic market. Sales leaders with people and organizational skills should apply in confidence immediately to Box B-5. EOE.

## HELP WANTED SALES

**General sales manager:** KDLT, NBC, Sioux Falls seeks experienced and professional sales leader. EOE. Resumes and references to: Jack Donahue, GM, KDLT, 3600 S. Westport, Sioux Falls, SD 57116.

**Account executive** for WLIG-TV on Long Island, New York. Seeking successful, experienced local salesperson to help develop our expanding market. Outstanding opportunity with salary plus commission, full benefits, car. Resume with salary history to Bob Bee, GSM, WLIG-TV, P.O. Box 272, Woodbury, NY 11797. EOE.

**Upper Midwest affiliate** looking for a highly motivated and well-organized general sales manager. Good people skills a must along with solid background in direct local sales and computer traffic systems. Excellent salary, bonus, and fringe package. This station is an EEO employer. Send resume to Box A-102.

**Major market network affiliate** seeking aggressive, highly motivated account executive with proven track record to handle established list. Also seeking trainee for challenging career opportunity. Send resume to: Personnel Director, 2242 North Great Neck Rd., Virginia Beach, VA 23451.

**Local sales manager:** KFVS-TV, a CBS affiliate, is looking for an aggressive, energetic individual to fill LSM spot. KFVS is part of the highly respected American family broadcast group and is one of the country's leading CBS affiliates. Located in Cape Girardeau, Missouri, the station is halfway between Memphis and St. Louis on the Mississippi River. The LSM position requires strong leadership and negotiating skills, and a previous background in sales management would be helpful. Send your resume (no phone calls, please) to: Mike McCollum, GSM, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63702-0100. An EEO employer.

**General sales manager:** Television. Heavy involvement in local. Training and development of local staff. Supervision of national. Medium southeast community with super growth and great place to raise family. Strong group ownership with great opportunity for advancement. Affiliate. Write Box A-91.

**Vendor support specialist.** Seeking highly motivated individual for major market affiliate. Must have at least three years experience conducting Vendor Support Programs with a strong track record. Send resume to: Personnel Director, 2242 North Great Neck Road, Virginia Beach, VA 23451.

## HELP WANTED TECHNICAL

**Engineer in charge:** Major east coast mobile facility requires experienced EIC to maintain 48 foot television trailer. Must enjoy traveling. Equipment includes Sony BVH 2000's, Abakas A-52, GVG-1600 7G, Chyron 4100, HL '79 E's, and TK '47's. Resume to Tony Buemi, EJ Stewart Inc., 525 Mildred Ave., Primos, PA 19018. 215-626-6500. EOE.

**Maintenance person** with BVU experience. Work will include general studio and RF maintenance with emphasis on ENG & EFP. Send resume to: Al Scheer, WLEX-TV, P.O. Box 1457, Lexington, KY 40591 or call 606-255-4404. EOE.

**Experienced maintenance engineers** needed for major, state-of-the-art sunbelt facility. Production, ENG, SNG. Competitive compensation and excellent benefits. We are looking for highly skilled people to maintain the most sophisticated facilities in the area. EOE.

**Chief engineer:** Independent UHF Flint, Michigan, desires hands-on chief. Emphasis on studio maintenance and supervision. Excellent and well maintained facilities. Call Ms. Kollstedt 513-351-9110. EOE.

**Assistant chief engineer:** Top 100 market NBC affiliate seeks qualified assistant chief. Three to five years experience on broadcast studio equipment, Sony Beta, U-matic, and 1", plus state-of-the-art Grass Valley and Ross switchers, and Harris still store. Experience with Harris TV-30L transmitters and MA-COM and Harris microwave helpful. Send resume and salary history to Don Sturzenbecher, CE, KDLT-TV, 3600 S. Westport Ave., Sioux Falls, SD 57116. EOE.

**KEYT Television.** Permanent fulltime position available in engineering operations. Must have experience for master control: TCR, 1" and 2" machines and on-air switcher. Light equipment maintenance a plus. Looking for assertive type who works well with others. Hours may vary. Full company benefits. Salary DOE. Send resumes to Charles Goode at P.O. Drawer X, Santa Barbara, CA 93102. No phone calls, please. KEYT is an EEO employer.

**Assistant television maintenance engineer.** Kent State University invites applications for the above position. Qualifications: an associate degree (2 years) in electronics technology (or equivalent service school) including training in digital and microelectronics systems and three years experience in the maintenance of modern television systems including color cameras, U-matic, reel-to-reel and cassette video recorders, monitors, and receivers of both broadcast and "small system" varieties; operation of television equipment is required. Application deadline: December 24, 1987. Position available: January 19, 1988. Submit letter of application, transcripts and three letters of reference to: Tom Olson, Director, Teleproductions, Kent State University, Kent, OH 44242. Equal opportunity/affirmative action employer.

**Maintenance technician** sought with minimum 5 years experience in the installation and maintenance of broadcast audio, video, microwave, two-way communications, satellite and support equipment. Experience with maintenance of RF transmitters helpful. Must be willing to work flexible hours and travel as necessary. Submit resumes to: Ralph Lee, Chief Engineer, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer. M/F.

**Director of engineering.** Top 30 Southeast network affiliate seeks experienced and technically sound director of engineering. Will assist station management in the construction and equipment installation of a new broadcast facility, as well as manage all technical personnel. Good people skills and experience in television engineering management is mandatory. BSEE degree preferred. ENG and SNG familiarity essential. Salary open. Send resume and salary history to Box B-10.

**Director of engineering.** Responsible for administering all aspects of planning, design, construction, operation and maintenance of all technical facilities including TV/FM broadcast/nonbroadcast systems, telecommunications and teleconferences, management of technical personnel and departmental budgets. Previous experience as a broadcast engineer with extensive supervisory and administrative experience required. BSEE preferred. Salary \$35,000-40,000 plus excellent benefits. MPBN is a statewide public TV/FM network comprised of four TV and five FM stations with full production capabilities for TV and FM at two locations. Send resume to: Suzanne Torrey, Director of Human Resources, Maine Public Broadcasting Network, 65 Texas Avenue, Bangor, ME 04401. Review of applications to begin December 28, 1987. An equal opportunity/affirmative action employer.

**ENG Beta technician:** Minimum 3 years experience in the installation and maintenance of ENG Beta cameras, video-tape equipment and related systems. Electronic school training and FCC general class radiotelephone license required. Heavy maintenance background in broadcast desired. Must be willing to work flexible hours and holidays. Submit resumes to: Ralph Lee, Chief Engineer, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer, M/F.

**Television maintenance engineer:** Strong Sony tape background required. Send resume to Personnel, KPTV, PO Box 3401, Portland, OR 97208. EEO employer.

## HELP WANTED NEWS

**Producer.** Midwestern market leader looking for aggressive, experienced producer for 6pm newscast. Needs to be a team player and possess a creative approach to local news. Resume and writing samples only to News Director, WEEK-TV, 2907 Springfield Rd., East Peoria, IL 61611. An equal opportunity employer.

**Host/hostess:** Innovative format news and information program. Comfortable and unique personalities with dynamic on-air style. Send video taped examples of interviewing techniques, live field work, interactive sequences. If you are top notch, apply today. M.C. Rogan, P.O. Box 561404, Dallas, TX 75356.

**Assistant news director.** Strong leader with creative flair for top 40 market. Good news judgement and people skills a must. Box B-19.

**Aggressive Midwest TV market** needs news reporter, one to two years radio or TV reporting experience, ability to develop story ideas and enterprise news, strong writing skills and on-camera potential. Send resume and video tape samples of your work to KTC-TV, Attn: News Director, 601 First Ave. SW, Rochester, MN 55902. No calls. EOE.

**Honolulu network affiliate** seeks sports reporter/anchor with proven track record. Send non-returnable tape, resume and salary requirements to: P.O. Box 22609, Honolulu, HI 96822. EOE.

**Strong CBS affiliate** in sunbelt is looking for an experienced reporter with some anchoring experience to produce and anchor our weekend newscasts. The position requires general assignment reporting three days a week and producing and anchoring our 15-minute weekend newscasts. Please send resume to Sherry Lorenz, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. EOE.

**Investigative news reporter.** Top-flight, fully experienced investigative reporter sought by state-wide news organization. I-Team or similar experience required. Please submit tape with your three best exclusives to William Jobs, News Director, New Jersey Network, 1573 Parkside Ave., CN 777, Trenton, NJ 08625. Equal opportunity employer.

**Washington News Bureau** has two openings: CHIEF PHOTOGRAPHER: Successful candidate will shoot/edit daily, train/supervise photographers and maintain equipment. PHOTOGRAPHER: Minimum two years experience. Send non-returnable tape and salary requirements to P.O. Box 44484, L'Enfant Plaza, Washington, DC 20026.

**Computer graphics designer/illustrator.** Top ten CBS affiliate seeks creative, efficient news graphics designer with television and computer graphics experience. Primary equipment: Aurora 280. Send resume and tape to: Design Director, KHOU-TV, 1945 Allen Parkway, Houston, TX 77019. No phone calls, please. EEO employer.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Graphic design director:** Top 35 market television affiliate seeks graphic design director. Position available first quarter '88. Electronic graphics experience, plus excellent original concepts and design skills required. Proficient in all areas of station advertising: on-air, print, sales material, special promotions. Superior management and organizational skills needed; able to direct/lead others. Send letter, resume, three letter-sized copies of work examples to Box A-49. EEO employer. All applications confidential.

**Technical director:** Requires two years technical director or director experience. Ability to direct and switch fast paced newscasts, promotion and commercials. Working knowledge of Grass Valley 300 switcher and two channel Quantel essential. Computer editing experience desired. Send resume and tape to Len DePanis, WCPX-TV, 4466 John Young Pkwy., Orlando, FL 32804. EOE.

**Major market network affiliate** seeking production director, editor and innovative copywriter to staff expanding sales service department. Must have two years minimum experience. Send demo tape 1/2" with resume to: Personnel Director, 2242 North Great Neck Rd., Virginia Beach, VA 23451.

**Producer/director** needed for top 50 affiliate to direct fast-paced newscast and some commercial production. At least 3 years directing experience required. Send resume, references, and salary requirements to: Box B-9.

**Art director:** Looking to move to a top 50 market? Job required 2+ years in television graphic design and production. You must also be a skilled photographer, faster than a speeding bullet, with ad layout and design and full of fresh ideas waiting to be expressed. Supervisory experience a plus. southeastern seaboard location in Virginia Beach, Norfolk, Portsmouth, Virginia. #1 station in market. Send resume and tape to Creative Services Director, WAVY-TV, 801 Wavy Street, Portsmouth, VA 23704. M/F. AA/EOE.

**Program manager:** ABC affiliate - 35th DMA - seeking motivated individual to coordinate programing acquisitions and scheduling. Experience in similar position necessary. Send resume to Michael J. Fiorile, VP-Gen. Mgr., WLOS-TV, PO Box 2150, Asheville, NC 28802..

