

Broadcasting Feb 29

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TV WTVR-TV
 WTLV-TV W
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 KMTV-TV WK
 WSVN-TV V
 WTAJ-TV WJ
 KMGH-TV
 ANE-TV WO
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NEWS FROM NATPE
AT LARGE
 NBC News's
 Barry Grossman



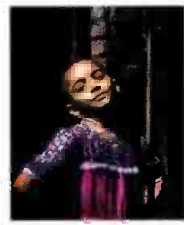
Most People Only Know The Soviet Union We'd Like To Show Them



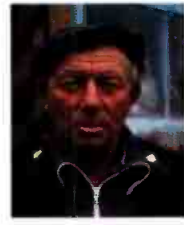
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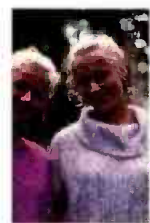
most ambitious and revealing look into the very heart and soul of Soviet life: *Portrait of the Soviet Union*. Capturing sights and scenes that Western cameras have never been allowed to film



Narrated by two-time Academy Award nominee Roy Scheider, *Portrait* takes you where few Americans have even been. Exploring the fifteen separate republics that form the Soviet Union.



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CHARLESTON
LITTLE ROCK
MOBILE
KNOXVILLE
FRESNO
GREEN BAY
PADUCAH
DAVENPORT
JACKSON, MS
BRISTOL
SOUTH BEND
TRI CITIES
BURLINGTON
EVANSVILLE
LAS VEGAS
EL PASO
SIOUX FALLS
FT. WAYNE
FT. MYERS
AUGUSTA

And 37 more markets!

#

WOMEN 25-54

TIME PERIOD WINNER
IN

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CHARLOTTE
WILKES BARRE
CHARLESTON
LITTLE ROCK
MOBILE
FRESNO
PADUCAH
JACKSON
BRISTOL
SOUTH BEND
EVANSVILLE
LAS VEGAS
WACO
SIOUX FALLS
FT. WAYNE
FARGO
CHARLESTON
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CHARLOTTE
NASHVILLE
NEW ORLEANS
BUFFALO
PROVIDENCE
MEMPHIS
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LITTLE ROCK
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WICHITA
FRESNO
TOLEDO

And 58 more markets!

#

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PITTSBURGH
CHARLOTTE
NASHVILLE
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CHARLESTON
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Broadcasting Feb 29

NATPE '88's programing panoply...page 35

Flynt's Supreme Court victory over Falwell...page 39.

Interview with NBC's Larry Grossman...page 44.

NATPE '88 □ NATPE gets underway in Houston, with news that *ALF* and *Morton Downey Show* will go into syndication and that WCBS-TV New York will carry GTG's *USA Today*. Washington Post's Katharine Graham tells NATPE attendees to "redefine the television franchise," while FCC's Dennis Patrick surveys TV's "promising land." NBC announces schedule changes and Patricia Diaz Dennis defends FCC's action on fairness and must carry. Coverage begins on **PAGE 35**.

TNT TACK □ Ted Turner talks about convincing MSO's of what he hopes will be his newest innovation—Turner Network Television. **PAGE 40**.

FOR THE RECORD □ Executives of major MSO's discuss states of their respective businesses and plans for future at meeting with securities analysts in New York. **PAGE 41**.

NBC'S FUTURE NOW □ NBC News President Larry Grossman talks about changing landscape of TV network news—and how NBC is keeping pace—in this "At Large" interview with BROADCASTING editors. **PAGE 44**.

LAYING THE FOUNDATION □ Key Senate and House lawmakers show their support for mandatory must-carry rules, directing FCC to collect data that could

"help demonstrate the consequences of failing to enforce such requirements." **PAGE 55**.

TRUST US □ FCC general counsel says federal courts' distrust of commission benefits no one. **PAGE 56**.

SWAGGART STEPS DOWN □ Saying that he had "sinned" and confessing sexual misconduct, TV evangelist Jimmy Swaggart relinquishes his TV pulpit for indefinite period. **PAGE 60**.

THINKING SMALLER □ Metropolitan Broadcasting pares down to reduce debt on \$300-million 1985 deal for Metromedia stations. **PAGE 63**.

NIGHT SHIFT □ Three broadcast TV networks prepare new programs to compete in late night. **PAGE 66**.

TV'S TOP TWENTY □ Although there has been some churn, list of TV's top 20 group owners remains essentially unchanged. **PAGE 68**.

UNDER NEW MANAGEMENT □ Investment group takes control of UPI from Mario Vazquez-Rana. **PAGE 71**.

EASE OF A VETERAN □ Robert McConnell brings his own style to Capitol Hill when presenting CBS's point of view. **PAGE 95**.

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HDTV wrap-up

Final version of Society of Motion Picture and Television Engineers' 1,125-line/60-hz high-definition television production standard is almost ready to be sent to American National Standards Institute for adoption as American national voluntary standard. Mail-in voting period on document for SMPTE executive committee for standards approval ended last Thursday (Feb. 25). Members who did not vote will now be reminded as courtesy and given week to 10 days for another chance to vote. After that, last step is drafting of status report to be approved by SMPTE engineering vice president, NBC's Stan Baron. "In effect, we are really two weeks off from it becoming an SMPTE standard, although most of the formalities are done as of the end of today," said Sherwin Becker, SMPTE director of engineering, last Thursday.

Movie talk

Brandon Tartikoff may fulfill long-held desire to produce theatrical films. In talks with Home Box Office and British television company, NBC program head is discussing network's joint production of low-to-medium-budget features for theatrical release, with subsequent TV windows, according to source familiar with negotiations.

Spot spurt

National spot radio business is off to fast start in 1988, according to just-tabulated January billings from Radio Expenditure Reports. Data from RER, which collects financial information each month from leading rep companies, shows January up 7.2% over January 1987 to \$53,245,800. January 1987 figure is adjusted by RER to compensate for variance in number of standard broadcast billings weeks (four vs. five) with January 1988.

Regrets

Wendell Bailey, vice president of National Cable Television Association's office of science and technology, gave two reasons last week why association has declined invitation to become partner in Advanced Television Test Center which will test high-definition television systems to provide data for Advanced Television Systems Committee (ATSC) and FCC advisory committee (BROADCASTING, Feb. 22). NCTA felt that since ATSC's seven original partners are all broadcast organizations, cable would be outnumbered seven-to-one if NCTA joined. Also, he said NCTA is

forming its own advanced television research and development program which will provide data from cable's perspective to ATSC and advisory committee.

NCTA's decision does not mean cable won't cooperate with broadcasters in HDTV testing, Bailey said. He held out possibility that group could still join center after more formal invitation is made. "No one should think we are closing the window on this," he said.

U's for sale

Atlin Communications Inc., affiliate of Outlet Communications and headed by Outlet chairman, Bruce Sundlun, announced last week that it had engaged Morgan Stanley & Co. and TV broker, Howard E. Stark, to sell its two stations: WATL(TV) Atlanta and WXIN(TV) Indianapolis, both UHF independents. Not mentioned in announcement was asking price, reported to be about \$60 million. Both groups are backed by partners in Wesray Capital Corp., and insiders speculated that stations were being sold to retire debt and aid in future outright purchase of Outlet's network affiliates.

Drama deal

Home Box Office is planning to co-produce and air, as part of joint venture with Britain's Granada TV, docudramas on space shuttle Challenger disaster and on recent spy case involving Marine guard at U.S. Moscow embassy. Also part of five-film deal for HBO Showcase is feature on defection of Dmitri Shostakovich's son from Soviet Union, and previously announced projects on Soviet downing of Korean Airlines flight 007 and defection to USSR of American pop star, Dean Reed.

Waiting with net

Westinghouse Broadcasting is said to be among parties interested in buying either WYNY(FM) or WQHT(FM), both New York, from Emmis Broadcasting, which must spin off one of those properties after acquiring WYNY in NBC radio group purchase (BROADCASTING, Feb. 22). "Both stations have very viable positions in the market," said Group W Radio spokesman. "They are good opportunities." Purchase would complement Group W's all-news WINS(AM) New York.

Bowing out

NBC is preparing to withdraw from Anglovision, venture with American Express and Irish newspaper publishers to deliver NBC News to European hotel rooms

via satellite. Network is still seeking similar overseas opportunities for news product, but apparently agreed to leave deal after Anglovision principals objected to NBC's recent talks with Turner Broadcasting System, which provides competing CNN service throughout Europe. Anglovision had been back-burner project after inconclusive test telecast in Paris last June.

Glasnost radio

Stoner Broadcasting, Annapolis, Md - based group operator of 15 radio stations, has completed arrangements for live, two-hour, international broadcast link between U.S. and Soviet Union for Sunday, April 24. Entitled *Worldtalk*, program will feature telephone hookup of citizens of U.S. and Soviet Union. Show, which will air on 10 Stoner outlets, will be cleared on other stations across U.S. by The Broadcast Group, Washington-based radio program distributor. It will originate from both Washington and Moscow at 10 a.m. NYT.

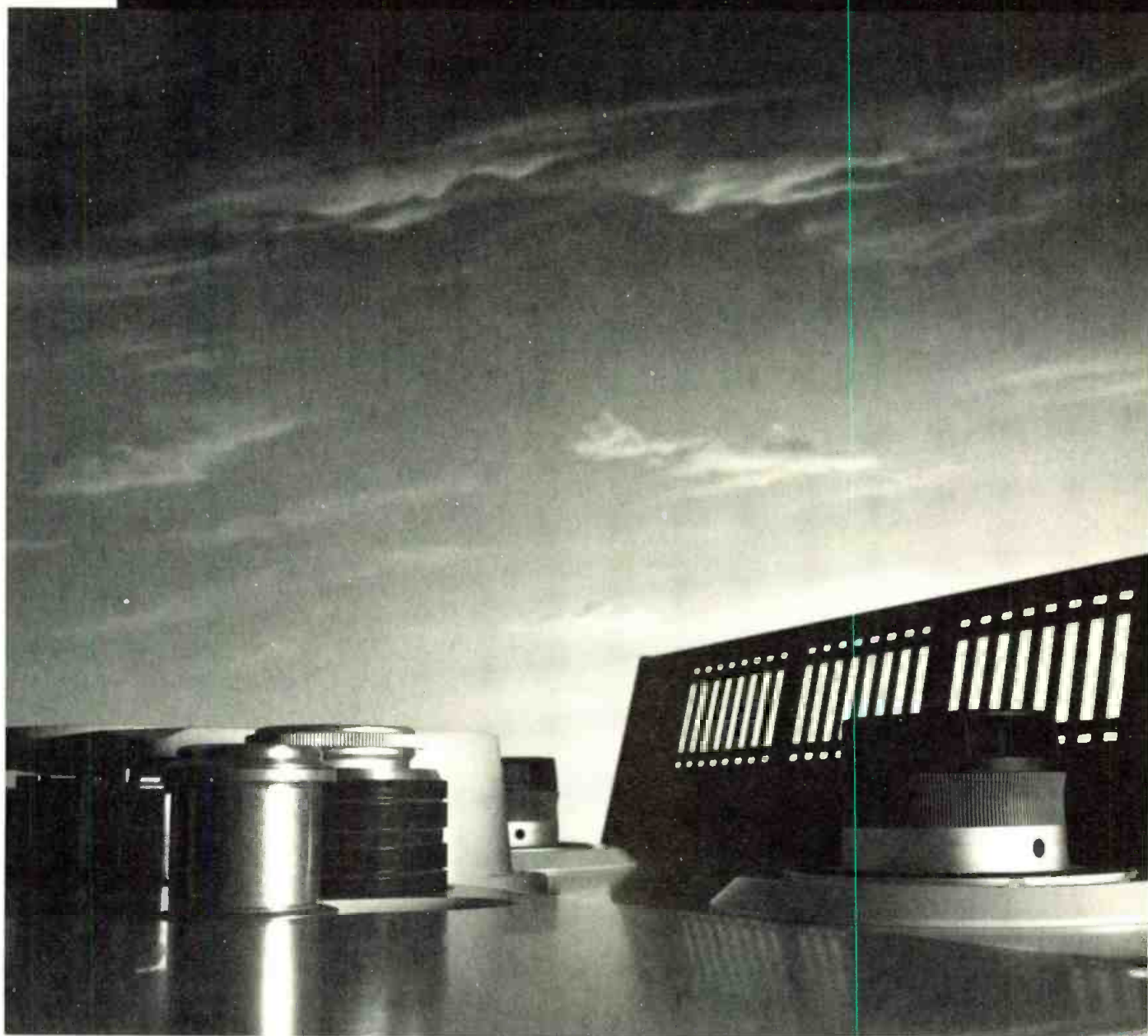
Worldtalk will be carried in Soviet Union by national radio network, Gosteleradio. Pilot broadcast of live U.S.-Soviet program aired on WNB(AM) Binghamton, N.Y., and two other Stoner-owned radio properties in New York State last September ("Riding Gain," Sept. 28, 1987.)

Intensive care

In apparent last-ditch effort to save struggling *Wil Shriner Show*, many stations are moving Group W Productions entry from morning to late night. Fate of show is to be decided after NATPE, but most reps are predicting it will not be back in September.

Bigger stakes

Resolution, for now, of dispute between large and small cable operators over disparities in volume discounts in program pricing, exemplified in Community Antenna Television Association opposition to provision authored by Senator Larry Pressler (R-S.D.) relating to TVRO bill (BROADCASTING, Feb.22), may have beneficial political fallout. United front that industry will present at three cable-related hearings scheduled for next month could make it tougher for Congress to take action against large MSO's, targets of Gore bill, without hurting smaller operators. Value of grass-roots constituency, effective for TVRO proponents in case of S. 889, could serve as insurance policy for major MSO's, since issues such as compulsory license, syndex and telco entry can affect large and small operators alike.



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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.** During last Thursday's (Feb. 25) meeting (see "Top of the Week") FCC was expected to release rulemaking authorizing FM stations to use directional antennas to permit allocation of stations in what would currently be short-spaced positions. In response to inquiry last August, NAB opposed proposal, saying 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. At last week's meeting, commission was also expected to release inquiry on extension of AM band from 1605 khz to 1705 khz.

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 service near lowest post-sunset power for 1,600-1,800 of country's 1,900 daytime-only AM stations. According to commission, further actions will be taken to clear several hundred more AM's to operate at night. In July, National Association of Broadcasters filed comments at FCC 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.

Plan has been submitted to FCC by New Jersey Class A FM Broadcasters that would allow class A FM stations to double their power limit from 3 kw to 6 kw. NAB board of directors adopted plan to allow about 60% of class A's to double power. However, NAB decided not to submit its plan to FCC immediately. It instead created committee to study alternative proposals, including New Jersey group's.

NAB board has called for freeze on additional AM allocations, except for cases where relief from interference from foreign stations, especially Cuban, is necessary.

□

■ **AM Stereo.** On Jan. 14, FCC rejected recommendation of National Telecommunications and Information Administration that Motorola's C-Quam AM stereo system's pilot tone be protected from possible interference. At same time, petitions to adopt single AM stereo system and to mandate multisystem radios were also rejected. As part of explanation for their

positions, Chairman Dennis Patrick and Commissioner James Quello said that C-Quam is already close to being de facto standard because 100% of receivers in market can receive it and most AM stereo stations transmit it.

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 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 asserted that standards battle is over and that new integrated circuits in radios to be released this year 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 is trying to maintain status quo in cable regulation, much of which is based on Cable Communications Policy Act of 1984 and Copyright Act of 1976.

But motion picture industry and independent broadcasters, concerned that cable industry has become too big too fast, have been agitating for stricter regulation of cable until there is more competition, within or without cable industry, in delivering cable programming to homes.

Opposing efforts of industries has generated much heated rhetoric in Washington, especially between cable and motion picture industry. Top cable and Hollywood executives got together in New York several weeks ago to try to resolve differences.

On Capitol Hill, hearings on cable are expected in House and Senate. But as of last week, Senator Howard Metzenbaum (D-Ohio), chairman of Senate antitrust subcommittee, had canceled one of two hearings he was planning to hold BROADCASTING, Feb. 1). Hearing was scheduled for Cincinnati on March 9 and has not been rescheduled. Second hearing in Washington on competitive issues in cable is slated for March 17. In House, Telecommunications Subcommittee has pushed back hearing tentatively scheduled for March 16 until possibly end of month. Subcommittee plans series of oversight hearings on status of cable industry three years after passage of Cable Act. Subcommittee postponed earlier hearing scheduled for Oct. 29, 1987, as result of Wall Street slide and to take time for private briefings on matter. Also on Hill, Child Protection and Obscenity Enforcement Act of 1988, has been introduced (BROADCASTING, Feb 15) on behalf of White House that would implement recommendation of attorney general's commission on pornography. Bill is identical to legislation Reagan administration submitted to Congress last year (BROADCASTING, Nov. 16, 1987) and would make utterance of obscene language or distribution of obscene matter by cable television or subscription services on television criminal offense punishable by up to two years in prison and fine of up to \$250,000.

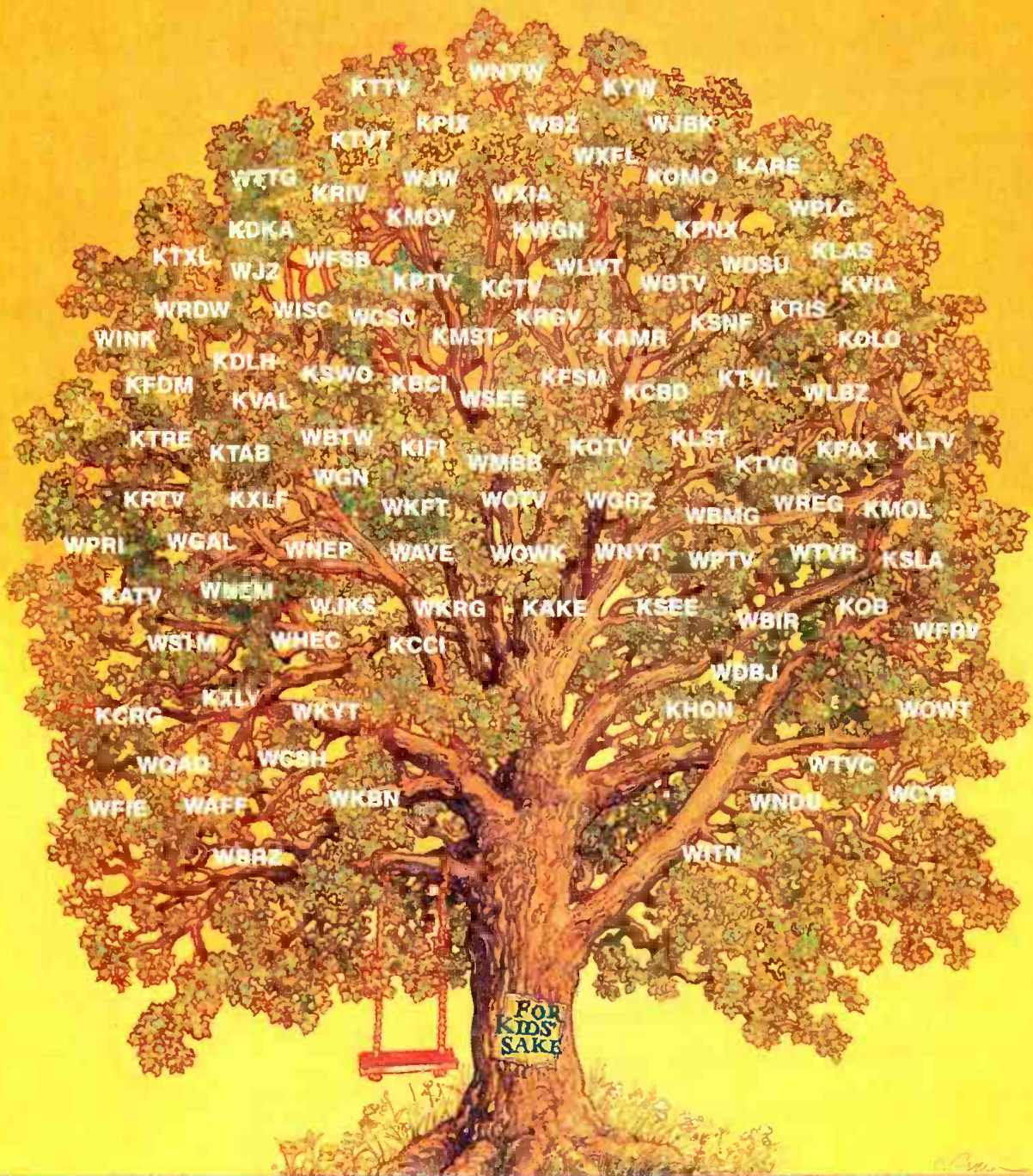
As for cable's standing in courts, two federal judges in northern district of California in decisions issued one week apart in September 1987, ruled that cities' cable franchise provisions requiring cable operators to provide access channels and universal service and to build and maintain state-of-art cable systems are unconstitutional violation of First Amendment rights of cable operators. Supreme Court has refused to review case involving Palo Alto, Calif., letting district court decision stand.

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.

□

■ **Children's television.** Capitol Hill is turning congressional spotlight on children's television. House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) has put children's bill on fast track (BROADCASTING, Feb. 22). Markey is co-sponsor of measure that would mandate minimum of seven hours of "educational and informational" programming per week and limit advertising during chil-

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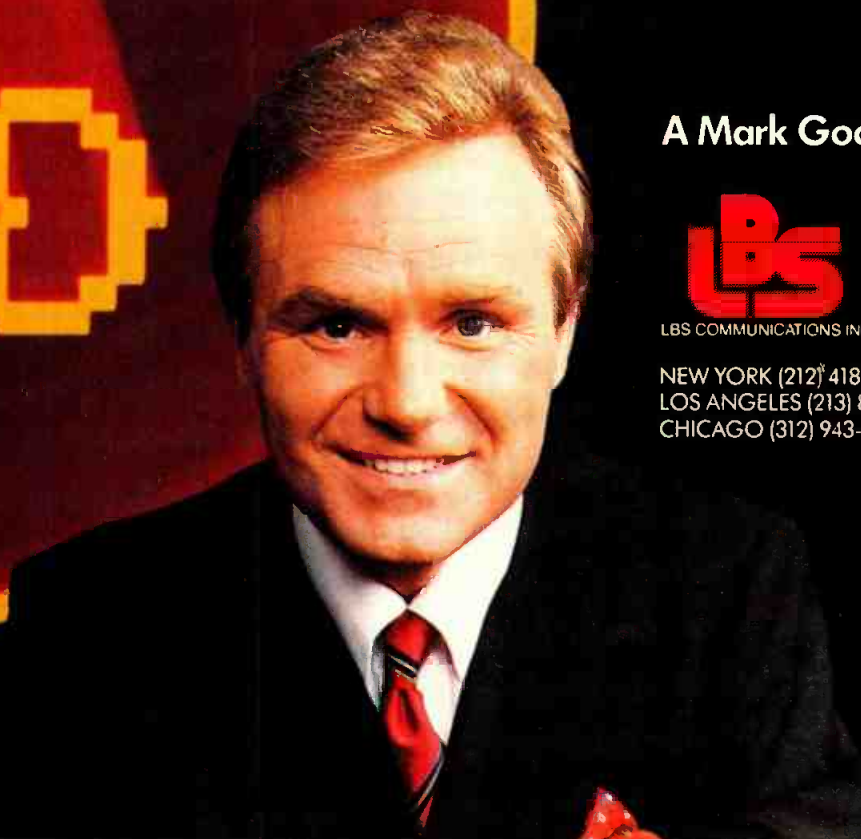
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■ Continental Cablevision expects to close soon its \$481.7 million acquisition of American Cablesystems. American's shareholders approved sale at meeting Feb. 4. ■ March 1 closing is expected for Adams Communications purchase of Forward Communications' five TV stations for \$126.5 million from Wesray Capital Corp. ■ March closing is also tentatively set for closing of Essex Communications Corp. acquisition by U.S. Cable Television Group, limited partnership headed by ML Media principals Martin Pompadur and Elton Rule. U.S. Cable will pay \$225 million, subject to change, for 135,000-subscriber cable systems of Essex, with systems to be run by MultiVision Cable TV Corp., new umbrella company for cable operations of U.S. Cable and ML Media.

□

■ **Must-carry.** Capitol Hill has stepped up its role in working toward re-establishment of FCC must-carry rules. Last week, key Senate and House policymakers asked FCC to collect data on cable carriage of broadcast signals to create record that could justify resurrection of rules. Also good news for broadcasters last week was decision by FCC to ask Solicitor General to join industry appeal of court ruling on must carry.

U.S. Court of Appeals 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.

Four members of House Telecommunications Subcommittee and FCC Commissioner James Quello had called for congressional hearings to establish record for must carry, but this is first time since rules were thrown out last December that Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and House Energy and Commerce Committee Chairman John Dingell (D-Mich.) have restated support for concept and indicated interest in legislative solution.

Other must-carry interest on Capitol Hill includes proposal by Representative Matthew Rinaldo (R-N.J.), ranking minority member on the subcommittee that would tie cable deregulation to must carry (BROADCASTING, Feb. 15). Rinaldo is seeking industry support for proposal in which cable systems would be granted deregulation (of rates and service) under Cable Act of 1984 if they met carriage requirements contained in cable-broadcast industry compromise agreed to in 1986. But idea has not received strong endorsement from cable which is leery about reopening act.

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. National Association of Broadcasters television board last month directed NAB staff to seek all avenues to restore must carry. Association will also record and catalog all "cable abuses" that occur following demise of must carry. TV directors wanted to keep statements on must carry to minimum in effort to leave room for NAB President Eddie Fritts to negotiate with cable on matter. Fritts and Na-

tional Cable Television Association President James P. Mooney are expected to explore possible resolution of must-carry issue.

While court overturned substance of rules, it did not, it said in clarifying order issued on Jan. 29, outlaw A/B switch rules as well. Those 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. Reauthorization hearings in House Telecommunications and Senate Communications Subcommittees have been tentatively set for March 11 and 15, respectively. Office of Management and Budget has recommended appropriations of \$214 million for 1989, 1990 and 1991, which would require rescissions in first two years. Figure falls \$381 million short of CPB request for third year, which included \$200 million for replacement of satellite interconnection system. (AT&T, Comsat General, GE Americom, GTE Spacenet, Hughes Communications and Western Union all submitted satellite interconnection proposals to PBS Jan. 25; NPR also will need new bird in 1991.)

PBS President Bruce Christensen said last month FCC made "asinine" decision in failing to lobby for exemption for PBS stations in U.S. Court of Appeals, which threw out FCC's must-carry rules. Battles for trust fund, assuring CPB of permanent funding, and for some form of must-carry, will continue.

David J. Brugger, senior vice president at CPB, Jan. 1 became president of National Association of Public Television Stations, lobbying arm of public TV system.

National Public Radio board this month set 1989 member station dues level at \$18.4 million (figure includes one-time overhead and interest adjustment and assessment to offset predicted loss of stations from system, as well as 4.5% operating budget increase). Board will phase in over two years program unbundling plan that will offer for separate purchase morning news, evening news and performance program packages. Final 1989 budget will be approved at Public Radio Conference next May.

More than 150 stations are carrying first six months of Good Evening, Prairie Home Companion replacement launched Jan. 9 by American Public Radio. Eric Friesen, senior VP, programming, remains acting president of APR.

Two openings remain on CPB board. White House last week announced nomination of PBS board member Leslee (Honey) Alexander; she and Charles Lichenstein, latter controversial for reportedly advocating cuts in CPB funding, await confirmation on the Hill.

□

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 after March 8 (Super

Tuesday) when bill's chief sponsor Senator Al Gore (D-Tenn.) will get first serious reading on strength of his campaign for U.S. presidency. If Gore does well in Super Tuesday there are some who think he would have even less time to devote to measure, but senator's staff say Super Tuesday is not factor in determining when to bring up measure. Gore, staffer said, hopes to resolve differences among members over bill before taking it to floor. Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) has promised to oppose it and his views are laid out in committee report.

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 with independent television stating strong objections to measure (BROADCASTING, Feb. 1). Association of Independent Television Stations is waging major campaign to defeat or modify bill (BROADCASTING, Feb. 8) especially if network affiliates are exempted from measure. Late last year (BROADCASTING, Nov. 30, 1987) representatives from broad coalition of industry groups backing bill stated their support for measure at hearing, although 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.

□

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. 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. Last month National Association of Broadcasters during its joint board of directors meeting made restoration of syndex high priority, as well as obtaining same-day network nonduplication regulations.

□

■ **TV stereo.** CBS-TV announced that in fall 1988 it will transmit all programming in stereo. It is dramatic departure for network, which has been averaging about two hours per month of stereo programming. About one-third of CBS-TV's 200 affiliates are equipped to transmit in stereo. NBC-TV, with 139, has most affiliates capable of stereo delivery. This season, NBC's prime time schedule except for *Night Court*, half-hour sitcom, have been broadcast in stereo. Along with late-night programming and some sports telecasts, NBC averages 29½ hours per week in stereo. ABC-TV, with 42 stereo affiliates, has 10 prime time stereo shows with average of 7½ hours per week. ■

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A commentary on AM radio programming from Steven Apel, Arbitron Ratings Co., Laurel, Md.

Listeners' programming perceptions hindering growth of AM stations

Nearly everyone concedes that AM radio is in trouble. Audience bias against AM radio has placed investments in many of the more than 4,800 AM stations in jeopardy. In the face of continuing audience losses to FM, and amid bankruptcies and instances of stations going off the air, there's been increasing talk about what must be done to save AM radio.

In most cases this talk turns technical. The engineering focus is certainly warranted. Widespread adoption of the proposed NRSC audio standards and AM stereo could only improve AM radio. And the increasing attention to finding ways to limit or overcome the "noise floor" also appears to be on the mark. But AM-saving tactics that address only technical issues will result in only a partial fix.

Listeners aren't choosing between AM and FM radio solely on the basis of audio quality. In fact, for many listeners, audio quality issues play only a minor role in their decisions to listen to FM rather than AM stations. Differences in the programming found on AM and FM stations also play a role in listener's choice.

A study of listener attitudes and perceptions concerning AM and FM radio conducted in Baltimore, a market that roughly mirrors the national AM and FM audience shares, reveals that beliefs about AM radio programming are at least as important as any technical inequalities in steering audience to FM instead of AM.

The study, partially underwritten by United Broadcasting and conducted through the Annenberg School of Communications of the University of Pennsylvania, found that radio listeners believe there are vast differences between the types of programs offered on the AM and FM dials. Listeners hold strongly to the notion that FM radio is the place to find music programming, while AM radio tends to be the place for news, information and talk.

Some listeners appreciate the reality-based programming that's clustered on AM stations. But these people represent a minority. The majority of listeners turn to radio to hear music.

To this majority, the abundance of non-music programming on AM is overkill. One, at most two, all-news outlets or full-service music or news/talk stations could satisfy their information needs. They view AM as overcrowded with redundant informational outlets to the near exclusion of music. Partly as a result of this, they feel there's little



Steven G. Apel is currently a project director in the Marketing Research Services Department of the Arbitron Ratings Co. He will receive a master's degree in May from the University of Pennsylvania's Annenberg School of Communications where he conducted the research study that's the basis of this commentary. In addition to his academic experience, Apel has been an audience research practitioner in both his own firm, Media Perspectives, and with other broadcast research firms.

reason to tune to AM radio.

Three basic conclusions listeners draw in comparing AM and FM radio seem to underlie these feelings. There's a belief that few, if any, AM stations play music, that those AM stations that play music present it poorly in comparison with FM music stations and that the AM stations that play music don't play music that's popular. Some listeners hold just one of these three perceptions; others combine the three to varying degrees. Each perception of these helps to diminish the attractiveness of AM radio.

The perception that music is generally missing from the AM dial is behind much of the avoidance of AM radio. Listeners who believe this tend to feel that, given the abundance of music on the FM dial, there's little reason to switch bands and search for a radio station playing music.

Those listeners who have found music on AM stations believe that AM's presentation of music is usually second-rate in comparison to FM. This judgment isn't based on technical factors; rather, it results from perceived flaws in the way the music is programmed on AM radio. AM stations, according to these listeners, have more interruptions of the music than FM stations. This is because AM radio disk jockeys talk more and because AM stations air more commercials and have far too many newscasts.

The notion that AM stations don't play music that's popular is responsible for alienating many listeners, especially those below

age 35. The majority of these under-35 listeners can't find any music that they like on AM radio. These people are lukewarm in their acceptance of the music of the 60's and they dislike the MOR standards that form the cores of the most commonly found AM musical approaches—rock 'n' roll oldies and MOR/nostalgia.

Because AM radio stations are felt to be less music-intensive and less likely to play music that's popular today, listeners feel that AM stations aren't as "with it" or as "up to date" as FM stations. Teen-agers, seen by some as a possible AM radio target audience, are especially sensitive to this. Most feel that AM radio isn't hip to listen to and avoid AM through a fear that listening might cast them apart from their "hipper" FM-listening peers.

In addition to these findings on programming perceptions, the study supports the commonly accepted wisdom that listeners believe AM radio to be more prone to interference and other audio maladies than FM. While this isn't surprising, it's important to note that only one-third of all radio listeners have divorced themselves from AM radio because of audio quality. The majority of radio listeners currently avoiding AM stations do so mainly because AM broadcasters have given them no reason to listen to AM. Audio quality issues are secondary.

If technical enhancements to AM audio quality aren't accompanied by programming changes, these people will continue to stay away from AM radio. And the one-third of listeners who currently avoid AM because of inferior audio quality will remain distant if AM radio programming is irrelevant to their tastes and needs.

The study's findings make it quite clear that AM broadcasters need to look hard at programming as well as technical changes. Program improvement, the introduction of music-intensive formats targeted at contemporary audience tastes, for example, needs to begin today.

The majority of the radio audience that considers audio quality disparities as a secondary reason for not listening to AM is ready to be lured to AM today, provided that relevant programming is created and marketed. This is good news, for it says that some AM improvement can start now, even before all of the technical fixes are completed. Additionally, programming improvements made today will enable the AM broadcaster to realize more immediate benefits once all the contemplated technical fixes are made, since competitive programming will be in place when the objections of those listeners who've been avoiding AM on technical grounds are overcome. ■

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Feb. 25-29—*NATPE International* 25th annual convention. George Brown Convention Center, Houston.

Feb. 29-March 2—*National Association of Broadcasters* state leadership conference. J.W. Marriott, Washington. Information: (202) 429-5310.

March 1—Pay-per-view seminar sponsored by *Scientific-Atlanta*. Chicago. Information: Paul Harr, (404) 925-5778.

■ **March 1**—"The Future of Television News," seminar sponsored by *Center for Communication*. Speakers include Don Hewitt, CBS's *60 Minutes*; Ernie Leiser, Gannett Center for Media Studies, and David Burke, VP, ABC News. Center, 30 Rockefeller Plaza, floor 53, New York. Information: (212) 265-9130.

March 2—*Ohio Association of Broadcasters* Ohio congressional salute. Sheraton Grand hotel, Washington. Information: (614) 228-4052.

March 2—Fourth annual communications awards dinner, sponsored by *National Association of Black Owned Broadcasters*. Sheraton Washington, Washington. Information: (202) 463-8970.

March 3—*International Radio and Television Society* Gold Medal banquet. Recipient: CBS's *60 Minutes*. Waldorf-Astoria, New York. Information: (212) 867-6650.

■ **March 3**—"Network News: Its Future. If Any," William Benton National Lecture, sponsored by *University of Chicago's William Benton Fellowship in Broadcast Journalism*. Speaker: Richard Salant, former presi-

dent of CBS News and vice chairman of NBC. Ida Noyes Hall, University of Chicago. Information: (312) 702-8366.

■ **March 3-5**—Conference on media and terrorism sponsored by *Emerson College*. Conference is based on results of three-year study conducted under auspices of *Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication*. Boston Center for Adult Education, Boston. Information: (617) 578-8500.

March 4—Deadline for entries in Gold Medallion competition, sponsored by *Broadcast Promotion and Marketing Executives*. Information: (213) 465-3777.

Also in March

March 6—Ninth annual *Academy of Television Arts and Sciences* college awards presentation. Registry hotel, Los Angeles. Information: (818) 763-2975.

March 7—*Television Bureau of Advertising* regional sales conference. Red Lion hotel, Seattle.

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

March 8—Pay-per-view seminar sponsored by *Scientific-Atlanta*. Atlanta. Information: Paul Harr, (404) 925-5778.

March 8—*Southern California Cable Association* monthly meeting. Speaker: Ted Turner, Turner Broadcasting System, on pay programming/basic cable. Information: Bill Cullen, (818) 997-0100.

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

March 9—*Television Bureau of Advertising* regional sales conference. Meridian, San Francisco.

March 9-10—*Association of National Advertisers* television advertising workshop. Speakers include ABC's Frank Gifford, NBC's Bryant Gumbel and CBS's Dan Rather. Plaza hotel, New York. Information: (212) 697-5950.

■ **March 9-31**—*Museum of Broadcasting's* 5th annual Television Festival. Los Angeles County Museum of Art, Bing Theater, Los Angeles. Information: (213) 857-6110.

March 10-11—"Cable Television Law: Three Years after the Cable Act," seminar sponsored by *Practising law Institute*. New York Hilton, New York. Information: Ann Tracy, (212) 765-5700.

March 11—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Michael Checkland, director-general, BBC. Beverly Wilshire hotel, Los Angeles. Information: (818) 953-7575.

March 11—*Television Bureau of Advertising* regional sales conference. Marriott City Center, Denver.

March 11-13—"The United States and Mexico," conference for journalists, co-sponsored by *Foundation for American Communications* and *Gannett Foundation*. San Diego Princess, San Diego. Information: (213) 851-7372.

March 13-15—First Amendment Congress, organized in 1979 by *Jean Otto, Society of Professional Journalists*, who is now with *Rocky Mountain News*. Marriott City Center hotel, Denver. Information: (303) 492-6480.

March 13-15—*West Virginia Broadcasters Association* spring meeting. Marriott hotel, Charleston, W. Va.

March 14-15—*National Association of Broadcasters* group fly-in for radio group heads. Hyatt Regency hotel, Dallas. Information: (202) 429-5420.

March 14-17—Third annual Missouri/Campbell Workshop for Health and Nutrition Journalists, sponsored by *University of Missouri-Columbia*. UM campus,

Columbia. Information: (314) 882-2880.

March 14-18—*Gannett Center for Media Studies* technology studies seminar. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

March 15—*International Radio and Television Society* newsmaker luncheon. Speaker: Thomas Murphy, chairman, CapCities/ABC. Waldorf-Astoria, New York. Information: (212) 867-6650.

■ **March 15**—"The Economics of TV News," seminar sponsored by *Center for Communication*. Center, 30 Rockefeller Plaza, floor 53, New York. Information: (212) 265-9130.

March 15-16—*American Advertising Federation* spring government affairs conference. Willard hotel, Washington.

March 15-16—*New York State Broadcasters Association* seventh annual "call on Congress." Capitol Hill, Washington.

March 17-19—Native American Press Association conference, co-sponsored by *Native American Public Broadcasting Consortium*. Regency hotel, Denver.

March 17-20—*Alpha Epsilon Rho, National Broadcasting Society*, national convention. Sheraton Center, New York.

March 20-24—*National Computer Graphics Association* conference and exposition. Anaheim Convention Center, Anaheim, Calif.

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

March 22—13th annual Commendation Awards ceremony, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

■ **March 22**—"Ethics in Broadcast Journalism," seminar sponsored by *Center for Communication*. Center, 30 Rockefeller Plaza, floor 53, New York. Information: (212) 265-9130.

■ **March 22-24**—"Women in America Today" and "Minorities in American Society—Economic, Social and Political Issues," two conferences for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

■ **March 23**—"People Meters: What Are the Effects?" seminar sponsored by *Center for Communication*. Speakers: John Dimling, Nielsen; Barry Kaplan, AGB; David Pollack, CBS, and Paul Sankin, CapCities/ABC. Center, 30 Rockefeller Plaza, floor 53, New York. Information: (212) 265-9130.

March 23-24—*Illinois Broadcasters Association* spring convention and Silver Dome awards presentation. Ramada, Springfield, Ill.

March 23-25—"Reporting on the Courts and the Law," workshop for journalists from "Chicago commuting area," sponsored by *American Judicature Society*. Chicago. Information: (312) 558-6900.

March 24—"Cable in the City: Turning the Corner," third annual Video Metro New York conference, "forum for television industry," sponsored by *Borough of Manhattan Community College*. BMCC, New York. Information: (212) 618-1832.

March 24-27—*National Association of Black Owned Broadcasters* 12th annual spring broadcast management conference. Hyatt Regency hotel, Hilton Head, S.C. Information: (202) 463-8970.

■ **March 25**—"Writing for Broadcast News," seminar sponsored by *Center for Communication*. Center, 30 Rockefeller Plaza, floor 53, New York. Information: (212) 265-9130.

March 25-26—*Oklahoma Associated Press Broadcasters Association* annual convention. Marriott, Oklahoma City.

March 27-29—*Virginia Cable Television Association* 22d annual convention. Williamsburg Lodge, Williamsburg, Va.

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March 28-30—"Sponsorship Now," fifth annual national conference on event sponsorship. Chicago Hilton and Towers. Information: (312) 944-1727.

March 31—Deadline for applications for *Academy of Television Arts and Sciences'* summer '88 student internship program in Los Angeles. Information: ATAS, (818) 953-7575.

March 31—Deadline for entries in *International Radio Festival of New York*. Information: (914) 238-4481.

■ **March 31**—Deadline for entries in Morgan O'Leary Award for Excellence in Political Reporting, administered by *University of Michigan Department of Communication*. Information: Department of Communication, 2020 Frieze Building, University of Michigan, Ann Arbor, Mich. 48109.

April

April 1-2—10th annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group*. Paschal's hotel, Atlanta. Information: Lo Jekis, (404) 523-6136.

■ **April 6-9**—National Hispanic Media Conference, organized by *National Association of Hispanic Journalists, Hispanic Academy of Media Arts and Sciences* and *National Association of Hispanic*

Publications. Hyatt Regency hotel, Dallas. Information: (202) 783-6228.

April 7—*Caucus for Producers, Writers and Directors* general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

April 7-9—*Broadcast Education Association* convention. Las Vegas. Information: (202) 429-5355.

April 8-10—*Alabama AP Broadcasters Association* annual meeting and awards banquet. Embassy Suite hotel, Birmingham, Ala.

April 9-12—*National Association of Broadcasters* 66th annual convention, international exposition and 42d annual broadcast engineering conference. Las Vegas Convention Center, Las Vegas.

April 10-12—*Cabletelevision Advertising Bureau* seventh annual conference. Theme: "America is Cable Ready." Waldorf-Astoria, New York.

April 10-12—Public television annual membership meeting of *Public Broadcasting Service* and *National Association of Public Television Stations*. Marriott Crystal Gateway, Arlington, Va. Information: (202) 739-5082.

