

Broadcasting Jan 11



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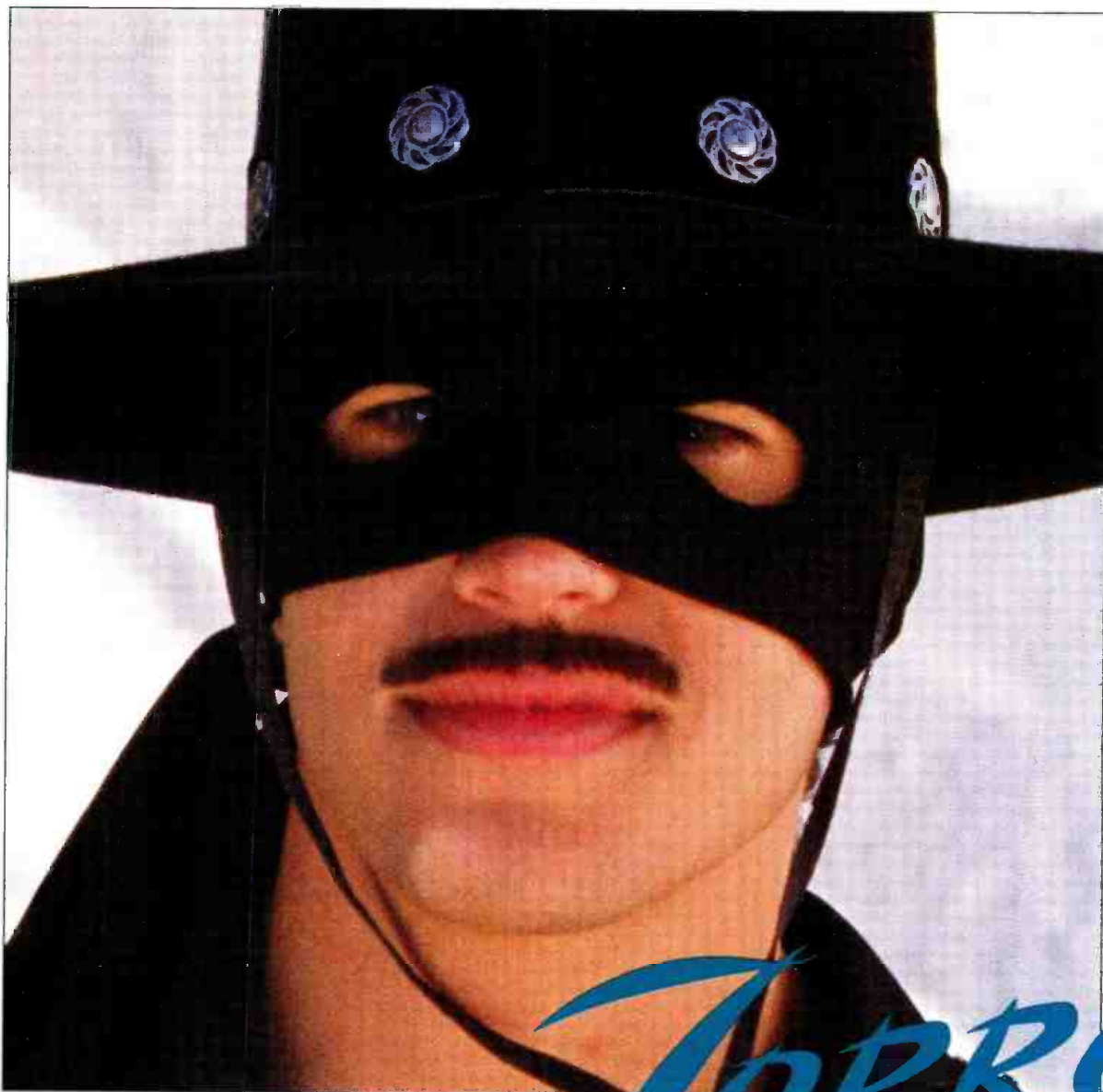
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57th Year 1988

INTV has its day in L.A.
□ Court to cable:
pay more for
copyright

DASHING



ZORRO
the legend continues!

One of the most romantic heroes of all time returns in an all-new action/adventure series! ZORRO, THE LEGEND CONTINUES stars Patrick James as the mysterious and debonaire swordsman whose daring exploits will capture the imagination and hearts of audiences all across America.

25 half-hours for the fall of 1988.

Goodman/Rosen Productions for Ellipse Programme
in association with the New World Television Group



NEW WORLD
TELEVISION GROUP

DARING



Photo: Francesco Scavullo

The HELEN GURLEY BROWN SHOW


Daring, provocative and very personal, Helen Gurley Brown, well-known editor of *Cosmopolitan*, now has her own show! Saluted as one of the 50 most influential women of this century,* she has an ongoing relationship with over 10.4 million readers in the U.S. alone. Now she reaches that audience *and more!* Welcome to the talk show with a difference... The difference is Helen Gurley Brown!

Weekly strip for the fall of 1988

Zanuck/Brown and Atlantic/Kushner/Locke
in association with the New World Television Group



NEW WORLD
TELEVISION GROUP



I'M LOSING MY GRIP
ON THE LATE NIGHT
AUDIENCE. MY TEEN AND
OLDER ADULT RETURNS ARE
SOLID, BUT I'M GETTING ACED
IN YOUNG ADULTS.

GUESS WE'RE NOT
SERVING THE RIGHT WINNER.

IF YOU'D LOOK TO "LOVE CONNECTION" FOR A LATE
NIGHT ADVANTAGE, YOU'D FIND SMASHING 18-49 DEMOS.
AND IT'S BEEN RIGHT HERE ALL ALONG!



*The Hit That's Right
Under Your Nose.*



"Love Connection" is an
Eric Lieber Production in association with
Lorimar Syndication.

Broadcasting Jan 11

Independents tackle tough issues in L.A....page 35.

Hollywood wins copyright victory over cable...page 40.

Fox proposes \$40 million prime time remedy...page 41.

Kennedy, Hollings crossownership controversy...page 42.

INDEPENDENTS' DAY 1988 □ INTV officials cheer gains independents have made in increasing their audiences and warn of battles still ahead. **PAGE 35.** □ Business outlook for independents: some good news and a little bad. **PAGE 36.** □ Dennis Patrick tells independents to avoid government quick fixes for its problems. **PAGE 37.** □ Representatives from broadcasting, production, cable and satellite program service industries discuss independents-cable relationship, among other issues. **PAGE 38.** □ Program suppliers say next two years will be tough ones. **PAGE 39.**

ONE FOR HOLLYWOOD □ Movie industry wins victory in battle over amount of cable copyright fees. **PAGE 40.**

STANDARD APPROVAL □ HDTV standard is approved by Advanced Television Systems Committee and FCC's advanced television advisory steering committee meets for first time. **PAGE 46.**

CHANGE OF COMMAND □ ABC names news veteran, Paul Friedman, executive producer of *ABC World News Tonight with Peter Jennings*, replacing

William Lord. **PAGE 48.**

HIT PARADE □ According to Fall Arbitron report, CHR-formatted stations are first in New York and Los Angeles. **PAGE 57.**

NBC CROSSOVER □ NBC Productions says it is close to finalizing deal to supply Disney Channel with children's series that will return to network's schedule at later time. **PAGE 58.**

WHEEL WATCHERS □ November Cassandra report shows King World's *Wheel of Fortune* still rolling over competition. **PAGE 59.**

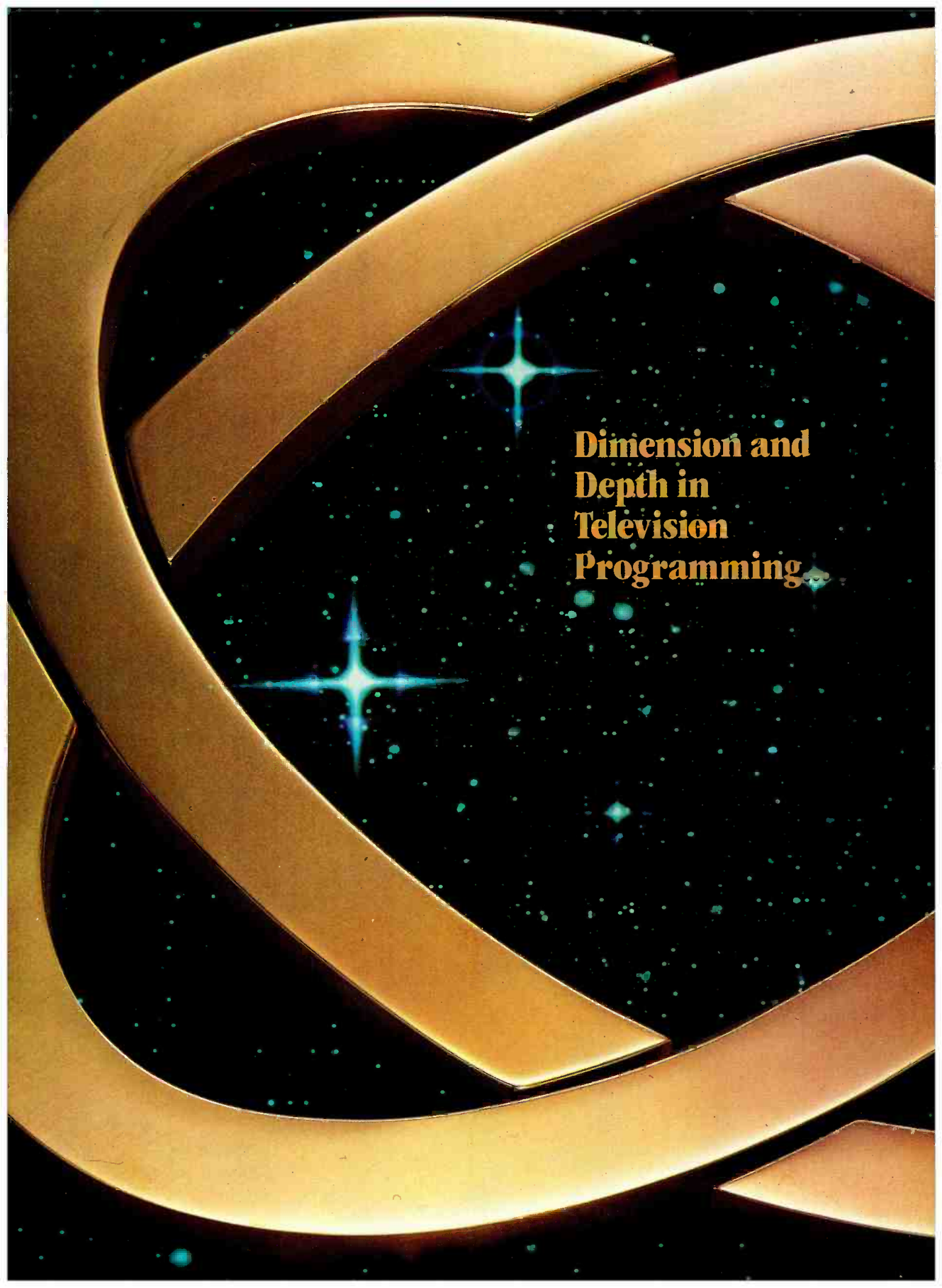
CABLE INSPECTION □ Concerned about some cable systems' refusal to carry local broadcast signals, channel repositioning and lack of responsiveness to subscribers, group of congressmen call for hearings on cable medium. **PAGE 62.**

MAKING IT HAPPEN □ Although he has found himself operating within soft national spot advertising market of late, Christal Radio's Bill Fortenbaugh believes in long-term future of radio advertising. **PAGE 95.**

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**Dimension and
Depth in
Television
Programming**

The
marriage
of
Love & Law

Love COURT

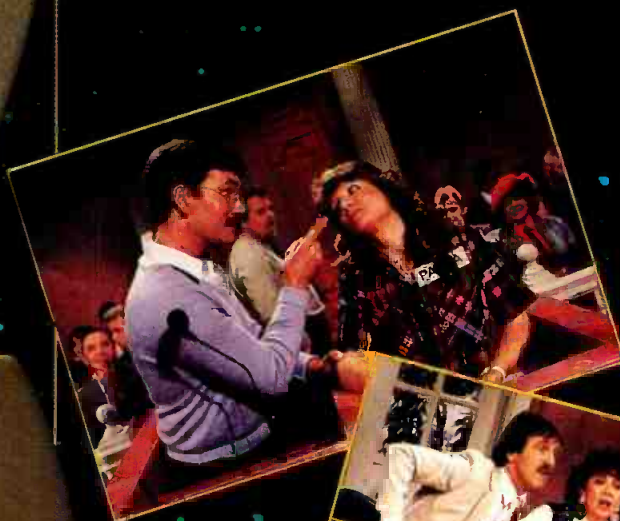


ORBIS.



There's one place in
the universe to find
everything you
need to program
and prosper.

Programming for
every daypart,
every demo.



It's the big day
for love shows and court
shows!

These highly successful formats
have joined together at last to
produce a laugh-filled strip that's
perfect for your line-up.
Love Court!

Available September '88



Kidsongs

TV SHOW

100% kids programming!
A weekly half-hour of music videos performed by kids, for kids. Pop hits, traditional songs and original music kids can sing, dance and learn with!

From TOGETHER AGAIN PRODUCTIONS in association with WARNER BROS. RECORDS



MatchMaker

Host Dave Hull goes one step beyond the blind date when he matches up couples *he can't see* on this fast-paced half-hour strip!

From FOUR STAR PRODUCTIONS

Earth's last chance for freedom is the courageous group of fighters who battle The Spiral Zone! 65 episodes.

From ATLANTIC KUSHNER LOCKE



HEADLINES ON TRIAL

Today's hot topics fuel a lively weekly half-hour moderated by Arthur Miller.

From WRC-TV

THE NCTV HOUR

NATIONAL COLLEGE TELEVISION

Meg Griffin brings viewers the latest new music on "New Grooves." Richard Brown previews films and shares the insights of top stars and filmmakers in his "Screening Room." Together they give young adult viewers just what they're looking for!

From CAMPUS NETWORK

of America's most well-known personalities.

PUBLIC PEOPLE

Private Lives

With Sarah Purcell

Sarah Purcell is ready to penetrate the barricades of public image to uncover the private side of the world's most famous personalities in probing conversations in the stars' own homes.

A proven format.

A popular host.

A first-run hour perfect for your schedule.

Available September '88



INFLUENCE
KELLY ENTERTAINMENT COMPANY

432 Park Avenue South, New York, NY 10016 (212) 685-6699

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Strategy session

Representatives of various broadcasting and citizen groups opposed to FCC's get-tough broadcast indecency stand are scheduled to meet in Washington law office of Timothy Dyk today (Jan. 11) to discuss whether to appeal policy, which was reaffirmed by FCC at its November meeting. Groups were unappeased by FCC setting of midnight as "safe harbor" hour after which broadcasters may air "indecent," but not obscene, programming with impunity. Stage was set for meeting by issuance two weeks ago of FCC indecency order.

Cable complaints

Cable industry can apparently thank M.L. Media Partners for letter from Representative Doug Bosco (D-Calif.) and 14 other members of California congressional delegation to House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) calling for early hearings on cable. According to Bosco aide, congressman has received thousands of complaints from subscribers to M.L. Media's system serving Somona, Sebastopol and Rohnert Park. Complaints involve rate increases, channel repositioning and service. Bosco also had some prodding from constituent-independent television operator Jim Johnson of KFTY(TV) Santa Rosa, Calif.

Complaints about cable have also been increasing at FCC. Edythe Wise, chief of FCC's complaints and investigations branch, said number of cable complaints, which totaled fewer than 500 in 1986, averaged around 100 a month in 1987. Wise, who reviews each complaint, attributed last year's overall increase to "substantial" rise in complaints about rates and services.

Birch's dozen

Birch Radio Research is expected to announce this week signing of multiyear agreement with CBS to supply quantitative and qualitative services to 12 of network's owned radio stations. 10 of which are FM properties, as well as to CBS Radio Representatives. Agreement is largest broadcast group contract in Birch's 10-year history.

Drawing the line

As National Association of Broadcasters joint board of directors gathers for its annual meeting next week in Hawaii, one of its primary tasks will be to approve fiscal

1988-89 budget. In effort to hold down costs, NAB is reviewing contributions it makes each year to outside organizations. Complete breakout of those expenses will be studied prior to board's deliberations; among candidates for cutback may be NAB's \$25,000 contribution to Museum of Broadcasting.

Changing seats

CBS President Emeritus Frank Stanton has given up his emeritus board seat at CBS and ended consulting contract he had there since retirement in 1973. At same time, Stanton has been named to five-man board of directors for Sony's CBS Records Inc. According to Stanton, events were coincidental. Length of post-retirement consulting contract that ended Dec. 31 had been fixed since 1950's. Stanton did say giving up CBS board post cleared way for his CBS Records seat, since he could not have held both in complex separation of division from former parent. Stanton is joined on Records board, which met for first time last Thursday, by Sony Chairman Akio Morita, Sony President Norio Ohga, CBS Records President Walter Yetnikoff and Sony Corp. of America Vice Chairman Michael Schulhof.

Spark

Early catalyst for talks between NBC and Turner Broadcasting about NBC's equity participation in TBS appears to have been NBC's now-stalled plan to deliver TV news service to European hotel rooms. Early last year, network approached TBS about cooperation between NBC's Anglovision overseas venture and cable programmer's CNN International, already in European homes and hotels since late 1985. Talks then backed into possibility of domestic news cooperation. According to one source, if NBC equity deal with TBS were to go forward, international collaboration in both newsgathering and news delivery would be among its focal points.

Reprieve

Word from Group W Productions at INTV last week was that fate of low-rated, one-hour talk show, *The Will Shriner Show*, will not be determined until after Feb sweeps. Group W officials cited show's improved performance in several November ratings books.

Cable stump

Growing role of cable in political campaign

advertising is evident in early media buys in Iowa and New Hampshire. Although broadcast television remains principal medium, Simon, Gephardt, Jackson, Babbitt and Dole campaigns have bought cable spots on CNN and ESPN in Iowa. One national cable rep said Dukakis, Bush and Kemp campaigns are also considering cable buys. Dukakis reportedly used cable extensively in re-election campaign for Massachusetts governorship. Final buys for both states—Iowa caucus and New Hampshire primary are Feb. 8 and 15, respectively—are expected to be completed within next two weeks.

Talked out

Worries that broadcast network given inch in cable programming might take mile appear to have gotten better of talks between fledgling cable program service Movietime and NBC ("Closed Circuit," Nov. 16, 1987). According to source, NBC, which was hoping to enhance cable program preview service in part by tapping flow of movie and TV stars through its West Coast studios, has apparently ended discussions after Movietime owners, mix of investment firms and employees, sought to limit NBC ownership percentage to point where network felt investment would not be fruitful.

Wrap up?

Ambassador Diana Lady Dougan last week did not sound like administration official who expects to remain in office through end of Reagan term, or even close to that. "A lot of administration people leave before the term ends. I may do so," said Dougan, who is first person to serve as head of State Department's new Bureau of International Communications and Information Policy. "I have accomplished a lot in my five years...I am a builder, not a maintenance person."

Dougan, who has been at center of number of controversies in her tour at State, was responding to questions about her plans in context of insistent rumors over past several weeks that she was being forced out. According to one rumor, her immediate superior, Under Secretary of State Edward Derwinski, was critical of her handling of announcement of appointment of GTE Corp.'s Theodore Brophy as head of U.S. delegation to second session of Space WARC. Dougan says that characterization is inaccurate, that announcement was handled in routine manner and that Derwinski was "supportive" of her in Brophy matter.



The father of television, Dr. E.F.W. Alexanderson and his family watch WRGB's first television broadcast in their Schenectady home on January 13, 1928. The signal strength was 20 miles.



WRGB telecasts the world's first remote news broadcast from the steps of the Capital Building in Albany, as New York Governor Alfred E. Smith accepted the Democratic nomination for President of the United States on August 22, 1928. Smith would periodically leave the podium and stare directly into the camera lens, speaking to the small television audience.



Television's first drama, "The Queen's Messenger" by John Harley Manners, was produced and broadcast on WRGB, September 11, 1928, from a 144-square foot studio, using three cameras and Broadway actors.

WRGB 60 Year ANNIVERSARY

Still Making History

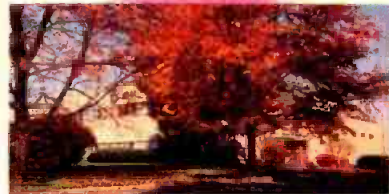
In 1988, WRGB's new satellite up-link truck, the market's first, permits unprecedented program origination from anywhere in our five-state service area.



In 1986, WRGB opened Albany's first and only live regional microwave news bureau. That, combined with a multi-million dollar news expansion, has resulted in the markets highest news viewing levels in history.



Today, WRGB's 53,000 - square foot facility produces 17-hours of original local programming each week, from the largest studios between New York City and Montreal.



KTVL-TV
MEDFORD
KLAMATH FALLS, OR

KFDM-TV
BEAUMONT
PORT ARTHUR TX

WRGB-TV
ALBANY
SCHENECTADY
TROY, NY

WTVC-TV
CHATTANOOGA, TN

WLNE-TV
PROVIDENCE, RI
NEW BEDFORD, MA

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 amended its rules last November 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, 1987, 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 of report released last August by National Telecommunications and Information Administration that C-Quam AM stereo system's pilot tone be protected from possible interference. Commission is expected to reject proposal during next meeting on Jan. 14.

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.

In filing with FCC in December, Kahn Communications charged that, in 1985, Motorola improperly blocked Sony from selling multisystem radios by asserting two AM stereo patents. Kahn further alleged that patents in question were improperly obtained by Motorola.

Motorola dismissed Kahn's charges and asserts 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. Broadcasters last year succeeded in beating back congressional efforts to crack down on perceived trafficking in broadcast licenses. Industry gained enough support to sink Senate Commerce Committee Chairman Ernest Hollings's (D-S.C.) proposal to impose 4% transfer fee on broadcast licenses transferred within three years of last sale (BROADCASTING, Dec. 14, 1987). Congressional interest in reinstating FCC's antitrafficking rule has been building, with other legislation offered earlier last 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 has unveiled survey that shows 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 this year (expected to commence in February) on status of cable industry three years after deregulation—passage of Cable Communications Policy Act of 1984. Subcommittee postponed hearing scheduled for Oct. 29, 1987, as result of Wall Street slide and to take 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 1987, 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.

FCC has received comments in rulemaking to define more narrowly those television markets where, in accordance with Cable Act, rates of cable systems cannot be regulated because systems are subject to effective competition. FCC opened rulemaking in response to U.S. Court of Appeals, which upheld FCC's basic ruling that effective competition exists where three broadcast signals are available, but it said that definition of available was too broad. 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 likelihood of Congress bringing up issue this year is good, especially in House, where Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and Representative Terry Bruce (D-Ill.) have introduced bill to limit children's advertising (BROADCASTING, Dec. 28, 1987).

□

Compulsory license. FCC is conducting inquiry into cable compulsory license; if views of FCC Chairman Dennis Patrick on subject are any guide, inquiry could lead to recommendation that Congress abolish license. Patrick's latest public comment on license came last November when he said FCC's proposal to reimpose syndicated exclusivity rules are based on assumption that license is flawed. Reexamination of license on Capitol Hill could occur in context of broadcasters' effort to resurrect must-carry requirements there ("Closed Circuit," Dec. 21, 1987).

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.

□

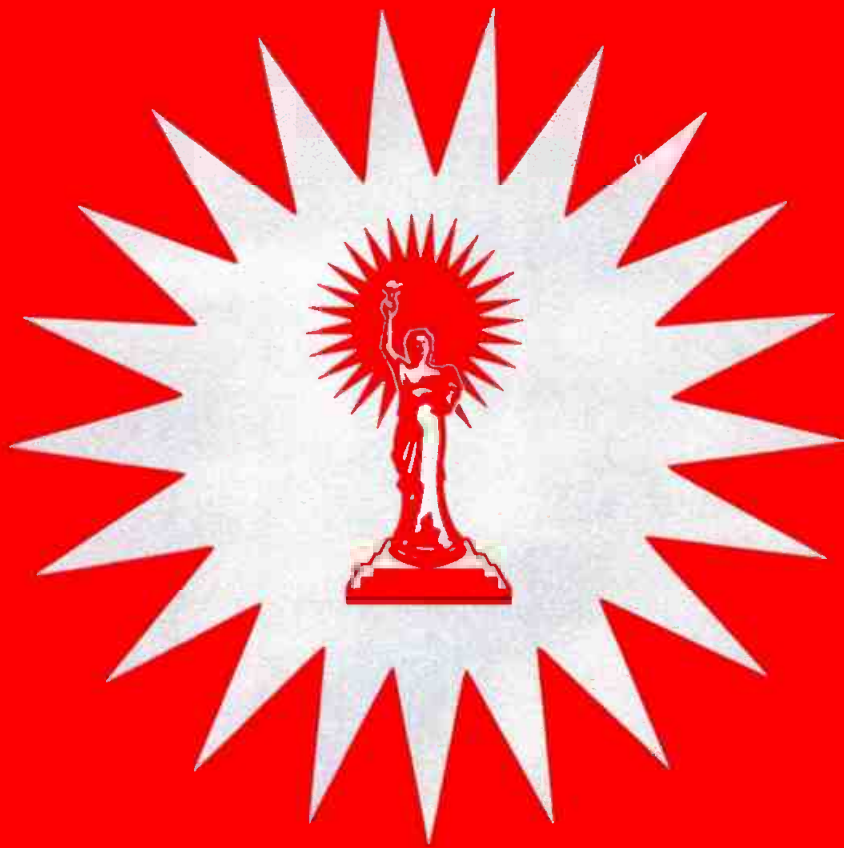
■ **Crossownership.** Should telephone companies be allowed to offer cable service within their telephone service areas? That's central question in FCC proceeding that could lead to dropping of FCC rules barring such crossownership and recommendation to Congress that it eliminate redundant prohibition in Cable Communications Policy Act of 1984.

Not waiting for FCC, Representative Howard Nielson (R-Utah) is preparing to introduce bill this year to eliminate statutory ban.

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 at FCC, telcos said competition between telcos and cable would spur technological developments and reduce cable subscriber fees. Cable groups opposed to letting telcos into their markets said that telcos would be unfair competitor because of their control of poles and under ground conduits and their ability to cross subsidize.

Even if FCC and Congress drop prohibi-



Columbia/Embassy Television
and
Tri-Star Television
proudly announce
the formation of
Columbia Pictures Television

N NETWORK



Who's The Boss?
Juarez
The Real
Ghostbusters



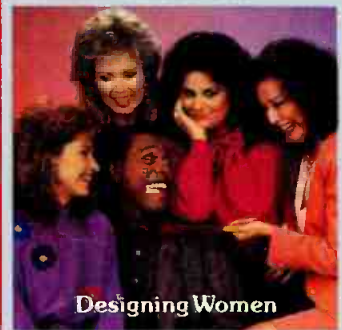
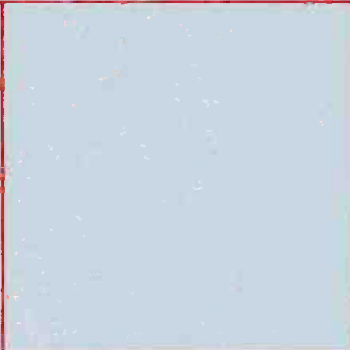
Designing Women
Trial & Error
Houston Knights
The Young &
The Restless



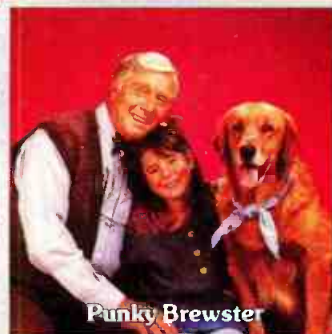
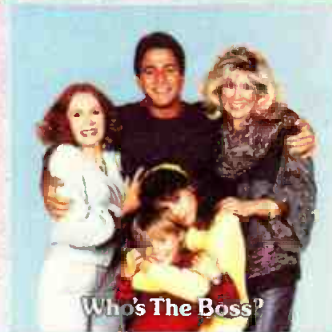
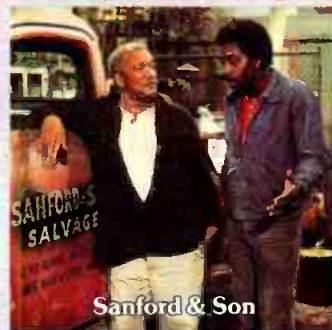
227
The Facts Of Life
My Two Dads
Days Of Our Lives



Married...With Children
Werewolf
Women In Prison



OFF-NETWORK COMEDY

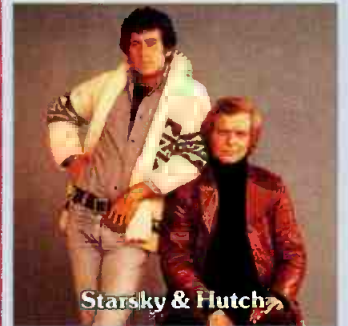
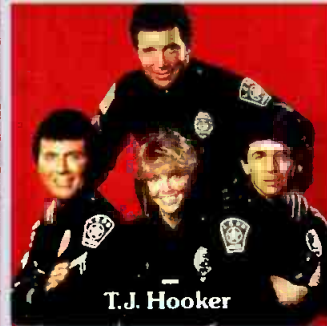


- Archie Bunker's Place
- Barney Miller
- Benson
- Carson's Comedy Classics
- Carter Country
- Diff'rent Strokes
- The Facts Of Life
- Fish
- Good Times
- The Jeffersons
- Maude
- One Day At A Time
- Punky Brewster
- Sanford & Son
- Silver Spoons
- Soap
- Square Pegs
- The Three Stooges
- Who's The Boss?



OFF-NETWORK **D**RAMA

Charlie's Angels
 Fantasy Island
 Hart To Hart
 Police Story
 Police Woman
 S.W.A.T.
 Starsky & Hutch
 T.J. Hooker

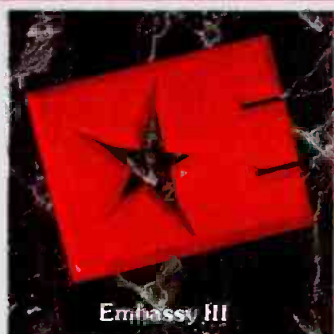


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M OVIES & A NIMATION



Close Encounters

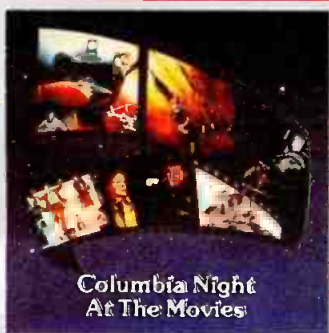


Embassy III



The Real Ghostbusters

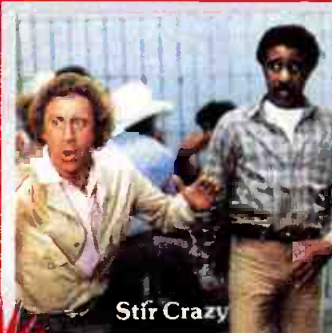
Columbia Night At The Movies
 Columbia Gems
 Columbia Gems II
 Entertainer Of The Year
 Embassy II
 Embassy III
 TV 20
 Volume IV
 Volume V
 Volume VI
 The Real Ghostbusters



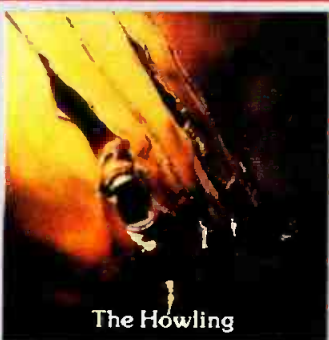
Columbia Night At The Movies



Karate Kid



Star 80



The Howling



Columbia Pictures Television
 A unit of Columbia Pictures Entertainment, Inc.

Fairness doctrine update

Congressional attempts to reinstate the fairness doctrine were soundly defeated on Dec. 21, 1987 when proponents, faced with the threat of a presidential veto, failed to muster enough support to keep a fairness provision in a catch-all spending bill (the continuing resolution) during a House-Senate conference on the measure (BROADCASTING, Dec. 28, 1987). The House had added fairness to the bill in the belief that the Senate would accept it and that President Reagan would hesitate to veto the measure, which keeps the government operating (BROADCASTING, Dec. 7, 1987). Another congressional effort to revive fairness is anticipated sometime this year.

Fairness was also addressed in a revenue-raising proposal included in a Senate budget bill aimed at reducing the federal deficit. But during the floor debate, fairness was stripped from the bill and the proposal, which also would have imposed a tax on the transfer of broadcast properties, was killed (BROADCASTING, Dec. 7, 1987).

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

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

tions, 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 companies. 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. And President's Cabinet-level Economic Policy Council is considering legislation that would take shackles off BOC's.

Direct broadcast satellites. High-power DBS, which would use Ku-band spectrum set aside for it, has foundered in U.S. because of high start-up costs and programming dearth. But European governments have gone ahead with system launchings. Arianespace launch of TV-Sat 1, first in French-West German DBS series, took place Nov. 20, 1987 (BROADCASTING, Nov. 30, 1987), but four-channel bird may now be beyond help. German Information Office in New York said latest reports from Germany include problems in addition to still undeployed solar array. That problem had German postal and telecommunications service, administrators of bird, resigned to operating only two of four transponders. Now it appears that incomplete deployment of anten-

na, if uncorrected, means no operations at all. Engine burns to try and correct problems are planned for February.

Despite troubles, GE Astro-Space, co-bidders with TV-Sat manufacturers MBB-ERNO and Aerospatiale to build Intelsat VII and Ausat-B satellites, expressed confidence in partners' product.

Low power variety of satellite broadcasting resulting from scrambling of cable programming on C-band satellites has emerged from home satellite market. It got start in January 1986, when Home Box Office scrambled feeds of HBO and Cinemax and began selling subscriptions to owners of backyard earth stations (TVRO's), which now number more than 1.7 million. Number of TVRO homes subscribing to cable programming has grown as more cable programmers have scrambled feeds and begun selling subscriptions directly or through cable operators and other third parties.

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

Despite costly failure of Comsat's high-power DBS plans, Hubbard Broadcasting's United States Satellite Broadcasting and Hughes Communications are still trying to launch systems in U.S. Hughes is trying to rally support of cable programmers around concept.

Equal employment opportunity. FCC has amended its broadcast equal employment opportunity rules and reporting requirements. Every station's EEO program will be subject to review at renewal time regardless of employment profile, but FCC said review will focus more on EEO efforts than numbers. 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 last year by Congressman Al Swift (D-Wash.), EEO formula applicable in Cable Act would also apply to broadcasting.

Federal Trade Commission. Ongoing anti-trust investigation of National Football League television rights contracts has included testimony last fall 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. League's contract with ESPN for package of Sunday-night games was also subject of hearing in Senate and Senate request that Justice Department 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 (BROADCASTING, Dec. 7, 1987).

Ogilvy Group has requested reopening of 1983 FTC case in which company was ordered to discontinue employment of Aspercreme or any other trade name for any drug that implies presence of active ingredient not actually present.

High-definition television. Advanced Television Systems Committee's mail-return voting ended last week with formal document outlining standard devised by working group of SMPTE on high-definition electronic production approved by a vote of 26 for, 11 against and eight abstained. Standard sets parameters for HDTV production at 1,125 scanning lines, 60 hertz field and 16:9 aspect ratio. Proposal was sent to full ATSC membership following vote of approval by its T3 subcommittee on Sept. 30. SMPTE's full membership must also approve standard after which it will be submitted to American National Standards Institute.

FCC involvement in future of HDTV grew with first meeting of blue ribbon advisory panel on Nov. 17, 1987. Panel of top executives of TV industry is upper tier of FCC's Advanced Television (ATV) Services Advisory Committee. Lower tier comprises 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 industries is that some form of advanced TV

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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.

□

■ **Indecency.** At open meeting last November, FCC reaffirmed its get-tough broadcast indecency policy, but, in doing so, created midnight-to-6 a.m. safe harbor during which indecent programming can be broadcast because of perceived minimal risk of children in audience. FCC is now examining several indecency complaints substantiated by either tapes or transcripts and is expected to send inquiry letters to stations in question asking them to answer complaints. Once responses are evaluated, FCC could impose sanctions.

FCC decided last April to apply broader definition of indecency than seven dirty words of 1978 Pacifica Supreme Court decision, giving it far greater latitude in determining what is indecent. At same time, FCC sent out warning letters to three stations. FCC reaffirmation and creation of safe harbor came in response to petition for reconsideration from broadcasters seeking clarification of April policy.

□

■ **International Telecommunications Satellite Organization.** In dramatic end to investigation by U.S. attorney for District of Columbia, former Intelsat director general, Richard Colino, and business associates in July of 1987 pleaded guilty in U.S. district court to criminal

fraud and conspiracy charges growing out of what prosecutors said was siphoning \$4.8 million from Intelsat during construction of addition to its headquarters building. Colino and Deputy Director General Jose L. Alegrett were fired by Board of Governors in December 1986 after outside lawyers, and auditors submitted report indicating their possible involvement in financial irregularities. And in September, 1987, U.S. District Judge Gerhard A. Gesell, saying loss to Intelsat had been \$4.5 million, sentenced Colino to six years in minimum security prison and ordered him to make restitution of \$865,000. Colino began serving his sentence on Oct. 31 in Petersburg, Va., prison camp. One associate was sentenced to three years and fined \$100,000; other was sentenced to two years. Intelsat in May filed civil suit against Colino in U.S. district court in Maryland, claiming his activities resulted in damage to organization of \$11.5 million (BROADCASTING, May 25, 1987). Colino at about same time filed for bankruptcy to protect his assets. Both cases are pending.

Intelsat members in April confirmed Board of Governors selection of Dean Burch as successor to Colino as director general.

□

■ **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 restrictions 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. Assembly of Parties, acting on recommendation of Board of Governors, approved consultation at its extraordinary meeting in April 1986. PAS satellite is scheduled for launch in March 1988 aboard Arianespace rocket.

□

■ **Land-mobile.** In response to petition from Association of Maximum Service Telecasters, National Association of Broadcasters and other broadcast groups, FCC has agreed to delay decision on reallocation of UHF channels in eight markets in land mobile radio until completion of its study on advanced television systems (ATV) (see High-definition television, above). 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, FCC also proposed, station may try to negotiate settlement with mobile radio operator.

□

■ **Low-power television.** Community Broadcasters Association, which represents budding LPTV industry, has hired Joseph Laughlin, former general manager of WGN-TV Chicago, to head CBA Programming Cooperative. Under Laughlin's direction, co-op will try

to buy programming that individual stations could not afford. So far, more than 50 stations have indicated interest in co-op.

FCC's freeze on LPTV applications and major changes—in effect since 1983—thawed with opening of filing window, June 22-July 2, 1987. Some 1,350 applications were received, far fewer than FCC officials had expected. FCC has proposed granting 483 applications, and has so far granted about third of that number.

□

■ **Mergers.** Kohlberg Kravis Roberts & Co.'s SCI Holdings, which began to explore divestiture of its 1.45 million-subscriber cable systems last summer, will sell its assets to cable consortium of ATC, Comcast and Taft Cable (Tele-Communications Inc. and Bass Group joint venture) for total consideration of \$2.8 billion (see BROADCASTING, Jan. 4). KKR's Storer Television has also closed on \$1.3 billion transfer of six TV stations to company managed and 55% held by George Gillett Jr. □ Cablevision Systems closed on \$473.5 million purchase of Adams-Russell. General Electric Credit Corp. will finance deal, Cablevision will invest \$40 million in buy and Kidder, Peabody & Co. will provide \$125 million in senior subordinated notes. □ 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. □ Early 1988 close 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.

□

■ **Must-carry.** U.S. Court of Appeals has struck down latest incarnation of FCC's must-carry rules, holding that they are unconstitutional—violation of First Amendment rights of cable operators.

Ruling on Dec. 11, 1987, was replay of court decision two years ago when it eliminated FCC's original must-carry rules on same ground.

Broadcasters who have fought hard to preserve some form of must carry rules were upset and disappointed at ruling. They are now planning legal and legislative strategy for bringing back rules through appeals or act of Congress.

FCC has asked court to clarify whether its action deleted A/B switch rules as well as the carriage requirements. The A/B switch rules require cable operators to educate subscribers about switches and to offer to install them or supply them to do-it-yourselfers. Cost of switches and installation would be borne by subscribers.

□

■ **Public Broadcasting.** With death last month of legislation that would have provided estimated \$300-million-per-year public broad-

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casting trust fund, beginning in 1990 (BROADCASTING, Dec. 14, 1987), Corporation for Public Broadcasting was left to look at 1990 appropriations to CPB worked out shortly before Christmas by House-Senate conferees. Compromise between higher Senate figure and lower House figure: \$232.65 million, up from \$228 million for 1989. Same conferees settled on 1988 figure of \$19.59 million (down from current \$20.5 million) for NTIA-administered Public Telecommunications Facilities Program, annual equipment grants.

Many public broadcasters feel they suffered another serious blow last year when U.S. Court of Appeals in Washington threw out FCC's must-carry rules, which require cable systems to carry local broadcast signals. Court did not rule out possibility of constitutional must-carry rule. Although National Cable Television Association President Jim Mooney said most cable systems are unlikely to drop any local broadcast signals they are now carrying, some members of noncommercial broadcasters community fear rise in number of stations dropped.

National Public Radio board last month adopted unbundling Option II resolution presented in written ballot to member stations for advisory vote. Ballots are due at NPR Jan. 12. Final decision rests with board, which plans adoption of policy in February. Option II would split NPR programming into morning news, evening news and performance segments, creating new distribution and member dues structures. Board also this month began \$32-million Fiscal Year 1989 budget proposal deliberations.

David J. Brugger, senior vice president at Corporation for Public Broadcasting, Jan. 1 became president of National Association of Public Television Stations, lobbying arm of public TV system. Eric Friesen, senior VP, programming, remains acting president of American Public Radio.

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. Requests for proposals were issued by PBS Nov. 25, 1987 and are due Jan. 25.

With new CPB chairman, Howard Gutin, and president, Donald Ledwig, in place—as well as new 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. CPB is also reviewing propriety of PBS bonus awarded PBS President Bruce Christensen in 1986 (BROADCASTING, Nov. 30, 1987) for efforts since 1984 fire that destroyed former headquarters.

Scrambling. Last November, Senate Commerce Committee passed legislation that would regulate home satellite marketplace (BROADCASTING, Nov. 23, 1987). It would mandate that cable programmers permit any qualified third party—inside and outside cable industry—to distribute their services to backyard dish owners. Bill is not expected to

hit Senate floor until March at earliest. Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) has promised to oppose it and his views are laid out in committee report. 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 late last year (BROADCASTING, Nov. 30, 1987) and will generate further debate as more hearings are convened this year. Broad coalition of industry groups is backing bill (although broadcast industry is opposing measure), but modifications suggested by motion picture industry (mainly idea that compulsory copyright license for carriers be limited to C-band retransmissions) did not go over well at hearing and could splinter support.

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. FCC action is expected within next few months.

Cable industry argued that 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.

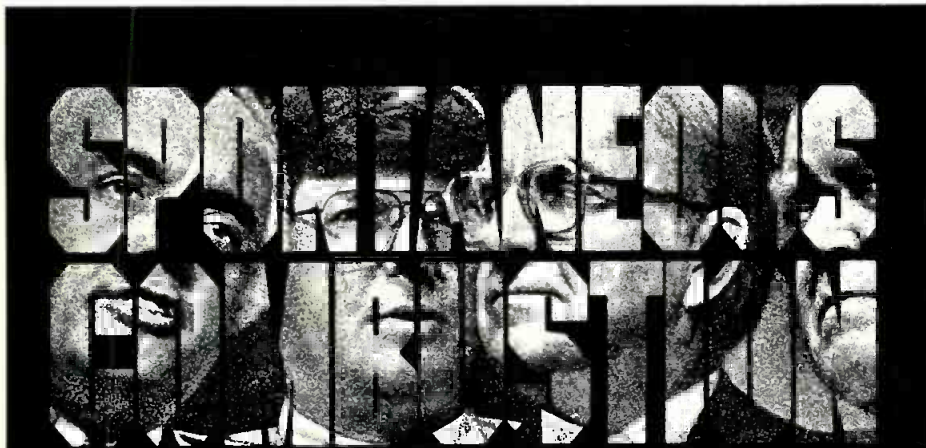
Most broadcasters and producers contended that rules are needed to protect sanctity of their exclusive programming contracts. And, contrary to cable's claim, they say they have been hurt by cable's importation of duplicative distant signals into their markets.

Wireless cable. Using mix of ITFS and MDS channels, delivery system is now available in New York. Microband Companies Inc. has begun marketing six-channel wireless cable service in outer boroughs that have not yet been wired for conventional cable. It has ability to expand to 14 channels, but is having difficulty securing rights to carry cable programming it desires.

FCC has turned down request by Cablevision Systems, MSO with franchise for about one million homes within Microband-targeted market, to bar Microband from offering its service until other MMDS and ITFS channels now hung up in interference disputes become available so that Cablevision can offer competitive wireless cable service.

In responding to Cablevision's petition, Microband charged that Cablevision was trying to use FCC to block competition. It also alleged three cable programming services affiliated with Cablevision—SportsChannel New York, American Movie Classics and Bravo—have refused to deal with Microband in effort to weaken Microband's ability to compete.

Microband, which also plans to introduce wireless cable services in Detroit and Washington within next few months, is biggest, but not the only wireless cable operator. Services are currently being offered in several other markets, including San Francisco, Milwaukee and Cleveland.



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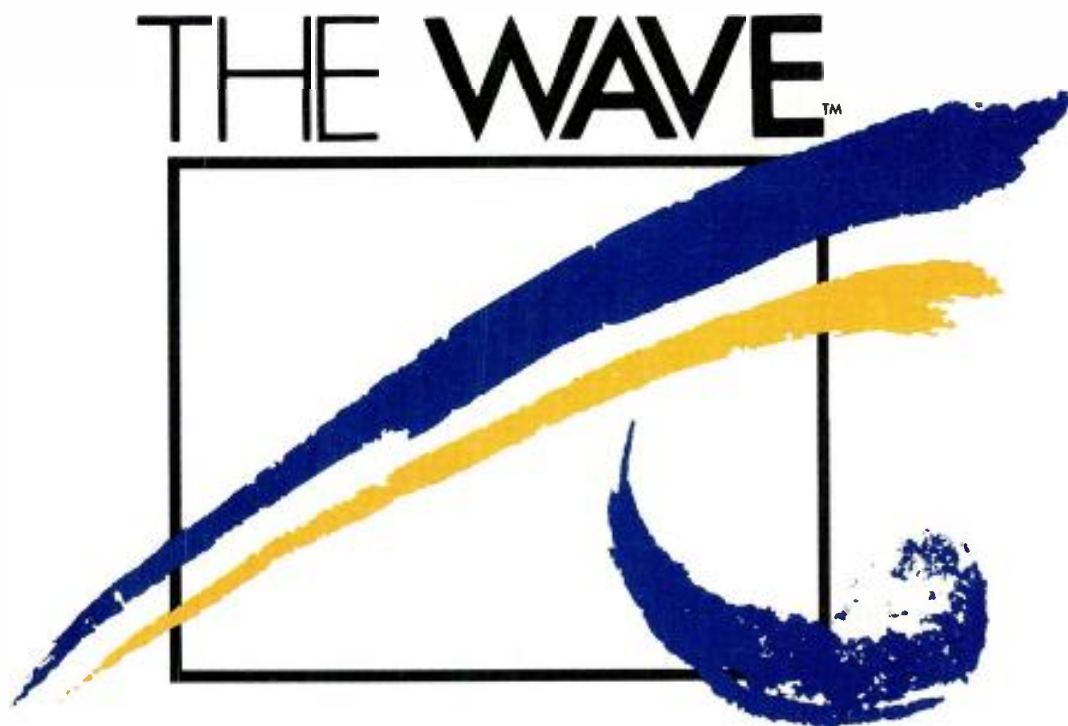


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■ **Jan. 11**—*Business of Entertainment Network*, "not-for-profit forum to stimulate and facilitate new business ventures in the New England entertainment industry," meeting. Colonade, Boston. Information: Scottie Held, (617) 779-5091.