**Producer/director.** Highly motivated and experienced director needed for 60's market net affiliate. This position requires extensive knowledge and abilities in news production. The successful candidate will contribute to pre & post production, blocking visualization of the graphic look of the newscasts. Minimum 3 years proven experience with fast paced newscast, remotes, commercial and promo production. Send resume to Box B-22.

**Production photographer** wanted to join magazine format show at #1 station in top 40 market. Must demonstrate first-class camera work, lighting techniques and editing skills. Computerized editing skills in 1" or MII 1/2" formats preferred. Two years experience and demo tape required. Send to Local Production Manager, WRAL-TV, PO Box 12000, Raleigh, NC 27605.

**Director of advertising and promotion.** WHO-TV 13 Des Moines is looking for a highly motivated and creative department manager. Must be idea person with demonstrated television skills, including promotion, advertising, and marketing. Responsible for all aspects of news, entertainment and station image promotion. Job includes direct supervision of 3 person promotion department and graphic arts. Send resume to Mary Bracken, Program Director, WHO-TV 13, 1801 Grand Avenue, Des Moines, IA 50312.

**Producer/director.** 2-3 years experience in news and commercial production, EFP, editing. Must be creative. Resume and tape to Program Operations Manager, KOLR, Box 1716, Springfield, MO 65805. EOE. Non-smokers only.

**Television director:** Minimum of three years directing experience. Must be strong on news, commercial, and program production and able to do own switching. Top 50 market. Send resume and tape to: Production Manager, WJAR Channel 10, 111 Dorrance Street, Providence, RI 02903. WJAR is an equal opportunity employer.

#### SITUATIONS WANTED MANAGEMENT

**Well versed operations manager** with large market experience seeks new opportunity. Strong on people, technology, budgeting, and computers. Box B-11.

**Are you looking** for a hands on manager to head up your TV station? A person that is comfortable with all the departments in your station? Lets talk. Box B-12.

#### SITUATIONS WANTED TECHNICAL

**Chief engineer,** thoroughly experienced in studio, transmitter and management. Will relocate. call Bill Taylor 601-366-7526.

**Exp. audio recording engr.,** BSEE, former radio broadcast chief, seeking opportunity in television or related industry. G.B. 805-541-3105.

#### SITUATIONS WANTED NEWS

**Network TV foreign correspondent** tired of jet lag. Looking for new options in reporting or management. Stateside to consider possibilities over Christmas. Box A-94.

**Award winning sportscaster,** show host, with 15 yrs. experience. Great PBP and interviewer. Sports director or weekends. The personality for your newscast. 415-878-0716.

**Vanna competition:** Looking for a PM Magazine, game show or TV hostess? I've got the talent, looks/voice & lots of video/TV experience. Tape avail. Donna - 602-581-0377.

**Meteorologist** seeking 5 day a week weather position. Have almost four years TV and radio experience. Call Richard at 713-723-7507.

**Experienced anchor** and executive editor seeking new location. Box B-18.

**Hard working recent college grad** looking for entry level position in all phases of media. Willing to relocate. Call Jeff @ 516-938-5129.

**Desperate for anchor spot** in teens and 20's! Black, female, experienced, articulate & attractive. Call 616-375-4632.

**Exciting, creative, and talented reporter/ host** looking for on-camera position. Experience. Excellent tape. Call Debbie 412-378-3520.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Seasoned communications/marketing/PR executive** with over 10 years experience with major national cable television network, US and international syndication, local broadcasting, local cable television, and educational public relations. Innovative and highly professional, currently based in metro-Washington, DC. \$50-60K. Box B-13.

**Award-winning investigative team:** Two producers with crew and writing skills and over 15 years investigative experience available for freelance assignments. Credits, references and sample reel upon request. Call: 718-875-9722.

#### MISCELLANEOUS

**Stuff your holiday stocking** with an exciting new opportunity for 1988! We have attractive availabilities nationwide and can put your goals on target. Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

**Primo People needs specialists.** ...investigative, consumer, medical and features reporters. Send tapes and resume to Steve Porricelli, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

**Be on TV.** Many needed for commercials. Children too. Casting info (1) 805-687-6000 Ext. TV-7833.

**Career videos.** Make an impact on potential employers. Let our major market broadcast team prepare your personal video resume tape. 312-272-2917.

## ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**Graduate assistantships in telecommunications M.A.** Starting June, 1988. Half-time stipend 625/ month for 12 months, plus tuition waiver. Write for information: Director, Graduate Program, Radio-TV Department, Southern Illinois University, Carbondale, IL 62901-6609. AAE/EOE.

**Graduate assistantships** in radio, video production, ENG, sports, cable, and film-making. Contact: Dr. William R. Ramin, Head, Department of Communication Arts, Northeast Louisiana University, Monroe, LA 71209. 318-342-2144. EOE/AA.

**The George Washington University** Department of Communication in Washington, D.C., seeks (anticipated) assistant/associate professor, tenure track, to teach television production, aesthetics, and criticism, and advanced communication courses in areas of specialization. A Ph.D. in Communication/Mass Communication, or a closely related field is required. Salary: competitive or negotiable depending on academic and/or professional experience. Summer teaching is usually available. Preference to candidates with evidence of successful teaching experience. A record of research and publication (or a clear potential to develop one) expected. Send letter of application, resume and three letters of recommendation to Dr. Dona A. Durham, Chair, Search Committee, Department of Communication, The George Washington University, 812 20th Street N.W., Washington, DC 20052. Deadline for application is January 8, 1988 or until position is filled. The George Washington University is an equal opportunity, affirmative action employer.

**Broadcasting faculty positions.** The Department of Journalism and Radio-TV at Murray State University is seeking to fill two positions beginning the fall semester, 1988: 1. Assistant/associate professor to teach TV production, performance, directing courses. Advise students in RTV major. Successful college teaching, broadcast media experience, Ph.D. required. 2. Visiting lecturer in broadcast news for one year to replace faculty member on leave. Teach broadcast news writing and production classes. Also supervise student staff in the production of nightly (Monday-Thursday) newscast on local cable access channel. Successful college teaching, professional broadcast news experience, master's degree required. Ph.D. preferred. Rank, salary commensurate with qualifications. Positions open beginning August, 1988. Application deadline: Jan. 8, 1988 or until filled. Send up-to-date resume, college transcripts, and three current references to Dr. Bob McGaughey, Chairman, Department of Journalism and Radio-TV, Box 2456, Murray State University, Murray, KY 42071. The department, accredited by ACEJMC, has more than 320 majors and 20 graduate students. It has full-color TV studios with channel on local cablevision system and a good working relationship with the university's 100,000 watt FM stereo NPR radio station and the student carrier current radio station. An equal opportunity, affirmative action employer.

**Head, Department of Journalism.** To administer a professional department with enrollment of 170 undergraduate majors and twenty-five master's candidates in news-editorial and broadcast journalism curricula. Full time faculty of 15. Duties: teach undergraduate and/or graduate students, direct student research, continue own research and writing, manage all aspects of departmental affairs including budget. Sympathetic to full mission of a college of communications including participation with dean and other department heads in establishing and implementing college policy. Professional media experience and/or significant academic achievement. Full professor, possible associate professor. Salary open. Applications will be accepted until position is filled. Appointment by August 21, 1988. For fullest consideration apply with letter, resume and list of references by January 1, 1988 to James W. Carey, Dean, College of Communications, University of Illinois, Urbana, Illinois, 61801. Phone: 217-333-2350. The University of Illinois is an affirmative action-equal opportunity employer and encourages applications from women and minorities.

**Dean: School of Communication** and Professional Studies. Applications and nominations are currently being accepted. The dean will be responsible for the instructional program and oversees matters of school administration. The school is comprised of the departments of Communicative Disorders, Health Science, Home Economics, Journalism, Kinesiology and Physical Education, Leisure Studies and Recreation, Radio-Television-Film and Speech Communication and a program in Child Development. Requires an earned doctorate; eligible for a faculty appointment at the rank of professor within one of the departments of the school; achievement in teaching and scholarship; and three years of academic administrative experience at or above the level of department chair or equivalent, with demonstrated competence as an administrator. Position available July 1, 1988. Salary dependent on qualifications. Nominations (optional) must be postmarked by January 22, 1988. Candidates must submit a letter of application and current curriculum vitae postmarked by February 15, 1988, and arrange for three letters of reference to be sent to: Chair, Search & Screen Committee for Dean, CAPS, Office of the Vice President for Academic Affairs, Administration 309, California State University, Northridge, 18111 Nordhoff Street, Northridge, CA 91330. An equal opportunity/affirmative action. Title IX, sections 503 and 504 employer.



**Assistant or associate professor:** Ohio University School of Telecommunications is looking for an industry professional with significant experience and a Master's or Ph.D. to teach courses such as broadcast and cable management, finance, economics and sales; communication policy and political economy of communications. Salary for a 9-month academic year \$22,000-\$33,000 or negotiable. Women and minority candidates are encouraged to apply. Application deadline is January 15, 1988. Position starts fall, 1988. Contact: Mike Mirarchi, Chair, Search Committee, School of Telecommunications, Ohio University, Athens, OH 45701. Affirmative action/equal opportunity employer.

#### HELP WANTED SALES

**The Otis Conner Companies**-Dallas based. Music production house, needs sales rep. Our clients include: McDonald's, Diet Coke, AMC Jeep, Sears, CBS, as well as major radio & TV stations coast to coast. Very little travel, must live or re-locate to Dallas. Prior broadcast experience in sales or programming a must. Send confidential resume to: The Otis Conner Companies, c/o Dan Frazier, 4801 Spring Valley, #105B, Dallas, TX 75244. Phone calls welcomed: 214-386-6847.

#### PROGRAMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright 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. Your area. 805-687-6000 ext. R-7833 for current Federal list.

#### EDUCATIONAL SERVICES

**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).

#### MISCELLANEOUS

**For sale: MDS transmission time.** Single channel MDS stations in San Antonio, Killeen, Victoria & Austin, Texas. Any time slot available for video and/or data programs. For info call Judi at 512-223-6383.

**Unity Awards In Media** recognizes reporters' outstanding coverage of minority affairs. Entry deadline: 5:00 p.m. January 8, 1988. For entry forms contact: Department of Communications, Lincoln University of Missouri 65101. 314-681-5437.

#### 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.

**FM antenna(s):** Will buy used FM broadcast antenna(s) - any make - any model - call 806-372-4518.

**Looking to buy used Grass Valley switcher 1600 or 1680 - 3 m/e - 24 input.** Call John Valentino 212-867-4030.

**Sony BVH-2000(02), type 2/3 control panel.** BKH-2015A time code board. TBC desired. Call Gerald Dunham. Video Transitions. 213-465-3333.

**Bogner antennas.** We need 8, 16 and 24 bay Bogner slot arrays immediately! Other brands considered. Cash paid. Call Kidd Communications first before you buy new antennas for maximum trade in value. 916-961-6411.