April 10-13—Business to business marketing communications conference. "The Making of Marketing Communications Leaders," sponsored by *Association of National Advertisers*. Opryland hotel, Nashville. Infor-

Major Meetings

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, 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.

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

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

May 18-22—Public Radio Conference, annual meeting of *National Public Radio* and *American Public Radio*, coordinated by *National Public Radio*. Adam's Mark hotel, St. Louis. Information: (202) 822-2000.

June 6-9—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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

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

June 12-15—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 16-18—*NBC-TV* annual affiliates meet-

ing. Hyatt Regency, Maui, Hawaii.

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

July 31-Aug. 3—*Cable Television Administration and Marketing Society* annual conference. 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. Information: (01) 240-1871 (London).

Oct. 4-6—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

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.

Oct. 23-25—*Association of National Advertisers* 79th annual convention. Waldorf-Astoria, New York.

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

Dec. 7-9—Western Cable Show, sponsored by *California Cable TV Association*. Anaheim Convention Center, Anaheim, Calif.

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

Jan. 28-Feb. 1, 1989—*National Religious Broadcasters* 44th annual convention. Sheraton Washington and Omni Shoreham hotels. Washington. Future meeting: Jan. 27-31, 1990, Sheraton Washington and Omni Shoreham, Washington.

Feb. 3-4, 1989—*Society of Motion Picture and Television Engineers* 23d annual television conference. St. Francis hotel, San Francisco.

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

mation: (212) 697-5950.

■ **April 12**—*Broadcast Pioneers* annual breakfast, during National Association of Broadcasters convention (see above). Las Vegas Hilton.

April 13—"Calling the Shots: Producing and Directing in Washington," session sponsored by *American Women in Radio and Television*, Washington chapter, National Association of Broadcasters, Washington. Information: (202) 659-3494.

April 14—*International Radio and Television Society* newsmaker luncheon. Topic: summer Olympics. Waldorf-Astoria, New York. Information: (212) 867-6650.

April 14—Presentation of Achievement in Children's Television Awards, sponsored by *Action for Children's Television*. Cambridge, Mass. Information: (617) 876-6620.

April 14-18—*National Federation of Community Broadcasters* annual training conference and business meeting. Crowne Plaza Holiday Inn, Washington. Information: (202) 797-8911.

April 15-19—Munditele, world show of television productions. International Center of Exhibitions and Congresses. Zaragoza, Spain.

■ **April 16**—11th annual Great Lakes Radio Conference, sponsored by *Specs Howard School of Broadcast Arts* and *Central Michigan University*, in cooperation with *Michigan Association of Broadcasters*. Campus of Central Michigan University, Southfield, Mich. Information: Dick Kernen, (313) 569-0101.

April 16—20th annual Golden Reel Awards ceremony sponsored by *International Television Association*. Caesars Palace, Las Vegas. Information: Kelly J. Bell, (214) 869-1112.

April 16-17—"Economics and the '88 Elections," conference for journalists co-sponsored by *Foundation for American Communications* and *Gannett Foundation*. Vista International hotel, Washington. Information: (213) 851-7372.

April 17-20—*Broadcast Financial Management Association* annual meeting. Speakers include FCC Com-

missioner Patricia Dennis. Hyatt Regency, New Orleans. Information: (312) 296-0200.

April 20-22—*Electromagnetic Energy Policy Alliance* annual meeting and symposium. Radisson Mark Plaza, Alexandria, Va. Information: (202) 429-5456.

April 21—*White House Correspondents Association* annual dinner. Washington Hilton, Washington.

April 22—*New Jersey Broadcasters Association* annual engineering seminar. Wood Lawn, Douglass College, Rutgers University, New Brunswick, N.J. Information: (201) 247-337.

April 23—*Georgia AP Broadcasters Association* annual meeting and awards banquet. Waverly hotel, Atlanta.

■ **April 25**—"Executives Talk About Strategic Outlook of the Communications Industries," seminar sponsored by *Center for Communication*. Center, 30 Rockefeller Plaza, floor 53, New York. Information: (212) 265-9130.

April 28-30—*Texas Associated Press Broadcasters Association* annual convention. Hilton hotel, Odessa, Tex.

April 28-May 3—24th annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Palais des Festivals, Cannes, France. Information: (212) 967-7600.

April 30-May 3—*National Cable Television Association* annual convention and exposition. Theme: "Cable '88: Seeing is Believing." Los Angeles Convention Center. Los Angeles. Information: (202) 775-3629.



May

May 1—Deadline for entries in *National Association of Broadcasters'* Crystal Awards for excellence in local radio achievement. Information: (202) 429-5417.

May 1—Deadline for entries in *Prix Jeunesse International* for "children's or youth program which most convincingly demonstrates how children anywhere in the world can be helped to lead a decent life and fully

Errata

Feb. 22 public broadcasting update box reporting that **Corporation for Public Broadcasting** found no legal inconsistencies in 1986 compensation paid to Public Broadcasting Service President Bruce Christensen and to National Public Radio *Morning Edition* host Bob Edwards should have noted that **1986 salary cap was \$86,200**, not current figure of \$99,500.

develop their potentials." Information: 59-00-20-58.

May 1—Presentation of Genii Awards, sponsored by *American Women in Radio and Television*, *Southern California chapter*. Beverly Wilshire, Los Angeles.

May 1-4—Advertising financial management conference, sponsored by *Association of National Advertisers*. Pointe at South Mountain, Phoenix. Information: (212) 697-5950.

May 1-8—International Public Television Screening Conference, Input '88, sponsored by *Philadelphia Input '88 Alliance*. Philadelphia. Information: (215) 351-1200.

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

May 10-13—Communications '88, supported by *International Telecommunications Union* and *European Economic Community*. National Exhibition Center, Birmingham, England. Information: (301) 657-3090.

May 11—"Starring In Your Own Show: Owning and Operating a Broadcast Station," session sponsored by *American Women in Radio and Television*, *Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

May 11-18—28th Golden Rose of Montreux, festival for light-entertainment television programs. Maison des Congres, Montreux, Switzerland. Information: (212) 223-0044.

May 16-17—"Media Mergers and Acquisitions Technical Conference," sponsored by *Executive Enterprises Inc.* Los Angeles Hyatt. Information: (800) 831-8333.

May 17—*International Radio and Television Society* Broadcaster of the Year luncheon. Waldorf-Astoria, New York.

May 18-19—Sports Conference. New York Marriot Marquis hotel, New York. Information: (212) 213-1100.

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

May 18-22—Public Radio Conference, annual meeting of *National Public Radio* and *American Public Radio*, coordinated by *National Public Radio*. Adam's Mark hotel, St. Louis. Information: (202) 822-2000.

May 24—*Pennsylvania Association of Broadcasters* Gold Medal dinner. Vista hotel. Pittsburgh.

May 25—*New Jersey Broadcasters Association* annual spring managers conference. Wood Lawn, Douglass College campus, Rutgers, New Brunswick, N.J.



June

June 1-9—13th *Prix Jeunesse International*, contest for "TV productions for children and young people." Categories: animation, information, variety and drama. Munich. Sponsor: *Free State of Bavaria, city of Munich, Bavarian Broadcasting Corp. and Second German Television Channel. ZDF*. Information: (089) 59-00-2058.

June 4-7—International summer Consumer Electronics Show, sponsored by *Electronic Industries Association*. McCormick Place, Chicago. Information: (202) 457-8700.

June 5-7—*NBC* affiliate promotion executives conference. Registry hotel, Los Angeles.

June 6-9—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 8-9—"Media Mergers and Acquisitions Confer-



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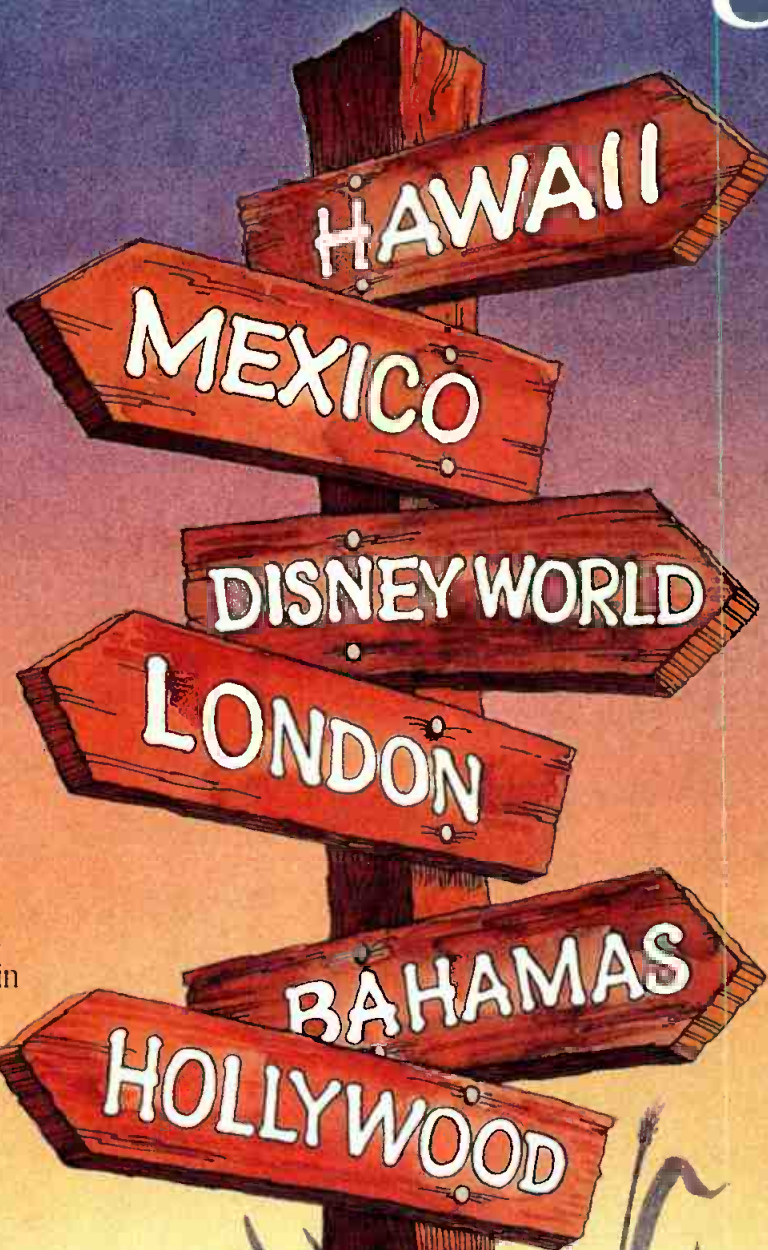
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—Ron Reeger
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—Jodi Winchester
Promotion Director
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—Clyde Roberts
Vice President
K100 / WTOD, Toledo

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ence," sponsored by *Executive Enterprises Inc.* Parker Meridien, New York.

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

June 8-11—*Broadcast Promotion and Marketing Ex-*

ecutives/Broadcast Designers Association 32d annual seminar. Bonaventure hotel, Los Angeles.

June 10-12—*National Council for Families and Television* annual conference. Four Seasons Biltmore, Santa Barbara, Calif. Information: (213) 876-5959.

June 10-13—*New York State Broadcasters Associ-*

ation 27th executive conference. Concord Resort hotel, Kiamesha Lake, New York.

June 12-15—*CBS-TV* annual affiliates meeting. Century Plaza. Los Angeles.

June 16-18—*NBC-TV* annual affiliates meeting. Hyatt Regency, Maui.

Open Mike

Accepting responsibility

EDITOR: Who's to pay the piper after the dance is done? Broadcasters. The financial plight of the All-Industry Radio Music License Committee (AIRMLC) as revealed in your Feb. 1 "At Large" interview is a sad commentary on the apparent willingness of many broadcasters to allow someone else to fight for them. And that includes the National Association of Broadcasters.

Though not all broadcasters are members of NAB, all NAB member stations are affected by the cost of music licensing fees. For that reason, if no other, I think NAB should financially support the efforts of the AIRMLC. At the very least NAB should lend the AIRMLC the money necessary to pay the remaining legal fees. Any additional contributions to the AIRMLC can be transferred to NAB to reduce its contribution. For NAB to do less I consider another indication of the growing unresponsiveness of NAB to

its members.

I've been a NAB member and supporter for many years. In the past few years I've become less satisfied with its efforts on behalf of broadcasters, and I think its ability to influence national legislation which affects broadcasters is less than efficacious.

My observation is that NAB has become a bureaucracy which, true to the breed, seeks first to serve itself rather than its constituency. I question the capability of the NAB leadership. Remembering, however, how the leader became the leader I probably shouldn't be surprised. But I am disappointed.—*Charles C. Smith, director, WBCX(FM) Gainesville, Ga.*

□

EDITOR: I, too, salute Don Thurston and the work of the All-Industry Music Licensing Committee. There will be a special place in heaven for Don Thurston for the contributions he has made to this industry.

Fighting the American Society of Com-

posers, Authors and Publishers is like fighting Uncle Sam... We're doing it with *our money*. Their legal fees are simply deducted from the fees we pay before the composers get their share.

I have been consistently disappointed that more consideration is not given to the stations, like ours, that are playing less music. We are about two-thirds talk, news, sports, information, etc. When we do play music, it is mostly "fill," and our rates are about one-half to one-third. We are told we can get a per-program license but these are so complicated and costly to administer that a small-market station cannot operate with one.

I have been a steady, modest contributor to the committee and urge other broadcasters to do likewise.—*Ted A. Smith, president, KUMA-AM-FM Pendleton, Ore.*

Fairness option

EDITOR: One wonders whether Judge Bellacosa in applauding the abolition of the fairness doctrine ("Monday Memo," Feb. 15) considered the dilemma of the dissenter on a controversial issue who seeks to air his views and the broadcaster (now uninhibited by the doctrine) denies him the opportunity to do so. Of course, he can resolve his dilemma and exercise his First Amendment rights by constructing his own station, providing he can find an available frequency, locate a suitable site, arrange for financing and, most important, qualify for and obtain a construction permit and operating license from the FCC. Even assuming success, by the time the license is granted and the station is operating, it is more than likely that the controversial issue, and possibly the dissenter himself, will have died.—*Reuben Lozner, Chevy Chase, Md.*

Missing medium

EDITOR: The writer of your Feb. 8 story, "White House faults networks for skipping Reagan speech," is referred to the first word in your magazine's masthead.

It's a word entirely absent from your story: "radio."

Indeed, because three television networks chose not to carry the President's message, radio was the story to those without cable.—*Holland Cooke, operations manager, WTOP-AM Washington.*

Editor's note: *BROADCASTING* concentrated on the White House's concern over noncarriage by three broadcast TV networks. Reader Cooke is correct in faulting us for not giving radio its due. Radio net-

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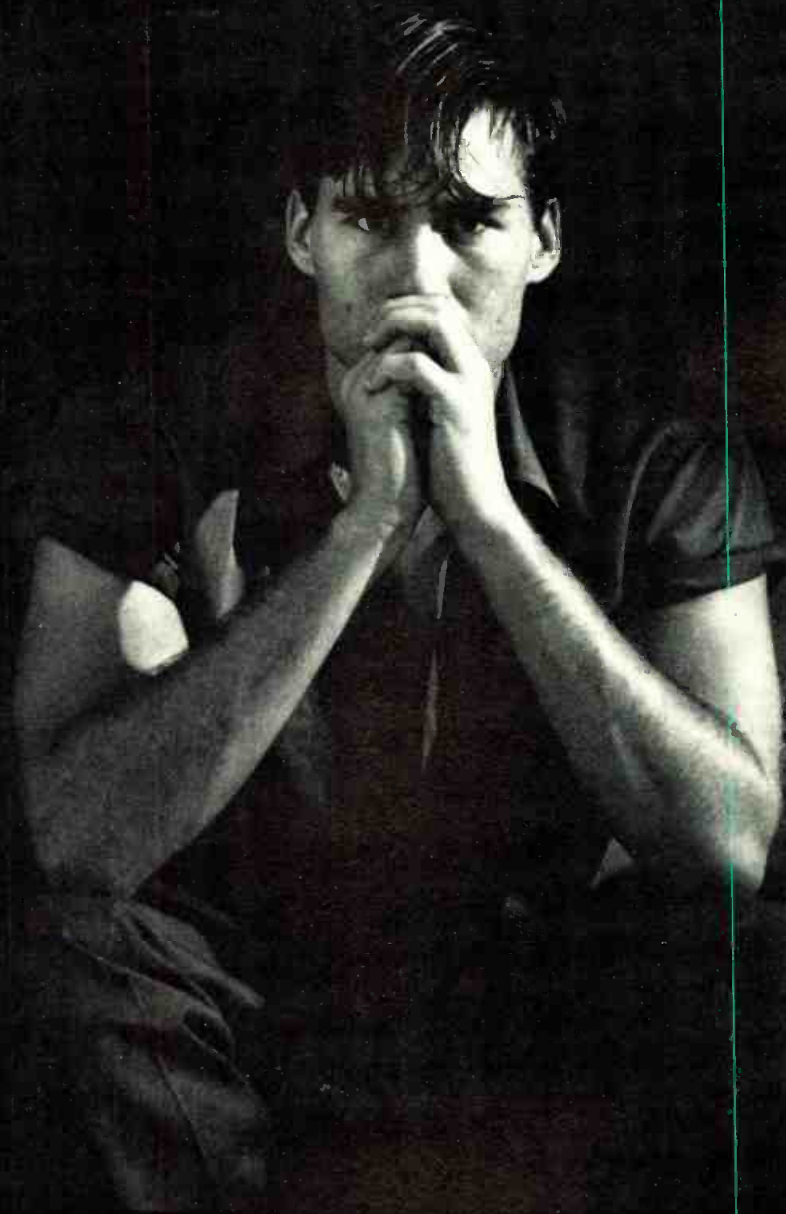
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The problem among Hispanic-Americans is especially critical. Many already have a language problem to overcome; and without a high school education, their prospects are particularly bleak.

On February 20th, the LatCom Group of Spanish language television stations devoted an hour of prime time to a special documentary on this growing problem.

We did more than call attention to the problem. In all our documentaries, we offer solutions. Encourage involvement. And show millions of Hispanic-Americans how they can make a positive contribution to their communities.

We know we're not going to change things by ourselves. But if we can help keep one Julio or

Eduardo or Maria from winding up in jail, we'll have reason to be satisfied.

Today, there are nearly 20 million Hispanic-Americans in this country. And nobody reaches more of them than the LatCom Group.

In a society that tests them every day of their lives, we're doing all we can to help them make the grade.

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works that provided live feeds of Reagan's Feb. 2 speech included ABC, CBS, NBC, Mutual, United Stations, NPR, AP Network News, UPI Radio Network and CNN Radio.

Another first

EDITOR: The "historic first, second and third" for separately owned major-market radio station cross-promotions in New York, Los Angeles and Chicago (BROADCASTING, Sept. 28, 1987, et seq.), were beaten in Washington.

When we started WASH(FM) in 1968, for which Metromedia had just paid \$450,000 (it recently sold for more than \$29 million), and when we spent our weekends in shopping centers selling FM converters to get listeners, WASH bought time on WTOP(AM). Then owned by the Washington Post Co., the AM had recently gone all-news and we had hired Washington radio personality Eddie Gallaher from WTOP to do mornings on WASH. In line with company policy at that time, WTOP would not "trade," so we bought each other.

Thirteen years later when our own company bought WXTR(FM) La Plata, Md. (Washington), in 1981, we did it again with WRC(AM), then two-way talk, this time a straight trade.

I loved to hear our spots on the other stations, but could not handle hearing the other station's on our air. In both cases I did not renew, but count these as number one and number five.—William Dalton, Fort Washington, Md.

Editors note: Dalton was general manager of WASH

at the time mentioned. He and his wife bought WXTR in 1981 and operated it until selling it in 1986 for \$14.5 million.

Iowa error

EDITOR: I read with great interest your Jan. 18 article on J. Leonard Reinch's book, "Getting Elected: From Radio and Roosevelt to Television and Reagan."

The article quotes Reinsch's book as stating that Ronald (Dutch) Reagan did play-by-play for "WOI(AM) Des Moines, Iowa." Actually, he worked at WHO(AM) in Des Moines. WOI(AM) is a noncommercial station owned by Iowa State University and licensed to Ames, Iowa.—Doris Lemert, promotion manager, WHO(AM) Des Moines.

Super Bowl and Simms

EDITOR: I couldn't help but be amused by your Feb. 8 article, "Agencies disappointed over Super Bowl performance." It quoted an unnamed advertising executive who opined that the reason the Super Bowl's ratings were lower than other games in recent years was because there was no entertaining quarterback, like Phil Simms, to watch. What an insult—not only to the record-breaking Doug Williams, but to the game's original main draw, John Elway. It is only just possible that Simms is the most colorless quarterback in the NFL; he is only saved by quarterbacking one of the nation's largest television teams.

If the ratings were off, no one would suggest that Denver and Washington are New York, Los Angeles or Chicago in terms of nationwide interest. Or, one could blame Denver's offense—or defense, for that matter—for failing to make an appearance on the field after the first quarter, for the second year in a row, and the third time in as many Super Bowl appearances. But, please! Phil Simms is hardly what most football fans consider an "overpowering" player. Doug Williams and John Elway both deserve more credit than that. If an ad exec doesn't know more about sports than that, he shouldn't be entitled to an opinion in your magazine.—Karen Owen, Midlothian, Va.

Overbuild answer

EDITOR: I am concerned by the reports that some of the major programers are offering, or considering to offer, exclusive cable rights to their product, at added cost per subscriber (BROADCASTING, Jan. 25 and Feb. 22), to protect existing cable companies against overbuilds. Such actions probably will result in higher cable rates charged by operators paying for protection. Consumers also will not get the better service or added system capacity that overbuilds or the threat of overbuilds can produce. Certainly, the inability of a potential overbuilder to get the major program services would abort competition within the industry at its current embryonic stage. Since most of the major programers are owned by companies that also operate an increasing number of cable systems (BROADCASTING, Nov. 23, 1987), widespread use of such exclusive arrangements might again lead to suggestions that cable is trying to become the nation's largest unregulated monopoly, both horizontally and vertically—suggestions that have been made over the past few years regarding the marketing and pricing of programming to the home satellite dish market.

I find it ironic that while the cable industry is fighting the return of syndex as anti-competitive because it would give local broadcasters certain monopoly rights to programming, there are moves afoot to initiate a similar practice on a larger scale by segments of the cable industry. It sends a loud message to legislators and the general public that if exclusivity is good for cable, syndex is good for local broadcasters as well. It also suggests that if fledgling overbuilders will be knocked out in the opening seconds of round one, it's time to open the arena to some countervailing heavyweights—by fully deregulating the telephone industry and allowing it to compete head to head with cable. Such exclusivity arrangements may also be the straw that breaks the back of the cable deregulation trend of the past several years, and leads to an outcry for more regulation than ever.

In the long run, competition is the best form of regulation, as well as the healthiest framework for consumers, the industry, and the American economy. I submit that if the funds for overbuild protection were used to improve plant and service, customer loyalty alone would be sufficient protection in most situations.—Earl F. Mellor, Arlington, Va.

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Writer
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Writer
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Writers
Jose Maria Cano Andres*
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Luis Gomez Escobar Roldan*
Publishers
Arpa*
Ba-Ba-Blaxi Music, S.A.*
Hadem Music Corp.

**BEST SOUL GOSPEL
PERFORMANCE, FEMALE:
"The Lord Will Make
a Way"**

(Track)
Artist
Shirley Caesar
Writer
Shirley Caesar
Publisher
Snow Fox Music

**BEST COUNTRY VOCAL
PERFORMANCE, FEMALE:
"80's Ladies"**

(Single)
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K.T. Oslin
Writer
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Vol. 114 No. 9

TOP OF THE WEEK

NATPE!



NATPE '88 gets underway with flurry of activity, including news that 'Morton Downey Show' and 'ALF' will go into syndication

The talk of NATPE, at least in the early going last week, was the announcement from GTG and WCBS-TV New York that the station had agreed to carry *USA Today*, starting next fall. At deadline last week, that put the show in 103 markets, including the top three, which are considered essential to the successful launch of any new show in syndication. The program is being carried by KCBS-TV Los Angeles and WMAQ-TV Chicago. But one key question remained last week concerning the pickup by WCBS-TV—where the station would run the program, which is being carried by most stations in access. The rumor mill last week was churning with speculation over whether WCBS-TV would convert to a so-called "double access" schedule, requiring the station to push back *The CBS Evening News with Dan Rather* to 6:30 p.m. to make room for *USA Today* at 7. The station now carries *Wheel of Fortune* at 7:30, and is committed to keeping it there for another two years. CBS News is fighting hard to keep the 7 p.m. time period in New York. Tom Bettag, executive producer of the *CBS Evening News*, said a shift to 6:30 in New York could result in an audience decline for the program because it would be battling ABC's *World News Tonight* head-on in a time period that has a smaller percentage of homes using television than at 7 p.m. The flip side of the argument is that the station could make much more money programming a successful syndication show in access than with a network news show. A station spokeswoman confirmed that no final decision had been made on where it would air *USA Today*.

In other programming news, MCA announced it would take the controversial *Morton Downey Show*, which premiered locally on WWOR-TV New York (owned by MCA) last fall, into syndication starting in June. The program (a one-hour, weeknight strip) will be satellite fed to stations, and MCA is asking for a full-year commitment on a cash-plus-barter basis (two minutes for MCA, 10 minutes for the station). "We think it's a natural for late night," said Shelly Schwab, president, MCATV Enterprises. MCA is also offering *The Street* as a new half-hour, late-night vehicle. The show has received mixed reviews from reps on its viability. Schwab indicated the company may position the two shows as a 90-minute late-night block. The outspoken Downey made headlines several months ago after being charged for assault by a guest on one show whom he allegedly slapped during the taping of the program. A New Jersey court judge ruled recently that Downey must stand trial on the charge.

Another big programming announcement coming out of the show last week was from Lorimar, which unveiled plans for launching the off-network *ALF* in syndication. The program will be available in the fall of 1990. The program is now running in its second season on NBC and is considered a shoo-in for a third-season renewal on the network. Lorimar's Dick Robertson said last week that the company was guaranteeing a minimum of 100 episodes for syndication and would produce the last 25 episodes itself if NBC cancels the show after its third season.

Robertson said *ALF* will be offered for bid, market by market, much the way recent comedies such as *Cosby* and *Who's the Boss?*

have been offered. He said the bidding would start in Los Angeles Feb. 26, with a deal there expected to be done by next week. Stations bidding will be required to meet a minimum price, set for each market. Robertson said it was "not unrealistic" to estimate *ALF* could bring in close to \$200 million in domestic syndication revenues.

The show will be offered for straight cash if the program generates 100 or more off-network episodes. But if Lorimar ends up producing the last 25 episodes to meet the 100 minimum episode commitment, the company would demand cash plus three minutes of advertising time for those first-run episodes, said Robertson. Stations would then be left with four minutes to sell in the first-run episodes. □

Another project announced at the show could spell trouble for ABC-TV's late night development efforts. King Features Entertainment, the program syndication arm of Hearst Corp., said it was developing a late-night show starring Linda Ellerbee that would offer news material presented with Ellerbee's trademark wit and humor. KFE said a pilot for the show would be ready by May and that it would be tested on the six Hearst stations, five of which are ABC affiliates. The program would be available nationally by January of 1989 if the project goes forward. In a prepared release, KFE said that "five of the six Hearst Stations are ABC affiliates and on many of them the program could play at midnight after *Nightline*." ABC is currently developing several post-*Nightline* pilots of its own, and hopes to have something ready for the time period after the May sweeps have concluded. The network's last effort to program the post-*Nightline* time period (interview programs with Dick Cavett and Jimmy Breslin) fell victim to poor affiliate clearances. □

Other program developments breaking late last week at the show:

Graham says localism and quality shows are keys to stations' future

The message of the keynote speaker at NATPE International's opening session in Houston last week was that for TV stations to be able to compete in a "vastly more competitive and changing world" it is necessary to "redefine the television franchise."

"Television is becoming more like certain kinds of print," said Katharine Graham, who knows something about both as chairman of the Washington Post Co., which counts among its holdings four network-affiliated TV stations and *The Washington Post* newspaper. Like print, she said, television has to "renew its franchise every day by appealing to, and satisfying, specific groups."

Of the growing competition that has necessitated this targeted strategy, she said, "the era of network control has given way to an era of personal choice." She pointed to the drop in network audience share as evidence: "You all remember when a 25 share was considered an excuse to take a network show off the air. Now I understand a 17 or 18 share is an excuse to keep it on." She noted that the top 10 shows have audiences comparable to those of 10 years ago. It is the bottom 10, she said, that have "lost out."

Currently contributing to this era of personal choice, she said, was the VCR. Because of its proliferation, she said, on some nights the networks combined do not deliver even half the television audience. And looking to the future, she saw within the decade "fiber optic networks wired to television sets nationwide. The Bell operating companies most certainly will be in the business of program distribution—at least they'll want



Graham

to be—and viewers may have not hundreds of program choices, but thousands."

How best for local stations to counterprogram the new wave of media? Graham's answer was two-fold. The first rule, she said, was to put a premium on quality. She did not equate quality necessarily with "intellectual or elitist" programming. "I don't believe television should be restricted to *David Brinkley*, *Masterpiece Theater* and *Wall Street Week*," she said. Quality, she said, was giving the best people the freedom to do their best, with the management skill to keep them going "in the right direction."

Graham saw "the high price of the big syndicated shows" as a "real danger to the future of quality television" because, she said, they tended to drive "small, innovative, original producers" out of the business.

The second part of Graham's suggested programming strategy was an emphasis on the strong suit of stations: localism. "We need network programming and news," she said, "...but at the same time we need to grow our audience for local and regional program-

ing." While Graham talked of the strength and past success of local news, she added that it is no longer solely the province of TV stations, saying: "We don't have that playing field to ourselves any more." Local entertainment programming, she said, "may be important for leadership tomorrow." In fact, she told her audience, "you are the people who will define tomorrow."

FCC chairman tells NATPE that television can achieve its destiny only if unhindered by government

The incumbent chairman of the FCC reached back over a quarter-century last week to find his point of departure for a treatise on freedom in the Fifth Estate.

"Newton Minow was right, in a way," said Dennis Patrick in addressing NATPE International. "Compared to today, television in the 1960's was a vast wasteland. A land laid waste by 30 years of heavy federal regulation. If, by regulation, we could have divined the public's interest and dictated responsive programming, we regulators would have had the video world running smoothly by the early 60's."

But that isn't what happened, Patrick said. Instead, "the effect of heavy regulation was to limit creativity and consumer responsiveness." Moreover, he condemned that approach for creating an industry structure dominated by three networks that reached over 90% of the households but thus programmed only at the level of the lowest common denominator.

That the medium has worked its way out of that corner owes nothing to regulation, said Patrick. Pointing specifically to the past decade, the chairman credited the removal

of "regulatory debris" for the medium's new program abundance. Once Washington got out of the way, he said, it was the creative and business entrepreneurs in Hollywood, New York and other cities—aided by technological evolution and changes in the underlying economic characteristics of the industry—who forged "more interesting, consumer-responsive programming than ever before."

Along the way, the number of options in the average viewer's home has increased from three or four to more than 20, to give the consumer a "smorgasbord of choice." That, plus the introduction of satellite distribution, has helped erode the dominant position of the networks. Who, other than the consumer, benefits from such a wealth of choices? Patrick asked. Those who create and market programs, and those who can deliver product that accurately predicts consumer tastes, was his answer.

The bad news is that lowest common denominator programming won't work as it used to, and programming must seek smaller and smaller niches. Worse still, "these new, narrowcast options have a feedback effect on more general programming. They raise the level of interest it takes to get the marginal viewer to tune in and stay tuned to a standard broadcast show. But that doesn't make the general viewer more attractive to the advertisers who foot the show's bill," Patrick said.

Among the consequences of the new state of the art is a juggling of traditional marketing sequences, he noted, typified by *Double Dare* going from cable to syndication and *Miami Vice* going from network to cable—not to mention NBC producing for the Disney Channel and independents demanding such first-run product as Paramount's *Star Trek: The Next Generation*. Adding to the possibilities and the complications: an expansion of international markets (over \$2 billion in 1987), which expands both competition and the demand for product.

The future holds both promise and pitfalls, Patrick said. Chief among the latter is avoiding a regulatory imbalance that will prevent markets from functioning. "Beware the reregulators!" he declared with emphasis. "I am continually amazed that there are those who believe that a market this robustly competitive, with this much specialization of effort, this much entrepreneurial—not to mention artistic—talent, should be subjected to increased governmental regulation and control."

The chairman said these forces "sing a siren song" that would trade regulation for special favors—for example, reimposition of the fairness doctrine, limitations on certain advertising and government-mandated amounts of children's educational programming in exchange for the return of must carry.

Noting that the court has twice found must carry unconstitutional, Patrick warned that those who "sail toward those sirens" might end up with "the worst of all worlds," reregulated and without must carry.

(The chairman offered his view that the critical element in reestablishing must carry would be a demonstration of harm to the medium of broadcasting, and noted the FCC

"is opening a docket to carefully monitor events in the post-must-carry marketplace." See story, page 38.)

Patrick's response to the call for reregulation was not for wholesale deregulation but for what he called "definitional regulation,"

FCC Chairman Dennis Patrick



"When Newton Minow surveyed the television marketplace in 1961, he saw what he perceived to be a vast wasteland. When I survey the marketplace in 1988, I don't see the promised land—but I do see a promising land. The video landscape has never been barren. It has only awaited tending by professionals, like you, with talent, vision and a free hand. Given that the first two can't be legislated, and only the last is in the government's power to bestow, you will not be surprised that I stand with you for freedom."

a course that he said would lead to a "fair game...That is what you have a right to expect from government...nothing less, nothing more." One government intervention he would encourage is in the area of property rights, conspicuously in regard to syndicated exclusivity and the compulsory license. His preference appeared clear: "In this strange new world of fierce competition for audience share, an ever increasing number of pipelines into the home and previously unheard-of distribution relationships—in this world, buyers and sellers of product have one common interest of paramount importance: freedom of contract! Creators want to know that if they created it, then they can sell it to whom they please, at the

price they please and in a marketing sequence they believe will maximize return. Buyers want to know that, if they have purchased program rights in a certain market, they won't see the same product in the market delivered by a competitor who got his license from the government—and at a different price!"

The difference between the Minow and Patrick approaches was reemphasized as he closed. "When Newton Minow surveyed the television marketplace in 1961, he saw what he perceived to be a vast wasteland. When I survey the marketplace in 1988, I don't see the promised land—but I do see a promising land. The video landscape has never been barren. It has only awaited tending by professionals, like you, with talent, vision and a free hand. Given that the first two can't be legislated, and only the last is in the government's power to bestow, you will not be surprised that I stand with you for freedom."

NBC to pay more in affiliate compensation for daytime programs and will standardize compensation for 'NBC Nightly News'; prime time program changes announced; network asks for industry support of HDTV

At a meeting with affiliate station managers last week, NBC announced it would distribute station compensation differently as a way of inducing higher daytime clearances. NBC Entertainment President Brandon Tartikoff also announced some anticipated program changes in prime time, effective in March, as well as some development plans. NBC executives also revealed figures showing the fiscal damage the network suffers when affiliates preempt programs for syndicated specials. NBC President Robert Wright also made a plea to the industry for help in funding the advanced television system (ATV) being developed by the network.

According to Pier Mapes, president, NBC Television Network, the redistribution of compensation entails a "standardization" of the compensation paid for clearance of the *NBC Nightly News*, which will result in a decline totaling \$5 million in money paid for carrying that program.

Up to now, stations carrying *Nightly* at 6 p.m. were paid 30% of the top hourly rate spelled out in their affiliate contract. Stations carrying the show before 6 p.m. (mostly in the Midwest) received 15% of the same rate. Effective immediately, all stations will receive a flat 10% of their top hourly rate.

The \$5 million skimmed off the news compensation will be applied, said Mapes, "dollar for dollar and station by station" to daytime compensation. No station will lose or gain money from the shift, he said.

Mapes said the value of each half-hour in daytime will increase as a result of the reallocation of compensation dollars. Therefore, stations can earn more money by clearing more hours, but in turn, will receive less compensation if they decide to clear fewer hours in daytime than they have.

Stations do not stand to make a windfall by clearing more daytime hours. But NBC hopes that by paying more for daytime

clearances stations carrying only marginally profitable syndication programs in daytime will drop those shows for the full network lineup. Mapes said the network would pay an additional \$5 million, on top of the \$5 million reallocated to daytime from news, if every station cleared the entire daytime lineup.

The daytime clearance problem is worst in the morning for NBC, from 10 a.m. to 1 p.m., when most of the shows currently have clearance rates of between 70% and 80%. From 10 a.m. to 4 p.m., the network's average clearance has slipped from 92% to 90% in the last year, Mapes said.

Tartikoff announced two development deals for programs in daytime. One is with Richard Dawson, in association with NBC, for a new version of the game show, *You Bet Your Life*. The second is for a new daytime serial called *Generations*, with Sally Sussman (*The Young and the Restless*) as head writer.

In prime time, two new dramas will join the schedule, while a third, *Bronx Zoo*, will rejoin the schedule this month. Also, two comedies will rejoin the schedule the week of March 21—*The Days and Nights of Molly Dodd* and *Beverly Hills Buntz*—with announcements to come shortly on where they will be placed.

The new drama, *In the Heat of the Night*, premieres Tuesday, March 15, at 9 p.m. *Hunter*, now in that time period, moves back to Saturdays at 10 p.m., replacing *J.J. Starbuck*, which goes on hiatus.

The new *Aaron's Way* debuts Wednesday, March 8, at 8 p.m., replacing *Highway to Heaven*, which goes on hiatus. *Bronx Zoo* will debut Wednesday, March 30, at 10 p.m. *St. Elsewhere* will leave the schedule, returning for what is believed to be the program's final broadcast in April or May.

In April, NBC will also debut a short-flight half-hour "comedy-variety" called the *Cheech Show* with comedian Cheech Marin (MGM). Tartikoff also announced two more "designated hitter" programs for the spring, including the return of *Super Bloopers and Practical Jokes*, and six more *Unsolved Mysteries*.

Tartikoff told the affiliates that a priority this development season will be dramas for 10 p.m., important because of the lead into local news.

Eight of 12 pilots being developed for possible series will be designed for 10 p.m., he said. These include *Tattlingers*, from the creators of *St. Elsewhere* (Bruce Paltrow/Mark Tinker); *Nightingales* (Spelling); *Dreamstreet* (MGM); *Satin's Touch* (NBC Productions); *Primal Force* (Gary Waldren), and *Father Dowling*.

Among comedies in development for possible pickup are *Empty Nest* (Witt-Thomas-Harris), starring Richard Mulligan; *Dear John* (Carson Productions), starring Judd Hirsch; *Channel 99* (from Ron Howard), about a poorly run television station, and *Flipside* (Universal), starring Ringo Starr as an aging rock star.

NBC also has made a six-episode commitment to *Baby Boom*, based on the theatrical. The network has also commissioned a special entitled *Eddie Murphy Presents*

Outrageous.

Tartikoff also said he intends to schedule at least three original series this summer, including a comedy and a drama and one other program that will either be a second comedy or a variety show.

Also at the meeting, Mapes made a plea to the affiliates to rethink plans to preempt prime time shows for syndication specials. He said two syndicated specials last October, one on the Titanic and the other on Houdini, cost the three networks \$2.8 million in advertising revenue, of which over \$1 million was lost by NBC.

In the battle against clutter, Mapes also said NBC would eliminate hotel and airline promotional announcements in late night and sports programming. But with all the "troop movements" occurring in connection with the Olympics, he said, the promos in sports will not take effect until 1989.

On the network's ATV system, Wright, who was not at the press briefing or the affiliate meeting, was said to have indicated he was "working on" European set manufacturers to help fund it. NBC, he said, has already spent about \$60 million on development; another \$40 million or \$50 million is needed to continue the effort.

"He was saying there is a need to move forward with this," said Mapes of Wright's position on ATV. The concern is, he said, that the Japanese will dominate the high-definition market with an incompatible system. "We are in a crisis on this issue."

NBC News President Larry Grossman also reported that Maria Shriver had secured a four-hour interview with Cuba's Fidel Castro, in which he addressed issues such as the accusation by Republican presidential candidate, Pat Robertson, that Cuba has Soviet missiles in place.

Grossman also announced seven news specials planned for this year including programs on women in prison, stress, "Men in the 80's" (in which Deborah Norville will anchor her first prime time special), aging, pensions, Asian children in America and the politics of famine aid.

Children's TV, must carry likely to dominate congressional agenda; FCC's Dennis defends commission's action on fairness, must carry

Legislation regulating children's television and efforts to reimpose some form of must-carry rules may wind up dominating this year's congressional communications agenda. Judging from remarks made during a Friday morning panel at NATPE, those two matters along with the FCC's pending proceeding on syndicated exclusivity, seem

headed for action. Appearing on the panel, moderated by Mickey Gardner of Akin, Gump, Strauss, Hauer & Feld, were FCC Commissioners Jim Quello and Patricia Diaz Dennis, and Mark MacCarthy of the House Energy and Commerce Committee.

According to MacCarthy, the children's bill introduced two weeks ago in the House is "a very serious legislative effort." The measure, he said, has substantial backing from key members including the chairman of the House Telecommunications Subcommittee, Ed Markey (D-Mass.), and House Majority Whip Tony Coelho (D-Calif.). It is Coelho, MacCarthy pointed out, who oversees the passage of legislation on the House floor. The bill would require television broadcasters to air a minimum of seven hours a week of "educational and informational" children's programming and would limit the amount of commercials aired during children's programs.

Much of the congressional fervor is directed toward what members feel is the "overcommercialization" of children's television. And MacCarthy blamed the FCC for that development. The agency's abandonment of its children's television policy in 1984 "sparked a dramatic increase in [the number of] program length commercials," he said. There is a general consensus, he added, that the FCC's "laissez-faire policy was a disservice to the nation's children."

But those charges were challenged by Dennis. "*Sesame Street* could be a program-length commercial. No one's talking about that," she said. Furthermore, to Dennis, the issue is "what is being advertised, not how long." But the government should not be in the business of content regulation, argued Dennis. Rather, she suggested dealing with the issue through the establishment of an "advisory board."

Quello, although he has some misgivings about the children's bill, agreed the FCC may have gone too far when it lifted limits on commercials. However, he added, the television environment in 1974 (when the children's policy was first adopted) and today's landscape are very different. "It is a new ball game," he said, referring to the influx of VCR's and cable.

As for must carry, MacCarthy's remarks left the impression that the Hill is considering taking some action. But it was also evident that the FCC's repeal of the fairness doctrine was still a sore subject.