■ **Jan. 11**—*Indiana Cable Television Association* annual seminar and legislative reception. Columbia Club, Indianapolis.

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

■ **Jan. 29-30**—*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**—*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**—19th annual *Country Radio Seminar*, sponsored by *Country Radio Broadcasters Association*. Opryland hotel, Nashville.

■ **Feb. 17-19**—*Texas Cable Show*, sponsored by

■ **Jan. 11-15**—Winter faculty workshop in communications policy, on content regulation of the media, sponsored by *Annenberg Washington Program of Northwestern University*. Washington. Information: (202) 393-7100.

■ **Jan. 11-15**—Technology studies seminar, sponsored by *Gannett Center for Media Studies, Columbia University*. Gannett Center, New York. Information: (212) 280-8392.

■ **Jan. 12**—*International Radio and Television Society* Second Tuesday seminar, "How Will Wall Street's Ups and Downs Affect 1988 Advertising Levels?" Viacom Conference Center, New York. Information: (212) 867-

6650.

■ **Jan. 12**—*Southern California Cable Association* monthly dinner meeting/public relations workshop. Pasadena Hilton, Pasadena, Calif.

■ **Jan. 12**—*Caucus for Producers, Writers and Directors* general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

■ **Jan. 12-15**—Seminars on television's reporting of the year 1968, sponsored by *Museum of Broadcasting*. Subjects: counterculture, Vietnam and international affairs, conventions and presidential election, the assassinations of 1968 and TV programming in 1968. Panelists

Major Meetings

■ **Texas Cable Television Association**. Convention Center, San Antonio, Tex.

■ **Feb. 25-29**—*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**—*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, and Las Vegas, May 1-4 (tentative), 1993.

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

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

■ **April 17-20**—*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**—*National Cable Television Association* annual convention. Los Angeles Convention Center.

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

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

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

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

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

■ **June 18-21**—*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**—*Eastern Cable Show*, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta.

■ **Sept. 14-17**—*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**—*International Broadcasting Convention*. Metropole conference and exhibition center, Grand hotel and Brighton Center, Brighton, England.

■ **Oct. 14-19**—*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.

■ **Oct. 17-19**—*Television Bureau of Advertising* annual meeting. Bally's, Las Vegas.

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

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■ Jan. 12-14—"Marketing Your Station for Success," management seminar sponsored by *Television Bureau of Advertising*. TVB headquarters, New York. Information: (212) 486-1111.

Jan. 13—*International Radio and Television Society* newsmaker luncheon. "Super Bowl XXII." Panelists: Frank Gifford, Al Michaels, Dan Dierdorf, Dennis Swanson. Ken Wolfe and Larry Kamm. TV sports executives adn announcers. 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. 14—*National Academy of Television Arts and Sciences*, Washington chapter, meeting. Duke Zeibert's. Washington.

Jan. 14-15—*Virginia Association of Broadcasters* winter meeting and legislative reception. Richmond Marriott, Richmond, Va.

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

Jan. 15—Deadline for entries in Achievement in Children's Television Awards, for "significant contributions toward improving service to children on broadcast and cable television (recently extended to home video)," sponsored by *Action for Children's Television*. Information: (617) 876-6620.

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) 731-1600.

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

Jan. 15—Deadline for entries in 36th annual *Associated Press Television Radio Association of California-Nevada* news competition. (213) 746-1200.

Jan. 15—Deadline for entries in fourth annual HAWRT Awards, recognizing "outstanding women in Bay Area communications industry," sponsored by *American Women in Radio and Television*, Florida Hurricane chapter. Information: (813) 579-9119.

Jan. 15—Deadline for entries in Jack R. Howard Broadcast Awards competition, sponsored by *Scripps Howard Foundation*, presented to "large and small market radio and television stations for journalistic excellence in news reporting." Information: (513) 977-3035.

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

Jan. 15-22—*National Association of Broadcasters* joint board meeting. Mauna Lani Bay hotel, Kohala Coast, Hawaii.

Also in January

Jan. 18—*Home Box Office* press tour during Television Critics Association press tour. Sheraton at Redondo Beach, Redondo Beach, Calif. Information: (212) 512-1000.

Jan. 18-19—*Washington State Cable Communications Association* annual convention and legislative conference. Sheraton Tacoma hotel, Tacoma, Washington. Information: Kari Spencer, (206) 851-6290.

Jan. 19-21—Georgia Radio-Television Institute, sponsored by *Georgia Association of Broadcasters*. Georgia Center for Continuing Education, Athens, Ga. Information: (404) 993-2200.

Jan. 20—*New York Television Academy* drop-in luncheon. Speaker: Robert MacNeil, *MacNeil/Lehrer NewsHour*. Copacabana, New York. Information: (212) 765-2450.

Jan. 20—*Federal Communications Bar Association* luncheon. Speaker: Judge Kenneth Starr, U.S. Court of Appeals for D.C. Circuit, Marriott, Washington.

Jan. 20—*Pennsylvania Cable Television Association* fifth annual winter workshop. "Improving Customer Service." Marriott Inn, Harrisburg, Pa. Information: Bill Cologie, (717) 234-2190.

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A commentary on financial due diligence from Kevin Reymond, Price Waterhouse, New York

Playing it safe before buying a radio or TV station

In the past few years, no industry and no company has been immune from the acquisition fever. As we all know, activity in the broadcast industry has been particularly acute as the market recognized the hidden value of television and radio stations.

The increase in value has escalated the prices buyers are willing to pay for television and radio stations, and in the process these transactions have become highly leveraged. High debt service obligations, the rising cost of programming combined with the normal increases in talent and other operating costs all contribute to the risk involved in acquiring a television or radio station in today's environment. This risk is accentuated by the proliferation, since the demise of the FCC's three-year holding rule, of non-broadcasters or portfolio owners who purchase stations and immediately start positioning them for resale at the expense of long-term financial health vis-a-vis programming, community involvement, etc.

Consequently, the station buyer has a lot to think about when entering the marketplace. Sufficient financial due diligence is essential in any acquisition process. The review should be adequately planned and coordinated with an independent accountant so as to expose matters that could affect the purchase price, working capital adjustment, cash flow and related debt service capability and the stations' future earnings performance. It is critical that these reviews be performed at the outset of a deal so that the findings can be incorporated in the negotiation process.

An acquisition review can range from a complete audit of the acquiror to performing selected procedures. The scope should be tailored to the particular circumstances at hand. We have found the following to be particularly effective.

- Conduct an analytical review of the station's financial statements for the most recent year-end and compare with the year or two years prior to identify any unusual or nonrecurring transactions that may have had a significant effect on financial statements. The thrust here is to perform sufficient variation analysis on an overall basis to determine the quality of earnings by identifying items that may have had a "one-time" positive or negative impact on the financial statements.

- Develop an understanding of the key assumptions underlying the budgeted revenue and expense data to compare with the financial projection data prepared by the seller. Using the data obtained from the analytical review of the historical financial



Kevin Reymond is a senior audit manager serving broadcaster and entertainment clients in the New York office of Price Waterhouse which he joined in 1977. Reymond is writing a book on broadcasting accounting and financial reporting, scheduled to be published next fall.

information, determine whether the key assumptions used in the projections are consistent or reasonable based upon the past experience of the station. Assumptions not consistent with past performance could lead to erroneous decisions about cash flow, debt service and the ability to comply with debt covenants.

- Compare the accounting practices used by the seller with the accounting practices of the prospective buyer to identify the different effects, if any, between the methods (e.g., broadcast rights amortization policies). This step will highlight differences that may result in significant adjustments to bring one broadcaster into conformity with the other, and more important, may affect earnings prospectively.

- Critically evaluate the reasonableness of the allowance for bad debts at a recent balance-sheet date. The aging of accounts receivable and the write-off history should be reviewed as part of this process. Low write-offs, minimal provisions and many accounts over 120 days past due may signal the need for a large write-off by the seller prior to closing, poor credit approval procedures, or poor management oversight of the collections process. Improvements in the collection and approval processes would increase cash flow and earnings prospectively. Also, to assure that the recorded receivable is bona fide, consider confirming directly with customers their receivable balance as of a particular date.

- To determine the station's cash requirements, review the station's compilation of projected cash payments for broadcast rights for the next five years. This information will be critical to any outside financing required

for the purchase. The projected cash payments for broadcast rights should include: (a) cash payments for those programs for which there is a liability recorded on the balance sheet; (b) cash payments required for those programs for which there is a signed contract with the syndicator/distributor but for which a liability has not been recorded because all the conditions required by paragraph 3 of Statement of Financial Accounting Standards No. 63 have not been met; (c) cash payments required for those programs for which there is no signed contract, but their acquisition is required to replace current program inventory which is due to expire over the next five years. Careful analysis of the programming schedule is required to derive the best estimate of future program acquisitions and their related cost and cash requirements.

- Review trade agreements of the target broadcaster to determine that they have not expired. In many instances, there is an "understanding" between the station and the advertiser that an expired agreement is still valid. In an acquisition situation, such understandings, if significant, should be confirmed in writing.

- Review prior tax returns and revenue agent reports for open years, exposures and deductions disallowed by the IRS. Clearly address responsibility for exposures related to prior years' taxes in the sale agreement.

Typically, most contracts for the purchase of broadcast properties contain clauses providing for a certain level of working capital to be provided by the seller at the date of closing.

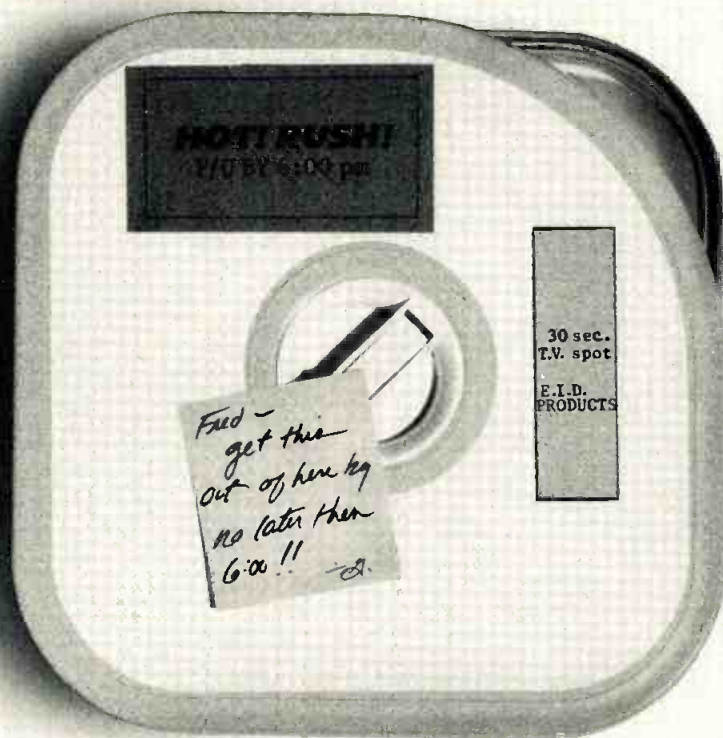
The accounts that make up the working capital adjustment should be clearly defined in the acquisition agreement. If they are not, definitions should be added while the contract is in the draft stage. For example, if film rights are to be included in the working capital formula, will they be gross or net of any realizable value adjustments?

A final significant point needs to be made when stations or station groups that were once part of much larger organizations have been sold. To consider the entire financial picture, buyers should consider the "hidden" costs that may not be reflected in the financial information provided them.

These procedures, which I have outlined, are not all-inclusive, and should be considered as only part of an overall due diligence process to minimize post-acquisition surprises, to search for further purchase price reduction and to provide comfort with cash and earning projections as well as with the historical financial performance of the station. Most important, a timely and well planned acquisition review can bring many tangible benefits as well as peace of mind to a buyer.

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But Mom says
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what the doctor says.”



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TOP OF THE WEEK

'Cautious optimism' the watchwords at INTV 88

Independent television says it's an industry on the rebound. That was the overriding sentiment expressed throughout last week's 15th annual Association of Independent Television Stations convention at the Century Plaza hotel in Los Angeles.

That doesn't mean spirits were soaring as nearly 1,350 independents gathered to take stock of their industry following a troublesome year. Many stations were plagued with financial woes in 1987. (Advertising revenues fell and some independents filed for bankruptcy.) To make matters worse, they have been operating in an unstable regulatory environment—for the greater part of two years they have functioned without mandatory cable television carriage rules, and just last December the U.S. Court of Appeals struck down the latest version of the FCC's must-carry rules. But despite those developments, there was an overwhelming sense last week that "the worst is behind us."

The mood of the independents, however, was cautious. There was a general feeling that it would be another two or three years before many independents would pay off the debt incurred by overextending themselves in programing purchases. And as INTV Chairman Charles Edwards of Gaylord Broadcasting pointed out: "The message should be clear: Our stations simply cannot continue to pay the kinds of prices we have been paying in the last few years."

As for the political side of the meeting, INTV seemed more determined than ever to correct what it feels are the current inequities in the marketplace. Specifically, independents want to see cable's so-called role as a gatekeeper permanently diminished.

INTV's board, for example, ordered the staff to press "even more aggressively" on the whole range of cable copyright issues. INTV also announced it was petitioning the Supreme Court to review the latest must-carry decision.

An end to cable's compulsory copyright license, reimposition of syndicated exclusivity and permanent must-carry rules are all part of the INTV

game plan. FCC Chairman Dennis Patrick, a luncheon speaker (see page 37), gave the broadcasters hope on the syndex front. "A world in which cable can refuse to carry your signal while at the same time enjoying a right to carry any signal it pleases is, quite simply, intolerable," he said.

Still, as Dick Kurlander of Petry Television said going into the convention: "Everything pales next to must carry in the minds of the independents." And Kurlander's assessment proved on the mark.

Even though the anti-cable rhetoric was toned down from last year's gathering where much of the convention program resulted in a frontal assault on cable (BROADCASTING, Jan. 12, 1987), the animosity was still there. It was most evident as a contentious audience of independents went after cable industry leaders during one session (see page 38). A call for peace by cable's Gerry Lenfest, president of The Lenfest Group, elicited little if no response. "Instead of rattling your saber to get the FCC and Congress to act against cable, why don't you first try to get along with us," Lenfest asked.

Later, Edwards at another INTV session, dismissed Lenfest's plea and said independents would be foolish to "trust" cable. If stations don't get must carry, he said, "one day we'll have to pay to be on a system."

INTV, unlike the National Association of Broadcasters, has not backed industry opposition to congressional efforts to codify the fairness doctrine. The association's directors voted unanimously to keep it a "low priority." In other legislative action, INTV's board said it will seek an antitrust exemption to permit broadcasters to establish voluntary standards for the amount of commercial material in children's programing. It's an idea bound to make headway in Capitol Hill. House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), who has introduced legislation aimed at advertising on children's television, "would be delighted to work with INTV on a standard," said a Markey aide at the meeting.

INTV's Edwards and Padden urge independents to protect their interests in such issues as costs of programing, must carry and syndex

INTV leaders were crowing last week about the gains independent television has made in capturing a greater share of the network audience. But no matter how ebullient association officials were on that subject they were not so ecstatic about what they consider current inequities in the marketplace—the loss of must carry and the lack of syndicated exclusivity. Also of concern, the high cost of programing.

"The independent stations of America have come a long way," said INTV Chairman Charles Edwards of Gaylord Broadcasting during the opening session of the INTV convention, "but the dangers persist and absolutely no signs exist to indicate that we will be able to let up, or to take it easy in the near future."

For starters, he said, stations "simply cannot continue to pay the kinds of prices we have been paying in the last few years." Edwards cited a study by the National Association of Broadcasters which showed that the average independent spends more than



Padden



Edwards

half of its revenues on programing. "If that is the average, simple logic tells us that some stations are spending 60% and 70%. And common sense tells all of us that it cannot continue at that rate. Our advertisers will not—indeed, cannot—be expected to bear the burden of increased advertising costs needed to support such prices."

INTV's chairman acknowledged what he called the "symbiotic relationship" between program suppliers and broadcasters. Nor did

he foresee any reason for that to change. Nevertheless, he felt their dealings had been "marred" last year by what he referred to as "the distributor who depends on independents for his regular programing sales... [but runs] in search of network affiliates each time he has the possibility of a block buster." The new ratings figures, he added, "leave no doubt that we can do a job as well as our affiliate competitors."

Edwards also was troubled about the lack

of syndex and must-carry rules. He said INTV's stand on those issues has not always sat well with the rest of the broadcast community.

"Allow me to pause for a moment and reflect on the warnings, and even mild threats, that were made against INTV, individually and as a group, to stop making so much noise about the compulsory license, must carry, and the other issues we were convinced that we had to address. They [Edwards is believed to be referring to the Television Operators Caucus and National Association of Broadcasters] said we were committing political suicide and they told us, 'go away and sit in a corner and be quiet.'"

That reaction, said Edwards, indicated INTV "had gotten their attention, and we didn't back away; which means that now is the moment when we must make a new vow to continue to have a voice in commanding our destiny, by protecting the future of local television."

As for the compulsory license, the INTV official said, it is "inextricably inter-woven" with cable's "must-carry obligation." If the court has struck down must carry, he said, then "why should anyone be obligated to provide the other half of that bargain? They shouldn't. And that ought to be obvious to all," he said.

Highlighting independent television's achievements in the ratings area, was INTV President Preston Padden. "For certain, the cable networks have attracted some increased viewership and it would be a mistake for us to denigrate their achievements or to understate their competitive potential," said Padden. Nevertheless, the hard numbers reported by the ratings services, he added, "demonstrate that you—the independents—are the real superstations in this business. And if I could accomplish one goal this morning, it is to try to insure that all future press accounts properly credit your leading role in changing the habits and allegiances of America's television viewers."

Padden wanted to insure that his members were aware of their accomplishments. He presented several charts illustrating those achievements. For example, in prime time last November, independents achieved a 20% share of viewing. "The drop in network viewing this past November culminated a five-year prime time decline totaling nine share points. Over the same period, your prime time performance advanced a full six share points. In short, the independent stations can lay claim to two thirds of the erosion in prime time network viewing," Padden said.

Despite the good news, Padden admitted that the independent television community faces some serious challenges. Attracting audiences is one thing, but keeping them is equally important, he said, indicating that without access to programming and to consumers, that goal could not be met. The "absence of competition in some sectors of our industry, and the presence of certain destabilizing government intrusions, pose continuing threats," he warned. "The networks for example, have an ever increasing

incentive to seek to choke off your access to the popular off-network program product which has been the foundation of your competitive success. This means that the syndication and financial interest rules are more important today than they have ever been."

On issues like syndex and must carry, Padden, like Edwards, indicated INTV still has troubles with cable. "I have the highest regard for the integrity and competence of the leadership of the cable industry," said Padden. But, he added, "there is no escaping the fact that it was a group of major cable MSO's—not INTV—who succeeded in overturning the congressionally sanctioned compromise must-carry package."

He pledged that INTV would not "rest until consumers are assured of effective and meaningful access to your program offerings—and we're not talking about A/B switches."

In closing his remarks, Padden emphasized the need for independents not to lose sight of the public trustee concept of broadcasting. "If and when otherwise desirable deregulation appears to undermine your special public interest status, you should carefully weigh the likely costs and likely benefits before deciding on a position. Given the battles which lie ahead, we simply cannot afford the luxury of one-issue politics."

Encouraging words (and a few discouraging ones) on the business outlook for independents

The business of independent television was the focus of INTV's opening session.

Financial consultant Paul Kagan, president of Paul Kagan Associates, predicted 1988 would be a better year for independent television than 1987.

"There are fewer stations selling spots...more conservative shopping for program inventory...stable to rising audience shares...a rising TV advertising market in general...and some price inflation," he said. "That's a prescription for a cure, not an illness."

Kagan said the bankruptcies of late 1986 actually strengthened the independent business by reducing competition for the market leaders. "You measure an industry by the strength of its leaders, not by the weakness of its fringe players," Kagan said.

He added that "kicking the habit of over-buying programming" was the most significant thing that happened to the independents in the past year. Weekly programming hours purchased fell for the first time in memory,

he added.

He also noted that the independent TV audience share has been remarkably stable "probably because viewers of the leading indie stations cannot kick their habit of watching certain channels and programs."

Kagan also said that the encroachment from new cable TV networks has been entirely at the expense of the broadcast networks. Noting that problems for independents in the past two years focused on overspending on programming and promotion to fend off competition from new indies, old networks and cable TV, he still predicted that independent revenue would grow at an annual rate of 9.3%, putting the industry over the \$6-billion level by 1996, up from about \$2.6 billion now.

Looking ahead, Kagan said that while the independents may not burn down their competition, the industry "is well insulated to withstand the firestorms generated by the competition. If general economic conditions falter, so will many TV stations...of all types. But if independent station business drops, it will likely be because many businesses drop, not because people aren't watching as much, or because indie time is less valuable," Kagan said.

If Kagan lent some optimism to the industry's outlook, Fred Seegal, director, media group, Shearson Lehman Brothers, felt differently. "I can't be terribly optimistic...that there is going to be much support from Wall Street over the next two years.

Seegal said that last year's Oct. 19 Wall Street crash did not affect the evaluation of independent stations because the markdown evaluation in the private and public marketplace had taken place well before the crash. "It will take a long time before the financial community recognizes properly the turnaround that is likely to take place in independent stations," he said.

According to Seegal, one of the major problems is the "tremendous inconsistency in the way various companies report their cash flow."

Such inconsistency, he said, has made it difficult for many people to evaluate the true cash flow for independent stations. "It's clearly a lot easier to make that judgment for network affiliate stations," he said.

"I don't see an awful lot of people with new sources of capital coming into the independent television industry," he said. "The cable industry particularly has benefited from a number of new financial sources."

His advice to the independents was to focus on accruing profit, managing expenses and not counting on any support



L to r: Kagan, Maltz, Thurston, Seegal, Freschi

from the financial community.

Milton Maltz, chairman and chief executive officer, Malrite Communications Group, said the fact that there are about 60 independent stations on the market reflects a lack of management. "Some of us have forgotten what it is to manage assets," he said, adding that management involves not only the plant and facilities, but people, programming and financial resources.

Some independent stations today, he said, have lost sight of cash management. "Some operators are living in a false world of security by looking at the amortization of film product and syndication product and didn't really get a handle and reconcile the differences between the cash expenditures and the amortization." To be on top of the situation, Maltz said independent stations must have access to quick, fast and current financial information.

Barry Thurston, president, syndication, Columbia Pictures Television, noted that only one of the top 30 markets has not been touched by a bankruptcy, leveraged buyout or the sale of at least one television station. Out of the top 30 markets, 10 had chapter 11 independent television stations.

Programers and distributors have also had to deal with other issues, including the availability of more off-network hours coinciding with a decline in their usage, the demise of the checkerboard and the difficulty of the first-run business. "The good news is that there are a lot of first-run programs out there that have been on the air for a number of years and are working very well."

Despite these problems, a soft advertising market and the fact that independents have a lot of programming on hand, Thurston believes that 1987 was a good year for distributors. "You're seeing an expanding marketplace," he said, with distribution companies turning to affiliates and cable.

Thurston said the last few years have seen a deal-driven business. "Everybody had a program idea and thought they could just go out and produce it and put it on the air and that it would work," he said, adding that "I think what we are going to find now is that the business will get back to what it has always been, and that is product driven. The good programs will always survive."

Looking back, Sandy Freschi, vice president, marketing and business development, Frazier, Gross & Kadlec, said that many new owners took on enormous debt in the purchase price of stations and were simply unable to make the payments.

She said that one key factor in many bankruptcies was the exorbitant cost of programming. Freschi said that the program amortization expense created a "tremendous financial burden for stations, some of which were not able to stay afloat."

On the revenue side, she said some stations lacked management, specifically sales management. Avoiding future bankruptcies, Freschi said, will depend on the marketplace. "You have to have sufficient revenue base in the marketplace to support additional television stations." The rule of thumb, she said, is \$30 million for one station and \$50 million-\$60 million for two stations.

Patrick warns broadcasters of dangers in relying on government to solve problems, especially must carry

FCC Chairman Dennis Patrick took his text from "Marketplace 101" last week in advising the Association of Independent Television Stations to rely on its own competitive abilities and avoid governmental quick fixes for its problems.

In a speech entitled "This Elephant Don't Dance" the chairman likened the government to a pachyderm that is "big, clumsy and not too bright. If you're patient and offer the right incentives you can get it to do generally what you want. The problem is that once you get the beast headed in one direction, it's hard to get it to turn. If you know the direction you want the beast headed in most of the time, it's far better not to try to get cute and see if you can get it to pirouette around a couple of glass ornaments that are in its way. Better to move the ornaments yourself or pay up your insurance."

The chairman's moral seems specifically directed toward the independents in their desire to win back some sort of must carry, a policy struck down most recently by the U.S. Court of Appeals. "Obtaining new must-carry protection in the near term is unlikely, no matter who tries to give it to you," he said. Patrick saw little chance of meeting the test imposed by the court and great danger in seeking a Congressional solution.

"Certainly, you could turn to Congress in your quest," he said. "But you know from previous experience that must carry will not come without cost. If you claim that you require this kind of protection in order to be competitive or that you 'deserve' must carry because you are special, you will not be able to control what 'specialness' means, or the regulatory restraints on your ability to compete with media not subject to the same constraints."

The Congressional approach could prove doubly damaging, Patrick said, in that it too, would have to pass constitutional muster in the courts. And, assuming broadcasters had paid dearly in the trade-off, "you would then have the worst of all worlds—increased regulation without must-carry protection" if the court found a Congressional solution unconstitutional.



Patrick

But if the chairman held out little solace on must carry, he positioned himself sympathetically on syndicated exclusivity and compulsory copyright. While noting that he would not prejudice the outcomes of the twin FCC inquiries on those subjects, he said that "a world in which cable can refuse to carry your signal while at the same time enjoying a right to carry any signal it pleases is, quite simply, intolerable. Adding insult to that injury, cable can import broadcast signals—including syndicated product you've purchased for market value—only cable pays a rate set by government."

Patrick did make room for some government intervention in the marketplace: specifically, to insure that "no single player be permitted to exercise market power in the program production, acquisition or distribution markets." And, he added: "No one thinks the government should take a hands-off approach to theft."

Nevertheless, he repeatedly returned to his theme of self-reliance. "If you want to live in a world in which you're free to figure out how to make things better, how to make people happier and free to go ahead and do it without asking Big Brother 'May I?,' you've got to start with a bias in favor of less government control."

Chairman Patrick enumerated a number of changes in the marketplace as demonstrating that independents have shown they can compete, beginning with the expansion of over-the-air television outlets from 881 in 1970 to more than 1,200 today. With cable in more than 50% of all homes and satellite relay of signals available to another 1.7 million homes, the average viewer now has a choice of more than 22 signals, up from only three or four 15 years ago.

As for the competition among the three networks: "It's not that the networks didn't worry about competition," Patrick said. "It's just that they tended to think of competition the way that Pepsi and Coke do for colas—for them, competition was a family feud." Those networks have been "triple-teamed," he said, by independents, cable and satellites with their lives complicated further by VCR's. As a result, the three networks' share of prime time viewing has fallen by one fifth over the last decade, the chairman noted.

Patrick suggested that independents concentrate on such questions as program availability and cost—"finding new avenues for development of good product, not to finding regulatory answers to business problems. You didn't get where you are by having regulators in Washington protect you against the facts of hard, competitive business life," he said. "If you think that is what has been critical to getting to where you are today, you're giving regulators too much credit and yourselves too little."

□

Chairman Patrick delivered a similar message to the Academy of Television Arts and Sciences 24 hours earlier. To an audience that included many of the top executives of the production community, he declared: "With a multiplicity of pipelines into the home, we stand on the threshold of a world

in which programing may well be king."

On the other hand, the chairman warned: "Not so fast." First, "you must discern the broad outlines, at least, of the industry structure likely to emerge from the rapidly changing marketplace. And then you must choose the general principles by which you propose to compete within that new world."

The good news, according to Patrick, is that the "really big winners from growth and competition in the TV industry will be those who promote and create programs," as opposed to those who operate the distribution facilities. The bad news, the chairman said, is that least-common-denominator programing won't work as it did, and that, moreover, the narrowcast options "raise the level of interest it takes to attract the marginal view to a standard broadcast show. But that

"A world in which cable can refuse to carry your signal while at the same time enjoying a right to carry any signal it pleases is, quite simply, intolerable."

doesn't make the general viewer more attractive to the advertisers."

And the evolution hasn't stopped, the chairman noted. The picture will only get more complicated as existing technologies

continue to expand and such new media as direct broadcast satellites and mega-capacity fiber threaten to join the ranks of viable video options.

Patrick offered these principles for his audience's consideration: (1) maintain a healthy sense of skepticism about the utility of federal government regulation; (2) identify the basic ground rules necessary to insure that you will enjoy a fair opportunity to compete in this new world, and be consistent and vigorous in defense of those rules (among them, intellectual property rights and freedom of contract), and (3) question old assumptions in light of the myriad market changes to date. (Patrick reminded his Hollywood audience of the lack of enthusiasm with which the production community first welcomed television itself.)



Luncheoners. First row, l to r: Jack Valenti, Motion Picture Association of America; Rupert Murdoch, 20th Century Fox; Robert Daly, Warner Bros. Inc.; Doug Duitsman, ATAS president and Warner Bros. Television; FCC Chairman Dennis Patrick; Charles Fries, Fries Distribution Co.; Sid Sheinberg, MCA; Barry Diller, Fox Broadcasting; Merv Adelson, Lorimar Telepictures; Michael Eisner, Disney; Edward O. Fritts, National Associ-

ation of Broadcasters, and FCC Commissioner James H. Quello.

Second row, l to r: Michael Garin, Lorimar Telepictures; Tom Herwitz, Fox Television Stations; Ward L. Quaal, Ward L. Quaal Co.; Lucie Salhany, Paramount; Derk Zimmerman, Fox Television Stations; Larry Grossman, NBC; Mel Harris, Paramount; Richard Frank, Disney; Cynthia Wick, 20th Century Fox, and David Salzman, Lorimar Telepictures.

Independents and cable industry square off on must carry

Tensions between independents and the cable TV industry flared Thursday with the mention of two words: must carry.

USA Network President Kay Koplovitz, saying that cable had to scrap in an unequal playing field, told independent stations: "You don't have a birthright to be on a channel."

"Welcome to the competition," she said. Koplovitz also said that "cable operators would like to see some of the cable networks succeed as well as the stations."

Koplovitz was one of the panelists at a convention session entitled "The Grand Inquisition" in which three government officials quizzed five representatives of the broadcasting, production, cable and satellite program service industries.

John P. Cole, of Washington-based Cole, Raywid & Braverman, agreed with Koplovitz, and termed that "birthright" illusive. Said Cole: "You've been conditioned to accept it but you've been misled."

Cole told the independents to follow USA Network's approach. "Make your programing attractive; make it desirable and the

cable operators will be beating down your door to carry your programing."

Cole also said that the recent appeals court ruling that overturned the FCC must-carry rules was inevitable: "It was a case that would have been very difficult to lose."

FCC Commissioner James H. Quello, one of the questioners (and a staunch proponent of must carry who disagreed with the A/B switch portion of the FCC rule), challenged Cole on the court ruling. "As a former broadcaster, I don't agree with the decision," Quello said, adding that he considered the FCC rationale "flawed, but sincere. I didn't agree with it from the start. I'm still disagreeing with it. Had they taken my rationale, you would have had a little closer fight."

John Siegel, president, KBHK-TV San Francisco, urged broadcasters to consider challenging on anticompetitive grounds those cable operators who indiscriminantly take stations off their systems. "Those theories have never been used by broadcasters and they should start to look at them," he said.

Siegel maintained that a cable company that takes a broadcaster off its cable system and then puts on a channel for which it sells

advertising time and derives revenue, is acting with anticompetitive incentive and motive. "Broadcasters cannot just sit back and accept noncarriage," he said, saying that there are limits on First Amendment rights. "And one of those limits is anticompetitive behavior," he said.

Gerry Lenfest, president, The Lenfest Group, with cable systems in Philadelphia and San Francisco, said fears of broadcasters over must carry are more imaginary than real because cable operators realize that such changes are disruptive to viewers.

He urged the NAB, NCTA and INTV to develop guidelines for cable systems, and suggested that cable systems and local broadcasters work more closely.

Dick Robertson, office of the president, Lorimar Telepictures, got a round of applause when he turned to another sensitive subject and said that "it's high time that syndex gets passed." Asked Robertson: "Where is cable's birthright to take the signal that we give to broadcast clients?"

But Cole minced few words about what he thinks will happen. "Syndex," he said, "is d-e-a-d."

Lenfest said reimposition of syndex could work against independents because it will

force cable companies to develop even more of their own programming.

Lenfest suggested that the industries try to work together, and he sought to dispell fears among independents that cable systems would change their channel assignments or eliminate established broadcast stations from cable systems: "I don't think you should put out a fire until there is a fire."

As for issues like syndex, he told the independents that "being a [Jack] Valenti [president of the Motion Picture Association of America] clone is not in your best interest."



L to r: Felker, Sikes, Quello, Fritts

Suppliers say they face tough couple of years ahead

Program syndicators at last week's INTV convention said they believe prices for their products have peaked. Nevertheless, the soft independent program marketplace is likely to continue as stations amortize the costs of previously purchased products over the next several years.

Syndicators seemed reasonably satisfied with the traffic at their suites, located on three floors of the Century Plaza hotel in Los Angeles. But they also reported coming to the show with low expectations, as the soft marketplace that began in earnest last year continues. And those expectations appeared to be fulfilled.

As a group, independent stations have been paying the steepest program prices in television history in recent years. Those costs, coupled in many cases with heavy debt loads for station acquisitions, have depleted the cash reserves of independents. The money needed to invest in new programming simply is not there, station executives and syndicators both reported last week.

According to Charles Edwards, INTV chairman and executive vice president and general manager, KTVT(TV) Fort Worth, stations will continue to amortize the costs of pricy programs bought two years ago or longer, over the next two years before they are able to afford much that is new from distributors.

"It is up to the stations to try to help [the program suppliers] survive," said Edwards last week. "We have to help them see the world as it is today," he said, adding that programers must realize stations cannot continue to pay huge increases for product that suppliers were getting a few years ago. "Those days are over," he said.

Syndicators, acutely aware of the fact that many independent stations simply do not have the money to buy new programs, are

Alfred Sikes, assistant secretary of telecommunications and information at the Department of Commerce and head of the National Telecommunications and Information Administration, asked the panelists to assess the value of cable, independents, network affiliates and movie theaters in today's marketplace. They rated cable highest, followed by network affiliates and theaters, and then independents.

As for issues that could lead to creating a more level playing field, the panels all gave high ratings to the controversial financial interest and syndication rules, but had vary-



L to r: Cole, Lenfest, Koplovitz, Robertson, Siegel

adopting new marketing strategies. Price "stability" is the phrase some suppliers are now using to indicate their efforts to keep program prices flat and to suggest they are sensitive to complaints from stations that prices are too high.

Some suppliers are also selling programs more aggressively to network affiliates to fill the void left by independents.

Among those is Columbia Pictures Television (CPT). "We are broadening our base," said Barry Thurston, CPT president, domestic syndication. "Affiliates have taken a major step into the independent [program] business," he said, noting that about 75% of the stations acquiring CPT's *Who's the Boss?* are affiliates, while more than 90% of the stations picking up *The Cosby Show* from Viacom are affiliates.

Thurston added that he expects that affiliates will continue to acquire off-network comedies coming down the pipeline, including the next two that CPT will offer: *227* and *Designing Women*.

Thurston insisted that CPT had not "forsaken" independents with its efforts to sell to affiliates. Independents, he said, are "still the lifeblood of syndicators." But when independents reach saturation point, in a programming sense, said Thurston, "We will look to affiliates and cable networks. . . We have to recognize we have pressures on us to maximize revenues at the same time independents say they don't have money" to spend on new programs.

Thurston and other distribution executives said last week prices are now starting to come down for all but the hottest so-called "must-have" programs such as a *Cosby*.

According to Tony Brown, senior vice president, New World Television Syndication, stations will have a much better advertising sales year in 1988 than they had last year. "But we in distribution won't feel the effects until 1989. It's up to us to survive. You won't see the pricing levels that there

ing opinions on rating must carry, compulsory license, syndex and telco entry into cable.

Lex Felker, head of the FCC's Mass Media Bureau, who substituted for ailing FCC general counsel, Diane Killory, also found some differing opinions about an FCC examination of whether to reimpose the 35 mile territorial exclusivity.

While Siegel supported the right to negotiate without any limits on territorial exclusivity, Robertson defended the need for some kind of territorial limit. "It's just fair value for our product," he said.

were three and five years ago. They may never be achieved again."

Why? "Because station owners realize it's ok to be number two." Brown said that many independents will be free to build up new inventory by the end of 1989. "Thank goodness we have movie packages" to get through the lean years, he said. (New World introduced at INTV a new package of 18 recent releases which include films such as "Wanted Dead or Alive," "Death before Dishonor" and "Soul Man.")

Brown said New World was also aggressively marketing its one new off-network program, *Highway to Heaven* to affiliates to compensate for the lack of independent station buyers. He noted that affiliates in such markets as Minneapolis; Spokane, Wash.; Albuquerque, N.M., and Phoenix, Ariz., have picked up the program now cleared in about 25 markets.

Without question, said Brown, program syndication is currently a "buyers' market. They need us and we need them. But in 1988 we need them a little more."

Dick Cignarelli, executive vice president, MGM Television Distribution, cited further evidence of the current buyers' market. He said that stations were demanding and receiving more flexible and shorter length contract terms for weekly first-run shows.

Typically, he said, syndicators would require stations to commit to a full year's worth of episodes, running barter spots for the full term, even if they pulled the show early. Now, said Cignarelli, stations are frequently asking for the right to pull out of first-run programs after 26 weeks without the obligation to run future barter spots.

Barter programs may be one syndicated form that makes sizeable gains next year, according to Larry Gebhardt, an analyst with Paul Kagan Associates. Gebhardt said that the national spot market should benefit from spill-over demand for Olympics and election-year advertisers this year, and may climb 14% or 15%. □

Court tells cable to up copyright ante

District court is reversed and Copyright Office upheld in interpretation of 'gross receipts' as fees for all services

The motion picture industry last week won a significant victory in its ongoing battle with cable television interests over the amount of copyright fees cable systems pay for the programming they carry. A three-judge panel of the U.S. Court of Appeals in Washington held that the Copyright Office had been correct—and a U.S. district court in error—in interpreting the term "gross receipts" as used in the 1976 Copyright Act. The decision, say cable industry sources, could mean a doubling of the \$60 million cable systems paid in 1986 into the royalty pool administered by the Copyright Office.

The reaction of spokesmen for the two industries reflect their antagonism over the issue. James Mooney, president of the National Cable Television Association, said the decision "will cause cable copyright fees to increase by 100% and that can't help but put upward pressure on subscriber rates. Hollywood's victory is really at the expense of the consumer." Jack Valenti, president of the Motion Picture Association of America, called that statement "fatuous, laughable and terribly wrong." He quoted a report saying that subscriber fees had risen 22.3% "in the face of decreased copyright royalty fees, huge discounts gouged out of programmers and tremendous cash flow increases in cable systems." The fee restoration ordered by the court, Valenti added, "represents less than one half of one percent of [cable's] total revenues." Those revenues in 1986 totaled \$10.4 billion.

However, Valenti's expression of satisfaction with the appeals court decision—"It's a good feeling to know that reasonable regulations of the Copyright Office have been confirmed"—may be premature. Mooney said the NCTA board will decide at its meeting on Jan. 25 whether to take an appeal to the Supreme Court. The MPAA and its eight member production companies were defendants in the suit.

The case grows out of complaints of Cablevision Systems Development Co. and the NCTA regarding the Copyright Office's determination that the term "gross receipts," as used in the Copyright Act, includes fees for all services, including nonbroadcast, if they are provided on a tier with broadcast signals. The interpretation is crucial because the cable systems' fees are based on a percentage of "gross receipts from subscribers...for the basic service of providing secondary transmissions of primary broadcast transmitters."

The district court in August 1986 rejected the Copyright Office's interpretation as inconsistent with congressional intent. The court, endorsing NCTA's position, directed the Copyright Office to limit its definition of the term to revenues received for the retransmission of local and distant broadcast sig-

nals, regardless of the tier of service involved (BROADCASTING, Aug. 4, 1986).

But NCTA's position, said the appeals court panel, in the opinion written by Judge Laurence H. Silberman, "would allow cable companies to assign monetary values to nonbroadcast programming that is combined with broadcast programming in a mixed tier and to exclude those amounts from gross receipts." That approach, he said, "reads 'basic service' out of the statute." And by "emphasizing only the delivery of discrete stations," he added, "this reading ignores the clear implication of the phrase 'basic service' that cable services are typically provided in packages."

The panel, on which Judges Spottswood Robinson III and Ruth B. Ginsburg sat with Silberman, also rejected the interpretation put forward by Cablevision, one contrary to NCTA's view. Cablevision said "'basic service' is a well-defined term of art meaning the first or lowest tier." But a necessary consequence of that interpretation, said Silberman, is that all the language that follows is "superfluous." Indeed, he wrote, since Cablevision would include in "basic service" anything the systems choose, the phrase "of providing secondary transmissions of primary broadcast transmitters" "could actually contradict 'basic service,' even though it would seem to serve the purpose of explaining that term."

"The Copyright Office's regulation is thus the interpretation before us that best accords for the statutory language," said Silberman. At another point, looking at the regulation more positively, he said that "including all revenues from any separately priced tier that contains one or more broadcast stations is a convenient, indeed perhaps the only reasonable, way of computing gross receipts that ensures a revenue base large enough to perform the function Congress intended—reimbursing copyright owners."

Silberman also said "the reasonableness of the regulation" is supported by the ability it affords cable systems "to control their own destiny." He said a company could "segregate all its secondary transmissions into a single tier and thus avoid including in gross receipts any revenues from cable-originated programming."

Besides reversing the lower court on the "gross receipts" issue, the appeals court reversed and sent back to the district court its dismissal of the motion picture companies' counterclaims for copyright infringement against Cablevision. Silberman said the appeals court was unsure of the basis for the dismissal and was unwilling to consider the issue of liability without a full record.

An NCTA spokesperson said estimating with precision the effect of the decision on the royalty payments cable systems would make was difficult. She said that payments had dropped from \$100 million to \$60 million following the district court's decision 18 months ago. But she also noted that cable

revenues had increased and that nonbroadcast tiers had been collapsed into broadcast tiers following rate deregulation in January 1987. Both of those developments, she said, would boost royalty payments. So the total to be paid, she said, would probably be "more than \$100 million." Other sources estimate the total will be about \$120 million.

Still, the appeals court decision is not likely to shake the foundations of the cable industry. The Copyright Office is expected to order cable systems to pay the higher rates now validated by the appeals court retroactively to the time of the district court decision. But most cable systems have been setting aside funds in escrow accounts against such a possibility. "We had expected that this case would not prevail," said Robert Clasen, president of Comcast Cable. "We're fully accrued for whatever our obligation is."

And, despite Mooney's assertion that the decision would put "upward pressure on subscriber rates," it was not clear last week such would be the case. Robert S. Lemle, general counsel of Cablevision, said the company had no immediate plans to increase rates—although he noted that remained an option. Clasen said Comcast would not increase rates. Sam Attolico, general manager of Post-Newsweek's Sioux City, Iowa, system, said the company "would take the hit" and not pass it along to subscribers.

But the appeals court decision will not go unnoticed. Attolico said the 18,000-subscriber systems's payments will jump from between \$10,000 and \$12,000 a year to between \$20,000 and \$30,000. And he said the higher rates would put out of reach the two signals the system had hoped to add. Attolico, for one, believes, or hopes, the decision will be appealed.

The decision leaves open the possibility that operators could retier systems and place the broadcast signals on a single tier. That would reduce the overall revenue figure on which the copyright payments are made. But since deregulation, most operators have been combining tiers and simplifying their program lineups. Cable operators have spent the last two years educating subscribers on the tier and channel realignments on their systems and it is unlikely they would undertake further, sometimes confusing changes, in order to lower copyright payments. Comcast's Clasen and Cablevision's Lemle said neither company planned any tier realignment in order to reduce payments.

In theory, however, with the FCC's must-carry rules overturned by the courts a second time, higher payments for distant signals and the possible reinstatement of syndicated exclusivity, operators may review the distant broadcasts signals they carry. "I don't know what our plans would be," said Lemle, about dropping signals, but "it is certainly a possibility." □

Fox, affiliates look for answers in L.A.

FBC executives tell affiliates of \$40 million prime time programing revamp; cancel 'Wilton North Report'; Planned expansion into 10 p.m. time slot draws criticism, some promises of preemptions from stations protective of local news

Jamie Kellner, president of Fox Broadcasting Co., wanted to start his speech to more than 100 affiliates with a joke. But looking around the room, he could see that no one at the second annual FBC affiliates meeting was much in the mood for laughter.

The affiliate body, which met last Tuesday (Jan. 5) at the Century Plaza hotel in Los Angeles, was concerned that the incipient network had failed to make a dent over the past few months with its new Saturday night lineup. And FBC's latest late night endeavor, a four-week-old hybrid known as *The Wilton North Report*, was both a critical and ratings disaster. Pre-emptions were the talk of the breakfast meeting; Kellner and other Fox executives there, including studio owner Rupert Murdoch and Chairman Barry Diller, knew that straight talk was the order of the day.

Kellner outlined the problems, and then Garth Ancier, FBC's president of programming, discussed the proposed remedy: the investment of more than \$40 million (\$24 million for Saturday alone) on prime time programming improvements, including the addition of the critically acclaimed *It's Garry Shandling's Show* to the schedule at 9 p.m. on Sunday, March 6; a spinoff of *21 Jump Street*; and a *Charlie's Angels* remake titled *Angels '88* from Aaron Spelling.