#### FOR SALE EQUIPMENT

**AM and FM transmitter,** used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856.

**FM transmitters** \*\*Harris FM 25K(1986)-AEL 25KG\*\* RCA BTF-10D\* Harris FM-10H3(10KW)\*\* - RCA 5B-RCA 3B-CCA3000D(3KW)\*\* Syntronics 3.5 FM\*\* Transcom Corp. 215-884-0888. Telex 910-240-3856.

**AM transmitters** \*\*Transmitters\*\* Harris BC-10H(10KW)\*\* 5KW-Collins Power Rock (1978)\*\* 1KW-Harris MW1A-Harris BC1H\*\* Collins 20V2 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.

**1000' Kline tower** Good condition. Standing in central U.S. Call Bill Kitchen 303-465-4141.

**Silverline UHF transmitters** new, best price, latest technology. 30kw, 60kw, 120kw, 240kw. Bill Kitchen or Dirk Freeman. Television Technology 303-465-4141.

**FM antennas.** CP antennas, excellent price - quick delivery, from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

**TV antennas.** Custom design - 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

**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.

**Sony type 5 buy/ sell prices** VP5000 450/800. VP5600 750/1,000 VO5800 1,800/2,300 VO5850 3000/3750 RM440 550/800 Prices vary with condition. Instaplay Video 212-355-7540.

**Hitachi HRC100 1" portable (C)** like new condition. Includes all accessories; batteries, AC, charger, color playback stabilizer, etc. Original list \$40,000+. Sacrifice \$6,900. Call Ed or Jeff 1-800-621-4354.

**RCA TTU-60A UHF sixty kilowatt transmitter.** Will deliver and set up on site to any channel between channels 31-49. Available immediately. If you need a UHF transmitter and are ready to deal then call us immediately. No one can touch our price on this system. Maze Broadcast 205-956-2227.

**Used equipment** pieces or packages we will buy for cash before the end of year. Call us with your list. Maze Broadcast. 205-956-2227.

**Chyron RGU-1 character generator,** 2 channels, 3 keyboards, colorizer. \$10,000 or best offer. Quantel DPE-5000+. 2 channel, perspective, rotation, 3 control panels, \$10,000 or best offer. Contact Gerald Dunham, Video Transitions. 213-465-3333.

**Blank tape, half price!** Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minutes 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.

**Copper! #8 & #10 ground radials;** 2,3,4,6,8" strap; fly screen; ground screen. 317-962-8596. Ask for copper sales.

**Grass Valley 1600-1A switcher** one M/E, ten inputs, recently removed from editing room. Asking \$6000 or best offer. Steve Beuret. Videosmith Inc., 215-665-3690.

**Don't lose the balance of your 1987 budget.** Apply those dollars to good preowned equipment. Call Media Concepts 919-977-3600 ext. 45. Available now: RCA TK-47s, Dubner CBG-2, Quanta Q-8, VPR-80. Grass Valley 1600-1L, 1A, 7K with EMEM/DVE. 100. Call now!

**Installations by professionals.** Turnkey facilities for AM/FM including complete consulting services. Transwest Broadcast Services 602-978-8278.

**Ready to start in business** top outfit for new network freelancer or video commercial producer 60% off cost list. 305-232-5893.

**AM transmitters:** 50, 10, 5, 2.5, 1, .5 and .25 kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

**FM transmitters:** 25, 20, 15, 5, 1 and .25 kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

**Building a new AM/FM radio station?** Our Turnkey Specialists save you money, nationwide! 800-221-6941.

**39 AM - trans.** - 65 FM trans. in stock. World leader in broadcast trans. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-226-8967/214-630-3600 Telex # 510-1011-588.

**CRL processing package:** Audio preparation processor and peak modulation controller - both: \$1,200.00. Belar AMM-1 monitor: \$700.00. Symmetra-peak modulation controller: \$50.00. Audimax automatic level control: \$100.00. ITC 3D triple-deck mono player: \$1,000.00. Contact WYNS Radio - 215-377-1160 or 215-767-6722.

**Subcarrier generator**—CRL model SCA 300A. Line new, used 6 hours. \$900. 215-340-9738 after 7PM EST.

**LPTV CP holders!** We have the proven reliable Television Technology transmitters, Bogner slot array antennas, and Scala parapanel antennas, and Cablewave low-loss transmission line. Kidd Communications has the knowledge and ability to provide the most efficient transmitting system at excellent prices. Call us today! 916-961-6411.

**Technics products,** hard to find SP-15, SP-25, SP-10MK2A, and SL-1200 turntables. SH-15B3 bases, and SLP-1200 compact disc player. All units in stock! Prepay for best price. Kidd Communications 916-961-6411.

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In this candid, practical guidebook, communications "superlawyer" Erwin Krasnow (former General Counsel for the National Association of Broadcasters) strips away the mystique surrounding the legal profession to show broadcasters and cable operators how to:

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- Get the most out of a lawyer
- Control legal costs
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Zip \_\_\_\_\_

Mail to:

**Broadcasting Book Division**  
1705 DeSales Street, NW, Washington, DC 20036  
Or charge by calling toll-free 1-800-638-7827

## RADIO

### Help Wanted Management

#### VICE PRESIDENT MARKETING & SALES

- Can you multiply sales through people development?
- Do you yearn for independence in your work and a chance to fully express yourself in a company that appreciates your potential?
- Do you get satisfaction from helping sales people develop and achieve personal success?
- Are you aware of the power of close relationships with your sales people?
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- Does your personal style indicate an excellence in sales ability?
- Have you successfully helped a chain media group multiply its radio stations?

If so, your talent can help us grow! Scantland Communications wants to build on our success at WDIF Radio and NEWSLIFE magazine. We are a community-oriented corporation and winner of numerous national awards who needs your talent to direct our sales and marketing departments for growth and expansion in the years to come. You will play a key role in management's inner circle of strategy and decision-making, helping shape our direction.

Responsibilities include all aspects of sales people recruitment, development and retention plus designing advertising and marketing positions for our key clients. Get our company ready for expansion and acquisition of media properties.

Multi-broadcast operations experience plus print knowledge preferred, although talent is the only prerequisite.

#### WE OFFER:

- Unlimited income potential.
- Stock ownership to recognize results.
- The opportunity to be a major force behind our expansion.
- Life in a family community, 40 minutes from a fast growing metro, but without the hassles.
- A chance to join a company with integrity, a sense of purpose and absolutely unlimited growth potential.

CALL: George Scantland, Chairman  
Weekdays (614)387-9343  
Evenings & Weekends (614)389-4310  
Scantland Communications Corporation  
P.O. Box 10,000, Marion, Ohio 43302 E.O.E.

#### WANTED: EXECUTIVE DIRECTOR

Washington State Association of Broadcasters is seeking a full-time Executive Director. Must have B.A. degree; five years broadcast experience or related fields; sales experience with writing and organizational skills; ability to create and implement budget. Salary dependent upon qualifications and experience. All applications must be received by December 31 1987. Send to Washington State Association of Broadcasters, c/o Ron Hughes, 2300 Westin Building, 2001 6th Avenue, Seattle, Washington 98121.

#### 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.

## Help Wanted Sales

#### MANAGER OF AUDIO SALES

IDB Communications Group, Inc., a leading supplier of satellite transmission services for the radio broadcasting industry, is looking for an outstanding individual to represent IDB's full range of audio services, including sports satellite interconnect, transportable audio, international audio and digital program distribution. Individual must be a self-motivated achiever with a proven track record in sales and a thorough understanding of the radio broadcasting industry. Position is based in Los Angeles. Send resume to:

Julie Spira  
Director of Audio Marketing  
IDB Communications Group, Inc.  
10525 W. Washington Blvd.  
Culver City, CA 90232

### Situations Wanted Management

#### GENERAL MANAGER

Successful, bottom line, sales oriented general manager, 25+ years in major market AM/FM. Creative, promotional, innovative. No market too small, or too large. Respond only if you want good investment insurance for your properties. Good references upon request. Box A-107.

## TELEVISION

### Help Wanted Management

#### COMPTROLLER ROME/ITALY

Excellent opportunity. Position requires fluent Italian, heavy background television station administrative systems, procedures, budgets and accounting. Box X-131.

### Help Wanted News

#### NEWS ANCHOR/WEATHER

NBC affiliate with long history of dominance in the Saginaw-BC-Flint market (59th) seeking two key anchors. Mon-Fri female co-anchor with strong reporting background, and meteorologist to replace our veteran weathercaster when he retires in January. Warm weather delivery and community involvement. Send resume and tape to: Barbara Handley-Miller, News Director, WNEM, 107 N. Franklin, P.O. Box 531, Saginaw, Michigan 48606. EOE.



### Help Wanted Technical

#### Transmitter supervisor

WPLG-TV Miami, Fla. is looking for a Transmitter Supervisor with 5 yrs experience to maintain transmitters, microwave, downlinks, etc. Send resume to Personnel Dept., 3900 Biscayne Blvd., Miami, FL 33137.  
Equal Opportunity Employer

## Help Wanted Programing, Production, Others

#### CABLE PROGRAMMING MANAGER

ATC is seeking a programming manager for major market cable operating divisions in the Midwest and Southeast. The individual chosen must have current experience as a manager of local production, promotion and technical quality control functions and proven strategic judgment in program scheduling and acquisitions. Both divisions plan to use their production capabilities to strengthen community identity and customer loyalty, attract program underwriting from key community organizations and businesses and generate revenue from program production and ad sales.

Resume, including detailed insight into program management, production and promotion experience, references and salary history should be sent to Dick Holcomb, Senior Vice President-Corporate Affairs, ATC, 160 Inverness Drive West, Englewood, Colorado, 80112 by January 1, 1988.



## KYW-TV 3

Philadelphia, the 4th largest market is looking for an Evening Magazine studio wraps producer. Strong writing skills and good knowledge of studio production needed. Will also be responsible for some field production. A great opportunity for a creative, ambitious producer. Please send tape & resume to Program Department, KYW-TV, Independence Mall East, Phila., PA. 19106  
EOE M/F

### Situations Wanted Programing, Production, Others

#### AWARD-WINNING PRODUCER

Seeks challenge in major market or with syndicator. Talk, specials, mini-docs., sports. Will relocate. Carolyn: 603-448-6757.



## Help Wanted Sales



### REGIONAL MARKETER

Media General Broadcast Services, Inc., subsidiary of a Fortune 500 company, needs a regional representative with a minimum of three years broadcast experience. Heavy emphasis on telemarketing, limited travel required, excellent compensation package and company benefits.

To apply in confidence, send resume to:

Linda Hegner, Director/Human Resources, Media General Broadcast Services, Inc., 2714 Union Ave. Extended, Memphis, TN 38112.

EOE, M/F

## Miscellaneous

### VENTURE CAPITAL DEBT FINANCING

For broadcasters  
Sanders & Co.