Indeed, MacCarthy said he thought that in light of the commission's abolishment of the rule, other agency rules, such as the prime time access rule, were in jeopardy. He thinks there will be a rush to the courts to overturn PTAR and other rules on the grounds they



L to r: Quello, MacCarthy, Diaz Dennis and Patrick

are a violation of the First Amendment. "I don't think the threat comes from Congress. I think the threat is from the FCC," said MacCarthy. But Dennis defended the commission's actions on fairness. "We analyzed fairness under Red Lion and found it had a chilling effect," she said.

MacCarthy also criticized the FCC for doing a "poor job" in defending its must-carry rules before the appeals court. And he felt the must-carry decision had "cast doubt" on the ability to sustain syndex in the courts.

Both Quello and Dennis indicated syndex was a "front burner" issue.

Again, Dennis responded to MacCarthy. "We did not do a poor job [on must carry]. We did the best job we could. Both times the court said: 'You haven't shown that broadcasting has been harmed'... There simply was no record there was harm," she said.

But Quello, who is quoted as believing the FCC took a dive on must carry, called the agency's rationale for the latest version of the rule "miscalculated." And that he said was putting it "politely." Quello insisted the commission could have showed harm simply by citing the "181 public stations" that he said have been dropped by cable systems.

Following up on Quello's remarks, MacCarthy said there was no reason that the FCC could not act on must carry now. But because it "has no intention of doing anything," the Hill was forced to send a letter calling on the agency to collect evidence that would show harm to stations. MacCarthy was referring to a letter (see page 55) sent early last week from Senate and House Commerce Committee Chairmen Ernest Hollings (D-S.C.) and John Dingell (D-Mich.), that asks the FCC to gather data on

cable carriage of broadcast signals.

"If there is evidence," said Dennis, "we'll do something."

The panel's discussion on must carry elicited several comments from the audience. Said one broadcaster, whose new station has been on the air for eight months: "Do we have to go broke first to prove harm?" Said another NAPTE attendee: "Cable has a monopoly. How can you compete with them?" Asked whether he felt cable was a monopoly, MacCarthy said the issue could be looked at both ways. He told the group the House Telecommunications Subcommittee would be holding cable oversight hearings this year which would examine developments within the industry since the Cable Act was adopted four years ago.

Quello, however, suggested it was time for Congress to revisit the act.

First Amendment victory: Court rules for Flynt

Falwell unsuccessful in convincing court to uphold his \$200,000 award for 'emotional distress' allegedly caused by 1983 'Hustler' parody

The Supreme Court, in a case pitting television evangelist Jerry Falwell against *Hustler* magazine publisher Larry Flynt, ruled last week that the First Amendment prohibits public figures from using laws barring the intentional infliction of emotional distress to exact damages from media that may have caused them such distress without proof of libel.

"We conclude that public figures and public officials may not recover for the tort of

intentional infliction of emotional distress... without showing in addition that the publication contains a false statement of fact which was made with 'actual malice,' i.e., with knowledge that the statement was false or with reckless disregard as to whether or not it was true," Chief Justice William Rehnquist wrote in the unanimous opinion (with newly appointed Justice Anthony Kennedy taking no part). The "actual malice" standard, which must be met in libel cases involving public figures, was set in 1964 in the landmark *New York Times Co. vs. Sullivan* case.

The ruling reverses the U.S. Court of Appeals for the Fourth Circuit, which had

affirmed two years ago a district court jury decision ordering *Hustler* and Flynt to pay Falwell \$200,000 for intentionally causing Falwell emotional distress in violation of a Virginia state law.

The source of Falwell's distress was a cartoon parody of a Campari Liqueur ad in the November 1983 issue of *Hustler*, in which Falwell is portrayed as a drunk who recounts having had sex for the first time with his mother in an outhouse.

The ruling was applauded by the media and other First Amendment advocates, who feared that the case could have opened a whole new realm of liability for the media. Said Larry Flynt, who appeared on the *MacNeil/Lehrer NewsHour* following the ruling: "If all you'd have to prove was infliction of emotional distress, well, he could sue anyone... What a predicament that would have put the press in."

John Powell, national legal director of the American Civil Liberties Union, which filed a friend-of-the-court brief last summer along with the National Association of Broadcasters, Capital Cities/ABC, NBC and CBS, described it as a "great decision," significant because it was unanimous and because it stands out in contrast to the "mixed signals" of other recent Supreme Court rulings on the First Amendment.

"While we have absolutely no affection for Larry Flynt's publication," said National Association of Broadcasters attorney, Steve Booksheter, "the legal issue at stake is terribly important, and we are pleased with the outcome." NAB was concerned with "the implications for comedy and satire... in both print and broadcast media," he said. A decision upholding the damages would have meant that "if [aired or printed opinion] hurts my feelings and is outrageous, it would be recoverable" in the form of damages awarded in court, he said. "The decision the Supreme Court made," he said, "is a pretty strong reaffirmation of *Sullivan*" and the need to prove malice.

First Amendment attorney Floyd Abrams, appearing on *MacNeil/Lehrer*, said the case brings to the fore the central issue of

Overseas option. International TV co-production, made increasingly imperative for producers seeking to offset rising costs, should center not only on fiscal cooperation, agreed TV executives and panelists at a NATPE seminar on global financing last Thursday. Emphasis should be as great or greater on joining creative forces for big-budget international co-ventures.

Panelist Riccardo Tozzi, executive in charge of television fiction production for Italian media baron Silvio Berlusconi's Reteitalia, told the audience of more than 300, "The financing is something which comes after you've found the right subject and the way to present it."

Dennis Plowright, chairman of Britain's Granada TV, told BROADCASTING that while international collaboration is "very urgently needed" between European nations and the U.S., both to refresh the program making process, as well as to make new concepts financially viable, he added that "finance is there to serve ideas and not the other way" around.

Several speakers also argued certain obstacles to such creative cooperation are slowly vanishing, among them language barriers (English is now accepted as a universal language for many international co-productions to maximize their international marketability) and cultural differences.

Tozzi argued that because of increasing pressure toward integration between Europe's nations, it is in some ways going to become like one country.

Not all agreed, however. Former BBC head programmer Michael Grade, now chief executive of Britain's Channel Four, argued, "There's no such thing as a European culture. There are such huge differences. It's a complete fantasy, an accountants fantasy."

Grade added: "Little by little, the cultural imperative of each nation is going to be eroded by accountants."

Managing Director for West Germany's dominant program distributor Beta/Taurus, Jan Mojto, acknowledged that "Europe as a market doesn't exist yet," but he said he believed it would be closer by 1992, when European nations carry both summer and winter Olympics. Also on the panel, moderated by Lorimar-Telepictures Michael Jay Solomon, were Pierre Lescure of France's pay channel Canal Plus and Peter Clark of Britain's Telso Communications.

"respectable" versus "unrespectable" media. "We should not have to draw lines between [*Washington Post* political cartoonist] Herblock portraying Richard Nixon crawling out of a sewer... and the awful things, and they are sometimes awful, that Larry Flynt sometimes does," Abrams said. "The First Amendment can't just protect the respectable and legitimate media unless the courts are prepared to define what respectable media is. We don't live in that sort of country. We pay a price... having people who are irresponsible speak and not respectable speech."

On the other hand, Roy Grutman, Falwell's attorney, told BROADCASTING that "a line could have been drawn between legitimate and fringe media." Describing himself as "astounded it was a unanimous decision, and equally astounded that the court overlooked the clear establishment of malice," Grutman said Flynt had admitted in a videotaped deposition knowledge that the content of the ad parody was false and "published it

anyway with the intent of assassinating Falwell." Grutman said the decision "strips public figures of any protection against those who attack them." The court, he said, is "discouraging capable people from entering public life."

As for Falwell himself, he issued a statement saying: "No sleaze merchant like Larry Flynt should be able to use the First Amendment as an excuse for maliciously and dishonestly attacking public figures." The ruling gives a "green light" to Flynt and his ilk, he said. "However, I am sure the justices... were holding their noses while making the ruling."

The court said it understands the outlawing of conduct that intentionally inflicts emotional distress. "But in the world of debate about public affairs, many things done with motives that are less than admirable are protected by the First Amendment," it said. "Thus, while... a bad motive may be deemed controlling for purposes of tort liability in other areas of the law, we think

the First Amendment prohibits such a result in the area of public debate about public figures.

"Were we to hold otherwise, there can be little doubt that political cartoonists and satirists would be subjected to damages awards without any showing that their work falsely defamed its subject," the court said.

The court said it was unpersuaded by Falwell's assertion that the *Hustler* parody was different from traditional political cartoons because it was so "outrageous." "There is no doubt that the caricature of [Falwell] and his mother published in *Hustler* is at best a distant cousin of the political cartoons [of Thomas Nast and others], and a poor relation at that," the court said. "If it were possible by laying down a principled standard to separate the one from the other, public discourse would probably suffer little or no harm. But we doubt that there is any such standard, and we are quite sure that the pejorative description 'outrageous' does not supply one. □

Turner talking TNT

His plan for new basic cable service with sports, movies, original productions, documentaries given big boost by number-one MSO; support needed from other MSO's before idea becomes reality

Ted Turner was in Washington last Wednesday night to accept the Sol Taishoff Award from the National Press Foundation for his creation nearly eight years ago of one of the true innovations in television news—the 24-hour-a-day Cable News Network. The morning after, he talked to BROADCASTING editors about what he hopes will be his next

creation: Turner Network Television or, as it has already come to be known, TNT.

"The power is shifting all over the place in this business," said the chairman of Turner Broadcasting System during an interview in his spacious suite in the Sheraton Washington hotel. "The future is up for grabs and it depends on who makes the right moves. Cable is poised to storm the citadel, and we hope to be part of making the charge. That's what we want to do, and we need TNT to do it, and they need TNT to do it—I think."

As Turner envisions it, TNT will be an advertiser-supported basic cable service featuring films from TBS's vast and costly film

libraries, documentaries, live sports and original films and dramatic series. Turner's not sure TNT will become reality, but, if it does, he knows what the network's first presentation will be: MGM's classic "Gone with the Wind."

Turner is committed to make TNT happen. But, unlike 1979, when he dominated TBS and could bring CNN into being by simply ordering that it be done, he said, he must now convince the cable operators that joined the TBS board last summer to support the venture before TBS can move ahead with it. "We want to do it and we know there is support for it among the cable industry,

Ted Turner: putting his financial house in order

As much as he would probably like to, Ted Turner has not been able to devote all his time to planning the launch of Turner Network Television. Of late, the chairman and chief executive officer of Turner Broadcasting System has had to struggle with reestablishing the corporation's financial footing and stabilizing his own position in the company.

But the effort seems to be paying off. Turner said last week that he has reached a preliminary agreement that allows TBS to give the cable MSOs, which now hold a 37% interest in TBS, Class B stock in lieu of around \$140 million in cash dividends due on their preferred stock over the next three years. The first of the cash dividends—\$38 million—was due April 30 (with a six-month grace period). "I believe we have a compromise on the dividend that is a satisfactory solution to both parties," Turner told BROADCASTING last week.

Although the dividend will be paid in stock this year, the deal gives TBS the option to pay it in cash the next two. "If we refinance next year, we can pay it in cash. We'd rather pay it in cash. I don't think anybody—the cable operators or myself—want to see any dilution we don't have to because we are going to have a rapid increase in the value of our equity.... Overall, in the first quarter, our advertising sales will be up 40%. That's pretty spectacular."

Because the dividend is being paid in Class B stock, which has one-fifth the voting rights of Class A stock, the payment of

this year's dividend will have little impact on Turner's position in the company—two-thirds of the voting stock.

TBS's is currently prevented from paying any cash dividends under terms of some senior notes. Plans were made last year to issue new equity and refinance the debt so that the cash dividends could be paid, he said. "But when the market crashed [last Oct. 19], that option went away."

If the operators had refused to accept the stock dividend, they would have been able to place two more directors on the TBS board. But, Turner said, the two seats would not have meant much. Although Turner controls eight of the board's 15 seats, Turner needs 12 votes—a supermajority—"to do anything more than \$2 million." "We have shared control now," he said. The "supermajority" provision "effectively gives them de facto control over the company, at least blocking rights. I can't operate the company without their support and they can't operate it without mine."

TBS financial problems stem from the company's purchase of MGM/UA Entertainment in March 1986 for \$1.7 billion. The debt and dividend load was far more than TBS could handle. So last year it invited cable operators, including Tele-Communications Inc. and American Television & Communications, to take a 37% stake in the company for \$560 million. TBS also sold the studios, lot and film processing labs acquired in the MGM deal for \$450 million.

but we still don't have the green light on it."

Turner was buoyed by the news that Tele-Communications Inc. President John Malone, the most powerful cable operator on the TBS board, had told securities analysts in New York a day earlier that TCI would give TNT its "total support" (see below). And Turner agreed with Malone that July 1

would be a good date to launch the service. Cable systems could substitute TNT for a distant broadcast signal (other than Turner's WTBS, of course) on that date and not incur any copyright liabilities for the distant signal for the second half of the year.

Despite the news, Turner was not ready to give odds on TNT's making its debut this

year since he has yet to hear from American Television & Communications or other cable operators represented on the TBS board. "It could very soon be a 'go,'" he said. "But it could be delayed again."

In selling board members on the project,

Continues on page 96

Top cable operators go before analysts

Goldman Sachs seminar draws top names; Viacom announces financial results

Tele-Communications Inc. President John Malone held court with nearly 300 security analysts in New York last Wednesday at the cable MSO's annual briefing of the group, and fielded queries ranging from company views on the cable acquisition market to the industry's programming potential. TCI's meeting preceded a two-day conference by Goldman Sachs on cable television (see below).

Also during the three-hour meeting, finance vice president, Bernard Schotters, reported on the company's fiscal state (TCI released preliminary 1987 results last week, see below).

Of the merger talks between United Cable and United Artists (TCI owns 65% of UA and 23.4% of UC), Malone said, "I would like to see them reach some resolution for the destiny of their company they are happy with." But he added that TCI was only interested in a tax-free transaction. Last month, as part of an agreement with United Cable for future stock purchases, TCI filed for regulatory clearance to buy up to 49% of United Cable. United Cable cancelled its Thursday session with analysts, and United Artists Chief Executive Officer Stewart Blair, who was scheduled to appear, was not at his company's Friday presentation indicating further activity on that front.

Regarding Turner Broadcasting System's handling of its \$1.4-billion debt, Malone, who sits on the TBS board as the leading equity holder in a cable consortium which has 10% of the programming company, said consortium members will likely take common equity in the company in lieu of \$38 million in cash dividends due before Oct. 30.

Malone, who said the company's "move into programming is a critical part of its long-term" progress, said TCI is "strongly supportive of [Ted Turner's proposed Turner Network Television] concept and we're encouraging Ted to come forth. But it's his decision. I don't know if he's made the decision to come forward or not.... We will give it total support" (see story, page 40). Trygve Myhren, chairman of American Television & Communications, said the idea of a broad-based, basic channel "is very appealing to us" and indicated that other operators were responding positively to Turner's plan.

Malone said the potential general entertainment channel's advantages would include its cable exclusivity, its substantial advertising availabilities and the potential

for its high-appeal programming to compete with the big three broadcast networks.

He added that if TNT is launched, it would be as an exclusive cable service in each market in return for MSOs' long-term financial commitment.

Of other exclusive program deals between the MSO and cable programmers, Malone said such exclusivity is "protected by present law and in the public interest." He added, however, that the company will limit exclusive agreements so as not to foreclose the possibility of competition.

Malone also said there were "no concrete" discussions between TCI and Viacom regarding the latter's effort to sell an equity share of the pay movie channel. Although he did not dismiss the possibility of a future agreement, Malone said discussions had never passed the "philosophical" stage because of disagreement over pricing. (Viacom Chief Executive Officer Frank Biondi, at his company's presentation [see below], said "there are some legitimate conversations" taking place, both with domestic and foreign companies. In apparent response to Malone's comment, Biondi said he "had never seen so many reluctant brides in public.")

In response to a question on his view of broadcasters owning cable systems, Malone said: "I think it's great. They ought to own, to understand our business. They should be allowed and encouraged to come into markets outside their O&O markets."

On hold? SCI Holdings said last Friday that it had terminated a letter of intent signed by Taft Cable Partners (Tele-Communications Inc. and the Bass Group), American Television & Communications and Comcast to purchase Storer Cable in a deal with a total consideration of \$2.8 billion. The agreement carried with it complex tax and structural problems; negotiations since the signing of the letter of intent, on Dec. 24, 1987, seemed to have progressed slowly.

The deal would have been the largest cable transaction in history (BROADCASTING, Jan. 4), with the partners putting up roughly \$1.7 billion for the stock and another \$1.1 billion in assets in exchange for the company's so-called "restricted cash." Due to tax considerations, it was expected that Storer would have continued operating as a separate company, under the ownership of Taft, ATC and Comcast. Storer has 1.45 million subscribers in 12 states.

TCI, the industry's largest cable system operator, last week released preliminary results from its 1987 fiscal year. The company reported total cash flow of \$650 million on revenue of \$1.709 billion, with \$354 million in operating income for the year. Revenue from cable operations alone (not counting the United Artists Communications movie theater operation) showed revenue doubled over 1986 to \$1.232 billion for the year, while cable cash flow was up 46% to \$572 million. TCI cash flow before UACI was \$471 million, while revenue was \$1.032 billion.

On a pro forma basis for systems held in both 1986 and 1987 by TCI, revenue rose from \$645 million to \$943 million while pro forma cash flow grew from \$270 million to \$430 million. □

Among other companies that made presentations at the Goldman Sachs seminar last week were:

Viacom International—Viacom Chairman Summer Redstone said that "accelerated intensive discussions" with several companies are taking place about acquiring an ownership interest in Showtime/The Movie Channel (valued by the company at \$700 million to \$800 million), but that a deal was not a fait accompli. Given the company's escalating internal growth, falling interest rates and a reevaluation of the company's assets, he said "maybe weren't going to sell anything." Redstone said the company was also exploring opportunities that involved recapitalizing its debt with longer maturities and better interest rates. Biondi, in discussing the possibilities of an outside deal, said that if a transaction were made, it would probably be done in the next 90 to 120 days. Viacom's first debt payments are due Dec. 31 (\$200 million) and June 1989 (\$250 million).

The company announced its fourth-quarter and full-year financial results last week, with expenses relating to the leveraged buyout pushing both numbers into the red. The company reported net losses in the fourth quarter of \$48.9 million on revenue of \$265.8 million, compared with year earlier earnings of \$695,000 on revenue of \$246.3 million. Operating income (earnings plus depreciation and amortization) for the quarter were \$67.7 million, up from the year earlier's \$44.5 million.

For the full year, the company reported a net loss of \$154.4 million on revenue of \$1.01 billion. In 1986 Viacom lost \$9.8 million on revenue of \$919 million. The company said operating cash flow increased from \$199 million in 1986 to \$263 million last year. When merger related amortization

and pro forma adjustments are added in, the totals for 1986 and 1987 drop to \$173 million and \$237 million, respectively.

Jones Intercable—Alan Angelich, group vice president, finance, said Jones intends within the next few weeks to buy back \$170-million worth of systems from several limited partnerships it manages. Minus the management fee, which will be deducted from the price, Jones will pay \$150 million to buy out the limited partners. The systems involved serve 145,000 subscribers.

Greg Liptak, group vice president, operations, said the company expects significant internal growth within its franchises, especially in Florida and New Mexico. He said

that internal growth from systems Jones has bought in the last few years (amounting to 303,000 subscribers at the time of purchase) will reach 545,000 in 1993.

Angelich said revenue will rise from \$33 million in FY 1987 to \$50.6 million in FY 1988, which ends May 31. For FY 1989, he projects revenue to hit \$68 million, with cash flow reaching \$34 million, the bulk of that from the company's owned systems.

Cablevision Systems—Vice Chairman William Bell said the company would buy out the limited partners in the Boston cable system it manages in the next few months. No value for the transaction was disclosed.

Marc Lustgarten, president of Rainbow Programming Enterprises, a subsidiary of

Cablevision Systems, said RPE's mature businesses—Sportschannel services in New York, Chicago, New England and Philadelphia, Bravo and American Movie Classics—were funding the development of additional programming services, such as News 12 Long Island and Florida Sportschannel. Those existing operations, said Lustgarten, plus RPE's technical division, were in the black in 1987, with operational income of \$849,000, and he projects that figure to jump to \$17 million in 1988.

Over all, Lustgarten said Rainbow had 14.45 million subscribers in 1987 and had revenue of \$116 million. He projected the 1988 numbers would be 19.72 million and \$156 million, respectively. □

On busy day, FCC votes look at wider AM band

Commission will start inquiry on stretching dial to 1705 khz; another to allow FM directional antennas; it turns down NBMC petition to deny 19 TV licenses

Commissioner James Quello called an inquiry on opening an extra 10 khz for domestic AM radio broadcasting, initiated during the FCC's meeting last Thursday (Feb. 25), "potentially one of the most far-reaching things to come before the commission so far this year." The aspect of the Mass Media Bureau item that most "fascinated" Quello and the other commissioners was the possibility that the spectrum could be used to create new national AM radio services.

In other actions, the FCC dismissed petitions by the National Black Media Coalition (NBMC) to deny renewal of 19 TV stations' licenses, but imposed reporting conditions—yearly reports of progress on equal employment opportunities—on 11 of those stations. Two technical actions were the initiation of a rulemaking on allowing commercial FM stations to use directional antennas in order to build their transmitters on currently short-spaced sites and the adoption of a report to be sent to Congress on satellite signal scrambling.

Last week's inquiry on extension of the AM band from 1605 to 1705 khz was the fourth approved by the FCC. The first three inquiries related to international extension of the band, now being considered by the International Telecommunication Union. The new inquiry includes questions on the possibility of opening nine of the 10 new domestic channels between 1605 and 1705 khz for "national licensing." (The Travelers Information Stations, currently on 1610 khz, will use one of the 10 channels, probably 1700 khz.)

Among the ways national service could be implemented, suggested Mass Media Bureau Chief Alex Felker, would be to allow licensees to sublease facilities throughout the country. The commission was not suggesting, he said, allocating single high-powered stations in the newly opened spectrum, capable of covering the entire country. Also, traditional local allocation was not ruled out.

With the international target of July 1, 1990, for the bandwidth extension in sight, "this is the time to explore" different uses of the new spectrum, FCC Chairman Dennis Patrick said. Another reason to initiate the inquiry, according to the Mass Media Bureau's Freda Lippert Thyden, was "to send a clear message to receiver manufacturers" that it is time to begin designing extended-band AM radios and developing plans to produce them.

But all three commissioners warned that there will be potential problems. Commissioner Patricia Dennis identified licensee eligibility in relation to the multiple ownership rules and technical criteria, such as possible adjacent channel interference, as the two most important questions to be resolved.

In dismissing the NBMC petitions and renewing the 19 television licenses, the commission also denied an "emergency petition" filed by the NBMC asking that the items be deleted from the meeting agenda. NBMC, quoting press reports that the commission was ready to deny its petitions, alleged that the commissioners had already jointly decided the matter beforehand and demanded that the items be rescheduled so that oral arguments could be heard. NBMC said it had "been deprived of an opportunity to understand the thinking of the commissioners on matters which constitute nearly the entirety of NBMC's litigation agenda and nearly the entirety of the commission's EEO docket."

NBMC President Pluria Marshall denounced the decisions as "nonsense" and criticized the FCC's EEO rules. "They have the responsibility to enforce equal employment opportunity rules and they're not doing it," said Marshall. "If the commission were doing its job, we would never have to file these petitions."

The FCC saw its action as a warning. John Kamp, director of the FCC's public affairs office, said, "It was meant to wake up broadcasters who think there are no EEO rules any more."

Of the stations made subject to reporting conditions, several were noncommercial: KETS-TV Little Rock, Ark.; WLPB-TV Baton Rouge and WYES-TV New Orleans, both

Louisiana; WUNC-TV Chapel Hill, N.C., and WXEL-TV West Palm Beach, Fla. Commercial stations subjected to reporting conditions were: WTGL-TV Cocoa, WNET-TV Jacksonville, WJTC(TV) Pensacola, and WTWC-TV Tallahassee, all Florida; WTKK(TV) Manassas, Va., and WNCT-TV Greenville, N.C. Unconditionally granted were the licenses of: WHKY-TV Hickory and WHNS(TV) Asheville, both North Carolina; WPDE-TV Florence, S.C.; KTBS-TV Shreveport, La.; WKFT(TV) Fayetteville, N.C., and WGGG-TV Greenville, WGSE(TV) Myrtle Beach and WCCT-TV Columbia, all South Carolina.

Most FM broadcasters responding to the inquiry on FM directional antennas last fall supported the FCC's proposal. The commission's purpose for beginning the inquiry was "to give licensees much greater flexibility in selecting ideal antenna sites," Felker said. "Probably not many" stations would be affected if the commission proposals are adopted, Felker said, because the commission does not intend to alter the table of FM allotments setting the number of potential U.S. FM stations.

While supporting the rulemaking, Quello expressed reservations: "I'm not sure we have sufficient technique of determining interference in this case." The characteristics of FM directional antennas, unknown factors, according to the commissioner, are one of the questions for comment in the rulemaking document. But the plan "could be a win-win situation if we do it right," Patrick said.

The National Association of Broadcasters, which commented against the plan in the inquiry, continued to hold a more pessimistic view. Although the proceeding would not change the allotments, the temptation would be there for future FCC's to add stations and overcrowd the band, according to Michael Rau, NAB vice president and acting head of the science and technology department. "The increased institutionalizing of directional antennas, unless carefully controlled, is going to lead to a degradation of FM," he said. The issues of antenna characteristics, the potential for an improper use of directional antennas, and the lack of a reliable method for calculating station propagation (a question not listed on the public notice of the rulemaking) also worried Rau.

McDERMOTT



Deborah A. McDermott has been president of the National Association of Television Program Executives. She is currently station manager for WKRN, a Knight-Ridder station, and the ABC affiliate in Nashville, Tenn.

"I was 22 years old and had been pounding the pavement for three months. I was down to my last lead when KOLN-TV (Lincoln, Neb.) hired me as promotion director. I didn't know if I could do the job. But I learned. I discovered that television is for people you meet at the state fair and at the supermarket. You have to look them in the eye and see what they are thinking. By the time I was 26, I set a goal for myself. I wanted to become general manager of a TV station before I was 35.

"Television has the ability to make magic. You can touch people.

You can do things that make a difference. If a TV station relies totally on what a network does for them, the station is not doing its job. Last year we raised 330,000 pounds of food for the hungry. Everyone at the station was involved. It was during our heaviest sales inventory time. We could have sold the time. But we didn't. We got involved with our community.

"Programs like *Thirtysomething* have a lot of appeal for our demographics. I really enjoy the photography in that show, and I love the film look. It tells people this is a fantasy. But it's also realistic in the same sense that a good movie is. I try to buy programming that is a cut above the competition. Viewers have so many choices today. They can switch channels by remote control or pop a cassette into a VCR. Film gives me an edge.

"We are also very aggressive about marketing. We tell syndicators they have to support their shows if they expect them to succeed. We produce our own news campaigns on 35mm film because it has the texture

viewers associate with quality. It's more subtle, and it's very warm. It sets us apart. We're also using our film spots on cable.

"Television has a great future. But I think we are going to have to work hard at it. We can't keep doing the things that worked yesterday because we have a whole different set of challenges today."

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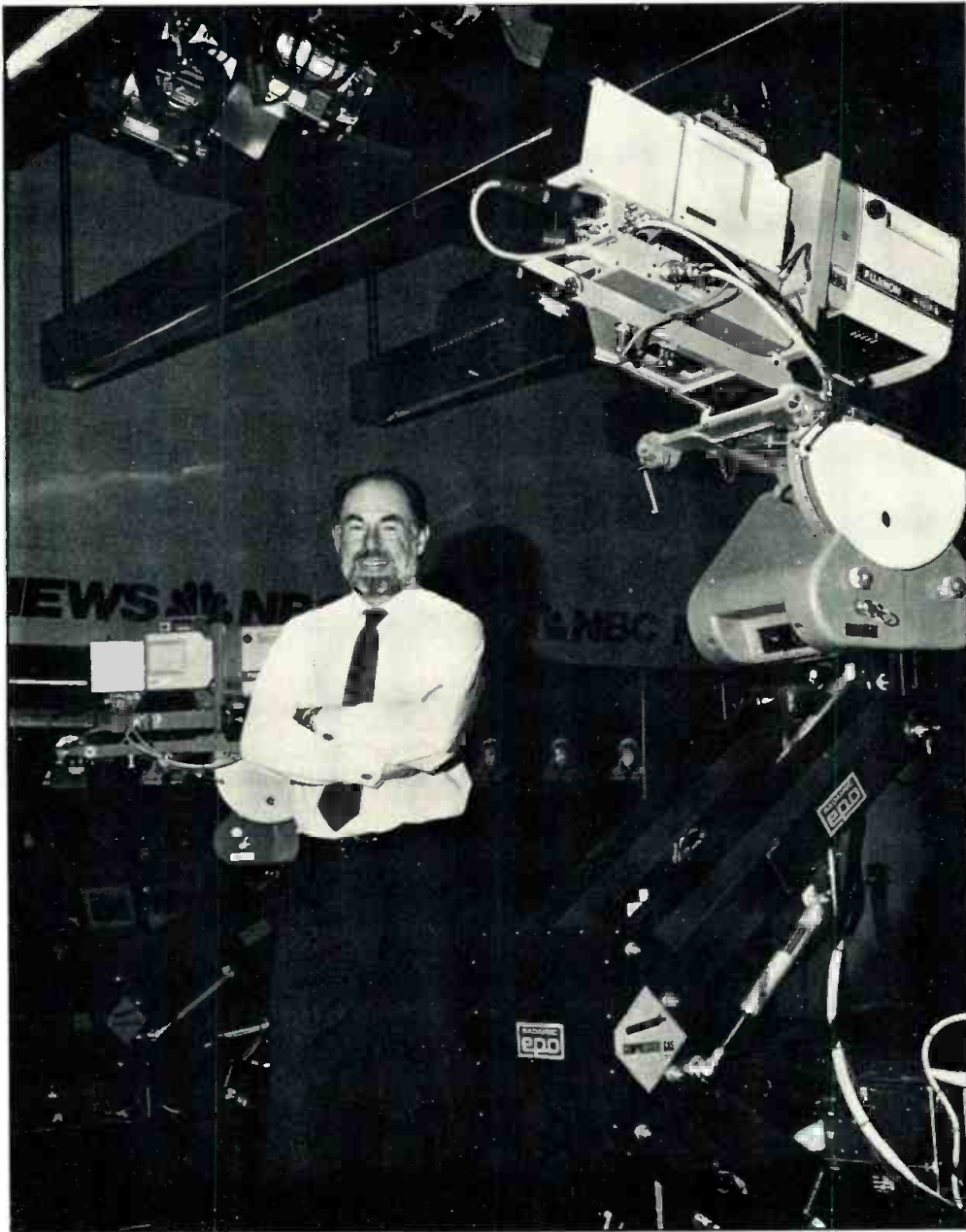
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The futurist in charge at NBC News



NBC News President Lawrence Grossman in the network's new automated news studio.

Larry Grossman's mission in life is to bring TV news down to size and up to speed. The key: to match the income and the outgo so that news can stand alone. The secret: cutting costs in technology and bureaucracy while preserving the elements of pure journalism. That and other areas in the evolution of broadcast journalism are the subjects of this "At Large" interview with BROADCASTING editors.

How is the relationship between the media and the candidates?

There have been some interesting developments on that score. I won't call the President a candidate, but we saw some of that with his prime time address right before the contra vote. We saw it with Pat Robertson taking out after Tom Brokaw for calling him a "television evangelist." And we saw it with the Bush-Rather interview. In each case the issue of the media's role has become an issue in and of itself and a major political football.

I'm not sure that all of that is totally planned and carefully orchestrated, as some think. That is to say, it's a good thing to make points by beating up on an unpopular force, which the dominant media are. But I think there's some of that going on. It's an easy pattern to fall into, and probably, by the way, it's not totally unhealthy. It's good for us to get jolted and look hard at what we're doing.

Do you think some of it could be a backlash from the Gary Hart episode?

Yes, there's some of that, although I never thought that was as complicated an issue as many portrayed. A candidate's character is clearly fair game and very important, and there will always be some on the edge who make a titillating set of issues out of it.

I was at a private dinner with some Republican senators, and we talked about Bork, with the conviction that much of his undoing was clearly peoples' perception of the kind of human being he was, not so much the issues. My own private theory is that when his chief ally, Senator [Alan] Simpson, asked him why he wanted to be on the Supreme Court, and Bork said, something to the effect of "for the intellectual feast," people just turned him off. Even if they thought he was absolutely right on the politics of it. Television makes that happen.

You can make an argument on both sides on the power of television. For instance, Governor Babbitt. The press loved him and yet he did terribly in the voting. The press didn't make his candidacy.

I agree with that. In the end, the people shine through despite it. Look at the Dole-Bush race; look at Robertson. And you always have the press adopting the "guy who should've been President," whether it's Babbitt or duPont or Adlai Stevenson. But no matter how many mistakes we might make, people still make their own judgments based on what they see themselves, which is why I think it's important to put that stuff on.

Are you spending more in the political area now than you had in earlier years or earlier campaigns?

No. Actually we are not spending more nor do we anticipate spending more at this point. We have worked very strenuously to drive out a lot of costs that do not center on newsgathering and do not center on what goes on the screen. We've gone after the costs in the middle, the sort of technological, administrative and bureaucratic costs, like the building of multimillion dollar control centers at the conventions. Instead, we made a traveling portable model.

Overall, with the help of McKinsey & Co. and with a lot of strong concern by GE and ourselves about the new economics of network news, we have been working very hard within the present structure to pull out costs. We have been able, even with inflation, to keep the budget, on a level with what we spent in '84.

But the costs of the journalism part, if I may identify it that way, have not been driven out; it is the cost of the operations and production and technical parts.

How large a nut is that?

Our political year expenditure will be in the \$40-million range, the biggest part of which is to cover the conventions. The demands are a lot heavier this time because both parties are in contention. With 13 candidates, we've all had to change the pattern of our coverage. But that's not budgetary; that really has to do with trying to organize it in an orderly way so that you can present what's happening so people can follow it.

Is that what you spent in '84?

About that, although I'm rounding it off. If you take inflation, then it is less. That's considerable, because if you figure 5% a year over a four-year period, that's 20%.

You've been at this job for four years.

Yes, just about.

What's happened in that interval? How has the landscape changed, other than totally?

Well, let me take that on two tracks, and then we can narrow it down. We're about to open a whole new newsroom and production facility in New York for *Nightly News*, *Sunrise* and *Before Hours*, using robotic cameras, automation. It's quite a remarkable looking facility, and these things operate now without camera crews and without stagehands because it's no longer at a studio and it's all operated out of the control room.

We have completely computerized the news division. We are totally satellite-driven, so that we are now all converting to M-2, which is highly portable videotape production, and enables us to have one-person crews. So the technology has changed enormously.

For an investment of \$6 million in building this new facility, we expect to be saving \$2 million a year in people. What we have done in this first track within the current, traditional structure of network news is put a very high premium on driving costs down or driving costs out. And since 50% of our budget is people, and 75% of our budget is driven by people—salaries, wages, food, overtime and stuff—control and use of people become the focus of what we do.

The strategy that we have pursued is to try to get at the infrastructure of the news division so that we don't interfere with the newsgathering and with what goes on the screen; but we take out those middle costs, the bureaucratic, administrative, technological costs. The negotiations with the National Association of Broadcast Engineers and Technicians have been very important in that as well.

And there we've done quite a bit. We have gone down more than 20% in the number of people at NBC News from where we had been before. We have also substantially increased the number of hours that we have put on because we now operate *Sunday Today* for four hours, *Sunrise*, *Today*, and *Nightly* and specials.

Our prime time specials have been a very important component, by the way. In '87 we had three of the top three and seven of the top 10 and the most prime time specials of any network.

So that has been one major focus within the traditional structure, and it has also meant over those four years looking very hard at the locus of the news. It's been shifting to Africa and Central America and the Middle East and the Far East—places where we have traditionally, all of us, been very much understaffed.

And we can't just keep adding on. We've got to find out new ways of covering news in those places by pulling resources from other places, which has put a premium again on journalists, correspondents, reporters and producers, and reducing as much as you can the kind of technological backup costs.

The other effort that we've made—with mixed success—is recognizing that there are enormous changes in this whole industry, from which the news division is not immune, God knows, to try to examine those changes and be prepared to move in and, indeed, encourage our efforts to move in to whatever new directions may be appropriate. And I certainly do not have any answers. But we did make that foray in cable very early in the game, trying to establish a link with CNN. I still think that's a very important initiative for us.

What happened to the "news wheel?"

That was an effort to integrate affiliate and network news. It has created many interesting discussions. A lot of it has gone on, as the *Today* show and *Sunrise* have local inserts, as well as *Sunday Today*. We are moving very aggressively, particularly with our new union contract and sharing with our affiliates. We've opened mini-bureaus in Seattle and Salt Lake City where we rely on and pay affiliate news people to cover for us until we can get our own people in there.

We have been very aggressive with our affiliate news service at Skycom in providing material for our affiliates. We're going to rely on them a lot more for covering, using inserts, shooting stuff, as we can now through the union contract.

But we haven't integrated *Nightly News* into the local programming. This was kind of a blue sky thing. We've tried to be on the edge of a lot of these things; some have been decently received and some have not gone as far, maybe for good reason.

For example, we talked before this election about changing the

way the news projections were done, similar to the electronic vote gathering which everybody shares; we're doing the same with the voter polls. Each network would make its own analysis and interpretation; but it doesn't make sense to me, at least, to have everyone hiring hundreds of people or hiring firms individually to do exit polling. That can be done on a central basis. Again, to pull out those costs and turn them into real coverage—and use those resources elsewhere. That didn't get anywhere for this election, but I'll bet you anything in the next election, that will go forward.

Internationally, we have been looking very hard at new ways for our international coverage, as privatization has taken place. We have a historic relationship with Visnews as an international news gathering organization. Reuters has now taken over the majority interest in Visnews from the British Commonwealth Broadcasters.

I don't know if I should talk about this, but we certainly have been in discussions with Reuters about changing the basis of some of our international newsgathering. There are two ways to go. One was suggested by Don Hewitt [executive producer of CBS's *60 Minutes*] where all the networks get together and do in effect an Associated Press. The other is to find broadcasters around the world and form a major international newsgathering agency—which is what Visnews is—that we might have a greater role in, and continue the competition which I think would be a lot healthier.

But clearly, when you have to report from all of these places in the world where we have traditionally not been very strong in terms of having people there, you've got to figure out how to do a better job. The Soviet Union is increasing in interest. We no longer can deal with having one correspondent there. We've got to have somebody who travels all over the place.

You have only one correspondent over there?

We have a bureau there, but it's basically just one correspondent. We also have been looking very hard at our correspondent corps. It is clear that the role of network news is changing to the extent that everybody knows the headlines. We are supplying world and national news to our affiliates, so by the time they get to network news we have to provide a different spin on stories. And that means fewer well known, very able correspondents whom people trust and get the basic story from.

Much less spot news; and so you see fewer correspondents. We're down a substantial number and have made major changes in our correspondent corps to get specialists as well as generalists. In other words, everybody increasingly has to have a specialty.

Where do you find these correspondents?

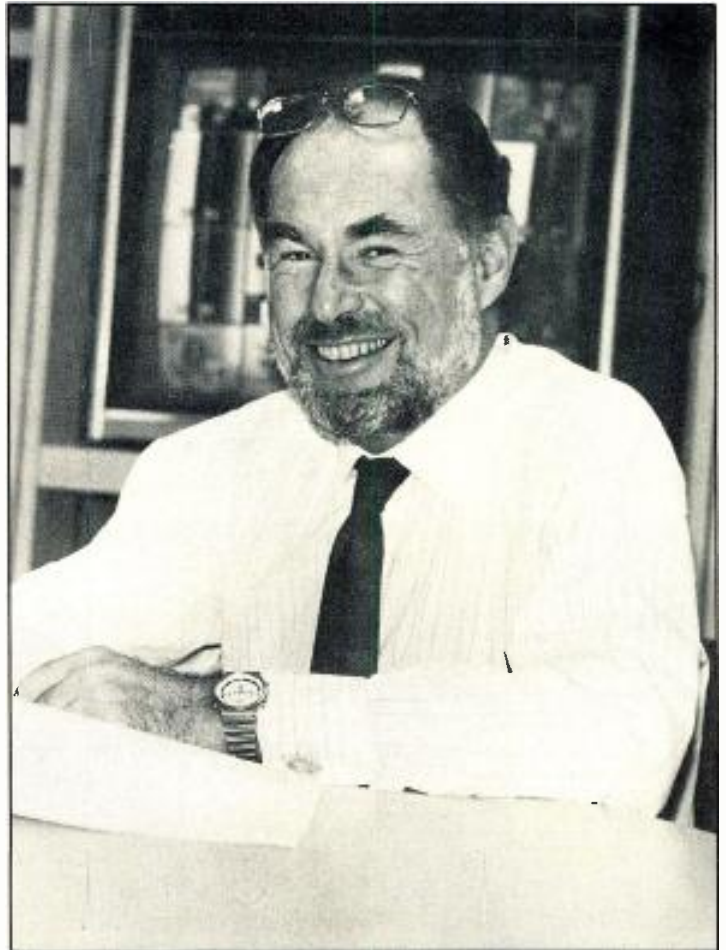
It's very tough. Some have come from CNN, some from CBC (the Canadian Broadcasting Corporation), some from local stations. And increasingly, you'll see people coming from print. I think what we'll be seeing more and more of is the reporter-producer. Our bureau chief in the Middle East, Mauri Moore, not only can organize and produce a story, but when she has to, she gets on the air and actually takes over a story until Martin Fletcher, our Middle East correspondent, can get to the scene.

We are looking for people who have skills like that. Increasingly, because the technology is becoming much more simple and because so much more is coming in live, thanks to satellites and computers, you're seeing much more versatility. You no longer will have just a sound man who does only sound or a camera person who does only camera. We'll need a technician who can get you on the air through satellite, who can do sound and camera, and correspondents who can also operate equipment.

There you're going to have trouble.

Not necessarily. Well, sure, we'll have some trouble. By the way, you don't want your correspondents not doing reporting. But if somebody is going to go deep into China or Central America, it's a lot better if that person can travel alone or with a very small crew, than having to go with a producer and a lighting person and an audio person and a camera person.

Harrison Salisbury traveled throughout China with a 35 mm camera and took his own pictures. And there is amateur videotape equipment. The stuff we got of the kid landing in Red Square was incredible television and was taken by a tourist who happened to be on the scene with one of those RCA videocams.