FBC executives decided the Shandling show, which will continue to appear on Showtime first for an exclusive 30-day window, would be the ideal vehicle for Fox to expand to three hours of prime time programming on Sundays. *The Tracey Ullman Show* would be pushed to 10 p.m., with a second half-hour series in development slated to begin this fall or in January 1989.

Fox programmers hope to counter the movies on the three networks at 9 p.m. Sundays, although NBC Entertainment President Brandon Tartikoff has expressed a desire eventually to launch series programming in the time period because of the success of *Family Ties* at 8 p.m.

Later in the day, in an acrimonious closed-door session during which several affiliates hurled insults at FBC programming chief Garth Ancier, Fox cancelled *Wilton North*, effective Jan. 8. It will be replaced with reruns beginning tonight (Jan. 11) of its predecessor in the time slot, *The Late Show*, with Arsenio Hall. *Wilton North* had garnered less than a one rating since it debuted after a two-week delay in December, faring even worse than its low rated predecessor.

In a meeting a day earlier, the affiliate board of governors had voted to recommend to the general affiliate body that *Wilton North* be cancelled. Affiliate board chairman Tim McDonald, president and chief



Kellner



Ancier



Diller

executive officer of the TVX Broadcast Group, called the program "terrible television." When asked his recommendation, McDonald said, "Let's take it off the air."

McDonald stressed, however, that affiliates definitely want a late night program. He said Fox has proved that late night is viable, adding, "I made money with *The Late Show*" both during Joan Rivers time and later with Hall."

The future of producer Barry Sand, whom Fox hired away from NBC's *Late Night with David Letterman* last summer to revamp the program, remained unclear late last week. FBC officials would only say matters remained to be worked out, although some affiliate members speculated that Sand, who reportedly has a three-year contract with Fox, would produce another late night program for FBC with Hall likely to serve as host.

Although some affiliates viewed the Fox moves as positive steps, others had their doubts. KPTV(TV) Portland, Ore., one of two Chris-Craft-owned affiliates of Fox that are negotiating new contracts, is considering dropping its affiliation with the programming service entirely, according to Martin Brantley, general manager.

The threat of defections from Fox was addressed by Kellner, who urged stations, especially the weaker UHF's, to consider affiliation as insurance against being dropped from a cable system under the lapsed must-carry rules.

Most of the dissension, however, involves Fox's plan to cut into the 10 p.m. hour, when about 20% of the 123 Fox affiliates in major markets run local news.

Commenting on the possible expansion of prime time programming on Sundays, Jim Boaz, vice president and general manager of TVX station WTAF-TV Philadelphia, said any attempt by Fox to preempt the news will be rejected out-of-hand by the affiliates. "We will fight, fight, fight, and then we'll preempt," he said. "We have established that franchise."

McDonald stressed that the news is effective counter programming and said Fox should not interfere with it. He called the FBC move "myopic at best."

The opposition over an expansion of programming into news periods has raised con-

cern about FBC's chances of becoming a true fourth network, with three prime time hours to fill each night. Many of the same stations that are complaining also have news at 10 p.m. weeknights.

Diller acknowledged that Fox is likely to encounter preemptions "for a period of time," but he insisted that will change if the entertainment fare delivers sizeable ratings. "It's going to work, those places will conform," he said. "It's an evolutionary process (that is) going to take time."

Despite the problems Fox has experienced on Saturday nights—and less than universal enthusiasm over the prospects for the new programs designed for that night—McDonald said the affiliate board passed another resolution ensuring the board will do everything in its power to persuade affiliates to hang tough in the daypart. "It's one of my contributions to the investment of Fox but news is different," he said.

Prior to the affiliate meeting, eight stations threatened to boycott the Saturday night lineup. One affiliate, WOFL(TV) Orlando, Fla., was the only station to boycott the daypart so far. But WAYK(TV) Orlando has expressed an interest in taking over the Fox lineup, with the short-spaced station hoping to merge with another short-spaced station and cover the market with two signals.

Ancier, along with other Fox officials called Saturday a "disappointing" night. The programs, he said, "simply are not good enough." Fox needs to differentiate itself from the other networks to succeed, he said.

The new Saturday schedule moves *Boy, Will Be Boys* (formerly *Second Chance*) from 9:30 p.m. to 8 p.m. on Jan. 16; with a revised version of *Women in Prison* at 8:30 and a run of 13 new hour episodes of *The Dirty Dozen* at 9 p.m. beginning in April.

Angels '88 will be ready for fall, where it can be used as a backup program for Saturdays or anchor a new night of programming Ancier said. FBC officials have said they delayed their ambitious plans for launching a third night of prime time programming until they can shore up Saturdays.

The new Sunday schedule will include *21 Jump Street* at 7 p.m.; *Werewolf*, 8 p.m.; *Married with Children*, 8:30 p.m.; *Shandling*, 9 p.m.; *Duet*, 9:30 p.m. and *Ullman* at 10 p.m. □

Hollings, Kennedy stir up hornet's nest over crossownership

Inclusion in bill of prohibition against waiver that would force Murdoch to sell stations or papers in New York and Boston has media, other congressmen up in arms

By quietly inserting a few sentences into a massive spending bill just prior to its passage, Senators Ernest Hollings (D-S.C.) and Ted Kennedy (D-Mass.) precluded Rupert Murdoch (or anyone else) from acquiring permanent ownership of a television station and newspaper in the same market.

But the senators are now having to cope with efforts to knock the sentences out as well as with protests from fellow lawmakers, major newspapers and supporters of Murdoch's *New York Post* and *Boston Herald*—the two papers directly and immediately affected by the measure.

Upset by Hollings' and Kennedy's tactics in winning passage of the measure preventing the FCC from loosening its 12-year-old television-newspaper crossownership restrictions (BROADCASTING, Dec. 28, 1987) and fearing it may lead to the closing of Murdoch's financially troubled *Post*, New York Senators Daniel Patrick Moynihan (D) and Alfonse D'Amato (R) vowed last week to seek new legislation to strike down the Hollings-Kennedy initiative as soon as Congress reconvenes. D'Amato said he would attach a countermeasure to the first "appropriate" piece of legislation that moves.

At a "public hearing" in New York last week arranged by Moynihan to air the crossownership issue, Moynihan said he would do what he could on Capitol Hill to restore the FCC power to grant waivers to the crossownership ban. But he later told reporters that a quick legislative fix is a long shot. "If one person in the Senate really does not want this to be repealed, it will not be repealed," he said.

In the wake of Hollings-Kennedy, Murdoch's News America Corp., which holds the affected papers, is gearing up to win crossownership waivers it needs to hang on to stations and newspapers in Boston and New York. Lawrence Kessler, vice president, general counsel, News America, said last Friday it will ask the FCC for the waivers. If the FCC rejects the request because of Hollings-Kennedy, he said, News America will go to court seeking to overturn Hollings-Kennedy on constitutional grounds and asking for a stay of the measure while the suit is pending.

Appearing on CNN's *Crossfire* last Thursday, Murdoch agreed with co-host Buchanan that the Hollings-Kennedy effort could backfire, that because of the outcry he might have a better shot at getting additional waivers. "We hope so very much and we certainly are going to try to move in that way," he said. "We will now be applying to the FCC, we will be going through the courts, and we will, of course, be supporting the legislation efforts to return, to overturn the...Kennedy-Hollings amendment."

New York Mayor Ed Koch, who is a favorite of the *New York Post*, joined the

Herald and *Post* in leading the verbal assault against Hollings and Kennedy. At Moynihan's hearing, he said: "The Kennedy-Hollings bill has defamed our legislative process and undermined our freedom of the press.... The overriding issue is not whether you like the *Post* and *Boston Herald*. The issue is whether or not we are going to stand by and allow our freedom of the press to be abridged and abrogated by veiled manipulations in the back rooms of Congress."

Much of the political rhetoric was echoed on the editorial pages of such newspapers as *The Washington Post*, *The New York Times*, *The Wall Street Journal* and Murdoch's *New York Post* and *Boston Herald*. Like Moynihan and D'Amato, *The Washington Post*, *Times* and *Journal* objected to Kennedy's and Hollings's tactics as much as anything.



Koch with reporters

Said the *Journal* on Jan. 2: "This furtive operation stinks to Ouagadougou of a tyrant's way of shutting down critical newspapers."

Hollings, at the suggestion of Kennedy, attached the anti-crossownership language to a catch-all spending bill late on Monday, Dec. 21, just before it was passed and sent to the White House for President Reagan's signature. The language prevents the FCC from taking any steps to modify or repeal its 12-year-old ban against the formation of any new television-newspaper crossownership situations or to grant waivers or extension of waivers to the ban.

For the most part, the Hollings-Kennedy measure is consistent with Hollings' past efforts. Indeed, he and Senate Communications Subcommittee Daniel Inouye (D-Hawaii) introduced codifying legislation last year, but it never got out of the subcommittee. What is new are the prohibitions against waivers and extension of waivers. As Kennedy and Hollings have now acknowledged, the extra language was aimed at forcing Murdoch to sell either the *Boston Herald* or WFX-TV Boston.

Under current waivers, Murdoch has until March 6 to sell either the *Post* or WNYW-TV New York and until June 30 to sell either the *Herald* or WFX-TV. WNYW-TV was included

in Murdoch's \$2.2-billion purchase of Metromedia in 1986. He bought WFX-TV from CBN for \$28 million, also in 1986.

As the critics suggested, the insertion of the language into the spending bill was done with the knowledge of only a handful of key members of the Senate and House appropriation committees. Moynihan and D'Amato were not among them.

At an open forum in Lexington, Mass., last Tuesday, Kennedy acknowledged that he had the language inserted into the bill quietly so that Murdoch would not have a chance "to block the legislation with a filibuster." Hollings told the *Times* the New York Senators were left in the dark because the measure only affected Murdoch's Boston crossownership situation.

Kennedy, at the Lexington forum, and Hollings, in the *Times* story, also acknowledged that Murdoch was the target of the measure. Kennedy said a front-page editorial in the *Herald* condemning his action missed the "fundamental question—whether the owner of the *Herald* is entitled to be the only newspaper publisher in America who can buy a television station and obtain an exemption to keep his newspaper under the antitrust laws."

The *Herald's* complaint "about us slipping a last-minute amendment through Congress" is only half the story, Kennedy said. "Rupert Murdoch was doing something very similar at the FCC—his lawyers have been hard at work using his own very special influence to get an exemption he doesn't deserve, so he can keep both his newspapers and his broadcasting stations in Boston and New York. And he might well have got his way—if Senator Hollings and I hadn't done something about it."

During his *Crossfire* interview, Murdoch denied that he was seeking an extension of a waiver or a permanent waiver. "Legal and political advice in Washington was that we were going to get no joy from the FCC at all...that they were not going to lift a finger to help me or anybody else or do anything further."

Murdoch also told his *Crossfire* hosts that he would not sell the profitable *Herald*. If he had to, he said, he would sell the Boston television station "for about what we paid for it.... "We're keeping the *Boston Herald* in spite of Senator Kennedy."

Because WNYW-TV New York is a key affiliate of Murdoch's fledgling Fox Television Network, Murdoch said he plans to sell the *New York Post* instead of the station. Murdoch stopped short of agreeing with Buchanan's suggestion that if the FCC forced Murdoch to sell the station, he would be forced to close the paper because it is losing money [more than \$1 million a month by most estimates] and "nobody is going to buy a losing proposition. I'm not optimistic it can be sold, and, of course, this whole process has greatly damaged the *Post* and our ability to sell it," Murdoch said. "But I'm not going to say it's going to close. I'm trying very hard today to sell the *Post* and to comply." □



THE SUNBELT'S NEWEST VHF STATION HAS BLAIR TELEVISION SELLING ITS SUNSHINE NATIONWIDE.

On January 11, 1988, Sunbelt viewers in the fast-growing Yuma, Arizona/El Centro, California market found the one to watch: their brand new ABC affiliate, Channel 11-KYMA, "The Sunshine Station." Buy some of their sunshine. Call Blair.

BLAIR. ONLY BLAIR
TELEVISION 

**“I see where I’m the #1 continuing
first-run comedy. I ought to
be top banana considering the
bunch I live with.”**





Mama's place among syndication's top first-run comedies is secure. She was the front runner throughout the entire '86-'87 season. Sweep to sweep. Show to show. And she was the only comedy to finish in syndication's Top 10.

In addition, Mama was the only first-run comedy to break a 7.0 national rating. Not once, but twice. And this year her fruitful reign at the top of first-run comedy continues.

Now there are 110 half-hours available for stripping starting spring '89. With that kind of exposure, you'll get numbers no one can monkey with. So put her on and watch her take off.

SOURCE: NSS/SON (GAA RATING)

MAMA'S FAMILY

A JOE HAMILTON PRODUCTION

Watch Her Take Off!

HDTV production standard approved

FCC committee holds inaugural meeting; discusses funding, personnel and voting procedures

There was progress toward future high-definition television production and transmission in Washington last week. The long-awaited results of a vote by the Advanced Television Systems Committee on the proposed 1,125-line, 60-hertz HDTV production system were released with the standard being approved by a vote of 26 for, 11 against and eight abstaining. Meanwhile, the steering committee of the FCC's advanced television (ATV) advisory committee met for the first time to work out organizational details and clear the way for the three ATV subcommittees to begin work on technical reports to the commission.

The newly approved ATSC production standard sets the specifications for HDTV video equipment, including the scanning parameters of 1,125 lines, 60 hertz field rate and 16:9 aspect ratio, based on the system developed by Japan's NHK. It was documented by the Society of Motion Picture and Television Engineers at the request of ATSC and others and is identical to a document approved last summer by ATSC's Japanese counterpart, the Broadcasting Technology Association.

The standard will now be submitted to the American National Standards Institute. Since 1985 it has been the basis for the U.S. State Department's position before the Consultative Committee on International Radio, the organization presently considering a worldwide production standard.

ATSC Chairman E. William Henry had extended the deadline for the mail-in balloting on the production standard vote by one week to accommodate the Association of Maximum Service Telecasters. AMST failed to gather a quorum at a meeting of its executive committee before the original Dec. 31 deadline, prompting Henry to move it to Jan. 6. With AMST's ballot received, all 45 companies polled responded.

ATSC last week had not yet decided whether to release the votes made by each organization. AMST and the National Association of Broadcasters, however, announced that they had voted against the new standard.

"I think there were two positive results from this vote," Henry said. "First it shows that there is widespread support for the 1,125/60 parameters as a *bona fide* HDTV production standard." And second, he said, companies worried that the new standard would not be friendly with the National Television Systems Committee standards now in use, have, by their no votes and abstentions, demonstrated that concern to foreign manufacturers. "That may also have a positive benefit," he said.

With the production standard work behind it, the ATSC's technology group on HDTV will now focus on transmission issues. "I really believe that we are perfectly free and unfettered now in our choice of a transmission system," Henry said. "This vote on the production standard does not in any way limit us."

The ATV steering committee "will not make the substantive decisions. That's for the advisory committee," said Richard Wiley, former FCC chairman and partner in the Washington law firm, Wiley, Rein & Fielding. Wiley, who chairs the overall ATV committee, said the steering committee will instead serve to coordinate the activities of the three ATV subcommittees which will send reports and recommendations to the "blue ribbon" advisory committee. Sitting with Wiley for the first meeting of the steering committee last Tuesday, Jan. 5, in the FCC meeting room were the chairmen and vice chairmen of the three subcommittees as well as FCC representatives including Mass Media Bureau Chief Alex Felker.

The meeting dealt solely with organizational details involving personnel, funding and voting procedures. In the future, Wiley said, the steering committee will address fewer organizational issues and deal more with the substantive issues of HDTV. Although a date was not set, he said that a meeting should be set for the end of this month to make decisions on questions raised at last Tuesday's meeting.

Reporting the progress of the planning subcommittee was its chairman, Joseph Flaherty, vice president and general manager, CBS operations and engineering, who said his group is "still in the organizational stage." He said it was slowed somewhat by schedule conflicts during the holiday season. The planning committee is responsible for developing the first set of recommendations to the blue ribbon committee which will send them to the FCC by May 17. That report will deal with possible actions the FCC should take to reserve spectrum for terrestrial broadcasters to air in HDTV.

The full planning committee met for the first time last month in Washington where the chairmen of the six working parties were announced (BROADCASTING, Dec. 14, 1987). At the steering committee meeting, Flaherty announced the dates for the first working party meetings which will be held throughout January. About 90 individuals had signed up to participate in the working groups by last week, with the group studying spectrum utilization and alternatives chaired by Dale Hatfield of Dale Hatfield & Associates, Boulder, Colo., having the highest total so far at 20. The next meeting of the planning committee is set for Jan. 26.

The Hatfield group was the only one of the six that had already met, Flaherty said.

AMST's Greg DePriest, who attended the Dec. 16 meeting, told the steering committee that among the matters discussed there was a proposal to invite representatives from the governments of Canada and Mexico to take part in the ATV process. DePriest serves as co-chairman of the planning subcommittee with the National Cable Television Association's Wendell Bailey.

Working party meetings, which are run more informally than subcommittee meetings, are not required to be announced in the *Federal Register*. Wiley said that anyone interested in attending them should contact the Mass Media Bureau's Bill Hassinger for time and place. Smaller task forces and other informal groups within the working parties will also operate on an informal basis.

Wiley stressed to the committee and the audience that there is still time for interested experts "to come, get involved and be active." Said Flaherty: "It's neither too early nor too late. . . we do need a broadly based group of experts." Organizations from the advertising industry and other sectors of the economy had contacted him in recent weeks, Wiley said, to complain they were unrepresented or underrepresented on the ATV committee. The best way for them to have an impact on "the decisions that are going to be made is to show up and participate in the working groups," Wiley said. Information on how to join a group, he said, could be obtained through Hassinger or the individual working party chairmen.

An idea proposed by Wiley to broaden the representation was to add another vice chairman to each working party. Among several names proposed for the positions include Bob Niles of ABC, consultant Jules Cohen and NBC's Merrill Weiss. "We have tended to stay away from proponents [of particular HDTV transmission systems, such as NBC] for titled positions," Wiley said, but indicated they would not necessarily be excluded. Weiss, managing director, systems engineering for NBC, New York, was proposed for the position of vice chairman of the implementation subcommittee's working party on transaction scenarios by implementation Chairman James J. Tietjen of the David Sarnoff Research Center.

Irwin Dorros of Bell Communications Research, chairman of the systems subcommittee, said his group "is a month or two behind the planning subcommittee by design since so much of their output is our input." He announced that the first meeting of the subcommittee would be Monday afternoon, Jan. 25, at the FCC meeting room. A second meeting is tentatively set for April 16 in Las Vegas, to coincide with the end of the National Association of Broadcasters convention there. Dorros also announced the chairmen of the four systems working

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s in a relationship. No game
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relationship, must be indepen-
e and dine. Preferably dark hair.

shing, inspirational partner, to be
Must be free days for research and
Atracurricular activities. SH4387

who is courageous, witty and
ly to SH6511

has a lot of
daytime

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Uninhibited TV Station Executive
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afternoon starting September, 1988.
Good figures a must. Guaranteed
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for female companion to occupy my
grandchildren and white beards.

energetic individual who needs a fun loving athletic, young
woman to keep up with me. Should enjoy all outdoor sports and wear
photo and reply to SH4933

Night owl man seeks blonde hair, blue
of his children. Sensitive, caring, ski
skiing. Reply SH4339

23 year old female seeks nonsmoker
pay rent and to respect each other
no heavy metal followers please

I'm a young, good looking male
with similar interests as well
ship desired, whatever feels
SH4789

Older woman, 40's desired
fun friendship. I'm 35, travel,
travel, sushi and foreign
apply. SH5522

A sensitive, attractive
white movies. Must
SH8766

Needed as soon as
romantic, love to
the mall. Dream
photo and

attractive



parties: Birney Dayton, the Grass Valley Group, technology analysis; Ben Crutchfield, NAB, evaluation and testing; Larry Thorpe, Sony Broadcast Products Co., economic assessment, and Robert Hopkins, ATSC, advanced television system standards.

The first meeting of the Tietjen's implementation subcommittee will be Feb. 11, also at the FCC. Chairing the two working parties will be consultant Charles Jackson, Shooshan & Jackson, policy and regulation, and Peter Bingham, Thomson Consumer Electronics, transaction scenarios. No working party meetings have been scheduled yet within the systems and implementation subcommittees.

Another issue addressed by the steering committee was whether to solicit operating funds from the participating companies. Felker submitted a list of five proposed guidelines which, he said, the commission would like to have included in any funding system adopted by the advisory committee. The most important of the five provisions, Felker said, was that "no one source contrib-

ute more than 15% of the total, private funds raised."

Among the reasons for funding discussed were: travel expenses for committee members (some of these expenses are not covered by the individuals' companies); expenses for testing commissioned by the advisory committee which might not be done by ATSC or other organizations, and provision of secretarial personnel beyond the help already being provided by the FCC. "I have no idea of how much money we actually need," Wiley said. He appointed a group of steering committee members to be headed by NCTA's Brenda Fox, vice chairman of the systems subcommittee, to "flesh out" Felker's proposed funding guidelines and determine what should be funded and how much will be needed.

The steering committee decided not to recommend to the blue ribbon committee a list of proposed voting guidelines provided by Felker. Along with eligibility criteria and a requirement that any proposition be passed by a two-thirds majority, the suggested procedures provided for individuals "to draft

minority viewpoints which will be attached to working party, subcommittee and committee reports." Felker reiterated the commission's preference, which he mentioned during the first meeting of the blue ribbon committee (BROADCASTING, Nov. 23, 1987), for consensus decisions to be reached by the committees. But voting could become necessary in some cases "to break potential logjams," he said.

Leading the opposition to voting was Dorros, said that since the ATV committee is an industry-backed advisory group and not an official standard-setting group, it is more important that it provide the FCC with the various views on HDTV than to come to specific conclusions. He proposed that the written reports to the commission reflect the dominant views of the advisory committee and subcommittees and provide for minority opinions to be included in the report, a suggestion quickly endorsed by many steering committee members. The group decided to table the voting procedures and consider them again later if voting ever appears necessary. □

New producer for Jennings news

Paul Friedman replaces William Lord, who reportedly clashed with anchor

ABC last week named news veteran Paul Friedman the new executive producer of *ABC World News Tonight with Peter Jennings*. Friedman, who previously oversaw the network's foreign news coverage from London, replaces current executive producer William Lord, who will leave the post after three-and-a-half years.

Award-winning news executive Lord, who had had a well-publicized stormy relationship with ABC anchor Jennings, was on vacation last week and could not be reached. There were indications, however, he would be offered another network news post.

ABC News President Rooney Arledge said in a statement last week that Lord "has done an excellent job as executive producer of our flagship broadcast, one of the most difficult jobs at this network...I look forward to continuing to work with him."

Of Friedman, Arledge said he "has shown outstanding ability in the challenge of over-

seeing a major portion of our foreign news coverage...I am pleased at the prospect of working closely with Paul in developing innovative approaches for *World News Tonight*."

Friedman, who spent 14 years at NBC, including stints as executive producer of both *Today* and *NBC News Magazine*, told BROADCASTING last week he would start the job this week or next and although he expected some staff adjustments, there would not be "any drastic, quick changes" in the network's evening newscast.

On working with Jennings, Friedman said his past experience with NBC anchors, including David Brinkley, Tom Brokaw and Jane Pauley, showed him "they each have ideas, tastes and have got to have input.... The major thing to consider is that none [of today's news anchor] is an old-fashioned news reader, but [are] professional journalists." He added: "Of course, the executive producer has to make the final decisions."

Friedman said that he did not expect the question to come up of Jennings taking on

additional managing editor responsibilities, as has Dan Rather with CBS's *Evening News*, and Tom Brokaw with NBC's *Nightly News*, and said: "For the record, Jennings has never asked for the managing editor title, so it was never discussed."

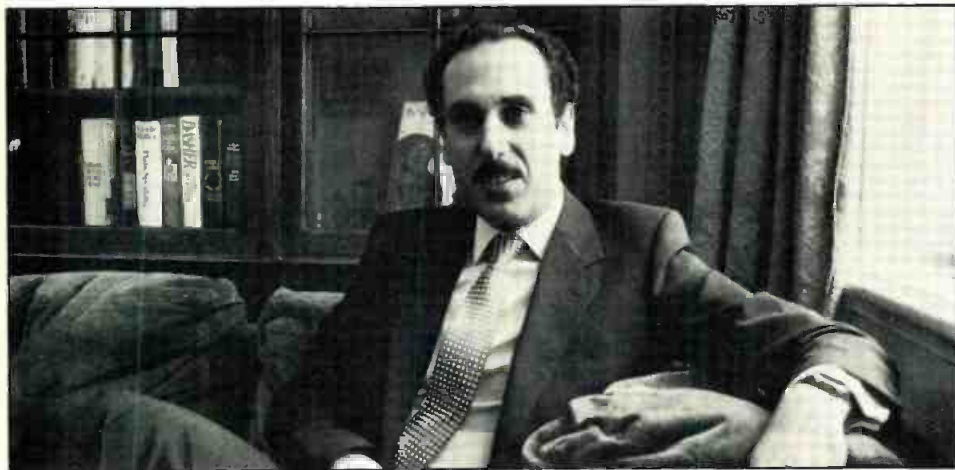
Peter Jennings said in a statement accompanying the announcement: "Paul Friedman and I have developed a mutual respect while working together at home and overseas. What he brings to the broadcast is a well travelled maturity and the kind of enthusiasm and thoughtfulness which makes me [Jennings' emphasis] very enthusiastic about our prospects in the years ahead."

Jennings added: "Bill [Lord] had made an important editorial contribution to the broadcast. It's a tough job and I hope we at ABC continue to benefit from his talents."

Friedman, 42, started his network career with NBC News in 1977 as a New York radio writer and reporter, moved to the network's owned station in Washington, WRC-TV, as a reporter, and later became a field producer and producer for *Huntley-Brinkley*.

The executive then joined ABC News's London bureau as a senior producer in 1982, coordinating coverage of the Falkland Islands War, the Israeli invasion of Lebanon and other special programming for the network. Friedman was named director of news coverage for Europe, Africa and the Middle East in 1984.

Departing producer Lord, who was with *WNT* since April 1984, joined ABC News in 1961 and served previously as vice president and executive producer of *Nightline* beginning with its inception in March 1980. He has also served as vice president and executive producer of *Good Morning, America* news, vice president of TV news and Washington bureau chief, as well as overseeing convention, election and special events coverage. □



Friedman

Sweethearts

Dear TV Station Executive:

Don't look any further! SWEETHEARTS has the love and laughs you need when you need it. The new half-hour comedy game show strip, hosted by the hilarious Charles Nelson Reilly, is ready for Fall '88.

Every day, three couples, including one true "sweetheart" couple, tell titillating tales about their romance. A panel of quick-witted celebrities, like Betty White, Richard Moll and Sally Struthers, ask the sassy questions that find the facts and launch the laughter.

So, if you're looking to strip an easily programmable, highly promotable half-hour, your search is over. SWEETHEARTS is here for Fall '88.

Photo enclosed. Tape on request.

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The Access ~~Sitcom~~ *Game Show* That Gets Better And Better!

The hottest new access strip isn't a sitcom, but it's plain to see why it's easily mistaken for one. WIN, LOSE OR DRAW is the high concept game show that delivers sitcom demos everywhere it plays.

In market after market, WIN, LOSE OR DRAW's celebrity fun and fast-paced excitement appeals to everyone, especially young adults. The November numbers prove it. In access, WIN, LOSE OR DRAW shows its superiority in every key demo: Women 18-49, Men 18-49, plus Teens and Kids. No other game show can even come close!

WIN, LOSE OR DRAW: TOP DEMOS IN ACCESS

MARKET	STATION	TIME	*W 18-49	M 18-49	TEENS	KIDS
ATLANTA (A)	WAGA	7:30P	#1	#1	#1	#1
BECKLEY-BLUE (A)	WOAY	7:30P	#1	#1	#1	#1
CHARLESTON (N)	WCIV	7:30P	#1	#1	#1	#1
CHATTANOOGA (N)	WDEF	7:30P	#1	#1	#1	#1
CHICO (A)	KCPM	7:30P	#1	#3	#2	#1
COLUMBUS, OH (A)	WCMH	7:00P	#1	#1	#1	#1
ELMIRA (N)	WENY	7:30P	#1	#1	#1	#1
GRAND RAPIDS (A)	WWMT	7:00P	#1	#1	#1	#1
GREENVILLE (A)	WNCT	7:30P	#1	#1	#2	#1
INDIANAPOLIS (N)	WRTV	7:30P	#1	#1	#1	#1
LUBBOCK (A)	KCBD	6:30P	#1	#1	#1	#1
ORLANDO (N)	WCPX	7:30P	#2	#1	#1	#1
PITTSBURGH (N)	WTAE	7:30P	#1	#1	#1	#1
PORTLAND, OR (N)	KATU	7:00P	#2	#1	#2	#1
RICHMOND (A)	WTVR	7:30P	#1	#1	#1	#1
ROANOKE (A)	WSLS	7:30P	#1	#1	#1	#1
SPRINGFIELD (N)	WGGB	7:30P	#1	#2	#1	#1
TAMPA (A)	WTSP	7:00P	#1	#2	#1	#1
TUCSON (N)	KOLD	6:30P	#1	#1	#1	#1
WICHITA FALLS (N)	KSWO	6:30P	#1	#3	#1	#2
WILKES-BARRE (N)	WTKR	7:30P	#1	#1	#1	#1

*RANK IN (000) SOURCE: NSI/ARB NOV '87A

WIN, LOSE OR DRAW is the game show that takes the risk out of programming and turns access into gold. Our November numbers prove that, too.

Not only does WIN, LOSE OR DRAW capture top demos, but it also brings stations incredible rating and demographic time period increases over November, 1986, outperforming such perennial favorites as HOLLYWOOD SQUARES, ENTERTAINMENT TONIGHT and NEWLYWED GAME.

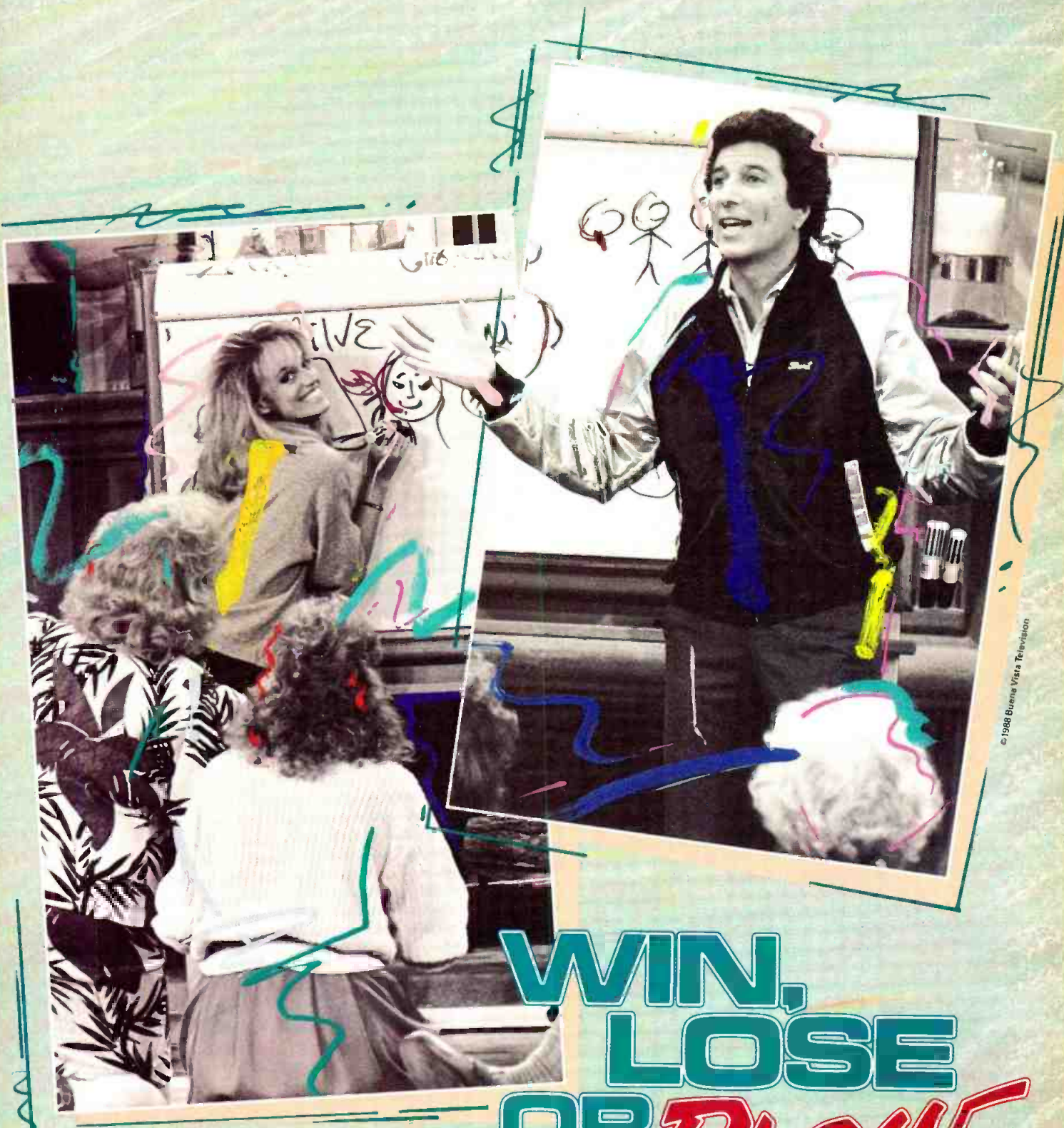
DRAMATIC TIME-PERIOD INCREASES IN ACCESS NOVEMBER '87

MARKET	STATION	TIME	*W 18-49	M 18-49	TEENS	KIDS
DETROIT (N)	WJBK	7:30P	+ 213	+ 128	+ 380	+786
WILKES-BARRE (N)	WNEP	7:30P	+ 170	+ 127	+ 120	+238
FT. MYERS (A)	WEVU	7:00P	+ 167	+ 100	+ 300	1100
WICHITA FALLS (N)	KSWO	6:30P	+ 150	+ 100	+ 200	+ 33
PORTLAND, OR (N)	KATU	7:00P	+ 147	+ 200	+ 233	+217
CHARLESTON (N)	WCIV	7:30P	+ 127	+ 58	+ 80	+ 73
PITTSBURGH (N)	WTAE	7:30P	+ 121	+ 118	+ 120	+ 82
TUCSON (N)	KOLD	6:30P	+ 111	+ 63	+ 300	+120
INDIANAPOLIS (N)	WRTV	7:30P	+ 110	+ 90	+ 360	+343
GRAND RAPIDS (N)	WWMT	7:30P	+ 105	+ 79	+ 33	+100
COLUMBUS, OH (A)	WCMH	7:00P	+ 104	+ 95	+ 220	+118
TAMPA (A)	WTSP	7:00P	+ 100	+ 32	+ 400	+500
GREENVILLE, NB (A)	WNCT	7:30P	+ 100	+ 90	+ 73	+ 33
FLINT (N)	WEYI	7:30P	+ 73	+ 86	+ 333	+225
CHATTANOOGA (N)	WDEF	7:30P	+ 67	+ 100	+ 100	+280
ATLANTA (A)	WAGA	7:30P	+ 63	+ 60	+ 112	+174
TRI-CITIES (A)	WJHL	7:00P	+ 63	+ 64	+ 40	+220
LUBBOCK (A)	KCBD	6:30P	+ 63	+ 67	+ 200	+250
ROANOKE (A)	WSLS	7:30P	+ 61	+ 65	+ 63	+111
SPRINGFIELD (N)	WGGB	7:30P	+ 55	+ 43	NC	+ 60
SAN DIEGO (N)	KGTV	7:30P	+ 50	+ 156	+ 350	+800
FT. WAYNE (N)	WKJG	7:00P	+ 50	+ 33	NC	+133
CHICO (A)	KCPM	7:30P	+ 50	+ 25	+ 200	+ 67
BECKLEY-BLUE (A)	WOAY	7:30P	+ 42	+ 10	+ 200	+600
ORLANDO (N)	WCPX	7:30P	+ 39	+ 68	- 16	+156
NASHVILLE (A)	WTVF	6:30P	+ 34	+ 26	+ 44	+ 93
NORFOLK (N)	WTKR	7:30P	+ 15	+ 17	- 35	+ 19
GREENVILLE-SPA (N)	WSPA	7:00P	+ 12	+ 24	+ 60	+167
JACKSONVILLE (N)	WTLV	7:30P	+ 12	+ 19	- 55	+ 50
RICHMOND (A)	WTVR	7:30P	+ 10	+ 14	+ 10	+109

*INCREASES COMPUTED WITH DEMOS IN (000) SOURCE: NSI/ARB NOV '87, '86

WIN, LOSE OR DRAW is a hit in access and the only successful new adult strip of the 1987-88 season! It's the hottest game show in syndication now and will be for years to come, because it's the only game show that delivers sitcom quality audiences.

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



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WIN, LOSE OR *Draw*



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INTV primer: rerouting the campaign trail

Association distributes information on attracting campaign advertising dollars to independent stations

The Association of Independent Television Stations has put together a political advertising primer designed to help stations increase their share of the over \$300 million expected to be spent on television advertising in the 1988 election campaigns. The how-to kit, distributed last week at the INTV convention (see "Top of the Week"), stresses what INTV sees as the advertising advantages of independent stations, most notably their ability to deliver the younger-skewed demographic.

Ron Inman, INTV vice president, director of marketing, said INTV's goal in 1988 is to double independents' share of political advertising dollars over 1986—the last major national election year—when independent stations accounted for between 3% and 5% of the \$250 million spent in television.

Among the first steps independent stations should take, according to the primer, are to appoint a political advertising specialist; identify the races, candidates and campaign issues on which money might be spent, and target the candidates' campaign managers or media consultants.

Part of the task of selling independents,

according to the primer, is debunking the "myths" about political advertising on independents, among them that the independent audience is not one the candidate needs, that independents do not have the perceived better buy—news availabilities—and that prime time slots are not available on independent stations. "Knowing the independent station's demographics and time flexibility, combined with the recent research against buying news for political ads, you can all make a strong case that the independent stations are the *more* effective vehicles for the political message," INTV says.

The primer also examines independent audience demographic makeup which is said to offer advantages to candidates. INTV provides a formula for how ratings can be indexed in a particular category against total adults, 18-plus, for instance. In prime time in that category, INTV said, network affiliates underdeliver in that demographic compared to independents. The research, according to INTV, also shows that weekend daytime ratings for independents "look phenomenal."

According to INTV, it is a fallacy that news programming is the best place for political ads. "Research shows that television advertising during entertainment programs, and not during news, will have the greatest impact on the voters," INTV says, adding that with news, candidates are not reaching the young viewer. The average age of the news viewer is 50, INTV says, and that age group is already more likely to register, vote and be knowledgeable about issues than its younger counterparts. It is the younger vo-

ters/viewers that political candidates need to reach and that independent stations can deliver, INTV says.

Another problem with buying spots within news, says INTV, is that the environment is unpredictable. If the news about candidates or issues is particularly bad that day, says INTV, it could negatively affect the spot. Even if the news is not particularly negative, a spot could get lost in the mix if much of the news is devoted to election issues. To avoid those problems, INTV says, "prime time advertising seems to be the safest and most effective tool in reaching the targeted voter."

INTV also provides research into why the youth vote is important to political candidates. The number of 18-to-24-year olds who voted in the 1984 election was 11.4 million, a substantial jump from the seven million who voted in 1980. INTV points to research that shows that group more issue-oriented, more cosmopolitan and more likely to participate in political activities than its parents. "In short, political ads on television will have the greatest effect on a youth's attitude. It would be logical and cost effective for politicians to direct their television advertising campaigns to the youth who are impressionable and ready to vote. And the independent TV station can provide that youth target market as shown by your marketing research," the primer says.

Another perceived selling point for independents is the flexibility in commercial lengths. "The extended ad is seen as a more effective influence on the voter," INTV says, a prime selling point because of the

THE UNIVERSITY OF CHICAGO ANNOUNCES THE William Benton Fellowships in Broadcast Journalism 1988-89

The William Benton Fellowship Program at The University of Chicago, now entering its sixth year, provides a unique opportunity for professionals—television and radio reporters, news executives, producers, writers—to expand their expertise on essential issues, free from deadline pressure. The Program is sponsored by the William Benton Foundation.

Each Fellow works with a faculty adviser to develop an individualized academic program of course work in such fields as law, economics, religion, and public policy. The Fellows participate in a weekly seminar dealing with such fundamentals as First Amendment issues. They also meet and exchange ideas with national and international leaders in media, government, business, education, and other fields of public policy.

Stipends are normally equivalent to full-time salary for the six-month period of the Fellowship. The Foundation covers tuition and travel costs. University personnel assist with local arrangements for Fellows and their families.

The application deadline is March 7. Fellows will be notified by June 1. The 1988-89 Program begins September 19, 1988.

To receive a brochure and application form, mail this coupon to: Director, William Benton Fellowships, The University of Chicago, 5737 University Ave., Chicago, IL 60637.

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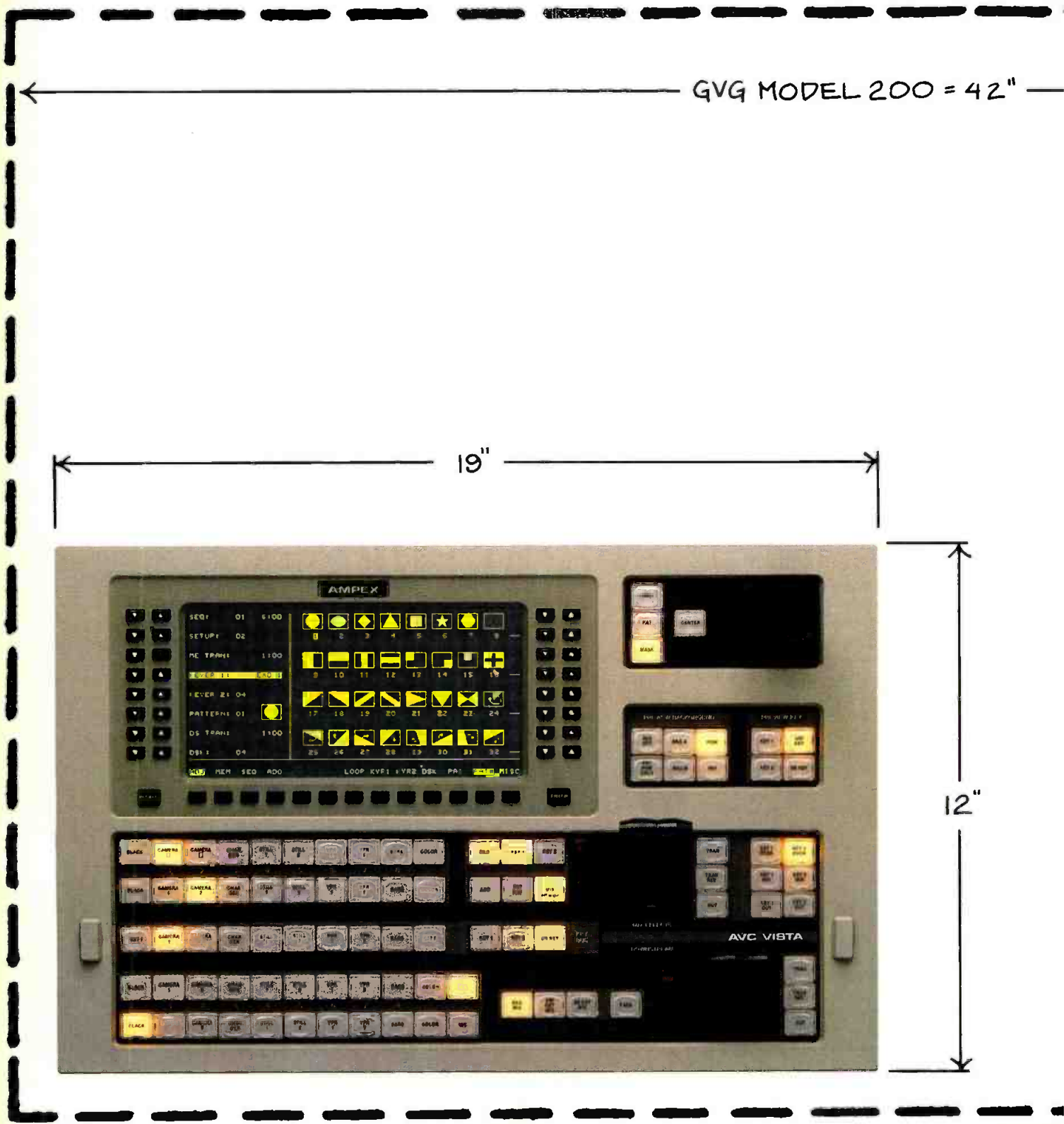
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TV viewing top after-school activity for children

Traditional afternoon television broadcasting faces growing competition from other activities (including VCR and cable viewing); young viewers may be maturing away from animation faster than in the past, and the look-alike qualities of afternoon shows, as well as poor production quality and too many repeats, may be hurting viewership, according to "The Dynamics of Children's After-School Television Viewing," an M/E Marketing presentation to the 15th annual INTV convention in Los Angeles last week.

Although the research indicates viewer slippage as well as competition for children's after-school time from such activities as playing outside and at home, doing homework and reading, watching TV still falls into the number-one slot as the most frequently mentioned after-school activity (80%), with playing outside second (63%). And among the good news for broadcasters: Even a majority (74%) of children with cable television in their homes reported watching "regular TV" on the previous afternoon.

The study, aimed at answering questions about the position of TV in children's weekday activities and the possible causes of slippage in after-school viewing, was conducted in 12 major markets in the East, Midwest, South and West. Included in the report were 502 mother-and-child pairs.

Afternoon television viewing remains popular, but the data suggest growing defection from traditional programming. Children 2 to 8 years old remain a basically homogenous group, but children aged 9 to 11 exhibit increasing breakdown into segments, each with its own specific programming tastes. The programmers and program directors, suggests the study, are faced with contradictory options if they are to continue drawing a wide and varied audience: either to further segment programming, targeting age and gender groups, or to go with broader appeal shows,

such as unisex animation, situation comedies and game shows. Targeting, the presentation concludes, balanced with broad-appeal programs, may be the answer.

"Older children," says the report, "express an interest in more adult or 'real life' programming." Among the most watched type of after-school program, 45% percent of children polled named sitcoms with young stars; 42% named unisex animation with human stars; 37% named unisex animation with animal stars; 24% named boy-oriented action animation; 21% named girl-oriented animation. Among girls, animated program numbers drop significantly among the 9- to 11-year-olds, a group that appears to favor soap operas, court shows, talk shows, game shows and sitcoms. Nine-to-11-year-old boys, although maintaining their loyalty to boy-oriented dramatic animation and unisex animation, also reported increased viewing (over their younger counterparts) of the more adult programs, especially court shows and sitcoms with and without young stars. (Six- to 8-year-old boys reported the lowest adult program viewing and the highest animated program viewing.)