1900 Emery St., Ste. 206  
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404-355-6800

## For Sale Stations

### NETWORK AFFILIATE ALMOST "START-UP" TV

Unusual opportunity to purchase a going business with significant upside potential at a price which could be considered "stick value". Station is fully equipped and has net revenues in excess of \$2,500,000. At \$16,000,000 the station will not support traditional senior or subordinated debt levels, and will require a strong equity oriented buyer. A strong buyer might assume the current debt structure, some of which is fixed and some at a "prime + " interest rate. Box A-99

## For Sale Equipment

### PRODUCTION/POST PRODUCTION EQUIPMENT FOR SALE

Premier Southwest facility selling part or all production, post production, and computer graphics equipment. Equipment complement includes:

CMX 340-X Editing System  
Grass Valley 300-2B Switcher  
Ampex ADO Digital Effects  
Sony Type C 1" BetaCam VTR's  
Aurora AU 75 Computer Graphics  
Ikegami HL-79 DA, BetaCam Cameras  
Tektronix Test & Measurement  
Grass Valley Distribution

For complete list of equipment, please call or write: Jeff Van Pelt, 501 N. 1-35, Austin, TX 78702. 512-473-2020.

### GENERAL SALES MANAGER

KDLT, NBC, Sioux Falls has an exceptional opportunity for an experienced professional who possesses local and national marketing savvy. Group owned by Heritage Media, Inc., 98th ADI, Blair repped. Outstanding local sales team. New facility. Computered avails. Columbine traffic. EOE.

Resume and references to: Jack Donahue, GM, KDLT, 3600 Westport, Sioux Falls, SD 57116.

Women and minorities are encouraged to apply.

## ALLIED FIELDS

### Employment Services

When you're JOB HUNTING . . .

It's not what you know, but who you know . . .

### MEDIALINE KNOWS 'EM ALL!

If you need a job, you need MediaLine. We're in touch with hundreds of media managers every week, finding the job leads that will put you ahead of the pack. We report our job leads to you every day via telephone or computer. If you want a job in radio news or announcing, television news, production, weather, or sports, you'll get the freshest leads from MediaLine. Get the first word on the best jobs, call

800-237-8073



THE BEST JOBS ARE ON THE LINE

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### Lum and Abner Are Back

. . . piling up profits  
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15-minute programs from  
the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737  
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### THE COMREX DIRECTORY

If you have a program that's available on COMREX, call us at 1-800-237-1776. We'll include you in a new directory of radio programs that can be distributed on dial lines with Comrex encoding.

## WE PLACE ENGINEERS

ALL CATEGORIES FOR TV, PRODUCTION,  
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America's Leading Source for a Decade

TV STATIONS, PRODUCTION FACILITIES, CORP. TV, MFG., CATV

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### KEY SYSTEMS

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Employer  
Paid Fees

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Class C FM in desired SE  
market. Asking \$4.8 million  
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Nationwide Media Brokers  
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**OWNER/OPERATOR**  
Southeast AM in an attractive market w/ limited competition. Offered on a cash bid basis.

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**CONTRARIANS TAKE NOTE**

Unusual AM facility with excellent coverage of top 15 ADI and obvious format opportunity for an AM station. This facility, as a "stand alone" AM, is one of the outstanding signals in this solid, stable market. Station would require format change, which eliminates the opportunity for traditional bank financing. Upside potential should be enormous for buyer who has faith that major AM signals with unique formats can survive. Asking price \$1,750,000. Box A-100.

**EARLY DEADLINE NOTICE**

Due to the Christmas holiday, classified advertising for the December 28 issue is due at noon, EDT, December 18.

Full C in strong mkt of over 400,000. Negotiable.

Texas FM's and combos from \$325K to \$2Mil.

Med. Mkt. Network TV - \$10Mil, solid mkt.

Profitable combo in beautiful La. mkt \$1.2Mil-terms

Ark. combo-170,000 pop. excellent terms

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318-868-5409 318-869-1301

**AUCTION:  
PORTLAND, OREGON  
FULL TIME AM**

Offered on a "Best Bid" basis. Bids must be submitted by December 29, 1987. Informational packet available.

**The Montcalm Corporation**  
311 Norton Bldg., 801 Second Ave.  
Seattle, Washington 98104  
206-622-6236

**BROADCASTING'S CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

**Deadline** is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted; Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Blind Box Service:** (in addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials: such materials are returned to sender.

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc. count as one word each. Phone number with area code or zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**CARIBBEAN BEACON STATION FOR LEASE**

690 Khz, 15,000 watts full time. 50,000 watts available. We operate facility, you provide programming by tape or satellite. Covers Virgin Islands, St. Martin, Antigua, St. Kitts, etc.

CALL GARY HAYES,  
CARIBBEAN BEACON  
1-800-542-5333 303-665-3767

**CALIFORNIA UHF INDEPENDENT \$40,000,000**

**Barry Sherman & Associates, Inc.**

MEDIA BROKERS & FINANCIAL SERVICES  
1828 L St., NW Suite 300 Wash., DC 20036  
(202) 429-0658

**Full power UHF-TV CP's**

- Mobile-Pensacola, Florida
- Des Moines, Iowa
- Oroville, CA

Television Technology Corp.  
Bill Kitchen 303-465-4141

**MEDIA BROKERS • APPRAISERS**

Put my over 30 years of service to work for you ...

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312-272-4970



*P.E. Meador & Assoc.*  
MEDIA BROKERS

**AM-FM-TV APPRAISALS**

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LEXINGTON, MO 64067 KANSAS CITY, MO.  
816-259-2544 816-455-0001

- 50,000 watts. 850kHz. Knoxville, TN \$1.2 million Exclusive listing.
- UHF TV Southern Alabama city. Appraised \$12 million. Sacrifice for \$7.5 million Ask for Jim Dick
- Cable TVs Ask for Jim Dick



**Broadcast Communications Division**  
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615-756-7635 — 24 Hours

At last! An attorney who's been there.  
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132 E. 45th St., New York, NY 10017  
**212-370-0130**  
Call for free initial consultation.

**Delmarva Urban**  
5Kw day/pre-Sunrise  
**Positive Cash Flow**  
\$800,000  
**Box A-108**



# Fates & Fortunes

## Media

**James Krejci**, group VP, Jones Intercable, Englewood, Colo., named to board of directors.

**John Frazee, Jr.**, president and chief executive officer, Centel Corp., Chicago, named to board of directors.

**Allan E. Howard**, VP and general manager, KXTV(TV) Sacramento, Calif., joins KHOU-TV Houston as president and general manager.

**Allan Horlick**, station manager, NBC-owned WMAQ-TV Chicago, joins co-owned WRC-TV Washington, as VP and general manager. He succeeds **Jerry Nachman**, resigned.

**Lawrence Thompson**, chairman, Cordes Street Communications, North Charleston, S.C., licensee of WAVF(FM) Hanahan, S.C., named president and general manager, WAVF(FM).

**Philip Giordano**, senior VP, finance, ABC Radio Network, New York, named senior VP in charge of affiliate affairs and nonentertainment programming, replacing John Axten who will resign effective Dec. 31 to establish new "communications venture." Axten will remain consultant to NBC Radio Network through 1988.

**Raymond Boyce**, VP, public relations, Entertainment Business Sector of Coca-Cola, New York, joins Viacom International, New York, Jan. 4 as senior VP, corporate relations.

**Lee Salzberger**, VP of administration, broadcast division of A.H. Belo Corp., Dallas, joins Belo-owned KOTV(TV) Tulsa, Okla., as president and general manager.

**Neil S. Braun**, president and chief operating officer, Imagine Films Entertainment, New York, joins Viacom International Inc., New York, as senior VP, corporate development and administration.

Appointments at NBC-TV's operations and services department, New York: **Richard Brescia**, VP, marketing, to VP, enterprises; **Susan Beckett**, VP, business affairs, NBC Enterprises, to same capacity; **Ric Quackenboss**, VP, sales/affiliate services, to VP, operations; **Jean Dietze**, director, clearance systems and analysis, sales/affiliate services, to VP, TV network services; **Vic Pisani**, director, sales administration, to director, sales contract administration; **Lucy Roadarmel**, director, project development, to director, business systems.

**Dirk Brinkerhoff**, VP and general manager, WCIX(TV) Miami, joins KTXA(TV) Fort Worth in same capacity.

**Hugo S. Rossitter**, director of labor relations, Fox Television Stations, Los Angeles, named VP, labor relations.

**Patrick O'Brien**, VP of finance and chief financial officer, RCA/Columbia Pictures International Video, New York, joins Price Communications Corp., New York station group, as VP and controller.

**Stefan R. Peleschuk**, controller, ML Media Cable TV, Greenwich, Conn., named VP and controller.

**Peter M. Rosella**, sales manager, MMT Marketing Division, St. Louis, joins KYEL-TV Yuma, Ariz., as general manager.



Storms

**Stephanie Ann Storms**, assistant general counsel and assistant secretary, American Television & Communications Corp., Denver, joins Viacom International Inc., New York, as counsel-cable in law department.

## Marketing

**Kenneth Morris**, chief operating officer and executive VP, Siegel & Gale, New York-based subsidiary of British advertising firm, Saatchi & Saatchi, named president; **Jerry Kessler**, chief financial officer, Saatchi & Saatchi Compton, New York, named chief operating officer, Siegel & Gale.

**Eric Lund**, VP business development, High Cablevision, Lancaster, Pa., forms Lund Media Associates, Lancaster, Pa., marketing and advertising firm specializing in local and cable ad sales support and programming development for local and network cable.

**Jay Schulberg**, executive VP, creative head, Ogilvy & Mather, New York, joins Bozell, Jacobs, Kenyon & Eckhardt, New

York, as executive VP, creative director.

**Joseph Naporano**, director of internal audit, Omnicom Group Inc., New York direct marketing agency, joins MARCOA DR Group, Omnicom subsidiary, New York, as senior VP, chief financial officer.

**Joseph Iaricci**, VP, sales and administration, NBC-TV, New York, named VP, national and international networking.

Appointments to board of directors, DDB Needham Worldwide Inc., New York: **Susan Gillette**, executive VP, director of creative services, Chicago; **Robert Mackall**, executive VP, executive creative director, New York; **Jack Mariucci**, executive VP, executive creative director, New York, and **Pacy Markman**, senior VP, creative director, Los Angeles.

**Richard (Nick) Nickeson**, executive director of marketing, Morgan Murphy Stations, group owner of one AM, one FM and five TV stations, Madison, Wis., retires.

**Stephen C. Smith**, VP, account director, Backer & Spielvogel, New York, joins BBDO Chicago as VP, management supervisor.



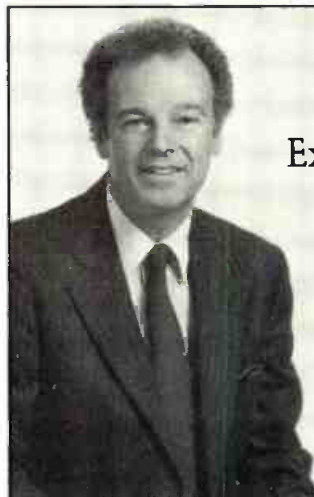
Smith



McColman

**Garry P. McColman**, owner, McColman Media of Canada, Kingston, Ont., joins Landin Media Sales, Phoenix, as VP of marketing and sales.