And we're equipping all of our people with that so they can put them in the trunks of their cars. That is not to say that the technicians do not have to be terribly skilled. They're traveling all over the world and they've got to originate from remote parts of China, Australia, the Soviet Union and Eastern Europe via satellite—and that's tricky stuff.

But just taking pictures, while not to be underestimated, is becoming very different.

Is a ballpark figure of 1,000 people at the NBC news organization still valid?

It's not far off. We have gone in the last couple of years from roughly 1,400 to 1,100. Our goal—and we have set the business plan in motion—is that by 1990 or the end of '89 we will be on a break-even basis with all of our direct and controllable indirect expenses. I'm leaving aside all the corporate overhead kind of things, but the news division, expenses itself...

Against revenue you mean?

Against revenues, we'll be at the break-even point. It's no secret that the news division has lost in the neighborhood of \$100 million a year.

Are you on the way to becoming a profit center?

I don't think news is ever going to be a profit center, in and of itself, because of the economics of television. If you get a successful or even an unsuccessful prime time program, the amount of revenue you take in compared to what your costs are can turn the news division into a profit center, but may in the larger scale of things end up being very poor economics for the network, as say, *Our World* was for ABC news. It was good for ABC News, but bad for ABC.

NBC is talking about some new forms, including *90 Minutes*, which we will do at some point.

How have these changes or cuts in personnel affected morale?

That has been a major concern. And everyone knows what happened when there were drastic cuts at CBS.

What we have done with McKinsey as a management consultant,

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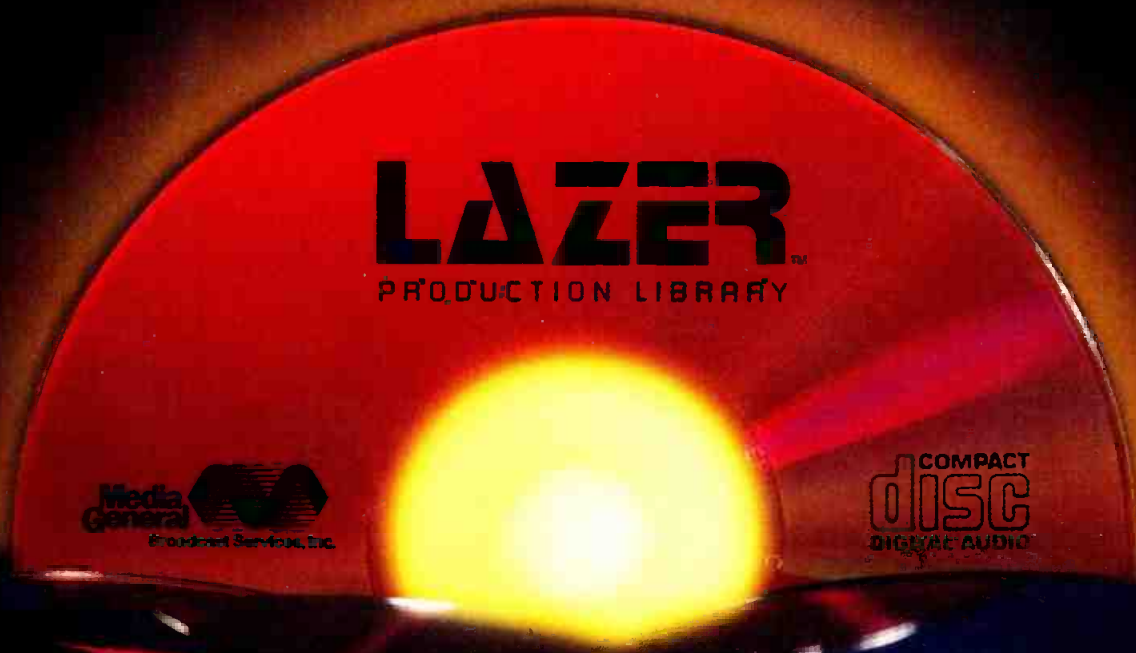
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is to try to change the way we operate from the ground up. It's been a very different effort from what has gone on anywhere else. We have brought in—and continue to bring in—groups of our people from the cameramen to the correspondents to the bureau chiefs to the producers to the writers—for intense sessions as to how we do our work and better understand the economics of the news division.

Everybody at NBC News within the next few months will get the complete business plan. We spent three hours giving the whole Washington bureau the entire budget, holding nothing back, and the projections for '88 and '89, so that everybody understands where we're going and what we're doing.

And part of the problem that you get, interestingly, is that news division economics are very complicated. The stories are ordered up by programs, but people work for bureaus, so costs are not easily figured out. We are working on a whole new information system so that our producers and bureau chiefs know the consequences of their decisions.

If they order up a story—the average television story for NBC News, at least, costs something in the neighborhood of \$63,000. If you take all the stories, 7,000 stories a year, and you divide up our whole budget by that, that's really the business we're in. And we've never analyzed it this way.

And we look upon ourselves as being in a hard news business. If there is a fire somewhere or a disaster or a war, you go chase it and the hell with the cost. It turns out that that part of our business is the most efficient thing we do. First of all, because it is same-day stories, and secondly, because it's all used. I mean, not everything we cover is used. But when there's crash and burn, something gets on the air from that.

And that's about 20% of what we do. The other 80% is totally

under our own control. It's analysis, it's features, it's stuff that is not under tremendous deadline pressure. And yet we treat those stories the same way as we treat the crash and burns. Overtime is no object. Nobody knows how many of them get on the air once they're commissioned.

But you know as an editor that the consequences of a decision of saying, "Go and do that story," means you just made a \$100,000 decision, because the average feature is going to cost that much more because it's going to take a much longer time.

And a marginal story is going to take a lot more time and effort from your better people to bring it up to speed and therefore, deprive the real business you're in of their use. And if you can begin to understand the economics of it, then you operate in a much more rational way, because our people are not stupid and they care about it.

But we have \$120 million of our somewhere around \$300 million budget, that's undifferentiated cost. That's all bureaus and coverage and can't be attributed to any particular story. So, thanks to our computer system and some major efforts that are going on in a cooperative way, we put a group together with McKinsey so that we can identify the percentage of use—how much time is spent on a story, how many people are used on a story—so everyone knows what the consequences are, and they can make a decision as to whether it's worth doing or worth doing that particular way.

That is not to say that they don't do stories that must be done; but it is to say that they'll be much better informed, I hope, about how they make selections and how they allocate resources, which is basically people, because that's where our money is. If you keep in mind the overriding principle, which is, it's too competitive a business and you have too awesome a responsibility to undercut the quality of your newsgathering and the clarity of your presentation. We're simplifying our financial forms because we have hundreds and hundreds of unit managers and financial people. They're not contributing anything to the journalism. If we can get that all onto a computer process, so that every bureau doesn't have to have a big bureaucracy manipulating that stuff, then we can afford to put more reporters on the street.

It's a time of enormous change and everyone is going in every direction. CBS is putting on prime time programs left and right. Ironically, it's much more difficult when you have a successful prime time schedule; it's much tougher to put on programs. It also can be very distracting in manipulating your resources to cover the major stuff, the real stuff. And at the same time, you want to see all of those programs going on the air.

Our emphasis has been to look for different niches: *Sunday Today*, early morning, we've been doing very well; prime time specials, which were completely lost. We fought for them and now they're back in a major way. I just think it's much better to do a single subject takeout than to do a lot of little stuff.

What is the jewel in your crown?

I can answer that in several ways. Certainly from my perspective, the competitive record and the editorial quality and improvement of NBC News have been to me the biggest achievement. It used to be that there were some real competitive problems four years ago. Any time there was a crisis, we were very much down at the bottom of the pile. In 1987, you asked people where they turned to in a crisis and they turned to NBC News first—which is a big turnaround.

Competitively, *Sunrise*, *Today*, *Nightly*, *Weekend Today* all were number one in 1987: *Nightly*, 30 out of 52 weeks; *Today*, 52 out of 52 weeks. The peplemeters came in and we really took a jolt with *Nightly News*, and now it's bouncing all over the place—second and third. Now [ABC's Peter] Jennings is first.

Until all that gets sorted out—it was a big kick in the teeth, but it's just the beginning of the year, and we'll see where we go with it. But certainly in terms of the quality of our performance and our crisis coverage, I think the election coverage for example, the two specials that we did out of Iowa and New Hampshire were about the best political reporting that I have seen, and people have made that comment.

In management terms, I think the jewel in our crown, if you can use that expression, has been the ability to keep NBC News people on a constant track with a sense of excitement and optimism about what they're doing, and even having them participate in the process,

even in the face of what have been some major changes and certainly major economies in the broadcast news business.

Do you regret the decision not to carry the President's contra aid talk?

No. I happened to be on vacation that week, but I did call in that day: it was a Tuesday. I would have made the same decision, and indeed endorsed that decision. The previous week, the President delivered the State of the Union address where he talked about the contras in almost the same words that he delivered the following week. The White House never asked us for the time; the White House does not ask us for time. Nobody from the White House called me or any major—I mean other than the normal people—to say, "This was of special urgency, of major importance." Afterwards came the big flap, and I think that was part of the problem.

Had they called, would that have affected the decision?

I will tell you that if [Howard] Baker or [Marlin] Fitzwater or somebody called and said, "The President was going to say something new, this is a matter of utmost national importance, and I will tell you that for the President," then of course you would look very hard and undoubtedly give the time.

All they have to do is ask?

All you have to do is ask, but of course if you start asking too many times—I mean it's the same as I have at NBC. All I have to do is say, "This is of sufficient urgency, so we must break into the schedule." And I have the power to do that. But let me do that once, twice, three or four times, where that judgment is in error, then that power will be questioned. As it should be. And either they'll find somebody else, or you will start making that judgment.

When Defense Secretary [Caspar] Weinberger called me when we had the defense payload story on the shuttle, and said, "You have a story that's going to run tonight that is a matter of national security. I can't tell you what that matter is, but I will tell you that's what it is and I don't want you to run it [I was in Hawaii at an affiliates meeting]; and if you come to the Pentagon we will explain it to you."

We did not run the story, even though I thought he was wrong. And the *Washington Post* ended up running the story. I went to the Pentagon, I heard the explanation, I said we should have run the story.

But we wouldn't have accepted it from a general in the Pentagon when they called, or a major, or the public affairs office, but I said, if the secretary of defense says that's a story that's going to affect lives, then we will not run the story.

The fact of the matter is that it [not airing the President's contra speech] became a political football. But it died out very quickly. It was made into that because it became a good political weapon, that it was a speech that did not offer anything new. Even the congressional thing had been reported the day before, and it was directed at Congress. We made one mistake. And this is what I will tell our affiliates: Our practice is to tell our affiliates in advance if we make a change, if we're going to preempt something for the President's address. We should have alerted them that we were not going to do this so that they would be prepared.

I'd like to ask you a broader question. In terms of the medium of network television at large. What about the changes going on there, and how does that context affect news?

That is a broad question. There are so many changes going on. There are so many more program services operating. And one of the things that distinguishes the network and always has uniquely, is the ability to reach 100% of the people with breaking news.

And the irony of it is that that is when the network economics suffer, even though that is what presumably has brought the nation together. Now the cable news service, which reaches about half the people—and many people think is providing a very strong service—it would be very helpful to us to have that kind of cable outlet, but it still doesn't reach 100% of the people.

So I think there's a fundamental public responsibility that all the networks recognize about news, and the ability to break into a schedule.

Clearly, network economics are suffering in the sense that they're not increasing in the traditional way, and the shares have been eroding, although they're still very substantial, anywhere from

50%-70% percent. The *Nightly News* shares are in about the 60% range now.

The number-one network has always made a very substantial profit; the number-three network now is becoming a very difficult proposition. And it's always been very clear to us, it's certainly been very clear to me, that you cannot run a news division that has a \$100 million or so loss. That becomes therefore, subject to the whims, if you will, of your entertainment successes or failures.

That's why it's so important to get news into some kind of economic balance. Not that news will make money or be a big moneymaker, but if you have a network that has financial problems or is not number one or is not leading the way NBC has led in the ratings, therefore, taking the premium prices, then people are going to look for places to cut. And you can't have a news division that is so totally financially out of whack. So that's been a big factor in pushing us to reform the way we do our business, without at the same time diminishing that responsibility of what we're doing.

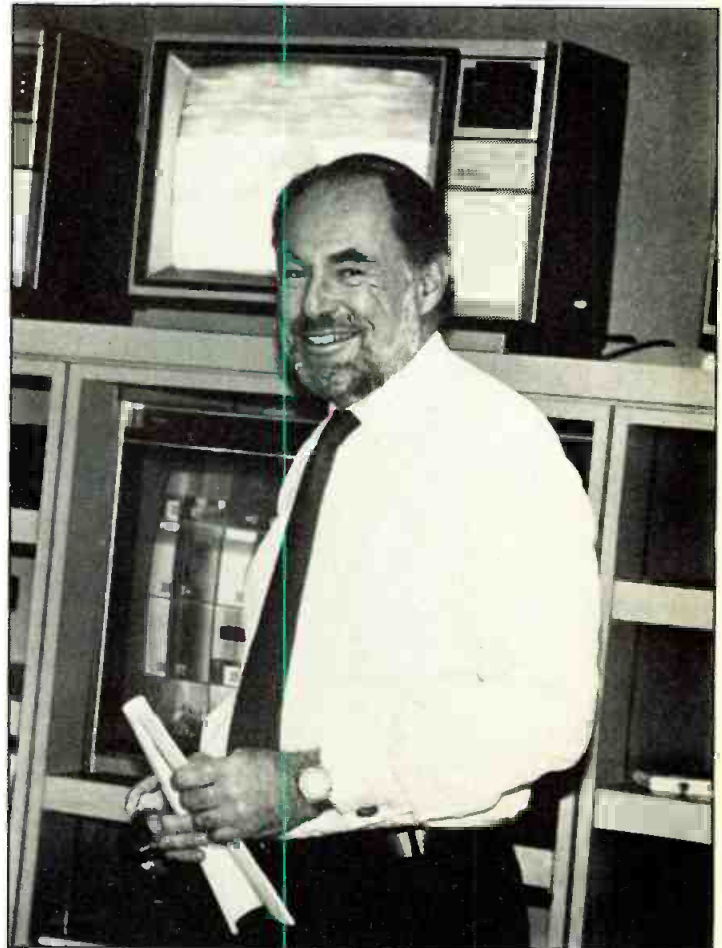
But it's also prompted us to look for other sources of distribution. Not that there are immediate returns for that by comparison to what you can get from being a network, but we're distributing yearend reviews for videocassette and the Pope and the China trips. We're looking for international distribution; we're talking about cable. We're looking for all kinds of other opportunities, which I think is something of a protection.

But I think the strategy still is first and foremost to be the number-one network. Because if you're the number-one network, then you have the economic base to present the best possible news and sports and entertainment. And I see that for the foreseeable future.

Therefore, it becomes critical that you have the people, the talent, the hits and the stars that most people want to see. It's true in the news business as well as the sports and entertainment business.

That's why it's very troublesome when you start showing up with very small shares of audience for political specials in prime time. You're in effect undercutting the very strength of what a network is, which is a gathering of all the people.

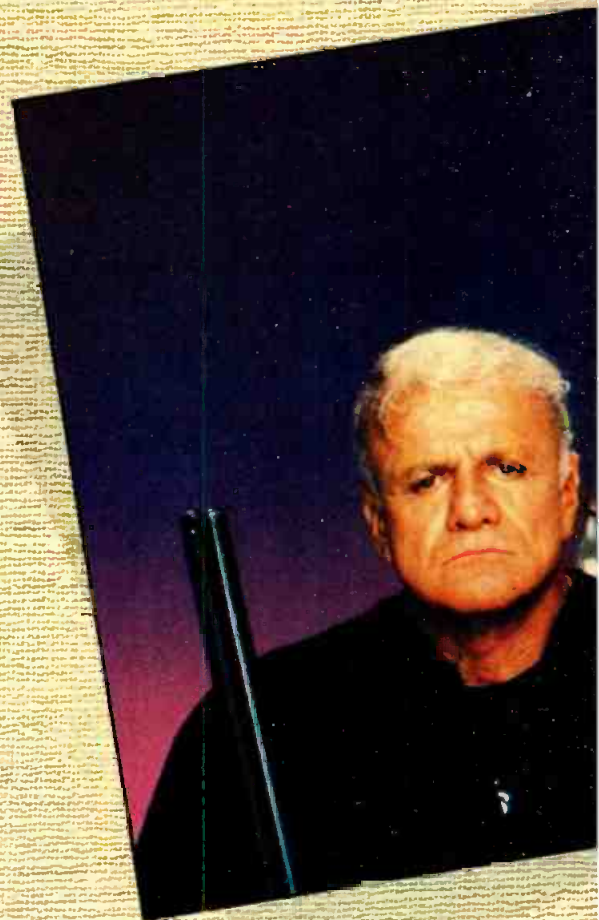
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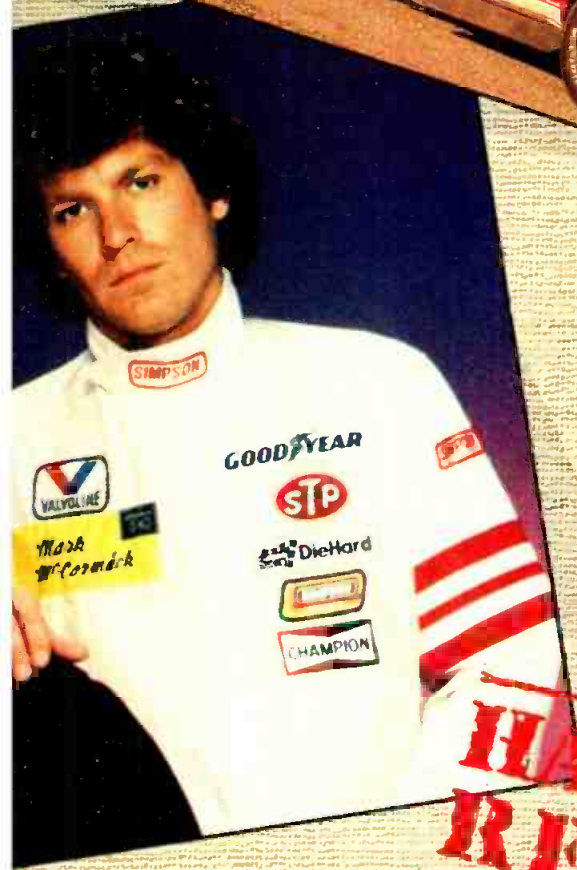
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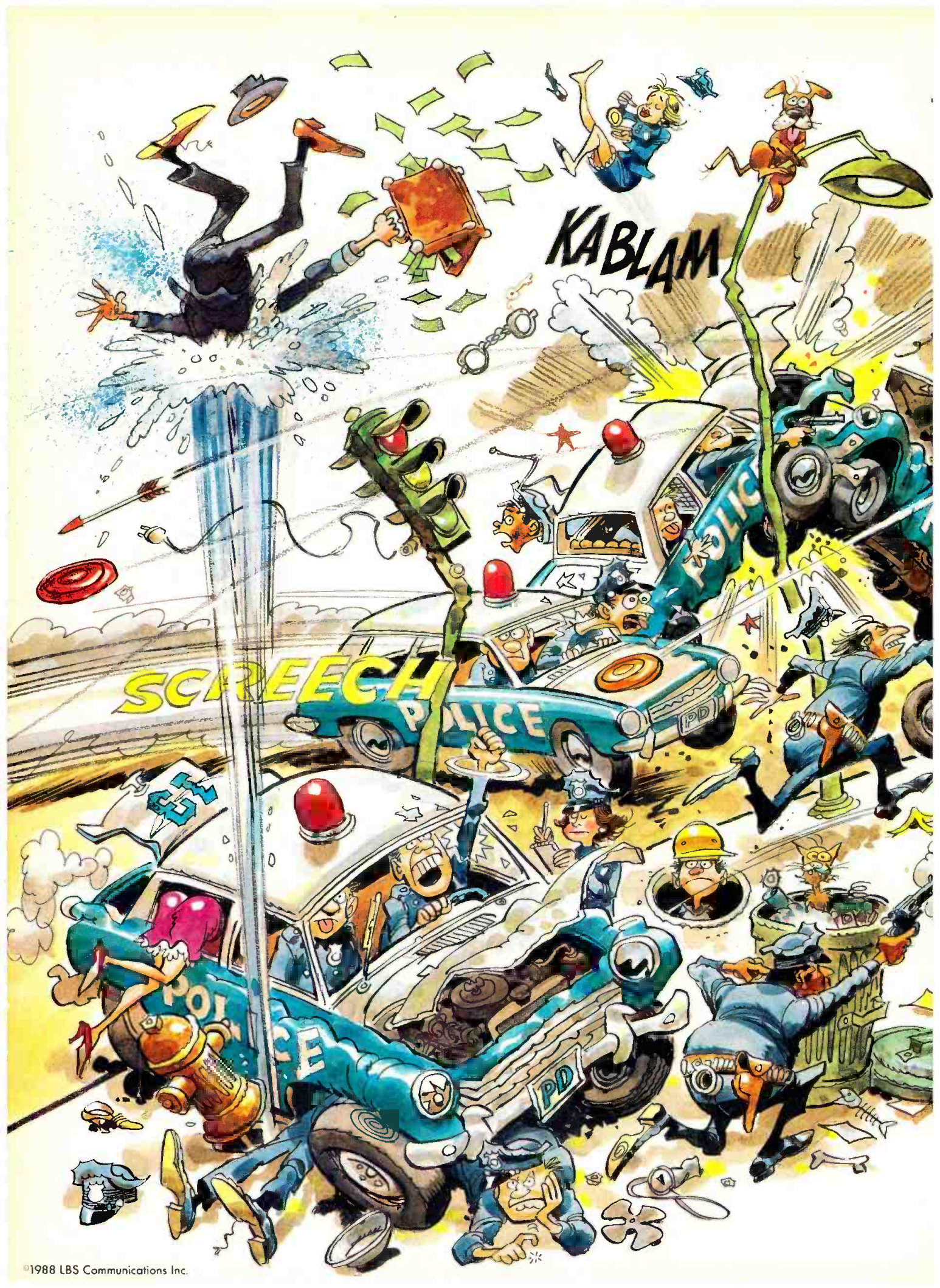
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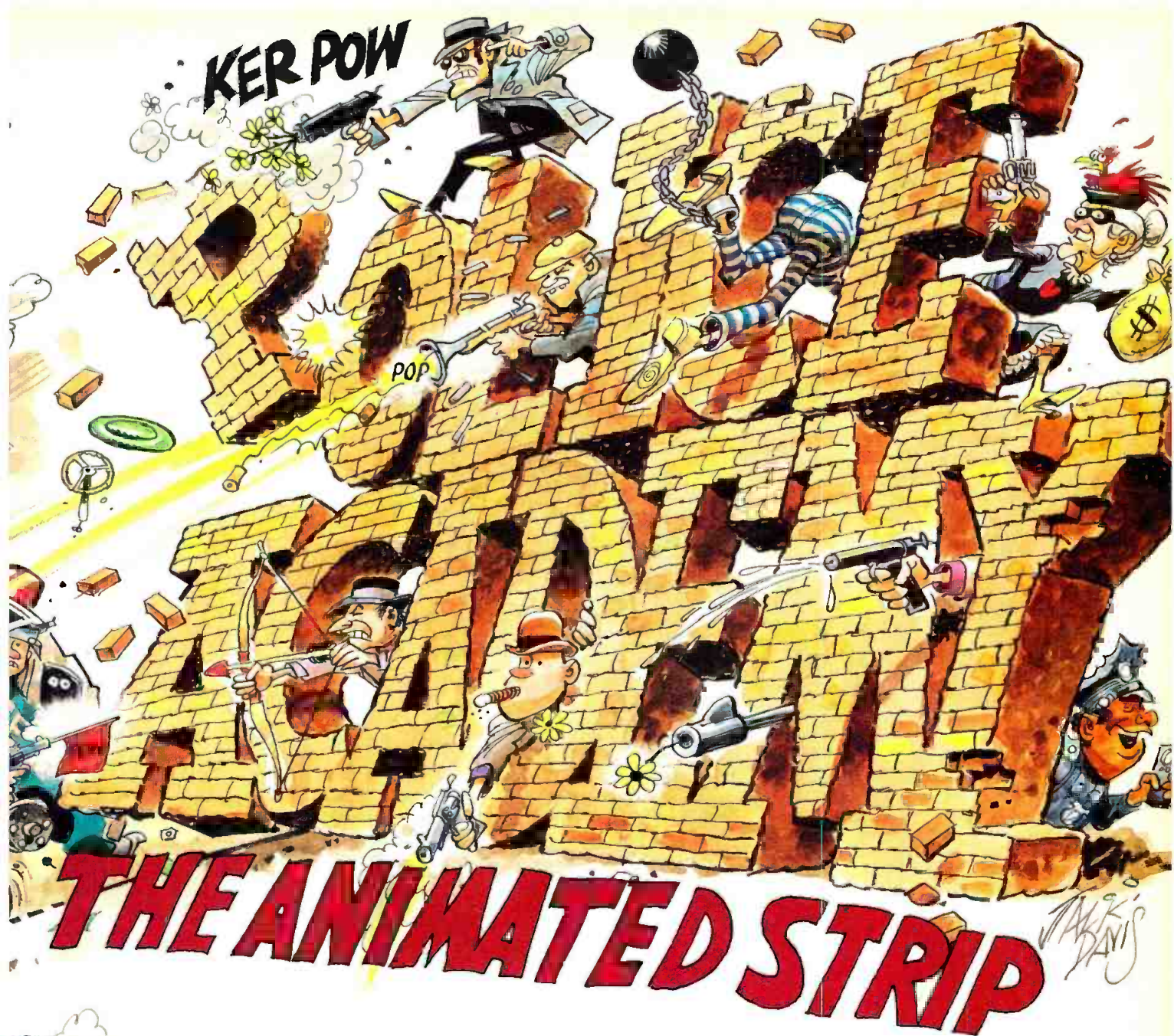


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that magnitude in five or 10 years ahead?

Yes. I think one thing we've all learned about this business is that change is here and it is changing with surprising speed. But I have always maintained that for the foreseeable future, the core business that we have will be the traditional business that we have. If the network increases its rating by a half a point, either at the expense of one or the other networks or just in total, what is the consequence? I don't know all the economics, but it's \$50 million to \$100 million to the bottom line.

There is no other business that can produce that kind of a swing. So therefore, your best effort is to concentrate on your core business, but at the same time to move into these other areas. But these other areas, nobody yet has found which of them will work, and all of them are going to take time to build and to understand and to develop.

But there are a couple of things that are very important for the future. One is that increasingly, news and information are essential items in a growing, sophisticated society and a service society. And it's different kinds of news and information, financial news and information—more sophisticated terminals so that people can get whatever affects the market. And whatever affects the market is not just market price, but also what Margaret Thatcher may have said just now about something, or what some storm's effect was on crops.

Like the Olympics, that's a political event as well as a sports event. So there will be a constantly increasing and expanding market I think for information programs, and you don't have to be a genius to know that. And it's a growingly international market. Whether it goes by satellite, whether it goes by DBS, whether it goes by cable or by broadcast, the business we're in is the information business. The distribution means are secondary. They're not secondary if you happen to be the guy who stands on top of the distribution, but I think we have to keep our eye on the stuff that we have.

That's why we will do nothing to lessen the quality of our newsgathering and the clarity of our reporting. The question then is: What outlets do you have for those? And what vehicles? And that's where the big risks are going to be.

Did you ever see a stand-alone news network? I guess there already is one.

Yes. When we first raised with RCA the question of seeking to work out a partnership with CNN, there was great skepticism because CNN had never made a dollar, where they were looking back as opposed to looking ahead.

Now there are many things that have fallen by the wayside. But

yes, I can see at some point the prospect of a stand-alone. Maybe it's a stand-alone newsgathering company in which some of us have an interest, or maybe it's a stand-alone news providing effort.

In terms of competition, there are a number of new cooperative organizations like Conus and Newsfeed cropping up. Do you see any future for them or a problem for you with them?

No. We work very hard on that, the newsgathering, putting the station cooperatives together. Look: it's a growing area of information. The irony, again another anomaly is, for the networks, news is a tremendous expense. For stations, news is their profit center. And at the same time, if you look at the history of television news, you can divide it up into three eras. The first was totally dominated by the networks, there was no local news. We went after Channel 11 [Grossman led a group that once competed for the facility of WPIX(TV) New York], and we said we were going to do an hour of local news a night, and the first issue against us at the FCC hearing was the unreality of our program proposals, because there was no local news, except for a 15-minute kiss-off.

The second era, which was after the riots in '68, was the awakening of broadcasting to the commercial importance of local news, and you had that decade of explosion of an hour, two-hour and three hours. And increasing sophistication, a greater journalistic tradition. Most people got a lot better at it, in a tabloid way, but still began to take it seriously.

Now you have the 80's where you have a retrenchment in the time being spent on local news, and all these other things coming in—*USA Today*, the syndicated stuff—and a kind of a partnership, sometimes a very uneasy partnership between network and local. We're feeding the locals to build up the locals and at the same time, when we're doing that, are we undercutting our network program service?

But nonetheless, I think it's really quite a bit healthier, there is much more diversity. We're all struggling to find that new niche, if you will, as all of these things explode because it is an information era. And once any of these things get established, it's a lot better than relying on some syndicated product that in two years is going to put you down in the dumps again and you have to go out and buy some new hit at some enormous cost.

So the economics are there if we can only sort it out. We're all looking for openings by hedging our bet with the locals, by moving in new directions for the network, going back in a funny kind of way to the way it was originally, with a core of highly recognizable correspondents who have become "the Great Authorities," as opposed to an army of correspondents of "Johnny No Names." And concentrating the quality on your coverage.

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Dingell, Hollings show must-carry support

Chairmen of House and Senate Commerce Committees ask FCC for data to lay foundation for new must-carry rules

Capitol Hill appears to be warming up to the idea of passing must-carry legislation. Last week key Senate and House policymakers stated their support for the concept of mandatory cable carriage rules and directed the FCC to collect data that might prove useful in building an evidentiary foundation for a new set of rules that would survive a court challenge.

The FCC says it will gather the information. It also announced it would ask the solicitor general to back the broadcast industry's proposed Supreme Court appeal of last December's decision by the U.S. Court of Appeals that struck down the FCC's latest version of the rules.

This marks the first time since the rules were thrown out that such a significant sign of support has emerged from Hill leaders. In a letter to FCC Chairman Dennis Patrick, the two powerful Senate and House Commerce Committees' chairmen, Ernest Hollings (D-S.C.) and John Dingell (D-Mich.), respectively, asked the commission to gather data that could "help demonstrate the consequences of failing to enforce such requirements." Specifically they asked for:

- The number of local television stations whose signals have been dropped by cable television systems.

- The number of stations that have been repositioned, and where they have been repositioned.

- A breakdown of whether the dropped or repositioned stations are "public, independent or local stations."

- The type of programing substituted for a dropped or repositioned signal.

The letter, also signed by House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), requested an initial report by Sept. 1.

Not only did the lawmakers restate their support for must carry, they also expressed their disappointment with the way the FCC has handled the matter. "We believe that cable companies should be required to carry local television signals in order to further the statutory policy of localism embodied in Sec. 307 (b) of the Communications Act," the congressmen wrote. "We were quite disappointed that the commission chose not to rely upon this policy as evidence of a substantial government interest in must-carry requirements. There is little question in our minds that signal carriage requirements are necessary to insure public access to diverse and free programing."

They also asserted that the court's last ruling did not "suggest that signal carriage rules were unconstitutional in their own right." The court's objections were based "largely on the FCC's failure to present ample evidence and legal analysis supporting their policy," the letter said. In particular, the court cited the dearth of evidence presented to support the argument that "in the absence of must-carry rules, cable companies would drop local broadcasts."

The FCC, however, took exception to that contention. In a letter responding to the Hill, Patrick said the commission spent "nine months prior to codification of the revised must-carry rules collecting such evidence of harm as existed. This evidence was present-

ed to the *Century* court, but rejected as inadequate to justify even the less burdensome revised rule."

The chairman also defended the FCC's decision not to base the last set of rules on the localism rationale. The court's first must-carry order, Patrick said, "makes clear that the desire to protect local broadcasting alone does not justify must carry. And the same court's recent decision in *Century* underscores that 'the argument that must-carry rules are permanently needed to safeguard the diverse programing generated by local broadcasters... was foreclosed by *Quincy*.'"

But Patrick did not have the last word. A House Energy and Commerce Committee staffer replied to the chairman's letter by saying that a "close reading of the *Quincy* and *Century* cases will show that the use of localism as a substantial governmental interest is not foreclosed." And further, the staffer argued that the loss of those cases "stems in part from the FCC's failure at the outset to show clearly the substantial governmental interest in programs serving the local community. Rather than making a case that local broadcast programing is special and a much-needed function threatened by the absence of must-carry rules, the FCC overemphasized economic and competitive concerns."

It is unclear what the Hill has in mind as far as legislation is concerned. Said one Senate Commerce Committee staffer: "We don't know what the legislation will look like. Our feeling is that we have to proceed carefully in light of the two [court] cases."

But most congressional observers think must carry will carry a price. "I don't see any way broadcasters can get must carry without giving up on fairness," said one industry lobbyist, referring to the victory



NAB's Fritts



INTVs Padden



NCTAs Mooney

many broadcasters feel they won with the FCC's abolition of the fairness doctrine. That may prove a difficult trade for the industry. Independent television says it is willing to accept fairness, but at this stage the National Association of Broadcasters is still on record opposed to reimposition of the doctrine.

Broadcasters, nevertheless, are pleased by the Hill's latest action. The NAB views the congressional request for data as an important step. And Preston Padden, president of the Association of Independent Television Stations, said: "We're gratified that these leading members have registered their support for must carry so strongly. We're particularly pleased with [their interest in] channel repositioning."

The cable industry seems undisturbed by the call for data, judging by the comments of National Cable Television Association President Jim Mooney. "If this is the approach Congress wants to follow, we will cooperate to the fullest extent with both the Congress and the commission," Mooney said.

Broadcast industry leaders are in the midst of assessing a number of legislative proposals aimed at restoring must carry. And NAB President Eddie Fritts and Mooney have had several discussions on the matter ("Closed Circuit," Feb. 15).

Said one NAB source, "We're looking into all approaches...we're not dismissing anything. We've got to explore every option to find out what's sellable to our board and to cable. Then we'll decide which one to support." In January, NAB's television board directed Fritts and his staff to "seek all avenues to restore must carry." The association has been cautious in making any public statements on the issue in an effort to leave room for Fritts to negotiate with Mooney on the matter.

Fritts told BROADCASTING that the NAB would seek the advice of outside constitutional attorneys to help it determine what is the best way to sustain must carry in the courts. As for the proposals that have surfaced on the Hill, Fritts indicated NAB is interested in all of them, and supports an initiative by Representative John Bryant (D-Tex.) that would condition a cable system's compulsory copyright license on whether it is carrying local signals.

Representative Matthew Rinaldo (R-N.J.) has suggested conditioning deregulation of rates and services under the Cable Act to compliance with must-carry obligations agreed to in the 1986 industry compromise (BROADCASTING, Feb. 15, 22). But Fritts's response to that idea was noncommittal. In a letter to Rinaldo, he did not address the specifics of the proposal. The letter does stress, however, that he and Mooney have been talking.

NCTA has reservations about Rinaldo's plan. Mooney expressed his concerns in a letter to Rinaldo: "We labored long and hard during the 98th Congress to work out a mutually acceptable solution with the city organizations on cable rate deregulation, and in return, agreed to a whole host of concessions to municipal governments, running from franchise fees to access channels to substantial grandfathering of existing

franchise requirements. To at this point intrude the constitutionally difficult subject of must carry into that delicate balance of compromise would in our view be unwise, and we could not support it."

As for the Mooney-Fritts discussions, Mooney told BROADCASTING two weeks ago: "We're talking...I think something will come of it." The last rules were based on an interindustry compromise agreed to by NAB, NCTA, INTV and the Television Operators Caucus. The FCC, however, did not adopt the compromise verbatim; it altered the rule to afford more carriage protection for new independent stations and public television.

"We consider rapprochement with mainline broadcasters to be of some value," said Mooney. Furthermore, he said, "we understand that Congress has a problem with this situation...Being chronically of a peaceful frame of mind, we're willing to listen to both what the Congress wants and to what is concerning the broadcasters, and to try to be as flexible as possible."

Even if the cable and broadcast associations cut another must-carry deal and Congress adopts such a measure, what's to keep those cable entities that have appealed the rule in the past from appealing again? "Nothing that I am aware of," said Mooney. Moreover, he pointed out, "trade associations are creatures of their members and not vice versa. And I don't think we can be expected to 'control' our members any more than the broadcasters two years ago could have been expected to 'control' those broadcast licensees who didn't think the deal went far enough and opposed it on that basis. You know the cable industry isn't the German army."

To independents, must carry is a life-or-death issue. INTV thinks Representative Bryant has the right idea. "Linking the must-carry obligation to the privilege under the compulsory license to carry all the local stations free of charge is the most constitutionally secure way that we know to codify must carry," said Padden. He backs that up by arguing that "nobody has a constitutional right to commercially exploit the copyrighted works of others."

Padden told BROADCASTING that Bryant's bill is also likely to include language on channel repositioning. And it probably will extend what Padden calls the "copyright-free may-carry zone out to the boundaries of each station's home ADI, so that no cable company would ever be required to pay distant signal fees to retransmit the signal of a home ADI local station."

In hindsight, INTV should have stuck with its own proposal to link must carry and the compulsory license, said the association's president. "We abandoned that proposal and folded into the mainstream industry compromise because just about everybody in town was telling us that's what we should do. I think all of that advice was given in good faith. It just turned out not to be good advice."

But inserting language on channel shifting in any must-carry measure may meet resistance from cable. "It's fair to say those broadcasters who have the most concern about channel repositioning thus far have

been unable to articulate a neutral principal on which they would like channel positions to be based," said Mooney, "which is an elaborate way of saying the only neutral principal to base a channel positioning requirement on would be the station's off-air number. The UHF's don't like that, do they? They all want to be made into V's. I don't think in the end they have a persuasive argument because they can't tell you what they want. The reason they can't tell you what they want is because it would be too much of an embarrassing admission on the part of the U's. What the U's want is to be V's," he concluded.

Regardless of where the parties stand on the issue, there is a general consensus that it is going to take some doing. "We believe that it is going to take quite a lot of work and negotiation," said TOC Chairman James T. Lynagh of Multimedia Broadcasting. "I think everybody does feel must carry is essential," said Lynagh, "but at what cost? And how does it get put together?" □

Killory asks courts to trust FCC

General counsel decries what she says is jaundiced view of FCC

FCC General Counsel Diane Killory addressed hundreds of communications attorneys at a Federal Communications Bar Association luncheon in Washington last week, but her speech's simple message was directed at the federal courts. The message: Trust the FCC.

Killory said she was troubled that "honest differences of opinion seem to have given rise to a more generalized distrust and disdain toward the commission.

"Let me just say that we all recognize that the courts—and Congress—certainly will not always agree with the FCC," she said. "But distrusting the commission motives is both unwarranted and counterproductive.



Killory

Such distrust only obscures a full and fair airing of the issues and precludes a constructive dialogue."

Killory illustrated the problem through the discussion of two cases: 1) Rupert Murdoch's challenge of the constitutionality of a congressional measure that effectively codified the FCC's newspaper-television cross-ownership ban and prohibited the FCC from extending waivers of the ban, and 2) District Court Judge Harold Greene's refusal to relinquish oversight of the seven regional Bell operating companies' entry into new businesses to the FCC. (Greene has maintained oversight of the RBOC's since their creation in 1982 by terms of the consent decree [modified final judgment] that ended the government's antitrust suit with the breakup of AT&T.)

At oral arguments on the Murdoch lawsuit (BROADCASTING, Feb. 15), Killory said, Judge Lawrence Silberman "seemed to view the commission as weak willed, always ready to cave in on an issue at the slightest suggestion of congressional disapproval—in short, overly terrified of dipping our toes in political hot water."

"Judge Silberman's view of the FCC contrasts sharply with that put forward on occasion by Judge Greene in his oversight of the MFJ," Killory said. "Judge Greene seems to view the commission as a stampeding, deregulatory cyclops with its only eye fixated on the elimination of all restrictions—in short, a headstrong agency that would operate unchecked unless reined in by the court."

Killory argued the FCC was not behaving like a congressional "lapdog" when it argued in court for the congressional measure codifying the crossownership ban. She also contended that the FCC was not a "regulatory bully" and fully capable of regulating the RBOC's.

When Murdoch filed his lawsuit, Killory said, he put the FCC in the position of defending "a statute that, as a matter of policy, the commission would have preferred never existed. But...the issue presented by the Murdoch lawsuit was not whether the FCC agreed with the legislation as a matter of policy—or even whether we approved of the process used by Congress. Rather, the issue was solely whether the legislation was constitutional."

After reviewing the constitutional questions, Killory said, the FCC concluded it could defend the statute "with certain caveats." The FCC found little support for Murdoch's separation-of-power or First Amendment claims, she said. And, she said, "we made clear that we were not expressing an opinion as to the wisdom of the statute—nor the underlying crossownership rule."

Killory said the FCC's willingness to stand up to Congress was amply demonstrated by its vote last August to repeal the fairness doctrine. "We didn't welcome the fight, but we did what we believe is right."

At the oral arguments, Killory said, Judge Silberman noted that the FCC indicated in its brief that it could grant Murdoch a permanent waiver of the crossownership ban in spite of the congressional measure, but suggested that the the FCC would be afraid to consider such a request because of the potential fallout from Congress.

"Now the judge was asking me whether the commission—faced with similar political pressure—would give due consideration to a permanent waiver request from Murdoch," Killory said. "The short answer is an unequivocal yes."

According to Killory, Greene now bases his oversight on the RBOC's on testimony he heard during the antitrust trial prior to the MFJ. "Because Judge Greene won't place any confidence in these FCC safeguards, his antitrust analysis is no different now than it was seven years ago, when he presided over the AT&T suit—or five-and-one-half-years ago, when the restrictions originally were approved by the court: one local telephone company, no entry for the RBOC's into competition services."

But the world has changed and the FCC is better able to regulate the RBOC's than it was six or seven years ago, she said. Because of the breakup, there is "no longer a

single, unified Bell system voice," she said. "The RBOC's different views and information enhance our ability to figure out what is fair, and what the best solutions are," she said. What's more, she said, "The commission has...developed detailed regulatory mechanisms, the purpose of which is to preclude an RBOC or AT&T from using its market power to impede competition."

"The commission concern here is not the lack of additional business opportunities for the RBOC's," Killory said. "It's the concern that the American public is needlessly being denied new and innovative services that the RBOC's could offer."