In any case, the study concludes, "adult programming is impinging on child viewing in the afternoon, especially among older girls." Children's responses to questions concerning the appropriateness of programming to their age group also point to the growing sophistication—or at least self-consciousness—of young viewers. Although over 85% of child respondents found all the adult program categories "appropriate for their age or older," fewer than 50% of them found any of the animated types of programs appropriate to their age or older.

The second half of the study focused on responses by mothers. Among them, over half "somewhat agreed" that: many action cartoons are poorly made; too many afternoon shows for children look alike, and older children are burned out on repeat shows. Also, the mothers interviewed said, afternoon programs exhibit a disproportionate skew toward boys. "There is still a large segment [of mothers]," the study said, "that tends to look down on TV...or who are positive toward TV [but] express some concerns about the adequacy of afternoon programming." But most mothers "approve of afternoon television viewing and believe that their children learn from TV."

Survey offers method to correct 'biases' in ratings diaries

In a study released at the convention, INTV presented a "calibration formula" that it said would compensate for "biases inherent in the diary methodology."

"While all viewing is somewhat misreported in diaries, the viewing of independent stations is significantly underreported relative to affiliate stations," said Dr. Jay Magidson of Statistical Innovations, Inc., in Belmont, Mass., who was commissioned to do the study.

Magidson analyzed more than two million viewing records provided by A.C. Nielsen for all affiliate and independent stations in five metered markets over four sweep periods from May 1985 through February 1986. The results were then validated against May 1987 data from all Nielsen metered markets.

INTV President Preston Padden said the study shows clearly that "improvement in this seriously flawed and outdated methodology, is, therefore, essential to independent stations."

INTV said the study was commissioned to identify the variables associated with diary misreporting and to develop a calibration method that adjusts diary ratings to remove systematic differences between diary and meter ratings at the household level.

Magidson, who termed the results consistent and significant, found that since diary misreporting "is constant across markets and can be predicted from program, station and household characteristics, it is possible to calibrate diary ratings to adjust for misreporting."

Magidson concluded that increasing the percent of total diary ratings that are within one rating point of the meter level to 64% from 52% is both "substantial and statistically significant."

For example, the study found that in both daytime and prime time the diary ratings cluster well below the meter level. However, once the adjustments are made, the bias of the diary is reduced with ratings clustering more evenly around the meter level.

INTV said that Magidson's study indicates "that using meter/diary comparisons from existing metered markets is an effective way to estimate viewing better in diary-only markets."

The report offered other findings:

■ Viewing of independent stations is significantly underreported relative to affiliate stations.

■ Diary underreporting is slightly more prevalent in daytime than in early fringe, and there is substantially less underreporting in prime time than earlier day parts.

■ Movies tended to be underreported more than other program types while sports and news tended to be less underreported.

■ Weekend programs are significantly less likely to be reported in the diary than weekday programs.

■ Younger, smaller and less educated households have lower diary to meter viewing rates.

■ Households with VCR's have significantly higher diary to meter viewing rates than households without VCR's.

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CHR a hit on both coasts

Fall Arbitron report finds WHTZ number one in New York; KPWR on top in Los Angeles, and WGCI-FM and WGN(AM) sharing lead in Chicago

Hit music is the order of the day in both New York and Los Angeles, according to the just-released fall 1987 Arbitron market reports. Meanwhile, in Chicago, urban contemporary WGCI-FM has tied long-time MOR powerhouse WGN(AM) for the top spot in 12-plus metro share. Arbitron's fall reports reflect local listener surveys from Sept. 24 through Dec. 16, 1987.

■ Contemporary hit WHTZ(FM) remained the single most popular radio station in New York this past fall with a 6.0 12-plus share, Monday-Sunday, 6 a.m.-midnight. Second place went to all-news WINS(AM) at 5.0, which inched up from 4.3 and fifth place in the summer report. There was a tie for third between light contemporary WLTW-FM and contemporary hit WWPR(FM) (formerly WPLJ(FM)), with each outlet registering 4.7.

Other top market rankings include urban contemporary WRKS-FM at 4.6, talk WOR(AM) with 4.5, and easy listening WPAT-FM at 4.4.

However, when the easy listening simulcast of WPAT(AM), which posted a 1.6, and WPAT-FM are combined, the stations tie WHTZ for first place at 6.0.

All-sports WFAN(AM) dipped considerably in the new report, going from 2.3 in the summer when it was airing New York Mets baseball—its first book since the station switched from country to sports—to 1.2. Other stations that dropped from the summer book include talk WABC(AM), from 2.9 to 2.4; urban contemporary WBLS(FM), 4.8 to 4.1; oldies WCBS-FM, 3.8 to 3.6, and contemporary hit/dance WQHT(FM), 4.3 to 3.7.

In the battle for the FM album rock audience, both AOR WNEW-FM and its cross-town rival, classic rocker WXRK(FM), have lost overall audience share from the previous report. WNEW went from 4.0 to 3.3 while WXRK fell from 3.7 to 2.8.

Among the stations registering overall metro share gains were all-news WCBS(AM), up slightly from 3.1 to 3.2; WYNY(FM), 1.9 to 2.7 under its new country format; Spanish-language WADO(AM), 1.8 to 2.4, and light contemporary WNSR(FM), 2.8 to 2.9. Adult contemporary WNBC(AM) held steady from the last book with a 1.3 12-plus metro share.

■ In Los Angeles, the top five stations in the summer report repeated their rankings in the fall. Contemporary hit/dance KPWR(FM) maintained its number-one status from the summer with a 7.5 overall share—up from 6.6. Landing second was contemporary hit KIIS-FM at 6.9. (Contemporary hit KIIS(AM)

had a 0.3; when combined, the stations post a 7.2.)

Rounding out the top five spots were talk KABC(AM), 5.5; light contemporary KOST(FM), 4.5 and easy listening KJOI(FM), 4.3.

Showing a marked increase from the summer book was all-news KFWB(AM), which rose from 2.6 to 4.2. The market's other all-news operation, KNX(AM), also climbed in overall share from 2.8 to 3.2.

Also on the rise were two of the market's rock outlets: KLOS(FM), up from 3.0 in summer 1987 to 3.8 and KLSX(FM), which programs classic rock, from 3.0 to 3.6. However, progressive rocker KROQ(FM) dropped from 4.3 to 3.7.

Other stations that went up from the summer survey period include oldies KRTH-FM, from 3.3 to 3.7; Spanish-language KTNQ(AM), 2.3 to 3.0; and light contemporary KIQQ(FM), 2.7 to 2.8. Among those on the down side were light contemporary KBIG(FM), 4.3 to 4.0; MOR KMPC(AM), 2.8 to 2.5; country KZLA(AM), 2.5 to 2.1, and contemporary black KJLH(FM), 2.2 to 1.8.

KTWV(FM), which premiered "The Wave" (new age/light jazz and soft rock) last year, a format that turned out to be the talk of the industry, also lost ground in the 12-plus category this past fall, slipping from 2.7 to 2.3.

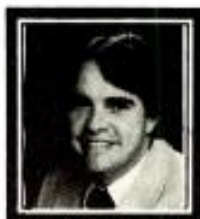
■ For Chicago, both urban contemporary WGCI-FM and MOR WGN(AM) tied for top honors in 12-plus metro share with 8.0. WGN fell from a 9.7 reading in the summer while WGCI dipped from 8.2.

The two leading stations were followed by all-news WBBM(AM) with 6.3 (the same share it had in the summer), easy listening WLOO(FM), 5.4 and urban contemporary WBMX(FM) and album-rocker WLUP(FM), both 4.5.

Adult contemporary WFYR(FM) fell in overall metro share from the previous report, going from 2.9 to 2.0 while light contemporary WLAK(FM) rebounded from 3.3 to 3.7. The station had a 4.2 in the spring. The same was true of light contemporary WCLR-FM, which moved from 2.7 to 3.0.

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General Sales Manager
KLZ/KAZY
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WYFZ(FM) has gone up steadily since the spring 1987 report when it finished with a 2.7 12-plus share. Last summer, it had a 3.5 and in the new fall report it pulled a 3.9. WBBM(FM), on the other hand, dipped slightly from the summer (4.1) to the fall (3.9). Also dropping was adult contemporary WLS(AM), which is co-owned with WYFZ. It went from 2.5 in the spring to 2.2

in the summer to 1.8.

New age music pushed WNUA(FM) to a higher overall share. WNUA went from a 1.2 in the summer (it programmed classic hits as WRXR), to a 1.8.

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broadcasters and consumer food product companies.

Philly flap

After announcing that it will cite album-rocker WMMR(FM) Philadelphia for "rating bias" during the fall 1987 rating sweeps because of the station's promotion campaign ("Riding Gain," Dec. 21, 1987), Arbitron last week said it is issuing a similar citation for soft contemporary WKSZ(FM) there. The major difference, however, is that all audience estimates for WMMR have been listed "below the line" (following all other metro station results) in the Philadelphia fall report while WKSZ received only a notation on page 5B of the new Philadelphia market book. (WMMR also received a notation on page 5B.)

According to Arbitron, WKSZ sent out a promotional mailer in October as part of its "Frequent Listener Club" contest, which also requested that listeners list times when they normally listen to the station on a special entry form. "The form bore certain resemblances to the format of the Arbitron radio listening diary," said Arbitron. "Radio station promotional materials which resemble the Arbitron listening diary have the potential to interfere with the objectivity of the survey process, although there is no clear evidence that such interference occurred in this case," Arbitron said.

"The WKSZ promotion was not the same kind of stringent resemblance to the Arbitron diary as WMMR's promotion," said Rhody Bosley, vice president of radio sales and marketing for Arbitron. "The WMMR promotion was so close to the Arbitron diary that it could sensitize the diarykeeper," he said.

The fall survey period ran from Sept. 24 through Dec. 16, 1987.

Riding Gain

Pyramid architecture

Pyramid Broadcasting, the Medford, Mass.-based radio group that operates 11 stations in six markets, has acquired Leach Research, a 15 year-old Princeton, N.J., market and opinion research firm headed by Owen Leach, through a stock transaction. Both companies are privately held. Concurrent with the move, Frank Cody, vice president, programming, for Metropolitan Broadcasting's KTWW(FM) Los Angeles, which programs "The Wave" new age/light jazz/soft rock format, and The Wave Network, which is distributed by the Satellite Music Network, left both posts to join Leach and Pyramid in forming a new unit, Cody/Leach Broadcast Architecture. Leach Research and the new Cody/Leach Broadcast Architecture will be divisions of Pyramid Broadcasting and will be headquartered in Princeton.

Cody/Leach Broadcast Architecture will be structured as a "think tank," according to Richard Balsbaugh, Pyramid Broadcasting chief executive officer. "We will deal with major questions that confront radio, including new ways to maximize audience size



Leach



Cody

quickly, revitalize national spot business and develop new formatic approaches that will help us as we pursue station acquisitions," he said.

Aside from Pyramid, Leach told BROADCASTING that Cody/Leach Broadcast Architecture will also solicit business from other radio stations and groups. "We will go beyond consulting," he said. "We will develop creative new ideas and products [formats or answers to format problems] and provide the specifications for implementing them," Leach said. Leach Research, meanwhile, will continue to provide research services to

Programming

NBC readying for cable production

Plans are for network to provide Disney Channel with children's program, which will return to network for airing at later time

NBC Productions last week was close to concluding a deal to supply the Disney Channel with a children's series that will later appear on the network schedule. The program, according to Brandon Tartikoff, president of the NBC Entertainment and production divisions, would have a limited window on the Disney Channel, then return to the network either on Saturday mornings or as a 10 a.m. weekday strip this summer.

Tartikoff had hoped to announce the programming venture—which could be the first of many such arrangements between the network and outside cable networks—during NBC's portion of the Television Critics Association press tour last week in Los Angeles. But he said Wednesday (Jan. 6)

that three "minor points" stood in the way of an agreement, details of which will be revealed once final details of the production deal are ironed out.

The concept of a network-produced series for cable, which has been in the works for the past several months ("Closed Circuit," Dec. 7, 1987), is attractive "because it brings in an infusion of talent to NBC Productions," Tartikoff said. The programming venture, in addition to being a "sound economic investment," will provide first-time writers and producers the opportunity to flex their muscles and learn the business, he said.

Elaborating on the network's decision to venture into new programming territory, NBC President Robert Wright, speaking during a separate two-way satellite session with reporters, said NBC's entrance into the cable programming business is encouraging. Wright insisted it would help—not diminish—

NBC's primary commitment to broadcasting.

"If we can figure out a way to deal and to grow ourselves so that we have more shows for the network... then that's the ultimate test of success," he said.

Wright, who last year proclaimed his interest in cable, said a number of cable networks and services have approached NBC "asking about what it would cost to develop certain programming ideas."

Wright, however, is not expecting the preliminary discussions to produce any immediate results. "One of the difficulties is that the cable networks don't pay very much for their programming. And the kind of programming that we would be able to develop for them would be much more expensive than the majority of the programming that they already have on the air."

With NBC intent on boosting in-house production for cable, Wright acknowledged

affiliates are going to be apprehensive. "But, on the other hand, they all recognize that it's important for us to develop our own talent and to make sure that we're as active in the creative community as possible," he said. If NBC creates programs for other entities, he said, it "allows us to be stronger in terms of our contacts, relationships and production capabilities" for programs intended for the network.

Despite the network's interest in stepping up in-house production, Wright said, NBC also desires to improve its relations with the Hollywood production community. The network's agreement to cover the deficit financing for the new midseason series, *Sonny Spoon*, a co-venture between Stephen J. Cannell Productions and NBC Productions, is one example of how the network intends to achieve its goal, according to Wright.

Although the concept of a network covering deficit financing is not new—Tartikoff pointed to similar arrangements for *Little House on the Prairie* and *Punky Brewster*—Wright expects to see an increase in such financing deals.

"I think there's a pattern there of . . . working through these issues which I hope will involve a number of other producers or number of other companies," he said. Wright called the Cannell pact "ground breaking," and said it shows the "sort of creativity and flexibility that we want to demonstrate."

The day could come, Wright noted, that NBC may entirely bypass studios and deal directly with young writers, producers, thereby avoiding many of the costs associated with a major production entity. □

Grossman again asks for removal of equal time rule for coverage of presidential and VP campaigns

NBC News President Lawrence Grossman renewed his plea to the U.S. Congress to suspend the "equal opportunities" provision of the Communications Act for broadcast coverage of the presidential and vice presidential election campaigns. Grossman said the suspension would enable the networks to produce documentaries and election specials that are not now produceable because the law requires that all candidates be given comparable access to the airwaves outside of hard-news broadcasts.

Grossman made the suggestion at the NBC press tour in Los Angeles last week. As to the election coverage itself, he said, it was likely NBC would have more hours of coverage than in previous years. However, estimating the amount of coverage at this point is difficult, he said, because of the possibility that the Democratic convention, may, "for the first time in decades," be a brokered convention.

If the Democrats actually determine who their nominee will be at the convention (both Republican and Democratic conventions in recent history have been "cheerleading sessions" for the front-runner, Grossman said), the networks will likely provide a lot more coverage, said Grossman. The question then becomes, he said, how much coverage to give the other convention, even if it is a cheerleading session. "We won't use a

Development details. NBC revealed last week that Emmy Award-winner Jim Hensen will produce and star in *Jim Hensen Presents*, a one-hour series tentatively scheduled for January 1989. Hensen will develop new "Muppet-like" characters for the family show, which will contain a variety of short stories, entertainment features, guest appearances and information.

Addressing reporters at last week's television critics press tour in Los Angeles, Brandon Tartikoff, president of NBC Entertainment, also said: the network will introduce two new prime time serials this summer, probably in late June, as part of its effort to put more original programming on the air in the summer months; NBC Productions has as many as six pilots in development, an increase over last season, and that of all the shows in development for the network next fall, 90% have demographics equivalent to *ALF* and *L.A. Law*.

He also expressed the network's commitment to *The Bronx Zoo* and *Beverly Hills Buntz*, two "designated hitters" that will find a permanent place on the schedule in March.

rigorous equal time standard, but we will have a sense of balance and fairness," said Grossman. "If we give 30 hours of coverage to one, we won't necessarily give 30 hours to the other. But it would get more than two hours."

Responding to charges from Democratic presidential hopeful Gary Hart that the press has gone too far in covering the private lives of the candidates, Grossman said that part of NBC's obligation to viewers is to "identify the character and personality of the candidate." He said the "test" every NBC News presidential campaign story must pass to air is: "Does that add to the question of what kind of President he will make?"

Grossman also released the topics of a number of upcoming prime time news specials and documentaries. They include: "Homeless in America," "Women Behind Bars," "Stress," "Asian American Kids," "Islam," "The Pension Game," "American Men in the 80's" and "The Aging of America." □

'Wheel of Fortune' still on top

It's in first place again in November
Cassandra resport; 'PM Magazine' takes second place from 'Jeopardy'

The results of the November Cassandra report are in, with King World's *Wheel of Fortune* grabbing its 16th consecutive first-place finish with a 19 household rating (BROADCASTING, Jan. 4). That finish was off slightly compared to November 1986, when the show had a 19.3 rating. It was seen in 199 markets covering 99.3% of the country both in November 1987 and November 1986.

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try both in November 1987 and November 1986.

Wheel remained in first place in the major adult demographic categories, as it was last year, but was down slightly. Among all women, the show was down from a 16.3 last year to a 16.1; among men, the show was down from a 11.7 to an 11.5, and among all adults, it was down from a 14.2 to a 13.9.

Second place in the November 1987 Cassandra's belonged to Group W Television Sales' *P.M. Magazine* (26 markets covering 24.7% of the country), with a 12.3 rating, breaking a streak of eight consecutive second-place finishes for King World's *Jeopardy*. *P.M.* finished in third place last year when it was in 45 markets covering 36.6% of the country. At that time it was syndicated by Group W Productions (Group W Television's syndication division) before it was moved to Television Sales (the Group W Television division responsible for syndication of specials produced by the Group W stations, and for barter sales).

With *P.M.*'s climb in the ratings, *The Oprah Winfrey Show* (190 markets covering 98.7% of the country) fell to fourth place with a 10.5, but was up almost 28% in ratings compared to last year. In November 1986, that show had an eighth-placed 7.7, when it appeared in 131 markets covering

89.3% of the country.

Among access shows, Paramount's *Entertainment Tonight* fell from a 7.5 household rating in November 1986 (when it was in 140 markets covering 87.6% of the country) to a 6.6 household rating in November 1987 (when it was in 134 markets covering 86.9% of the country).

Buena Vista Television's *Win, Lose or Draw*, syndication's highest ranking debut this fall, had a ninth-placed 7 household ranking in the November 1987 book. *Win, Lose or Draw* is making a move on many stations' schedules into access.

Among off-network premieres this November, Paramount's *Family Ties* (172 markets, covering 94% of the country) finished fifth with an 8 rating. Paramount's *Cheers* (144 markets covering 85% of the country) had a 6.8.

Rep executives said that despite the positive household and demographic numbers for *Family Ties*, the show has posted disappointing ratings in a number of markets. Dick Kurlander, vice president of programming for Petry Television, said the numbers for *Family Ties* in access (outside the top 50 markets where off-network programming can be carried in access) also have been "disappointing," and could force a new evaluation of half-hours (especially, he said, given the

prices paid for *Cosby* and *Who's the Boss*).

Among animated shows, the November 1987 numbers easily demonstrated the dominance in that programming genre of softer forms of animation. Buena Vista's *Duck Tails* was first among children, aged 2 through 11, with a 12.5, followed by Columbia Pictures Television's *Real Ghostbusters* (9.1), and DFS Program Exchange's *Dennis the Menace* (8.1). □

Viewers to get cable preview via KDNL-TV

Cable co-op buys time on independent St. Louis station for promotional campaign slated for later this month

Six cable operators in the St. Louis area have bought two three-hour prime time programming blocks on independent (ch. 30) KDNL-TV St. Louis and will air cable programming in a subscriber acquisition campaign slated for late January. The six cable companies putting together the effort are Cencom Cable Associates, Continental Cablevision, TCI Cablevision, American Cablevision, STL Cablevision and City Cable.

The cost of "Cablevision '88" will exceed \$80,000, according John Clark Jr., vice president of marketing and programming for Cencom Cable and president of the Cable Association of Greater St. Louis, formed by the six companies. The co-op members and cable programmers will share the cost of the promotion effort.

"What we're trying to accomplish is to not only give viewers a cross-section sampling of the quality of cable programming," said Clark, "but we've also tried to tailor the cable programming to the St. Louis market." Indeed, parts of the preview, which runs from 7 p.m. to 10 p.m. on Tuesday, Jan. 26, and Wednesday, Jan. 27, have a direct St. Louis connection.

It will be hosted by former *Jeopardy* host and St. Louis native, Art Fleming, and Cable News Network correspondent Lynn Vaughn. Tuesday's lineup begins with a two-part HBO concert by Tina Turner (a native of East St. Louis), and will be followed by CNN's *Larry King Live* at 8:30 p.m. At 9 p.m. the preview picks up the Financial News Network's *Fans Speak Out*, which is hosted by former University of Missouri graduate, Todd Donaho. It will be followed by the Missouri installment from WTBS(TV) Atlanta's *Portrait of America* series, hosted by Hal Holbrook. Featured guests throughout that evening will include HBO's Les Read, an on-air talent; former Kansas City Chief Len Dawson; boxer Joe Frazier, and musical performers Lesley Gore and the Oak Ridge Boys.

On Wednesday, a two-part Herbie Hancock special will open the evening, followed by Arts & Entertainment's *Slatkin: A Symphony*, featuring the St. Louis symphony. The preview will switch live to CNN at 9 p.m. and then switch live again to the Disney Channel at 9:15. Showtime will be featured prominently in the interstitial ele-

Cassandra syndicated program scoreboard

	No. of mchts	Rating	Share	Percent coverage
Wheel of Fortune.....	199	19.0	32	99.3
PM Magazine.....	26	12.3	21	24.7
Jeopardy.....	189	12.1	26	98.7
Oprah Winfrey Show.....	190	10.5	31	98.8
Family Ties.....	172	8.0	15	94.0
People's Court.....	187	7.9	20	97.5
M*A*S*H.....	161	7.5	17	89.1
Donahue.....	186	7.4	29	98.1
Win, Lose or Draw.....	128	7.0	18	74.9
Southwest Conference Football.....	20	6.9	23	7.5
Cheers.....	144	6.8	15	85.0
Entertainment Tonight.....	134	6.6	14	86.9
Hollywood Squares.....	129	6.4	15	83.5
Three's Company.....	122	6.3	14	77.9
A-Team.....	26	6.0	13	25.0
Hee Haw.....	159	6.0	15	79.8
Star Trek Next Generation.....	181	6.0	14	95.4
Facts of Life.....	113	5.9	13	81.1
21 Jump Street.....	113	5.9	9	86.0
New Newlywed Game.....	143	5.5	13	83.4
Diff'rent Strokes.....	91	5.3	13	65.8
Small Wonder.....	114	5.3	13	79.6
Out Of This World.....	94	5.2	11	77.0
Mama's Family.....	148	5.1	12	87.6
National Geographic.....	124	5.1	11	74.1
Magnum, P.I.....	127	5.0	14	84.0
Married...with Children.....	113	5.0	7	86.0
Judge.....	93	4.9	17	71.6
Big 10 Football.....	42	4.8	18	25.3
Gimme A Break.....	92	4.7	10	63.2
She's The Sheriff.....	156	4.7	10	91.7
Divorce Court.....	111	4.6	16	79.2
Punky Brewster.....	20	4.6	9	24.3
Superior Court.....	115	4.5	15	75.8
Silver Spoons.....	63	4.4	9	56.0
Webster.....	59	4.4	10	47.0
Barnaby Jones.....	25	4.3	14	33.1

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NBC stands 15-0 at midseason

Nielsen	□	Net	□	Show	□	AGB	Nielsen	□	Net	□	Show	□	AGB
1.	25.4/42	N	Golden Girls	1.	26.7/42	36.	13.7/29	N	Night Court	28.	16.1/31		
2.	25.2/35	C	Murder, She Wrote	2.	25.9/36	37.	13.5/23	A	Dynasty	47.	12.3/21		
3.	22./32	C	60 Minutes	4.	23.6/34	38.	13.2/22	C	CBS Special Movie	34.	15.2/24		
4.	21.2/32	C	CBS Sunday Movie	3.	24.4/36	39.	12.8/20	A	Mr. Belvedere	41.	13.8/21		
5.	20.8/35	N	Orange Bowl	9.	19.7/32	40.	12.8/20	C	Beauty and the Beast	36.	14.9/23		
6.	19.8/32	N	Cosby Show	5.	21.5/37	41.	12.7/21	C	High Mountain Rangers*	27.	16.4/26		
7.	19.6/34	N	Amen	7.	21.4/35	42.	12.6/20	A	Slap Maxwell Story	49.	12./19		
8.	19.5/28	N	My Two Dads	12.	19.2/26	43.	12./19	A	I Married Dora	42.	13.1/20		
9.	19.4/27	N	Family Ties	6.	21.5/29	44.	12./21	C	Cagney and Lacey	46.	12.3/20		
10.	18.8/31	N	227	10.	19.7/31	45.	12./21	N	Crime Story	54.	11.5/20		
11.	18.5/29	A	Growing Pains	14.	19.2/29	46.	11.8/20	A	20/20	52.	11.9/19		
12.	18.4/29	A	Who's the Boss?	15.	18.6/29	47.	11.8/19	C	Frank's Place	32.	15.4/23		
13.	18.3/32	N	NBC Sunday Movie	16.	18.2/32	48.	11.4/18	C	Jake and the Fatman	56.	11.5/18		
14.	17.5/28	N	Unsolved Mysteries	13.	19.2/31	49.	11./15	A	Spenser: For Hire	51.	11.9/16		
15.	17.5/38	N	NBC News Special	25.	16.5/28	50.	11./20	A	Thirtysomething	50.	11.9/21		
16.	17.5/34	N	Different World	17.	18.2/33	51.	11./18	A	Pursuit of Happiness	58.	11.2/17		
17.	17.5/28	N	Matlock	26.	16.5/25	52.	11./16	A	Dolly	45.	12.8/18		
18.	17./28	N	NBC Monday Movie	18.	17.9/28	53.	11./25	N	King Orange Jamboree	43.	13./26		
19.	16.9/27	N	Valerie's Family	8.	19.8/30	54.	10.9/19	C	Law and Harry McGraw	55.	11.5/20		
20.	16.4/26	N	ALF	11.	19.4/29	55.	10.5/16	A	Full House	48.	12.2/18		
21.	16.4/26	N	Hunter	35.	15.1/23	56.	10.4/17	C	Houston Knights	44.	12.9/21		
22.	16.4/28	N	Facts of Life	22.	17.1/28	57.	10.2/18	A	Hotel	59.	10.9/19		
23.	16.3/27	A	Head of the Class	37.	14.8/23	58.	10.2/16	A	Buck James	60.	10.8/17		
24.	15.9/29	N	J.J. Starbuck	31.	15.8/27	59.	10.2/17	C	Kennedy Center Honors	57.	11.3/19		
25.	15.9/32	N	Cheers	23.	17./32	60.	9.1/16	C	West 57th	53.	11.6/20		
26.	15.4/26	A	Perfect Strangers	40.	13.8/22	61.	8.5/14	C	China Odyssey: Empire	62.	9.3/15		
27.	15.4/24	A	Moonlighting	29.	16.1/25	62.	8.3/14	A	Ohara	66.	8.8/14		
28.	14.7/24	A	Hooperman	39.	14.2/23	63.	8./15	A	Sledge Hammer!	69.	7.4/13		
29.	14.7/25	A	Monday Night Football	38.	14.6/24	64.	7.8/12	C	Houston Knights	65.	8.9/14		
30.	14.4/23	C	Kate and Allie	19.	17.6/27	65.	7.8/15	C	Bugs Bunny's Mad World	61.	10.2/18		
31.	14.4/22	C	Newhart	24.	16.8/25	66.	7.4/16	A	ABC Thursday Movie	63.	9.2/18		
32.	14.1/22	C	Designing Women	33.	15.4/24	67.	6.9/11	A	ABC News Special	70.	7.1/11		
33.	14./20	N	Our House	20.	17.2/24	68.	6.7/11	A	Sable	67.	8.2/13		
34.	13.8/23	N	Highway to Heaven	21.	17.2/27	69.	6.5/13	C	Betty Boop Special	64.	9.2/16		
35.	13.7/30	A	Disney Sunday Movie	30.	16./23	70.	6./13	C	CBS Special Movie	34.	15.2/24		

ments on Wednesday night, with comedians Garry Shandling and Gallagher appearing, along with local comedians from a St. Louis club, which is part of Showtime's local comedy club programming.

The St. Louis angle of the broadcast preview, said Clark, is designed both to increase viewership and showcase cable's programming variety. Clark said a similar preview in December 1986, with Cencom only, added over 700 subscribers to its rolls and co-op members hope to more than double that this time around. "We recognize that to take cable from 50% to 60%, we will need to add additional marketing layers," said Clark. Cencom alone counts 145,000 subscribers in its four area systems, said Clark, and has a 50% penetration rate, similar to the co-op wide average. In addition to the programming, the co-op plans to heavily promote the event with local print and tune-in advertising.

William Viands Jr., vice president and general manager of KDNL-TV, a Fox affiliate, said he was "enthusiastic" about the joint effort. In addition to the revenue, \$6,000 per hour, the station enhances its public relations with the cable operators. Although the latter aren't selling advertising within the schedule, the preview, unlike the earlier one, will be rated. The station has subscribed to a January book and will get a better idea of how much viewing takes place.

"We're a cable friendly station," said Viands. "Being a UHF station, the cable systems have been very good to us in extending our reach and giving everyone a quality picture," he said. "We don't see any reason

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to be adversaries. They are not going to go away," Viands said.

Clark said the preview is an example of the "new and innovative things" the co-op

plans. (Clark said the co-op will spend over \$500,000 in marketing efforts this year, with National Cable Month being a major push.) Asked whether the broadcast preview will

become an annual event, Clark said, "Those things that work we will repeat." And there is a willing taker at KDNL-TV. Said Viands: "I suggested they do it a couple times a year." □

Law & Regulation

Congressmen call for critical look at cable

Concern that cable may not be responsive to subscribers prompts call for hearings

Expressing serious concerns about the way cable operators have been conducting themselves of late, 15 California congressmen led by Representative Douglas H. Bosco (D-Calif.) have called on the House Telecommunications Subcommittee to hold hearings "as quickly as possible" on the medium.

Among the congressmen's concerns: some cable system's refusal to carry local broadcast signals, channel repositioning, increasing subscriber fees, absentee management and lack of responsiveness to subscribers.

"Since the implementation of the final provision of the Communications Policy Act of 1984, we have seen a dramatic increase in complaints from independents and public television stations, municipalities and consumers," they said in a two-page letter to Subcommittee Chairman Edward Markey (D-Mass.).

The congressmen's call for hearings may be rhetorical. The subcommittee has indi-

cated that it will hold hearings to review the impact of the Cable Act shortly after Congress gets back to business next month after the Christmas recess. Indeed, it had originally scheduled hearings for last October, but they were called off because of the stock market crash on Oct. 19. Markey's subcommittee also has jurisdiction over financial law and regulations.

The voicing of such concerns by such a large group of congressmen is considered significant.

In outlining their concerns, the congressmen said channel assignment has serious implications for independent and public broadcasters. "All too often, we have seen cable companies shift channel assignments on their systems without providing appropriate notice to either the public or the respective stations," they said. "In many instances, cable operators have refused to carry new stations on their systems, claiming the new must-carry compromise rules which they helped formulate are unconstitutional. These decisions often represent maneuvers to accommodate services owned by the cable companies themselves."

The congressmen said fear that rate deregulation would result in "dramatic and unjustifiable rate increases... appear to have been well-founded. Since January last year, many cities have experienced significant rate increases (often without appropriate prior notice) that have gone well beyond acceptable market or inflationary adjustments."

As cable companies grow and merge, programming and other decisions that were once made locally are being made at "far away corporate headquarters," they said. Decisions are often based upon "national market interests and stockholder priorities rather than local concerns."

In addition, they said, the larger operators seem to "have intentionally insulated themselves from the viewers they serve... We have repeatedly heard from citizens and city officials alike about the exhausting and frustrating experience of communicating with cable companies."

Bosco aide Jason Liles said the letter was sent in December, but a subcommittee staffer said it wasn't received until last week by facsimile. □

NCTA urges FCC to stand by competition test

It argues three air signals are enough to justify cable escape from city rate regulation

The National Cable Television Association urged the FCC last week not to reconsider its basic three-signal "effective competition" standard as the National League of Cities and the Association of Independent Television Stations had asked it to do last month ("In Brief," Dec. 7, 1987).

In implementing the Cable Communications Act of 1984, the FCC ruled that cable systems in communities where three broadcast signals are "available" are subject to "effective competition" and, hence, under the act, cannot be subjected to rate regulation by the local franchising authority.

On appeal, the U.S. Court of Appeals in Washington last summer upheld the three-signal standard, but told the FCC to narrow its definition of "available." In response to the court, the FCC proposed last September that the three signals had to be available to 75% of the homes in the affected community, not just "any portion" of it as originally required, or that they would have to be "significantly viewed" in the community,

not in the county of the community as originally required.

But in comments on the FCC proposal, the NLC and INTV felt the three-signal standard itself should be reconsidered, arguing, in part, that changes in the marketplace since 1984 warranted such a review. NLC suggested a much tougher standard: five television signals, including three broadcast affiliates, an independent and a noncommercial station or a viable wireless cable service.

In its reply comments submitted last week, the NCTA reaffirmed with some qualifications its acceptance of the FCC proposal while criticizing the cities and INTV for trying to broaden the scope of the proceeding. NCTA dismissed most arguments for a new standard as a rehash of arguments rejected by the FCC three years ago in its original proceeding and by the court in the appeal.

"The only new evidence" is that basic cable rates have increased in many communities since rate deregulation took effect in January 1986. "Since one objective of the Cable Act was to free cable operators from regulation that kept their rates artificially

low, rate increases following deregulation can hardly be viewed either as unexpected or as evidence that cable systems are not subject to effective competition," NCTA said. "Nor is it reasonable to assert that because the increases may in some instances exceed the general rate of inflation, they must indicate market power."

"Revisiting the three-signal standard would go beyond the proper scope of this proceeding," the trade association said. "What are at issue are tests of signal availability—the only aspect of the definition of 'effective competition' that the court rejected."

NCTA also questioned INTV's standing in the proceeding in a footnote. "It turns out... that INTV's interest has nothing to do with the implementation of the rate regulation provisions of the Cable Act," NCTA said, adding "INTV's only concern is that the commission's determination of what constitutes 'effective competition' for purposes of rate regulation may affect 'more recent debate over the effectiveness of competition to cable systems in the context of other forms of government regulation in which INTV has a vital interest.'" □

Appeals court questions FCC lotteries

Judges find fault with commission practice of using luck of draw in ties for ITFS frequencies

FCC efforts to make more efficient use of the spectrum allocated to Instructional Television Fixed Services were found defective last week by a unanimous three-member panel of the U.S. Court of Appeals in Washington. The panel reversed the commission's decision to employ tie-breaking lotteries without incorporating in them the preferences for media diversity and minority ownership called for in a 1982 statute authorizing the use of lotteries. And it sent the case back to the commission either to explain its classification of excess ITFS capacity—which may be leased for use in the multipoint distribution service—as non-broadcasting or to state why an examination of that issue could be deferred.

That portion of the opinion dealing with the classification of excess ITFS capacity is not seen by commission officials as a major problem. But unless the commission appeals the decision, it will no longer be allowed to hold tie-breaking lotteries in ITFS proceedings without applying the preferences Congress prescribed in authorizing the use of lotteries to substitute for comparative hearings. The commission, which employs a limited comparative hearing procedure in ITFS cases, had interpreted the law as not applying to its proposed tie-breaker lottery; as a result, it argued, preferences were not required.

One major question on which lawyers are differing is whether the decision means that duplicated preferences must be given in proceedings where broadcast properties are involved. The commission already gives preferences for minority ownership and media diversity in the comparative hearings held to determine winners in broadcast cases. Does the ruling, then, require the commission to give a broadcast applicant a preference twice—once in a comparative hearing, and once if a tie-breaking lottery is held?

A commission attorney pointed to language in the opinion indicating the court was not ruling on that issue. "It may be that a valid lottery...could be held without duplicating preferences already incorporated into the comparative rating scheme, but that case is not before us," the court said, in the opinion written by Chief Judge Patricia Wald. But Andrew Schwartzman, project director for Media Access Project and counsel for the Telecommunications Research and Action Center, which appealed the case, offered a contrary view. "The nature of the preferences would be different," he said. The preferences required by the lottery statute deal only with ownership, he said. In comparative hearings involving broadcast properties, the preferences are assigned in the context of ownership and management.

The case arose out of a rulemaking the commission initiated when it found itself confronted with an increasing demand for radio frequencies and an excess capacity of

microwave frequencies in the ITFS portion of the spectrum. The commission in 1983 reallocated eight ITFS channels per market for use by MDS and allowed licensees on the remaining ITFS frequencies to transmit noneducational programming in addition to their regular educational programming. The ITFS licensees and their lessees were allowed to disseminate commercial programming to the general public. The tie-breaking lottery procedure was adopted two years later.

TRAC and Youth News, an intervenor in the case, appealed the FCC's order, challenging the FCC's new scheme on two grounds: the failure to regulate the ITFS programming that would be aimed at the public as "broadcasting" and the failure to provide for preferences in the tie-breaking lotteries it would hold in comparative hearings.

As for the classification issue, the court noted that the commission initially claimed that alternative uses of ITFS frequencies are not broadcasting because they are "typically" provided on a subscription basis. Then, the court added, the commission conceded that its new regulations allow ITFS to be used for nonsubscription commercial programming but claimed it was merely deferring the classification issue until it was informed of a licensee who was actually performing such nonsubscription service. But the com-

mission, Wald wrote, "has failed to provide a reasoned basis for either position."

The classification portion of the opinion was puzzling to FCC lawyers. They said the FCC had sought to make clear it had never taken a position on the classification of excess capacity. "I guess we didn't make it clear enough," said one.

The problem with the first rationale, Wald said, is that the commission has already made a decision on the broadcast classification of nonsubscription ITFS. "By making such services permissible," Wald added, the commission "has enabled them to operate within the nonbroadcast classification of traditional ITFS but without prior FCC approval." Nor was the panel impressed with the second rationale. "What the commission is doing by its inaction," Wald said, "is silently authorizing possible statutory violations but refusing to decide the issue until a private challenge arises. It is an administratively awkward posture, at best."

In disposing of the lottery issue, Wald noted that the commission had abandoned an early position that its authority to conduct tie-breaking lotteries derived from the 1982 statute authorizing lotteries. It finally determined the necessary authority was "inherent" in the Communications Act of 1934. The panel rejected that argument. Wald said that the ITFS selection procedure "consti-

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tutes a 'system of random selection' " with-in the meaning of the 1982 law. Accordingly, that aspect of the ITFS regulatory scheme was also overturned. The "plain language" of the lottery statute "supports the view that a selective system that relies on a tie-breaker lottery but is conducted without media diversity and minority preferences is impermissible," Wald said.

Wald, in a lengthy footnote, also took a quizzical look at the commission's "inherent authority" argument. She said the commission offered no indication of why it expects "true ties" to arise more often today than they did before the second report and order in the proceeding was issued in 1985. Nor, she said, did it offer an explanation of why it waited until after specific lottery legislation had been sought and enacted to contend it had had tie breaker authority for 40 years.

Cable operators ask court to reject A/B switch requirements as unconstitutional

Group whose complaint prompted striking down of must-carry opposes commission effort to preserve A/B portion of rules; it is only commenter on FCC motion

The group of cable operators whose complaint led the U.S. Court of Appeals in Washington to strike down the FCC's must-carry rules as unconstitutional last month (BROADCASTING, Dec. 16, 1987) has asked the same court to reject the FCC's effort to preserve that portion of the rules requiring

cable operators to offer A/B switches to their subscribers.

In a three-page filing, the cable operators said the court, in its Dec. 11, 1987, decision, found the must-carry rules in their entirety—including the A/B switch requirements—to be unconstitutional.

The operators quoted the court's opinion: "Because we invalidate the entire new must-carry regime as unjustified and as unduly sweeping, we do not reach—and therefore express no opinion on—the subsidiary First Amendment challenges to particular facets of the rules."

Following the court's Dec. 11 ruling, the FCC asked the court whether it meant to throw out the A/B switch rules along with the carriage rules requiring operators to carry some local broadcast signals, which were the focus of the cable operators' complaint. Arguing that the rules should be preserved, the FCC also asked for permission to "make necessary conforming changes" to the rules (BROADCASTING, Dec. 28, 1987).

The A/B switch rules require cable operator to "educate" subscribers about the use of switches and to offer to install them or to supply them to do-it-yourselfers. The cost of installation and the switches is to be borne by the subscribers. Cable operators had until Feb. 29 to offer the switches, but the FCC stayed the deadline until the fate of the requirement is resolved.

But, in response to the FCC's motion, the cable operators said the FCC believed the A/B switch requirement was an integral part of the "must-carry package" when it was adopted in 1986. "The commission must now not be heard to suggest that each of these various 'elements' stands separately."

Citing an earlier court decision, the operators said it is not the courts' role to "fine-tune" regulations. "What the FCC seeks here is an advisory opinion counseling on those particular aspects of the regulations which, in the court's view, may pass constitutional muster and those which must fail."

Although the court found the must-carry rules unconstitutional, the operators said, it passed on what it called the more "vexing" question of the "precise level of First Amendment protection" that is due cable operators. "While such a holding was contextually sound, any grant of that relief sought by the FCC would obligate the court to tackle this question," the court said.

"Any further 'incarnation' of these rules must, as a function of due process, be subject *de novo* to administrative rulemaking and potential judicial review. 'Clarification' is therefore neither necessary nor appropriate," the operators said.

The cable operators, represented by Cole, Raywid & Braverman, were the only group to submit comments to the court opposing the FCC's motion. Others with an interest in the must-carry rules, notably the National Cable Television Association and the National Association of Broadcasters, chose to sit this one out. □



NCTA recruits from the Hill. Katherine L. Meier, familiar in Washington communications circles as the chief minority (Republican) counsel on the Senate Communications Subcommittee, will join the National Cable Television Association in the newly created post of deputy vice president for government relations. The appointment takes effect next Friday (Jan. 15).

The NCTA's eight-person government relations department has been without a head since Nov. 30 when Edward Merlis, the vice president of the department, left to become president of Telaction Corp.'s cable affiliate division. Telaction, a subsidiary of J.C. Penney, is a home shopping and information service.

Meier will only partially fill the vacuum created by Merlis's departure. According to an NCTA spokeswoman, the association plans to hire "soon" a vice president to head the department, which is charged with pursuing NCTA's ambitions on Capitol Hill. Meier will report to whoever is hired for the slot.

In announcing the hiring of Meier, NCTA said she will have primary responsibility for NCTA's legislative liaison program with the Congress, and will supervise the day-to-day activities of the association's in-house lobbying staff.

NCTA President James P. Mooney, in a prepared statement, said Meier "knows both the Hill and cable issues inside out. She's a first-team professional, and we're very glad to have her coming to cable."

Meier was out of her office last week, and could not be reached for comment.

NCTA will be Meier's second stop in her still-young career. According to the Senate Commerce Committee, which is the parent of the Senate Communications Subcommittee, Meier was hired by Senator Robert Packwood (R-Ore.) and placed with Commerce's Surface Transportation Subcommittee where she served until 1982. After a stint with the Aviation Subcommittee, she joined the Communications Subcommittee in 1983. She became chief majority counsel in 1985 and chief minority counsel in 1987 after the Republicans lost control of the Senate.

Meier graduated from Stanford University, Palo Alto, Calif., in 1974 (with a BA in psychology) and from the Northwestern School of Law at Lewis and Clark College, Portland, Ore., in 1979.

FCC wants to make new orbital slot for high power satellites

The FCC (Jan. 6) proposed last Wednesday setting aside a segment of the orbital arc for high-power fixed Ku-band satellites.

After GE Americom in July 1986, proposed redesigning its K-3 and K-4 satellites to operate together at 85 degrees west longitude (WL) at 60 watts each, GTE Spacenet and Contel ASC said the high-power video-only transmissions would cause unacceptable interference with transmissions by satellites they planned to operate in adjacent orbital slots.

After a long series of cross-filings at the FCC, satellite operators, at the invitation of GE Americom, held a series of meetings a year ago to seek a solution. They failed to find a clear consensus, and the ball was lobbed back into the FCC's court. The commission last week lobbed it back, issuing a tentative decision to create a "discreet segment of the orbital arc," from 87 degrees (the authorized slot for Spacenet III, to be launched in March) to 93 degrees west longitude (WL), to accommodate GE Americom's redesign plans, as well as accommodating other operators authorized to build high-power birds. The commission has encouraged "comments on all aspects of the proposal."

K-3 and K-4 are now owned by Crimson Satellite Associates, a joint venture of HBO and GE Americom, which will market services not only to cable programmers for distribution of services to cable systems and directly to the home.

"On the face of it, it's a favorable attempt to accommodate our request [for redesign]," said a GE Americom spokesman, Mike Sweeney. "It will help focus comments from everyone in the industry. But we have to study the proposal" before making further comment, he said. The full text of the proposal had not reached either GTE or GE last week.

Creation of the segment will require some satellite moves, although not of Spacenet III, remaining at 87 degrees. Americom's K-1 would move from 85 to 67 degrees to make room for (IBM subsidiary) Satellite Transponder Leasing Corp.'s SBS-4 bird, which would move from 91. K-3-4 would be launched into the 91.5 degree slot. And although shunting the new breed of satellites into an orbital parking lot of their own was applauded by GTE Spacenet last week, the other half of the commission's proposal—one-and-a-half-degree spacing between the satellites within the segment—may meet with wide opposition. Two degree spacing is the present FCC standard.

The commission "is to be highly commended for introducing the concept of a discreet segment," said Tom Natoli, GTE Spacenet vice president of corporate affairs, who added that the segment solution—one GTE had pushed all along—recognizes the interference concerns. The bad news, he said, is that the one-and-a-half-degree spacing, if the segment were to become filled, would cancel out the major benefit of "ratcheting up the power" of the satellites involved. That higher power allows users to operate smaller dishes, but those smaller

dishes, Natoli said, are most susceptible to interference: "Placing the satellites closer together exacerbates that problem."

(Natoli said that the more powerful satellites authorized to operate in the direct broadcast satellite band will be spaced nine degrees.) That being Spacenet's broader concern, Natoli said, "it would take an awful lot of effort to see that no satellite is placed at 88.5 [one-and-a-half degrees away from Spacenet III's 87 degree placement] during the life of Spacenet III, after expending great effort trying to keep one from being placed two degrees away over the past

18 months."