**Marie Imbesi-Chieca**, personnel director,



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Petry Inc., New York, named VP-director of personnel.

**Robin Chase**, professor of marketing, University of Southern California, Los Angeles, named VP, National Cable Marketing Inc., Sherman Oaks, Calif.

**Leon Serruys**, general sales manager, KTMA-TV Minneapolis, joins WKCH-TV Knoxville, Tenn., in same capacity.

**Rob Breiner**, station manager, WNRS(AM)-WIQB(FM) Ann Arbor, Mich., joins WOMC(FM) Detroit as general sales manager.

**Sam Curley**, assistant promotion director, WOWT(TV) Omaha, named marketing and research director.

Appointments at WAVF(FM) North Charleston, S.C.: **Barbara Sellers**, administrative assistant, WXYL(FM) North Charleston, S.C., named business manager; **Barbara Cameron**, account executive, WTAT-TV Charleston, S.C. named national sales manager; **Steven Cordina**, account executive, WSSX-FM Charleston, S.C., named regional sales manager; **Richard Howze**, account executive, WKQB(FM) St. George, S.C., named local sales manager; **Tom Roberts**, sales representative, Roberts Representation, renovator of stained glass windows in churches, Charleston, S.C., named local salesman.

**Eric Burg**, commercial claim representative, Aetna Life and Casualty, Charlotte, N.C., joins WGHP-TV High Point, N.C., as account executive.

## Programming

**Jules Haimovitz**, president, Viacom Networks Group, New York, joins Aaron Spelling Productions Inc., Los Angeles, as president and chief operating officer; **Tony Shepard**, director of talent, Aaron Spelling Productions, Los Angeles, named VP, talent there.

**Kevin O'Sullivan**, chairman and chief executive officer, Worldvision Enterprises, subsidiary of Great American Broadcasting Co. (formerly Taft Broadcasting Co.), Cincinnati, named president and chief executive officer of Great American Broadcasting Entertainment Group.

**Steven Stern**, supervising producer, Major League Baseball Productions, New York, joins Entertainment & Sports Marketing International (ESMI), New York, as president of television and video production unit.

**Roy Schwartz**, president, Shadow Traffic Network, New York, becomes consultant to new ownership.

**Robert Hadl**, VP and senior legal executive, MCA Inc. Universal City, Calif., adds duties as head of corporate law department.

**Ed Lahti**, director, producer, The Disney Channel, Burbank, Calif., named VP, production.

**Michael Keegan**, associate director, corporate development, Columbia Pictures/Coca-Cola Entertainment Business Sector, Burbank, Calif., joins Act III Communications

Inc., Los Angeles, Calif., as VP, acquisitions, planning and development.



Thomas

**C. Dean Thomas, Jr.**, senior VP, affiliate relations, Hit Video U.S.A., Houston, joins YOU TV Cable Network, division of Health Television Corp., Pittsburgh, as senior VP of national affiliate relations.

**Lucy Chudson**, VP of family programming, Home Box Office (HBO), New York, resigns. She will become non exclusive consultant.

**Alan Letz**, director of home video and pay television, Harmony Gold, Los Angeles, named VP of home video and pay television; **Jill Nyren**, manager of distribution services, named director of distribution services.

**Richard Anobile**, story editor and writer for *Silverhawks*, syndicated animated series produced at Rankin/Bass, Lorimar-Telepictures Corp. unit, Culver City, Calif., joins Atlantic/Kushner-Locke, Los Angeles, as VP-post production.

**Richard Raynis**, director of Kidd Video, DIC Enterprises, animated series producer, Encino, Calif., named VP of production; **Mike Maliani**, director of development, named VP of design development there.

**Tom Ryder**, producer, WNEV-TV Boston, named executive producer of programing.

Appointments at KPRC-TV Houston: **Jerry Moring**, executive producer, WCBS-TV New York, to same capacity; **Don Hougland**, production and promotion manager, KHTV(TV) Houston, named production manager.

**Christopher Jones**, operations manager, WHSV-TV Harrisonburg, Va., joins WNWO-TV Toledo, Ohio, as program manager.

**Mark Lennartz**, operations manager, KKSF(FM) (formerly KLOK-FM) San Francisco, joins KHYL(FM) Auburn, Calif., as program director.

Appointments at WAVF(FM) North Charleston, S.C.: **Jeff Kent**, morning drive announcer, named program director; **Miles Crosby**, announcer, WALD-AM-FM Walterboro, S.C., named production director.

**Rob Stegman**, associate producer, WCVB-TV Boston, joins Century III Teleproductions, Boston as operations manager.

**David Landau**, producer, MJI Broadcasting, New York, named senior producer of *Classic Cuts*; **Russell Hogan**, freelance writer, named line producer of *Country Quiz*.

**Gordon Dawson**, writer and executive producer, MTM Enterprises, Studio City, Calif., joins GTG Entertainment, Culver City, Calif., as writer and producer.

**Chenoa Crockett**, producer, KITV(TV) Honolulu, joins KFVE(TV) Honolulu, as producer/director.

Appointments at WGHP-TV High Point, N.C.: **Larry Blackerby**, program director, KOLR(TV) Springfield, Mo., named director of programing and broadcast operations;

**Alesia Powell**, parttime editorial assistant, named associate producer; **Duncan Brown**, traffic assistant, WJZY(TV) Charlotte, N.C., named traffic coordinator; **Naweed Azam**, graduate, University of North Carolina-Chapel Hill, N.C., named studio operator; **Janice Marie Collins**, graduate, Wake Forest University, Winston-Salem, N.C., named studio operator; **Dennis Keithley**, freelance studio crewman, named studio operator.

**Gene Gerry**, morning announcer and production coordinator, WJIB(FM) Boston, named operations manager. He is replaced by **Quentin Migliori**, former on-air personality for WMEX(AM) Boston.



Migliori



Miller

**Ann Miller**, news producer, WLS-TV Chicago, joins KTVU(TV) Oakland, Calif., as director of programing and community affairs.

**Larry Ickes**, on-air personality, KNBR(AM) San Francisco, joins KKSA (AM) Folsom, Calif., as afternoon drive personality.

**Mark Scott**, interviewer, WXYT(AM) Detroit, joins WOR(AM) New York, as host.

**Dara Welles**, correspondent, *The Source*, Westwood One Radio Networks, Culver City, Calif., joins Westwood One's *Talknet* as host.

## News and Public Affairs

**Roger Bell**, assistant news director, KABC-TV Los Angeles, joins KMGH-TV Denver as news director.

**Chuck Snyder**, program director, KFTY(TV) Santa Rosa, Calif, named director of news and programing. He succeeds **Rod Sherry**, who retires.

**Scott Kirk**, assignment editor, KOTV(TV) Tulsa, Okla., named news manager, WGHP-TV High Point, N.C.; **Lisa Conklin**, associate producer at WGHP named reporter/producer there.

Appointments at KTOO-TV Juneau, Alaska: **Elizabeth Arnold**, reporter, named senior reporter. She replaces **Glenda Carino**, who is leaving for Alaska State Senate staff position. Juneau, Alaska: **Sumner Macleish**, *Morning Edition* host, adds duties as full-time reporter.

Appointments at WHO-TV Des Moines, Iowa: **Jon Janes**, news director, KWQC-TV Davenport, Iowa, to same capacity; **John Bachman**, anchor, KARE(TV) Minneapolis, named 6 p.m. and 10 p.m. anchor; **Eileen Wixted**, independent reporter and producer,



named noon anchor; **Shirley Washington**, reporter, WQAD-TV Moline, Ill., named general assignment reporter; **Jim Jaycox**, production staff, KTIV-TV Sioux City, Iowa, named news photographer; **Mike Cleff**, part-time sports reporter, KWQC-TV Davenport, Iowa, named sports reporter; **Carla English**, part-time engineering operator, named full-time newscast tape operator; **Angie Ross**, graduate, Wartburg College, Waverly, Iowa, named administrative assistant.

**Arlene Bolton**, writer-producer, KCBS(AM) San Francisco, joins CBS Radio Stations News Service, New York, as executive producer.

**Eric Eifrig**, weekend producer, WMAQ-TV Chicago, joins WTOL-TV Toledo, Ohio, as executive news producer.

Appointments at WSPA-TV Spartanburg, S.C.: **Ken Elmore**, assignment editor, WCBD-TV Charleston, S.C., named executive producer; **Bob Stuckey**, reporter/photographer, WOLO-TV Columbia, S.C., named reporter.

**Chris Kelley**, Pentagon correspondent, CBS News, Washington, named special projects reporter, KPRC-TV Houston.

Appointments at KARE-TV Minneapolis: **Scott Stachowiak**, 10 p.m. producer, named managing editor; **Micheal Burke**, news director, WGGB-TV Springfield, Mo., named executive producer; **Cyndy Brucato**, news anchor, KSTP-TV Minneapolis, named news anchor.

**Mary McGinnis**, anchor/reporter, WMGM-TV Wildwood, N.J., named assistant news director.

Appointments at CBS News's Washington-based *Nightwatch*: **Phil O'Connor**, field producer, to senior producer. He replaces **Peter Goodman**, named producer, *CBS This Morning*; **Kerry Marash**, independent producer to associate producer; **Junette Pinkney**, producer, NBC News's *Headlines on Trial*, Washington, to associate producer; **Susan Sperling**, show producer, National Public Radio, Washington, to associate producer; **Amy Green**, producer, CBS-named WBBM-FM Chicago, to associate producer.

Appointments at WTNH-TV New Haven, Conn.: **Mark Davis**, correspondent, Hartford, bureau named anchor; **Terry Dunford**, assignment editor, KSDK(TV) St. Louis, named managing editor; **Keith Kountz**, reporter, WIXT(TV) Syracuse, N.Y., named reporter/anchor; **Mark Toney**, news director, WXEX-TV Petersburg, Va., named assistant news director; **Elizabeth McGuire**, anchor/reporter, WTOL-TV Toledo, Ohio, named reporter.

**Lori Stephens**, general assignment reporter, anchor and producer, KELO-TV Sioux Falls, S.D., joins KGAN(TV) Cedar Rapids, Iowa, as co-anchor of 10 p.m. news.

**Jerry Henry**, sports anchor and reporter, WRCB-TV Chattanooga, joins New Jersey Network News, Trenton, N.J., as sports reporter.

**Alan Mendelson**, business consumer reporter, WTVJ(TV) Miami, joins KTTV(TV) Los Angeles as money reporter.

**Barbara Horner**, general assignment reporter, WJTV(TV) Jackson, Miss., joins WLUK-TV Green Bay, Wis., in same capacity.

**Bernard Gershon**, news director, WOR(AM) New York, joins WCBS(AM) New York as associate news and programing director.

**Susan Kotch**, morning meteorologist, WHLI(AM)-WKJY(FM) Hempstead, N.Y., adds duties as morning meteorologist, WMCA(AM) New York.