Killory said the FCC needs to have a "dialogue" with Greene. "We need to make him understand the bona fide nature of our concern for the public interest. Only then will he be willing to rely on the information we provide him as he makes his antitrust determinations." □

Cable goes after A/B switch

Group of system operators seeks reconsideration by appeals court of requirement to inform subscribers and offer switches

The cable operators who persuaded a three-judge panel of the U.S. Court of Appeals in Washington to strike down the FCC's must-carry rules as unconstitutional asked the court last week for an en banc hearing to reconsider the panel's decision to preserve a portion of the rules requiring cable operators to offer A/B switches and provide information about them to subscribers.

The panel struck down the must-carry rules on Dec. 11, 1987. On the FCC's motion for clarification, the panel said on Jan. 29 that the ancillary A/B switch requirements were untouched by the Dec. 11 ruling. The switch rules "were not included in petitioners' First Amendment and statutory challenge to the must-carry regulations... Nor are the...[rules] so inextricably bound up with the must-carry requirement as to constitute an inseparable package."

The operators, led by Century Communications Corp., argued in a 15-page brief supporting their petition for rehearing that the panel in its Jan. 29 ruling had "materially altered if not reversed" its finding of a month earlier. "Acting largely in the nature of a 'super agency,' the court obviously changes its mind, apparently buys a goodly portion of the heretofore rejected agency rationale and effectively rehabilitates prominent [sic] portions of the commission's 'vacated' regime through a rule-refining process," the brief said.

The must-carry rules required most cable systems to carry a minimum number of local broadcast signals for five years. To smooth the transition to the ultimate disappearance of carriage requirements, the rules also dictated that cable operators educate subscribers about the uses of A/B switches and offer to install switches or supply them to do-it-yourselfers. Cable operators have to bear the cost of the consumer education program, but may pass the cost of the switches on to the subscribers.

Because of the court action, the FCC has indefinitely delayed the required start of the "consumer education" program and switch offers. However, some cable operators sent out information before the original Dec. 10 deadline and the first of the stays.

To demonstrate the "substantive, burdensome and costly nature" of the A/B switch requirements, the operators attached to their brief an affidavit from an executive of United Cable Television Corp. According to the affidavit, United spent between \$109,600 and \$175,000 to print and mail "consumer education notices" to its 1,019,767 subscribers prior to the Dec. 10 deadline. United estimates that it also cost more than \$50,000 to prepare the notices.

In the brief, the operators said they concur with the panel's Dec. 11 finding that the FCC's must-carry policy "is lacking in any factual or legal support and therefore is constitutionally defective.... But by its post-opinion order...the court now appears to carve out as fully acceptable a not-insignificant portion of that rationale.... That which the court appropriately adjudged on Dec. 11 was thereafter abruptly undone on Jan. 29."

The FCC's rationale for the must-carry rules is based on the commission's assertion that it may give preferential treatment to broadcasters, the operators said. "Petitioners' complaint now is that the court must not, consistent with its constitutional and other obligations, condone even a portion of a regulatory agenda that has its genesis in such a misguided (and, we urge, facially unconstitutional) underpinning."

"If...the regulatory regime at bar is grounded in fundamentally flawed concepts of constitutional law, no product of the 'program' should be segregated out by the court for piecemeal revitalization—especially through 'adjustment' at the hands of the creator of the 'unconstitutional' package," the brief said. "Where one administrative proceeding is...so permeated by a presumptively unconstitutional predicate and theme, the only appropriate relief is, as this court initially ordered, to vacate the actions under review." □

Commenters defend and decry FCC's removal of children's advertising limits

NAB cites survey showing that commercial time has not risen above maximum under old rules; ACT says marketplace does not address special needs of children

The National Association of Broadcasters, in comments filed with the FCC last week, said the agency was correct in dropping its limits on the amount of advertising that could be broadcast in children's programming. The FCC opened the inquiry on children's programming last year after the court of appeals found that the agency had insufficiently justified its removal of those limits.

The NAB supported its argument with the results of a 267-station survey recently completed by the NAB research and planning department. Said the NAB: "The survey reveals no pattern of problems or abuses from advertising in today's deregulated television environment. There is simply no need, no need at all, for re-regulation." According to the survey, the amount of advertising in children's programs is less than the nine-and-a-half-minute maximum set forth in the old FCC guidelines. The survey found commercial stations now average eight minutes, 38 seconds of commercials per hour. It found that nonnetwork children's programming contained an average of eight minutes, 28 seconds of commercial time; network programming averaged nine minutes, 10 seconds, and syndicated or barter programming averaged eight minutes, 43 seconds.

The Association of Independent Television Stations supported the NAB's conclusions, adding "there is no reason to prohibit so-called 'program-length commercials.' Not only is there no evidence that children are harmed by programming based on toy themes, but no party has devised a meaningful definition of 'program-length commercials.'"

Capital Cities/ABC said in its filings that decisions to broadcast toy-oriented programs should rest with the broadcaster. "When presented by responsible broadcasters, toy-related programs do not contain direct or indirect exhortations to acquire products and are not accompanied by commercials for any product they relate [to]." Capcities said the decision to broadcast such a program should "rely on the good faith judgments of broadcasters."

In its filings, Action for Children's Television said, the commission must "enforce the ban on interweaving commercial and programming material and reimpose commercial guidelines limiting advertising on children's programs." ACT said "the marketplace does not work in the case of young children who cannot comprehend the difference between commercial and programming material." ACT said that was particularly the case in pro-

grams oriented around children's products. "We continue to believe and to urge that many programs involved in the children's area constitute program-length commercials—that is the entire program is built around a toy product." For ACT this meant that the "toy manufacturers are simply 'ripping off' the child audience." ACT said. "It is this skewing of the programming decisional process which we urge to be fundamentally at odds with the public interest." It suggested that "The commission should adopt guidelines which require a minimum period, i.e., two years, during which the program would be aired without the simultaneous promotion of products on television."

The National PTA filed comments concurring with ACT. It said that the 1974 guidelines were "appropriate" and urged that the commission "reimpose the advertising guidelines and limits immediately."

Gabbert seeking reconsideration

San Francisco broadcaster Jim Gabbert said last week he will ask the FCC to reconsider its Feb. 18 disapproval of his \$11-million purchase of KHIT(FM) San Francisco (formerly KICY), contending that the decision, if it stands, will cost him \$1 million and threaten his continued ownership of a struggling UHF independent in the market, KOFY-TV.

Gabbert, who also owns KOFY(AM) San Mateo (San Francisco), also plans to ask the FCC to reject Thomas C. Ballantyne's petition to deny the sale. Ballantyne, a KICY/KHIT listener who has objected to an editorial on KOFY-TV, has opposed the sale of the FM on the grounds that it will reduce ownership diversity in the market.

If the FCC does not act quickly to reverse itself, Gabbert may lose \$1 million and be forced to sell KOFY-TV. When he signed the deal to purchase KHIT from Olympic Broadcasting last year, he promised to close the deal prior to next April 17 or forfeit \$1 million in "good faith" money. He cannot go to closing without FCC approval. (Gabbert said BROADCASTING incorrectly reported in its Feb. 15 issue that he would forfeit the money only if the FCC failed to act prior to April 17.)

The situation jeopardizes KOFY-TV, Gabbert said, since to pay the \$1 million, he would probably have to sell the TV station.

Gabbert's principal problem with the FCC stems from the one-to-a-market rule, which bars a broadcaster from acquiring a television station and radio station in the same market. The FCC will grant a waiver of the rule if it can be persuaded the waiver will promote UHF television. Indeed, the FCC had granted Gabbert a waiver of the rule so that he could purchase KOFY and integrate its operation with that of KOFY-TV.

After signing the deal with Olympic, Gabbert asked for another waiver. But, this time, the FCC said no. In a Feb. 18 letter to attorneys for Olympic and Gabbert, FCC Mass Media Bureau Chief Alex Felker said: "Pacific [Gabbert's Pacific FM Inc.] has failed to demonstrate how...the assignment of...[KHIT] is essential to the vitality of station KOFY-TV or how the FM will make a substantial contribution to the overall devel-

The National Educational Association also filed in support of the original guidelines and expressed its concern over toy-oriented programs. NEA offered a definition of a program-length commercial to be one that "reveals that it has an overriding commercial purpose."

The American Academy of Pediatrics also filed comments in agreement with ACT. AAP said: "It is surprising that the dominant focus of the FCC's statement...is on the marketplace, because the needs of children far outweigh economic concerns." The AAP supported ACT's proposal for a two-year waiting period before promotion of cartoon-based products.

ACT has also petitioned the FCC for a new notice of inquiry "to determine the status of efforts by commercial broadcast television licensees to meet their obligations...in children's television programming." □

opment of that UHF station."

By Pacific's own admission, the FCC said, KHIT is less powerful than other FM stations in the market and a money loser in need on "revitalization." "It seems clear that the money required to revitalize...[KHIT] and to fund the \$11,080,000 purchase price will reduce Pacific's profitability substantially, at least in the short run. This factor and the absence of any other demonstrated benefit to KOFY-TV from the combined ownership and operation makes it difficult to find that the purchase of...[KHIT] will benefit the development or operation of the UHF station significantly."

Gabbert's other problems were petitions to deny filed by Ballantyne and the Coalition to Save the City, a group that wants to preserve the station's eclectic format.

As of late last week, Ballantyne was pressing forward with his petition to deny. However, Gabbert said, the Coalition to Save the City has agreed to withdraw its petition in exchange for the programming commitments. When he sat down with the coalition leaders, Gabbert said, "we found we were not as far apart as we thought."

With the coalition on board, he said, the negative pressure generated to block the sale can be transformed into positive pressure to get the FCC to approve the sale.

Gabbert is upset with the FCC, not only for its rejection of the transfer application, but also for taking so long to act. "The FCC really did stick it to me," he said. "Why couldn't they come to me in October and tell me this thing didn't qualify [for a waiver]. Seven months to write that letter. Why didn't they ask me: 'How do you intend to make it work?'"

If the FCC had asked, Gabbert said, he would have explained how the acquisition of the FM would have benefitted the UHF. KOFY and KHIT are money losers, ranking 18th and 13th in the market, respectively, he said. Each bills about \$1 million a year, he said. But if the audiences of the stations could be sold to advertisers in combination, the combination would become, in effect, the fifth largest station in the market and billings would jump to \$6.5 million. □

Stock Index

	Closing Wed Feb 24	Closing Wed Feb 17	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC	347 3/4	347 1/4	1/2	00.14	24	5,625
N (CBS) CBS	167	162 1/2	4 1/2	02.76	9	3,946
A (CCU) Clear Channel	13 1/2	13 7/8	- 3/8	-02.70	24	43
O (INFA) Infinity Broadcast	19	19 1/4	- 1/4	-01.29	-146	159
O (JCOR) Jacor Commun.	5 3/8	5 3/8		00.00		30
O (LINB) LIN	51 1/2	50 5/8	7/8	01.72	27	2,761
O (MALR) Malrite	7	6 1/2	1/2	07.69	-10	95
O (MALRA) Malrite 'A'	6 3/4	6 3/8	3/8	05.88	-9	92
O (OBCCC) Olympic Broad.	4 1/4	4 3/4	- 1/2	-10.52		10
O (OSBN) Osborn Commun.	5	5		00.00		5
O (OCOMA) Outlet Commun.	15 3/4	13 5/8	2 1/8	15.59		103
A (PR) Price Commun.	8 3/8	8 1/4	1/8	01.51	-6	71
O (SAGB) Sage Broadcasting	5 1/2	5	1/2	10.00	-8	21
O (SCRIP) Scripps Howard	79	83	- 4	-04.81	26	815
O (SUN) SunGroup Inc.	1 1/4	1	1/4	25.00	-1	2
O (TLMD) Telemundo	7 1/2	8	- 1/2	-06.25	-1	43
O (TVXG) TVX Broadcast	3 3/4	3 1/4	1/2	15.38	-2	22
O (UTVI) United Television	27 1/4	26 1/2	3/4	02.83	45	298

	Closing Wed Feb 24	Closing Wed Feb 17	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	46 7/8	46	7/8	01.90	19	494
O (ASTV) Amer. Comm. & TV	1/8	1/8		00.00		9
N (AFL) American Family	13 1/2	13 1/4	1/4	01.88	12	1,092
O (ACMA) Assoc. Commun.	33 1/2	32 1/2	1	03.07		319
O (BMAC) Bus. Men's Assur.	27 1/8	26	1 1/8	04.32	38	284
N (CCN) Chris-Craft	21 3/8	20 3/8	1	04.90	30	452
N (DNB) Dun & Bradstreet	50 1/2	49 7/8	5/8	01.25	20	7,679
O (DUCO) Durham Corp.	27 1/4	27 1/4		00.00	16	232
N (GCI) Gannett Co.	35 5/8	35 1/2	1/8	00.35	19	5,756
N (GY) GenCorp	21 1/2	19 1/4	2 1/4	11.68	11	1,440
O (GACC) Great Amer. Comm.	11	11 1/8	- 1/8	-01.12	11	256
N (JP) Jefferson-Pilot	30 1/8	29 3/8	3/4	02.55	10	1,210
N (KRI) Knight-Ridder	43 5/8	42	1 5/8	03.86	17	2,503
N (LEE) Lee Enterprises	24 5/8	23 7/8	3/4	03.14	15	613
N (LC) Liberty	38 3/8	39 1/4	- 7/8	-02.22	13	367
N (MHP) McGraw-Hill	57 3/4	54 5/8	3 1/8	05.72	19	2,918
A (MEGA) Media General	44 7/8	45 1/2	- 5/8	-01.37	65	1,265
N (MDP) Meredith Corp.	30	29	1	03.44	16	576
O (MMEDC) Multimedia	59	57	2	03.50	5900	649
A (NYTA) New York Times	31 3/4	29 7/8	1 7/8	06.27	17	2,600
N (NWS) News Corp. Ltd.	17	16 3/4	1/4	01.49	10	2,154
O (PARC) Park Commun.	25 1/4	25 1/4		00.00	22	348
O (PLTZ) Pulitzer Publishing	31	31 1/4	- 1/4	-00.80	25	324
N (REL) Reliance Group Hold.	6	5 3/4	1/4	04.34	6	450
O (RTRS) Reuters Ltd.	53 3/4	51 1/8	2 5/8	05.13	25	22,314
T (SKHA) Selkirk	22 1/4	19 1/2	2 3/4	14.10	48	180
O (STAUF) Stauffer Commun.	146	139	7	05.03	24	146
N (TMC) Times Mirror	35 7/8	36 1/4	- 3/8	-01.03	14	4,628
O (TMCI) TM Communications	7/8	13/16	1/16	07.69	4	6
O (TPCC) TPC Commun.	3/16	3/16		00.00		2
N (TRB) Tribune	38 5/8	39 3/8	- 3/4	-01.90	14	3,043
A (TBSA) Turner Bcstg. 'A'	10 3/4	10 7/8	- 1/8	-01.14	-1	234
A (TBSB) Turner Bcstg. 'B'	8 1/2	7 3/4	3/4	09.67	-1	185
A (WPOB) Washington Post	205	196	9	04.59	22	2,633

	Closing Wed Feb 24	Closing Wed Feb 17	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O (SP) Aaron Spelling Prod.	5 1/4	4 5/8	5/8	13.51	4	96
O (ALLT) All American TV	1 7/8	2 1/8	- 1/4	-11.76		7
O (BRRS) Barris Indus.	9 1/2	10	- 1/2	-05.00	-4	77
N (KO) Coca-Cola	38	37 3/8	5/8	01.67	13	14,265
A (CLR) Color Systems	4 1/2	3 5/8	7/8	24.13	-2	24
N (KPE) Columbia Pictures	6 7/8	7 1/4	- 3/8	-05.17		66
O (CAVN) CVN Cos.	10 1/2	10 1/8	3/8	03.70	-31	191
A (DEG) De Laurentis Ent.	1 1/4	1	1/4	25.00		14
O (dcpi) dick clark prod.	5 1/8	5 1/8		00.00	13	42
N (DIS) Disney	61 3/8	59	2 3/8	04.02	21	8,062
N (DJ) Dow Jones & Co.	33	32	1	03.12	16	3,195
O (EM) Entertainment Mktg.	4 5/8	4 1/8	1/2	12.12	15	56
O (FNNI) Financial News	8	7 1/8	7/8	12.28	50	94
A (FE) Fries Entertain.	2 1/8	2 1/4	- 1/8	-05.55	9	11
N (GW) Gulf + Western	78 1/2	75 3/8	3 1/8	04.14	18	4,769
O (HRSI) Hal Roach	3 3/4	4 1/4	- 1/2	-11.76	-8	26
A (HHH) Heritage Entertain.	2 7/8	2 5/8	1/4	09.52	2	13
A (HSN) Home Shopping Net.	5 1/8	4 3/4	3/8	07.89	14	440
N (KWP) King World	21 1/8	20 1/4	7/8	04.32	21	632
O (LAUR) Laurel Entertain.	1 1/2	1 5/8	- 1/8	-07.69	3	3
A (LT) Lorimar-Telepictures	11	10 1/4	3/4	07.31	-8	503
N (MCA) MCA	46 1/4	45 1/4	1	02.20	21	3,514
N (MGM) MGM/UA Commun.	9 3/8	8 1/2	7/8	10.29	-11	469
A (NHI) Nelson Holdings	1/2	3/8	1/8	33.33	-5	13

	Closing Wed Feb 24	Closing Wed Feb 17	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
A (NWE) New World Enter.	2 1/2	2 5/8	- 1/8	-04.76	1	27
O (NNET) Nostalgia Network	1 5/8	1 7/8	- 1/4	-13.33	-2	5
N (OPC) Orion Pictures	17 1/8	18 1/8	- 1	-05.51	27	295
O (MOVE) Peregrine Entertain.	2 7/8	3 1/8	- 1/4	-08.00	-95	6
N (PLA) Playboy Ent.	12 3/4	12 3/4		00.00	-8	118
O (QVCN) QVC Network	6	5 5/8	3/8	06.66		39
O (RVCC) Reeves Commun.	6 1/8	6 5/8	- 1/2	-07.54	612	76
O (RPICA) Republic Pic. 'A'	5 1/8	5 5/8	- 1/2	-08.88	56	21
O (RPICB) Republic Pic. 'B'	6	6		00.00	42	4
A (RHI) Robert Halmi	1 5/8	1 3/8	1/4	18.18	6	36
O (SMNI) Sat. Music Net.	3 3/4	4	- 1/4	-06.25	-93	33
N (WCI) Warner	32 5/8	30 3/4	1 7/8	06.09	19	4,080
O (WWTW) Western World TV.	3/16	3/16		00.00	1	
O (WONE) Westwood One	24	22	2	09.09	32	297
O (AMEA) A.M.E. inc.	10 3/4	9 7/8	7/8	08.86	11	56

	Closing Wed Feb 24	Closing Wed Feb 17	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
SERVICE						
O (BSIM) Burnup & Sims	10	9 7/8	1/8	01.26	21	159
O (CVSI) Compact Video	3 1/2	3 3/8	1/8	03.70	-2	23
N (CQ) Comsat	29	27 3/4	1 1/4	04.50	-12	531
N (FCB) Foote Cone & B.	49 1/2	49 1/2		00.00	15	206
O (GREY) Grey Advertising	98 3/8	107	- 8 5/8	-08.06	14	119
O (IDBX) IDB Communications	7 3/4	6 3/4	1	14.81	31	31
N (IPG) Interpublic Group	32	30 3/4	1 1/4	04.06	15	710
A (MOV) Movielab	6 3/4	6 3/4		00.00		11
O (OGIL) Ogilvy Group	27 1/2	27 1/2		00.00	14	379
O (OMCM) Omnicom Group	18 3/4	17 7/8	7/8	04.89	-85	459
N (SAA) Saatchi & Saatchi	23 7/8	21 5/8	2 1/4	10.40	12	3,478
O (TLMT) Telemation	1 1/4	1 1/4		00.00	5	5
A (TPO) TEMPO Enterprises	8 1/8	8	1/8	01.56	27	46
A (UNV) Unitel Video	9	8 7/8	1/8	01.40	13	19

	Closing Wed Feb 24	Closing Wed Feb 17	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
CABLE						
A (ATA) Acton Corp.	15 1/4	14 3/4	1/2	03.38	4	18
A (ACN) American Cable	46 1/8	46	1/8	00.27	-94	460
O (ATCMA) Amer. TV & Comm.	25 1/2	24 1/8	1 3/8	05.69	85	2,787
A (CVC) Cablevision Sys. 'A'	28 5/8	28 3/8	1/4	00.88	-17	601
N (CNT) Centel Corp.	42 1/2	39 3/4	2 3/4	06.91	16	1,232
O (CCOA) Century Commun.	18	17 3/4	1/4	01.40	-64	520
O (CMCSA) Comcast	27 1/8	24 1/8	3	12.43	-123	1,125
O (ESSAC) Essex Commun.	17 3/4	18 1/4	- 1/2	-02.73	-40	65
A (FAL) Falcon Cable Systems	18 1/4	18 3/8	- 1/8	-00.68	-57	118
O (JOIN) Jones Intercable	12 3/8	12 1/2	- 1/8	-01.00	38	157
T (MHPQ) Maclean Hunter 'X'	23	22 1/2	1/2	02.22	31	847
O (TCAT) TCA Cable TV	28 1/2	27 1/2	1	03.63	58	308
O (TCOMA) Tele-Commun.	27	24 5/8	2 3/8	09.64	44	3,917
N (TL) Time Inc.	90 5/8	88 3/4	1 7/8	02.11	14	5,380
O (UACI) United Art. Commun.	27 5/8	27	5/8	02.31	230	1,134
N (UCT) United Cable TV	29 3/4	27 7/8	1 7/8	06.72	-495	1,124
N (VIA) Viacom	23 7/8	23	7/8	03.80		1,272
N (WU) Western Union	3 5/8	3	5/8	20.83		88

	Closing Wed Feb 24	Closing Wed Feb 17	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
ELECTRONICS/MANUFACTURING						
N (MMM) 3M	59	59 5/8	- 5/8	-01.04	14	13,421
O (AMCI) AM Communications	7/16	13/32	1/32	07.69		1
N (ARV) Arvin Industries	19 3/4	18 3/4	1	05.33	8	375
O (CCBL) C-Cor Electronics	7 1/4	6	1 1/4	20.83	15	14
O (CATV) Cable TV Indus.	2	2		00.00	-13	5
A (CEC) Cetec	4 3/4	4 7/8	- 1/8	-02.56	36	8
N (CHY) Chyron	4 3/4	4 3/4		00.00	15	48
A (CXG) CMX Corp.	1	1		00.00	9	8
A (COH) Cohu	7 3/4	6 3/4	1	14.81	14	14
N (EK) Eastman Kodak	41 3/8	42 1/2	- 1 1/8	-02.64	10	9,348
N (GRL) Gen. Instrument	31	30 5/8	3/8	01.22	-13	1,009
N (GE) General Electric	43 7/8	43 7/8		00.00	16	40,102
O (GETE) Geotek Inc.	3/4	3/4		00.00	-2	2
N (HRS) Harris Corp.	28 3/4	28 7/8	- 1/8	-00.43	15	843
N (MAI) M/A Com. Inc.	10 3/8	10 1/8	1/4	02.46	4	335
O (MCDY) Microdyne	3 1/4	3 1/4		00.00	-2	14
N (MOT) Motorola	47 1/8	44 5/8	2 1/2	05.60	26	6,058
N (OAK) Oak Industries	1 1/8	1	1/8	12.50	1	81
A (PPI) Pico Products	2 1/2	3	- 1/2	-16.66	-50	8
N (SFA) Sci-Atlanta	13 7/8	12 1/2	1 3/8	11.0		

Another week of high drama for a TV preacher

Confessing to sexual misconduct, Jimmy Swaggart steps down from television ministry as church investigates charges brought by another TV evangelist

Religious broadcasters once again took center stage in the news last week when, in the wake of national attention initiated the previous Friday night by an ABC *Nightline* story concerning his personal sexual behavior, prominent television evangelist Jimmy Swaggart used his regular one-hour Sunday (Feb. 21) broadcast to announce that he would relinquish his television pulpit for an indefinite period and to apologize for sexual misconduct. Allegations surrounding the nature of the misconduct grew more specific during the week.

Less than one month after the National Religious Broadcasters association acted to require more stringent "accountability to God and man" from its members, including Swaggart (BROADCASTING, Feb. 8), Swaggart—for almost 30 minutes before his Baton Rouge Family Worship Center congregation—apologized to his wife, his son and daughter-in-law, his church and ministry colleagues, fellow religious broadcasters, his congregation, God and the "hundreds of millions" of "nameless" people who have seen his broadcasts and looked to him as a "beacon" of Christian gospel. "I have sinned against you," he said. "and I beg your forgiveness." The performance was videotaped and made available later for national audiences.

Although he returned again and again to an even, quiet and deliberate delivery, Swaggart's address was emotional, marked by tears, sobs, a trembling jaw, long pauses, a sometimes rasping whisper and at other times by his familiar booming shouts. "No one is to blame but Jimmy Swaggart," he said.

The Swaggart story became public beginning with a Feb. 19 *Nightline* broadcast, featuring John Camp, WBRZ(TV) Baton Rouge reporter; former Moral Majority vice president, Cal Thomas, and a longtime Swaggart friend, the Rev. Mike Evans, a Fort Worth television evangelist.

Nightline reported then that Swaggart had flown secretly, on Thursday evening, Feb. 18, to Assemblies of God national headquarters in Springfield, Mo. *Nightline* also reported allegations from unnamed sources that photographs of Swaggart and a "known prostitute" had been turned over to Swaggart's church. Host Ted Koppel noted the Assemblies of God Friday announcement that it had begun an investigation of the popular minister, who, it said, was cooperating fully. *Nightline*, said Koppel, had gained



Swaggart on 'Nightline'

"enough confirmation from enough sources, some of them with axes of their own to grind," to report that Swaggart was accused of sexual misconduct first known to another evangelist, defrocked Assemblies of God pastor, Marvin Gorman, as early as last October.

The following day, Saturday, Feb. 20, the story was being run by virtually all the media in the country, and Sunday morning Swaggart taped his apologies before the congregation and the Jimmy Swaggart Ministries' cameras at his Baton Rouge Family Worship Center.

Swaggart displayed an apparent desire to cooperate with the secular press as well. Even before beginning his first apology (to his wife, Frances), he reminded his audience that, in the past, "Many times I have addressed the media, and I have chastised them for what I...believed was error... This time I do not. I commend them."

He singled out for praise Koppel, Baton Rouge television stations WAFB-TV, WVLA(TV) and WBRZ(TV). He also addressed his "old nemesis," Camp, as "one of the finest investigative reporters in the world." Camp had won a 1983 Peabody Award for *Give Me That Big Time Religion*, a report on the Swaggart ministries.

"I feel that the media," Swaggart said, "in print and by television and radio, have been fair and objective and even compassionate." ABC's Koppel, he said, "did everything within his power [during the Friday, Feb. 19, *Nightline* telecast], going the second, third,

fourth, fifth and tenth mile, to make doubly certain that what he reported was at least as fair and honest as he, the spokesman for this world-famed news program, could make it."

Nightline's Friday broadcast was followed by a Monday, Feb. 22, broadcast, with guests NRB Executive Director Ben Armstrong; former PTL executive, Richard Dortch, and televangelist, John Robison, on the aftermath of Swaggart's stepping down.

By Tuesday, that aftermath included charges by presidential candidate Pat Robertson (who now objects to being called a former TV evangelist) that the release of evidence against Swaggart was timed to hurt Robertson's campaign in the South on the eve of Super Tuesday's round of 20 primaries and caucuses. In answer to Robertson's specific charge that Vice President George Bush's campaign might have engineered that timing, Bush said: "It's crazy. It's an absurd charge." Bush campaign spokesmen demanded proof or a retraction from Robertson by midday. Robertson's campaign was declining comment by late Tuesday morning.

"Based on a detailed confession [before the Louisiana district presbytery of his two-million-member Assemblies of God Church] and the evidence we observed [in person and on the Sunday night broadcast] of true humility," said district superintendent, Cecil Janway, on Tuesday, the presbytery offered Swaggart a "rehabilitation plan," beginning with a three-month sus-

pension from the pulpit. The district decision, NRB's Armstrong told BROADCASTING last week, was "a regional recommendation, not the final decision of the general counsel, which may not be so lenient." By the middle of last week, there were indications that a final decision by the Assemblies of God general counsel might in fact be harsher.

Assemblies of God Pastor Glen Cole, describing Swaggart's transgressions only as "sexual misconduct over a period of years," said Monday on *Nightline*, he was "still in shock from the things I've heard in the past 72 hours." Some reports characterized the misconduct as "pornographic," not involving physical contact. The Assemblies of God refused comment on the investigation until Monday evening when Janway announced the decision offering Swaggart the rehabilitation plan by which Swaggart must undergo two years' counseling, cannot hold the title of pastor of his church during that time, but can preach again in the U.S. beginning May 22.

Swaggart's Sunday broadcast included no detailed confession. At the opening of his address, Swaggart said, "I do not call it a mistake, a mendacity; I call it a sin." He elaborated no further on exactly what sin brought about the Assemblies of God investigation of him. *Nightline* had reported Friday that Gorman had known of the indiscretion last October but had wanted to give Swaggart time to confess to the Assemblies of God elders himself.

Camp told BROADCASTING Tuesday that a private detective almost certainly hired by Gorman had probably taken the photos and also obtained affidavits from more than one New Orleans prostitute concerning Swaggart's behavior. Tuesday evening, WBRZ ran Camp's story which included footage of an anonymous prostitute, face darkened, alleging Swaggart had offered her \$10 to let him fondle her while he masturbated.

The prostitute, said Camp, alleged that, before that encounter, she had first seen Swaggart masturbating in a car some months before and that she had subsequently seen him on three separate occasions with three other prostitutes known to her. It was through following the trail of Gorman's private detective, Scott Bailey, said Camp, that WBRZ, along with *Nightline* reporter Jim Walker, found the prostitute.

Swaggart had been a catalyst in bringing the Jim Bakker-Jessica Hahn scandal to light in early 1987 and was one of Bakker's more vocal critics. Gorman's apparent hiring of a detective to follow Swaggart and his providing the church with evidence against the man who precipitated his fall extends the pattern of television evangelists policing themselves, not through NRB, their churches, the Evangelical Council for Financial Accountability (EFCA) or any other oversight authority, but through a lengthening chain of cross allegations.

Gorman could not be reached for comment last week.

Swaggart has also been called before, and has agreed to cooperate with, the NRB's new Ethics and Financial Integrity Commission (EFICOM), said NRB's Armstrong. A review of the Jimmy Swaggart Ministries

"membership status," Armstrong said, has been added to the docket of next month's NRB executive committee meeting. Swaggart may or may not attend.

Unlike former PTL Ministries founder Jim Bakker, "who just resigned from everything and faced charges," said Armstrong, Swaggart has been "very cooperative." Although NRB's ethics code does not address personal conduct in specific ways, he said, it does contain "references to behavior inimical to the objectives of religious broadcasting." When Swaggart goes before EFICOM, he could face expulsion, said Armstrong, although NRB "would be leaning toward" a rehabilitation plan, in light of Swaggart's cooperation so far.

According to NRB's Audrey Langdon, the Assemblies of God—the church that ordained Swaggart, Gorman and Bakker—lifted Gorman's credentials just over a year ago after revelations, apparently expedited by Swaggart, of Gorman's own sexual misconduct surfaced. The Marvin Gorman Ministries, once with a strong television audience in Swaggart's southern Louisiana region, subsequently went into bankruptcy. Gorman himself fell a long way. He had been considered, said Langdon, heir apparent to then Assemblies of God general superintendent, Thomas Zimmerman—"like the pope of Pentacostals," said Armstrong. Zimmerman was the primary drafter of NRB's EFICOM language last year and now sits on that commission.

Gorman's \$90-million defamation lawsuit against Swaggart, dismissed by a Louisiana judge last year, is still alive, pending appeal. The rivalry between the two, said Langdon, goes back many years.

The Jimmy Swaggart Ministries turned away all questions last week. Swaggart's one-hour daily and one-hour Sunday programs reach a total of 1,759,000 households via cable and broadcast television distribution, according to December 1987 Arbitron numbers. The Jimmy Swaggart Ministries, owner of four AM and two FM stations in Florida, Louisiana, North Carolina, Ohio, Oklahoma and Texas, earned \$141.6 million in 1986 and were worth approximately \$150 million as of last December. Those figures affect the Assemblies of God. Swaggart's contributions have accounted for as much as 90% of the Assemblies of God foreign missions budget, Langdon said, with Swaggart's 1986 contribution totaling \$12 million.

"I have brought disgrace and humiliation and embarrassment upon you," he said Sunday to the Assemblies of God. But Swaggart's apology to fellow religious broadcasters may be as crucial to his broadcasting future as his apologies to his followers and his church. Addressing his "fellow television ministers and evangelists, already bearing an almost unbearable load," Swaggart said, "I have made your load heavier. I have hurt you."

CBN, after airing Swaggart's Sunday apologies on its own Monday *700 Club* show, announced last Tuesday its intention to air the apologies again in Swaggart's 7 p.m. Sunday, Feb. 28, slot on the CBN Cable Network, "because we feel it was a very historic event," said CBN's Benton Miller. But, he said, CBN intended not to air

any programs with Swaggart during his three-month suspension from the pulpit.

Earl Weirich, also of CBN, said pulling Swaggart would not signal a desire to disassociate the network from Swaggart. Approximately 25% of CBN Cable Network's programing might be seen as religious, he said, but "we are an entertainment network [and] we're not afraid of the loss of any one program affecting the network adversely." Although the nonprofit CBN ministry suffered a 32% drop in contributions last year attributable, in its view, to the Bakker scandal (BROADCASTING, Jan. 25), the for-profit cable network is "totally supported by cable operator-subscriber fees and advertising," and contribution money sent to the parent ministry does not trickle down to cable, he said. The cable network, he said, has continued to grow in the past year, up to 38.9 million subscribers from 35 million last fall, despite the Bakker scandal.

In dropping the Swaggart programs, Weirich said, CBN would be complying with Swaggart's voluntary move out of the role of minister. Airing reruns, he said, would constitute keeping Swaggart in the pulpit. Yet Swaggart's own ministry may not agree that rerunning Swaggart contradicts either Swaggart's or the church's intention. When told that a Feb. 22 *Washington Post* story reported that WDCA-TV Washington had been assured by the Swaggart ministry that past programs would be available for rerun for at least six months, Weirich noted the CBN decision was not a final one.

In addition to the six radio stations, Swaggart's ministry also owns a production facility, Starcom, which distributes videotapes of his programs to an estimated 150 television stations as well as to cable programmers.

For distribution beyond an estimated 140 broadcast TV stations airing his programs, Swaggart relies on the top three religious programmers in cable, the Christian Broadcasting Network's CBN Cable Network (with over 38 million subscribers), PTL's (now Heritage Ministries') The Inspirational Network (with almost 11 million) and Trinity Broadcasting (with just over seven million), for whom his programs are a strong draw.

Heritage's Inspirational Network said it had no plans to pull Swaggart out of its cable lineup.

Even in the event of his return to the television screen in May, Swaggart's and other ministries still may suffer the kind of erosion of viewer donations suffered last year by PTL, as well as by religious broadcasters across the board (BROADCASTING, Jan. 25). "There are two schools of thought," said Miller. "Some think [the scandal] will hurt us: some think it will help."

In reference to the ramifications of this latest scandal for religious broadcasters, Jerry Falwell told *Nightline* Monday, "I think the American people pretty well have settled down on the fact that Christians should have their faith in Christ and not in a person." For how many American viewers and contributors to ministries like Swaggart's whether this observation holds true remains to be seen. □

NCTA to choose new board members

A total of 13 slots are up for grabs with nominations opening March 14

There will be 13 seats up for re-election on the board of the National Cable Television Association this year, including three of four new seats designated for cable programmers.

In addition, several slots may open among the association's top officers. Secretary Steve Dodge, chairman and chief executive officer of American Cablesystems, has resigned his board seat and secretary's post, in light of Continental's purchase of American. And usually, although not invariably, the chairman steps down and is followed in ascending order by the vice chairman, secretary and treasurer. James Cownie, president of Heritage Communications, is currently chairman. John Goddard, president and chief executive officer of Viacom Cable, is vice chairman, and Robert Miron, president of Newhouse Broadcasting, is treasurer. NCTA said last week that Dodge's slot won't be filled until the next NCTA convention, since no board meetings are planned.

Of the seats up for election, nominations for candidates in the categories of programmers, at-large and associate director will open March 14.

There are two programmer seats on the board now; they will be expanded to six in the upcoming election. Two will be corporate seats, assigned to the companies with the highest paying dues members, a determination that will be completed next month. In addition, four other seats will go to programmers. Bill Grimes, president of ESPN, who already holds a programmer seat, will be counted as one of the four at-large seats. At least one of those slots must be filled by a programmer that is not among the top 10 dues-paying programmers. In addition to Grimes, the other programmer seat is held by Michael Fuchs, chairman of Home Box Office. His term expires this year. Only programmer members will vote in the election of the three seats.

Three of the 11 at-large director seats are up for election, those now held by June Travis, president of Rifkin & Associates, who is also on the executive committee; Richard Loftus, president of Trident Communications, and Jerry Lindauer, senior vice president, Prime Cable. Candidates must be either the chief executive officer, the chief operating officer or the most senior officer of the cable division at a company to be eligible. The terms are for three years.

One of the two associate director seats, the one held by Frank Drendel, president, Cable Home Communications Group, General Instrument, will be up for election, with nominations opening March 14. It is a two-year term.

In addition, four of the nine district director seats are up for election this year, with the candidates already announced. In district five, Fred Kennedy Jr., former president of Cable Communications, is not seeking reelection. Running uncontested in that district is David Hamilton, president of

Summit Communications. In district six, incumbent John Evans, president, Hauser Communications, is running uncontested. In district seven, incumbent Myron Pattison, president and chief operating officer, Cardinal Communications, is running against David Bohmer, president of Centel Cable, Oakbrook, Ill. Those seats are three year-terms. There will also be an election in district nine, to fill the remaining two years of the seat held by Dodge. Running in that race is Charles Townsend, president, Colony Communications, and Lawrence Flinn Jr., United Video Cablevision.

One of the two independent/small system seats on the board, that of Bryan Blow, president of Ajo TV, is up for re-election. He is running uncontested for another two-year term. The seat assigned to the Independent Operators Board, held by Joseph Gans Sr., president of Cable TV Co., is also up for re-election. Nominations for that seat come from the IOB, with the full membership ratifying that candidate.

Ten corporate director seats will be filled by the top 10 dues payers to the association. That determination is based on dues collected in 1987 and is expected to be announced shortly. Companies then choose which executive will serve on the board.

The winners of the four district races and the independent/small-system seat will be announced March 8. The election for the three at-large, three programmer, one associate and one Independent Operator Board seats will be held at the annual convention, April 30-May 3 in Los Angeles.

Once the board has been chosen, it elects the board's top four officers, chairman, vice chairman, secretary and treasurer. Those four slots, plus the immediate past chairman will make up five of the nine members of the executive committee.

The new chairman will select three other board members to be on the executive committee, which will be approved by the board. NCTA President Jim Mooney is the ninth member of the executive committee.

Broadcasters are Washington bound

Annual meeting of state association officials will feature legislative updates and congressional lobbying

Some 200 broadcasters will descend on Washington this week as part of the National Association of Broadcasters annual State Leadership Conference. The three-day meeting for state broadcast association officials is aimed at fortifying NAB's lobbying presence on Capitol Hill. The conferees will hear from key policymakers including FCC Chairman Dennis Patrick, House Majority Whip Tony Coelho (D-Calif.), Representative Hal Rogers (R-Ky.) and Senators George Mitchell (D-Me.), chairman of the Democratic Senatorial Campaign Committee, and Howell Heflin (D-Ala.).

Held at the J.W. Marriott hotel from Feb. 29 to March 2, the meeting is for the executive directors and presidents of each state broadcasting association as well as the state chairmen of NAB's grass-roots lobbying committee and Television and Radio Political Action Committee. And some of the association officials will be accompanied by a rather sizable delegation of broadcasters because many of the state organizations have scheduled their own yearly visits to Washington to coincide with the conference.

This year, broadcasters will focus on a number of legislative issues including restoration of the FCC's must-carry rules and passage of a lottery advertising bill. NAB is also staying on the defensive in case efforts to regulate or restrict advertising and attempts to impose a tax on the transfer of station licenses are revived. The latter is seen by the NAB as potentially volatile as long as Congress is searching for additional revenue to offset the federal deficit.

Children's television is another item broadcasters are expected to discuss with lawmakers. Later this month, the House

Telecommunications Subcommittee is expected to convene a hearing on a bill that would limit advertising during children's television programs and require TV broadcasters to air a minimum of seven hours of "educational and informational" programming a week. The measure is considered to be on a fast track in the House (Subcommittee Chairman Ed Markey [D-Mass.] says he'll move for a subcommittee vote by the end of March) and may be hard to stop during an election year. One Hill aide said the bill is seen as a "good campaign issue."

The industry's concerns about high-definition television may crop up during the conference, and music licensing legislation is of interest too. The All-Industry Television Station Music License Committee is hosting a reception Tuesday evening, March 1. The association hopes to use the congressional visits to lay the groundwork for support, possibly in the next Congress for a license renewal reform bill exclusively for radio.

The meeting gets under way on Monday and features several sessions for the executive directors and presidents on the business of running a trade organization. During lunch, attendees will hear from Jim McKinney, deputy assistant to the President, director, White House military office. McKinney, whose presentation is called "Inside the White House," is a former FCC Mass Media Bureau chief.

Tuesday's activities (March 1) include remarks by Senator Mitchell in the morning on "Freedom of Expression through Political Action," followed by a presentation on "successful lobbying" with Heflin and Rogers. Coelho is the luncheon speaker. Wednesday is devoted to Hill visits, and the conference closes that evening with a dinner featuring James Boren, who satirizes bureaucracies. □

Metropolitan slims down to service debt

Group bought by management for record price has sold five of nine stations to help pay down debt on \$300-million 1985 deal for Metromedia stations

Metropolitan Broadcasting, the management-buyout group that recorded the industry's largest radio group transaction, \$285 million, two years ago, will, within the next few weeks, have gradually divested five of its original nine radio stations, including WNEW(AM) New York. The primary reason for the company's paring down, according to Carl Brazell, president of the New York-based Metropolitan, servicing a massive debt while experiencing a shortfall in the company's 1987 operating cash flow.

"In 1987, the [station trading] marketplace was no longer exploding and radio revenues were low," said Brazell, who headed a leveraged buyout of nine Metromedia radio stations as well as Metromedia's Texas State Networks (BROADCASTING, March 31, 1986) to form Metropolitan Broadcasting during one of the most active radio station trading periods in history. "If the boom in the economy [in 1986] and the company's [cash flow] performance for the prior three years before the sale had stayed the same, we wouldn't be in this situation today," Brazell said, noting that the company's operating cash flow was up 13% in 1986 and 30% in 1985.