Also at issue, Natoli said, is whether K-3 and K-4 belong in the fixed satellite service (FSS) band, when GE Americom's plans include a high-power direct-to-home service—a description GTE has argued makes K-3 and K-4 direct broadcast satellites (DBS), to be authorized DBS, not FSS, frequency. FCC common carrier bureau staff attorney, Wilbert Nixon, last week would say only that the K-3-4 applications were for FSS operations.

The commission has not yet announced deadline for comments. □

Erie system attacks city fees on First and Fourteenth Amendment grounds

Cable system, which sees itself as constitutional equivalent of newspaper, claims city fees violate its guarantees of free speech and equal protection

The conflict between the First Amendment rights claimed by cable systems and the right that cities claim to regulate cable systems is at issue in the appeal Erie Telecommunications Inc. has taken from a decision of a U.S. district court. ETI claims the fees demanded of it by the city of Erie, Pa., constitute a violation of its constitutional

guarantee of free press. The cable system also claims a violation of its constitutional guarantee of equal protection under law. But the U.S. District Court for the Western District of Pennsylvania ruled for the city in a summary judgment.

ETI was driven by more than concern over its free speech rights in the suit it filed against Erie. ETI had begun prepaying a 5% franchise fee in 1980, three years before completing construction of the system, and four years before enactment of the Cable Communications Policy Act of 1984. That act incorporated the existing FCC require-

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ment that the interest-bearing value of prepayments be included in the calculation of the 5% ceiling that was also contained in the law. And when ETI determined that on the basis of prepayments already made, the city would owe it a substantial sum at the conclusion of the 10-year franchise, it suspended its \$25,000 quarterly franchise fee payments and its \$10,000 monthly access installment. Efforts at resolving the matter had failed—and the city threatened franchise revocation and litigation.

In the appeal it has taken to the U.S. Court of Appeals for the Third Circuit, in Philadelphia, ETI leaves no doubt that it sees itself as the constitutional equivalent of a newspaper.

And, in arguing that the city's franchise fee "is an unconstitutional money-based prior restraint," ETI maintains that "the city may not 'sell' or 'rent' the right to engage in constitutionally protected activity." Erie does not claim the principle bars governments from charging fees necessary to regulate conduct "associated with the exercise of constitutional freedoms." But it says municipally imposed license fees burdening First Amendment rights have received strict judicial scrutiny and that the burden of proving the fees' legitimacy is placed on the government imposing them.

The appeal also attacks as a violation of the First Amendment the city's access-fee plan, which requires the cable system to provide special funds, channels, training, services, and equipment for government and public access programming as condition of ETI's rights regarding the remaining non-access channels. ETI contends that the city has stripped it of all editorial control over the 13 access channels "and assigned a censorship role" to the city's governing council.

As for the Fourteenth Amendment issue, ETI says that the Equal Protection clause requires any state or local government action that classifies persons as to "their exercise of fundamental rights to be narrowly tailored and employ the least drastic means necessary to achieve its purpose." The district court held that the city had not violated the Equal Protection clause because it had a "fiduciary duty" to charge a fee and because there was no intent to censor speech. It also said the city's duty to extract fees from ETI was "compelling" because the public streets are essential to the cable system's operations. But the rights-of-way are an important resource to many businesses and communications media, ETI says. The fact that they are "essential" to one medium, it adds, "does not entitle the city to require only that medium to pay for usage rights." □

PanAmSat asks Reagan for help

Satellite system needs landing rights; appeals to President, reminding him that Thatcher owes Reagan favor

Rene Anselmo, chairman of the Pan American Satellite Corp., has tried the FCC and

the State and Commerce Departments in an effort to secure landing rights for the separate satellite system in Great Britain. Now he has appealed to President Reagan. He has written the President asking that he seek the cooperation of British Prime Minister Margaret Thatcher. "My experience is that it will take this kind of pressure, coming from the top, to gain our entry into Great Britain," Anselmo said in his letter to the President. He said, in effect, that Thatcher owes Reagan a favor for his help in aiding a British company, Cable & Wireless, which is now the source of some of PAS's problems.

PAS, the first separate system to gain FCC authorization to operate in competition with the International Telecommunications Satellite Organization, has established a link with Peru. It has now found what its representatives say "are a number" of potential customers in Great Britain. And its RCA Astro 3000 spacecraft is scheduled for launch in March. But, PAS notes, it cannot do business in Britain unless it obtains landing rights from British Telecom, Great Britain's PTT, or Mercury, the recently created affiliate of C&W, the PTT for a number of Great Britain's overseas possessions. BT and Mercury are the only parties authorized to provide earth station facilities in the United Kingdom.

Thus far, PAS says, it has been unable to obtain that cooperation. PAS maintains that Mercury and BT are reluctant to break ranks with PTTs on the continent; they do not want to see their markets opened to competition.

Anselmo, in his letter to the President—a shortened version of which was published as an advertisement on Wednesday in *The Washington Post* and *The Financial Times* of London—also sought to tie PAS's problems to the International Telecommunications Satellite Organization. He described it as "the monopoly owned by the rest of the world's Postal Telephone and Telegraph monopolies," which, he said, "has never relished" the prospect of even "limited competition" for the global system. He noted that BT and C&W are Intelsat signatories and, hence, "part and parcel" of an Intelsat resolution that called on its members not to deal with U.S. alternative satellite systems.

Anselmo, in his letter to the President, recalled that U.S. policy declaring separate satellite systems to be required in the national interest was set by Reagan in November 1984. He also recalled that Reagan and Thatcher recently intervened with the Japanese government on behalf of Pacific Telesis and C&W in their effort to become part of the consortium that will build an undersea fiber optic cable link to Japan. The intervention was successful. Now, Anselmo says in his letter, he is asking that the President remind Thatcher of his help in opening the Japanese market for C&W, "then point out to her that one of your U.S. companies is having a problem getting into her country."

That kind of pressure is what PAS will require to gain access to Great Britain, he said. That, along with an FCC refusal to act on the C&W application until PAS's landing-rights problem is resolved, Anselmo added, "ought to get the message out that the United States is serious about trade reciprocity." □

TV Answer to test interactive video

McLean, Va.-based company says system can be universally available

Testing will soon begin on TV Answer, an interactive video system that will provide communication between broadcast and cable TV viewers and program sources through radio frequency impulse transmitters rather than two-way cable links.

The tests are expected to last three to six months, according to Steven J. Symonds, executive vice president and chief operating officer of TV Answer Inc. of McLean, Va. According to Symonds, "We need enough data to convince the [FCC] that the device does not produce television interference, that the device performs as expected and that there's a need and interest in the marketplace."

TV Answer claims that the emergence of cable television was expected to provide consumers with interactive viewing capabilities not possible in over-the-air broadcasting. "As a number of experiments of so-called 'two-way' cable demonstrated, however, the absence of a reliable cost-effective technology for the interactivity of cable subscribers and cable programming sources continues to frustrate fulfillment of one of the cable industry's early goals," the company claimed in comments to the FCC. "Moreover, even if the cable industry found such a means, that technology would still not be available to the 50% of TV households that are not cable subscribers." TV Answer claims that it can be universally available.

The FCC has cleared the company to test the system in up to 1,000 homes in the Washington area. The testing is expected to begin in February after installation of equipment in 500 to 1,000 Fairfax county, Va., homes on the Media General Cable TV system there. About 1,000 homes per month will then be added after an expected testing authority increase to 6,000 homes is received from the commission. The "TV AnswerBox" will be placed on TV sets, with viewers given a chance to respond to survey questions using a hand-held remote control device.

As described by Sallie Olmsted, public relations director and customer liaison, the system works with a series of questions appearing on viewers' television screens while a program is in progress. "While the question is on the screen they respond then and there," Olmsted said. "When they respond with their remote control, it triggers the unit to send a radio signal back to the computer at the cable headend." The current implementation plan, after testing is complete, is for units to be distributed to cable systems and placed in homes at no charge. Revenues will be gained through consumer user fees charged each time an impulse is received from the TV AnswerBox. No plans

have been worked out yet for distributing units to noncable homes.

Although, the first tests are being done with a cable system, because it does not involve the use of two-way cable links, the technology will also be of use to terrestrial broadcasters. "We are starting out with cable because it is easier to control the testing," Olmsted said.

Among the possible applications are television surveys, home shopping and pay-per-view services. George Mason University in Fairfax, Va., is cooperating in the testing to explore the home education possibilities of the system. "Everybody that we talk to has another good idea on how it can be used," Olmsted said.

But the problem facing TV Answer is the same one facing several new broadcasting technologies—spectrum space. The company has petitioned the FCC for permanent allotment of one-half mhz in the band between 216 mhz and 222 mhz for the system. Three slots in that space which the company claims are presently underutilized are 216.25 mhz, 218.25 mhz and 220.25 mhz. The FCC has responded with a call for

comments on the proposal which are due Jan. 27. Symonds claims that TV Answer can co-exist in the band currently reserved for land-mobile and maritime-mobile radio services. The other two services, he said, have plenty of room and TV Answer could operate without interfering with them. "We want a half mhz in there somewhere," he said.

According to Bob Dattner, senior engineering consultant to TV Answer, the system is designed to save spectrum space. "The whole key to this system is that we've got a device that will give us over 900,000 responses per minute using a half mhz," he said. More than one survey on different stations could be performed if timed correctly, he said. "If there is more than one station asking questions during the same period of time, the computer coordinates those questions so that only one question is being asked at a given instant." Therefore, Dattner said, several stations in a given TV market could program TV Answer surveys at the same time within the same spectrum. "As long as the questions are coordinated by the computer, we can tell which question the

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Satellite Footprints

Staying on. Another major cable programmer—basic cable service, USA Network—has converted from monthly lease agreements to a contract for the life of GE Americom's Satcom III-R. That satellite, launched in mid-November 1981, is due to expire near the end of 1992. USA Network joins other III-R customers now contracted for the life of the satellite including Arts & Entertainment Network, Christian Broadcasting Network, ESPN, Lifetime, Trinity Broadcasting Network, Home Shopping Network and TEMPO Television.

USA also announced that, effective Feb. 1, its Pacific time zone transmissions will be permanently moved from Satcom III-R transponder nine to transponder 10, a move requiring a transition period, beginning today (Jan. 11), when it will feed its programming on both transponders until the changeover is complete. Transmissions to other time zones remain on Hughes Communications' Galaxy I satellite.

According to GE Americom spokesman, Mike Sweeney, the series of new deals is a result of Americom's "efforts to give programmers room to grow without worrying about renewing contracts." But Americom's efforts also represent lasting tremors resulting from Viacom International's move last spring to Hughes Communications' Galaxy III, which was launched in September 1984 and should operate through 1994 (BROADCASTING, March 2, 1987). The ensuing year since Viacom's original, and eventually abandoned, plan to make AT&T's Telstar 303 a major cable satellite (BROADCASTING, Nov. 3, 1986) has seen a shakeup among operators in their competition for cable programmers, including Viacom's abandonment of three of six Satcom III-R transponders last fall when Tempo Enterprises became the latest defector to Galaxy III (BROADCASTING, Sept. 14, 1987). According to the latest figures from the National Cable Television Association (August-September, 1987), Galaxy leads the way in cable, serving 36 operating networks. Satcom III-R serves 29 operating networks. The next closest competitor is Satcom IV serving 16. According to those NCTA numbers, Galaxy III serves 2 operating

networks.

Last mile. Having established Teleport Communications, a 150-mile regional communications network in New York and northern New Jersey, headquartered at the Staten Island teleport, Merrill Lynch wants to begin teleport ventures in other major cities and has launched a new subsidiary to fund such development. Merrill Lynch Teleport Technologies Inc. (MLTTI) is close to the end of negotiations in at least one city, to begin building a local network, said Merrill Lynch spokesman, Robert Atkinson. Stressing that MLTTI is not going into the long distance telephone business—many major users of Teleport Communications in New York currently are long distance companies—Atkinson said there is no intention of providing intercity services and that each company in the Teleport Communications Group will operate as a stand-alone company with its own general manager and staff. Development of the group, he said, is in response to requests from current users who would like to see networks in other cities match up technologically with the New York system. The presence of stadiums, arenas and production studios—potential sites from which special event or regular programming can originate—are among considerations in MLTTI's plans. In respect to broadcast users, he said, there is always the need for high quality, alternate transmission routes when things go wrong.

Even more diverse. Midcontinent Broadcasting (Midco), a private company that owns two AM and four FM stations, three TV stations (all in South Dakota and Wisconsin), cable systems serving nearly 60 communities in Nebraska, South Dakota and North Dakota, mobile phone systems, paging systems, long distance communications systems, movie theaters and video stores, now has purchased a "significant interest" in Washington International Teleport Communications, which owns Washington International Teleport (WIT), WIT announced last week.

box is responding to and that allows us to share the same half mhz citywide," he said.

"It is only through the use of radio spectrum that immediate access to TV response technology can be achieved by all U.S. television households," the company stated in its filing at the FCC to request spectrum. It claimed that with one-half mhz "in the VHF range, a low-cost, compact Answer-Box can be manufactured consistent with the goal of establishing a universally available response-radio service." The filing also addresses the issue of licensing eligibility saying that "all existing commission licensees engaged in transmitting video services to the public should be eligible in the new radio service, with the only condition being that they coordinate their use of the system in each geographic area."

The Fairfax county tests will be coordinated out of TV Answer's McLean headquarters. An antenna will be placed on the roof of that building to receive the impulses. The engineers there will be able to monitor which boxes are operating. The boxes will be scattered throughout the Metrocable service area, and later in homes in other parts of the Washington area, to test propagation of the system.

There is no estimate as to when the service could go into general use. "I'm talking to major manufacturers now," Symonds said, declining to name which electronics companies are involved. "We don't want to begin manufacturing until we've addressed the major concerns that the commission would have and the potential users of the device might have...Manufacturing is no problem—we need the frequency," he said.

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In Sync

Helping hand

When an ice storm on Christmas day knocked Springfield, Mo., television stations off the air, the local cable system came to the rescue. Two network affiliates were able to continue serving cable subscribers by arranging to provide taped satellite-delivered network feeds to the headend and doing live cut-ins at the cable system's studios.

According to Joyce Reed, news director for Springfield's NBC affiliate, KYTV(TV), the five Springfield stations went dark at the same time in a power outage due to the storm. The outage began at about 11:30 a.m. on Dec. 25 with power not returning to some of the stations until about 7 p.m., Monday, Dec. 28.

After power went out, KYTV began programming on Saturday morning, Dec. 26, on the Springfield cable system owned by multiple system owner TeleCable Corp. The system penetrates approximately 50% of the Springfield market. About half of TeleCable's subscribers had uninterrupted power during the two-day period and were able to pick up the station's programming. By 11:30 a.m. on Sunday, KYTV was able to return to the air with 50% power when electricity returned at its transmitter. During the two-day period, the station had been taping the satellite network feed at its studio and delaying airing by one hour. Its anchors read the regular newscasts and cut-ins live from TeleCable.

KSPR(TV), the ABC affiliate, was dark until Sunday morning when it also began shuttling tapes to TeleCable and broadcasting news live from the cable system. That night KSPR broadcast a live basketball game from Tulsa, Okla., which was received directly by satellite at TeleCable, according to KSPR general manager John Orr who praised the cable system for its efforts. KSPR was not able to return to the air until 6 p.m. Sunday evening.

As for other stations in the market, CBS affiliate KOLR(TV) remained dark until power was restored to its transmitter on Sunday afternoon. Noncommercial KOLR(TV) left the air briefly while power was out at its studio. But it was able to return to service for cable viewers because its studio is hardwired to the cable headend. KDEB-TV, an independent, remained dark during the entire three-day period.

Meanwhile, another station that was left dark due to a holiday weekend ice storm, KTUL-TV Tulsa, Okla. ("In Brief," Jan. 4), was able to return to the air on Saturday, Jan. 2 with temporary facilities at about 13% of licensed power. KTUL-TV was dark for one day after its tower collapsed on Dec. 26 and transmitted by satellite with an ENG truck and later by microwave to the local cable system. KTUL-TV maintained the microwave link with the system, United Cable Television's Tulsa Cable TV, after returning to partial power, making the station available to about 50% of the Tulsa market last week, according to the station's chief engineer, Roman Hlohowskyj. He estimated that

the station will be able to broadcast at about 25% of licensed power later this week when further temporary measures are taken.

Insurance investigators at the KTUL-TV estimated that the collapse was due to the pressure of about a million pounds of ice that accumulated on the top of the 2,000-foot tower, about 5,000 pounds more than it was designed to bear, Hlohowskyj said. Construction on a new one was expected to begin by the end of last week. Hlohowskyj was not sure how long the construction would last.

Another hardship facing KTUL-TV was revealed last week. Soon after the tower collapsed, the transmitter building, previously reported to have been unharmed, sustained some damage from falling debris. Insulation containing hazardous asbestos was scattered throughout the building. The station was able to operate the transmitter by remote control from the studio until the building was decontaminated late last week.

Takeaway

Coverage of the Orange Bowl game between the Miami Hurricanes and the Oklahoma Sooners in Miami turned out to be more expensive than planned for KTVY(TV) Oklahoma City. About \$80,000 worth of equipment was stolen from remote broadcast sites outside a Miami hotel. KTTY sent a crew of 26 to Miami to cover the game and originate the station's newscasts there on days before the game. During the first remote, "as one of the engineers was registering the camera he watched the monitor go black," said Randy Pyburn, news operations manager. The reason, he found, was that the station's Ikegami HL79 camera, and some other equipment had been stolen. Later in the week, several typewriters and a telecopier were also taken.

Coming together

North American Philips Corp., New York, has been reorganized following stock buy-back by parent N.V. Philips Industries of the Netherlands. The move was completed last November, after the original offer of \$50 per share was raised to \$56 in October. The European company began its bid last summer to acquire the 42% of the company in public shares that it didn't already own (BROADCASTING, Aug. 24, 1987).

Subsidiaries of N.A. Philips, which had operated as separate corporate entities, were reclassified as N.A. Philips divisions effective Jan. 1. Among the 12 companies affected are Amperex Electronic Corp., Magnavox CATV Systems Inc. and Philips Electronic Instruments. In addition, the names of five existing N.A. Philips divisions have been changed, including N.A.P. Consumer Electronics Corp., which has been renamed Philips Consumer Electronics Co. U.S. Philips, which was previously a wholly owned subsidiary of N.V. Philips, has merged with N.A. Philips as part of the reorganization.

TELECASTINGS

Another notch

WNHT(TV) Concord, N.H., will become the Granite State's first CBS-TV affiliate Feb. 1, following an agreement between the network and the four-year-old UHF (ch. 21) independent announced last week. Concord, the state capital, is part of the sixth-largest market, Boston, almost 80 miles to the south. It had previously been served by Boston CBS affiliate, WNEV-TV.

Iron curtain opening

European satellite service Sky Channel, which last spring became one of the first Western television networks to begin airing in Hungary after it was given access to Budapest hotels and to Hungarian state television through a co-produced pop music show, is now also reaching at least 52,000 cabled homes in the Eastern Bloc nation, following approvals by the Hungarian post and telecommunications agency and its national copyright agency.

Raising the 'Learning' curve

Noncommercial KXON-TV Claremore, Okla., (population 17,000) has become a Learning Channel affiliate, airing 60 hours of TLC programming via direct satellite feeds each week. In lieu of competing with mainstream Public Broadcasting Service programming aired by PBS affiliate KOED(TV) Tulsa, 20 miles away, 70 kw KXON-TV airs educational programming almost exclusively, including TLC's telecourses. During this past fall semester at licensee Rogers State College, the station aired 19 telecourses three times daily. "Our signal covers a good portion of the Tulsa ADI," said station president, James Baum, last week.

The station also airs 17 hours a week of other instructional programs (for college credit), as well as a few entertainment programs, produced at the station's own studio. The station, he said, is under a mandate from the National Telecommunications and Information Agency's Public Telecommunications Facilities Program (KXON-TV received a \$355,000 NTIA grant in 1985) to carry nonduplicated programming. "That is also part our CPB [Corporation for Public Broadcasting] commitment," Baum said. KXON-TV qualified last month for a CPB annual station grant of \$267,000.

Money is also a consideration. PBS affiliation would have cost \$50,000 annually, said Baum, adding that TLC affiliation costs the station between \$12,000 and \$15,000 annually. That equals three cents to five cents per household. (The number of homes is difficult to determine with a broadcast station, according to TLC marketing director, John McLaurin, who said the rate is comparable to rates TLC charges its cable system customers. The standard contract, said McLaurin, is for two years.)

A 46 kw noncommercial station, Eastern Illinois University's WEIU-TV Charleston, Ill.,

is also a full-time TLC affiliate. The program director there, said traffic manager, Jennifer Rardin, plucks approximately 25 hours per week of TLC courses, airing some on a tape-delayed basis. The station, carried on "a number of local cable systems," said Rardin, also airs about 25 hours of FNN feed per week, while filling the rest of its 115 weekly hours with its own entertainment and news programming. Rardin could not provide information on the station's agreements with program providers.

With approximately one-third of noncommercial stations licensed to universities, according to PBS, a move by a significant number of university broadcast stations away from PBS affiliation to TLC "could become an issue in the future," said McLaurin, but for now, sources at both programming distributors said no one is losing sleep over the idea. TLC offers between 12 and 15 telecourses per semester. PBS's Adult Learning Service catalogue currently lists over 30 telecourses, PBS said last week. Although only eight to 12 of them might appear on a program schedule, a station could obtain all of them, as well as programs associated with Project Literacy U.S. and other educational projects. PBS and TLC both acquire programs from independent, often the same, sources.

"Our policy," said McLaurin, "is to listen

to anybody who approaches us." Potential cable carriage is a consideration, he said. "If we're already carried on an outlet in the area, we'd suggest they look elsewhere for programming, for the benefit of themselves and the other carrier." KXON, said Baum, has gained carriage on the 3,000-subscriber United Cable system serving Claremore. No money is involved in that system's agreement to carry the university station, said Mark Savage, general manager of United Cable's 150,000-subscriber Tulsa system, which also serves Claremore. United's Tulsa system does not itself carry TLC, he said, and none of its subscribers outside Claremore receives KXON. "We carry the station regardless of its programming," he said. The station, said Baum, is also negotiating carriage on Wometco's nearby Pryor, Okla., system.

Although conflicts could naturally arise with a noncommercial station airing commercially distributed programming, said Baum, KXON-TV deletes all commercial elements before airing the video courses.

Hispanic habits

Hispanics view one-third more television than non-Hispanics, according to a research study by AGB subsidiary Information and Analysis Inc. The study, which

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interviewed 1,571 Hispanics during November and December 1986, showed Hispanics watch an average of 41 hours per person per week of television, two-thirds of it Spanish language television. Hispanics aged 18-34 spend 58% of their total viewing time watching Spanish-language TV as well, the study added.

Trade show duo

The British media company, Telso Communications, which runs two of the largest intentional TV program trade shows, MIP-TV and MIPCOM, through its Midem Organization, has appointed two new joint managing directors for the trade show subsidiary. The two are Xavier Roy, who has worked with MIDEM founder Bernard Chevy for 18 years, most recently as international sales director, and Robert Bingham, currently managing director of The Button Group, the exhibition firm he formed in 1975.

Lowell Award

The Corporation for Public Broadcasting has begun accepting nominations for its 1988 Ralph Lowell Award honoring an individual's extraordinary efforts in public television programming, legislation for public broadcasting, leadership at the national level and/or education and professional development. Lowell was a WGBH-TV Boston co-founder and was instrumental in the formation of the Carnegie Commission on Educational Television, leading the Public Broadcasting Act of 1967.

Changing Hands

WMYK(FM) Elizabeth City, N.C. □ Sold by Love Broadcasting to Edge Broadcasting Co. for \$6 million. Seller is owned by brothers, Robert, Michael and William Bennis. It also owns WMYG(FM) Braddock, Pa. Buyer is owned by Paul T. Lucci and Wayne G. Souza, who also own WRFK(FM) Richmond, Va. WMYK is on 93.7 mhz with 100 kw and antenna 940 feet above average terrain. *Broker: Communications Equity Associates.*

WXYQ(AM)-WSPT(FM) Stevens Point and WJJK(AM)-WBIZ(FM) Eau Claire, both Wis. □ Sold by Sage Broadcasting Corp. to Americus Communications Partnership for \$5 million. Seller is publicly owned, Stamford, Conn.-based group of eight AM's, nine FM's and one TV, headed by Gerald A. Poch. Buyer is headed by Richard Muzzy, former general manager of KATM(FM) Colorado Springs. WXYQ is daytimer on 1010 khz with 1 kw. WSPT is on 97.9 mhz with 50 kw and antenna 340 feet above average terrain. WJJK is 1400 khz full time with 1 kw. WBIZ is on 100.7 mhz with 100 kw and antenna 740 feet above average terrain.

WRHD(AM)-WRCN(FM) Riverhead, N.Y. □ Sold by East Shore Broadcasting Corp. to Williams-Spitzer Media Corp. for \$4.5 mil-

lion. Seller is owned by Richard I. Adrian, who has no other broadcast interests. Buyer is owned by Robert L. Williams and Elton L. Spitzer. Williams has interest in WKAP(AM) Allentown, Pa. Spitzer has interest in WXXP(FM) New Kensington, Pa., and WLIR(AM) Spring Valley and WYUT-AM-FM Herkimer, both New York. WRHD is daytimer on 1570 khz with 1 kw. WRCN(FM) is on 103.9 mhz with 3 kw and antenna 466 feet above average terrain. *Broker: Blackburn & Co.*

WXJY(FM) Nantucket, Mass. □ Sold by C.C.N.B. Corp. to Quality Broadcasting Inc. for \$2.8 million plus tax certificate. Seller is principally owned by Bruce N. Harris, his wife, Pamela, and Michael O'Neill. It has no other broadcast interests. Buyer is principally owned by Wilson Wong and Lawrence DeHaan, who also own WCFR-AM-FM Springfield, Vt., and WINQ(FM) Winchendon, Mass. WXJY is on 96.3 mhz with 50 kw and antenna 394 feet above average terrain. *Broker: Kozacko-Horton Co.*

WLVA(AM) Lynchburg, Va. □ Sold by Laurence P. Morin, trustee in bankruptcy, to Stereo 9 Inc. for \$345,000. Seller is trustee in bankruptcy for Inland Broadcasting Corp., which has no other broadcast interests. Buyer is owned by Louis D. Kessler, and his son, Paul M. Kessler, who have no other broadcast interests. Paul Kessler is Richmond, Va.-based accountant. WLVA is on 590 khz full time with 1 kw.

KPAG(AM)-KRQS(FM) Pagosa Springs, Colo. □ Sold by Rod-Mar Inc. to Roger Morphew for \$250,000. Seller is owned by Wayne Marcy and Rob Roddy, who have no other broadcast interests. Buyer is Colorado Springs-based real estate developer with no other broadcast interests. KPAG is on 1450 khz with 1 kw day and 250 w night. KRQS is on 106.3 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Chapman Associates.*

CABLE

Systems serving Marmaduke, Rector and Reyno, all Arkansas and Doniphan, Mountain View and Piedmont, all Missouri □ Sold by Dr. Jack G. Hunt to Cable Systems USA Associates for approximately \$10-\$12 million. Seller has no other cable interests. Buyer is Tionesta, Pa.-based MSO with systems in six states serving 48,000 subscribers. It is headed by Jack Fuelhart, general partner. Systems pass 12,718 homes with 9,400 subscribers. *Broker: Hardesty, Puckett, Queen & Co.*

Systems serving Ulysses and Johnson, both Kansas □ Sold by Golden Southwest Inc. to Universal Cable Communications for approximately \$2-\$3 million. Seller is principally owned by Samuel Elliot and Lloyd Hartley, who also own KULY(AM) Ulysses, Kans. Buyer is Crested Butte, Colo.-based MSO with systems in four states serving 12,000 subscribers. It is owned by Jay

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O'Neal. Systems pass 2,600 homes with 2,075 subscribers. *Broker: Hardesty, Puckett, Queen & Co.*

System serving Goldendale, Wash. Sold by Goldendale Cablevision Inc. to Sun Country Cable Inc. for \$1.5-\$2 million.

Seller is Littleton, Colo.-based MSO headed by David Bradford, president. It owns systems in nine states with 28,000 subscribers. **Buyer** is owned by David D. Kinley and Lynette Simpson. It owns systems in Missouri and Washington serving about 7,000 subscribers. System passes 1,450 homes

with 1,258 subscribers and 26 miles of plant. *Broker: Hardesty, Puckett, Queen & Co.*

For other proposed and approved sales see "For the Record," page 78.

Cablecastings

CBN rumors

Recent notices of the imminent death of the Christian Broadcasting Network have been greatly exaggerated, CBN said last week, as it denied a Jan. 5 *USA Today* story that said Ben Kinchlow, long-time co-host and now host of CBN's *700 Club*, would jump ship to join the *PTL Club* as host early this year. Kinchlow, executive vice president of ministry, and Bob Slosser, CBN chairman and chief executive officer, jointly announced Jan. 5 that the story "was not true," and Kinchlow repeated the denial during the Jan. 5 broadcast of the *700 Club*. Kinchlow, who took over the on-air driver's seat for departed presidential candidate Pat Robertson last April, visited new PTL head, David Clark, and PTL ministry vice president, Neil Eskelin, during an end-of-the-year vacation in South and North Carolina, said CBN media relations manager, Benton Miller. (Clark had worked with Kinchlow for years at CBN, Miller said.) But no offers were made, and the only house inspection Kinchlow made, Miller quoted him as saying, was of the Baker house about which so much has been said over the past year.

The newspaper story quoted Clark as saying: "It would be a tremendous thing for us if [Kinchlow] accepts," and quoted other PTL sources as saying Kinchlow had initiated talks about the job. Last week PTL said Clark would be the only source who could answer questions about Kinchlow, but he was involved in extensive meetings to select a new board of directors for the beleaguered cable service.

Miller confirmed a 32.5% drop in contributions to CBN since last April as cited in the newspaper story. But the implication that the losses were directly attributed to Robertson's departure, he said, are ill-founded. That number was announced last November in conjunction with the layoffs of 145 CBN employees (500 had been laid off last summer). Highest on the list of causes, he said, was the Jim and Tammy Bakker scandal, a "dramatic influence on every television ministry in the country," which also coincided with the beginning of CBN's fiscal year last April. A worldwide 1987 slump in oil prices reduced oil industry contributors to the network, and the stock market crash affected other contributors.

Despite the losses in contributions—the category of funding that constitutes 74% of CBN money—Miller said, the network has responded to difficult times with creative efforts: the launch last summer of CBN Radio (which operates via a sideband on CBN Cable Network's satellite signal and is now on nearly 100 affiliates); the spin-off of a *700 Club* "companion show," *Straight Talk* (using a Donahue-Winfrey format); the launch

of two other programs, *Thursday Night Live* (music and entertainment) and *Sunday's Best* (*700 Club* highlights) and the expansion of the CBN film unit, which has produced two after-school specials to be aired on secular television this month: *Never Say Goodbye*, Jan. 11, at 4 p.m., on CBS, and *Terrible Things My Mother Told Me*, Jan. 20, at 4 p.m., on ABC. Syndication affiliates receiving the *700 Club*, he said, stand at 158 in the U.S. and Canada, (totaling 71 million households), "a pretty static number." January 1987 CBN Cable Network numbers stood at 7,387 systems, 34 million subscribers; last month those numbers had increased to 7,868 systems and 37.2 million subscribers, he said.

Showcase deal

Home Box Office has signed a co-production deal with Granada TV International, one of the U.K.'s largest television producers, for two feature-length dramas to air on HBO Showcase. The first two projects for

the joint venture are features on the shooting down of Korean Airlines Flight 700 by the Soviet Union and on the late Dean Reed, an American pop singer who defected to the Eastern Bloc in the 1960's.

Up front

The QVC Network has added a new twist to its home shopping service—it is disclosing on air the exact shipping and handling charge for each item it presents. Usually, home shopping networks inform customers of those charges after they call to purchase a product.

"There were very few complaints about the old system," said QVC Chairman Joseph Segel, but customers "were always in the dark about exactly how much the charge would be until after they actually placed an order." Segel explained that at QVC, operators would inform customers of the extra charges before the transaction was completed. "While we had been following the practice of the older home shopping pro-

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grams, we were never comfortable with that practice," said Segel, "so we decided to now take the lead in changing the way shipping and handling charges are disclosed. We are confident that cable subscribers and the cable companies will appreciate this consumer-oriented approach," Segel said.

Segel inaugurated the new approach himself, on Dec. 29, when he presented a new product, Arval skin cream, on the air. The network said it received 1,500 phone orders after the presentation—a record for that product category.

Woodruff to moderate

The League of Women Voters has announced that Judy Woodruff, chief Washington correspondent for *The MacNeill/Lehrer NewsHour* and anchor of public television's *Frontline with Judy Woodruff* series, will moderate LWV's second set of presidential primary debates. Scheduled just prior to Super Tuesday, they will air on the Cable News Network on March 5 (Republican) and March 6 (Democratic).

Minority help

The Oakland, Calif.-based nonprofit Walter Kaitz Foundation has launched an employment service designed to increase cable television's minority work force. The foundation's Direct Hire service will recruit and screen applicants and present to cable companies a quarterly list of qualified personnel. The applicants must be college graduates with three years of work experience and

have skills in marketing, sales, advertising, finance, accounting or engineering. The Walter Kaitz Foundation is located at 4341 Piedmont Avenue, Oakland, Calif. 94611; (415) 653-3310.

A little knowledge

"Knowledge is a powerful defense against the persuasive power commercials exercise on impressionable youngsters, particularly those between the ages of 4 and 6," according to a University of Southern California

school of business administration study. Researcher Henianne Sanft's study of 140 Pittsburgh area children found that groups of 4-to-6-year-olds and 8-to-10-year-olds, when given knowledge about the persuasive intent of advertising, displayed different reactions to previously unaired board game and breakfast cereal commercials. Knowledge about the intent of advertising "seems to make children focus on the information about the product," the report said. The result of such knowledge: increased product memory and less brand preference.



Heart to Hart. Cable News Network talk show host Larry King (l) returned to work last Monday (Jan. 4), four weeks after undergoing quintuple bypass surgery. His guest, Democratic presidential candidate, Gary Hart, joined CNN staffers in celebrating King's return.

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KQIZ-FM Amarillo, Texas

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Challenge time

Time Inc. has made a \$50,000 challenge grant to C-SPAN that could bring in another \$150,000 for the cable public affairs network. Time said it pledged \$50,000 for the network's operations and will donate another \$50,000 if C-SPAN can raise an additional \$100,000. Money from the latter challenge would go toward the C-SPAN Education Project, which seeks to increase the use of C-SPAN among students. To date, the network has raised \$41,000, with pledges from Centel, Douglas Communications, General Instrument and Jones Inter-cable. Gary Bryson, executive vice president of Time Inc. subsidiary, American Television & Communications, and a C-SPAN board member, said the network would have no difficulty raising the \$100,000.

This is the third consecutive year Time has made a donation to C-SPAN; it previously contributed \$75,000 to the network. Most (95%) of C-SPAN's budget is supplied by cable operators, the rest comes from corporate contributors, including IBM, General Foods, duPont, the Gannett Foundation, Bell Atlantic, United Auto Workers, NYNEX and the National Education Foundation.

TBS two-step

Superstation TBS has changed the name and format of its *Night Tracks Power Play*. The new title, *Power Play Dancin'*, premiered Jan. 1 in the old *Night Tracks* time slot Fridays, from 11:05 p.m. to 12:05 a.m. The show is now a countdown of the top 10

dance videos, and is designed to appeal to a cross section of musical styles. "Power Play Dancin' fulfills that ideal by including pop, R&B and rock videos," said producer Tom Lynch.

Cashing in

Advertising sales on cable's sports programming networks is expected to jump 19% in 1988, reaching \$248.6 million, according to Paul Kagan Associates. Kagan said 1987 sales were expected to hit \$209.3 million, nearly double the 1984 figure of \$115.4 million.

Mecham's message

The Arizona Cable Television Association plans to provide a live feed of Governor Evan Mecham's state of the state address, scheduled for today (Jan. 11) at 12:30 p.m. Cable systems may air the feed live or on a tape delayed basis.

Movies by Disney

The Disney Channel has announced it will premiere its *Save the Dog*, made-for-cable movie on March 19. Cindy Williams, Tony Randall, Katherine Helmond, Charlotte Rae and Tom Poston star in the comedy about the misadventures of an aspiring actress who is trying to save her dog.

The full-length animated *The Brave Little Toaster*, featuring the voice of *Saturday*



Gene Kelly

Night Live star Jon Lovitz, will premiere on Feb. 27. It tells the story of a "group of aging appliances in an abandoned summer cottage."

The pay channel premiered last Monday *The Best of Hollywood*, in which actor Gene Kelly introduces Disney's 9 p.m. movie with behind-the-scenes anecdotes about that night's film. Disney plans to have Kelly introduce most of the musicals and classic motion pictures that air in the film block.

The series, which kicked off last week with "State Fair," also includes "Top Hat," "Fiddler on the Roof," "Yankee Doodle Dandy," "Seven Brides for Seven Brothers," "An American in Paris," "My Fair Lady," "Kismet," "Summer Stock," "Topper," "True Grit," "All About Eve" and "In the Good Old Summertime."

Fifth Estate Earnings

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
Aaron Spelling	First	\$29,494	(2)	\$7,037	20	\$0.38
CVN Companies	First	\$144,922	275	\$6,415	NM	\$0.30
General Instrument	Third	\$298,094	33	\$19,891	243	\$0.56
Gulf + Western	Year	\$4,681,100	24	\$356,000	33	\$5.76
	Fourth	\$1,453,400	44	\$131,500	25	\$2.13
Home Shopping Network	First	\$186,000	80	\$3,100	(67)	\$0.04
King World	Year	\$241,306	66	\$33,981	71	\$1.11
	Fourth	\$65,947	41	\$12,060	54	\$0.40
Malrite Comm.	Third	\$29,034	7	(\$196)	NM	(\$0.01)
News Corp. Ltd.	First	\$981,333	19	\$104,152	212	\$0.63
Pulitzer Publishing	Third	\$89,746	8	\$3,134	1	\$0.30
Rogers Communications	First	\$124,600	10	\$48,415	13	\$0.12
Saatchi & Saatchi	Year	\$1,206,500	74	\$73,300	97	\$2.15
United Artists Comm.	Year	\$657,445	22	\$4,851	(40)	\$0.12

Aaron Spelling Productions net income includes nonrecurring income of \$3.5 million from ABC as part of new, nonexclusive agreement with network. Revenues were "impacted by a decline in network programming production," despite 54% rise in domestic syndication income from distribution of 97 episodes of *Hotel*, company said. ■ Prior to first fiscal quarter 1988, **CVN's** financial results included only 50% equity interest of cable home shopping service, Cable Value Network, now a wholly-owned unit of CVN. Net loss in year-ago quarter was \$6.4 million. ■ **Gulf + Western** reported after-tax operating cash flow up 23% over 1986 to \$473 million. Company's Entertainment operation, Paramount, had income growth in television, home video and theater exhibition, with TV syndication income from *Cheers* and *Family Ties*, along with pay TV licensing fees for features "Witness" and "Ferris Bueller's Day Off." ■ **King World's** barter syndication arm, Camelot Entertainment Sales, had high of \$74.3 million in revenues this year, representing approximately 31% of King World's total revenues. On program basis, *Wheel of Fortune* accounted for 46% of revenues, *Jeopardy* accounted for 29% and *The Oprah Winfrey Show* for 13%. ■ **Malrite** quarterly results include \$2.2 million pretax gain from \$10.7 million sale of company's Denver AM and FM radio stations. Nine-month net loss was \$4.9 million. Company said losses reflect "the anticipated pressure of higher interest and development costs associated with our substantial investments in new stations." ■ **News Corp.** operating profit for quarter was \$134.6 million, 33% above same period in 1986. Company said operating earnings increase was "offset somewhat by a decline in the United States, where filmed entertainment operations faced a difficult prior year comparison and the [Fox] television stations faced a less buoyant than expected advertising economy." ■ **Pulitzer** reported broadcasting net operating revenue flat at \$22.8 million, with operating cash flow from broadcasting down 3% for period, operating profit down 4% to \$5.6 million and operating expenses up 5% to \$8.6 million. ■ **Rogers** figures are expressed in Canadian dollars. Company reported two million basic cable subscribers, including 936,000 pay subscribers, as of Nov. 30, 1987. ■ Before-tax profit for **Saatchi** was up 77% to \$193.5 million. Profits at newly merged ad agency Backer Spielvogel Bates are 25% higher than previous year, company said. ■ **UA** reported operating income up 39% to \$109.3 million from previous year. Revenue from cable systems was up 13% to \$208.9 million from previous year. Cable operating income before depreciation and amortization was up 21% \$78.9 million.

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TVX gets more time to repay Salomon loan

Lender stretches deadline on \$247 million used to buy Taft stations; it says it's protecting its piece of borrower

The TVX Broadcast Group has received a one-month reprieve on repayment of a \$247-million bridge loan from New York investment banking firm, Salomon Bros.

The money, \$200 million of which was originally due Jan. 1, was used last spring to help purchase five major-market TV stations from Taft Broadcasting. The Virginia Beach, Va.-based TVX, with 11 independent television stations, now has until Feb. 1 to make the payment.

Salomon also agreed to defer interest payments originally due Dec. 31, 1987, until Feb. 1, and declined its option to raise the interest rate on the revolving credit agreement, currently at prime rate plus 5%. Another \$7 million has also been loaned separately to TVX at the same rate, payable on demand after Jan. 31.

Salomon's Nancy Peretsman said the investment bank has "no intention of pulling the rug out from under them [TVX]." Although Salomon may be anxious for repayment of the bridge loan, it must also protect its equity interest in TVX. The investment bank has some \$52 million in convertible preferred TVX stock, along with equity warrants and other holdings which, if fully exercised, would give it 52-53% ownership in the broadcast company.

TVX had originally planned a public debt offering to help it raise the funds, but put that plan on hold after the stock market crashed in mid-October. As recently as mid-December, TVX President Tim McDonald told BROADCASTING the company was close to bringing the debt offering to market, but Peretsman said that the planned \$165-million bond offering had not yet been priced and she could not project how soon it would

Bottom Line

Done deal. Sony Corp. last Tuesday (Jan. 5) completed \$2-billion acquisition of CBS Record Group. Company, to be named CBS Records Inc., will be operated as independent, wholly owned subsidiary of Sony. Blackstone Group acted as adviser to Sony in transaction.

Sweet price. King World Production has completed purchase of 3.5 million shares of its common stock at \$28 per share from members of founding King family, one member of current management and former executive vice president, Stuart Hersch. Although stock is now trading in \$18 range, stock buyback was agreed to last June in connection with tender offer by King World for up to 4.1 million shares when stock price was in mid-\$20's. Company eventually purchased 878,578 shares at \$28 per share. King family members still own approximately 39%, or 10 million shares of King World's 25.4 million common shares outstanding.

be.

TVX also will likely have to sell one or more of its smaller stations to meet \$20 million in debt amortization payments in 1988 and another \$10 million in the first half of 1989, McDonald said last month (BROADCASTING, Dec. 14, 1987).

It has already sold its smallest station, KJTM-TV Pine Bluff, Ark., for \$6 million to Detroit-based cable operator, Don H. Barden (BROADCASTING, Dec. 7, 1987). The group has top-20-market independents in Philadelphia, Fort Worth, Washington, Houston and Miami, and UHF independents in Nashville; Memphis; New Orleans; Raleigh, N.C.; Kerrville, Tex., and Norfolk, Va.

Pampers promo

Contest to appear during commercial breaks of Buena Vista's game show

Buena Vista Television, The Walt Disney Co.'s syndication division, and Procter & Gamble, will implement a promotional tie-in contest at the end of January designed to channel advertising dollars to stations that

carry Buena Vista's *Win, Lose or Draw* in syndication and promote sales of P&G's Pampers. (P&G is the largest national advertiser in *Win, Lose or Draw*.)

In the "*Win, Lose or Draw*/Pampers Sketch in Time Sweepstakes," viewers at home will be asked to guess the answer to a puzzle that will appear during a commercial break. (*Win, Lose or Draw* is a charades-type of parlor game in which competing teams attempt to guess the answer to a puzzle as clues are drawn on a large sketch pad.) Viewers will acquire entry blanks for the contest on Pampers packages and at point-of-purchase displays.

A winner will be chosen from correct entries for prizes including "Disneyland/Hollywood dream vacations" and animated "cels" (the original celluloid frames) from classic Disney animated movies such as "Cinderella" and "Lady and the Tramp."

The contest will air on Thursdays between Jan. 28 and April 21. During that time, Buena Vista will keep an extra 30-second spot for itself on Thursdays to run the contest, and will give that spot back to stations by taking one fewer on Fridays. *Win, Lose or Draw* is cleared on a cash-plus-barter basis with five-and-a-half minutes for stations and one minute for Buena Vista.

Developed at NATPE 1987, the sweepstakes will channel the P&G co-op dollars to stations through the local supermarkets in which the point-of-purchase displays are located. P&G will give retailers promotional materials and advertising dollars as part of the campaign. Those retailers are expected to advertise on local stations.

Mark Zoradi, vice president and general manager, Buena Vista Television, said the campaign will benefit *Win, Lose or Draw* and the stations that carry it through more exposure, which in turn is expected to improve the ratings of what is already the number-one rated show to debut in syndication last fall.

Zoradi said plans are now in the works for similar promotional campaigns of Buena Vista's *Live with Regis and Kathie Lee*, a talk/entertainment strip aimed at a fall 1988 debut.