**Nancy Russo**, weekend weathercaster, WVUE(TV) New Orleans, joins WJLA-TV Washington as meteorologist.

**Tony Cavalier**, morning meteorologist, WGAL-TV Lancaster, Pa., joins WSAZ-TV Huntington, W.Va., as weekend weathercaster and science reporter.

**Jeff Lawson**, weekend meteorologist and reporter, WWBT(TV) Richmond, Va., joins WTTG(TV) Washington as weekend weathercaster.



Gallegos

**Manuel Gallegos**, assistant producer, KRON-TV San Francisco, joins KFTY(TV) Santa Rosa, Calif., as news producer.

Appointments at Cable News Network (CNN), Atlanta: **Emily Rose**, supervising producer, business news, New York, to producer, *Inside Politics 88*, Washington; **Randy Douthit**, execu-

tive producer, *Crossfire* and *Larry King Live*, Washington, to senior executive producer; **Tammy Haddad**, producer, *Larry King Live*,/mo Washington, to executive producer.

**Bonnie Davis**, producer, WMC-TV Memphis, joins KSDK(TV) St. Louis in same capacity; **Kevin Lynch**, assignment editor, KTVY(TV) Oklahoma City, to same capacity, KSDK.

Appointments at WIFR-TV Rockford, Ill.: **Karen Odway**, news anchor, WCRM(FM) Dundee, Ill., named general assignment reporter and morning news anchor; **Richard Gall**, intern, Group W Newsfeed Network, Washington, named general assignment reporter; **Megan Boyle**, freelance writer, Chicago, named 6 p.m. news producer; **Jeff Howard**, writer and producer, Jones Intercable, Janesville, Wis., named electronic field production director.

**Jim McSorley**, photojournalist, WPTF-TV Raleigh, N.C., joins WLKY-TV Louisville, Ky., as photographer.

## Promotion and PR

Appointments at Fox Broadcasting Co., Los Angeles: **Bob Bibb**, director, on-air promotion for movies, mini-series and special projects, NBC-TV, Los Angeles, named VP, on-air promotion and creative marketing; **Lewis Goldstein**, manager, on-air promotion for movies, mini-series and special projects, NBC-TV, Los Angeles, named VP,

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on-air promotion and special projects; **Ron Vador**, VP, advertising and promotion, named VP, advertising and promotion planning; **Gary Berberet**, promotion manager, KDVR(TV) Denver, named director of advertising; **Dan Weiss**, director, affiliate promotion services, NBC Entertainment, Los Angeles, named director, affiliate advertising and promotion services.



Guilmartin

**Nance Guilmartin**, director of public communications WBZ-TV Boston, named director, public affairs and community relations.

**Giora Breil**, general sales manager, KVEA(TV) Corona, Calif., joins Telemundo, New York, as director of promotion.

**John Simmons**, news producer, WMGT(TV) Macon, Ga., named producer/director-promotions, WSPA-TV Spartanburg, S.C.

## Technology



Thursby

**Gary Thursby**, VP, marketing, Harris Corp., Quincy, Ill., joins Townsend Broadcast Systems Inc., Austin, Tex., equipment manufacturers, as senior VP.

**Joseph Hess**, executive VP, U.S. Videotel Inc., Houston, joins Castel Holding S.A. of Neuchatel,

Switzerland, manufacturer of precision products and components, as VP, strategic planning.

**Dave Slabaugh**, technical activities director, Storer Communications, Dallas, named VP of engineering for Texas region.

**Jacob Weisbarth**, sales executive, Video Dub, New York, joins Dubs Inc., New York, as VP of sales development.

**Karin Rainey**, sales marketing assistant, Century III Teleproductions, Boston, named operations manager, Digital Images, design and animation division of Century III Teleproductions, Boston.

**Jerry Blankenbeker**, assistant chief engineer for station operations, WTAE-TV Pittsburgh, joins WLWT(TV) Cincinnati as chief engineer.

**Burnham Morse**, telecommunications policy analyst, National Telecommunications and Information Administration in Department of Commerce, Washington, joins National Public Radio, Washington, as manager of Future Interconnection System Project Office.

**Chuck Himelrick**, system manager, Cablevision Industries, Glens Falls, N.Y., joins Phoenix Cable Inc., San Rafael, Calif., as regional engineer and purchasing manager.

**Nick Solberg**, director of technical marketing and international sales manager, Concept Productions, Roseville, Calif., named systems division director.



Solberg



Yasick

**Rich Yasick**, freelance illustrator, joins Production Masters Inc., Pittsburgh, as computer graphics artist.

## Allied Fields

**Nathan Snyder**, VP for mergers and acquisitions, CBS Inc., New York, joins VS&A Communications Partners, L.P., subsidiary of Veronis, Suhler & Associates, investment banking specialists in communications field, New York, as president.

**Emerson Pugh**, research staff member, IBM T.J. Watson Research Center, Yorktown Heights, N.Y., named president-elect, Institute of Electrical and Electronics Engineers Inc. (IEEE), New York.

**Thomas Engel**, VP, Pat Thompson Co., Englewood, Colo., media brokerage, named president; **Dean Waite**, Eastern divisional VP and VP of business development, Disney Channel, Burbank, Calif., named president of newly formed Media Services Division of Thompson.

Appointments at AGB Television Research, New York: **Jeffrey Carroll**, director of operations, named VP, operations; **Satish Ajmani**, manager, software engineering, named VP, information services; **Joseph Boska**, chief engineer, named VP, engineering.

**J.D. MacKay**, VP-management supervisor, Wells, Rich, Greene, Detroit, joins Radio Advertising Bureau as VP, sales and marketing.

**Jim Brewer**, group owner of stations in Indiana, Tennessee, and Florida, joins Chapman Associates, Jacksonville, Fla., as associate; **George Reed**, general sales manager, WAOK(AM)-WVEE(FM) Atlanta, named Chapman associate there.

**Howard Levitt**, senior editor and production manager, *Billboard* magazine, New York, joins BMI, New York, as editorial director.

## Deaths

**Edwin W. Ebel**, 86, former VP Of General Foods Corp, died Nov. 30 of stroke in Mount Kisco Hospital, Mount Kisco, New York. Ebel served in executive capacity with several advertising companies before joining General Foods in 1948. He became

director of sales and advertising of company's Post Division and in 1952 he was appointed director of advertising for company as whole. He was appointed VP in 1955 and eventually retired in 1966. Ebel served as chairman of board of Association of National Advertisers from 1955-1956. He was member of Advertising Federation of America, founding member of American Marketing Association and charter member of Copy Research Council. He was honorary member of Radio and Television Society and received their annual gold medal award in 1966. Survivors include wife, Anne, one daughter and one son.

**C. Joseph Gavin**, 60, VP and director of membership for Television Bureau of Advertising (TvB), died Nov. 24 of heart attack at New York University Hospital. Before joining bureau he was with Sandy Frank Film Syndication, Blair Television and NBC Television Network in various sales capacities. He also worked with Cunningham & Walsh as media supervisor and with Franklin Bruck Advertising as media buyer. Gavin joined TvB as marketing sales executive and became director of membership in 1981. Survivors include his wife, Joan, three sons and one daughter.

**Hugh M. McBeath**, 69, owner-operator, KJBC(AM) Midland, Tex., died Nov. 21 at his home of apparent heart failure. He had undergone coronary bypass surgery a few years ago. McBeath was former board member, Texas Association of Broadcasters, and adviser to radio-television department of Odessa College. Throughout his career, he worked for several Texas radio stations including KRBC(AM) [now KFOX(AM)] Abilene, Tex., and KXOL(AM) [now KWJS(AM)] Fort Worth. Survivors include his wife, Laverne and two sons.

**Norm Woodruff**, 47, owner, The Woodruff Organization, San Francisco, media consulting firm, died Dec. 2 in his home in San Francisco of AIDS. Woodruff founded his consulting firm in 1974 and operated it until 1985 when he became ill. He was consultant for NBC Radio, Mutual News and numerous other stations. Woodruff also was news director at KCBS(AM) San Francisco, 1968-1974; KIRO(AM) Seattle, 1975; KFBK(AM) Sacramento, Calif., 1984, and program director at KXLR(AM) San Francisco, 1986.

**Orland Campbell (O.C.) Young**, 65, radio and television personality, died Oct. 28 in his sleep at his home at Glenwood Park, W. Va. Cause of death is unknown. He began his radio career at WHIS(AM) Bluefield, W. Va., in 1946 where he was morning radio personality. In 1956 he also began working for WHIS-TV [now WVVA(TV)] in Bluefield. In 1974 he left WHIS(AM) and later became co-owner of WKOY(AM) Bluefield and WKMY(FM) Princeton, W. Va. Young is survived by his wife, Madeline Jones, and one son.

**Bill Cooper**, 65, retired VP of film for WPIX-TV New York, who continued as independent documentary film producer, died Nov. 20 of heart attack at Valley Hospital, Ridgewood, N.J. Cooper worked in WPIX's film department from 1957 through 1982. He is survived by his wife, Kay Arnold Cooper.



## DMB&B's Gotlieb: The art and science of negotiation

If you ask his peers in the business of buying and selling television advertising why Irwin Gotlieb has earned a reputation as one of the toughest negotiators around, their answers can be reduced to a common denominator: homework. Gotlieb, senior vice president, director of national broadcast and programming, for D'Arcy Masius Benton & Bowles, New York, does his as well as, or better than, anyone else. For Gotlieb, preparation for an upfront or scatter negotiation has meant the development—some say pioneering development—of computer software to weigh the variables involved in those negotiations.

"There are a lot of major buyers out there," says Jerry Dominus, vice president of sales, CBS-TV, but what separates Gotlieb from the pack is thoroughness. "He was the first agency person who ever brought a computer terminal with him to a negotiation," says Dominus. "He's able to analyze propositions while they are going on."

A visitor to Gotlieb's corner office at the New York headquarters of DMB&B would not immediately conclude it is the home of a high-powered buyer of television advertising who alone spends more than \$500 million for clients including Procter & Gamble, Richardson-Vicks and General Foods. In the background, New Age music softly plays, accompanying a panoramic view of the Manhattan skyline. The desk is covered by little more than a phone and a stray report. The absence of paper is explained by the presence of a computer terminal. In fact, the software that Gotlieb has designed to have at the ready on that terminal dominates the memory capacity of the DMB&B mainframe.

Asked about the key to skillful negotiating, Gotlieb ascribes it to a mastering of basic skills, plus something less definable. "I suspect that if you asked anybody to tell you where they learned to negotiate they couldn't," he says. "The reason is because negotiation is primarily analysis and strategy, and it's basic people skills. That's not something you go to a school to learn and you certainly can't read about it in a book."

Gotlieb's family history, in contrast, might easily be the stuff of books. In 1939, his parents fled Russia aboard the Trans-Siberian Railroad to Vladivostok, making their way to China, where Irwin Gotlieb was born in 1949. They eventually settled in Kobe, Japan, where the Japanese had set up a colony for Jews who had fled Nazi persecution.

Gotlieb was introduced to the art of negotiation by way of his father's import-export business in Japan. In the course of learning to keep the company books, Gotlieb was privy to negotiations over exchanges of commodities such as diamonds and steel.