Few industry analysts would disagree that there existed, in the words of one executive, "an almost frenzy environment" for station trading in 1986. "The average deal took 10 days from start to finish," said Gary Stevens, president of Gary Stevens & Co., a New York-based company offering investment banking services. "At that time, there was unbridled optimism about the future of broadcasting and the value of station properties. Banks and lending institutions were embracing the upside potential of the business," he said. (That was also the last year that a low 20% capital gains tax rate was available.) "Today, while money is still plentiful and interest rates low, lenders are looking more closely at the quality of the broadcast operation before they participate."

The initial 1986 Metropolitan comprised WNEW-AM-FM New York, WIP(AM)-WMMR(FM) Philadelphia, KMET(FM) Los Angeles (now KTWV), WASH(FM) Washington, WOMC(FM) Detroit, WWBA(FM) Tampa-St. Petersburg, Fla., and KRLD(AM) Dallas, which originates the Texas State Networks. (TSN offers English- and Spanish-language news, sports and information; an agribusiness service, and Dallas Cowboys football coverage.)

The first Metropolitan stations were sold

last summer: WASH(FM) Washington to Outlet Communications for \$29.25 million and WIP(AM) Philadelphia to Spectacor for \$6 million. Said Brazell: "We knew when we bought the Metromedia stations that there was a reasonable possibility that the Washington and Philadelphia stations would be spun off because the overall deal was so tightly structured [93% leveraged]. Those two stations presented a high value for our properties with the least amount of impact on our cash flow."

Earlier this month, Metropolitan announced that it was selling WWBA(FM) Tampa and WOMC(FM) Detroit. The stations together should bring Brazell's group to between \$40 million-\$45 million. At the same time, the company has quietly been entertaining offers for WNEW(AM) New York, which is expected to be sold for nearly \$25 million ("Closed Circuit," Feb. 8). Last week, Brazell acknowledged that the company has been talking to a number of prospective buyers for the 50 kw station.

"We would like to sell WNEW(AM) to a buyer that will keep the format going," said Brazell. "There is a lot of history and heritage associated with WNEW." The station airs a blend of MOR and big band sounds that includes one of the first locally produced music radio programs, *The Make Believe Ballroom*. WNEW, which has also carried New York Giants football for the past 27 years, is expected to be sold within the next three months.

Metropolitan will realize some \$100 million from the sale of all five stations. "The money will be used to pay off our senior debt," said Brazell, who pushed aside reports that Metropolitan's individual station deals were part of an eventual liquidation of the entire company. "This is hopefully the culmination of a program to reduce the massive debt we took on as an LBO," Brazell said. "Six months ago we had a couple of

offers from others to buy out the company's equity... We walked away from it and decided that our management will operate the company." Brazell declined to say which parties were interested in Metropolitan.

Among the other factors contributing to the company's disappointing cash flow last year, according to Brazell, was an off radio revenue year in both Dallas and Tampa. Brazell also noted that once all the financial and legal fees were tabulated, the \$285 million LBO deal that closed in November 1986 actually approached \$305 million.

"We will be left with a remarkable core of five properties upon which to build," Brazell said. That core is composed of WNEW-FM New York and WMMR(FM) Philadelphia, both of which are among the more highly rated album-rock stations in the country; KTWV(FM) Los Angeles, which airs "The Wave" format (new age/light jazz/soft rock); KRLD(AM) Dallas, which programs a news/information/sports format, and the Texas State Networks. "All five properties are pacing considerably ahead in sales revenues over the same time a year ago," said Brazell. "And based on our revenue performance in the first quarter, our cash flow for the year will meet or exceed the company's 1985 mark," he said. The initial nine Metromedia radio stations in the sale are believed to have had a combined cash flow of \$23 million in 1985.

Brazell, 47, along with members of Metropolitan's management team, owns 20% of the company; Morgan Stanley & Co., the New York investment banking firm that arranged the financing for Metropolitan's buyout and is representing the firm in subsequent station sales, and CIGNA, a Hartford, Conn.-based insurance company, have 20% of the company through the "Morgan Stanley and CIGNA Leverage Capital Fund"; and Duncan, Cook, a Houston-based investment house, controls 20%. □



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Cox and Tribune focusing on HDTV

Companies form partnership to explore 60 mhz advanced TV system being developed by Del Rey Group

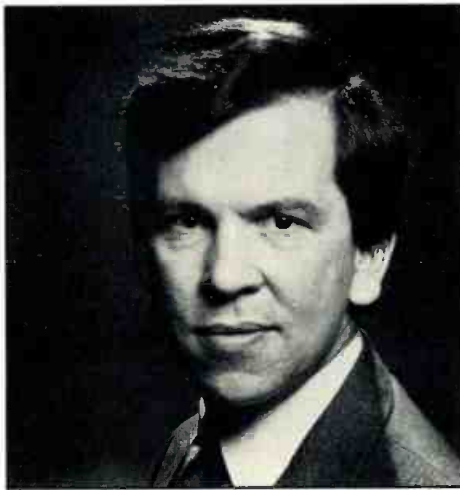
Two large television communications companies have joined forces in an attempt to shape the future of high-definition television. Cox Enterprises Inc., Atlanta, and Tribune Broadcasting Co., Chicago, have formed a limited partnership to invest in advanced television systems. Their first check is being forwarded to Richard Iredale, president of the Del Rey Group, Marina del Rey, Calif., who is designing a system to deliver enhanced TV pictures over the air and by cable using one NTSC channel.

The partnership will operate under the name of the Compatible Video Consortium (CVC). Cox and Tribune stressed in a joint statement that other interested communications companies are being sought to enter the venture. According to Bill Killen, director of financial analysis and planning for Cox Enterprises, Cox's share in the partnership is \$200,000 and Tribune's is \$100,000. Other companies wishing to join them before May 1 may invest at the same price per unit. The price will go up afterward.

Cox Enterprises owns eight TV stations and 24 cable systems serving more than 1.4 million subscribers. Tribune has six TV stations located in New York, Los Angeles, Chicago, Atlanta, Denver and New Orleans. It also operates two production companies: Tribune Entertainment and Independent Network News. Cox President and Chief Executive Officer James Cox Kennedy and Tribune President James C. Dowdle are both members of the Advanced Television Systems Committee's blue ribbon panel. "We hope our joint effort with Cox will expediate the search for an ideal HDTV solution for North American equipment. Unless individual companies make these funding commitments to research, we'll never get there," Dowdle said in a prepared statement.

CVC will first invest in Iredale's company because "if somebody doesn't put some money behind him, the Del Rey system will probably never be built," said Tribune's Otis Freeman. "We think it shows enough promise that it should be brought to a computer simulation." However, the group may eventually decide to invest in other systems as well. "Our feeling is that any promising alternatives need to be developed to a state where they can be tested," Killen said.

The Del Rey system, called HD-NTSC, is designed to broadcast 828 scanning lines—770 vertical and 790 horizontal—over a 6 mhz channel. New TV sets would be needed to receive Del Rey's increased resolution and 14:9 aspect ratio—wider than the current 4:3 of NTSC. The transmission would also include digital stereo sound. HD-NTSC



Del Rey's Iredale

would employ "TriScan," a scanning technique in which the number of pixels scanned is tripled by dividing conventional NTSC pixels into three sets of subpixels. The subpixel sets would be scanned alternately with each of the subpixels being scanned 10 times per second—the equivalent of the 30 scans per second of NTSC and NHK's 1,125/60 system. TriScan has been computer-simulated by Del Rey, with the sponsorship of the Canadian Broadcasting Co., Montreal. The first TriScan black and white images were simulated last July and the first color pictures five months later (BROADCASTING, Dec. 28, 1987).

The CVC contribution will be enough, Freeman said, for Del Rey to design a more advanced and detailed computer simulation comparable to the one that has been shown by NBC for its single-channel advanced compatible television (ACTV) system. Soon after NBC announced the development of ACTV, the simulation was displayed at a

Bureau please. The Home Satellite Television Association has asked the FCC to create a separate bureau or branch to oversee the development of home satellite communications. The FCC has "frustrated the natural evolution" of home satellite since deregulation in the late 1970's, said HSTA Chairman George Kocian Jr. in a letter to FCC Chairman Dennis Patrick. Kocian pointed to the creation of the Cable Television Bureau as a precedent of the specified FCC oversight, but he omitted mention of the Cable Bureau's later disappearance into the Mass Media Bureau. The suggestion would not incur extra cost, Kocian argued. "Others who no longer are required to oversee cable television must-carry and broadcast fairness doctrine rules are presumably also available" for duty in the new bureau, he wrote.

Canadian HDTV colloquium in Ottawa last October. NBC plans to have a complete system with prototype hardware based on the simulation by July.

Iredale said that with the money from CVC, a computer simulation should be completed by late summer or early fall. He said that the extent of Del Rey's presence at the special HDTV demonstration that will be held at the National Association of Broadcasters convention in April (BROADCASTING, Feb. 15) has not yet been decided. "If the funding had come through three months ago, I think it would have been a different situation in terms of showing the simulation," Iredale said. Freeman predicted that the first public demonstration of the HD-NTSC simulation would be at the 130th technical conference of the Society of Motion Picture and Television Engineers next October in New York.

But additional investment will be needed before prototype hardware can be built. Developed hardware will be a plus for systems submitted to the FCC's Advanced Television Systems Advisory Committee. Computer simulations will be studied by the ATS working party on systems analysis, chaired by Birney Dayton of the Grass Valley Group. But only those with hardware will be considered by the ATS working party on evaluation and testing, chaired by the NAB's Ben Crutchfield. "Clearly, it would be an advantage" to have hardware, Dayton said during a recent meeting of the systems subcommittee (BROADCASTING, Feb. 1). Iredale conceded the need for hardware for adequate system evaluations: "Simulations, if done accurately, can be very realistic, but they are complex enough so that it's easy to not do them accurately."

Iredale said broadcasters should look to invest in CVC to further one-channel advanced television development which, he claimed, would lead to cheaper station conversions than is promised by systems such as Muse that need wider spectrum space. Furthermore, "significant returns in the future may result from a relatively modest capital outlay today" for those investing, he said.

"It is structured as a business deal," said Cox's Killen of the consortium. "But our primary motivation for doing it is to advance the research... Our goal is to find out if the Del Rey proposal is a workable solution."

Both Cox and Tribune said that calls for investment to CVC are not meant to compete with the fund-raising pleas that are being sent to fund the Advanced Television Testing Center, the joint project of NAB, the three commercial networks and other broadcasting organizations to provide a facility to test systems for the ATS Advisory Committee and the Advanced Television Systems Committee (BROADCASTING, Feb. 22). □

Satellite Footprints

Lost cause. West Germany's Ku-band direct broadcast satellite, TV-Sat1, is dead, according to the German Information Office (GIO) in New York. Last Wednesday's final attempt to deploy a frozen solar panel—this time by firing the satellite's apogee maneuver engine with hopes of jarring the panel loose—failed, said GIO's Jeorg Merkel. And despite the remaining uncertainty about what initially prevented deployment of the solar panel (BROADCASTING, Feb. 22), the bird's government operator, West Germany's Bunde-post (postal and communications agency), has declared it will continue construction of TV-Sat2, the identical other half of Germany's DBS plans.

Original Bunde-post plans for high-power TV-Sat1 called for leasing two of five transponders to state-owned programers ZDF and ARD and two others to West German commercial broadcasters SAT1 and RTL (BROADCASTING, Nov. 30, 1987). Now, said Merkel, the Bunde-post is in negotiations with the French government to place ARD and ZDF on France's TDF-1 satellite, at least until TV-Sat1 goes into orbit certainly more than a year from now. The launch of TDF-1 was recently delayed from next May to next September, in part because of the problems with TV-Sat1, with which it shares elements of design (BROADCASTING, Feb. 1). The commercial broadcasters are looking toward leasing transponders on Luxemburg's Astra satellite, Merkel said. That direct broadcast bird, also scheduled to launch next September, is less powerful, but will offer 16 transponders.

DBS deadline. The FCC last week announced that the last date direct broadcast satellite applications will be accepted for filing is April 8. Comments or petitions to deny regarding the currently accepted applications from Continental Satellite Corp. and Echos-tar Satellite Corp. for two DBS licenses each must also be on file by the close of business on April 8.

Fall plans. Atlanta-based Argo Connections Inc. last week announced it had agreed to provide all satellite transmissions of GTG Entertainment's *USA Today* syndicated program that will debut Sept. 12. Argo, a satellite service consultant firm, will handle all backhaul transmissions from *USA Today's* New York, Los Angeles and Chicago bureaus to Washington as well as worldwide ad hoc news signals and distribution of the program to affiliates. As of last week, said Argo, the daily half-hour news and entertainment program had been sold in "over 95 markets."

Full slate. Wold Satellite TV Network reports it is now providing some 800 television stations with more than 100 average weekly hours of syndicated entertainment and news program transmissions, most of them via AT&T's Telstar 301 satellite. Wold uplinks 51 hour and half-hour series and six to seven hours of motion pictures, sports and ad hoc specials for 25 program distributors including LBS Communications, Paramount Pictures Television, King World and Fox Television. Wold also recently increased its cable program distribution business, adding FNN's *TelShop* shopping service. The Wold-FNN agreement, said Wold, now comes to 97 weekly hours of programming.

Symbiosis in the video business. Hughes Communications' very small aperture transmission (VSAT) division, Hughes Network Systems (HNS), and Washington International Teleport (WIT) will jointly market their respective VSAT services, according to an agreement announced by WIT last week. In exchange for HNS's provision of VSAT terminals for installation at customer remote sites, WIT will purchase and install a Hughes VSAT hub at its international gateway teleport in McLean, Va., just outside Washington. Together, the companies will market WIT's Virtual Integrated Private (VIP) Network data, video and voice services. Hughes will guarantee its customers fixed prices based on long-term contracts; WIT will manage the VIP system. Marketing, said WIT, will begin with companies and government agencies in the mid-Atlantic region.

WIT also announced last week that it has moved its corporate offices from McLean to 2 Lafayette Center, 1133 21st Street, N.W., Suite 300, Washington, D.C. 20036. The new telephone number is (202) 785-

8300.

Call the business desk. Satellite news cooperative Conus Communications last week announced a new venture with Wall Street Journal Television to market and distribute a business news service through which local television news directors can "monitor our global economy." Distribution of a daily capsule of major economic events was described as the service's "centerpiece." Stations will also be provided a toll-free number to call, putting "stations in touch with the *Journal's* television news desk." The *Journal* will also provide "key personnel...to analyze events in live, one-on-one interviews with local reporters and anchors."

Conus Communications and Fujisankei Communications Group of Japan have signed a "multiyear" deal giving Fujisankei rights to air Conus news feeds and live coverage over its Fuji Television Network, the owner of 27 stations in Japan. Conus rights to Fuji news programming, said Conus spokesman Steve Blum, will likely "follow in short order."

Scrambling update. The Satellite and Broadcasting Communications Association (SBCA) reported last week that its new consumer and dealer hotlines, established this month and dedicated to signal piracy information, are paying off in leads on pirate activities. Those leads, said SBCA, are being followed by Sahlen Associates, the investigative agency hired by Videocipher manufacturer General Instruments (BROADCASTING, Feb. 1), and by the Motion Picture Association of America.

Made in the U.S.A. Just as United Press International reported last week that Japan had succeeded in the Feb. 19 launch of its CS-3A communication satellite, despite delays attributed to test failures of American-made semiconductors, Canadian company Telesat announced that it and U.S. company Ford Aerospace Corp. had signed a \$1.25-million agreement to provide transfer orbit services to Mitsubishi's Japanese Space Communications Corp. (SCC). SCC's two "Superbird" hybrid Ka-band and Ku-band satellites, the first scheduled to launch in April 1989, are being built by Ford. Under direction from Ford mission control in Palo Alto, Calif., Telesat will track, range, monitor and command the satellites from their release from their Arianespace vehicles to geostationary orbit a few days later.

CS-3A, the largest satellite that Japan's National Space Development Agency will put into orbit, was to have launched Feb. 1. "The launch delay," said UPI, "became an issue in Japan because it raised questions about American quality and the use of American products in Japanese spacecraft."

Double effort. The Public Broadcasting Service said last week that, although it will begin using General Instrument's Videocipher II (VC-II) encryption system in April to scramble its transmissions, the PBS "unserved areas" policy calls for it now to continue clear feeds, even after scrambling begins. The concern, said PBS, is "to insure that home satellite dish owners in remote areas without VC-II decoders can continue to see PBS programs." Saying also that the Videocipher system "allows PBS to inexpensively encode digital stereo sound in the broadcast signal," PBS said that, despite the accompanying clear signal, the system still provides internal communications and user-financed (PBS National Narrowcast Service, NNS) services that require encryption and will not be transmitted in the clear. "Our satellite policy," said PBS President Bruce Christensen, "is both responsible and unusually responsive to the concerns of home satellite dish owners."

PBS's transponder lineup on Western Union satellite Westar IV is now: Channel 17: majority of open national program service; Channel 23: discrete VC-II tests during February and March; Channel 21: VC-II tests, 9 p.m. and 3 a.m., April 4, then fixed key national program service transmissions, 9 p.m. and 3 a.m., April 17; Channel 15: will change to VC-II fixed key transmission from 9 a.m. to 2 a.m. weekdays and from 8 p.m. to 2 a.m. on Saturdays and Sundays.

Networks get ready for late night

CBS picks Sajak to host its 90-minute talk show; NBC to add third late night program with Bob Costas, and ABC may debut post-'Nightline' show in May

All three broadcast television networks are preparing new programs to compete in late night. Both CBS and NBC last week announced plans for upcoming talk shows. The CBS entry will be a 90-minute program (11:30 p.m. to 1 a.m., NYT) with host Pat Sajak that will compete directly against NBC's *Tonight Show* with Johnny Carson, starting in January 1989. NBC said it would add a third late night program next August, an interview format with Bob Costas, who will continue his duties at NBC Sports. ABC has confirmed that it has several projects in development for late night, and may be ready to launch a post-*Nightline* program as early as May.

Kim LeMasters, president, CBS Entertainment, said last week at a press conference that the network was giving the talk show, and Sajak, a two-year commitment in the late night time period. CBS's current late night checkerboard of original dramas will be scrapped, possibly as early as next September. Michael Brockman, the CBS Entertainment vice president in charge of daytime, children's and late night programming, said the "likelihood" is that additional episodes of *Night Heat* will be ordered to carry that show through next fall, but that it is unlikely that *Adderly* or *Diamonds* will be renewed beyond next September. Reruns of *Hunter* will probably remain on the schedule next fall, he said. The network said earlier that *Top of the Pops*, an original music program seen late nights on Friday, will be canceled next month.

CBS has yet to determine how it will program the 1 a.m.-2 a.m. hour, if at all, once the Sajak program goes on the air. Sajak will discontinue hosting the network version of *Wheel of Fortune*, which airs in the NBC daytime lineup. But he will continue the syndicated version of the program, distributed by King World.

According to Brockman, it was the CBS TV affiliate body that urged the network to come up with a late night strip, citing the difficulty of promoting the checkerboard format at that hour. "It's analogous to the situation the NBC stations had with their checkerboard in access," he said. "It's very hard to promote and give a checkerboard lineup an identity to viewers." CBS will produce the Sajak program in house, although a producer for the show has not yet been named.

NBC's new program will be titled *Later with Costas* and will air Monday through Thursday, beginning Aug. 22 at 1:30 a.m.-2 a.m. following *Late Night with David Letter-*



L to r: LeMasters, Sajak, Gene Jankowski, president CBS Broadcast Group, and Larry Tisch, president NBC. Ebersol will serve as producer. NBC has given the Costas program a 26-week commitment. □

Violence reports. Just as the Tupelo, Miss.-based American Family Association released its list of the five "top sponsors of sex, violence and profanity on [network] television," *The Lipman Report*, a monthly management newsletter on crime and security (published by Memphis-based "national security service firm" Guardsmark Inc.), called last week for creation of a voluntary rating system for programming by networks and local television stations "as the only alternative to legislation that threatens First Amendment rights."

From Sept. 6 through Nov. 28, the American Family Association monitored NBC, CBS and ABC prime time programming and concluded that E&J Gallo Wines, Modesto, Calif., helped sponsor 18.42 sex, violence and profanity incidents with each 30-second spot they ran; Ford Motor Co., Dearborn, Mich., helped sponsor 17.64 incidents; Dow Chemical Co., Midland, Mich., 17.11 incidents; Coca-Cola Co., Atlanta, 16.11, and American Airlines, Dallas, 16.10. The average numbers of incidents on each network per hour were ABC, 9.08; NBC, 9.54, and CBS, 10.97.

The top five "sex, violence and profanity oriented programs," listed with incidents per hour, were *Tour of Duty* (CBS), 33.50; *Crime Story* (NBC), 30.75; *Private Eye* (NBC), 24.00; *Sledge Hammer* (ABC), 22.36, and *Hooperman* (ABC), 21.50. The top five "constructive programs": *The Cosby Show* (NBC), 20/20 (ABC), *Our House* (NBC), *Highway to Heaven* (NBC) and *60 Minutes* (CBS). □

Searching for programming solutions. MCA-TV is about to form the first unit at a major studio designed to respond to the rapidly changing television business, said Robert Harris, president of MCA Television Group, during an appearance at an Academy of Television Arts and Sciences luncheon on the future of the TV production business. "If the networks won't make this business workable, then we will have to seek alternatives," said Harris, referring to the high deficits producers are incurring for hour-long series on ABC, CBS and NBC. "We need thoughtful new approaches," he said.

Harris predicted that within a year television production will truly become a "global industry," with major studios seeking new partnerships overseas to recoup investments in the unsure domestic syndication marketplace. He is also hopeful producers and networks can reach some resolution on the deficit issue in the next 12 months.

Harris, David Salzman, head of network TV operations for Lorimar Telepictures, and producer Stephen Cannell said the production community also needs to take steps to curtail costs, such as overseas productions and new working relationships with labor unions.

Turning to increasing competition for the networks, Cannell said the fate of Fox Broadcasting Co., for which he produces *21 Jump Street* and an upcoming spin-off series, will depend on the after-sale value of Fox shows in the syndication marketplace. If producers of its series are penalized, Cannell said, FBC "is going to be in trouble." □

CBS-TV will go stereo in fall of 1988

In response to affiliates, network announces date of audio conversion

CBS Television has announced that starting in the fall of this year it will broadcast all of its programming in stereo format. "We are excited by the prospect of delivering this expanded service," said CBS-TV President Thomas F. Leahy of the network's decision to air all programming in each daypart in multichannel sound, starting with the new prime time season.

The main reason for the decision, CBS spokesman Rupert Stow said, was that "there was a great, widespread demand for it by affiliates." The stations "are very happy about it," said Scott Michels, vice president, affiliate affairs. CBS had originally planned to make the move in 1989 but "pushed that up to 1988 because, in terms of audio, this is the state of the art," Michels said.

Since its first stereo broadcast, the Grammy Awards, in February 1986, CBS has had the least stereo programming of the three commercial networks. Most notable have been one prime time series, *The Twilight Zone*, music and variety specials, such as the *Country Music Awards*, and special sports events like Super Bowl XXI and NCAA basketball's Final Four. Stow estimated that CBS has averaged some two hours of stereo broadcasting a month. CBS affiliates with stereo capability (57 out of a total 200 stations) cover about 45% of the United States.

In 1985, CBS predicted that it would begin regular stereo transmissions by 1988. However, at the request of its affiliates, the network broadcast the Grammy Awards in stereo on Feb. 25, 1986, and began the weekly *Twilight Zone* series three days later. At that time, CBS listed three key factors that would determine the rate of stereo conversion: "stereo set penetration in the home,

the number of stations capable of broadcasting the stereo signal, and the availability of stereo television programming." Tony Malara, then president of the CBS-TV Network and now senior vice president, distribution, was quoted as saying that upgrade of "origination and production facilities for stereo will be developed at a pace consistent with the growth" of those three factors.

According to figures from the Electronic Industries Association, stereo penetration in U.S. homes has reached 10%. Sales of TV stereo receivers to retail outlets in the United States were 4.35 million in 1987, up 39.6% over 1986. Last summer, CBS said that if penetration reached 13%, it would be a factor leading to its stereo expansion (BROADCASTING, July 6, 1987).

CBS-TV's stereo plans will involve some upgrades of its transmission and production facilities. As of last week, the network had some budget estimates but was not saying how much it expected purchase of additional equipment to cost. "For distribution to the affiliates we'll be using traditional discrete analog audio channels over the satellite network," said Chuck Dages, CBS vice president, TV engineering. The transmission in analog rather than digital will decrease the new equipment that will be needed, he said.

Michael Sherlock, executive vice president, NBC Operations and Technical Services, said that NBC-TV "has been the unquestioned leader" in stereo advancement. "As such, we welcome CBS into what until now, has been a very exclusive club." NBC spokesman, Dom Giofre, said that the network plans to add stereo programming "where feasible" but has no plans to follow CBS in transmitting all programming in stereo. NBC aired the first network TV stereo broadcast in July 1984, the first prime time stereo broadcast in July 1985 and the first regular

Moving. The Program Exchange, a subsidiary of Saatchi & Saatchi DFS Inc., whose new offerings include *Woody Woodpecker and Friends*, is moving to 375 Hudson St., New York 10014; (212) 463-2000 (TWX 710-581-2829), effective March 14.

stereo series later that month.

Currently, all of NBC's prime time programming is in stereo except for *Night Court*, the Thursday night half-hour situation comedy. "We would be 100% stereo prime time if *Night Court* were not a hit show," Giofre said. With its regular late-night programming—*Tonight Show with Johnny Carson*, *Late Night with David Letterman*, *Saturday Night Live* and *Friday Night Videos*—and some sports shows added to the prime time programming, NBC regularly transmits about 30 hours of stereo a week.

NBC will probably still hold the lead this fall in transmission of shows produced in stereo. According to Michels, while CBS gradually increases the number of stereo-produced shows, much of its programming will be mono shows transmitted with stereo simulation.

As of Feb. 8, 139 of NBC's 207 affiliates covering 87.9% of the U.S. were equipped to broadcast stereo. The network expects that coverage to exceed 90% by the end of 1988 after the installation of stereo capability in 11 more affiliates.

After the premiere of its new half-hour *Wonder Years* in March, ABC-TV will average seven-and-one-half-hours of stereo a week. Of its 215 affiliates, 42 broadcast stereo. Sources at ABC said that the network has no plans to follow CBS's move to all-stereo broadcasting. The Public Broadcasting Service distributes 35-45 hours of stereo to its member stations, mostly music shows. It hopes to increase its stereo offerings next fall. □

Olympics post four of top-10 prime time shows

ABC wins week 22 with 19.4/30, NBC scores 15/23, CBS hits 12.8/20

CBS takes evening news

Nielsen	Net	Show	AGB	Nielsen	Net	Show	AGB
1.	25.5/39	A XV Winter Olympics (Tue.)	1. 24.9/37	29.	15./23	C CBS Sunday Movie	24. 16./25
2.	23.6/35	N Cosby Show	2. 23.5/35	30.	14.5/25	C Falcon Crest	29. 14.7/25
3.	21.3/36	A XV Winter Olympics (Sat.)	6. 20.2/33	31.	14.5/21	C Kate and Allie	30 14.7/21
4.	20.3/30	N Different World	3. 21.6/32	32.	14.2/23	N 227	25. 15.9/25
5.	20.2/32	C 60 Minutes	12. 19./30	33.	14./22	N Amen	23. 16.2/25
6.	19.4/28	N Cheers	4. 20.7/31	34.	13.6/21	N Miami Vice	40. 12.3/20
7.	19.3/30	A XV Winter Olympics (Wed.)	13. 18.3/29	35.	13.5/20	N Hunter	32. 14.7/21
8.	19.1/27	C Murder, She Wrote	5. 20.7/29	36.	13.2/19	C Frank's Place	37. 13.3/19
9.	18.9/28	A XV Winter Olympics (Thu.)	14. 17.9/28	37.	13./22	N Facts of Life	35. 14./23
10.	18.6/27	N Family Ties	8. 19.8/29	38.	13./21	N St. Elsewhere	42. 12.2/21
11.	18.6/27	N ALF	7. 20./29	39.	12.8/22	N J.J. Starbuck	38. 13.1/21
12.	18.3/27	N Night Court	15. 17.7/27	40.	12.6/18	C Simon and Simon	46. 11.5/17
13.	18.3/27	N Matlock	9. 19.7/29	41.	12.4/19	C Magnum, P.I.	41. 12.3/19
14.	18.1/27	A XV Winter Olympics (Mon.)	11. 19.3/29	42.	12./19	N Our House	36. 14./22
15.	18./28	N Golden Girls	10. 19.6/30	43.	12./18	N Year in the Life	44. 11.8/18
16.	17.9/27	N Noble House, part 1	19. 16.8/26	44.	11.9/19	C Cagney and Lacey	39 12.4/20
17.	17.2/27	N L.A. Law	34. 14.1/24	45.	11.9/19	C Equalizer	45. 11.6/20
18.	17.1/27	C Dallas	18. 17.2/27	46.	11.9/19	N Disney's Magic Kingdom	43. 12.1/19
19.	17.1/26	A XV Winter Olympics (Sun.)	27. 15./23	47.	11.9/17	C Tour of Duty	47. 11.1/16
20.	17./24	N My Two Dads	16. 17.7/25	48.	11.4/19	C Wiseguy	50. 10./16
21.	16.8/26	N Highway to Heaven	17. 17.3/27	49.	11.3/19	N Sonny Spoon Detective	48. 10.8/19
22.	16.8/24	C Newhart	22. 16.2/23	50.	10.2/17	C High Mountain Rangers	49. 10.4/17
23.	16./24	N NBC Monday Movie	31. 14.7/22	51.	9.6/14	C Jake and the Fatman	51. 9.1/13
24.	15.6/22	N Valerie's Family	20. 16.3/23	52.	9.3/15	C Houston Knights	52. 9./14
25.	15.5/24	C Knots Landing	33. 14.3/24	53.	8.8/14	C 20th Anni. Clown College	53. 8.8/14
26.	15.3/22	C Designing Women	28. 14.9/21	54.	6.2/11	C West 57th	54 7.5/12
27.	15.1/25	A XV Winter Olympics (Fri.)	26. 15.1/25	55.	5.4/9	N NBC News Special	55. 5.7/9
28.	15./24	C Beauty and the Beast	21. 16.3/26	56.	5.1/8	C 48 Hours	56. 4.7/7

Top 20 group owners: Gillett in, Taft out

Some new faces, but places stay essentially same in updating of top 20 station owners list

The latest list of owners of television's biggest station groups shows some churn, but the players remain essentially the same, with the exception of Gillett Group, which purchased 55% of SCI Holdings's six TV's and now replaces SCI's name on the list. The purchase, when added to Gillett's previous holdings, brought it to seventh place. The ranking also needs some explanation because of the unusual Gillett ownership situation. Although the Gillett Group directly owns stations covering 12.325% of the country, a trust for George Gillett's children owns Busse Broadcasting, which reaches 1.72% of the U.S. If both groups are taken together, Gillett owns 17 stations covering 14.045% of the country, which would not change its position on the chart.

The top six groups remain unchanged, though Home Shopping has sold two of its stations and moved from 15.61% coverage to 14.63%.

Gannett would also have moved up with its purchase of WFMY-TV Greensboro, N.C., and WTLV(TV) Jacksonville, Fla., from Harte Hanks, but the appearance of Gillett on the list kept Gannett to 10th place.

RKO's status is uncertain. Although RKO currently controls stations reaching 5.91% of the U.S., its licenses are in jeopardy due to a ruling by FCC Administrative Law Judge Edward Kuhlmann that it was an unfit licensee. RKO is appealing the decision, and the opinion of many communications attorneys is that although the full commission will affirm the decision, RKO will be allowed to settle with its challengers and sell its stations. RKO has reached an agreement with Shamrock Broadcasting to sell its KHI-TV Los Angeles. If the sale is approved by the FCC, Belo would move into RKO's place and Shamrock would become the 19th largest group owner.

After the takeover of Taft Broadcasting last year, and the subsequent spin-off of two of its stations—WGHP-TV High Point, N.C., to former Taft chairman, Dudley Taft, and WTVN-TV Columbus, Ohio, to the Bass

Group—Taft, since renamed Great American Broadcasting, disappeared from the list.

To avoid confusion, it should also be noted that Telemundo Group Inc. is the new name for Reliance Group, and Spanish International is the new name for the Hallmark Cards group.

In the chart below, market penetration is based on the latest Arbitron figures. FCC regulations allow for ownership of up to 12 stations when coverage of the U.S. remains below 25% (or 14 stations if minority control is involved). According to FCC regulations, UHF station's receive a 50% discount on coverage.

TV's Top 20

1. Capital Cities/ABC (24.43%)

- Ch. 7 WABC-TV New York (1) 7.74%
- Ch. 7 KABC-TV Los Angeles (2) 5.25%
- Ch. 7 WLS-TV Chicago (3) 3.47%
- Ch. 6 WPVI-TV Philadelphia (4) 2.98%
- Ch. 7 KGO-TV San Francisco (5) 2.41%
- Ch. 13 KTRK-TV Houston (10) 1.65%
- Ch. 11 WTVD(TV) Durham, N.C. (35) .70%
- Ch. 30 KFSN-TV Fresno, Calif. (63) .23%

2. NBC (22.36%)

- Ch. 4 WNBC-TV New York (1) 7.74%
- Ch. 4 KNBC-TV Los Angeles (2) 5.25%
- Ch. 5 WMAQ-TV Chicago (3) 3.47%
- Ch. 4 WRC-TV Washington (9) 1.79%
- Ch. 3 WKYC-TV Cleveland (11) 1.59%
- Ch. 4 WTVJ(TV) Miami (16) 1.37%
- Ch. 4 KCNC-TV Denver (19) 1.15%

3. CBS Broadcast Group. (19.44%)

- Ch. 2 WCBS-TV New York (1) 7.74%
- Ch. 2 KCBS-TV Los Angeles (2) 5.25%
- Ch. 2 WBBM-TV Chicago (3) 3.47%
- Ch. 10 WCAU-TV Philadelphia (4) 2.98%

4. Fox Television Stations Inc. (19.425%)

- Ch. 5 WNYW(TV) New York (1) 7.74%
- Ch. 11 KTTV(TV) Los Angeles (2) 5.25%
- Ch. 32 WFLD(TV) Chicago (3) 1.735%
- Ch. 25 WFXT(TV) Boston (6) 1.155%
- Ch. 33 KDAF(TV) Dallas (8) .93%
- Ch. 5 WTTG(TV) Washington (9) 1.79%
- Ch. 26 KRIV(TV) Houston (10) .825%

5. Tribune Broadcasting Co. (18.69%)

- Ch. 11 WPIX(TV) New York (1) 7.74%
- Ch. 5 KTLA(TV) Los Angeles (2) 5.25%
- Ch. 9 WGN-TV Chicago (3) 3.47%
- Ch. 46 WGNX(TV) Atlanta (12) .715%
- Ch. 2 KWGN(TV) Denver (19) 1.15%
- Ch. 26 WGNO-TV New Orleans (34) .365%

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9465 Wilshire Blvd.
(213) 274-8151

6. Home Shopping Network (14.63%)

- Ch. 68 WHSE(TV) Newark (1) 3.87%
- Ch. 67 WHS(TV) Smithtown, N.Y., satellite (1)
- Ch. 46 KHSC(TV) Los Angeles (2) 2.625%
- Ch. 60 WEHS(TV) Chicago (3) 1.735%
- Ch. 65 WHSP(TV) Vineland, N.J. (4) 1.49%
- Ch. 66 WSHS(TV) Boston (6) 1.155%
- Ch. 49 KHSX(TV) Dallas (8) 93%
- Ch. 67 KHS(TV) Houston (10) .825%
- Ch. 61 WQHS(TV) Cleveland (11) .795%
- Ch. 50 WBHS(TV) Tampa, Fla. (14) .695%
- Ch. 24 WHSW(TV) Baltimore (22) .51%

7. Gillett Group Inc. (12.325%)

- Ch. 38 WSBK-TV Boston (6) 1.155%
- Ch. 2 WJBK-TV Detroit (7) 1.91%
- Ch. 8 WJW-TV Cleveland (11) 1.59%
- Ch. 5 WAGA-TV Atlanta (12) 1.43%
- Ch. 13 WTVT(TV) Tampa, Fla. (14) 1.39%
- Ch. 2 WMAR-TV Baltimore (22) 1.02%
- Ch. 39 KCST-TV San Diego (25) .91%
- Ch. 6 WITI-TV Milwaukee (30) .79%
- Ch. 4 WSMV(TV) Nashville (32) .77%
- Ch. 8 KSBW-TV Salinas (63) .46%
- Ch. 13 WOKR(TV) Rochester, N.Y. (72) .39%
- Ch. 11 KGIN(TV) Grand Island, Neb. (92) .29%
- Ch. 6 KSBY-TV San Luis Obispo (113) .22%

8. Chris Craft Industries (10.545%)

- Ch. 13 KCOP(TV) Los Angeles (2) 5.25%
- Ch. 44 KBHK-TV San Francisco (5) 1.205%
- Ch. 9 KMSP-TV Minneapolis (13) 1.39%
- Ch. 45 KUTP(TV) Phoenix (21) .52%
- Ch. 12 KPTV(TV) Portland, Ore. (26) .90%
- Ch. 4 KTVX(TV) Salt Lake City (40) .66%
- Ch. 4 KMOL-TV San Antonio, Tex. (42) .62%

9. Group W (10.06%)

- Ch. 3 KYW-AM-TV Philadelphia (4) 2.98%
- Ch. 5 KPIX(TV) San Francisco (5) 2.41%
- Ch. 4 WBZ-AM-TV Boston (6) 2.31%
- Ch. 2 KDKA-AM-TV Pittsburgh (17) 1.34%
- Ch. 13 WJZ-TV Baltimore (22) 1.02%

10. Gannett (9.91%)

- Ch. 56 WLVI-TV Boston (6) 1.155%
- Ch. 9 WUSA(TV) Washington (9) 1.79%
- Ch. 11 WXIA-TV Atlanta (12) 1.43%
- Ch. 11 KARE(TV) Minneapolis (13) 1.39%
- Ch. 9 KUSA-TV Denver (19) 1.15%
- Ch. 12 KPNX-TV Phoenix (21) 1.04%
- Ch. 5 KOCO-TV Oklahoma City (37) .69%
- Ch. 2 WFMY-TV Greensboro, N.C. (50) .57%
- Ch. 12 WTLV(TV) Jacksonville, Fla. (57) .5%
- Ch. 24 KVUE-TV Austin, Tex. (71) .195%

11. Telemundo Group Inc. (9.21%)

- Ch. 47 WNJU-TV Linden, N.J. (1) 3.87%
- Ch. 52 KVEA(TV) Corona, Calif. (2) 2.625%
- Ch. 48 KSTS(TV) San Jose (San Francisco) (5) 1.205%
- Ch. 48 New TV* Galveston, Tex. (10) .825%
- Ch. 51 WSCV(TV) Fort Lauderdale, Fla. (16) .685%
- Ch. 4 WKAQ-TV San Juan, P.R. NR**

12. Cox Enterprises Inc. (8.985%)

- Ch. 2 KTVU(TV) Oakland, Calif. (5) 2.41%
- Ch. 50 WKBD(TV) Detroit (7) 955%
- Ch. 2 WSB-TV Atlanta (12) 1.43%
- Ch. 11 WPXI(TV) Pittsburgh (17) 1.34%
- Ch. 30 KDNL-TV St. Louis (18) .61%

Continues on page 70

Changing Hands

KEYI-FM San Marcos (Austin), Tex. □ Sold by Hicks Communications Partners L.P. to Degree Communications for \$15.5 million. **Seller** is Austin-based group of four AM's and four FM's owned by brothers Steven, William, and Thomas O. Hicks. **Buyer** is owned by Ken Burkhardt, who also has interest in WLNZ-AM-FM St. Johns, Mich., and WINW(AM)-WROK(FM) Canton, Ohio, and recently bought WANS-AM-FM Anderson, S.C. ("Changing Hands," Feb. 15). Burkhardt is chairman of Burkhardt/Abrams/Douglas/Elliott & Associates, Atlanta-based radio consultant. KEYI-FM is on 103.5 mhz with 100 kw and antenna 1,260 feet above average terrain. **Broker: Norman Fischer & Associates.**

WIVY-FM Jacksonville, Fla. □ Sold by Gilmore Broadcasting Corp. to J.J. Taylor Companies Inc. for \$8,130,000. **Seller** is Kalamazoo, Mich.-based group of two FM's and two TV's owned by Jim Gilmore Jr. **Buyer** is owned by John J. Taylor and family. It owns WCOD(FM) Hyannis, Mass.; WGAN-AM-FM Portland, Me., and WEAT-AM-FM West Palm Beach, Fla. WIVY-FM is on 102.9 mhz with 100 kw and antenna 984 feet above average terrain. **Broker: Blackburn & Co.**

KFJZ(AM) Fort Worth □ Sold by KFJZ Broadcasting Inc. to Garden City Broadcasting Co.

for \$1.3 million. **Seller** is principally owned by B.J. Glascock, who also owns KJAA(AM) Mesa, Ariz., and KCCN(AM) Honolulu. **Buyer** is owned by Antonio N. Lujan, nightclub owner in Dallas with no other broadcast interests. KFJZ is day timer on 870 khz with 250 w.

WMVP(AM) Greenfield, Wis. □ Sold by Pinnacle Broadcasting Corp. to Suburbanaire Inc. for \$750,000. **Seller** is owned by brothers George and Reg Johns and William Yde, who last year bought WMVP(AM)-WBGK(FM) Milwaukee for \$4.4 million ("Changing Hands," March 7, 1987). **Buyer** is owned by Willie D. Davis, who also owns co-located WLUM-FM and KACE(FM) Inglewood, Calif. WMVP is on 1290 khz full time with 5 kw.

WPSO(AM) New Port Richey, Fla. □ Sold by Lowrey Communications Inc. to Stanley Broadcasting Inc. for \$360,000. **Seller** is headed by Thad M. Lowrey, who has no other broadcast interests. **Buyer** is owned by William W. Stanley and his wife, Marian, local investors with no other broadcast interests. WPSO is daytimer on 1500 khz with 250 w.

For other proposed and approved sales see "For the Record," page 74.

Exclusive Listing

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Asking Price: \$16,000,000

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Todd Hepburn, Vice-President
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Bottom Line

Appraising merger. Broadcast Investment Analysts Inc. and Frazier, Gross & Kadlec Inc., two leading media appraisal firms have merged in a transaction believed valued at about \$2 million. Both firms are based in Washington. BIA president, Tom Buono, will remain president of BIA and become CEO of new firm. Chuck Kadlec will remain president of FG&K and become executive vice president of new firm. Buono said BIA will continue to concentrate on broadcast appraisals, while FG&K will expand into cable, paging, cellular radio and publishing.