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		Market Capitalization				Market Capitalization						
	Closing Wed Jan 6	Closing Wed Dec 29	Net Change	Percent Change	P/E Ratio		Closing Wed Jan 6	Closing Wed Dec 29	Net Change	Percent Change	P/E Ratio	
BROADCASTING												
N (CCB) Capital Cities/ABC	353	1/2	339	14	1/2	04.27	24	5,715				
N (CBS) CBS	163	3/4	156	1/4	7	1/2	04.80	10	3,864			
A (CCU) Clear Channel	13	7/8	12	1/8	1	3/4	14.43	26	44			
O (INFTA) Infinity Broad.	19	3/4	17	2	3/4	16.17	-151	166				
O (JCOR) Jacor Commun.	5	1/2	4	1/2	1	22.22		31				
O (LINB) LIN	44	5/8	43	1/8	1	1/2	03.47	23	2,392			
O (MALR) Malrite	7	1/2	5	7/8	1	5/8	27.65	-10	102			
O (MALRA) Malrite 'A'	7		5		2	40.00	-10	95				
O (OBCCC) Olympic Broad.	4	3	1/4		3/4	23.07		10				
O (OSBN) Osborn Commun.	6	4	3/4		1	1/4	26.31	-5	24			
O (OCOMA) Outlet Commun.	11		10		1	10.00		72				
A (PR) Price Commun.	11	1/2	10	5/8	7/8	08.23	-5	98				
O (SAGB) Sage Broadcasting	5	1/4	5		1/4	05.00	-7	17				
O (SCRFP) Scripps Howard	78		78			00.00	26	805				
O (SUNN) SunGroup Inc.		7/8		7/8		00.00	-1	2				
O (TLMD) Telemundo	8		8			00.00	-1	45				
O (TVXG) TVX Broadcast	3	1/4	2	1/4	1	44.44	-2	19				
O (UTVI) United Television	22		22			00.00	36	241				
BROADCASTING WITH OTHER MAJOR INTERESTS												
N (BLC) A.H. Belo	50		48		2	04.16	16	538				
A (AAR) Adams Russell			42	5/8	2	04.69	16	538				
O (ASTV) Amer. Comm. & TV		1/8		1/8		00.00		9				
N (AFL) American Family	14	3/8	14		3/8	02.67	14	1,158				
O (ACCMA) Assoc. Commun.	26		23		3	13.04		247				
O (BMAC) Bus. Men's Assur.	27	1/2	26		1	1/2	05.76	-11	287			
N (CCN) Chris-Craft	19		18		1	05.55	22	383				
N (DNB) Dun & Bradstreet	55	1/2	52	1/2	3	05.71	23	8,439				
O (DUCO) Durham Corp.	22	3/4	22	1/2		01.11	13	194				
N (GCI) Gannett Co.	38	1/2	37		1	1/2	04.05	21	6,221			
N (GY) GenCorp	22	3/8	21		1	3/8	06.54	11	1,499			
O (GACC) Great Amer. Comm.	12	7/8	11	3/4	1	1/8	09.57	12	299			
N (JP) Jefferson-Pilot	28	1/4	26	3/4	1	1/2	05.60	10	1,135			
N (KRI) Knight-Ridder	40	1/4	42	1/8	-	1	7/8	-04.45	16	2,309		
N (LEE) Lee Enterprises	24	1/8	22		2	1/8	09.65	14	600			
N (LC) Liberty	35		35	3/4	-	3/4	-02.09	12	334			
N (MHP) McGraw-Hill	53	1/4	49	1/8	4	1/8	08.39	17	2,690			
A (MEGA) Media General	36	1/2	34	3/4	1	3/4	05.03	53	1,029			
N (MDP) Meredith Corp.	31	1/4	29	1/4	2	06.83	16	600				
O (MMEDC) Multimedia	54		51		3	05.88	5400	594				
A (NYTA) New York Times	31	7/8	30	5/8	1	1/4	04.08	17	2,611			
N (NWS) News Corp. Ltd.	18		16	7/8	1	1/8	06.66	11	2,281			
O (PARC) Park Commun.	25	3/4	25		3/4	03.00	22	355				
O (PLTZ) Pulitzer Publishing	29	3/4	27	1/2	2	1/4	08.18	23	311			
N (REL) Reliance Group Hold.	6	5/8	5	3/4	7/8	15.21	7	496				
O (RTSRY) Reuters Ltd.	58	3/4	55	1/8	3	5/8	06.57	27	24,389			
T (SKHA) Seikirk	22	1/2	20	1/2	2	09.75	48	182				
O (STAUF) Stauffer Commun.	135		135			00.00	22	135				
A (TO) Tech/Ops Inc.	24	3/8	23	1/2		03.72	9	52				
N (TMC) Times Mirror	39		71	3/4	-	32	3/4	-45.64	16	5,031		
O (TMCI) TM Communications	1			3/4	1/4	33.33	5	7				
O (TPCC) TPC Commun.		1/4		3/16		33.33		2				
N (TRB) Tribune	40	1/2	38	1/2	2	05.19	15	3,191				
A (TBSA) Turner Bcstg. 'A'	12	1/4	10		2	1/4	22.50	-2	266			
A (TBSB) Turner Bcstg. 'B'	9		8	5/8	3/8	04.34	-1	195				
A (WPOB) Washington Post	203		185		18	09.72	22	2,607				
PROGRAMING												
O (SP) Aaron Spelling Prod.	4	5/8	4	3/8	1/4	05.71	4	85				
O (ALLT) All American TV	1	3/8	1	1/4	1/8	10.00		1				
O (BRRS) Barris Indus	8	1/4	6	5/8	1	5/8	24.52	4	73			
N (KO) Coca-Cola	39	1/2	37	1/2	2	05.33	15	14,930				
A (CLR) Color Systems	3	5/8	3		5/8	20.83	-2	18				
O (CAVN) CVN Cos.	9	3/8	8		1	3/8	17.18	-28	171			
A (DEG) De Laurentis Ent.	1	1/8	1		1/8	12.50		12				
O (dcp) dick clark prod.	6	1/4	6	1/4		00.00	16	51				
N (DIS) Disney	63	1/2	60	1/4	3	1/4	05.39	22	8,341			
N (DJ) Dow Jones & Co.	31	3/8	29	7/8	1	1/2	05.02	15	3,037			
O (EM) Entertainment Mktg	3	7/8	3	3/8	1/2	14.81	12	47				
O (FNNI) Financial News	8		6	3/4	1	1/4	18.51	50	94			
A (FE) Fries Entertain.	2	5/8	2	1/4	3/8	16.66	11	13				
N (GW) Gulf + Western	73	5/8	72		1	5/8	02.25	16	4,473			
O (HRSI) Hal Roach	4	3/4	4	1/4	1/2	11.76	-11	33				
A (HHH) Heritage Entertain.	3		2	7/8	1/8	04.34	3	13				
A (HSN) Home Shopping Net.	5	3/4	5	3/8	3/8	06.97	15	494				
N (KWP) King World	20	3/4	17	1/8	3	5/8	21.16	21	621			
O (LAUR) Laurel Entertain.	1	1/4	1	3/8	-	1/8	-09.09	2	3			
A (LT) Lorimar-Telepictures	11	1/4	9	7/8	1	3/8	13.92	-8	514			
N (MCA) MCA	36		34	7/8	1	1/8	03.22	16	2,735			
N (MGM) MGM/UA Commun.	7	3/4	6	3/8	1	3/8	21.56	-9	387			
A (NHI) Nelson Holdings		3/4		1/2	1/4	50.00	-7	20				
A (NWE) New World Enter.	3	1/4	3	1/4	1/8	04.00	2	35				
PROGRAMING												
O (NNET) Nostalgia Network	1	1/8	1	1/2	-	3/8	-25.00	-1	6			
N (OPC) Orion Pictures	11	1/8	10	5/8	1/2	04.70	17	191				
O (MOVE) Peregrine Entertain.	1	7/8	1	3/8	1/2	36.36	-62	4				
N (PLA) Playboy Ent.	13		13			00.00	-8	122				
O (QVCN) QVC Network	5	7/8	5		7/8	17.50		38				
O (RVCC) Reeves Commun.	7	1/8	6	5/8	1/2	07.54	712	89				
O (RPICA) Republic Pic. 'A'	4	5/8	4	1/4	3/8	08.82	51	19				
O (RPCB) Republic Pic. 'B'	5	1/2	5	1/2		00.00	39	4				
A (RHI) Robert Halmi	1	5/8	1	1/2	1/8	08.33	6	35				
O (SMNI) Sat. Music Net.	3	1/8	3		1/8	04.16	-78	26				
O (TRSP) Tri-Star Pictures	8		8	1/8	-	1/8	-01.53	14	245			
N (WCI) Warner	29	3/4	27	3/4	2	07.20	18	3,721				
O (WWTV) Western World TV.	3	1/8	3	3/8		00.00	2					
O (WONE) Westwood One	20	1/4	18		2	1/4	12.50	27	251			
SERVICE												
O (BSIM) Burnup & Sims	8	5/8	7	3/4	7/8	11.29	17	137				
O (CVSI) Compact Video	3		2	1/8	7/8	41.17	-2	19				
N (CQ) Comsat	28	1/2	27	1/2	1	03.63	-11	522				
N (FCB) Foote Cone & B.	44	1/2	44	1/2		00.00	13	185				
O (GREY) Grey Advertising	103		99		4	04.04	15	124				
O (IDBX) IDB Communications	8	1/4	7	1/4	1	13.79	33	33				
N (IPG) Interpublic Group	31	1/2	30	3/8	1	1/8	03.70	15	699			
A (MOV) MovieLab	6	3/4	6	3/4		00.00		11				
O (OGL) Ogilvy Group	26	1/8	23	1/4	2	7/8	12.36	13	360			
O (OMCM) Omnicom Group	19	20			-	1	-05.00	-86	465			
N (SAA) Saatchi & Saatchi	24	1/8	22	5/8	1	1/2	06.62	12	3,515			
O (TLMT) Telemation	1	1/2	2		-	1/2	-25.00	6	6			
A (TPO) TEMPO Enterprises	7	1/2	6	7/8	5/8	09.09	25	43				
A (UNV) Unitel Video	8	1/4	8		1/4	03.12	12	17				
CABLE												
A (ATN) Acton Corp.	13	1/2	12	3/8	1	1/8	09.09		15			
A (ACN) American Cable	44	3/4	43	7/8	7/8	01.99	-87	420				
O (ATCMA) Amer. TV & Comm.	24	1/4	21	3/4	2	1/2	11.49	93	2,653			
A (CVC) Cablevision Sys. 'A'	26	1/2	26		1/2	01.92	-45	557				
N (CNT) Centel Corp.	37		36			02.77	14	1,072				
O (CCCCO) Century Commun.	17	1/4	15	1/4	2	13.11	1725	498				

For the Record

As compiled by BROADCASTING, Dec. 29, 1987, through Jan. 6 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.

Ownership Changes

■ KRAR(AM) Waite Park-St. Cloud, MN (BAL871215EA; 1390 Khz; 2.5 kw-D; 1 kw-N)—Seeks assignment of license from Kleven Broadcasting Co. to Genesis Broadcast Professionals Inc. for \$175,000. Seller is Sturgis, SD-based group of three AM's and one FM, owned by Leslie J. Kleven. Buyer is owned by Ronald J. Linder, who also has interest in KWLM(AM)-KQIC(FM) Willmar, MN. Filed Dec. 15, 1987.

■ KBIX(AM) Muskogee, OK (BAL871214EC; 1490 KHZ; 1 kw-U, DA-1)—Seeks assignment of license from Muskogee Broadcasting Corp. to Embody Broadcasting Co. for \$200,000. Seller is owned by Michael J. McKee. His wife, Teresa, has CP for new FM in Taft, OK. Buyer is owned by Richard S. Embody, and his wife, Patricia. Embody was former owner of station. Filed Dec. 14, 1987.

■ WJCO(AM) Jackson, MI (BAL871214EB; 1510 Khz; 5.4 kw-D)—Seeks assignment of license from James J. McCluskey to Russell L. Mumaw for \$150,000. Seller and buyer have no other broadcast interests. Filed Dec. 14, 1987.

■ WAMX(AM) Huntington, WV and WAMX-FM Ashland, KY (AM: BAL871214ED; 930 khz; 5 kw-D; FM: BALH871214EE; 93.7 mhz; 50 kw; HAAT: 463 ft.)—Seeks assignment of license from Stoner Broadcasting System Inc. to Fifth Ave. Broadcasting Co. for \$1.9 million. Seller is Annapolis, MD-based group of six AM's and nine FM's principally owned by Tom Stoner. Buyer is owned by Tom Wolf. Huntington-based operator of McDonald's franchises. He has no other broadcast interests. Filed Dec. 14, 1987.

■ WLVA(AM) Lynchburg, VA (BAPL871208ED; 590 khz; 1 kw-U)—Seeks assignment of license from Laurence P. Morin, trustee in bankruptcy to Stereo 59 Inc. for \$345,000. Seller is trustee in bankruptcy for Inland Broadcasting Corp., which has no other broadcast interests. Buyer is owned by Louis D. Kessler, and his son, Paul M. Kessler, who have no other broadcast interests. Paul Kessler is Richmond, VA-based accountant. Filed Dec. 8, 1987.

■ WEEO(AM) Waynesboro, PA (BAL871211EC; 1130 khz; 1 kw-D)—Seeks assignment of license from Cumberland Valley Broadcasting Co. to Homes By Keystone Inc. for \$150,000. Seller is principally owned by Robert E. Fister and has no other broadcast interests. Buyer is owned by Guy W. Miller and his wife, Mary; Paul E. Dunlap and

his wife, Bonnie. It has no other broadcast interests. Filed Dec. 11, 1987.

■ WRHD(AM)-WRCN(FM) Riverhead, NY (AM: BAL871221GU; 1570 khz; 1 kw-D, FM: BALH871221GV; 103.9 mhz; 3 kw; HAAT: 466 ft.)—Seeks assignment of license from East Shore Broadcasting Corp. to Williams-Spitzer Media Corp. for \$4.5 million. Seller is owned by Richard I. Adrian, who has no other broadcast interests. Buyer is owned by Robert L. Williams and Elton L. Spitzer. Williams has interest in WKAP(AM) Allentown, PA. Spitzer has interest in WXXP(FM) New Kensington, PA and WLIR(AM) Spring Valley and WYUT-AM-FM Herkimer, both New York. Filed Dec. 21, 1987.

■ WQXY-AM-FM Baton Rouge, LA (AM: BAL871218GO; 910 khz; 1 kw-U; FM: BALH871218GP; 100.7 mhz; 100 kw; HAAT: 690 ft.)—Seeks assignment of license from Encore Communications Associates, L.P. to Vetter Communications Co. for \$5 million. Buyer is owned by Cyril E. Vetter, who also owns WVLA(TV) Baton Rouge and KFXX(FM) Maurice, both Louisiana. Filed Dec. 18, 1987.

■ KBIT(AM)-KOOK-FM Billings, MT (AM: BAL871211EA; 970 KHZ; 5 kw-U; FM: BALH871211EB; 102.9 mhz; 100 kw; HAAT: 500 ft.)—Seeks assignment of license from KOOK Associates Ltd. to Citadel Associates Limited Partnership for \$500,000. Seller is headed by John Hough, president. Buyer is owned by Lawrence Wilson and Fritz Beesmyer. It also owns KKFM-FM Colorado Springs and KBOZ-AM-FM Bozeman, MT. Filed Dec. 11, 1987.

New Stations

Applications

■ Atwater, CA (BPH871216MK)—Atwater Broadcasting Co. seeks 92.5 mhz; 3 kw H&V; 100 m. Address: 1038 Neilson St., Albany, CA 94706. Principal is owned by Nicholas Henderson and Raveesh Kumra. It has no other broadcast interests. Filed Dec. 16, 1987.

■ Thousand Oaks, CA (BPED871218MB)—California Lutheran University seeks 88.3 mhz; 3 kw H&V; 73 m. Address: 60 West Olsen Rd., Thousand Oaks, CA 91360. Principal is educational institution headed by Jerry H. Miller. It has no other broadcast interests. Filed Dec. 18, 1987.

■ Alachua, FL (BPH871216ML)—Minority Media, Inc. seeks 92.5 mhz; 3 kw H&V; 100 m. Address: 102 NE 10th Ave, Ste 10, Gainesville, FL 32601. Principal is owned by William Johnson, who has no other broadcast interests. Filed Dec. 16, 1987.

■ Rockford, IL (BPED871209MA)—Northern Illinois University and Rockford Educational Broadcasting Foundation seeks 90.5 mhz; 50 kw H&V; 112 m. Address: 544 College Ave., Dekalb, IL 60115. Principal is educational joint venture. Northern Illinois University is headed by John Latourette. Filed Dec. 9, 1987.

■ Pleasant Hope, MO (BPH871210MA)—Williams Partners seeks 95.5 mhz; 50 kw (H&V); 146 m. Address: 3467 W. Tracey Ct., Springfield, MO 65807. Principal is owned by Roy Williams, and his wife, Elizabeth. It has no other broadcast interests. Filed Dec. 10, 1987.

■ Pleasant Hope, MO (BPH871210MH)—FR Broadcasting Inc. seeks 95.5 mhz; 50 kw (H&V); 150 m. Address: 5315 W 7th, Topeka, KS 66606. Principal is owned by Frederick Reynolds, and has no other broadcast interests. Filed Dec. 12, 1987.

■ Pleasant Hope, MO (BPH871210MD)—Koyle Broadcasting Corp. seeks 95.5 mhz; 50 kw H&V; 150 m. Address: 605 Miller Rd., Willard, MO 65781. Principal is owned by Karleen Koyle, who has no other broadcast interests. Filed Dec. 10, 1987.

■ Pleasant Hope, MO (BPH871210MG)—Trifecta Communications seeks 95.5 mhz; 50 kw H&V; 150 m. Address: 2003 Brewer Rd., Bellevue, NE 68005. Principal is owned by Jean Marie Cates, Forrest D. Windham, and Donald E. Nistle. Nistle also has interest in KGMT(AM)-KUTT(FM) Fairbury, NE. Filed Dec. 10, 1987.

■ Pleasant Hope, MO (BPH871210)—Missouri Broadcast Partners seeks 95.5 mhz; 50 kw H&V; 150 m. Address: 3114 W. Countryside Dr., Springfield, MO 65807. Principal is

Nationwide Media Brokers Chapman Associates

KWOC-AM/FM Poplar Bluff, Missouri

to

Zimmer Broadcasting Company, Inc.

from

Three Rivers Broadcasting

for

\$642,000

Chapman Associates is pleased to
have assisted in this transaction.

headed by Cedric Randle, managing general partner. It has no other broadcast interests. Filed Dec. 10, 1987.

■ Pleasant Hope, MO (BPH871209MB)—Pleasant Hope Broadcasting Co. seeks 95.5 mhz; 50 kw H&V; 150 m. Address: P.O. Box 44, Pleasant Hope, MO 65725. Principal is owned by Larry Mitchell, Noel Boyd and Paula Landers. It has no other broadcast interests. Filed Dec. 9, 1987.

■ Pleasant Hope, MO (BPH871210F1)—Charles T. Williams seeks 95.5 mhz; 50 kw H&V; 150 m. Address: 2478 Wendover Dr., Naperville, IL 60565. Principal has no other broadcast interests. Filed Dec. 10, 1987.

■ Voorheesville, NY (BPH871215MA)—Family Broadcasting, Inc. seeks 96.3 mhz; 25 kw H&V; 319 m. Address: P.O. Box 150, RR#1 Box 1040, Waterbury, VT 05676. Principal is owned by Alexander D. McEwing and his wife, Susan; Arthur McEwing and his wife, Jennie; Robert Peake and his wife, Pamela; Dennis Fennell and Timothy Dodge, who also own WGLY-FM Waterbury, VT. Filed Dec. 15, 1987.

■ Voorheesville, NY (BPED871216MA)—WAMC seeks 96.3 mhz; 0.36 kw H&V; 287 m. Address: 318 Central Ave., Albany, NY 12206. Principal is owned by Alan S. Chartock, Alan D. Miller, Ruth Klemperer, Peter Vukasin, David Roberts, Warren Weiss, and Aaron Mitrani. It has no other broadcast interests. Filed Dec. 16, 1987.

■ Voorheesville, NY (BPH871216ME)—R. Bryan Jackson seeks 96.30; 0.2KW H&V ; 341 m. Address: 17 Imperial Drive, Niskayuna, NY 12309. Principal has no other broadcast interests. Filed Dec. 16, 1987.

■ Voorheesville, NY (BPH871216MG)—Tri-Cities FM Partnership seeks 96.3 mhz; 3 kw H&V; 100 m. Address: 446 Yates St., Albany, NY 12208. Principal is owned by Bernard L. Kennedy, who has no other broadcast interests. Filed Dec. 16, 1987.

■ Voorheesville, NY (BPH871216MD)—Francis W. Bell seeks 96.3 mhz; 3 kw H&V; 100 m. Address: 1805 Woodhill Trail, Augusta, GA 30909. Principal has interest in KSEK-(AM) Pittsburgh, KS and KFRB(FM) Girard, KS. Filed Dec. 16, 1987.

■ Voorheesville, NY (BPH871215MC)—Mid-Atlantic Broadcasting Co. seeks 96.3 mhz; .3 kw H&V; 307 m. Address: 27 Stone Rd., West Millbury, MA 01527. Principal is owned by George M. Ragsdale, Daniel F. Viles and Gregory T. Lano, who have no other broadcast interests.

Filed Dec. 15, 1987.

■ Voorheesville, NY (BPED871214MC)—Sound of Life Inc. seeks 96.3 mhz; 417 kw H&V; 263 m. Address: Box 380A, Lake Rd., Kingston, NY 12401. Principal is non-profit corporation headed by Bruce Winchell. It has no other broadcast interests. Filed Dec. 14, 1987.

■ Claremore, OK (BPH871216MH)—Pamela Kay Warren seeks 94.5 mhz; 3 kw H&V; 100 m. Address: P.O. Box 1642, 340 Country Club Dr., Ruidoso, NM 88345. Principal has no other broadcast interests. Filed Dec. 16, 1987.

■ Claremore, OK (BPH871216MJ)—Fred M. Weinberg seeks 94.5 mhz; 3 kw H&V; 100 m. Address: 3210 S Norwood, Ste B, Tulsa, OK 74135. Principal has no other broadcast interests. Filed Dec. 16, 1987.

■ Claremore, OK (BPED871216MB)—Educational Broadcasting Corp. seeks 94.5 mhz; 3 kw H&V; 100 m. Address: 1835 South 129 East Ave., Tulsa, OK 74108. Principal is nonprofit corporation headed by David W. Hardy, John H. Egbert and Francis C. Krebs. It has no other broadcast interests. Filed Dec. 16, 1987.

■ Locust Grove, OK (BPH871216MF)—Murry Broadcasting, Inc. seeks 100.7 mhz; 3 kw H&V; 100 m. Address: 711-b Garrison Ave., Fort Smith, AR 72901. Principal is owned by Johnnie M. Hemreich. It has no other broadcast interests. Filed Dec. 16, 1987.

■ Harlingen, TX (BPED871217MA)—RGV Educational Broadcasting Inc. seeks 88.9 mhz; 2.58 kw H&V; 98 m. Address: 1701 E. Tennessee Ave., Harlingen, TX 78550. Principal is nonprofit corporation headed by Ruben Cardenas, Rev. Leo J. Ferreira, Angela Villarreal, Randall Feldman, Dora L. Rodriguez, Bishop John J. Fitzpatrick and Rev. Gustavo Barrera. It has no other broadcast interests. Filed Dec. 17, 1987.

■ Mirando City, TX (BPH871216MI)—Alderete Communications seeks 100.9 mhz; 1.48 kw H&V; 142 m. Address: P.O. Box 326, Laredo, TX 78040. Principal is owned by Cynthia Alderete Earle, who has no other broadcast interests. Filed Dec. 16, 1987.

Actions

■ Oakhurst, CA (BP860616AD)—Granted app. of Larry Ward Gamble for 1090 khz; 500 w-D. Address: P.O. Box 1791, Oakhurst, CA 93644. Principal has no other broadcast interests. Action Dec. 16, 1987.

■ Silver Springs, FL (BPH870629NI)—Granted app. of Clay E. Holladay for 95.5 mhz; 3 kw H&V; 100 m. Address: 3491 Grandview Ave., Meridian, MS 39305. Principal has interest in WQIS(AM)-WNSL(FM) Laurel, MS and owns WYZB(FM) Mary Esther, FL. Action Dec. 21, 1987.

■ Casey, IL (BPH860317NS)—Granted app. of Casey Broadcast Group, Inc. for 104.3 mhz; 11.2 kw H&V; 151 m. Address: 2704 Hulman St., Terre Haute, IN 47803. Principal is owned by Vangie Sison-Day, Dean A. Phelps and M.N. Sholar, who have no other broadcast interests. Action Dec. 17, 1987.

■ Duluth, MN (851224MA)—Dismissed app. of Peoria Satellite Radio Corp. for 101.7 mhz; 1.0 kw (H&V); 525 m. Address: 1104 N. 2nd St., P.O. Box 299, Chillicothe, IL 61523. Principal is principally owned by William P. Bro and family. It has no other broadcast interests. Action Dec. 16, 1987.

■ Bedford, NH (BPH860804MC)—Dismissed app. of Bedford Broadcasting Service for 96.5 mhz; 3 kw H&V; 100 m. Address: 9235 Ne 175th, Bothell, WA 98011. Principal is owned by Duane J. Polich, who also has interest in KLCK-AM Goldendale, WA. Action Dec. 21, 1987.

■ Farmington, NM (BPET870218KF)—Dismissed app. of San Juan College for ch. 15; 20 kw-V; HAAT: 345 m. Address: 4601 College Blvd., Farmington, NM 87401. Principal is educational institution headed by James C. Henderson, president. It has no other broadcast interests. Action Dec. 23, 1987.

■ Tonopah, NV (BPED860514MG)—Granted app. of Nevada Public Radio Corp. seeks 91.7 mhz; 10 kw (H&V); 437 m. Address: 5151 Boulder Highway, Las Vegas 89122. Principal is nonprofit corporation headed by John F. Harvey. Filed Dec. 23, 1987.

■ Milton-Freewater, OR (BPH860918MT)—Granted app. of Nanette Markunas for 97.9 mhz; 500 w; 731 m. Address: P.O. Box 2576, Montauk, NY 11954. Principal has no other broadcast interests. Action Dec. 14, 1987.

■ Milton-Freewater, OR (BPH860918NK)—Dismissed app. of Mrs. Blanca Gaukroger for 97.9 mhz; 3 kw; 273 m. Address: Rt. 1, Box 26, Couze Creek Rd., Milton-Freewater, OR 97862. Principal has no other broadcast interests. Action Dec. 14, 1987.

■ Sioux Falls, SD (BPH870311ML)—Returned app. of

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Verna Joy Spriggs for 101.9 mhz; 50 kw H&V; 500 m. Address: 953 S. Blaine #1, Sioux Falls, SD 57103. Principal has no other broadcast interests. Action Dec. 21, 1987.

■ Dublin, VA (860509MA)—Returned app. of Golden Rule Organizational Workshop Inc. for 91.5 mhz; 64 w-H 58 kw-V; HAAT: 367 m. Address: 201 Progress St., Blacksburg, VA 24060. Principal is headed by Virginia Baker, and has no other broadcast interests. Action Dec. 21, 1987.

Facilities Changes

Applications

FM's

■ Montgomery, AL, WHYY-FM, 101.9 mhz—871218-Mod of CP (BPH861212IB) to make changes TL: 2.4 km N of intersection of Burbank Dr. and U.S. Rte 80, Montgomery County, AL; change HAAT: 334 m. H&V. 32 24 11N 86 11 48W.

■ Ocala, FL, WMFQ, 92.7 mhz—871211-Application for CP to make changes: FREQ: 92.9 MHz (Per Docket #86-138); change TL: 4 km NW of Belleview, 0.8 km SE of SR 467 & Redding Lane intersection. Marion Co. FL; change ERP: 50 kw H&V; change HAAT: 145 m. H&V; change to Class C2. 29 04 45N 82 05 35W.

■ Starke, FL, WTLG, 88.3 mhz—871221-Application for CP to change ERP to: 7 kw H&V; change HAAT: 87 m. H&V; change TL: 1100' NW of intersection of 24th Ave. and Forsythe Rd.

■ Peoria, IL, WWCT, 105.7 mhz—871217-Application for CP to change TL: approx 400 meters SE of the intersection of School St and Highview Rd, near Washington in Tazewell Co, IL. 40 42 08N 89 28 14W.

■ Armijo, NM, KLQS, 107.1 mhz—871215-Application for CP to change TL: 1-66, 6 km W of the intersection of I-66 and U.S. 40. Bernalillo Co. Atrisco, NM; change ERP: 17.7 kw H&V; change HAAT: 215 m. H&V; change to Class C2 35 03 15N 106 51 31W.

■ Florence, OR, KLCX, 104.7 mhz—871218-Mod of CP (BPH861216IH) to change TL: atop Prairie Peak, 10.92 km SSE of Alsea, OR; change ERP: 62.5 kw H&V; change HAAT: 721 m. H&V 44 17 35N 123 32 15W.

■ La Grange, TX, KMUZ, 104.9 mhz—871215-Application for CP to change HAAT: 100 meters H&V.

■ San Antonio, TX, KYRT, 29—871221-Mod of CP to change geographic coordinates: 29 17 27N 98 16 12W and change HAAT: 443 m.

■ Yakima, WA, KRSE, 98.3 mhz—871221-Application for CP to change FREQ: 105.7 MHz; change ERP: 100 kw H&V; change HAAT: 237 m. H&V; change Class to C1; modify license main facility; change antenna location to: 2 km E of Old Naches Valley Rd, 5.3 km SE of Naches.

TV

■ Panama City, FL, WDGH, 28—871214-Mod of CP (BPTC820122KE) to change ERP vis.: 1936 kw (32.87 dbk); ANT: BASC, Inc./SW-30-DA: HAAT: 149.97 meters; TL: approx 400' W of Florida State Rd 2301, 1/4 mi. N of intersection with Florida Hwy 388: 30 23 42N 85 32 02W; location of main studio: Panama City Bay, FL.

■ New Smyrna Beach, FL, WCEU, 15—871216-Mod of

CP to change ERP vis.: 674.5 kw; HAAT: 1447 ft.; ANT: Bogner B24UH (DA); TL: Near Orange City 2 mi. SW of Orange City, Volusia, FL. 28 55 16N 81 19 09.

■ Ponce, PR, WTIN, ch. 14—871208-Application for CP to change ERP vis.: 1513.6 kw; ANT: Bogner BU(I)24N 18 09 00N 66 52 50W; HAAT: 559 m.

Actions

AM's

■ Atlanta, GA, WPBD, 640 khz—871218-Application (BMP871030AB) granted for Mod of CP to make changes in ant sys for new station.

■ Richmond, KY, WCBR, 1110 khz—871228-Application (BP870717AA) granted for CP to make changes in ant sys (incl. incr. in tower height) and change TL to: North Third St (Rt 388) Richmond, KY 37 45 30N 84 17 36W.

■ Luverne, MN, KQAD, 800 khz—871223-Application (BP870317AB) dismissed for CP to make changes in parameters of directional antenna sys.

■ Del Valle, TX, KIXL, 970 khz—871223-Application (BP870603AK) granted for CP to make changes in ant sys; change TL to: Daffin Gin Rd, 4 km E of Austin City Limits, TX 30 19 13N 97 37 25W.

FM's

■ Red Bluff, CA, KDIQ, 102.3 mhz—871218-Application (BPH870205IH) granted for CP to change TL: approx. 9.5 mi. NE of Red Bluff, Tuscan Buttes, CA; change ERP: 3.24 kw H&V; change HAAT: 532 m. H&V. 40 15 31N 122 05 20W. Application resubmitted Feb. 5, 1987.

■ Frisco, CO, KYSL, 92.1 mhz—871221-Application (BMPH870213IN) granted for Mod of CP (BPH831027AG) to change TL: Peak 1/2, 2 km SW of Frisco, at existing electronics site, Frisco, CO; change HAAT: 320.63 m. H&V; and make changes in antenna sys. 39 33 22N 106 06 53W.

■ Leesville, LA, KVVP, 105.5 mhz—871218-Application (BMPH861205IA) granted for Mod of CP (BPH860522IC) to change TL: 1/10 mi. W of US 171, Coopers, LA; relocation of main studio outside community of license to: 6.2 mi. S of city limits of Leesville. LA. 31 03 01N 93 16 35W.

■ Camden, ME, WMFT, 102.5 mhz—871217-Application (BMPH860627IB) granted for Mod of CP (BPH810218AE, as mod) to change TL to: Ragged Mountain, Camden, ME; change ERP: 7.9 kw H&V; change HAAT: 366 METERS H&V and make changes in antenna sys. 44 12 40N 69 09 06W.

■ Rumford, ME, WWMR, 96.3 mhz—871221-Application (BPH870302IU) granted for CP to change ERP: 100 kw H&V.

■ Alexandria, MN, KXRA-FM, 92.7 mhz—871221-Application (BPH870323MC) returned for CP to change ERP: 100 kw H&V; change HAAT: 216 m. H&V; change TL: County Rd 56, 0.95 mi. W of State Rte 114, Garfield, MN 45 56 04N 95 30 49W.

■ Lincoln, NE, KHAT-FM, 106.3 mhz—871221-Application (BPH860609IE) dismissed for CP to change TL: Vine and Grape Streets, Lincoln, NE; change ERP: 1.48 kw H&V; HAAT: 143.32 m. H&V. 40 49 12N 96 39 29W.

■ New Brunswick, NJ, WRSU-FM, 88.7 mhz—871228-Application (BPED870105IF) granted for CP to change ERP: 1 kw H&V; change HAAT: 45.72 m. H&V.

■ Raleigh, NC, WQDR, 94.7 mhz—871221-Application (BPH870722IC) dismissed for CP to change TL: 2.9 km SW of Auburn, NC; change HAAT: 374 m. H&V; change ERP: 99 kw H&V. 35 40 29N 78 31 38W.

■ Woonsocket, RI, WNCK, 106.3 mhz—871229-Application (BPH870128I) granted for Mod of CP (BPH850828IC) to change TL: Beacon Pole Hill near Woonsocket, RI; change ERP: 1.15 kw H&V; change HAAT: 158 m. H&V. 41 59 43N 71 26 54W.

■ Rutland, VT, WRVT, 88.7 mhz—871217-Application (BMPE870302NH) granted for Mod of CP to change ERP: 2.774 kw H&V TV-6 Amendment Oct. 28, 1987.

TV's

■ Madisonville, KY, WLCN, ch. 19—871218-Application (BMPCT870623KF) Granted for Mod of CP to change ERP vis.: 215 kw; HAAT: 87 meters; ANT: GE TY-25-B; TL: 721 Princeton Pk. Hopkins Co, KY. 37 19 11N 87 30 58W.

■ Johnstown, PA, WJAC-TV, ch. 6—871218-Application (BPTC871016KE) granted for CP to change TL to: top of Laurel Hill. 4.5 mi. (7.2K m.) NW of Johnstown, PA 40 22

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■ Portsmouth, VA. WYAH, ch. 27—871221-Application (BPCT840621KH) dismissed for CP to relocate main studio location to nearby CBN Center in Virginia Beach, VA.

Actions

Commission Actions

■ Indecency—Responding to petitions for clarification and reconsideration, FCC generally reaffirmed its April 1987 findings of indecency against WYSP(FM), Philadelphia; KPFK-FM, Los Angeles, and KCSB-FM, Santa Barbara, CA. (By MO&O [FCC 87-365] adopted Nov. 24, 1987 by commission.)

■ Aguadilla, PR—Consented to assignment of license of WVEO-TV at Aquadilla from Seglares Iglesia Catolica Inc. to James C. Leake, on condition that licensee construct main studio at Aquadilla and originate some local programming within 18 months. (By MO&O [FCC 87-377] adopted Dec. 3, 1987 by commission.)

■ Licensing Procedures—Declined to relax operational and licensing requirements for broadcast auxiliary services. (MM Docket 86-405 by MO&O [FCC 87-390] adopted Dec. 15, 1987 by commission.)

■ Fort Myers Villas, FL—Reaffirmed grant of new FM station to Sunshine Broadcasting Inc. at Fort Myers Villas, thus denying competing applicant, L.B.C. Inc., reconsideration. (MM dockets 83-1332, 83-1334 by MO&O [FCC 87-392] adopted Dec. 21, 1987 by commission.)

Staff Actions

■ Los Angeles—Extended to Jan. 25 date for filing comments on complaint of National Association for Better Broadcasting against KCOP(TV) Los Angeles. (By Order [DA 87-1693] adopted Dec. 23, 1987 by chief, Mass Media Bureau.)

■ Rayne, LA—Designated for hearing seven applications for FM station on channel 29.4A (106.7 MHz) at Rayne. (MM Docket 87-560 by Order [DA 87-1801] adopted Dec. 8, 1987 by chief, audio services division, Mass Media Bureau.)

■ Lawton, OK—Correction to order designating for hearing mutually exclusive applications of Day Broadcasting

and Barton W. Ratliff for new TV station on channel 45 at Lawton. (MM Docket 87-550, by Order [DA 87-1781] adopted Nov. 30, 1987, by chief, video services division, Mass Media Bureau.)

■ Murrells Inlet, SC—audio services division chief requests verification of financial qualifications of applicants for channel 233A. Action by chief, audio services division, Dec. 30, 1987 by letters.

■ South Padre Island, TX—Designated for hearing mutually exclusive applications of Susan Lundborg and Rio Bravo Ltd. for new FM station on channel 237A (95.3 MHz); dismissed applications of Tony A. Cranford, Texas Media Group Inc., and South Padre FM Group. (MM Docket 87-561, by Order [DA 87-1802] adopted Dec. 8, 1987 by chief, audio services division, Mass Media Bureau.)

■ Woodstock, VT—Designated for hearing mutually exclusive applications of Robert and Shirley Wolf, Devine Providence Broadcasting Inc., Katherine T. McCann and Jerry Young for new FM station on channel 230A (93.9 MHz) at Woodstock. (MM Docket 87-562 [DA 87-1803] adopted Dec. 8, 1987 by chief, audio services division, Mass Media Bureau.)

Review Board Actions

■ Eureka, CA—Granted application of James and Sharon Deon Sepulveda for new TV station at Eureka. (By decision [FCC 87R-69] adopted Dec. 21, 1987 by review board.)

■ Buffalo and Mineola, both New York—Partially granted motion by Empire State Broadcasting Corp., licensee of WWKB(AM) at Buffalo, for waiver of section 1.301(b) so it can appeal presiding ALJ's denial of its motion for summary decision; dismissed Empire State's motion for immediate stay of hearing proceedings; and denied motion to strike filed by Bursam Communications Corp., licensee of WTHE(AM) Mineola. (MM Docket 87-110 by MO&O [FCC 87R-68] adopted Dec. 14, 1987 by review board.)

ALJ Actions

■ Bluefield, WV—Granted application of Living Faith Ministries Inc. for commercial TV station on channel 40 at Bluefield. (MM Docket 86-345 by summary decision [FCC 87D-47] issued Dec. 16, 1987 by ALJ John M. Frysiaek.)

Call Letters

Applications

Call Sought by

New FM's

KRKQ Michael Robert Birdsill, Chester, CA
WJLF Central Florida Educational Network, Gainesville, FL
KHHI Irving A. Uram, Hilo, HI
WBBS Berkshire Broadcasting-South Inc., Great Barrington, MA
KCHK-FM Kingsley H. Murphy Jr., New Prague, MN
WOXD Lafayette County Broadcasting Corp., Oxford, MS
WAYC-FM Cessna Communications Inc., Bedford, PA

Grants

Call Awarded to

New FM's

KXRJ Arkansas Tech University, Russellville, AR
KDFR Family Stations Inc., Des Moines, IA
KKWQ Demolee Communications Inc., Warroad, MN

Existing AM's

WLIT WMOO Trio Broadcasting Inc., Mobile, AL
WWAM WIKX Beasley Broadcast Group, North Fort Myers, FL
WSGX WWZZ Hugh Keith Enterprises, Sarasota, FL
WSNX WTRV Goodrich Theaters Inc., Muskegon, MI
WNAW WMNB Berkshire Broadcasting Co. Inc., North Adams, MA

Summary of broadcasting as of Sept. 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,893	170	5,063
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	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & Intercity relay	2,836	166	3,002

* Includes off-air licenses.

WBBO WHICH Rutherford County Radio Co. Inc., Forest City, NC
WPLJ WKRZ Beatrice Broadcasting Corp., Wilkes-Barre, PA
KKFN KYKC Vaughn Broadcasting Group, Sioux Falls, SD
WWHY WXXY Cory Communications Inc., Milan, TN
KMMX KCHL Vision Communications Inc., San Antonio, TX
KZQQ KRGO Group Communications Inc., West Valley City, UT

Existing FM's

KIPR KFXE Cornerstone Broadcasting Corp., Pine Bluff, AR
WCGY WCGY-FM Gowdy Family Limited Partnership, Lawrence, MA
WMNB WMNB-FM Berkshire Broadcasting Co. Inc., North Adams, MA
KDAM KLCQ Twain Lake Broadcasting Inc., Monroe City, MO
WCKZ-FM WLIT-FM Beasley Broadcasting of Charlotte Inc., Gastonia, NC
KKRX-FM KRLG KCCO-KRLG Inc., Lawton, OK
WKST-FM WFEM Great Scott Broadcasting, Elwood City, PA
WLWZ WTLT American Comm. of Greenville South Carolina Inc., Easley, SC
WSYN WAZX Beach Broadcasting of South Carolina Inc., Georgetown, SC
KKLS-FM KIOV Southern Minnesota Broadcasting Co., Sioux Falls, SD
KMMX-FM KMMX Vision Communications Inc., Terrell Hills, TX

Existing TV's

KCCW-TV KNMT Midwest Call Letters Inc., Walker, MN
WWOR-TV WWOR WWOR-TV Inc., Secaucus, NJ

Notes: Grant of call sign for FM station WDFR assigned to Family Stations Inc., Des Moines, IA, has been set aside.



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Rare opportunity for sales manager: Sales people with successful radio group. Good people are hard to find, as are good companies! Join the best with sales - not excuses. Resume, salary history, references to Harry Dyer, KCII AM/FM, Box 524, Washington, IA 52353. EOE.

Manager for exciting, rapidly growing shopping service and A.M. station located in midwest college town. If you have success record and make it here, this opportunity could lead to ownership in future. Send resume to Box C-27. An EOE.

We want a professional sales manager with a proven track record in easy listening and light AC formats. We are 100,000 watts regional Gulf coast FM with same ownership for 20+ years, and 1,000 watt state-of-the-art light AC AM. Send resume to Box C-14. EOE.

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 Box C-23.

General manager wanted: Attention sales managers. We trained young man as general manager at our small market AM station; today he's GM of a major market station. If you can make decisions, take overall responsibility, are promotional minded, and can supervise station's monthly throw-away newspaper, we'll teach you the rest, particularly financial management. This is not a sit down job, as it requires you to spend most of your time on the street, selling. This profitable, heavily-promotional north Alabama station (WXXR, Cullman) is in unique market -- wonderful place to live and raise children. Send resume detailing your sales experience to Helen Millar, 2011 South 25th Street, Suite 101, Ft. Pierce, FL 34947. EOE.

G.S.M. with career path to G.M. \$13M top 100 market. Class C, high rated CHR. See at RAB/Send resume to: K/E Stephens, KTUX, Shreveport, LA 71109.

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We're #1 - 12±, 18-34, 24-54 Extremely active country station in highly competitive top 40 market has need for a bright, energetic, experienced promotion/marketing manager to assume a key position on our management team. Will be responsible for creating and executing station and sales promotions, designing materials, buying media, administering budget. EOE. Reply Box C-31.

HELP WANTED SALES

Leading radio station in exploding Greenville/Spartanburg, SC market seeks experienced salesperson exuding confidence, drive, creativity and customer focus. Only the best need apply, in writing, in full confidence to: Tom Potts, WFBC, P.O. Box 1330, Greenville, SC 29602.

Potential sales managers and goal oriented individuals. Excellent financial and professional opportunity. Forget about snow chains for your car or boots for your feet. Come join us in Charlotte, North Carolina. Newest station in this growth oriented major market group. If you have stopped growing where you are at now, call me today, Patrick Foy, 704-335-1029. Confidential. EOE.

We want professional account executives for leading edge marketing team. Should have experience selling easy listening and light AC formats. We are 100,000 watt regional Gulf coast FM with same ownership for 20+ years, and 1,000 watt state-of-the-art light AC AM. Send resume to Box C-15. EOE.

Top rated, class C, regional CHR FM stand alone in 100,000+ Midwest market needs a GSM who can make a good sales department great. Must have proven track record and excellent references. If you can build a team that starts producing to this station's outstanding potential, we'll reward you generously. Send complete resume, references and salary requirements to: Box C-33.

Suburban Cleveland Country AM is looking for a sales representative with an air ability. Our morning personality is moving on after four years. Send tape and resume to C. Bucaro, WBKC, One Radio Place, Painesville, OH 44077.

WJBC-AM is seeking an assistant sales manager to help lead and coach our five person sales team. If your approach is customer-focused using a system selling strategy, your talent can help us grow. WJBC has a record of success with exciting opportunities for the future. If you're driven to achieve send resume to Rex Hansen, WJBC, Box 8, Bloomington, IL 61702. EOE.

HELP WANTED ANNOUNCERS

Top ten market classical music station seeks announcers for future openings. Substantial previous experience in classical music radio essential. Applicants must have in-depth knowledge of music and recordings, as well as facility with foreign pronunciations and a personable, conversational style. Send resumes to Box C-17. An EOE employer.

Suburban Cleveland country AM is looking for an air personality with sales experience. Our morning personality is moving on after four years. Send tape and resume to C. Bucaro, WBKC, One Radio Place, Painesville, OH 44077.

News/announcers: A new FM means expanded staff. Great opportunity for the right talent. Tapes and resumes to PD, WCBA, Corning, NY 14830.

Classy FM - eastern seacoast resort: Needs AM drive personality. Resume to Box C-35.

New ownership prefers announcers Southwest or West. 1343 Hancock Road, Bullhead City, AZ 86442.

Announcer-salesperson. Air shift plus some sales duties. No phone calls please. Mail resume. WMJS, Box 547, Prince Frederick, MD 20678.

HELP WANTED TECHNICAL

N.C. FM/AM seeks aggressive C.E. for new state of the art facility. Automation experience needed. Salary \$500 weekly. Send resume to Michael Thomas Whalen, WWMY, 7819 National Service Road, Greensboro, NC 27409.

Chief engineer wanted for AM/FM combo in Newark, Ohio. Should be experienced in all aspects of broadcast engineering with strong maintenance background. Send resume to WCLT Radio, Inc., Box 880, Newark, Ohio, 43055. Attn: Doug Pricer.

Chief engineer wanted for radio stations in Oklahoma City. Candidate should have FM and AM experience. Xmtr. and current audio processing experience imperative. \$30,000+. Box C-30.

HELP WANTED NEWS

Experienced news anchor with strong delivery wanted for top news station in New York's Hudson Valley. Excellent pay and benefits. Mail tape, resume and salary requirements to Hank Silverberg, News Director, WGHQ/WBPM, PO Box 1880, Kingston, NY 12401. EOE.

NPR affiliate looking for experienced talent to host week-day program. Must be able to cover diverse topics and issues--local, state, national, politics, social concerns, arts, sports, etc. Looking for experience, four year degree, creativity, smooth sound. Send tape and resume to WXXI Personnel Office, PO Box 21, Rochester, NY 14601. EOE.

News director for award winning department. Large staff, state of art equipment, one of Ohio's top news stations. Tape and resume to GM, WHBC, Canton, OH 44711. EOE.

Assistant news directors (2 positions) for WSFP-FM in Fort Myers and WUSF-FM in Tampa, Florida. Will assist the news director of each station in the daily news operation; produce and host the local component of "Morning Edition"; supervise reporters and assignments in the news director's absence. Minimum qualifications: Appropriate bachelor's degree and two years of directly related professional work experience, or appropriate master's degree. Salary: \$16,160 negotiable to \$20,000 DOE. Send resume, references, and non-returnable cassette audition containing a newscast and two produced features demonstrating production ability to the station you wish to apply to. Submit two separate applications if you wish to be considered for both positions. Apply by January 29, 1988 to: Assistant News Director Search (Specialist, Radio/TV), WSFP-FM, 8111 College Parkway, Fort Myers, FL 33919, or WUSF-FM, SVC-116, 4202 Fowler Avenue, Tampa, FL 33620. The University of South Florida is an EEO/AA employer.