IRWIN GOTLIEB—senior vice president, director of national broadcast and programming, D'Arcy Masius Benton & Bowles, New York; b. June 25, 1949, Diaren, China; buyer, Norman, Craig & Kummell, New York, 1970; manager of network relations, SSC&B, New York, 1972; vice president, director of network operations, SSC&B, New York, 1975; associate director of broadcast programming, Benton & Bowles, New York, 1977; vice president, Benton & Bowles, 1977; vice president and manager of national broadcast, Benton & Bowles; present position since 1983; m. Elizabeth Billick, Dec. 26, 1970; children: Dana, 12.

More important, he was afforded the opportunity to travel to New York where, in 1970, at the age of 21, he abandoned a career in world trade for the advertising firm of Norman, Craig and Kummell, "a small operation that allowed an understanding of every element of the advertising process," Gotlieb says.

He learned the fundamentals of advertising by doing market analyses for NCK's syndication division, CPM Programs, and its two Colgate-Palmolive-sponsored shows, *The Arthur Godfrey All American College Show* and *The Movie Game*. He did his first network buying working on scatter for Old Spice and Chanel. When NCK picked up a share of the Playtex account in 1971, Gotlieb got his first big taste of network buying, and liked it.

By the following summer, Gotlieb was ready for bigger things. He joined SSC&B in New York in a post he now admits was a "much bigger job than I should have been in": the number two man in the agency's programming department. At the time, SSC&B accounts included Lever Brothers, Noxell, Carter-Wallace and Block Drug.

With the resources of a much larger agency at his disposal, Gotlieb began to dabble in computers for analyses of advertising buys. At NCK he had used a programmable calculator (which he still keeps in his desk at DMB&B) to work out a program for analyses of standard deviations for buys of certain demographics. When he got to SSC&B, that

agency had its own computer program for analyzing buys. Within six months, Gotlieb had requested software necessary for an "appropriate network operation." When the agency said such an order would run into the "hundreds of thousands," Gotlieb picked up a Fortran manual and "kind of hacked my way through it. Over the next three weeks the whole thing got written."

Through the years the program that Gotlieb uses for making buys has grown to well over 350,000 lines covering 7,000 pages.

In 1977, Gotlieb received three different job offers. Although he now says that in "20/20 hindsight" he would have preferred to be more organized in his career choice at the time, the offer from Benton & Bowles (it would become DMB&B in 1985 in a merger with D'Arcy, MacManus & Masius) still managed to stand out. "When I left SSC&B, senior management asked: 'What do you want?' I said that I wanted the opportunity to work on General Foods and Procter & Gamble [clients in the B&B stable] and you can't give me that."

What also made the Benton & Bowles offer especially attractive to Gotlieb was the agency's mandate to start a negotiating department. In working to design the analytical and strategic approach to such a job, the objectives became clear, he says—to operate with a limited number of people ("to effectively coordinate the client's clout") while maintaining the right information at hand for effective analysis of buys. "Those two things are almost contradictory, because to be an analyst you almost need a huge number of people, but if you are coordinating negotiations you need to keep them to a minimum.

"I don't think I've ever thought of myself as being primarily a negotiator because negotiations are only a small part of what we do. This is what differentiates not just myself but this operation and this department as a whole from most other departments. If you buy the wrong thing, it doesn't matter how cheaply you bought it, it still isn't right. I guess as an operation, and as an individual, it starts with analysis and goes to strategy."

Although Gotlieb's computer does not double as a crystal ball, his gut feeling is that the business is going to get "hotter" than it already is. "I don't think that anything in this business is going to slow down," he says. Over the long term, however, he foresees the decline in ratings on the broadcast television networks and the growth of ratings on other channels as the challenge before buyers of television advertising. "I think generally speaking we're in an environment where audiences are going to be fractionalized, and the next thing is how best to deal with it by getting more involved in some of the alternatives like syndication and cable."

Ultimately "programming is everything," he says, and the day when method of delivery will be irrelevant is not far away. ■

**Broadcasters** were hit hard last week on fairness doctrine front (see page 38), but at least industry **fared well in Senate Finance Committee**. During committee's discussions last week on new \$9-billion tax increase package, proposal was dropped that would have had adverse impact on broadcasters ability to depreciate over time list of advertisers as intangible assets. Elimination of provision was good news for cable too; subscriber lists are included as intangible assets.

Meeting in Hawaii last week, **ABC's affiliate board of governors asked network executives to review its decision earlier this year to impose compensation cuts** to affiliates in top-100 markets as well as across-board cuts for special events such as 1988 winter Olympics in Calgary (for which there is currently no scheduled compensation). Network executives agreed to review cuts, and to meet with special compensation review committee that affiliate board will form shortly. Affiliate board chairman, John Benke, president Fisher Broadcasting, also said discussions focussed on developments in high definition television systems, which affiliates are "very concerned" about.

**Kohlberg Kravis Roberts & Co. has "disengaged" three investment banks hired last summer to explore sale of its Storer Cable properties.** Although KKR has not said it would discontinue considerations to sell 1.4 million-subscriber cable systems, October stock market collapse has made use of favored financing tool, junk bonds, more difficult. KKR also closed sale last week on sixth and final TV station, WITI-TV Milwaukee, in \$1.3-billion restructuring of Storer Television holdings into new company 55%-owned and managed by Gillett Corp. and parent Gillett Holdings.

As House members prepared for debate on **fairness doctrine** (see page 38) heavy **last-minute lobbying campaign was being waged by doctrine's opponents and proponents.** Congressmen heard from former FCC Chairman Charles Ferris (who served under President Jimmy Carter) who is leading fairness advocate. Then former FCC Chairman E. William Henry (who served in Kennedy and Johnson administrations) registered his opposition to doctrine. Following that correspondence, group of 16 former FCC commissioners wrote to urge lawmakers to reinstate fairness. Signing off on letter were four former chairmen: Robert E. Lee, Ferris, Abbott Washburn and Newton Minow; commissioners Robert Bartley, Tyrone Brown, Kenneth Cox, Joseph Fogarty, Benjamin Hooks, Thomas J. Houser, Rosel Hyde, Nicholas Johnson, H. Rex Lee, Charlotte Reid, George Sterling, and Irvin Stewart. Another letter from broad coalition of interest groups was sent calling for codification. Among groups represented: People for American Way, Americans for Democratic Action, American Civil Liberties Union; Black Citizens for Fair Media; National Federal of Local Cable Programming, and Friends of the Earth.

**Association of Maximum Service Telecasters** has chosen **Margita White**, former FCC commissioner who now represents Television Operators Caucus, to be **its next president.** White was among several candidates under consideration ("Closed Circuit," Nov. 23) and will work with outgoing President Tom Paro starting at first of year until April when she assumes post full time.

**WBBM-TV Chicago picked up Entertainment Tonight** from Paramount last week for 6:30 access debut in fall 1988. Show is currently carried in late night by WFLD-TV Chicago.

For week ending Nov. 22, **Paramount's Star Trek: The Next Generation was third highest ranked show in syndication** for second consecutive week with 12.7 Nielsen average audience rating. For week ending Nov. 15, *Star Trek* had 12.1 rating. *Star Trek* became third highest-ranked show in syndication on season-to-date basis as of week of Nov. 15. Third place flip-flopped weekly between *World Wrestling Federation* and *The Oprah Winfrey Show*. In season-to-date ratings (from debut of shows through

**'Competition comments.** The Association of Independent Television Stations and the National League of Cities called on the FCC last week to tighten up its three-signal "effective competition" standard that now allows most cable systems to escape local rate regulation.

"It has become abundantly clear that the mere theoretical availability of three over-the-air broadcast services in a cabled community does not pose effective competitive to an exclusive-franchise cable system which may typically offer 30 of more channels of basic service," INTV said.

INTV did not propose a new standard, but it endorsed the NLC's proposed standard that defines "effective competition" as the presence of more than five broadcast signals or a viable wireless cable (MMDS) system.

The petitions were submitted to the FCC as part of its court-mandated review of the 'effective competition' standard. In implementing the Cable Communications Act of 1984, the FCC ruled that cable systems in communities where three broadcast signals are "available" off air are subject to "effective competition" and, hence, are not to be subjected to local rate regulation.

Nov. 22), order is *Wheel of Fortune*, 17.1; *Jeopardy*, 13.3; *Star Trek: The Next Generation*, 10.9; *World Wrestling Federation* 9.8, and *The Oprah Winfrey Show*, 9.2.

**Lifetime** announced last week that it had **acquired rights to Cagney & Lacey**, which will begin its cable run in February, seven months before it appears in broadcast syndication. Lifetime President Thomas Burchill, in announcing three-year deal, said it was "the most expensive investment we've ever made" in programming. He hoped show would achieve rating of between 1 and 2, but said Lifetime could make money at lower number. Burchill said Orin Television, which is syndicating show, had sold it in 10 broadcast markets for September 1988 debut, factor which was taken into account in negotiations. Demographic appeal of *Cagney & Lacey* fits nicely into Lifetime's target audience, network said. Three-year deal covers 125 episodes of show. Burchill said deal did not address possible options for new episodes of program. Lifetime will carry program weekdays at 8 p.m. and at undetermined time on Saturday.

**ESPN** said last week that its **fourth regular-season NFL game** Cleveland versus San Francisco, **brought in record numbers** for network. Game scored 13.5 rating on broadcast and cable, and was seen in 6.3 million homes. It was carried by WEWS-TV Cleveland and KTVU-TV San Francisco. For four regular-season games ESPN has averaged 11.0, exceeding 9.5 rating it had guaranteed advertisers.

**HBO** announced last week that both **HBO and Cinemax had gained more than 500,000 subscribers** in first nine months of 1987, giving services combined reach of over 20 million—15.5 million for HBO and 4.6 million for Cinemax. HBO Chairman Michael Fuchs attributed increase to more original programming, volume of theatricals on services and promotional campaigns. HBO also reported that growth was particularly strong in West. Cinemax grew 22% in both northwest and southwest/southern California regions, while HBO increased 11% and 8%, respectively.

**Several key staff announcements at CBS last week:** Long-time Larr Tisch associate, **Jay L. Kriegel**, has been named senior VP, CBS Inc. Kriegel, 47, is known in industry as talented public relations executive and Washington lobbyist. He will oversee all of CBS' "external relations," including government affairs and variety of unnamed special projects. He'll report directly to Tisch. Kriegel has run his own communications consulting firm, with CBS among its clients, since 1983. Before that he was publisher of *American Lawyer*, trade journal, and from 1975 to 1978 was



ctor, special projects, Loews Corp., controlled by Tisch family. Executive to hold senior VP post at CBS Inc. was William Wyman III, who resigned in 1986 in last months of Thomas Wyman's administration. Newly appointed CBS Entertainment chief, Kim Eastwood, also hired his first key staffer since getting nod several weeks ago. Peter Tortorici joins entertainment division as VP, planning and scheduling, number two executive there. He leaves Los Angeles from New York this week, where he was VP programming, CBS Sports. He replaces Herb Gross, VP, program planning and current programs, who has resigned. Replacing Tortorici is Jay Rosenstein, who was with CBS Sports for eight years, as well as CBS/Broadcast Group VP and assistant to Neal Paxon, now CBS Sports president, when he was group executive before corporate reshuffling year ago.