Management buyout. Lorimar Telepictures has closed sale of ad agencies Bozell, Jacobs, Kenyon & Eckhardt Inc. and Poppe Tyson Inc. to BJK&E management. Lorimar, which received more than \$100 million in cash from sale or approximately \$133 million in total considerations, said it will record \$16-million pre-tax profit from transaction for fourth quarter ending March 31, 1988.

Public dip. Public financing of broadcast and cable TV industry from debt and equity offerings dropped in 1987 to approximately \$6.4 billion from estimated \$8.8 billion in 1986, according to media consulting firm Paul Kagan Associates. Kagan newsletter reported broadcast industry in 1987 raised \$3.9 billion through debt offerings, \$81 million through equity deals, compared to 1986's totals of \$5.2 billion in debt and \$389 million in equity offerings. Cable industry last year raised \$1.5 billion in debt offerings and \$930 million through limited partnership equity. Cable debt offerings in 1986 totaled \$1.9 billion, with stock equity offerings at \$836 million and limited partnership equity offerings at \$515 million.

PTL debt action. In unusual move, bankruptcy court is allowing PTL ministry—now Heritage Ministries—to liquidate some assets to pay debts. Heritage confirmed it will hold April 16 auction, hoping to gain \$1.5 million from sale of eight residences (including Jim and Tammy Bakker's \$950,000 Taga Cay, S.C., parsonage and former PTL President Richard Dortch's \$575,000 home), as well as another \$5.2 million from sale of separate 56-acre and 33-acre vacant, commercially zoned lots. Later in April, court must approve sales made in auction. Heritage, said cable marketing director, John McEntee, also "will go into a very aggressive telethon mode March 2" to gain \$4 million it will need to begin \$1-million-per-month reorganization plan to begin May 2. On monthly basis, ministry will need \$1 million above its \$3.6-million operating budget, he said.

Mahoning Valley Broadcasting

John Cherpack, Jr., President
has agreed to transfer the assets

of

WBBW(AM)/WQOD(FM)
Youngstown, OH

for

\$3,000,000

to

H&D Communications Limited
Partnership

Barry Dickstein and Joel Hartstone, Principals

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Continues from page 69

Ch. 9 WFTV(TV) Orlando (27) .88%
Ch. 9 WSOC-TV Charlotte, N.C. (31) .78%
Ch. 7 WHIO-TV Dayton, Ohio (48) .58%

13. Spanish International (8.925%)

Ch. 41 WXTV(TV) Paterson, N.J. (1) 3.87%
Ch. 34 KMEX-TV Los Angeles (2) 2.625%
Ch. 14 KDTV(TV) San Francisco (5) 1.205%
Ch. 23 WLV(TV) Miami (16) .685%
Ch. 41 KWEX-TV San Antonio, Tex. (42) .31%
Ch. 21 KFTV(TV) Hanford, Calif. (63) .23%

14. MCA (7.74%)

Ch. 9 WWOR-TV New York (1) 7.74%

15. TVX Broadcast Group Inc. (7.555%)

Ch. 29 WTAF-TV Philadelphia (4) 1.49%
Ch. 21 KTXA(TV) Fort Worth (8) .93%
Ch. 20 WDCA(TV) Washington (9) .895%
Ch. 20 KTXH(TV) Houston (10) .825%
Ch. 6 WCIX(TV) Miami (16) 1.37%
Ch. 30 WCAY-TV Nashville (32) .385%
Ch. 38 WNOL-TV New Orleans (34) .365%
Ch. 22 WLFL-TV Raleigh, N.C. (35) .35%
Ch. 30 WMKW-TV Memphis (41) .33%
Ch. 35 KRRT(TV) Kerrville, Tex. (42) .31%
Ch. 33 WTVZ(TV) Norfolk, Va. (43) .305%

16. Scripps Howard Broadcasting Co. (7.3%)

Ch. 7 WXYZ-TV Detroit (7) 1.91%
Ch. 5 WEWS(TV) Cleveland (11) 1.59%
Ch. 28 WFTS(TV) Tampa (14) .695%
Ch. 15 KNXV-TV Phoenix (21) .52%
Ch. 41 KSHB-TV Kansas City, Mo. (28) .405%
Ch. 9 WCPO-TV Cincinnati (29) .81%
Ch. 5 WMC-TV Memphis (41) .33%
Ch. 5 WPTV(TV) West Palm Beach, Fla. (53) .52%
Ch. 2 KJRH(TV) Tulsa, Okla. (54) .52%

17. Hearst Broadcasting Group. (6.85%)

Ch. 5 WCVB-TV Boston (6) 2.31%
Ch. 4 WTAE-TV Pittsburgh (17) 1.34%
Ch. 11 WBAL-TV Baltimore (22) 1.02%
Ch. 9 KMBC-TV Kansas City, Mo. (29) .81%
Ch. 12 WISN-TV Milwaukee (30) .79%
Ch. 2 WDTN(TV) Dayton, Ohio (48) .58%

18. RKO (5.91%)

Ch. 9 KHJ-TV Los Angeles (2) 5.25%
Ch. 13 WHBQ-TV Memphis (41) .66%

19. A.H. Belo (5.69%)

Ch. 8 WFAA-TV Dallas (8) 1.86%
Ch. 11 KHOU-TV Houston (10) 1.65%
Ch. 10 KXTV(TV) Sacramento, Calif. (20) 1.05%
Ch. 13 WVEC-TV Hampton, Va. (43) .61%
Ch. 6 KOTV(TV) Tulsa, Okla. (54) .52%

20. Gaylord (5.255%)

Ch. 11 KTVT Fort Worth (8) 1.86%
Ch. 39 KHOU-TV Houston (10) .825%
Ch. 43 WUAB Cleveland (11) .795%
Ch. 11 KSTW Seattle (15) 1.38%
Ch. 18 WVTU Milwaukee (30) .395%

*Coverage when station is completed, pending FCC approval.

**TV Groups with stations in markets not rated by Arbitron must supply audience reach figures to the FCC, but only at the time of a sale.

UPI tries again under new bosses

Investment group gains operational control of wire service from Mario Vazquez Rana; hopes to raise venture capital to buy service

Yet another management team has taken control of UPI with hopes of turning around the financially troubled wire service and securing its place in international news gathering and dissemination.

WNW Group Inc., an investment group headed by Dr. Earl W. Brian, acquired operational control of the 80-year-old service late on Feb. 19, agreeing to purchase the proxy rights of Mexican newspaper publisher Mario Vazquez-Rana for at least 10 years for "present and future considerations that may total more than \$55 million."

At a Washington press conference last Monday, Brian and Paul Steinle, a former broadcast news director who was named the new president of UPI, said WNW hopes to raise millions of dollars in venture capital and gradually buy all or most of Vazquez-Rana's 95% interest in UPI.

But before any money is raised, he said, WNW will analyze the company's current finances and operations to figure out how much it is worth and develop a business plan to attract the venture capital.

If WNW knows what it plans to do with the wire service, Brian and Steinle were not saying at the press conference. Steinle said that they had a "sense" of what they plan to do, but did not want to elaborate for fear of creating "false expectations."

According to unrefuted reports, UPI is currently losing more than \$1 million a month. While awaiting completion of the due diligence and business plan and the fruit of the private placement, Brian said, WNW will loan UPI money to cover its operating losses. "The loans will be repaid as soon as the new financing is in place," he said.

WNW becomes the fourth group to control UPI in the past six years. Douglas Ruhe and William Geissler, Nashville-based media entrepreneurs, purchased it in 1982 from the E. W. Scripps Trust, but lost control of it three years later when the service filed for protection from creditors under Chapter 11 of the bankruptcy code.

In 1986, Vazquez-Rana brought UPI out of bankruptcy for \$41 million, beating out a group led by Steinle and Brian. Vazquez-Rana's big plans for the network slowly came undone during 1987, starting with the departure of President Milton Benjamin in April and culminating in the abrupt resignations late last year of three top editors that Benjamin had hired.

Neither Vazquez-Rana nor his associates has been available to discuss UPI's recent problems or its deal with WNW. In a prepared statement included in the announce-



Steinle and Brian

ment of the WNW deal, Vazquez-Rana said. "This step was necessary because I could not devote a sufficient amount of time to hands-on management."

The fate of the UPI employees will not be known until the business plan is completed. "Everything is frozen," Steinle said. "The hiring is frozen. The firing is frozen. We are just going to operate it as best we can."

The wire service has just experienced another round of layoffs as management

tried to stem the losses. According to UPI, around 180 people have been let go since Sept. 1, 1987.

Brian is chairman of Infotechnology Inc., a publicly owned company best known to the Fifth Estate for its ownership of FNN, a cable financial news service now available to some 28 million cable homes. It also has interests in electronic and conventional publishing, consulting and biotechnology.

When pressed on plans for UPI, Brian and Steinle said the wire service was "synergistic" with Infotech's other businesses, particularly FNN, Data Broadcasting Corp. and Comtex Scientific Corp. All are, in essence, information processors and disseminators of one sort or another. Data Broadcasting, a joint venture of Infotech and Merrill Lynch, and Comtex distribute information to computers over FNN's vertical blanking interval.

Steinle, 49, spent most of his career in broadcast journalism, getting his start as a reporter at Group W's WBZ-TV Boston in 1965. For the past two years, he has been president of Data Broadcasting. Prior to that, he was president of FNN.

December, 1987

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Cable cooperation

WLKY-TV Louisville, Ky., the ch. 32 ABC affiliate that preempted network prime time programming to run a cable programming preview on Super Bowl weekend (BROADCASTING, Dec. 21, 1987), has begun promoting itself as "WLKY-TV 32, Cable Channel 5." Although many systems carry the station on ch. 5, the station hoped others would follow as a result of the cable cross-promotion.

Frank Hosea, Storer regional vice president, sales and marketing, said the cable preview promotion was a huge



success. (Storer owns the area's largest system.) He said it added 1,383 basic subscribers and 1,245 pay units and caused 390 subscribers to upgrade their service. Hosea said he had never been involved in "any campaign that has gotten that kind of response." The figures represent a penetration increase of 1.7%, he said, in an area that is already 60% wired.

Hosea said Storer is involved in two other broadcast-cable promotions, one scheduled for April 4 on independent wxix(tv) Cincinnati, and the other April 17 on independent wtvz(tv) Nashville.

Hosea said he has received some interest from independent WDRB-TV Louisville, Ky., to run the Friday night portion of National Cable Month programming (BROADCASTING, Feb. 15). NCM officials are encouraging local cable operators to speak with broadcasters in their markets about carrying the six-hour Friday preview.

Pay phone

Cox Cable in Hampton Roads, Va., is teaming with a Bell Atlantic subsidiary, C&P Telephone, to offer a one-year trial of pay-per-view programming using automatic number identification. Cox serves 90,000 subscribers in the area.

In ANI, the telephone company assigns a bank of telephone numbers to Cox, which in turn assigns them to certain PPV events. Viewers call the number and are authorized to receive the event. Most of the ordering and billing is done automatically, with the telephone company transmitting the data to the cable system. A prime advantage of the system for cable operators is that it increases the number of calls that can be handled.

TBS, Spanish style

Turner Broadcasting System is negotiating to provide Telemundo with a nightly Spanish-language newscast for its broadcast group. The service would use the existing worldwide CNN newsgathering structure, but would have separate production and on-air staffs, based in Atlanta. Turner also announced that CNN passed 50% of U.S. TV homes the week of Feb. 10. Nielsen said CNN now reaches 44.5 million homes, or 50.2% of total U.S. households, making CNN the second cable service, behind ESPN, to reach that plateau. Turner Cable Network Sales announced it will offer affiliates seasonal distribution of promotion materials of WTBS(TV) Atlanta, CNN and Headline News. Video and print materials include channel-specific video promos, ad slicks, bill stuffers, radio spots, logo sheets and Turner merchandising opportunities.

Sports scramble

Home Sports Entertainment said it will begin scrambling its satellite signal on March 15 using General Instrument's Videocypher II encryption device. The move is in anticipation of changes

expected to be made by Major League Baseball in television rights. HSE will set up DBS department to handle authorizations for TVRO owners.

The sports network also announced it will provide selected events to cable operators on a pay-per-view basis, available for systems or subscribers who don't take the sports network.

Cable cancellation

Senator Howard Metzenbaum (D-Ohio) last week canceled plans to convene a hearing on cable television slated for March 9 in Cincinnati. A Metzenbaum aide said the senator has a scheduling conflict and that no plans have been made to reschedule the Cincinnati hearing. The senator, however, has not changed his plans to hold a hearing in Washington tentatively scheduled for March 17, on competitive issues in cable, the aide said.

As for other congressional activity affecting cable, the House Telecommunications Subcommittee was looking at March 16 as the date for the first of several industry oversight hearings it has proposed. But that date appears to have slipped to March 30.

More power

Telesat, the cable subsidiary of Florida Power & Light, was awarded a franchise for Hillsborough county, Fla., last week, giving it the rights to wire another large chunk of territory in that state. The countywide franchise covers roughly 160,000 homes and surrounds the city of Tampa. Paragon Cable, the existing cable operator in the county, counts over 60,000 subscribers.

Telesat also received rights to wire portions of DeSoto county last week. The company now has 20 franchises in the state, including parts or all of Orange, Palm Beach, Citrus and St. John's counties. It is awaiting a decision in Dade county on its application to expand its cable operation countywide.

Arts production

Bravo announced it had made its first program purchase of an ongoing series, *The South Bank Show*, co-produced by London Weekend Television and RM Associates. The program, which features interviews with celebrities and examinations of the arts, will run Thursday at 10 p.m.

Bravo has the rights to more than 100 programs through 1990, including the exclusive rights in 1988 and '89. The show has aired in Britain since 1978 and is hosted by Melvyn Bragg.

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Guide by any other name

United Video has changed the name of its preview and program listing guide service from The *EPG Preview to Preview Guide*. Joe Batson, *Preview Guide* general manager, said the name change "more effectively conveys the essence of the service."

Along with the name change, UV has made several changes in the format. An hour on the service is now broken up into six, 10-minute segments. The first eight minutes of each segment contain five minutes of programing previews, one-and-one-half minutes of local advertising, one minute of national advertising and two 15-second *Preview Guide* promotions/IDs. The final two minutes of each segment are devoted to a specific programing category—Kidsfare, Sportscope,



MovieVue, Comedy Corner, Curtain Call. In the Know, Special Selections and Service Spotlight. Four of the eight categories are programed each hour. The other two, two-minute segments, entitled *Preview Tonight*, are devoted to cable prime time programing that day.

System-specific program listings appear on the bottom of the screen and previews and promotions fill the top half. Among the MSO's who have made initial commitments to *Preview Guide* are Continental, United Cable, Daniels & Associates, Heritage, Cablevision Industries, Cooke Cablevision, Televents and Coaxial Communications. To date, 3.5 million subscribers are on line, but Batson hopes to reach 12 million by year's end.

Discovery deal

The Discovery Channel announced a co-production agreement with Telepool of West Germany that will initially include two multipart series on nature and human adventure documentary programing. The cable service plans to renarrate and repackage the programing for U.S. cable viewers. The deal also gives Discovery access to other current and future programing from the Telepool library.

ACE activity

The National Academy of Cable Programing said last week that 874 entries from 175 cable systems have been received for the system ACE competition,

the winners of which will be announced at the National Cable Television Association convention on May 2 in Los Angeles.

The record number of entries represent a 17% jump over last year. Three new categories: "Commercials: Single Spot," "Systems Support Programs: Single" and "System Support Programs: Series," brought in 103 entries alone. Preliminary judging will begin in Washington on March 8-9. On March 7, the academy will sponsor a local programers' workshop in Washington that will examine promoting local programs, ways to measure a program's impact and getting support for programing from corporate officials. Among the officials slated to address the workshop are Richard Holcomb, senior vice president, corporate affairs, American Television & Communications, and organizer of the conference; Missy Goerner, vice president, programing, Rogers Cablesystems; Victor Harrison, vice president, marketing and programing, Post Newsweek Cable; Irvine Hill, director of communications/unit manager, Cox Cable; Lenny Melamedas, director, studio operations, UA-Columbia Cablevision; Joseph Langham, director of programing, Colony Communications, and Bruce LaRose, director of programing, Suburban Cablevision.

USA on the grow

Prime time ratings for USA Network grew 31% between fourth quarter 1986 and fourth quarter 1987, while household delivery was up 52%, USA said. Similar growth continued last month, with January prime time ratings up 62% and household delivery up 76%.

Among the highest rated prime time fare during the 1987 fourth quarter, USA said, were *Pro Wrestling* with a 2.9 rating, *Airwolf*, *Alfred Hitchcock Presents* and *Benny Hill* specials with 2.3 ratings, *The New Mike Hammer* and *Saturday Nightmares* with 2.2 ratings and *The Ray Bradbury Theater* with a 2.0 rating.

A&E backing

Arts & Entertainment cable network announced it would be the leading sponsor of the American Film Institute's Directing Workshop for Women for the next funding cycle, beginning later this year. A&E, now in its fifth year, will provide about half of the \$300,000 workshop budget. During each workshop, between 12 and 17 women are selected to direct film or video productions. Said A&E President Nicholas Davatzes: "Our network is pleased to join the AFI as it develops outstanding film and video resources for the television industry."

Rise and fall

HBO has begun filming a six-hour mini-series, *The Four Day Revolution*, about the fall of Philippine dictator Ferdinand Marcos and the rise of Corazon Aquino. The mini-series, which carries with it the largest production budget in HBO history, stars Gary Busey, who plays an American

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journalist. It was written by David Williamson, who wrote "The Year of Living Dangerously." The mini-series, which is being filmed in the Philippines, traces the events beginning with Benigno Aquino's assassination to the ouster of Marcos.

New counts

Several cable programming networks

announced new system launches in January. The Discovery Channel said it added 1.9 million subscribers in January, giving the basic service a reach of 28.4 million homes. Black Entertainment Television said it added 322,082 new subscribers among 39 cable systems in January. Including in that were systems in Norfolk, Va.; Tampa, Fla.; Englewood, Colo.; Philadelphia; Cleveland; Cincinnati, and Columbus, Ohio. BET now reaches

17.5 million homes. The Playboy Channel said 14 cable systems with 120,000 subscribers have added the pay service, with many of them also carrying Playboy's pay-per-view service, Playboy On Demand. Among the additions were systems in Las Vegas, Philadelphia and Santa Monica, Calif.

The Nostalgia Channel announced the addition of 279,000 subscribers since Jan. 1, bringing its total audience to 2,779,000.

For the Record

As compiled by BROADCASTING Feb. 17 through Feb. 24 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—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

- WYNI(AM) Monroeville, AL (BTC880205ED; 930 khz; 5 kw-D)—Seeks assignment of license from Fred Kelley and Jack R. Bates to Harold Harris and Vivian C. Tuberville for \$175,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Feb. 5.
- WPSO(AM) New Port Richey, FL (BAL880204EG; 1500 khz; 250 w-D)—Seeks assignment of license from Lowrey Communications Inc. to Stanley Broadcasting Inc. for \$360,000. Seller is headed by Thad M. Lowrey, who has no other broadcast interests. Buyer is owned by William W. Stanley and his wife, Marian, local investors with no other broadcast interests. Filed Feb. 4.
- WAMT(AM)-WSCF(FM) Titusville, FL (AM: BAL880209EC; 1060KHZ; 10 kw-D; 5 kw-N; FM: BALH880209ED; 98.3 mhz; 3 kw; HAAT: 235 ft.)—Seeks assignment of license from Frazer Broadcasting to Sage Broadcasting for \$3 million. Seller is owned by Sid Frazer,

who has no other broadcast interests. He will remain as general manager. Buyer is publicly owned. Stamford, CT-based group of nine AM's and eight FM's headed by Leonard Fassler, Gerald Poch and Gerald LeBow. Filed Feb. 9.

- KWCL-AM-FM Oak Grove, LA (AM: BAL880209EE; 1280 khz; 1 kw-D; FM: BALH880209EF; 96.7 mhz; 3 kw; HAAT: 306 ft.)—Seeks assignment of license from Heart of Dixie Broadcasting Corp. to Baker Broadcasting Co., a General Partnership for assumption of \$90,000 in liabilities. Seller is owned by Bennett Strange, who has no other broadcast interests. Buyer is owned by Keith Baker and his wife, Evelyn, former owners of station. Filed Feb. 9.

- WHRF(AM) Bel Air, MD (BAL880204EF; 1520 khz; 250 w-D)—Seeks assignment of license from Bel Air Broadcasting Company Inc. to James D. Fielder Jr. for \$250,000. Seller is principally owned by James C. Swartz, who has no other broadcast interests. Buyer has no other broadcast interests. Filed Feb. 4.

- KUXL(AM) Golden Valley (Minneapolis); WYLO(AM) Jackson (Milwaukee); KCNW(AM) Fairway (Kansas City); WDCT(AM) Fairfax, VA (Washington). KTEK(AM) Alvin (Houston) and KWJS(AM) Fort Worth (KUXL: BTC880209EL; 1570 khz; 2.5 kw-D; WYLO: BTC880209EH; 540 khz; 250 w-D; KCNW: BTC880209EG; 1380 khz; 5 kw-D; WDCT: BTC880209EI; 1310 khz; 5 kw-D; 500W-N; KTEK: BTC880209EK; 1110 khz; 2.5 kw; KWJS: BTC880209EJ; 1360KHZ; 5 kw-D, 1 kw-N)—Seeks assignment of license from Universal Broadcasting Corp. to Dick Marsh for \$15 million. Seller is Mineola, NY-based group of 10 AM's and four FM's, principally owned by Marvin B. Kosofsky, Howard Warsaw and Miriam Warsaw. It also announced intention to sell WCBW(AM) St. Louis. Buyer is group's executive vice president. Tax certificate is involved; Marsh's mother is Puerto Rican. Filed Feb. 9.

- WBBW(AM)-WQOD(FM) Youngstown, OH (AM: BAL880208EB; 1240 khz; 1 kw-U; FM: BALH880208EC; 93.3 mhz; 50 kw; HAAT: 280 ft.)—Seeks assignment of license from Mahoning Valley Broadcasting Corp. to H&D Broadcast Group for \$3 million. Seller is owned by John Sherpack, who has no other broadcast interests. Buyer is Hartford, CT-based group of four AM's and four FM's owned by Joel M. Hartstone and Barry Dickstein. Filed Feb. 8.

- KFJZ(AM) Fort Worth, TX (BAL880208ED; 870 khz; 250 w-D)—Seeks assignment of license from KFJZ Broadcasting Inc. to Garden City Broadcasting Co. for \$1.3 million. Seller is principally owned by B.J. Glascock, who also owns KJAA(AM) Mesa, AZ and KCCN(AM) Honolulu. Buyer is owned by Antonio N. Lujan, nightclub owner from Dallas with no other broadcast interests. Filed Feb. 8.

- WMVP(AM) Greenfield, WI (BAL880209EB; 1290 khz; 5 kw-U)—Seeks assignment of license from Pinnacle Broadcasting Corp. to Suburbanair Inc. for \$750,000. Seller is owned by brothers, George and Reg Johns, and William Yde, who bought WMVP(AM)-WBGK(FM) Milwaukee for \$4.4 million ("Changing Hands," March 9, 1987). Buyer is owned by Willie D. Davis, who also owns collocated WLUM-FM and KACE(FM) Inglewood, CA. Filed Feb. 9.

Actions

- WMOD-TV Melbourne, FL (BALCT871203KF; ch. 43; ERP: vis. 4170 kw. aur. 854 kw-A; HAAT: 1049 ft.)—Granted app. for assignment of license from Press Broadcasting Co. of Florida Inc. to Blackstar Communications Inc. for \$5 million. Seller is subsidiary of Asbury Park Press Inc., principally owned by Jules L. Plangerre and Donald Lass. It owns WJLK-AM-FM Asbury Park, N.J. and pub-

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\$17,000,000

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\$4,000,000

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lishes *Asbury Park Press*. It recently bought WCLU(TV) Clermont, FL ("Changing Hands," Nov. 7, 1987). Buyer is new group headed by John E. Oxendine, Kenneth O. Harris and Wesley S. Williams. All are associated with BROAD-CAP (Broadcast Capitol Fund), private, nonprofit venture capitol fund, created by National Association of Broadcasters. Action Feb. 18.

■ **WBGW-AM-FM Tallahassee, FL: WSBY(AM)-WQHQ-FM Salisbury-Ocean City, Md.; WGUS-AM-FM Atlanta and WWQQ-FM Wilmington, NC.** (WBGW: 1410 khz; 5 kw-D; WBGW-FM: 98.9 mhz; 100 kw; HAAT: 365 ft. WSBY: 960 khz full time; 5 kw. WQHQ-FM: 104.7 mhz; 3 kw; HAAT: 610 ft. WGUS: 1380 khz; 5 kw-D. WGUS-FM: 102.3 mhz; 3 kw; HAAT: 265 ft. WWQQ-FM: 100.9 mhz; 2.1 kw; HAAT: 370 ft.)—Granted app. for assignment of license from Woolfson Broadcasting Corp. to HVS Partners Inc. for \$11.4 million. Seller is owned by Mark L. Woolfson, who has no other broadcast interests. Buyer is owned by Gisela B. Huberman, who also owns WLW(FM) Salisbury, MD, and WMNX(FM) Tallahassee, FL, both of which will be spun off. Action Feb. 16.

■ **WSTI(FM) Quitman, GA (BALH871229HF; 105.3 mhz; 3 kw; HAAT: 300 ft.)**—Granted app. for assignment of license from Star FM to WSTI Inc. for \$695,000. Seller is owned by R.C. Edmondson, who has no other broadcast interests. Buyer is owned by John M. Van Der Aa; Wedell Borriak, and his wife, Carolyn, and Robert A. Cook and his wife, Coreen. It also owns WCVC(AM) Tallahassee, FL. Action Feb. 16.

■ **KSPR(TV) Springfield, MO and KMID(TV) Midland, TX.** (KSPR: BTCT851023KF; ch. 33; ERP vis. 1,112 kw, aur. 112 kw; HAAT: 1,995 ft.; KMID: BALC870929KM; ch. 2; ERP vis. 100 kw, aur. 100 kw; HAAT: 1,050 ft.)—Granted app. for assignment of license from Lorimar Telepictures Corp. to Goltrin Communications Inc. for \$23 million. Seller is Culver City, CA-based entertainment production and distribution company. It also owns WPGH-TV Pittsburgh, WLIQ(TV) San Juan and WSUR-TV Ponce, both Puerto Rico. Buyer is principally owned by Joseph H. Goldfarb, his wife, Barbara, and Melvyn J. Estrin. Goldfarb is member of office of president, Lorimar Telepictures. Estrin is chairman of Human Services Group Inc., Washington-based financial services firm. Action Feb. 12.

■ **KHSP-TV Salem, OR (BALC871203KH; ch. 22; ERP vis.: 1700 kw; HAAT: 1190 ft.)**—Granted app. for assignment of license from Silver King Broadcasting of Oregon Inc. to Blackstar Communications Inc. for \$5,135,000. Seller is subsidiary of Home Shopping Network, publicly owned. St. Petersburg, FL-based group of 12 TV's headed by Lowell Paxson, president. Buyer is also purchasing WMOD-TV Melbourne, FL. (see above). Action Feb. 18.

New Stations

■ **Meridianville, AL (BPH880126ME)**—Frank Digesu seeks 94.1 mhz; 3 kw H&V; 100 m. Address: 7807 Valley Bend Drive, Huntsville, AL 35802. Principal has no other broadcast interests. Filed Jan. 26.

■ **Sierra Vista, AZ (BPED880120MJ)**—Arizona Board of Regents for University of Arizona seeks 91.3 mhz; 100 w; 474 m. Address: KUAT Modern Language Building, University of Arizona, Tucson, AZ 85721. Principal is educational institution headed by Donald G. Shropshire, president. It is also applying for new FM in Tucson (see above). Filed Jan. 20.

■ **Tuba City, AZ (BPED880119MT)**—Tuba City High School Board Inc. seeks 91.5 mhz; 0.1 kw H&V; minus 25 m. Address: Box 160, Warrior Drive, Tuba City, AZ 86045. Principal is educational institution headed by Lee F. Johnson, president; N. Alfred Nelson; Allen Gray; Harold Drake; James Bighorse, and Daniel M. Rosenfelt. It has no other broadcast interests. Filed Jan. 19.

■ **Tucson, AZ (BPED880120MK)**—Arizona Board of Regents for University of Arizona seeks 89.1 mhz; 0.9 kw H&V; 170 m. Address: KUAT Modern Language Bldg., University of Arizona, Tucson, AZ 85721. Principal is educational institution headed by Donald G. Shropshire, president. It is also applying for new FM in Sierra Vista (see above). Filed Jan. 20.

■ **Little Rock, AR (BPH880114NJ)**—Capital Media Network Ltd. seeks 99.5 mhz; 3 kw H&V; 100 m. Address: 415 Main St., Little Rock, AR 72201. Principal is owned by Lottie Shackelford, president, T.J. Williams and Marsha L. Redwood. It has no other broadcast interests. Filed Jan. 14.

■ **Little Rock, AR (BPH880114MJ)**—Little Rock Broadcasting Ltd. seeks 99.5 mhz; 3 kw H&V; 100 m. Address: 1518 Battery St., Little Rock, AR 72202. Principal is owned by Penny Henderson, who has no other broadcast interests. Filed Jan. 14.

■ **Little Rock, AR (BPH880114MH)**—Dynamic Commu-

nications Inc. seeks 99.5 mhz; 3 kw H&V; m. Address: 2700 River Rd, North Little Rock, AR 72114. Principal is owned by Cliff B. Ford, who has no other broadcast interests. Filed Jan. 14.

■ **Little Rock, AR (BPH880114MI)**—Namelec Broadcasting seeks 99.5 mhz; 3 kw H&V; 100 m. Address: 235 Plaza West, McKinley & Lee Streets, Little Rock, AR 72205. Principal is owned by Loretta Lever, who has no other broadcast interests. Filed Jan. 14.

■ **Little Rock, AR (BPH880114MG)**—Terri L. Bonner seeks 99.5 mhz; 2.75 kw H&V; 104 m. Address: 2009 Beechwood Ave., Little Rock, AR 72207. Principal has no other broadcast interests. Filed Jan. 14.

■ **Little Rock, AR (BPH880120NQ)**—Spacecom Inc. seeks 99.5 mhz; 3 kw (H&V); 100 m. Address: 444 Pine St, St. Paul, MN 55101. Principal is owned by S.W. Richey and W.E. Barsness, who also own KOSO(FM) Patterson, and KGNU(FM) Fresno, both California. Richey owns 50% of WCWC(AM)-WYUR(FM) Ripon, WI; WKHY(FM) Lafayette, IN; KIBB(AM) St. Paul, MN and 100% of KQEU(AM) Olympia, WA. Barsness owns 50% of WKHY(FM) Lafayette, IN and KIBB(AM) St. Paul, MN. It is also applying for new FM in Bakersfield, CA (see below). Filed Jan. 20.

■ **Little Rock, AR (BPH880113MH)**—Chicago Broadcasting Inc. seeks 99.5 mhz; 1.6 kw (H&V); 136 m. Address: P.O. Box 696, Dolton, IL 60419. Principal is owned by Allen Wheeler, Robert L. Weaver and Quintette McDuffie, who also have interest in KCHB(AM) Jacksonville, AR. Filed Jan. 13.

■ **Little Rock, AR (BPH880114NO)**—GFB Communications Inc. seeks 99.5 mhz; 3 kw (H&V); 100 m. Address: 900 West 16th St., No. 311, Little Rock, AR 72202. Principal is owned by Georgia F. Buggs, Almeda Grymes, who have no other broadcast interests. Filed Jan. 14.

■ **Little Rock, AR (BPH880114NM)**—Little Rock Broadcasting Partnership seeks 99.5 mhz; 1.7 kw H&V; 129 m. Address: 3515 Claremont, Independence, MO 64052. Principal is owned by Gayland R. Gaut and Robert L. Sisson, who have no other broadcast interests. Filed Jan. 14.

■ **Bakersfield, CA (BPH880114NO)**—Tongila M. Culbreath seeks 99.3 mhz; 3 kw H&V; 100 m. Address: 452 McGill Place, Atlanta 30312. Principal has no other broadcast interests. Filed Jan. 14.

■ **Bakersfield, CA (BPH880114NP)**—Spacecom Inc. seeks 99.3 mhz; 3 kw H&V; m. Address: 444 Pine St, St. Paul, MN 55101. Principal is owned by S.W. Richey, and W.E. Barsness. It is also applying for new FM in Little Rock, AR (see above). Filed Jan. 14.

■ **Bakersfield, CA (BPH880114MQ)**—Hometown Broadcasters of Bakersfield seeks 99.3 mhz; 3 kw H&V; 100 m. Address: 123 S. Figueroa, #335, Los Angeles 90012. Principal is owned by Rochelle Lucas, who has no other broadcast interests. Filed Jan. 14.

■ **Bakersfield, CA (BPH880114NB)**—McGavren-Barro Broadcasting Corp. seeks 99.3 mhz; 3 kw H&V; 100 m. Address: 1527 19th St., #300, Bakersfield, CA 93301. Principal is owned by Steve McGavren and Mary H. Barro, who also own KAFY(AM) Bakersfield, CA. Filed Jan. 14.

■ **Bakersfield, CA (BPH880114NG)**—Elgee Broadcasting seeks 99.3 mhz; 3 kw H&V; m. Address: Box 9926, Bakersfield, CA 93389. Principal is owned by Donald A. Baillargeon and Roger W. Medvin, who have no other broadcast interests. Filed Jan. 14.

■ **Bakersfield, CA (BPH880114NE)**—Kern County Broadcast Associates seeks 99.3 mhz; 3 kw H&V; 100 m.

Address: 3701 Barbara Ave., Bakersfield, CA 93309. Principal is owned by Kathleen K. Manning, who has no other broadcast interests. Filed Jan. 14.

■ **Bakersfield, CA (BPH880114ME)**—Benny L. Bee Jr. seeks 99.3 mhz; 2.24 kw H&V; 114 m. Address: 109 Gallatin Drive, Unit D, Bozeman, MT 59717. Principal has no other broadcast interests. Filed Jan. 14.

■ **Bakersfield, CA (BPH880114MN)**—Ask Broadcasting Corp. seeks 99.3 mhz; 3 kw H&V; 100 m. Address: 924 Truxton Ave., Bakersfield, CA 93301. Principal is owned by Alexander S. Klein, and his wife, Barbara, who also have interest in KLYD(AM) Bakersfield, CA and KLYD-FM Shafter, CA. Filed Jan. 14.

■ **Tallahassee, FL (BPED880120MG)**—The Board of Regents of Florida for Florida State University seek 88.9 mhz; 90.2 kw H&V; 379 m. Address: 2561 Pottsdamer St., Tallahassee, FL 32304. Principal is educational institution headed by Joan D. Ruffier, chairwoman; Frank P. Scruggs II; Dubose Ausley; J. Hyatt Brown; Betty Castor, Charles B. Edwards and Pat N. Groner. It is also licensee of WFSU-FM Tallahassee, FL. Filed Jan. 20.

■ **Chicago (BPED880120MF)**—Open Media Corp. seeks 90.5 mhz; 30 kw H&V; 133 m. Address: 1813 W. Cortland, Chicago 60622. Principal is nonprofit corporation headed by Mitchell A. Lieber; Carol Friar; S. Hope Daniels, Charles K. Jackson and Anne O. Stevens. Filed Jan. 20.

■ **Anderson, IN (BPH880126MT)**—Wilbur Umberger seeks 98.7 mhz; 3 kw H&V; 100 m. Address: 2221 W. County Rd, 450 North, Muncie, IN 47303. Principal has no other broadcast interests. Filed Jan. 26.

■ **Anderson, IN (BPH880125ML)**—Anderson University Inc. seeks 98.7 mhz; 3 kw H&V; 100 m. Address: 1100 E. 5th St., Anderson, IN 46012. Principal educational institution headed by Robert A. Nicholson, president; Clela Anderson; Barry Callen; Ronald Moore; Duane C. Hoak; Jon K. Kardatzke; J. Kenneth Lockhart, and Gilmer J. McBride. It has no other broadcast interests. Filed Jan. 25.

■ **Anderson, IN (BPH880126MM)**—Madison County Communicators seeks 98.7 mhz; 3 kw H&V; 100 m. Address: 5109 North Broadway, Muncie, IN 47303. Principal is owned by Mark A. Gough, who has no other broadcast interests. Filed Jan. 26.

■ **Kingman, KS (BPH880122MT)**—Parity Radio Corp. seeks 94.3 mhz; 3 kw H&V; 100 m. Address: 10926 Jollyville Rd., Austin, TX 78759. Principal is owned by Fred Lundgren and Jerome Friemel, who have no other broadcast interests. Filed Jan. 22.

■ **Louisville, KY (BPH880126MD)**—Barol Of Louisville Inc. seeks 100.5 mhz; 50 kw H&V; 150 m. Address: 809 River Dell Drive, Louisville, KY 40206. Principal is owned by Lora Bradshaw, who has no other broadcast interests. Filed Jan. 26.

■ **Louisville, KY (BPH880126MC)**—Brenda Joyce Kincer seeks 100.5 mhz; 50 kw H&V; 150 m. Address: 15025 Bircham Rd., Louisville, KY 40223. Principal has no other broadcast interests. Filed Jan. 26.

■ **Louisville, KY (BPH880126MI)**—Young Broadcasting Corp. of Kentucky seeks 100.5 mhz; 50 kw H&V; 150 m. Address: 403 Lafontenay Ct., Louisville, KY 40223. Principal is owned by Karen Young, who has no other broadcast interests. Filed Jan. 26.

■ **Louisville, KY (BPH880126M)**—Derby Broadcast Associates seeks 100.5 mhz; 50 kw H&V; 149 m. Address: 9919 Vieux Carre Drive, Louisville, KY 40223. Principal is owned by Laura A. Brannon, who has no other broadcast

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interests. Filed Jan. 26.

■ Louisville, KY (BPH880126MP)—Louisville FM Broadcasters L.P. seeks 100.5 mhz; 50 kw H&V; 150 m. Address: 57TH E. 11th St., New York 10003. Principal is headed by Stephanie Celeste. It has no other broadcast interests. Filed Jan. 26.

■ Louisville, KY (BPH880126MF)—Spacecom Inc. seeks 100.5 mhz; 50 kw H&V; 150 m. Address: 444 Pine St., St. Paul, MN 55101. Principal is owned by S.W. Richey and W.E. Barsness, who are also applying for new FM's in Little Rock, AR and Bakersfield, CA (see above). Filed Jan. 26.

■ Louisville, KY (BPH880126MV)—Walrus Broadcasting Inc. seeks 100.5 mhz; 50 kw H&V; 150 m. Address: 2335 Bonnycastle Ave., Louisville, KY 40205. Principal is owned by Louisa W. Henson and her husband, Clarence E. Henson, who also have interest in WAVG-AM-WLRS-FM Louisville, KY. Filed Jan. 26.

■ Louisville, KY (BPH880126MS)—Charles J. Jenkins seeks 100.5 mhz; 50 kw H&V; m. Address: 1807 Creekside, Clarksville, IN 47130. Principal holds 10% interest in WXVW(AM) Jeffersonville, IN. Filed Jan. 26.

■ Louisville, KY (BPH880126MQ)—Echonot Corp. seeks 100.5 mhz; 50 kw-H; 150 m. Address: 2500 S. Raritan, Englewood, CO 80110. Principal is owned by Charles Ergen, David M. Drucker and Candy M. Ergen. It has no other broadcast interests. Filed Jan. 26.

■ Winslow, ME (BPH880122MS)—John Anthony Bulmer seeks 95.3 mhz; 3 kw H&V; m. Address: 20 Liberty Ave., Whitesboro, NY 13492. Principal owns new FM's in Edgewood, OH and Royal Center, IN. Filed Jan. 22.

■ Glen Arbor, MI (BPH880120MO)—Michael E. Bradford seeks 98.1 mhz; 1.34 kw H&V; 150 m. Address: 1873 Crouch Rd., Jackson, MI 49201. Principal has no other broadcast interests. Filed Jan. 20.

■ Walker, MI (BPH880126MU)—MW Multicom Inc. seeks 100.5 mhz; 3 kw (H&V); 100 m. Address: 3200 Pine Tree Road, Lansing, MI 48910. Principal is owned by William Walker, Philip Fisher, Charles Mefford and Richard Record. It also owns WKHQ-AM-FM Charlevoix; WITL-AM-FM Lansing; WCHT(AM)-WGLQ-FM Escanaba, all Michigan. Filed Jan. 26.

■ Walker, MI (BPH880126MH)—GNS Broadcasting seeks 100.5 mhz; 2 kw (H&V); 113 m. Address: 1034 Linden S.F., Grand Rapids, MI 49507. Principal is owned

by George Grant and John Seymour, who have no other broadcast interests. Filed Jan. 26.

■ Walker, MI (BPH880126MN)—Broadcast House Inc. seeks 100.5 mhz; 3 kw (H&V); 100 m. Address: 1151 Sunset Hills Rd., Los Angeles 90069. Principal is owned by Larry Greene, David L. Moorhead and Toni A. Greene, who have no other broadcast interests. Filed Jan. 26.

■ Walker, MI (BPH880125MA)—William E. Kuiper Jr. seeks 100.5 mhz; 3 kw (H&V); 100 m. Address: 1051 Fremont N.W., Grand Rapids, MI 49504. Principal has interest in WFUR-AM-FM Grand Rapids, MI. Filed Jan. 25.

■ Holdrege, NE (BP880121AA)—Family Stations seeks 1020 khz; 10 kw-D; 1 kw-N. Address: 290 Heegenberger Rd., Oakland, CA 94621. Principal is nonprofit station group headed by Harold Camping, president. Filed Jan. 21

■ Elko, NV (BPED880121MI)—Northern Nevada Community College seeks 91.5 mhz; 0.05 kw H&V; 226 m. Address: University of Nevada System, 901 Elm St., Elko, NV 89801. Principal is educational institution headed by June Whitley, chairwoman; James Eardley; Joseph M. Foley; Chris Karamanos; Joan Kenney; Daniel J. Klaich; Joann Sheerin; Dorothy S. Gallagher, and Carolyn M. Sparks. It has no other broadcast interests. Filed Jan. 21.

■ Lebanon, NH (BPH880126MG)—Radio South Burlington Inc. seeks 100.5 mhz; 0.6 kw H&V; 210 m. Address: 19 Boas Lane, Wilton, CT 06897. Principal is owned by Dennis Jackson, Maureen Jackson, who have interest in WREF-AM Ridgefield, CT. It is also applying for new FM's in Somersworth, NH, and Winchester, NH (see below). Filed Jan. 26.