NYC suburb. Active local news station seeks evening editor/reporter/anchor. Writing samples, T&R: WRKL, Pomona, NY 10970. EOE, M/F.

News director. Great company. Full-service AM. Aggressive leader of moderate-sized staff. You'll probably anchor mornings. Comfortable team member to interact with other morning personalities. Know the legals. Tell us how you get it done. Resume to: Box C-35. EOE.

Family Life Broadcasting: Seeks announcer with experience with non-commercial Christian broadcasting with minimum 2 years news and PA experience to direct news department at station opening in Detroit market April, 1988. Excellent benefits. Qualified persons with desire to be part of ministry oriented radio station should send resume to Steve Wright, Family Life Radio, P.O. Box 35300, Tucson, AZ 85740. Respond before January 22, 1988. EOE.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Program director. Emmis Broadcasting New York is searching for a fresh and dynamic program director to lead the nation's only 24-hour all sports radio station, WFAN. This pro must have extensive programming knowledge and sports interest. Contemporary or full service experience preferred. Salary is negotiable. Contact Scott Meier VP/GM, WFAN, 718-706-7690 or send resume to 34-12 36th Street, Astoria, NY 11106. Emmis Broadcasting is an equal opportunity employer.

How good at production are you? Creative? Imaginative? Inquisitive? Multi-track production facility. Some air work, too. No expert; just a hard worker with a talented voice. EEO. KQIP, 1011 Texas Commerce Bldg., Odessa, TX 79761.

SITUATIONS WANTED MANAGEMENT

Major market sales manager seeks GSM position. Strong trainer, motivator, innovator. Excellent track record includes everything from retail to national sales. Outstanding references. Box B-63.

I know what it takes to be #1 at the bank, #1 in the community, and even with the staff. Meet me @ MSC '88. Call 516-331-6383.

The general manager no one wants to loose. Team builder/motivator. My success speaks for itself. Consistent sale increases while costs remain steady. Be quick, I won't be available for long! Box C-28.

General manager. Successful in both country and CHR. Proven track record in management, sales, programming and news. Believe in selecting, training, motivating and building the best staff, deeply dedicated to both the station and involvement in the community. Prefer central Texas area. References on request. Box C-16.

Just finishing start-up set-up for new station. Several years ownership/management experience have taught the sales/expense/profit formula. Sales oriented medium market station preferred. Turnarounds welcome. Call Mike Hassan, 505-296-8112.

SITUATIONS WANTED ANNOUNCERS

Spanish announcer: Radio & television IDs, commercials, documentaries, training videos. Demo tape available. P. Espinoza 619-945-8589.

Professional attitude, solid on air with production, copywriting. For consistency call Bill 308-534-1211.

Versatile disc jockey with 4 years experience. Experience in news and production. Dave 303-278-0106.

Over two years experience in radio announcing, writing, and production. Ten hour days are too short. Willing to work any market. any shift. T & R. Toby 503-726-1663.

SITUATIONS WANTED NEWS

News and sports director with PBP, sportstalk; news and sports anchoring/reporting. Call Tom 915-658-6130.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Wants return to radio: desires programing. Internship in then #1 station in Wash., DC market. Supported DJ's. collected demographics on audience and music. Robert Ware 703-256-3223.

MISCELLANEOUS

Hot Spots - Volume I You can hear dozens of actual "as broadcast" air-checks of the finest and most creative radio commercials. Guaranteed to give you solid, saleable ideas. Send \$20 to People Centered Programs, Box 612686, Dallas, TX 75261 or write for free details.

TELEVISION

HELP WANTED MANAGEMENT

General sales manager, local sales manager and national sales manager. The Gillett Group seeks aggressive, innovative leaders to become part of our team. If you have exceptional people skills, a superior track record and are motivated by challenge, send resume to: Judy Somers, 2242 North Great Neck Rd., Virginia Beach, VA 23451.

General manager for market leading, group-owned television/radio combo in the Midwest. Leadership skills and senior broadcast management experience a must. Excellent salary and benefits. A career opportunity to lead a winning team. Please send resume to Box C-10. EOE.

General manager opportunity available with a 100+ network affiliate in the beautiful upper Midwest. Experience in all phases of station operation and general management required. We're a group-owned company with outstanding salary and benefit plans. Please send resume to Box C-11. EOE.

KMPH-TV, the nation's number 1 independent television station is seeking an experienced national marketing manager. Applicants should have extensive experience in national marketing (preferably independent) or national rep firm experience. Salary/commission commensurate with experience. Please send resume. Applications will be taken through January 15th. Send resumes to: Personnel Department, KMPH-TV 26, 5111 E. McKinley Ave., Fresno, CA 93727. No phone calls, please. An EOE, M/F/H.

General sales manager: Established independent is seeking a dynamic, aggressive general sales manager. The successful candidate will be a strong leader, self motivated, and possess a proven professional track record in independent television sales. This group owned station is located in very attractive area of Sunbelt. Send resumes and information to: Box C-5.

General sales manager: WDRB-TV, Louisville, KY, has opening for experienced independent station GSM. Strong leadership qualities to direct an aggressive local and national sales effort required. If you feel you qualify, contact Elmer Jaspán, General Manager, WDRB-TV, Independence Square, Louisville, KY 40203. Equal opportunity employer.

General manager to direct staff of major east coast production, satellite and videotape facility. Must have knowledge of industry with proven track record. Send resume with full details to Box C-20. EOE.

HELP WANTED SALES

The Gillett Group is seeking aggressive, highly motivated, experienced account executives with exceptional track records. Also seeking trainee for challenging career opportunity. Send resume to: Judy Somers, 2242 North Great Neck Rd., Virginia Beach, VA 23451.

Vendor support consultant. The Gillett Group is seeking a highly motivated individual for a major market affiliate. Must have at least three years experience conducting vendor programs with strong presentation skills. Send resume to: Judy Somers, 2242 North Great Neck Road, Virginia Beach, VA 23451.

Duplication, satellite sales representative for established house. Experienced only. Excellent package for right person. Send resume to Box C-21. EOE.

Cable exec. STN, fast growing Shop Television Network, seeks executive director of affiliate sales. Strong cable experience required. Excellent salary and benefits. Send letter and resume to STN, Suite 52, 8033 Sunset Blvd., Los Angeles, CA 90046.

WAYK-TV Melbourne, FL, is seeking a sales account executive. Previous experience in broadcast sales is required. Send resumes to Debbie Varecha, WAYK, 6525 Babcock St. S.E., Palm Bay, FL 32909.

Television sales. Aggressive, rapidly expanding television company with stations located in the East and Midwest is looking for 2 energetic, bright salespeople. If you like hard work and the rewards that come from it you can expect to earn \$40 to \$60,000 annually. Citadel Communications, WYNY-TV, 100 Market Square, Burlington, VT 05401. Attention: Brad Worthen.

HELP WANTED TECHNICAL

Maintenance engineer. WJKS-TV has an immediate opening for an experienced studio maintenance engineer. We are equipped with Sony Betacart and BVU, Panasonic MII, Grass Valley switchers, Utah Scientific routing, RCA and Ikegami studio cameras and Hitachi 1" VTRs. Our graphics are done with Chyron 4100, IRIS-C, NEC System 10, Aurora and Artstar. If ENG is your specialty, we need your maintenance skills on Ikegami HL-79E, HL-95 and Sony BVP-300 cameras, BVU and MII field recorders, 2 microphone trucks, a helicopter and a Hubcom uplink truck. Send your resume to: Personnel, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. EOE, M/F.

Transmitter maintenance engineer. WJKS-TV is seeking a qualified transmitter engineer with experience on the Harris BT-110U and General Electric TT-59A. We have a well maintained facility and an excellent staff to help you. Some night hours are required. Send resume to: Personnel, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. EOE, M/F.

Switcher/tape operator. On-air switching, record and play back shows off satellite. Light production work. Dubbing on-air Q.C. Experience required. EOE. Reply to Tammy Schmoll, KTVB, 1007 W. 32nd Ave., Anchorage, AK 99503.

Transmitter supervisor: PBS affiliate seeking fulltime TV transmitter supervisor. Must be hands-on with 3-5 years experience. UHF, RCA-TTU-110, or similar background useful. Position available in March 1988. Send letter of interest, salary requirements and resume to Personnel, WETA-TV, P.O. Box 2626, Washington, DC 20013. 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.

Television broadcast maintenance engineer. Top 20 VHF network affiliate is seeking a studio/ENG maintenance engineer. Applicant must have had at least five years experience in TV studio equipment maintenance. Qualified applicants should send complete resume to: Jimmy Gamble, Asst. Engineering Manager, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

Manager: engineering and technical services. Manages engineering support for Purdue University public radio station and instructional television facility. B.S. in electrical, electronics, or communications engineering or electronics engineering technology with telecommunications specialization. Must have knowledge of and be fully qualified to operate broadcast and industrial television production systems: closed-circuit distribution systems, including fiber optics; AM and FM studio and transmitter equipment; and satellite uplink and downlinks. Minimum five years experience in the design, construction, operation, and maintenance of radio and television broadcast systems. Two years administrative or supervisory experience required. Excellent benefits. Salary commensurate with qualifications. Position available until filled. Send resume and references for full position description to: Thomas L. Haworth, Personnel Officer, Stewart Center, Room 265, Purdue University, West Lafayette, IN 47907. An equal opportunity/affirmative action employer.

Master control operator: KRIV-TV, Fox Television is seeking a qualified master control operator. Requirements include a minimum of 3 years television experience. FCC license or SBE 5 year certification required. Knowledge of GV1600 beta cart machines, and Ampex 2A & B 1 inch machines. Qualified applicants send resume to KRIV-TV, P.O. Box 22810, Houston, TX 77227. Attn: Engineering Dept. No phone calls. E.O.E.

HELP WANTED NEWS

News producer. Experienced producer for 6 & 11pm news shows at southern CBS station. Send resume & tape to News Director, WNCN-TV, P.O. Box 898, Greenville, NC 27835-0898. EOE.

Sports anchor/reporter: We are looking for someone to carry our sports coverage beyond traditional highlights and scores. Must be an enthusiastic and personable anchor as well as an excellent feature reporter. Should demonstrate ability to reach non-fans as well as the hard-core sports nuts. Send tape, resume and references to Michael Sullivan, News Director, WCBD-TV, P.O. Box 879, Charleston, SC 29464. No phone calls, please. EOE, M/F.

Weekend weathercaster needed. Prefer meteorologist but strong on-air presentation a must. Science/environmental reporting three days/week. Send tape and resume (no phone calls) to Bill Payer, KTUL, P.O. Box 8, Tulsa, OK 74101. EOE.

Move into management! Dominant medium market affiliate needs executive producer. Must be able to handle day to day operations and many special projects. People skills and ability to direct and motivate producers and reporters essential. Perfect opportunity for major market producer who wants to move into management. Send resumes to Bill Payer, KTUL, P.O. Box 8, Tulsa, OK 74101. EOE.

Reporter needed for top rated ABC affiliate. At least two years experience doing wide variety of stories as well as "live" shots. Send tape and resume (no phone calls) to Bill Payer, KTUL, P.O. Box 8, Tulsa, OK 74101. EOE.

Weather anchor/news reporter. KOLR-TV needs someone as weekend weather anchor and news reporter three days a week. College degree and two years TV experience required. Send tape/resume to News Director, KOLR-TV, Box 1716, Springfield, MO 65801-1716. Smokers need not apply. No calls. EOE.

Fox Television Stations, Inc., KRIV-TV, Houston, is seeking a Monday - Friday weathercaster. Must have three to five years experience as a television weathercaster. Knowledge of color graphics desirable. Please send salary requirements, along with tape and resume to: KRIV-TV, P.O. Box 22810, Houston, TX 77027, Attn: News Director. No phone calls. EOE.

Media Marketing---the leader in job-hunting assistance---is expanding! We await our new facility and need these professionals to join our growing staff: SENIOR CONSULTANT (\$92,000) to advise news/programming with subscribing companies; PROMOTION MANAGER (\$75,000) to create image-awareness campaigns; COMMUNICATIONS COORDINATOR (\$85,000) to coach on-air talent; STAFF ANNOUNCER (\$68,000) for on-camera/voice-over presentations; VIDEOGRAPHER/EDITOR (\$75,000) to work with client material and in-house productions; PUBLIC RELATIONS DIRECTOR (\$56,000) to handle corporate correspondence. Looking for leadership, credibility, sparkle, pizzazz! Full benefits/relocation expenses/company vehicle/profit sharing options/year-round sunshine. Applications must include cover letter, resume, non-returnable demo tape, writing samples, philosophical brief, references and salary history. ATTN: Dave Sanders, President, P.O. Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

Work and play in Tampa Bay! We're looking for professionals committed to excellence. News, weather, sports, production, and promotion. Send resume/references, salary history/non-returnable demo tape. P.O. Box 22607, Tampa, FL 33622-2607.

Top rated news operation seeks an aggressive and talented photojournalist. If you're the one, send a tape and resume to John Breedlove, Chief Photographer, KFSN-TV, Fresno, CA 93706. No phone calls please. KFSN-TV is an equal opportunity employer. Women and minorities encouraged to apply.

News director. We are looking for an achiever...who will lead a news department to achieve. Contact: Don Locke: GM; KGBT-TV, Harlingen, Texas. 512-423-3910.

Assignment editor. Southwest CBS affiliate, immediate opening. Aggressive motivated individual to lead staff of 20. Resume, salary needs to News Director, KFDA, Box 1400, Amarillo, TX 79189. EOE.

Reporter/producer. Syndicated network news show seeks qualified reporter/producer for Los Angeles bureau. Produce and report news and feature packages. Experience a must. Send resume and tape to BNS, 7033 W. Sunset Blvd. #322, Hollywood, CA 90028. 213-460-4575.

Weather anchor: We still haven't found a weather anchor to do our noon and 5 p.m. weather. Must be good with live field reporting. Send tape and resume to: Jon Janes, News Director, WHO-TV, 1801 Grand Avenue, Des Moines, IA 50308. Previous applicants need not apply.

Hard-charging, #2-rated NBC affiliate looking for aggressive news leader. Market and station ripe for new ideas. Be part of our success story. Send resume to James DeSchepper, VP/GM, WSLV-TV, P.O. Box 2161, Roanoke, VA 24009. M-F. EOE.

Top 50 Midwest network affiliate needs experienced, aggressive news director with excellent management skills. Send resume and salary requirements to Box C-29. EOE.

Photographer/editor: Should have (1) year or the equivalent of electronic news photography and editing experience. Must be available to work weekends and a valid, penalty-free driver's license in state of residence is required. Send resume by January 22, 1988 to Personnel Director, WTRF-TV, 96 16th St., Wheeling, WV 26003. EOE.

Senior director. National cable network is looking for a creative studio director in their Hollywood studio. Experience required includes directing/switching, DVE, lighting, management of crews. Programming is entertainment news. Call 213-460-6975 or send resume and nonreturnable tape to Rick Portin, Director of Production, Movieline, 1034 Seward Street, Hollywood, CA 90008.

Vice-president of news. Start-up UHF-TV network req's VP of news prgrms. Candidate must have created news dept. where none existed before. 70% time for producing and administration, & 30% time for directing. Manage all aspects of the operation of news dept. & prgrms including budgets & determining technical equip. Edit news material & direct live/tape prgrms. create news prgm, plan & develop script outlines & studio sets. Train journalists & TV production personnel. Coordinate prgrms to suit mkt. 3 yrs exp in above areas req'd & diploma or degree in TV broadcasting. \$1000/wk. Place of employment & interviews: Pasadena, CA. Send this ad and a resume stating your qualifications to: Job #NOF 924, PO Box 9560, Sacramento, CA 95823-0560, not later than January 26th, 1988.

Anchor/reporter. National cable entertainment network needs experienced journalist to cover Hollywood as part of expanding news operation. Must have knowledge of film industry and on-air experience. Call 213-460-6975 or send resume and nonreturnable tape to John Rieber, News Director, Movietime, 1034 Seward Street, Hollywood, CA 90038.

Promotion producer. National cable entertainment network needs experienced producer to create promotional campaigns in conjunction with major studios. Must have strong writing skills, ability to follow projects to completion, and promotion/producing background. Call 213-460-6975 or send resume and non-returnable tape to Debbie Adler, Director of Program Development, Movietime, 1034 Seward Street, Hollywood, CA 90038.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

The Gillet Group is seeking production directors, editors and innovative copywriters to staff expanding sales service departments. Must have two years minimum experience. Send demo tape 1/2" with resume to: Judy Somers, 2242 North Great Neck Rd., Virginia Beach, VA 23451.

Post production editor: Experienced with computer editing system, DVE, Chyron, GVG300, all tape formats. Send resume to Miami Video & Post, 16550 N.W. 52nd Ave., Miami, FL 33014. EOE.

TV production manager: Top 50 network affiliate seeking aggressive production manager. Position requires hands-on experience, good organizational skills, strong technical background and ability to manage production and operational personnel. Commercial production a plus. Send resume and salary requirements to Bill Logan, WAVY-TV, 801 Wavy St., Portsmouth, VA 23704. No phone calls, please. EEO.

Creative services director. ABC affiliate serving newly expanded coverage area needs a hands-on creative services director to oversee production-promotion and sales service. Production experience a must. Send resume, references and salary requirements to: Jerry Heilman, General Manager, KTVO-TV, Box 949, Kirksville, MO 63501

Director. Station in number one market seeks television director, to direct live news show and special events. Minimum of five years experience and working knowledge on Spanish. Position available immediately. Experience necessary, no beginners, please. We are an EOE. Box C-24.

Photographer/editor. Creative eye with instincts. Editing touch that finds new ways to tell stories. Desire to develop producing skills. The local programming department at the South's premier television station needs that person to work on documentaries and entertainment specials. Experience required; long-term preferred. Tape/resume to: Mark S. Engel, WSB-TV, 1601 W. Peachtree Street, Atlanta, GA 30309. Equal opportunity employer.

Pacific Northwest CBS affiliate station seeks talented and experienced promotional writer/producer. Conveys, and writes creative entertainment and news promos for on-air and radio. Writes copy for all print advertising. Supervises post production of all promos and oversees daily scheduling of promotional inventory. 1-2 years experience as a television writer/producer. Knowledge of television production techniques. College degree preferred. EEO/AA, M/F/H.

Promotion manager: New Mexico's number one independent station is seeking a knowledgeable professional promotion manager. Will be responsible for all areas of station promotion - writing, producing and strategy. Programming experience helpful as position will include program involvement. We are an aggressive independent station ready to put your ideas to work. Send resume and tape or portfolio to Erick Steffens, General Manager, KGSW-TV, P.O. Box 25200, Albuquerque, NM 87125. EOE.

SITUATIONS WANTED MANAGEMENT

Are you looking for a winner? I am a well experienced manager of operations and engineering (major market). Prefer Northeast corridor. Box C-41.

SITUATIONS WANTED TECHNICAL

Hands-on chief with right experience wants to move. If you are a TV station or production company, let's talk. Box C-17.

Experienced radio engineer is looking for his BIG break into television. Will relocate. Stan Amster 818-507-6860.

SITUATIONS WANTED NEWS

Award winning sportscaster Show host, with 15 years experience. Great PBP & interviewer. Sports director or weekends. The personality for your newscast. 415-8780716.

Reporter: Former ND and 70's weather anchor wants to report news. Award-winning writer. Talented and articulate. Hard to beat as weekend anchor/weekday reporter. Al Peterson 206-824-6918.

You want me! Experienced female reporter looking for a move to a higher market, seeking 100's or higher. More than willing to take a newsroom position. BS in communications. Internship in #1 market. Hardworking and very dedicated to the business. Please call 201-543-6030.

Sports reporter/anchor. Black male with college television experience. Unlimited potential. Good reporter/writer with good interview skills. Great on camera and has lengthy sports background. BA. Tape available. Can pay for relocation. Ernie 919-483-2828.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Production/operations manager. Exemplary organizational skills, plenty of experience in video and a proven track record in start-up operations. Looking to stay in Dallas area. Jim 214-231-0736.

TV production ace seeks a creative position with a dynamic company. Experienced in directing, editing, lighting, set design, and equipment operations. Energetic and enthusiastic about using my talents in a Spanish or English market. P.O. Box 161103, San Diego, CA 92116.

MISCELLANEOUS

The Hot Sheet---the most comprehensive composite of job listings nationwide! Television, radio, corporate communications. All fields/levels/regions. Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

Primo People has the answers to your questions. News directors and talent...find out what we can do for you. Call Steve Porricelli at 203-637-3653, or send a tape and resume to Box 116, Old Greenwich, CT 06870-0116.

Career videos. Make an impact on employers with your personalized video resume tape prepared by our major market broadcast team. 312-272-2917.

TV reporters who want to improve. Award-winning major market reporter will help your writing, style, presence, voice. Send 7 stories, \$35 to Feedback, 2766 NE 15 St., Ft. Lauderdale, FL 33304.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcast engineer: instructor position. Teach some broadcast classes, repair and maintain broadcast equipment. Salary: competitive nationally, twelve month appointment. Qualifications: Master's degree and professional experience. Knowledge of the theory, techniques and methods associated with the operation and maintenance of modern audio and video television broadcast and non-broadcast equipment, must know FCC rules and regulations, must have 1st class radiotelephone operator's license or SBE broadcast technologist's certificate or SBE engineering certificate or NARTE certification. Employment date: July 1, 1988. For initial screening send letter, vita, three letters of recommendation and official transcript to: Dr. E. Joseph Broussard, Head, Department of Communication, University of Southwestern Louisiana, P.O. Box 43650 USL, Lafayette, LA 70504. EEO, Affirmative action employer.

Assistant professor, Department of Communication. The University of Akron seeks an individual to teach graduate and undergraduate classes in print and electronic journalism, advise graduate and undergraduate students, participate in program and curriculum development and carry out individual line of scholarship and departmental service activities. This is a tenure-track position which begins August 29, 1988. Qualifications: A Ph.D. is required. In exceptional cases, substantial experience in professional journalism positions combined with a master's degree in journalism may be considered in lieu of the Ph.D. One advanced degree with journalism emphasis is required. Full-time professional experience in journalism and college level teaching experience are highly desirable. Individual should have record or show promise of scholarly productivity. Send letter of application, vita and names of three references to Dr. Nancy Somerick, Search Committee Chair, Department of Communication, Box BR, The University of Akron, Akron, OH 44325. The University of Akron is an equal education and employment institution.

HELP WANTED TECHNICAL

Telemation Productions/Denver seeks highly experienced audio engineer with advanced technical and creative skills in audio production and post production. Background should include multi-track mixing, videotape and film recording, and editing support. Salary commensurate with experience. Please send resume and salary history to Production Manager, TMP/Denver, 7700 East Iliff Avenue, Denver, CO 80231.

Maintenance engineer wanted: Television production facility is seeking a maintenance engineer. If you are experienced with Sony & Ampex 1" videotape machines, CMX editing systems, Ampex & Abekus digital effects send resume to Jerry Ebberts, Telemation Productions, 7700 East Iliff, Suite H, Denver, CO 80231.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Premier Colorado post production facility seeks highly experienced video tape editor with advanced technical and creative skills in computer editing, digital effects, and animation systems. Excellent client skills and references is a necessity. Experience on CMX 3400, ADO, Abekus desirable. Salary commensurate with experience. Major benefits and unique creative environment. Send resume and demo tape to Personnel Director, 24769, Denver, CO 80224.

Director of distribution for a NYC based production company specializing in syndicated features and fashion news stories. Newsroom experience required. Job entails heavy phone contact with TV news producers nationwide. Send resumes to Box C-26.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Video production. Looking for entry level position in an agency or production house. Have been independent producer during college. Video experience includes producing director, budgeting and live formats. Will relocate. Contact Mark Verduin, 616-429-5358, 1574 Oak Terrace, St. Joseph, MI 49085.

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).

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.

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 3BCCA3000D(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 MW1AHarris 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.

39 AM trans. 65 FM trans. in stock. World leader in broadcast trans. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-226-8967/214-630-3600. Telex # 510-1011-588.

AM transmitters: 50, 10.5, 2.5, 1, .5 and .25kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

FM transmitters: 25, 20, 15, 5, 1, and .25kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

Used broadcast & video equipment. We buy, sell, consign, service. Over 1200 units in stock. BCS-Broadcast Store 818-845-1999.

3/4" and 1" blank videotape. Evaluated tape, broadcast quality guaranteed. Sample prices UCA/KCA-5 minutes, \$4.99 each; KCS-20 minutes \$6.49; KCA-60, \$10.99; 1" - 60 minutes, \$37.99. Elcon evaluated, shrink wrapped, your choice of album or shipper and delivered free. Almost one million sold to professionals. For more info, call 1-800-238-4300, in Maryland, call 301-845-8888.

Kline tower: overall height is 645 feet with two platforms. Tower will be dismantled after completion of new tower. RCATT25FL transmitter operating on channel 6 - very good condition. WBRC-TV 205-322-6666.

Extel printers, Models AF & AL, as is, \$25.00 each, plus tax, shipping & handling. Call John Gibbons at 201-238-2130, or send purchase order to the Associated Press, 16 Elkins Road, East Brunswick, NJ 08816.

Four Philips LDK-25 studio cameras 25mm Plumbicons, 10:1 zooms, misc. items. Operational now. Available February. 25K each. Jerry Hanna, WTTW-TV, Chicago, IL 60625. 312-509-5459.

RADIO

Help Wanted Sales

Broadcasting Company Seeks VP of Sales

An established national broadcasting company is looking for a key person in one of our industry's most vital markets, Detroit. We're reshaping the way the industry thinks of radio and we represent a truly unique opportunity for the right person.

This special individual will build and manage our sales team, charging it with energy and innovation.

To qualify, you must have detailed knowledge of radio station operation, extensive experience in selling broadcast advertising, and well-developed human relations skills. Knowledge of the Detroit market is a strong plus, as well as computer literacy and strong communications skills. We prefer a college degree and 3-5 years successful sales management experience in a top-10 market.

This position commands excellent salary and benefits. If you have the ability and qualifications, we encourage you to send your current resume promptly to:

RICHARDSON-WILTON & ASSOCIATES

P.O. Box 3502 Church Street Station
New York, NY 10008-3502

All replies will be handled in strictest confidence.
Principals Only
Fee Paid

Help Wanted Sales Continued

Now that we have our 50,000 watt transmitter in **St. Louis County**; now that we have one of **St. Louis' highest rated** and most expensive air personalities; now that we have a **\$1,000,000.00** promotion budget, we need additional sales people and a sales manager. If you are interested in **unlimited income potential**, the opportunity to **build yourself a "team"**; send your resume and letter of interest that demonstrates your ability to develop sales and people, to:

Mr. Davis
KIX 104FM
111 West Port Plaza
Suite 1000
St. Louis, Mo. 63146

Kix
104FM
Results Oriented Radio

If you wish to meet at this month's RAB Conference, call for an appointment: 314-878-1040

Confidentiality will be assured. EOE

Help Wanted Management

CONTROLLER

San Francisco, California Opportunity

A unique and challenging opportunity is currently available for an experienced Controller to join our team of professionals as the Radio Controller, San Francisco, California, area. Duties will include functioning as Business Manager as well as supervising accounts payable and receivable functions, preparing financial statements, budgeting, and supervising the accounting staff. Requirements: a degree in Accounting with CPA or MBA preferred, 4-6 years accounting supervisory experience, broadcast experience is also preferred.

Send resume and salary history to:

Box C-40

An Equal Opportunity Employer

Help Wanted Management Continued

GENERAL MANAGER

WOAI

SAN ANTONIO, TEXAS

Clear Channel Communications, America's fastest growing radio group (Duncan #29), seeks General Manager for its San Antonio Flagship, WOAI. Tough shoes to fill, as station has led market in sales and profitability 10 straight years. Experienced professional with leadership skills and business savvy required. Overnight mail brief resume to Lowry Mays, CEO, Clear Channel Communications, 6222 NW IH 10, San Antonio, Texas 78201. For questions and details, call John Barger, 512-734-7301. EEO/MF.

One of the nation's larger radio group operators seeks promotion-minded sales and marketing manager with proven track record to hire, train and motivate local radio sales personnel throughout the chain. Attractive pay incentives. Send resume, including references, to: Box C-36. EOE.

Help Wanted Announcers

WOC NEWSTALK 14 AFTERNOON DRIVE PERSONALITY

Afternoon drive talk show host for Number One AM Station in the highly competitive Quad Cities market. This is an exciting opportunity to join a team that has been broadcasting in the community for 65 years. We are an established firm in brand new state of the art facilities. Please send tape and resume to:

Bob Shomper, Program Director
3535 E. Kimberly Road
Davenport, Iowa 52807

PALM BEACH, FLORIDA

Talk show host for established news/talk station, beckons quality talent for explosive market. Topical, involved, entertaining, able to touch listeners, and superb controversial conversationalist. EOE. Tape/resume to: Broadcasting c/o WPBR, 3000 South Ocean Blvd., Palm Beach, FL 33480.

Help Wanted Technical

LOOKING FOR ENGINEERS

EMMIS Broadcasting Corporation is looking for good engineers to fill openings at future acquisitions. Applicants should be self motivated team players well qualified in all aspects of broadcast engineering and management. Send resumes to: Terry Grieger, Director of Engineering, EMMIS Broadcasting Corporation, 6430 Sunset Blvd., Suite 418, Los Angeles, CA 90028. No calls please. EEO.

Help Wanted Programing Production and Others

Program Director/Morning Person for WCTO Long Island. Manager-administrator type with good voice. Disciplined beautiful-music morning person. Intelligent concerned, meticulous, ability to manage people. Computer knowledge helpful. Minorities and women urged to apply. Send full information and tape first letter to Richard J. Scholem, WCTO, Box 697, Long Island, NY 11747.

Situations Wanted Management

RADIO MANAGEMENT

I am seeking a position as a general manager or station manager with GM future. Growth opportunities more important than market size. 27 years experience includes all aspects of radio station operations from on-air to management. Major and medium markets from New Bern to LA including KMET-4 years. KOMA- 5 years, WIP- 3 years, KNEW, KRLA, KLAC, KELP, WPLO. AOR, CHR, Country, A/C.

Thorough knowledge of the industry includes an understanding of why you are in business and what it takes to build and maintain dominance and foster growth. Excellent references, solid personal background and strong work ethic.

Mikel Hunter (Herrington)
215-667-5972

VERSATILE PROBLEM SOLVER

Seasoned 20 year broadcast professional, 13 years in network radio, 22 major awards, seeks position with growing, resourceful, imaginative, financially secure station or radio group, as Operations Manager, or equivalent.

Previous management positions include P.D. (AM & FM), News Director, Production Manager, Chief Engineer (TV, FM), TV booth announcer, air personality (oldies, Top 40, AOR, MOR). Heavy sales, research, marketing, promotions.

Age 38. Masters Degree in Broadcast Communications.

All medium and major markets considered. Box C-22.

DALE ANDREWS

Professional radio manager now seeking a new challenge. Major and medium market success in Baltimore, Houston, and Mobile/Pensacola. Taking calls now! 205-928-1182.

THIS PUBLICATION AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,
Dept. P.R., Ann Arbor, MI 48106

Situations Wanted Announcers

VOICE-OVERS.

Do you need an intelligent, unique, authoritative voice for your commercials, television, cable, movies, etc. Preferably within driving distance of New York city. Call John H. at 914-454-5207 or leave a message at 914-297-4259.

TELEVISION

Help Wanted Sales

TV SALES MANAGER

Expanding television group seeking aggressive sales manager for independent station in the Northeast. Candidate should have proven radio or TV sales leadership experience with emphasis on local. Plenty of room for advancement. Send resume to: Box C-6. EOE.

Help Wanted Programing Production and Others

Help Wanted Programing Production, Others Continued

HOST/HOESSES

WNEV-TV, Boston, is looking for a creative, energetic host/hostess for a daily morning program. Program will be a multi-segmented talk/variety hour.

Candidates should have prior talent experience with studio and remote live television.

Send resume and demo tape to:

Cathy Perron

WNEV-TV

**7 Bulfinch Place
Boston, MA 02114**

**NO PHONE CALLS
PLEASE**



We are an Equal Opportunity Employer

BROADCASTING COORDINATOR

The Nation's largest non-profit conservation education organization is seeking a Broadcasting Coordinator to work in its Public Affairs Department.

Responsibilities include producing syndicated daily-weekly radio feature/interview programs and assisting with production of video news features and broadcast media relations.

Qualified candidates will possess a Bachelor's degree with specialization in broadcast journalism, or Bachelor's degree in a related field with a minimum of two years experience in broadcast writing and production. Experience with audio tape editing is a must. A knowledge of persuasion principles and/or public relations and video experience is preferred.

National Wildlife Federation offers an excellent benefits package including medical/dental and life insurance and is proud to promote a smoke-free work environment. Interested applicants should send resume, work samples and salary requirements to:



National Wildlife Federation
Attn: Employment/EEO Coordinator
Dept. PE-102
1412 Sixteenth Street, NW
Washington, DC 20036

An Equal Opportunity Employer. Minorities and Females are Encouraged to Apply.

TV Show Hosts and Hostesses

**America's
Quality
Cable
Shopping
Network**

QVC—America's quality cable shopping network—is looking for sparkling TV personalities who can present quality products and conduct entertaining conversations with our viewers.

The nationally-televised QVC home shopping program is a combination of game show, talk show and shopping show all rolled up into one exciting program. It can be seen on many cable systems in the Philadelphia area, as well as on more than 900 local cable systems in 47 states, reaching more than 10 million homes.

QVC is LIVE television, so we need great communicators—bright, personable men and women who can think on their feet and present products in an enthusiastic and interesting way, while maintaining a high standard of accuracy and honesty. If you have the ability, this could be the opportunity of a lifetime.

TV experience is preferred and sales experience is a plus. If you think you have the qualities that we are looking for, please submit a recent headshot, videotape and resume immediately to:

John Eastman
QVC Network Inc.
Goshen Corporate Park
West Chester, PA 19380

No Telephone Calls

An equal opportunity employer m/f



Quality Value Convenience

Market Strategy Analyst

ENTERTAINMENT

Viacom International represents the best in television, film and cable entertainment—and we actively recruit people who share our dynamic vision.

As a Market Strategy Analyst for the Viacom team, you will be responsible for tracking and evaluating the performance of our first run series and specials. This will include the daily analysis of metered market ratings and weekly NTIs. You will also be called upon to recommend strategies for clearing and scheduling Viacom's programs on local stations.

To qualify, you should have 2-4 years of research or programming experience with a syndicator, local station, network or rep. Strong writing and micro-computer skills are essential.

Our benefits include medical, dental and full tuition reimbursement. Please send your resume and salary history to the Department of Human Resources, Viacom International, Inc., 1211 Avenue of the Americas, New York, NY 10036. An equal opportunity employer M/F.



**Viacom
International,
Inc.**

Help Wanted News



WRAPS PRODUCER

Our high energy PM team needs a wraps producer. If you're creative, aggressive and looking to produce a first class program at a station committed to PM, we want to talk to you. Send tape, resume and salary requirements to:

Pat Weaver, Producer
WTSP-TV
P.O. Box 10,000
St. Petersburg, Florida 33733

No telephone calls.

We are an equal opportunity employer.

CATHOLIC MAGAZINE

New, international Catholic magazine program needs story producers, tape editor, videographer, PAs. Top professionals sought with understanding of the the people and traditions of the Church. Resumes only, no calls or tapes yet.

JOURNEY

P.O. Box 131, Mount Vernon, VA 22121.

Situations Wanted Management

GENERAL MANAGER

Mature, self-motivated individual with take charge leadership qualities. Proven sales record. Programming and Promotion skills. People oriented. Major market experience as GM and GSM. Excellent references. Reply to Box C-37.

THIS PUBLICATION AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,
Dept. P.R., Ann Arbor, MI 48106

ATTENTION TALENTED PEOPLE

The NEWSFEED Network, Group W Television's syndicated News and Sports Service is looking for bright and ambitious news and sports producers interested in joining us in 1988. We anticipate several additions to our staff this year. Please send resumes (no phone calls please) to:



Managing Editor
The NEWSFEED Network
Independence Mall East
Philadelphia, Pa. 19106

The NEWSFEED Network is an Equal Opportunity Employer M/F

Help Wanted News Continued

MORE WEATHER!!!

Medium market Sunbelt affiliate needs an experienced weathercaster to assume weekday on-air duties for morning and noon newscasts. Weather is a priority in our aggressive news market and we have the high-tech gear to prove it! Send resume and salary history to Box C-25. EOE, M/F.

Help Wanted Management

GENERAL MANAGER MAJOR MARKET NORTHEAST

UHF Independent is looking for an experienced General Manager or Station Manager who is a sales-oriented people person. Not a start-up but some of the same challenges. Growing company. Excellent salary & benefits. Reply in confidence. Box C-39.

BUSINESS MANAGER

A group owned number one network television affiliate and number one AM/FM combo is seeking a hands-on self starter as business manager. We prefer someone with an accounting degree and at least two years experience in a broadcast station's business office. Please send resume to:

General Manager
WTHI
918 Ohio Street
Terre Haute, IN 47808
Equal Opportunity Employer

Help Wanted Technical

SATELLITE ENGINEER

for aggressive young company building fixed uplink in New Orleans. Must have teleport startup experience, good at leading a team, installation of equipment, knowledge of C and Ku-Band technology; data, computers, SCPC, transponders. Creative, intelligent individual sought. Former transportable engineers welcome. Design experience a must, also hands-on experience with audio and video TV/Radio technology. Resume and salary history to New Orleans Teleport Inc., 1047 World Trade Center, New Orleans, LA 70130. 504-529-2650.

ALLIED FIELDS

Programing



RTV - SPORTS NETWORK (Sports Radio's Total Voice)

GM's and Programmers -

Announcing America's First Radio Sports Network RTV Is totally devoted to sports... Sports talk, sports interviews, sports reports, sports scores...

Play by play from teams around the country
RTV Talks to Sports Fans
RTV Talks to Sports Celebrities
RTV Brings your Market P.B.P.
RTV is Exclusive

SPORTS PROGRAMMING ALL THE TIME
You can have RTV-SPORTS Now for \$150-\$300 Monthly
Sports Programming You Can Use Before and After
Local Games...

Sports Programming You Can Use When You Want!!
sports sell!!!!

Call RTV Now...617-477-5888
Don't Miss It.

Programing Continued

SYNDICATORS

SUPER - SUPER
OUR
HALF-HOUR FAMILY
SPORTS TV SHOW
NEEDS YOUR "HELP"
Distribution - Sells

415-878-0716

WE HAVE THE \$ TO
PRODUCE
"HELP"

ATTENTION TV STATION P.D.s & SALES MGR'S

"THE FASTEST HALF-HOUR
IN TV IS READY"
SUPER - SUPER
FAMILY SPORTS SHOW
AVAILABLE
BARTER OR CASH &
MINUTES
CALL NOW 415-878-0716



EUROPE TODAY, a 15 minute radio program anchored in Washington with overseas reports and features from the 12 nations of the European Community debuts the first week in February.

Satellite feeds will be via NPR and Multicomm systems on Thursdays and on cassette by mail.

For details:
EUROPE TODAY
10407 Riverwood Drive
Potomac, Maryland 20854
(301) 299-6864

EUROPE TODAY, produced by America's World Forum, Inc. in cooperation with the Delegation of the European Community, will be available as a public service on a cost-free basis.

Employment Services

10,000 RADIO-TV JOBS

American Radio TV

Up to 300 openings weekly over 10,000 yearly-The most complete and current job listings published ever by anyone. Disk Jockeys, Newspeople, Programming Engineers, Sales. **Money Back Guarantee**- One week \$7.00 **Special:** Six weeks \$1595. You save over \$20.
AMERICAN RADIO TV JOB MARKET
1553 N. EASTERN Dept F
LAS VEGAS, NEVADA 89101



Employment Services Continued

JOB HUNTING?

If you need a job, you need MediaLine. MediaLine gives you instant access to jobs in news, weather, sports, production, promotion, programming, radio news and announcing. Access a daily report by phone or computer for less than 90 cents a day. To get the first word on the best jobs, call
1-800-237-8073



Miscellaneous

CHANNEL YOUR PROBLEM COLLECTIONS INTO PRIME PROFITS!

Our collection services are tailored to your industry's requirements.

- Personalized/Professional Service.
- Nationwide representation
- Competitive rates
- RESULTS



ALLEN FINANCIAL SERVICES
7100 Hayvenhurst Ave.
Van Nuys, CA 91406.
818-785-5500

FCC PROBLEMS?

Contact

BROADCAST MEDIA LEGAL SERVICESSM
a service of McCabe & Allen

FOR IMMEDIATE LEGAL ASSISTANCE CALL

1-800-433-2636

(In Virginia, call 703-361-6907)

QUALITY, FLAT FEE LEGAL SERVICES
AMEX MC VISA CHOICE

For Sale Stations

Nationwide Media Brokers
Chapman
Associates

MIDWEST

Profitable AM/FM combo for sale. Asking price is \$600,000 with terms available.

BILL LYTLE
816/932-5314

For Sale Stations Continued

**AVAILABLE
COMBO
OREGON COAST**

Hogan - Feldmann, Inc
MEDIA BROKERS • CONSULTANTS
P.O. Box 146
Encino, California 91426
Area Code (818) 986-3201

MINNESOTA
Upgraded Class C
with Fulltime AM in MN
Excellent regional FM
with positive cash flow
Priced at \$985,000

R.E. Meador & Assoc
MEDIA BROKERS
P.O. BOX 36
LEXINGTON, MO 64067 KANSAS CITY, MO
816-259-2544 816-455-0001

Nationwide Media Brokers
Chapman
Associates

PROFITABLE COMBO
AM/FM located in Great Plains
region. Asking price is \$1.4
million with terms available.

BILL LYTLE
816/932-5314

Wanted to Buy Stations

New broadcasting group seeks to purchase its first property. Prefer FM or FM/AM combination in New England Region with a good retail base. Please respond to: Profile Publications, Box 43, Dunkirk, New York 14048. Attention: Radio Division.

EXCLUSIVES

WASHINGTON, DC
profitable AM

FLORIDA AM

Fast growing, upscale, sports-minded
community. Excellent terms.

Barry Sherman
& Associates, Inc.

1828 L ST., NW SUITE 300
WASHINGTON, DC 20036 (202) 429-0658

AM-FM
Midwest Combo Powerhouses
only TWO owners in the long
history of these stations!

Medium Size
Multiple-State Market
AM-\$2,000,000 10kw
FM-\$1,750,000 100kw
Strong Properties For
Group Owner
with management prepared
to continue if desired.
Reply Box B-36

**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.

CLIENTS WELCOME!

 James Martin & Associates
Suite 1000, 65 E. State St.
Columbus, Ohio 43215
Call Jim Martin (614) 889-9747

MEDIA BROKERS • APPRAISERS

Put my over 30 years of service
to work for you ...

BURT **SHERWOOD** INC.
3125 Maple Leaf Dr. • Glenview, IL 60025
312-272-4970



Strong Class A FM.
Southeast major market.
Perfect minority property.
Box C-19.

Class A with C2 to be built, near Yellowstone National Park. Also possible C2's near Phoenix, AZ, and Ft. Smith, AR.

We do FCC Apps and Upgrades. 501-996-2254 or 501-444-9544.

FM UPGRADE

Currently 50,000 watts. With
new tower upgrade to Class C.
Prosperous Carolina rural area.
Includes 1 kw AM. \$950,000

SNOWDEN Associates

919-355-0327

**BILL - DAVID
ASSOCIATES
BROKERS-CONSULTANTS**

303-636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

- 50,000 watt daytimer in large east TN city Exclusive listing.
- AM/FM within 50 miles of Memphis. \$180,000. Terms.
- Cable system. 1,800 subscribers. Western NC.

 Broadcast Communications Division
BUSINESS BROKER ASSOCIATES
615-756-7635 — 24 Hours

Class IV AM

Sunbelt. \$130,000. 60K down.
Real estate included.
Box C-38.

Fates & Fortunes

Media

Jeffrey Hatch, treasurer, KUTV(TV) Salt Lake City, named president. He succeeds his father, **George Hatch**, elected chairman of board.



J. Hatch



G. Hatch



Weinhaus

Frederick Weinhaus, president and general manager, Capital Cities/ABC's WMAL (AM) Washington, named to same capacity at co-owned WABC(AM) New York.

Elliott Troshinsky, VP-general manager, WCIX(TV) Miami, joins KRBK-TV Sacramento, Calif., in

same capacity.

Richard (Dick) Williams, general manager, KPDX(TV) Vancouver, Wash., joins WCAY-TV Nashville as VP and general manager.

James Kizer, marketing director, Federal Broadcasting Co., Detroit-based group owner of two AM's, one FM and two TV's, joins WLUC-TV Marquette, Mich., as general manager.

Dan Robbins, general manager, KPEJ(TV) Odessa, Tex., joins KTPX(TV) Odessa and KWAB(TV) Big Spring, both Texas, in same capacity.

David Daigle, general manager, WCDQ(FM) Sanford, Me., joins WLKZ(FM) Wolfeboro, N.H., as station manager.



West

Rod West, account executive, Premiere Radio Network, Los Angeles, joins ABC Radio Networks, New York, as operations manager, executive in charge of ABC Watermark.

Robert Mallery, VP and general manager, WSOM(AM)-WQXK(FM) Salem, Ohio, and VP,

operations, of parent, The Lincoln Group, Syracuse, N.Y.-based group owner of two AM's and three FM's, resigns.

Don Carmichael, general sales manager, WJXT(TV) Jacksonville, Fla., and **Ann Pace**, program and promotion manager, WJXT(TV), named VP's of parent, Post-Newsweek Stations, Florida, Inc.

Appointments. The Hudson-Westchester Radio Corp., New Rochelle, N.Y.-based operator of WVOX(AM) and WRTN(FM) New Rochelle: **Cindy Hall Gallagher**, office manager and controller, to vice chairman; **Jami Sherwood**, senior VP, to president, WVOX(AM); **B. Speed Johnson**, VP and senior account manager, to president WRTN(FM).

E.C. (Barney) Oldfield, VP, Landmark Communications, Norfolk, Va.-based owner of The Weather Channel, one AM, one FM and two TV stations, and VP, TeleCable Corp., Norfolk-based multisystem operator and former subsidiary of Landmark, retires.

Corporate responsibility reassignments at Times Mirror, Los Angeles: **Stender Sweeney** becomes VP, finance with continued responsibility for treasury and added oversight for corporate communications and investor relations. He takes over for **Donald Kellermann**, VP, public affairs, who begins direction of "The People, the Press & Politics" program and national election projects. **Edward Johnson**, VP of planning and development, becomes secretary to management committee and assumes responsibility for corporate oversight of Jeppesen Sanderson Inc., in Denver, producer of flight information and training programs. In Jeppesen Sanderson role, he succeeds **Charles Schneider**, group VP, who retires.

Herb Schulte, VP corporate-planning, Meredith Corp., Des Moines, Iowa-based diversified media company, retires. He is succeeded by **Rosemary Perschau**, former director of corporate budgets and financial analysis, who assumes title of staff VP, corporate planning.