□  
**The Shopping Network** disclosed last week that it has revised its **sting cable operator stock option plans** and also struck **affiliation agreement with Blackstar Communications**, minority-owned broadcast company that will seek to purchase 14 television stations in markets 15-35. Under affiliation pact announced at Western Cable Show, HSN will be nonparticipating investor with no involvement in operation or management of Blackstar. Agreement, which will allow HSN to share in capital gains if Blackstar should sell any of its broadcast properties, is intended to comply with FCC rules that permit ownership of maximum of 14 stations if ethnic or racial minorities are involved. HSN is awaiting FCC approval for its 12th station in San Francisco, which company President Neal Paxon anticipates will be completed by March. **Blackstar Communications** entered into \$5.1-million deal to purchase HSN subsidiary **KNSD-TV Portland, Ore.**, and has exercised HSN's option to purchase **WFTS-TV Orlando, Fla.** Paxon said he anticipates Blackstar could reach its 14-station goal within one year, making it first minority-owned station operator to reach limit. In its move to revise affiliation stock option plans, HSN hopes to lengthen term of its affiliation agreements and strengthen local marketing programs for shopping network. In return for five- or seven-year affiliation deal, HSN will adjust option price of 1986 and 1987 plans downward to \$6 and \$7 per share. HSN said move will increase value of options and permit cable operators to continue carrying HSN programming. New structure, according to HSN, will allow cable operators to exercise options earlier than planned and boost their subscriber participation in 1987 plan. HSN undertook campaign in response to market conditions, Paxon said. Proposal has been "well received" by 80%-90% of cable operators that carry HSN programming. Shopping network has until Feb. 15 to complete option negotiations.

□  
**ABC sources say that announcement may be made this week of agreement with City of New York that would keep network based in CA Building** in Rockefeller Center well into 21st century. Network and city officials were still negotiating last week on deal that would give network access to about \$1 billion in financing from city agency to renovate facilities in New York. Network may also get as much as \$75 million in tax breaks if it stays in New York, sources said.

□  
**Cliff between commercial and noncommercial broadcasters over transfer tax continues to widen.** Late last Friday, NAB President Eddie Fritts, in letter to NPR President Douglas Bennet, complained about NPR member station WBUR-FM Boston "using its airwaves to lobby for support of the Hollings transfer tax/fairness doctrine proposal." In earlier correspondence Fritts sent to Bennet, he expressed concern that NPR stations would take active lobbying role. NAB thinks it is inappropriate for public stations to use their facilities which are subsidized by government funds for lobbying purposes.

□  
**Legislation (S. 844) aimed at curbing violence on television programs has been approved without objection by Senate Judiciary Committee** last week. Measure would exempt officials of broadcast, cable and motion picture industries from antitrust laws for 36 months so they could develop voluntary standards.

As part of NAB's formation of Broadcast Technology Center, which will focus on HDTV, Chairman Eddie Fritts named **Thomas B. Keller** to new post of NAB chief scientist. He will be succeeded by **Michael Rau** as Science and Technology department's acting director.



**And then there were three.** With the Senate confirmation and swearing in of Mimi Weyforth Dawson last week as deputy secretary of transportation (shown above with James Burnley, secretary of transportation [l] and Rhet Dawson, her husband and assistant to the President for operations), the FCC, which is supposed to comprise five commissioners, was reduced to three. The FCC had been one commissioner short since the departure of former chairman, Mark Fowler, last April.

Three commissioners constitute a quorum so the FCC will continue to be able to take actions on "circulation" at this Thursday's (Dec. 10) open meeting.

The White House has nominated Brad Holmes, a 34-year-old former aide to FCC Chairman Dennis Patrick and chief of the FCC Mass Media Bureau's policy and rules division, to Fowler's seat. It has also reportedly tapped Susan Wing, a Washington communications attorney with Hogan & Hartson, to succeed Dawson, but has yet to nominate her.

The Senate Commerce Committee leadership, displeased with Patrick and the FCC for its elimination of the fairness doctrine last August, has not scheduled a confirmation hearing for Holmes. There was some speculation last week that it is waiting for Wing's nomination so it can deal with both confirmations at once.

The Senate Commerce Committee will find little in Holmes's required disclosures to fault him—unless it deems two speeding tickets and some trouble with a bank loan cause for concern.

Upon graduation from Georgetown Law School in 1978, according to the disclosure report, Holmes went to work for the New York law firm of Windels, Marx, Davies & Ives for a year and then served as a law clerk for federal District Court Judge Mary Johnson Lowe in New York for two more. He returned to private practice in 1982 for a two-year stint with Skadden, Arps, Slate, Meagher & Flom. He joined Patrick's staff in 1984.

Holmes became involved in politics in 1983, joining the Volunteer Lawyers for Reagan Committee and the Metropolitan Republican Club in New York.

Holmes's principal financial asset is a condominium in Hartford, Vt., valued at between \$50,000 and \$100,000, which generates annual rent of between \$5,001 and \$15,000. He also reported that he holds 200 shares of stock in Cermetek Microelectronics Inc., valued at less than \$1,001, and 250 shares of the Dime Savings Bank of New York, valued at between \$5,001 and \$15,000. And, he reported, he had between \$1,001 and \$5,000 in a checking account.

Also of note: Holmes received a \$600 performance bonus from the FCC last October.

## Editorials

**Gimmick day on Capitol Hill**

On a cue from Big John Dingell, 259 members of the House of Representatives voted last week to include a codification of the discarded fairness doctrine in the enormous budget reconciliation bill that is intended to run the government in fiscal 1988. The scene now shifts to the Senate, which will be asked to vote on a gaudier fairness amendment in its budget bill.

The gimmick on both side of the Capitol is to include a fairness measure in a budget bill that the President will be reluctant to veto. He vetoed, without hesitation, the Fairness in Broadcasting Act of 1987 that the House and Senate sent to him by itself earlier this year. But the gimmick, as Representative Silvio Conte (D.-N.Y.) suggested last week, may fail. Including fairness in it, said Conte during the House debate, makes the budget bill "prime veto bait," but 259 members disagreed with him.

The Senate gimmick has an extra added attraction. To a transfer tax to be paid by sellers of broadcast stations would be added a 1% penalty for any seller who had violated the fairness provision that is in the Senate budget bill. It was interesting that Dingell, a Michigan Democrat who is chairman of the House Commerce Committee, emphasized in the debate last week that his House amendment to the budget bill contained no penalizing tax. The guess here is that he has recognized, or has been instructed, that the creation of a seller's tax on fairness violations would guarantee the exclusion of controversy from radio and television. As Eddie Fritts, president of the National Association of Broadcasters, has said, a fairness tax would mean that "no station will ever dare to cover issues that may be controversial." That chilling effect would surely increase the Senate measure's vulnerability to attack in the courts as a First Amendment violation.

Was Dingell sending a message to his Senate counterpart, Ernest Hollings (D-S.C.), who paired the codification of fairness with the revenue-producing 1% penalty tax? Will the Senate eliminate the tax but keep fairness in its budget bill? Several weeks ago, Fritts was claiming that he had the Senate votes to kill the Hollings amendment—fairness, fairness penalty, transfer tax and all. Does he have the votes to kill a fairness measure that is unencumbered with a penalty?

In last week's issue of this magazine, there was a letter to the editor from the President of the United States who wrote, in part, that his veto of the Fairness in Broadcasting Act of 1987 "was not a difficult call." Let us hope he is not asked to do it again to a budget bill that the whole world is waiting to see, just because it bears an irresponsible incrustation of the fairness doctrine.

**Clear as mud**

The FCC, in an attempt to clarify its enforcement policy on indecency, has clouded the waters still further. The commission has settled on a midnight-to-6 a.m. ghetto for adult programming, apparently having concluded that any who wish to make independent viewing decisions must do so only under cover of darkness and trade a night's sleep for the privilege. (One response to the decision, courtesy of a BROADCASTING reader: "I like to get to bed before midnight. Now the FCC's new rule will force my teen-age son to stay up after midnight in order to tape shows for me.")

Even more disturbing, the commission has decided to throw out the local standards test (fashioned by the Supreme Court for obscenity and stretched to include indecency). In its place, the

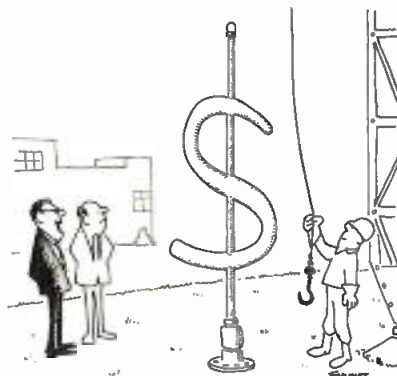
FCC has placed squarely upon itself the censor's cloak. It will interpret "contemporary community standards" to mean not local standards, but the FCC's own interpretation of the standards of "an average adult broadcast viewer or listener" combined with the commissioners' own "general expertise in broadcast matters." There would appear enough leeway in that compound standard to allow passage of an oil tanker, or deny it to a rowboat. The decision thus seems of little help to broadcasters still struggling to divine what will pass commission muster during normal waking—and viewing—hours.

By confining to a mere 18 out of 24 its hours of content regulation of programming, the FCC has succeeded in further alienating forces on both sides of the issue: For anyone who favors government blinders, the six hours of freedom are too many. For anyone opposed to censorship, by whatever name, 18 of 24 hours are too few. Even more troubling is the decision to supplant local standards with those of individual commissioners. Is the "average adult broadcast viewer" as concocted by this formula a church deacon with 1.6 children or an unmarried college student?

To her credit, outgoing Commissioner Mimi Dawson, in one of her last official acts, dissented from the majority on the community standards issue. "I am troubled," she said, and this page would certainly join her, "by this commission judging what is indecent for the nation." A voice of reason. Too bad it no longer speaks for the FCC.

Combine the murkiness of the new "standard" with the vagueness of the indecency concept itself, and the result is a recipe for confusion.

*On hold. The FCC is down to three members from its authorized five, now that Mimi Dawson has become deputy secretary of transportation, and there is little prospect of its being brought up to strength until the Senate gets around to confirmations next year. The nomination of Brad Holmes, now chief of policy and rules in the FCC's Mass Media Bureau, has gone from the White House to the Hill. That of Susan Wing, a lawyer with Hogan & Hartson, of Washington, awaits White House processing. The same Senate leadership that is trying to stuff a new fairness law down Ronald Reagan's throat is clearly stalling on Holmes as an act of retribution for FCC independence in repealing the fairness doctrine. Two-bit politics in a Senate that used to be a deliberative body deserving international respect.*



Drawn for BROADCASTING by Jack Schmidt

*"The station was just bought by an investment banking firm."*



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