Rebecca Sims, VP, finance, Malarkey-Taylor Associates, Washington-based telecommunications consulting and appraisal firm specializing in cable television, joins Falcon

Holding Group Inc., Los Angeles-based general partner of four cable television companies, as divisional VP.

Gary Chetkof, associate, law firm of Skadden, Arps, Slate, Meagher & Flom, Washington, joins Metropolitan Broadcasting Corp., New York-based group owner of seven radio stations, as general counsel.

Frances Lowry, conference-program coordinator in community bankers division, American Bankers Association, Washington, joins Public Broadcasting Service (PBS), Alexandria, Va., as manager of conference services.

Marketing

Cary Lemkowitz and **Robert Cox**, senior VP's and group creative directors, Young & Rubicam, New York, named executive VP's. Appointed VP's: **Maryanne Fisher**, creative supervisor; **Denise Weimann** and **Gertrude Smith**, group supervisors of network TV, and **Mary Wyman**, group supervisor.

Bruce Kelley, senior VP, account group head, Wells, Rich, Greene, Inc., New York, joins Ingalls, Quinn & Johnson, Boston, as executive VP, director of account service.

A. Bill Comeau, senior VP, marketing-creative services, now defunct SQN Corp., Chicago-based classical record distributor, joins FitzGerald & Co., Cranston, R.I., as VP, creative director.

Eugene Sutorius, senior VP, sales, WVOX(AM)-WRTN(FM) New Rochelle, N.Y., named president, marketing division, parent, The Hudson-Westchester Radio Corp., New Rochelle.

Stuart Fenston, sales manager, WNBC(AM) New York, named general sales manager.

Ron Jones, local sales manager, KPRC-TV Houston, joins WVUE(TV) New Orleans as general sales manager.

SALES MANAGER

BROADCASTING Magazine has an opening for an experienced advertising space salesperson to sell and service accounts in New York City and the Midwest. Headquartered in New York, the successful candidate will be required to travel an average of one week a month. Challenging opportunity for the right person. Send resume and salary requirements to David Whitcombe, Broadcasting Magazine, 1705 DeSales St., NW, Washington, DC 20036.

Alan Wurtzel, VP, standards and practices, ABC Television Network Group, New York, named senior VP, marketing and research services.



Wurtzel



Heinen

John Heinen, director, marketing and creative services, WXIA-TV Atlanta, named VP, marketing and creative services.

John Hayes, local sales manager, WHIO-TV Dayton, Ohio, named general sales manager. He is succeeded by **Tim McVay**, formerly national sales manager.

Gilbert Hoban, account executive, MMT Sales, New York, joins WOLF-TV Scranton, Pa., as general sales manager.

Stan Kaye, general sales manager, KPEJ(TV) Odessa, Tex., joins KTPX(TV) Odessa and co-owned KWAB(TV) Big Spring, both Texas, in same capacity.

Eric Mastel, sales manager, WTKO(AM)-WQNY(FM) Ithaca, N.Y., joins WKFM(FM) Fulton, N.Y., in same capacity.

Stacie Harvey, local sales manager, WERZ(FM) Exeter, N.H., joins WLKZ(FM) Wolfeboro, N.H., as sales manager.

William Files, general sales manager, WJXQ(FM) Jackson, Mich., joins WKPE-AM-FM Cape Cod, Mass., as sales manager.

Rick Bubenik, regional sales manager, KMPH(TV) Visalia, Calif., named agency marketing manager.

Margaret Tylczak, associate creative director, DDB Needham Worldwide, Chicago, named creative director.

Thomas Cronin and Devora Budnick, associate producers, BBDO Chicago, named producers.

Paul Rogers, local sales manager, WRXJ(AM)-WCRJ-FM Jacksonville, Fla., named regional sales manager.

Dennis Murphy, national and local sales manager, WASH(FM) Washington joins WMAL(AM)-WRQX(FM) there as sales executive.

Diann Sullivan, local sales manager, WJTV(TV) Jackson, Miss., named national sales manager. She is succeeded by **Marge Wilson**, former account executive.

Dick Eury, account executive, co-owned WWRC(AM)-WGAY-FM Washington, named local sales manager.

Linda Baker, senior account executive, KODA(FM) Houston, joins KKHT(FM) there as local sales manager.

Frank Eastman, senior account executive, KIOA(AM)-KDWZ(FM) Des Moines, Iowa, joins KMRY(AM) Des Moines and co-owned

KJYY(FM) Ankeny, Iowa, as local sales manager.

Appointments, WKRN-TV Nashville: **John Dawson**, general and local sales manager, WKRC-TV Cincinnati, to national sales manager; **Gary Shipley**, local sales manager, to regional sales manager; **Lynda Miller**, broadcast consultant, to local sales manager.

Appointments at Cable Networks Inc. (CNI), New York: **Stacey Raiss**, director of advertising sales, TKR Cable Co., Warren, N.J., to New York-New Jersey sales manager; **John Collins**, account executive, to national sales manager.

Barb King, local sales executive, KRZN(AM) Englewood, Colo., and KMJ(FM) Denver, named national sales manager.

Sharon Walz, research manager, Petry Television, New York, named senior group research manager.

Jane Williams, assistant local sales manager, WATL(TV) Atlanta, joins WAGA-TV there as account executive.

Appointments, WNOR-FM Norfolk, Va.: **Malinda Spann**, media buyer, Arthur Polizos Associates, Norfolk, to co-op director-account executive; **Terri White**, graduate, James Madison University, Harrisonburg, Va., to account executive; **Allison Berry**, account executive, WVAB(AM)-WIAV(FM) Cape Charles, Va., to same capacity; **Gail Olson**, account executive, WTAR(AM) Norfolk, Va., to same capacity.

Appointments, KAYI(FM) Muskogee, Okla.: **Laura Deare**, account executive, Lotus Hispanic Network, Los Angeles, to same capacity; **Mark Humphries**, account executive, KVLTFM Owasso, Okla., to same capacity.

Mary Bianco, assistant advertising manager, Mellon Bank (East), Philadelphia, joins Weightman Advertising there as account executive.

Carrie Akeson, national sales assistant, TeleRep, Boston, and **Suzanne Staub**, membership representative, Atlanta Health and Racquet Club, Marietta, Ga., join WVIT(TV) New Britain, Conn., as account executives.

Appointments, Katz Communications, New York: **Carol Weinstein**, media buyer, ICG, Los Angeles, to sales executive, Katz Independent Television; **Victoria Tepper**, research analyst, to research manager, Katz Continental; **Steve Williams**, mechanical artist, Graphics, to assistant director of art production.

Frances Madarasz, Melville, N.Y.-based marketing director, Coldwell Banker Real Estate, Newport Beach, Calif., joins Christopher Thomas Associates, Garden City, N.Y., as account executive.

Programing

David Wyler, head of packaging for domestic TV sales, Radio Vision International, Los Angeles, named VP of original programing.

Lee Zuckerman, VP of business affairs, 20th Century Fox Television, Beverly Hills,

Calif., retires.

Gary Montanus, VP, director of program marketing, SFM Entertainment, New York, joins Worldvision Enterprises, New York-based program distributor, as VP, advertiser sales.

Janet Schoff, VP, sales, Act III Broadcasting, Los Angeles, adds duties as VP, corporate development.



Schoff



Chan

Appointments at The Disney Channel, Burbank, Calif.: **Douglas Miller**, director, affiliate relations, Wodlinger Broadcasting of Texas, Dallas, named Atlanta-based area marketing manager for Southeast region; **Steven Chan**, finance manager, to director, finance; **Ann Swanson**, national accounts manager, to director, national accounts.

Neil Bobrick, executive producer, KOVR(TV) Stockton, Calif., joins WTVJ(TV) Miami in same capacity.

Alan Frank, producer, 10 p.m. news, KTVI(TV) St. Louis, joins KMOV(TV) St. Louis as executive producer of programing.

Ron Breeding, managing editor, A-Net Radio Network, Little Rock, Ark., joins WAER(FM) Syracuse, N.Y., as executive producer.

Appointments at WRIF(FM) Southfield, Mich.: **Pat Still**, on-air morning personality, adds duties as program director; **Bruce McGregor**, program director, WLZR-AM-FM Milwaukee, to music director.

Rick O'Dell, production director, WCLR(FM) Skokie, Ill., named program services coordinator.

Jillian Manus, VP of production, DeLaurentis Entertainment Group, Los Angeles, joins Laurel Entertainment, New York, as director of development.

Michael Choate, Los Angeles-based independent producer, joins Production Plaza, Cincinnati, as account executive-producer.

Carvin Eison, producer, WXXI-TV Rochester, N.Y., joins Telesis Productions Inc. there as producer-director.

Lydia Cardona Zimmerman, intern, Connecticut Public Television, Fairfield, Conn., joins WVIT(TV) New Britain, Conn., as public service producer.

Delia Fine, producer, *New York Views* and documentaries, WABC-TV New York, joins *Geraldo*, nationally syndicated talk show co-produced by Geraldo Rivera Productions and Chicago-based Tribune Entertainment, as producer.

Dave Glass, morning personality and program director, WHMQ(FM) Findlay, Ohio, adds duties as radio division programmer,

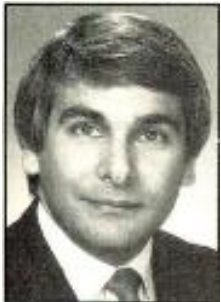
Findlay Publishing Co., owner of WHMQ and other stations.

Craig Dietzman, midday host, WHWH(AM) Princeton, N.J., named assistant program director.

News and Public Affairs

Appointments, WTLV(TV) Jacksonville, Fla.: **Paul Baldwin**, executive producer, KMSP-TV Minneapolis, to news director; **Dave Collins**, 6 p.m. producer, to executive producer; **Andy Behrend**, *Good Morning Jacksonville* and *Twelve Before Noon* producer, to *Twelve Before Noon* and 6 p.m. producer; **Clark Fivek**, executive producer, CNN, Atlanta, to *Good Morning Jacksonville* producer; Steve Smith, weekend weather anchor, WKRG-TV Mobile, Ala., to weekend weather anchor-environmental reporter; **Jeannie Blaylock**, co-host *Twelve Before Noon*, to weekend anchor.

James Barry, general assignment reporter, WUHQ-TV Battle Creek, Mich., joins WMDT(TV) Salisbury, Md., as Dover, Del., bureau chief.



Baer

David Baer, news director, WJAR(TV) Providence, R.I., joins WRAL-TV Raleigh, N.C., as manager of news department.

Appointments at Potomac Communications, Washington-based independent television news and production company:

Eileen Cleary, acting bureau chief, to bureau chief; **Brooke Bradley**, senior reporter, Washington Independent News, to correspondent; **Mark Slimp**, news director, KOB-TV Albuquerque, N.M., to executive producer.

Jim O'Neill, Sacramento, Calif.-based operations director, Metro Traffic Control, Houston traffic reporting service, named director of operations. He is succeeded by **Robert Lang**, founder and former president, Bob Lang Creative Services, Sacramento.

Appointments at WXII(TV) Winston-Salem, N.C.: **Denise Franklin**, 6 p.m. anchor, to additional investigative reporting responsibilities; **Lynn Lazare**, co-anchor of 6 and 10 p.m. news, and reporter, WLUK-TV Green Bay, Wis., to co-anchor 11 p.m. news; **John Sawyer**, daytime assignment editor, KJAC-TV Port Arthur, Tex., to night assignment editor.

Karen Massie, morning and noon anchor, WSYX(TV) Columbus, Ohio, joins KXTV(TV) Sacramento, Calif., as weekend anchor-reporter.

Cynthia Steele, reporter and backup anchor, WHTM-TV Harrisburg, Pa., joins WITF-TV Harrisburg as evening anchor.

Kent Hormann, weekend sports anchor and videographer, WKJG-TV Fort Wayne, Ind., named weeknight sports anchor.

David Brown, weathercaster, KCPM(TV)

Chico, Calif., joins KTXL(TV) Sacramento, Calif., in same capacity.

Dan Schmidt, meteorologist, The Weather Channel, Atlanta, joins WGXA(TV) Macon, Ga., in same capacity.

Technology



Howey

Mike Howey, director of engineering, WXIA-TV Atlanta, named VP, director of engineering.

Skip Aldrich, chief engineer, KARE(TV) Minneapolis, named VP.

Howard Weiner, director of engineering, commercial and industrial products, Allied Amphenol Products, Lisle, Ill., joins Panduit Corp., Tinley Park, Ill., as VP, connect division.

Linda Schatz, development officer, Eastern Iowa Community College, Davenport, Iowa, joins Iowa Public Television, Johnston, Iowa, as director of narrowcast telecommunications.

George Armes, marketing manager, instrumentation tape products, Ampex Corp., Redwood City, Calif., named general manager, instrumentation and data tape.

Brad Melroe, master control director, KTHI-TV Fargo, N.D., joins Conus Satellite Services, Minneapolis, as master control and

mobile uplink operator.

Promotion and PR

William Adler, director of public relations and trade advertising, Univision, Los Angeles-based Spanish-language television network, joins The New York Times Co., New York-based publisher and group owner of five television stations, two radio stations and one cable system, as manager of corporate relations.

Lorraine McConnell, manager, promotion and publicity, ABC Radio Networks, New York, joins CBS Radio Networks there as manager, marketing and promotion.

Appointments at Turner Broadcasting System, Atlanta: **Janet Gray**, assistant promotion manager, WXXA-TV Albany, N.Y., to promotion writer-producer; **Dan Farley**, writer-producer, WVIT(TV) New Britain, Conn., to promotion writer and producer; **Peter Moore**, producer-director, WOIO(TV) Shaker Heights, Ohio, to sports promotion manager; **Sandy Knox**, promotion writer and producer, TBS, to on-air promotion manager.

Richard Shambroom, executive VP, director of account services, Promotion Dynamics Worldwide, New York, named general manager.

Lauren McGraw, senior producer-director, creative services department, WTVR-TV Richmond, Va., named director of promotion and public relations.

Mark Cooper, on-air promotion producer,

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WGBS-TV Philadelphia, named promotion manager.

Frederick Woskoff, creative services manager, WGAL-TV Lancaster, Pa., adds duties as marketing and promotion manager, succeeding **J. Jude Schlager**, who left to form his own business.

Henry Blood, senior producer-director, MJ Productions, Dayton, Ohio, joins WCPO-TV Cincinnati as promotion manager.

Jim Sweeney, director of creative services, WFXT(TV) Boston, joins KTTV(TV) Los Angeles as director of creative development.

Laurie Dahl, associate producer, *AM Northwest*, KATU(TV) Portland, Ore., named promotion manager. She succeeds **Cathy O'Gorman**, who resigns to pursue MBA in international business.

James Strader, production manager, WTSP-TV St. Petersburg, Fla., named promotion manager.

Jay Collier, video promotion associate, Public Broadcasting Service, Alexandria, Va., joins Vermont ETV, Winooski, Vt.-based public television network, as promotion manager.

Joe Batson, founder and president, Marketing Dynamics Inc., Chicago-based cable marketing and communications agency, joins United Video, Tulsa, Okla., as general manager of The EPG Prevue, program listing and promotion service.

Allied Fields

Larry Walcoff, projects officer and executive producer, Agency for Instructional Technology, Bloomington, Ind., joins Goldsholl Design and Film, Northfield, Ill.-based creator and producer of film, videotape and slides for corporate image, training and consumer education, as partner and VP.

Appointments at Arbitron Ratings, New York: **Daniel Rourke**, technical director, Bridge Group Inc., New York-based market research firm, to senior statistician for statistical services; **Sydney Ann Bumpass**, assistant media planner, Ogilvy & Mather Advertising in Houston, to Dallas-based client service representative for advertiser-agency sales.

Raymond Holbrook, regional director for Northeast, Radio Advertising Bureau, New York, named VP for station relations.



Holbrook



Wheat

Phyllis Wheat, marketing consultant, Yancey Marketing Corp., Indianapolis, joins Greenwood Performance Systems, Tulsa, Okla.-based broadcast consulting firm, as VP.

Appointments, Public Broadcasting Service, Alexandria, Va.: **Nancy Hendry**, deputy general counsel, to assistant corporate secretary; **Beth Wolfe**, controller, to assistant treasurer.

Election of officers at The Cable Association of Greater St. Louis: **John Clark**, corporate VP of marketing and programming, Cencom Cable Associates, to president; **Robert Krahman**, direct marketing manager, Continental Cablevision, to VP; **Debra Sanders**, system manager, TCI Cablevision of Missouri, to treasurer; **Bill Rougly**, marketing manager, American Cablevision, to secretary.

Deaths



Barker

Robert W. Barker, 69, senior partner in communications law firm of Wilkinson, Barker, Knauer & Quinn, Washington, died Dec. 31 at Scripps Hospital in Encinitas, Calif., of heart attack. Barker was administrative assistant to Senator Wallace Bennett (R-Utah) from 1951 to 1953. He was partner in Washington-based law firm of Wilkinson, Cragun & Barker until 1982 when he formed Wilkinson, Barker, Knauer & Quinn. During his career, Barker was general counsel of Bonneville International Corp. and counsel to Nixon and Reagan inaugural committees. He argued several cases before Supreme Court and represented former Secretary of Commerce, Maurice Stans, during Watergate scandal. Survivors include his wife, Amy Thomas, one daughter and five sons.



Turner

Jerry Turner, 58, news anchor and correspondent for WJZ-TV Baltimore, died of cancer Jan. 4 at Johns Hopkins Hospital, Baltimore. Turner joined WJZ-TV in 1962. In August, 1987 he celebrated his 25th year there, and broadcast scholarship fund was established in his name to assist Baltimore area students to obtain education qualifying them for careers in broadcast journalism. Turner was active in many local charities and had park in Israel and street in Baltimore named for him. Survivors include his wife, Jean, and two sons.

Donald Nathan, 62, VP of Motion Picture Export Association of America (MPEAA), died suddenly Dec. 29 at his home in Wantagh, N.Y. Cause of death has not been determined. Nathan began his career in motion picture industry in 1947 at foreign advertising and publicity department of Paramount Pictures, where he eventually became executive assistant to president of Paramount International Films. Following that, Nathan served at United International Pictures as VP of UIP Services, and in

similar position at Cinema International Corp. He joined MPEAA in December of 1983 as VP, theatrical and television. Nathan is survived by his wife, Katherine, two daughters and one son.

Robert Elston, 55, television and Broadway actor, died of AIDS-related pulmonary embolism Dec. 10 at Amsterdam Academy Medical Center, Amsterdam. Elston, who made his Broadway debut in 1958, had continuing roles on daytime television serials, *Love of Life* and *As the World Turns*, as well as guest appearances on numerous television shows. He was acting teacher for 25 years and in 1975 formed American Renaissance Theater in New York, which produced 35 plays under his guidance. Elston, along with Murray Grand, co-authored musical, "Murder at the Gaiety." He also wrote two one-man shows, "Portrait of a Man," and "Notes" in addition to "After Many a Summer," play based on works of Anton Chekhov. Elston acted in over 100 commercials, three of which won Clio Awards.

Bob Nunez, 45, director of engineering for WCCL(TV) New Orleans, died of heart attack Dec. 8 in his home in New Orleans. Prior to his position at WCCL, Nunez served as assistant chief engineer for WLAE-TV and as chief engineer for WVUE(TV) both in New Orleans. In 1987 he designed and supervised construction of *Christian Science Monitor* shortwave station in Bangor, Me. At time of his death, Nunez was planning construction of teleport on New Orleans waterfront. He is survived by his wife, Candace, and one son.

John Prueter, 39, program director for WFAN(AM), died of heart attack Dec. 23 in his parents home in Marblehead, Ohio. Prior to joining WFAN, Prueter was assignment editor with ESPN, Bristol, Conn. He previously worked at now defunct Enterprise Radio, Avon, Conn., as producer and WWWE(AM) Cleveland as producer of *Pete Franklin Show*.

Trevor Howard, 71, British movie and television actor, died in his sleep Jan. 7 at a hospital near London suburb of Arkley. Trevor was best known for roles as Captain Bligh in "Mutiny on the Bounty" and Officer Lord Cardigan in "The Charge of the Light Brigade." He made his dramatic television debut on NBC's *Producers' Showcase* with Ginger Rogers in "Tonight at 8:30" in October of 1954. Howard won American Emmy Award in 1963 for outstanding single performance by an actor in leading role for "The Invincible Mr. Disraeli" on NBC's *Hallmark Hall of Fame*. He is survived by wife, British actress Helen Cherry.

Dorothy I. Page, 78, retired legal secretary with Washington law firm of Arnold & Porter, died of pneumonia Dec. 29 at Sibley Memorial Hospital, Washington. Page was executive secretary to late Paul Porter both in government service and private practice for over 30 years. She joined Arnold & Porter in May 1947 and retired in December 1976. During her career she also served with FCC from 1944 to 1946 and with Office of Price Administration in 1946. Page traveled to Greece in latter part of 1946 where she served with Porter during his tenure as chief of American Economic Mission to Greece.

Keeping the faith

Bill Fortenbaugh is a believer. The affable 43-year-old president of Christal Radio, one of five national representation companies owned by Katz Communications, believes in the long-term future of radio advertising. But Fortenbaugh is also a realist who has found himself operating within a soft national spot market for the past two years. "Our future will depend in large part on what we do to make things happen," he says. That future, says Fortenbaugh, translates into "new business" and "brand-loyal" campaigns.

From his vantage at Christal, Fortenbaugh has seen national advertisers channeling a large measure of their ad budgets into sales promotions "With many companies trying to attain quarterly price-earnings ratios that make sense to the public market, you have them making short-term decisions for marketing their products," says Fortenbaugh. "Promotions seem to be the route they are going." Reps need to get radio into that route, he says.

Fortenbaugh believes advertisers will return to brand-loyal advertising, building customer loyalty for their products. "As advertisers' needs become more specific, spot radio can be a very viable alternative," he says. "This [the brand-loyal campaign] has been the historical base of our business."

Fortenbaugh speaks from experience, having just notched 20 years in advertising and marketing, mostly spent in national spot radio sales. Fortenbaugh's career was launched from what he considers a "spectacular" training ground. With a degree in economics from Boston's Northeastern University in 1967, Fortenbaugh went to New York and landed a job as a salesman for Procter & Gamble with its soap and household cleaning products division. "I was a street soldier for Procter & Gamble...trench duty," Fortenbaugh says.

Two years later, with some prodding from his wife, Donna, who was then a sales assistant at Katz Radio, Fortenbaugh decided to get out of the soap business. "I wasn't making a lot of money selling soap," he recalls. "I was making only \$6,600 a year, had a Mercury Montego and all the soap you could use." At his wife's suggestion, Fortenbaugh was interviewed for an account executive post at Katz Radio with Jeff Hall, then Katz Radio New York sales manager. Fortenbaugh didn't get the job, but he heard from another Katz salesman that a spot was open at Avco Radio Television Sales.

That same day, Fortenbaugh went to see Phil McDonald, Avco's Eastern sales manager, radio. He got the job. (McDonald is now vice president and general manager of WCKY[AM] Cincinnati.) "I told McDonald I was selling soap for Procter & Gamble, and McDonald said he had done the same thing.



WILLIAM HARVEY FORTENBAUGH—president, Christal Radio, New York; b. Feb. 26, 1944, Cranford, N.J., BA, economics, Northeastern University, Boston, 1967; salesman, Procter & Gamble, Newark, N.J., 1967-69; account executive, Avco Radio Television Sales, New York, 1969-70; account executive, Katz Radio, New York, 1970-76; general sales manager, WHIM-AM-FM (now WHJJ[AM]-WHJY[FM]) Providence, R.I., 1977; account executive, Katz Radio, New York, 1977-79; vice president/stations, Eastern division, Katz Radio, New York, 1979-85; present position since 1985; m. Donna Rudkin, Aug. 12, 1967; children—Amy, 17; Matthew, 13.

So immediately there was a common denominator," Fortenbaugh says. "Three days later, I was making \$14,000 a year and I thought I had scaled Mount Everest."

Fortenbaugh's climb up Katz's corporate mountain began the following year in 1970, when Jeff Hall asked him to join the company. "They noticed I got a big order for XETRA(AM) Tijuana, Mexico (now represented by Major Market Radio), and KOST(FM), both of which competed in southern California with Katz-represented KABC(AM) Los Angeles," remembers Fortenbaugh. (Today, KOST is represented by Christal and KABC is still with Katz).

Fortenbaugh remained an account executive with Katz Radio in New York until 1976, when he left for eight months in 1977 to be general sales manager of WHIM-AM-FM Providence, R.I. (now WHJJ[AM]-WHJY[FM]). "I wanted to try my hand at station management and local sales. But after a short while, I found that I enjoyed national sales better," says Fortenbaugh of his abbreviated tenure.

He returned to Katz in his previous capacity and shortly thereafter, in 1979, was upped to vice president, stations, Eastern division, for Katz Radio.

On April 1, 1985, Ken Swetz, Katz Radio Group head, appointed Fortenbaugh president of Christal Radio. Fortenbaugh replaced Charlie Colombo, who left that post

to head the Blair Radio rep firm. (Blair was acquired by Katz last year and was renamed Banner Radio Sales. Colombo is now back at Katz as president of Banner.

Fortenbaugh oversees a staff of some 100 employees in 13 offices. The company, says Fortenbaugh, currently represents stations in about 200 markets including Malrite's top-rated WHTZ(FM) New York (licensed to Newark, N.J.), which Christal picked up from Eastman Radio last summer, and Tribune's WGN(AM) Chicago, believed to be the largest billing radio station in the country.

"Our philosophy is to be group-oriented," says Fortenbaugh. "We look to represent as many stations in a group as possible. We want to grow as the groups grow," he says. Among the group operators that have all their radio stations under Christal's representation are Cox and Tribune.

He also notes that, although Christal is part of the Katz Radio Group, each company remains autonomous. "The only time our people get paid is if they sell time on Christal radio stations," says Fortenbaugh.

What changes in the radio rep structure does Fortenbaugh see for the coming year? He believes that the consolidation fever that raged through the field over the past few years has subsided: "It appears that Eastman and CBS [the two largest remaining individual radio reps] will stay independent," says Fortenbaugh, "But I don't believe there's room for any more [major] independent rep companies. It's a very expensive business to operate."

Adds Fortenbaugh: "I don't see any of the current rep companies going out of business or doing business in a dramatically different way in 1988. But in terms of the overall rep industry, it will be another year of flat growth. (The Radio Advertising Bureau is forecasting a 2% decline in national spot business in 1987 over 1986 to approximately \$1.305 billion.)

Fortenbaugh says there are more stations "closer together" in terms of audience size. "There's no upper pressure on rates because there is too much [spot radio] inventory available, and there are fewer advertisers in the mix," he says. "It's a tough time for national spot radio in the short term." Fortenbaugh applauds the recent efforts of the Station Representatives Association and the RAB, which have formed the national spot radio task force to drum up new national business. "There is a whole new sense of urgency out there, and this industry effort is the best thing I've seen in my 17 years in the business," he says.

To escape the sometimes choppy seas of the radio rep business, Fortenbaugh charts a course for calmer waters, sailing his boat off Martha's Vineyard, Mass., or along the coast of his home state of New Jersey. If his long-term vision of a return to brand-loyal advertising materializes, it may be smoother sailing for national spot as well. ■

Turner Broadcasting System board is scheduled to meet on Friday, Jan. 15, with prime topics of discussion to include NBC's interest in company, progress of Turner Network Television and updates on restructuring corporate debt. Board will hear reports from six executive committee members as well as from Chairman Ted Turner. Although talks between NBC and TBS have apparently shown little movement so far, executives of two companies, including NBC's Tom Rogers and Turner's Terry McGuirk, are expected to meet again this week. According to Rogers, these talks may help determine whether framework for NBC equity in TBS can be agreed upon and negotiations moved forward, or whether proposal will die. NBC President Robert Wright told reporters last week: "The difficulty in dealing with TBS is that they have a very diverse shareholder group and you have an entrepreneur [Ted Turner] who has a lot of stock and he wants to make very sure he gets an enormous premium above the market for his stock." Wright added: "We have to deal with Time Inc.'s interest in CNN, and [with] other cable operators. It's very confusing, so its likely to be slow and it may be that nothing does develop in the case of Turner."

Broadcast network advertising buys on cable networks are on increase, with spending up 600% in first nine months of 1987 over same period in 1986, according to data from Broadcast Advertisers Reports. ABC tops list, spending \$1,453,137 in advertising on cable networks in first three quarters, 285% jump from 1986 period of \$376,824. CBS's spending jumped from \$43,696 to \$172,062 (293%), while NBC's rose from \$21,177 to \$86,894 (310%). Fox network, which had no spending in 1986, spent \$1,421,140 in cable network advertising in first nine months of 1987. Cable has become prime outlet for Fox since three major broadcast networks have not accepted its advertising.

INTV press release issued at convention highlighted **must-carry problem** of new UHF station, WWAT-TV Chillicothe, Ohio, whose carriage has been threatened by one of four cable systems serving

TV use declines for first time since 1966. Television viewing in the U.S. declined last season for the first time since Nielsen began measuring household usage in 1966, according to the media research firm.

For the 1986-87 season ending last August, average weekly viewing dropped 1%, or 28 minutes per week, from 50 hours and 16 minutes in the 1985-86 season to 49 hours and 48 minutes.

The decline was even greater according to Nielsen's new peplemeter service. Peplemeters showed viewing dropped 3.8% to 48 hours and 22 minutes. Both declines put viewing below those levels measured in the 1984-85 season.

Prime time viewing, the largest single segment, declined 25 minutes in the peplemeter sample to 12 hours and 51 minutes, although the diary method showed less of a decline, down eight minutes to 13 hours and eight minutes.

Daytime viewing also showed a 25-minute decline with the peplemeter sample, to eight hours and 59 minutes. By diary method, viewing declined 20 minutes to nine hours and four minutes.

Both weekend daytime and late fringe viewing declined by 14 minutes under the peplemeter (weekend daytime to seven hours and 27 minutes, late fringe to four hours and 27 minutes) and by four minutes with the diary sample.

Early fringe stayed flat at six hours and 56 minutes under the diary method but declined five minutes to six hours and 51 minutes under the peplemeter.

The only dayparts showing an increase under the diary method were overnight and access, which climbed eight minutes to eight hours and 20 minutes. Under the peplemeter sample, however, viewing during these periods showed a 25-minute decline to seven hours and 47 minutes.

Columbus, Ohio. According to INTV, All-American Cable planned to drop station on Jan. 4. "The first local station to be dropped by a cable system," INTV declared, since appeals court decision on must carry. All-American Cable is subsidiary of cable MSO American Television & Communications, and association said it was replacing station with Cable Value Network, home shopping service in which ATC has small ownership interest. "The effective date of the cable drop coincides exactly with the start of the new program schedule and raises the inference that the cable system did not want its subscribers to become accustomed to the station's new programming," INTV President Preston Padden stated. Cable system saw things in different light, but has postponed decision on dropping station until end of month. According to Gary Potts, area manager for ATC, when ch. 53 went on air, it was added to first tier. To make room, Cleveland independent, WUAB-TV, was moved from first to second tier and C-SPAN II was bumped altogether. WWAT-TV had been carrying home shopping programming (CVN and HSN are also carried) and system had planned to drop signal on Jan. 4, move Cable Value Network from second tier to first, and fill hole on second tier by expanding Discovery Channel and FNN/Score to full-time carriage. Potts said system will measure subscriber reaction to new programming—reduced home shopping and increased animated fare—before deciding on final carriage decision. One irony, said Potts, is that station is over 35 miles but less than 50 miles from system, which meant that while it would not have qualified for carriage under original must carry rules, it did under second set that appeals court threw out last December.

Cablevision Systems completed \$473.5-million acquisition of cable operator **Adams-Russell** last week. Deal adds 236,000 basic subscribers to Cablevision rolls, raising total to more than one million in 10 states.

As part of continuing consolidation process, **Westwood One is merging NBC Radio Networks' clearance department** in New York with **Mutual Broadcasting's** commercial clearance operation in Washington, resulting in layoff of seven of NBC's nine-person clearance staff. Westwood, which has owned Mutual since 1985, purchased NBC's radio network division last summer (BROADCASTING, Aug. 31, 1987). Change takes effect Feb. 26.

Keymarket Communications, North Augusta, S.C., said it has **dropped Arbitron**, radio industry's primary service, for **Birch Radio's** quarterly and qualitative services as well as Birch monthly trend reports for two of its properties: KMJQ(FM) Houston and KMJM(FM) St. Louis, both of which program urban contemporary. Keymarket's exclusive agreement with Birch went into effect Jan. 1. "The diary methodology [used by Arbitron] has difficulties measuring our urban-formatted targeted audiences," said Barry Drake, Keymarket senior VP/general manager. Birch Radio employs telephone methodology.

StarNet, automated cross-channel tune-in service, is offering **equity ownership totaling 40% to cable operators and 40% to cable programmers.** StarNet said shares will be based "on each 1,000 subscribers committed, network channels committed, commitment date and inventory commitment of a minimum of four minutes per day per network," which StarNet said was approximately 10% of daily avails. Cable networks can gain shares by purchasing "minimal level of promotional time annually." Terms for both offerings are three years. To date, StarNet is available free of charge to cable operators, with no affiliate fees or subscriber base minimums. Service requires StarNet switcher, manufactured by Wegener Communications. Device displays system's name log and channel number for program service being promoted on system-specific basis. StarNet Chairman Gerry Lenfest said that after discussion with cable industry, "a cooperative approach is required" to get promotional channel off ground.

Omnibus spending measure adopted by Congress and signed into law by President Reagan (BROADCASTING, Dec. 28, 1987), among other things, **contains fiscal 1988 funding for FCC, Federal Trade**

Crossownership, part two. Three-week-old Hollings-Kennedy measure blocks the FCC from taking steps to repeal or modify its television-newspaper crossownership ban (see page 42). Nonetheless, the American Newspaper Publishers Association has urged the FCC to begin the process of removing all crossownership restrictions by lifting them on radio-newspaper crossownership, not affected by Hollings-Kennedy measure. "The record developed in such a proceeding would form a useful basis for re-evaluating the newspaper-television ownership" when it is possible, it said.

ANPA's comments came in response to a petition asking the FCC to launch a rulemaking to repeal all broadcast-newspaper crossownership prohibitions. The petition was filed two months ago by the Freedom of Expression Foundation, a Washington-based First Amendment advocacy group. The National Association of Broadcasters also opposed the crossownership ban. In a press release, NAB Joint Board Chairman Wallace Jorgenson, president, Jefferson-Pilot Communications Co., said: "This is a rule that never should have been instituted to begin with. There are adequate safeguards, primarily anti-trust laws, that could deal with any abuse of media concentration."

Rupert Murdoch's News America, whose crossownership situations in Boston and New York were the target of the Hollings-Kennedy measure, said the FCC should not repeal the crossownership ban outright, but should permit crossownership on a case-by-case basis.

Media Access Project, representing itself and two other citizen groups, said the petition for rulemaking should be dismissed, arguing that it is a "barely concealed demand for regulatory changes designed to cross-subsidize allegedly failing newspapers at the expense of new entrants who have been drawn to broadcast ownership in recent years precisely because of the competitive environment fostered by the kinds of policies [the Freedom of Expression Foundation] would now abandon."

Smulyan, Emmis Broadcasting president.

David Meister was named president of Financial News Network last week. Meister had overall responsibility for network's services, FNN, Score and Telshop, as executive vice president, consumer information group, Infotechnology Inc., which owns controlling share of FNN.

Harte-Hanks has sold Miami and Okeechobee, Fla., cable systems for undisclosed amount, ending divestiture program that involved sale of two TV's, cable and newspaper properties. Cable operator Rifkin & Associates purchased 25,000-subscriber Miami system, while Cablevision Industries Corp. bought 6,000-subscribers Okeechobee system.

Robert T. Bartley, 78, former FCC commissioner who served from March 6, 1952, until his retirement on June 30, 1972, making him among its longest sitting members, died of heart and lung disease Jan. 8 at Sibley hospital, Washington. Born in Ladonia, Tex., Bartley came to Washington at age 22 to become a statistician and later executive secretary of the investigative staff of the House Commerce Committee—then headed by his uncle, Representative Sam Rayburn (D-Tex.)—supervising reports instrumental in the passage of legislation including the Communications Act of 1934. Following a stint with the Interstate Commerce Commission, he joined the newly created FCC in 1934 as the first director of its telegraph division. When the division was abolished in 1937, Bartley became a Securities and Exchange Commission analyst and later joined the Yankee Network, Boston, as assistant to the president, and later as a vice president. While with Yankee, he was involved with that network's pioneering work with Edwin Armstrong on the development of FM radio. In 1943, Bartley joined the National Association of Broadcasters as director of war activities, leaving in 1947 after having also served as director of government relations and head of the FM department. He became executive assistant to Rayburn, then Speaker of the House, and remained in that post until his appointment to the commission in 1952 to fill the unexpired term of Commissioner Wayne Coy.



In an interview with BROADCASTING on the eve of his retirement in 1972, Bartley, a quiet man with strong views, conceded that he and the commission had often followed different drummers, notably in its refusal to heed his arguments against concentration of media control. He said his concern had not been bigness, but that it was easier for government to control an industry whose parts are concentrated in a few hands. Although tagged the original "one-to-a-customer" commissioner—"At one time I would have approved a flat ban on newspaper ownership of broadcast stations" he said in the interview—he softened that position, saying that crossownerships in which the station and the newspaper do a demonstrably good job should not necessarily be broken up. Bartley expressed in the interview his opposition to content regulation by the FCC. Although when contacted last August for a story on the fairness doctrine repeal, Bartley said he was still in favor of the doctrine, he had said earlier that the Supreme Court, in upholding the doctrine, "went farther than the commission" in asserting the FCC right to regulate broadcast content.

Bartley also believed strongly in broadcasters' public service responsibilities, and was the force behind a broadcast station primer on ascertaining community needs that was adopted by the FCC.

Bartley is survived by his wife, Ruth, daughter, Jane, and sons Robert Jr., and Thomas.

Commission and National Telecommunications and Information Administration. Under bill, FCC would receive \$99.6 million (it asked \$107.3 million); the FTC, \$66.2 million (it asked for \$69.9 million), and NTIA \$13.8 million for salaries and \$21.3 million for public telecommunication facilities program (it requested \$14.7 million and nothing for PTFP).

General Instrument Corp. announced at Consumer Electronics Show in Las Vegas last week it has won contract to supply Videocipher IB scrambling system to Hughes Television Network for scrambling of Major League Baseball backhaul transmissions beginning in April. Deal preserves GI's near monopoly status as scrambling system provider to broadcast and cable industries. Hughes finalized deal with baseball last month to scramble backhuls—two months behind original MLB schedule—saying then it system choices had come down to Videocipher IB and Scientific-Atlanta's (SA) B-Mac. MLB's request for proposals led for 250 descramblers, scramblers, computer-control system and complete installation by March 31. GI said it will be able to supply "substantial portion," but not all, of equipment by game 2 of 1988 season.

Jan. 5, Polish government announced that Soviet Union had stopped jamming Polish-language broadcasts of Voice of America, Radio Free Europe and BBC, saying Western services had lost their credibility. RFE had been jammed since it went on air in 1950, VOA and BBC since 1981.

Emmis Broadcasting, Indianapolis-based radio group, has agreed to purchase 50% of Jim Duncan's American Radio publications, based in Kalamazoo, Mich., for undisclosed price. Duncan, who presently sits on Emmis's board, will retain other 50%. Transaction is expected to be consummated by March 1, according to Jeff

Editorials

Dark alley on Capitol Hill

It's just possible that Senators Ernest Hollings (D-S.C.) and Edward Kennedy (D.-Mass.) may not get away with their crafty little ploy of hiding in the overloaded budget bill a prohibition against FCC repeal or waiver of its rule preventing formation of new crossownerships of co-located newspapers and television stations. Two other senators, both of New York, vowed last week to introduce a bill undoing the Hollings-Kennedy contribution to legislative skullduggery. Senators Daniel Moynihan (D) and Alfonse D'Amato (R) say they would be restoring order to the legislative process, a laudable objective indeed. They admit it won't be easy.

It would all be higher minded if the personal fortunes, which are considerable, of Rupert Murdoch were not at issue. Kennedy has admitted he connived with Hollings to keep Murdoch from wangling a permanent waiver of the FCC rule, enabling him to retain ownership of the *Boston Herald* and WFXT(TV) Boston, the latter acquired last year, and ownership of the *New York Post* and WNYW(TV) New York, the latter also acquired last year. Both papers have been critical of Kennedy. Murdoch has already obtained waivers giving him until June 30 to divest one property or the other in Boston and until March 6 in New York. Murdoch denies he had even hoped for an extension.

Whatever Murdoch's regulatory fate, the Moynihan-D'Amato initiative deserves energetic support. Without it, the FCC is powerless to proceed with an important part of an inquiry that could have led to needed review of its crossownership rules involving newspapers and all kinds of broadcasting stations. The review, proposed by the Freedom of Expression Foundation, is supported by the National Association of Broadcasters and American Newspaper Publishers Association with enough good reasons to encourage the FCC to proceed, if it could. A little history music, professor.

The crossownership rules adopted by the FCC in 1975 were a political response, perhaps the least drastic that could have been crafted at the time, to a long and unremitting campaign by a post-Watergate Justice Department that wanted to break up all newspaper-broadcast crossownerships. Justice had filed an array of petitions to deny license renewals to stations with newspaper ties and had drummed at the FCC to institute the general rulemaking that it finally undertook.

Throughout, Justice used antitrust arguments in efforts to make the FCC take action, but carefully avoided putting its cases to the test in federal antitrust suits. It wanted the FCC to do the dirty work under the infinitely looser "public interest" standard.

The rules that the FCC adopted ordered divestiture of newspaper crossownerships of radio or television or both in 16 small markets where the FCC found what it called "egregious" concentrations of control. The rules also prohibited the creation of any new newspaper-broadcast crossownerships. But they left intact all existing crossownerships except the "egregious" 16.

Although they had lost the chance for future acquisitions of co-located crossownerships and for disposal of co-located properties to single buyers, the major publishers-broadcasters had at least retained what they had. There had been moments in the long FCC rulemaking when the outlook had been bleaker.

Back to 1988. Except for the to-be-expected antibigness agitation from the dwindling "citizen groups," there is no discernible alarm about concentrations of newspaper-broadcast power. In-

deed, during the extended rulemaking that ended in the 1975 rules, no evidence of abuse of power was ever presented. All was speculative. The Justice Department kept talking about the potential for abuses.

Whatever potential existed then cannot exist now in a media marketplace that sprouts new players faster than they can be counted. If the crossownership rules were totally eliminated, the remedy for abuse of power would still be there—in the antitrust laws Justice was realistic enough to avoid invoking 13 years ago.

The FCC is still free to conduct a rulemaking looking to repeal its newspaper-radio crossownership restrictions. With some luck and not a little work, it may be freed by a Moynihan-D'Amato bill to do the same for newspapers and television stations.

Is the time ripe? Ask the senior partner of the law firm representing the newspaper publishers in their advocacy of an end to crossownership rules. Richard Wiley, now with Wiley, Rein & Fielding, in 1975 was chairman of the FCC.

Getting the picture

As hoped and expected, a majority of the Advanced Television Systems Committee—the line was 26 for, 11 against, eight abstaining—voted last week to approve the 1,125-line/60-hertz/16:9 aspect ratio standard for HDTV production. The group's voluntary standard is a step toward stability on the production side, coming as it does from a consortium of industry associations, broadcasting and cable companies, equipment manufacturers and researchers—NAB, NCTA, EIA, IEEE, ABC, CBS, NBC, HBO, GE, AT&T, PBS to list only a few of the monograms represented. But it is only one step of many on the road to an acceptable U.S. high-definition television system.

It will be an important one if, as ATSC Chairman E. William Henry believes, the committee is now "free and unfettered in [its] choice of a transmission system." Also to that end, last week saw the first meeting of the steering committee of the FCC's advanced television (ATV) advisory committee. The charge of the ATV committee is to "recommend policies, standards and regulations" for the introduction of advanced television services—one of which should be a moratorium on the reallocation of spectrum until a transmission system is chosen and the additional spectrum requirements, if any, are determined.

The ATV committee also issued a charge. Its chairman, Richard Wiley, said at the meeting that he had been contacted by several organizations complaining of underrepresentation. There is still time, he said, "to come, get involved and be active." It is an open invitation to help shape the future of television.

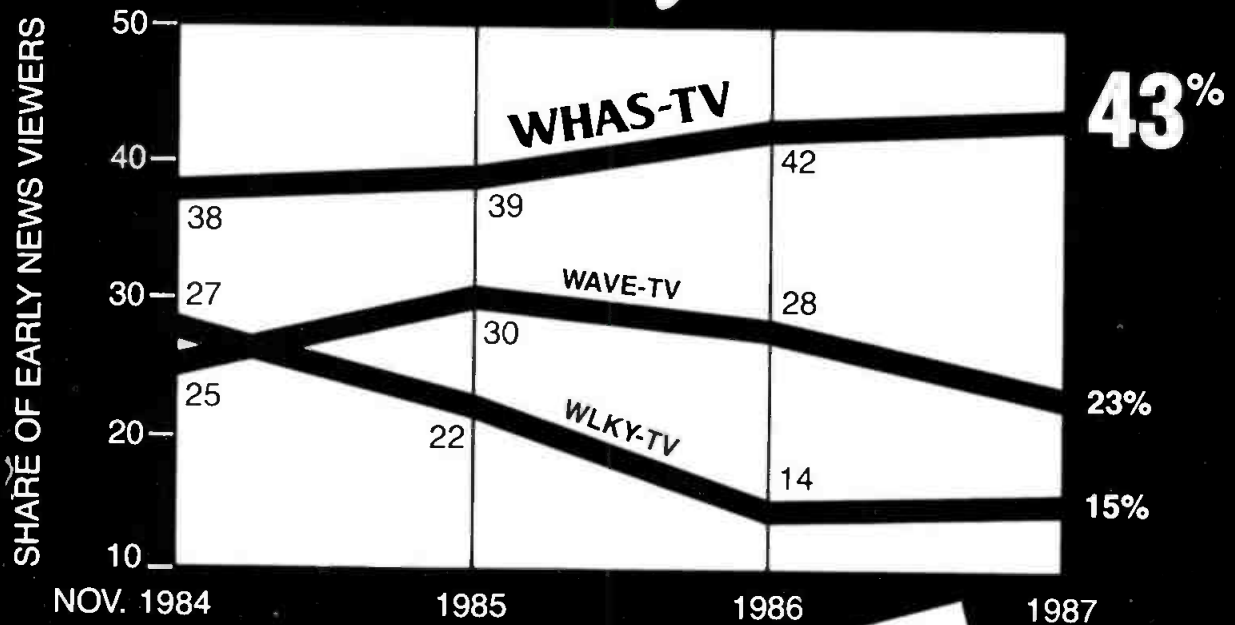


Drawn for BROADCASTING by Jack Schmidt

"Well, the ice fell off the antenna, but I'll let you tell the GM about his new car."

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