■ Somersworth, NH (BPH880126MJ)—Radio South Burlington Inc. seeks 98.7 mhz; 3 kw H&V; 100 m. Address: 19 Boas Lane, Wilton, CT 06897. Principal is also applying for new FM's in Lebanon, NH, and Winchester, NH (see above and below). Filed Jan. 26.

■ Somersworth, NH (BPED880126OS)—Granite State Public Radio Inc. seeks 98.7 mhz; 3 kw H&V; 100 m. Address: 26 Pleasant St., Concord, NH 03301. Principal is nonprofit corporation headed by David Cawley, chairman, Margaret O. Cain, trustee, William C. Hoyt, treasurer and Edward Kaplan, clerk. It has no other broadcast interests. Filed Jan. 26.

■ Winchester, NH (BPH880126MR)—Radio South Burl-

ington Inc. seeks 98.7 mhz; 1.23 kw H&V; 148 m. Address: 19 Boas Lane, Wilton, CT 06897. Principal is also applying for new FM's in Somersworth, NH, and Lebanon, NH (see above). Filed Jan. 26.

■ Fort Ann, NY (BPED880127MA)—Christian Theater of the Air Inc. seeks 91.7 mhz; 1 kw H&V; 364 m. Address: 43 George St., Fort Ann, NY 12827. Principal is nonprofit corporation headed by Michael R. Juliano, president, Judith E. Juliano, Joel Palmer, Connie Palmer, William Decker, and Mary Decker. It has no other broadcast interests. Filed Jan. 27.

■ Saranac Lake, NY (BPED880120MT)—The St. Lawrence University seeks 90.5 mhz; 0.2 kw H&V; 123 m. Address: Romoda Drive, Canton, NY 13617. Principal is educational institution headed by John W. Hannon, chairman; Richard Young; Archie F. Macallaster; Kate S. Woodward, and Arthur S. Torrey. Filed Jan. 20.

■ Elizabethville, PA (BPH880126MK)—Great Scott Broadcasting seeks 100.5 mhz; 1.2 kw H&V; 157 m. Address: P.O. Box 638, Pottstown, PA 19464. Principal is Pottstown, Pa.-based group of five AM's and five FM's owned by Faye Scott and family. Filed Jan. 26.

■ Spencer, TN (BPH880125MK)—Van Buren Broadcasting seeks 98.7 mhz; 1.2 kw H&V; 167 m. Address: P.O. Box 31, McMinnville, TN 37110. Principal is owned by Aaron and Kay Durham, who also have interest in WAKI(AM) McMinnville, TN. Filed Jan. 25.

Actions

■ Cave Creek, AZ (BP870929AP)—Returned app. of Cave Creek Broadcasting Co. for 1100 khz; 50 kw-D; 1 kw-N. Address: 751 Rockville Pike Suite 4b, Rockville, MD 20852. Principal is owned by Peter V. and Jacqueline A. Gureckis, who also own WBZE(AM) Indian Head, MD. Gureckis also has interest in WDER(AM) Derry, NH and WVPV(AM) Funkstown, MD. Action Feb. 5.

■ Gainesville, FL (BP861030AL)—Granted app. of Gainesville Broadcasters for 1430 khz. Address: 4610 Briarwood Dr., Sacramento, CA 95821. Principal is owned by Carl J. Auel, who has interest in KEWQ(AM) Paradise, CA; KKMC(AM), Gonzales, CA; WCHP(AM) Champlain, NY; WLJV(AM) Royal Palm Beach, FL and WGNZ(AM) Christmas, FL. Action Feb. 12.

■ Bloomfield, NM (BPH850710ML)—Granted app. of Mehl D. Tafoya, seeking 104.5 mhz; 100 kw H&V; 1087 m. Address: P.O. Box 412, Blanco, NM 87412. Principal has no other broadcast interests. Action Feb. 17.

■ Manitowoc, WI (BPCT870331QM)—Granted app. of Tony C.G. Hendey for ch. 16; 10.7 kw-V; 1.07 kw-A; HAAT: 129 m. Address: P.O. Box 11747, Fort Wayne, IN 46860. Principal has no other broadcast interests. Action Feb. 12.

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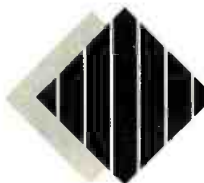
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AM's

■ Honolulu, HI, KAIM, 870 khz—880203-Application for CP to make changes in ant sys; change TL to: Kalua Koi Rd., Kalua Koi, HI, 21 10 56N 157 13 27W.

■ West Yarmouth, MA, WOCB, 1240 khz—880204-Application for CP to make changes in antenna system.

FM's

■ Amarillo, TX, KACV-FM, 89.9 mhz—880212-Application for CP to change ERP: 100 kw H&V; change HAAT: 317.5 m. H&V; change TL: 2.2 km NNE of I-87, Givens Ave. Amarillo, TX 35 20 33N 101 49 20.5W.

■ Morgantown, WV, WVWU-FM, 91.7 mhz—880212-Mod of CP to change ERP: 2.6 kw H&V; change HAAT: 55 m. H&V; change TL: 0.2 km SE of the intersec. of Willey St and College Ave. 39 38 09N 79 56 38W.

TV

■ Grundy, VA, WLFG, ch. 68—880204-Mod of CP to change ERP vis.: 1140 kw; change HAAT: 763.4 m.; ANT: Jampro JSM-32/68-P-120-EP3 (DA); change TL: Clinch Mountain, VA; 36 49 47N 82 04 05W.

Actions

AM's

■ Stockton, CA, KWG, 1230 khz—880212-Application (BP871123AN) granted for CP to make changes in antenna system.

■ Stanwood, MI, WWTG, 1070 khz—880116-Application (BMP870708AD) dismissed for Mod of CP to change TL to: 4.8 km NW 1/4 mi. S of 11 Mile Rd & 1/8 mi. E of 190th Ave. Stanwood, mi. 43 37 28N 85 27 39W.

FM

■ Montgomery, AL, WHHY-FM, 101.9 mhz—880216-

Summary of broadcasting as of Dec. 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,902	170	5,072
Commercial FM	4,041	418	4,459
Educational FM	1,301	173	1,474
Total Radio	10,244	761	11,005
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	476	222	698
Educational VHF TV	116	3	119
Educational UHF TV	209	25	234
Total TV	1,342	273	1,615
VHF LPTV	96	74	170
UHF LPTV	250	136	386
Total LPTV	272	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
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.

Application (BMPH8712181E) granted for Mod of CP (BPH8612121B) to change: TL: 2.4 km N of intersec. of Burbank Drive and US Rte 80, Montgomery Co., AL; change HAAT: 334 m. H&V: 32 24 11N 86 11 48W.

Allocations

Applications

- Bolivar and Ava, MO—At the request of KYOO Broadcasting Co., proposed amending FM table by substituting channel 290C2 (105.9 MHz) for channel 292A (106.3 MHz) at Bolivar and modifying license of KYOO-FM to specify operation on C2 channel; and substituting channel 222A (92.3 MHz) for channel 290A at Ava. Comments are due April 15, replies May 2. (MM Docket 88-64 by NPRM [DA 88-190] adopted Jan. 29 by chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)
- Goldfield, NV—On request of Sarkes Tarzian Inc., licensee of KTVN, channel 2, Reno, proposed amending TV table by substituting channel 7 for channel 2 at Goldfield; comments due April 18, replies due May 3. (MM Docket 88-44, by NPRM [DA 88-192] adopted Jan. 14 by chief, Allocations Branch.)
- McArthur, OH—On request of Hometown Broadcasting of McArthur Inc., proposed allocating FM channel 254A (98.7 mhz) to McArthur as its first FM assignment. Comments due April 18, replies due May 3. (MM Docket 88-41 by NPRM [DA 88-195] adopted Jan. 14 by chief, Allocations Branch, Mass Media Bureau.)
- Okmulgee and Stillwater, OK—On request of Brewer Communications Inc., licensee of KOKL-FM at Okmulgee, and Stillwater Publishing Co. Inc., licensee of KSPI-FM at Stillwater, proposed substituting channel 231C2 (94.1 mhz) for channel 232A (94.3 mhz) at Okmulgee and channel 229C2 (93.7 mhz) for channel 230C (93.9 mhz) at Stillwater and modifying stations' permits to operate on new channels. Comments due April 18, replies due May 3. (MM Docket 88-39 by NPRM [DA 88-197] adopted Jan. 14 by chief, Allocations Branch.)
- Coos Bay, OR—On request of KMTR Inc., proposed amending TV table by allocating channel 23 to Coos Bay as its first TV station; comments due April 18, replies due May 3 (MM Docket 88-42, by NPRM [DA 88-194] adopted Jan. 14 by chief, Allocations Branch.)
- La Grande, OR—On request of Grande Radio Inc., proposed substituting FM channel 254C2 (98.7 mhz) for channel 252A (98.3 mhz) at La Grande and modifying its license for KKUC(FM) to operate on new channel. Com-

ments due April 18, replies due May 3. (MM Docket 88-43 by NPRM [DA 88-193] adopted Jan. 14 by chief, Allocations Branch.)

Actions

- Canton, GA—Substituted channel 289C2 (105.7 MHz) for channel 288A (105.5 MHz) at Canton; modified license of WCHK-FM to specify operation on new channel. (MM Docket 86-206 [DA 88-167] Jan. 25.)
- Keokuk, IA—Substituted channel 290C2 (105.9 MHz) for channel 237A (95.3 MHz) at Keokuk; modified license of KOKX(FM) to specify operation on new channel; filing window April 5-May 5. (MM Docket 86-416 [DA 88-163] Jan. 14.)
- Cape Vincent, NY—Allocated channel 234A (94.7 MHz) at Cape Vincent as its second local FM service; filing window: April 5-May 5. (MM Docket 86-262 [DA 88-162] Jan. 14.)
- Wadesboro, NC—Allocated channel 228A (93.5 MHz) at Wadesboro as its first local FM service; filing window—April 5-May 5. (MM Docket 87-307 [DA 88-166] Jan. 26.)
- Ashland, OR—Substituted channel 270C (101.9 MHz) for channel 270C1 at Ashland; modified license of KCMX-FM to specify operation on new channel. (MM Docket 87-321 [DA 88-161] Jan. 22.)
- Smyrna, TN—Effective April 11, amended FM table by allotting channel 231A (94.1 mhz) to Smyrna as its first FM service; filing window: April 12 to May 12. (MM Docket 84-14, by MO&O [DA 88-198] adopted Jan. 27 by chief, Policy and Rules Division.)

Actions

Commission Actions

- Boston—Commission has upheld Mass Media Bureau's action denying Mark Brown's fairness doctrine and personal attack complaints against radio stations WRKO and WBZ at Boston. (By order [FCC 88-42] adopted Jan. 29 by commission.)
- Cincinnati—Approved transfer of license of WIII(TV), channel 64, Cincinnati, from channel 64 Joint Venture, Debtor in Possession, to channel 64 Acquisition Inc. (By Decision [FCC 88-44] adopted Feb. 9 by commission.)
- Winter Park-Orlando, FL—Granted application of Rainbow Broadcasting Co. for new UHF television station on channel 65 at Orlando/Winter Park, denied competing applications of Metro Broadcasting Inc. and Winter Park Communications Inc. (MM Dockets 83-140, 83142-143 by MO&O [FCC 88-46] adopted Feb. 9 by commission.)
- St. Simons Island, GA—Granted application of Dale Bell for new FM station at St. Simons Island, denied competing applications of Cannon's Point Broadcasting Co. and James U. Steele. (BC Dockets 81-306-307, 81-309 by order [FCC 88-45] adopted Feb. 9 by commission.)
- Hartford, CT—In view of distress sale policy reinstatement, reaffirmed ruling granting request by Faith Center Inc. to assign license of UHF channel 18 at Hartford, to Astroline Communications Co. Limited Partnership. (BC Docket 80-730 by order [FCC 88-47] adopted Feb. 9 by commission.)
- James Derk—Upheld action by Field Operations Bureau denying, in part, request by James Derk under Freedom of Information Act, for copies of material filed during past year relating to WGBF-FM, Henderson, KY. Derk is reporter with *Evansville Courier*. (By order [FCC 88-50] adopted Feb. 12 by commission.)
- Computer Algorithm—Proposed designating algorithm employed on FCC computer programs as standard for propagation calculations in FM and TV broadcast services. (MM Docket 88-56, by NPRM [FCC 88-41] adopted Jan. 29 by commission.)
- FCC issues tax certificate for Marsh Media's divestiture of "grandfathered" 25% interest in Amarillo cable TV system (Report MM-301, Mass Media Action)—Issued tax certificate to Marsh Media Ltd., for divestiture of its 25% "grandfathered" interest in Total Television of Amarillo, a cable television system. Marsh is licensee of KVH-TV, Amarillo. Action by commission Feb. 22 by MO&O (FCC 88-62.)

Staff Actions

- Dadeville, AL—Designated for hearing, mutually exclusive applications of W & W Broadcast Service, Dale Broadcasting Inc., and Frank L. Pearson for new FM station on channel 247A (97.3 mhz) at Dadeville. (MM Docket 88-36 by order [DA 88-116] adopted Jan. 27 by chief, Audio Services Division, Mass Media Bureau.)
- Fresno, CA—Designated for hearing, 14 mutually ex-

clusive applications for new FM station on channel 257A (99.3 mhz) at Fresno. (MM Docket 88-21 by order [DA 88-110] adopted Jan. 27 by chief, Audio Services Division.)

- Ft. Walton Beach, FL—Designated for hearing mutually exclusive applications of Jerome Swain and Clement S. Ross for new commercial television station on channel 58 at Ft. Walton Beach. (MM Docket 88-60 by order [DA 88-134] adopted Jan. 29 by chief, Video Services Division, Mass Media Bureau.)
- Chicago—Designated for hearing mutually exclusive applications of CBS Inc. to renew license of WBBM-TV, channel 2, at Chicago, and Center City Communications Limited Partnership for new television station on channel 2 at Chicago. (MM Docket 88-69 by order [DA 88-103] adopted Jan. 29 by chief, Video Services Division, Mass Media Bureau.)
- Newton, IA—Designated for hearing mutually exclusive applications of Robin C. Brandt and Newton Broadcasting Co. for new commercial television station on channel 39 at Newton. (MM Docket 88-59 by order [DA 88-133] adopted Jan. 29 by chief, Video Services Division.)
- Salem, IN—Designated for hearing mutually exclusive applications of J. R. Broadcasting, James T. Ledford and Family Group Broadcasting Ltd., VII for new commercial television station on channel 58 at Salem. (MM Docket 8858 by order [DA 88-134] adopted Jan. 29 by chief, Video Services Division.)
- North Fort Polk, LA—Designated for hearing, mutually exclusive applications of Roscoe Clifford Burwell Jr., NFP Broadcasting Co., and William C. Monroe for new FM station on channel 294A (107.7 mhz) at North Fort Polk. (MM Docket 88-53 by order [DA 88-107] adopted Jan. 29 by chief, Audio Services Division.)
- Walkersville and College Park, MD and McLean and Reston, VA—Granted request by Elijah Broadcasting Corp. and dismissed its application for AM facilities at Walkersville; dismissed applications of Head Hog Limited Partnership and WGTs Inc. for AM facilities at McLean and College Park, respectively; afforded Reston Community Broadcasting Inc., Reston, 60 days to amend its application. (MM Docket 86-162 by MO&O [FCC 88R-7] adopted Jan. 29 by review board.)
- Moultonborough, NH—Designated for hearing, mutually exclusive applications of Sunrise Partners, SFB Corp.,

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Hoover Communications Corp., Lakes Region Broadcasting Inc., and Ossipee Mountains Broadcasting Inc. for new FM station on channel 295A (106.9 mhz) at Moultonborough. (MM Docket 88-35 by order [DA 88-114] adopted Jan. 27 by chief, Audio Services Division.)

■ Corning, NY—Designated for hearing mutually exclusive applications of Coyle Communications Ltd. and Rural New York Broadcasting for new commercial television station on channel 48 at Corning. (MM Docket 88-61 by order [DA 88-130] adopted Jan. 29 by chief, Video Services Division.)

■ Loudon, TN—Designated for hearing, mutually exclusive applications of Loudon Broadcasters Inc., James A. Graves Jr., and Loudon County Communications Inc. for new FM station on channel 256A (99.1 mhz) at Loudon. (MM Docket 88-54 by order [DA 88-106] adopted Jan. 29 by chief, Audio Services Division.)

■ St. George, UT—Designated for hearing mutually exclusive applications of Red Mountain Broadcasting Co. and KUTV Inc. for new commercial television station on channel 12 at St. George. (MM Docket 88-63 by order [DA 88-132] adopted Jan. 29 by chief, Video Services Division.)

■ UHF channels 14 and 69—Extended time to file com-

ments concerning resolution of interference between UHF channels 14 and 69 and adjacent channel land mobile operations. Comments are now due March 21, replies April 4. (MM Docket 87-465 by Amendment to order [DA 88-188] adopted Jan. 21 by chief, Mass Media Bureau.)

■ Warren, VT—Designated for hearing, mutually exclusive applications of Selectronics Corporations and Radio Vermont for new FM station on channel 241A (96.1 mhz) at Warren. (MM Docket 88-38 by order [DA 88-117] adopted Jan. 28 by chief, Audio Services Division.)

■ Fond Du Lac, WI—Designated for hearing mutually exclusive applications of Church of Christ Ministry Inc. and Skycom Inc. for new commercial television station on channel 68 at Fond du Lac. (MM Docket 88-62 by order [DA 88-131] adopted Jan. 29 by chief, Video Services Division.)

ALJ Actions

■ Appomattox, VA—Granted application of Elaine C. Eicher for new FM station on channel 274B (102.7 mhz) at Appomattox, denied competing applications of Home Town Broadcasting Inc., Maranatha Broadcasting Co. Inc., and James A. Pounds. (MM Docket 87-138 by Initial Decision [FCC 88D-5] issued Feb. 8 by ALJ Walter C. Miller.)

Call Letters

Applications

Call	Sought by
New TV	
WGNN	Good News Television, Macon, GA
Existing FM's	
WYSN	WWZE Norlin Broadcasters, Inc., Central City, PA
KUFO	KLSC Giraffe Communications Inc., debtor-in-possession, Lamasa, TX
KLSC	KUFO West Texas Broadcasting Co. Inc., Lamasa, TX

Grants

Call	Sought by
New FM's	
KLRA-FM	Diamond State Broadcasting Inc., England, AR
KECU	Eureka Christian Broadcasting Inc., Eureka, CA
WPWS	Preston W. Small, Milledgeville, GA
KWRU	Wood River Public Broadcasting Corp., Sun Valley, ID
WMRR	Marion Radio Corp., Van Buren, ID
WCBH	Casey Broadcast Group Inc., Casey, IL
KSRG	SAC Radio General Partnership, Sac City, IA
KBLV	Bliss Communications, Kingman, KS
WKYI-FM	WKYR Inc., Burkesville, KY
WLSL	Leigh Sandoz Leverrier, Crisfield, MD
WMVE	Mary Verkest, Baraga, MI
WFSJ	Family Stations Inc., Rockford, MI
KLRO	B & F Broadcasting Inc., Clinton, MO
KJLR	James L. Gardner, Sparta, MO
KSUX	Gary L. Violet, Winnebago, NE
KPEQ	Peter Winslow, Jal, NM
WJFF	Radio Catskill, Jeffersonville, NY
KMVC	Mary Verkest, Wishek, ND
WMKB	Markey Broadcasting Co. Inc., Ridgebury, PA
WGTG	Group Three Broadcasters, Wartburg, TN
KLUF	Brenham Bluebonnet Communications Inc., Brenham, TX
KHSB	Harold S. Schwartz, Brigham City, UT
WUBI	Upshur Broadcasting Inc., Buckhannon, WV
WTON-FM	Ogden Broadcasting of Virginia Inc., Staunton, VA
New TV	
KJRR	Red River Broadcast Group, Jamestown, ND
Existing AM's	
KLRA	KELC Diamond State Broadcasting, Inc., England, AR
WPKO	WOHP V-Teck Communications Inc., Bellefontaine, OH
KXTD	KTCR Telemonde Corp., Wagoner, OK
Existing FM's	
KPIG	KLZC Radio Ranch, Freedom, CA
WFYI-FM	WIAN Metropolitan Indianapolis Public Broadcasting Inc., Indianapolis, IN
WTCF	WHBK Hometown Broadcasting of Lancasters Inc., Lancaster, KY
WACS-FM	WITU Schoharie Communications Corp., Cobleskill, NY
WTIO-FM	WAPJ American Peakes Limited, Gulliver, MI
WPKO-FM	WTOO-FM V-Teck Communications Inc., Bellefontaine, OH
KTEO	KYSD KTEO Media West Inc., San Angelo, TX
KBZE	KLXZ Bountiful Broadcasting Inc., Bountiful, UT

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General manager. Emerging radio group looking for bottom line-oriented general manager with previous middle market (100-150) experience. Opportunity to participate in the rewards of a rapidly-growing communications company. Submit letter giving complete career and salary history and references. Responses will be kept strictly confidential. EOE. Box D-124.

General manager for community licensed public radio station in Alaska's largest community. Requires college degree, three years public radio management experience, good fund raising and management skills. Very competitive salary and benefits. Resume and references to: Search Committee, KSKA-FM, 4101 University Drive, Anchorage, AK 99508. KSKA is an equal opportunity employer.

Do a great job as sales manager and get promoted to GM at KFRV, Davenport, Iowa. Prior management experience helpful. Ideal for person wanting to grow with our group. Resume to Jim Glassman, President, Community Service Radio, PO Box 3335, Peoria, IL 61614. EOE, M/F.

General manager for big FM in Ohio, must be aggressive and have experience in national and local sales. Send resume, references and salary requirement. EEO employer. Box D-117.

Vice president and general manager, WETA FM. WETA FM, presently the third largest audience market in public radio, seeks an innovative, experienced vice president/general manager to be responsible for overseeing the daily operations of the station. Serving the greater Washington, DC, area, this is a concert/classical music station offering a limited folk, cultural and public affairs format. Candidate must possess proven track record in broadcasting in the areas of management, fundraising, programming, promotions and operations. BA degree preferred. Salary commensurate with experience. EOE. Send letter and resume to WETA FM, Personnel, P.O. Box 2626, Washington, DC 20013.

Program director needed immediately for mid-sized market in the Carolinas. Person would be responsible for AM side of AM/FM operation. Heavy sports, news, talk format in a growing community. Management experience required. Box D-144. EOE.

General manager and sales manager for AM/FM combination. In Eastern Shore area. Salary - benefits - bonuses - incentive opportunities. Immediate openings. Send resumes to: WPZZ, P.O. Box 638, Pottstown, PA 19464. Attention: Bob Appheimer. No phone calls.

Aggressive station/sales manager for AM/FM combo located in an exceptional medium market. The ideal individual must have the ability to motivate and inspire a dedicated staff of talented individuals. A strong background in administration, leadership, sales and people management is a must. Send detailed resume, salary history and requirements to Box D-143.

Street smart sales manager for dominant upper Midwest regional combo (100K metro). Strong ratings in excellent market, great facilities, very promotional-oriented. Ideal opportunity for ambitious, no-nonsense, talented sales pro who likes working in an aggressive professional organization. Candidate will be self-starter and have proven track record in all aspects of local sales, preferably in smaller markets, and will know how to manage a sales staff. Previous management experience a plus but not necessary. I want someone with the right instincts and the drive to make them work. Top compensation to right person. Advancement to GM a strong possibility. Box D-139.

HELP WANTED SALES

Central Indiana station seeking experienced sales manager to organize and direct sales department. Growing, single station market. Contact Art Kimball, Box 474, Mendota, IL 61342 or call 815-539-6751.

Purdue country: WKHY-FM is searching for experienced sales executives with sights set on management. Reply to Eric McCart, P.O. Box 7093, Lafayette, IN 47903.

Alabama...WQEN/WAAX seeking professional, motivated salesperson with experience in direct sales. List available. Draw against commission. Contact Paul Adams, P.O. Box 570, Gadsden, AL 35902. 205-543-9229. EOE.

Assembling sales team for newest entry in the Dallas market. KZRK carries the SMN Z-Rock format and offices in same building. KZRK, 12655 North Central Expressway, Suite 600, Dallas, TX 76243

Wanted: take charge manager. Four state, 50,000 watt, rocker in southern Vermont. Sales manager handles major New York, New England agencies. Looking for mover and shaker. If you've got what it takes, send resume and salary requirements to G.M., WEQX, PO Box 102.7, Manchester, VT 05254. No phone calls. WEQX is an equal opportunity employer.

Account executive/sales manager. Adult contemporary FM, quality life, university town, submit resume, salary requirements. Robb Cheal, KNVR-FM, 574 Manzanita, Chico, CA 95926. 916-895-1197.

HELP WANTED ANNOUNCERS

Hot country FM on Maryland's beautiful Eastern Shore needs equally hot afternoon drive talent. An attractive, stable position with a successful group. It's near the beach, too! T & R to David Parks, WICO, P.O. Box 909, Salisbury, MD 21801. EOE/M/F

New light rock/jazz FM needs warm, conversational announcer. Send tape/resume to: WYND, Box 1993, Fredericksburg, VA 22402.

HELP WANTED TECHNICAL

Chief engineer for Texas FM acquisition of Shamrock Communications. Applicant should have strong management skills and SBE certification. Send resume to Mark Timpany, WQFM, 606 West Wisconsin Ave., Milwaukee, WI 53203.

Experienced broadcast technician to help build class A, FM and be CE for AM-FM combo. Highly desirable, small N.E. market. Send full details to: Donald A. Thurston, President, Berkshire Broadcasting, Box 297, Great Barrington, MA 01230.

Growing broadcast company seeks chief engineer for AM/FM combo in southeast Missouri. Good salary and benefits with progressive company in scenic country. Send resume and references with salary requirements to Jerry Zimmer, P.O. Box 399, Poplar Bluff, MO 63901.

Chief engineer...\$20,000+ for SE growing small market AM-FM. Strong audio, transmitter, satellite experience required. Box D-121.

Chief engineer needed for major market AM/FM combo. All up-to-date equipment and on-going improvements. Supervise contractors, vendors, and subordinate engineering personnel. SBE certification desired, administrative experience preferred and minimum of four years of broadcast/electronics maintenance required. Send resume to WCM5, 900 Commonwealth Place, Virginia Beach, VA 23464.

Chief engineer - communications. Responsibilities include supervising the installation, operation and maintenance of broadcast equipment; assuring technical and personnel compliance with FCC rules and regulations; teaching students; and recruiting and training staff in the engineering department. Three years experience in broadcast engineering or relevant college education required. First class FCC radio-telephone license mandatory. To apply submit a resume, three letters of reference and official transcripts to the Personnel Office, Lincoln University, 820 Chestnut Street, Jefferson City, MO 65101 before March 25, 1988. EO/AEE.

HELP WANTED NEWS

Full-service AC, upstate New York, needs reporter-anchor. If you're professional, aggressive and read well, send tapes and resume to Radio, Box 3552, New Haven, CT 06525. EOE, M/F.

Morning news anchor for upstate NY AM/FM combo. Good authoritative delivery a must. Tape & resume to News Director, Box 151, Endwell, NY 13760.

Radio network anchor needed! Send tape and resume to Dave Marsett, News Director, Satellite Music Network, P.O. Box 870, Mokena, IL 60448. No calls.

Experienced news director. Small market east Texas AM/FM. Send resume to: Box D-114. EOE/M/F.

News! WXLO-FM has a full time opening for a news anchor/reporter. Send resume and current aircheck to Michael Cohen, GM, WXLO, East Courtyard, Worcester Center, Worcester, MA 01608. EOE.

Aggressive news staff seeks a leader. Top 50 market, stable leading FM music based station seeks news director. Good reporting and anchor skills required. Demonstrate experience as a leader and team player and you'll receive top pay and benefits. Reply in confidence to: Box D-116. EOE.

Anchor/reporter for community oriented station in Pacific Northwest resort city. Good on-air delivery and writing skills a must. T & R to KVNI, Box 308, Coeur D'Alene, ID 83814. A Hagadone Communications company. EOE, M/F

Experienced anchor/reporter wanted for award winning full service station located near Washington. Journalism degree required. Mail resume, tape and writing samples to: WFMD, P.O. Box 151, Frederick, MD 21701. EOE.

Immediate opening: Aggressive reporter, writer, anchor for news-information format near D.C. T & R to WAGE News, 711 Wage Drive S.W., Leesburg, VA 22075.

Award winning news department looking for exceptional journalist. Must have good writing skills; on-air ability must be top-notch. Send tape and resume to WINE, Box 95, Danbury, CT 06813. Attn: Pat Scully, ND.

WEBR Newsradio, Buffalo's public all-news station has two full-time openings for news anchors. We're seeking candidates with excellent on-air delivery, good writing skills and the ability to work under deadline pressure. Experience with the delivery of all-new or long news blocks is preferred. Send tapes and resumes to Leon Thomas, News Director, WEBR, 23 North Street, Buffalo, NY 14202. An equal opportunity employer.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Production/copy director for AM/FM. Minimum two years experience. Great benefits and career opportunity with expanding radio group. New state-of-the-art production equipment. Resume and tape to: General Manager, KTOP/KDVV, Box 1478, Topeka, KS 66601

Top 75 market PD/OM: Do you understand country, CHR or both? Can you blend CHR formatics with contemporary country music to create a hot country format? Are you a leader and trainer of talent? Do you have a creative flair for promotion and marketing? Do you like to win? Can you interoret ratings, perceptual and music research? Do you have the ability to get things done and keep them organized? Then this aggressive new country station in a great radio market needs you! We'll provide all the tools, you provide the skills. All inquiries are held in strictest confidence. EOE. Reply to Box D-126.

SITUATIONS WANTED MANAGEMENT

CRMC, broadcasting degree, 9 years experience. Wants out of the big city. Wanting small-medium market management position. P.O. Box 96524, Okla. City, OK 73143.

Operations manager and/or director of engineering. 20 plus years of major market experience. Excellent with people, budgets and technology. Will be at NAB. A winner looking for the same. Box D-105.

After two years hiatus, thirty year broadcast veteran seeks to re-enter radio at GM level. Seven years GM experience, twelve years GSM. Excellent sales and programming background with good references. Prefer Midwest but will consider all locations. Call Bill Kniesly 317-258-3216 evenings or weekends.

Education desired. Career broadcaster several hours short of bachelor's degree seeks college/public radio station management. Over 15 years of experience in all phases of radio operations. Management, sales, personnel, budgeting, engineering. Versed in fundraising skills. Desires management position in exchange for master's degree and salary. Box D-92.

General manager or group manager position wanted. Career of saving stations from the jaws of death, first a programmer, later as manager. I have the proven skills to make your AM or FM properties hum. Interested in medium markets up. Incentive contracts ok for right deal. All confidential. Box D-89.

Sound familiar? "You're the finest employee I've had in twenty years, but..." Or, how about "You'll have no problem finding a great position, the industry is desperate for talent like yours." Then after hearing for the nineteenth time, "Geez, I wish you had called a month ago..." and "We've got a great one coming on line in 6-9 months, can you wait that long?"...as a last resort, "Put an ad in Broadcasting, that might turn something up." At least it tips off old friends that you haven't talked to in years. And I hope to hear from you. Last position GM class C CHR upgrade. 25 years experience sales, programming, engineering, entrepreneurship. Ron Brandon, 205-556-6707.

I deliver results! Career professional with 12 years major market experience, seeks GSM position with solid organization. Strong sales, promotional and people skills. Partners in profit. Box D-118.

Experienced professional with over 12 years major market experience seeks GM position in top 50 market. Strong sales, programming and promotions. I want career opportunities only. Put your bottom line in my hands. Box D-119.

General manager: Large northern market AM/FM combo. Sales, people, bottom line oriented. Seeks relocation to any size warm market. Box D-111.

Former group VP, currently VP/GM of southwest CHR. Looking to return to southeast - prefer Carolinas. Box D-110.

Major market pro, solid sales, sales management experience (including national) seeks medium market GM position. Quality individual, career broadcaster, top references. 305-437-5839.

Over 40% of radio stations today lose money. I specialize in revitalizing stations. Experience includes top 5, top 40, and medium markets. Current station has grown from low 6 digit figures to multi million gross with attractive bottom line. If you need a producer, and are totally committed, let's discuss your problems. Will manage or advise and execute. Box D-141.

General manager: Award winning sportscaster - strong sales and promotion - cost conscious - can do it all - if you want profits I'm your man! Box D-136.

We're not consultants, but what we know and what we do has helped owners make big \$\$s. We're looking for our next challenge. 717-563-1137.

SITUATIONS WANTED SALES

Attention small to medium market owners and managers! Right-hand man. Broadcast pro available! Sales, announcing, full service background. Affordable. Box D-95.

Want small market sales (or sales/announcing). In 40s, steady, not great. Just want to sell. Need benefits, share of moving expenses. Looking for steady, low-key operation. 402-564-8132. Evenings/weekends.

SITUATIONS WANTED ANNOUNCERS

Personality drive team, at right price ready to relocate. Contact Rossi Productions. M/F: 212-563-4430.

Veteran female radio personality. Some name value. Witty, musically-knowledgeable, appealing speaking voice. Particularly suited easy night-time listening. Audition tape available. Box D-123.

Professional attitude, solid on air, production and copywriting. For consistency call Bill. 308-534-1211.

Jockey for position. Versatile announcer with 4 years experience in news and production. Dave 303-278-0106.

SITUATIONS WANTED TECHNICAL

Are you a single station or group owner that needs a director of engineering by the hour, day, week or project. Call me. Bill Elliott, 203-871-2976 or write 200 West Rd., Apt. 13, Ellington, CT 06029.

SITUATIONS WANTED NEWS

News/sports director available for medium/major market with reporting, anchoring, PBP, sportstalk. Tom 915-658-6130.

ND/PD for all-news, news/talk, full-service. Reshape or rebuild. Large, medium markets. Box D-138.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Crossover whiz: Get "In-The-Power-Mix" with Jerry "DJ". Over-power your competition with creative digital production. Jerry "DJ" 412-244-9521.

TELEVISION

HELP WANTED MANAGEMENT

General manager for small Midwest market network affiliated station. Applicants must be aggressive self-starters, have exceptional people and leadership skills, possess strong marketing abilities and be motivated by challenge. This is an ideal position for a sales manager with a proven track record to move into a general manager position. Please send resume and full details to Box D-60. EOE.

General manager for small market VHF affiliate in Midwest. Excellent opportunity to join a growing organization. Reply Box D-127.

Division controller, midwestern station, network affiliated. Supervision of data processing, budgeting and accounting. Requires up-to-date knowledge, applications of data processing systems and strong accounting education. Broadcasting experience preferred. Must be good communicator. Compensation commensurate with experience. Equal opportunity employer. Send complete resume to Box D-58.

General sales manager, Strong, well established "Sunbelt independent" is seeking a dynamic aggressive person to manage sales department and be responsible for national business. Individual must have independent sales and management experience. Must be strong motivator with creative selling ideas. Salary/commission commensurate with experience. Send resume to Box D-130.

Sales manager for small market VHF affiliate. Must be experienced in local & national sales. Excellent opportunity to join a growing organization. Reply Box D-128.

Creative services manager for fast-growing ABC affiliate. Must be knowledgeable in all phases of advertising and promotions. Management experience required. Send resume/salary requirements to: Personnel Manager, WPEC TV-12, P.O. Box 24612, West Palm Beach, FL 33416-4612. Equal opportunity employer. M/F.

Production manager: KLAS-TV is seeking an aggressive, responsible candidate for the position of production manager. The successful candidate for this position should be people oriented with a minimum of 3-5 years direct television management experience, knowledgeable in production techniques and equipment, and experienced in marketing of post production room. This position reports directly to the general manager and is responsible for the daily operations of the department, client liaison, and both capital and revenue budgets for the department. Salary is commensurate with experience. Please forward resume and references to Lem Lewis, General Manager, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114.

Business manager for TV station in small market. Good salary and benefits with opportunity to grow with organization. Reply Box D-129.

National sales manager; WAPT-TV is currently seeking a national sales manager. Experience in national sales or rep firm experience a plus. Send resume or call Karen Phillips/General Sales Manager 601-922-1607, WAPT-TV, P.O. Box 10297, Jackson, MS 39209. M-F, EOE.

Promotions director needed immediately. TV promotions experience required. Must have thorough knowledge of TV production & 3/4" editing. Must possess excellent copywriting & creative skills. Outstanding opportunity for advancement. Live in sunny Jacksonville, Florida, and join a growing team. Salary negotiable. Call Ray Davis @ 904-725-4700, or send resume to WNFT-TV 47, 2117 University Blvd. South, Jacksonville, FL 32216. WNFT-TV is an equal opportunity employer.

HELP WANTED SALES

Local sales manager: Dynamic southern market independent is seeking aggressive innovative leader for a young local sales staff. Must possess good communication skills and have local sales experience. Send resume to Box D-70. EOE. M/F.

National marketing manager. KMPH-TV 26, the nation's number one independent television station is seeking an experienced national marketing manager. Applicants should have extensive experience in national marketing (preferably independent) or national sales rep firm experience. Salary/commission commensurate with experience. Applications will be accepted through March 31, 1988. Send resumes to: Personnel Department, KMPH-TV 26, 5111 E. McKinley Ave., Fresno, CA 93727. No phone calls. An EOE, M/F/H.

Account executive KZKC-62 (Indy): Immediate opportunity for aggressive money motivated account executive with proven track record. Excellent income potential. Minimum 1 year experience. Submit resume, work experience and salary history: Mike Seiler, LSM, KZKC-62, Television Place, Kansas City, MO 64126. 816-254-6262.

National sales manager: KZKC-62 (Indy). Immediate opportunity for results oriented NSM with proven track record. Excellent income potential. Minimum 3 yrs national sales a must, management experience a plus. Submit resume and work experience: Bob Harris, G.M., KZKC-62, Television Place, Kansas City, MO 64126. 816-254-6262.

CBS UHF affiliate in top 50 market has just completed five year plan, involving installation of tall tower, new transmitter doubling power, and all new news operation. Ratings up at least 20% in all day parts of November ARB. Looking for aggressive general sales manager to handle national sales and to direct local sales team to commensurate revenue increases. Person we are seeking will recognize phenomenal upside potential of situation and commit to major growth goals. Salary negotiable. Send resume to: WBMG-TV, Box 59496, Birmingham, AL 35259. Equal opportunity employer.

The Gillett Group is seeking aggressive, highly motivated experienced account executive with an exceptional track record. Also seeking trainees for a challenging career opportunity. Send resume: Judy Somers, 2242 North Great Neck Road, 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: Judy Somers, 2242 North Great Neck Road, Virginia Beach, VA 23451.

Account executive - WDRB-TV, independent, Louisville - seeking aggressive self-starter to handle established list consisting of agencies and direct accounts with emphasis on new business development. Send resumes to Jack Ratterman, WDRB-TV, Independent Square, Louisville, KY 40203.

National sales manager, Phoenix, Arizona, ABC-TV: Immediate opening for experienced TV sales executive with proven track record. Must be result-oriented, self motivated and energetic. Compensation commensurate with ability. All inquiries will be held in strict confidence. Apply to Jim Galvin, General Sales Manager, KTVK-TV, P.O. Box 5068, Phoenix, AZ 85010.

Television account executive needed for CBS affiliate in Augusta, Georgia. Minimum one year sales experience selling local television time. We offer a good list with an opportunity to make money with a growing company. Please send resume to Greg Bissette, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. EOE.

HELP WANTED TECHNICAL

EIC for television mobile unit based in Texas. Strong maintenance background necessary. Send resume and salary requirements to: Tel-Fax, Texas, 3305 Pleasant Valley Ln., Arlington, TX 76015.

Broadcast maintenance engineer. Fox Television, Boston, has immediate opening for one studio maintenance engineer. A minimum of 2 years experience with the ability to troubleshoot state-of-the-art broadcast equipment to the component level. FCC lic. or SBE certification required. Send resume with references to: WFXI, 100 Second Ave., Needham Heights, MA 02194. Attn: Bob Badeaux, CE. No phone calls, please. Equal opportunity employer.

WLIO Television has an opening for a technician. Persons should have skills in audio and video systems, TTL/CMOS, microwave, satellite systems, and some UHF transmitters. Contact with detailed resume Fred Vobbe, Chief Engineer, WLIO, 1424 Rice Avenue, Lima, OH 45805. No phone calls please. WLIO is an equal opportunity employer.

Transmitter supervisor. Needed to maintain RCA parallel F line transmitters. New plant, 2000 ft. tower, circular polarization. Will also do microwave and ENG maintenance. Minimum 5 years experience. Send resume to: Keith Reynolds, KTVO-TV, Channel 3, Highway 63 North, Kirksville, MO 63501.

Broadcast maintenance engineer: Experience maintaining television studio equipment. FCC license required. Competitive salary and benefits. Resume and salary requirements to: Chief Engineer, WTZA-TV, P.O. Box 1609, Kingston, NY 12401. EOE

Maintenance technician: Maintenance and installation of studio and transmitter equipment. Includes design, planning and proof of performance responsibilities. Requires associate degree in electrical technology or equivalent formal training. FCC license or SBE certification. Send resume to Lyle Kaufman, KOLN-TV, Box 30350, Lincoln, NE 68503 EOE

Chief engineer, Kansas Regents' Educational Communications Center, a satellite uplink facility to be located at Kansas State University in Manhattan, Kansas. Serving each of the Regents' institutions in the state, the center will be housed in a new building to begin construction in mid-1988, providing educational information at all levels, from elementary to graduate, for the residents of Kansas and beyond, and will be operational by September of 1989. The chief engineer reports to the director of the center, and is responsible for the design, purchase, installation, testing, operation and maintenance of the system, which will include production studios, editing suites, computer graphics, mobile production facilities, and fixed and remote uplink capabilities (for both C-Band and Ku-Band). Applicant must be a college graduate with ten years' broadcast and satellite engineering experience, five years of which must be as chief engineer or other primary supervisory position. Responsible for staffing, budgets, and compliance with all applicable federal regulations. Interested applicants should submit resume and at least three references by March 18, 1988, to Mel Chastain, Director, Educational Communications Center, 301 Umberger Hall, Kansas State University, Manhattan, KS 66506. Position available May 1, 1988. EEO/AA.

Production center maintenance/operations supervisor. Statewide PBS network has immediate opening for production center operations and maintenance supervisor. Must be experienced with CMX, GVG, Ampex, Sony, Harris, Utah Scientific, Ikegami and Vidifont equipment. FCC General required. Forward resume to: Personnel, AETN, PO Box 1250, Conway, AR 72032

Television maintenance engineer: Network affiliate seeks individual with background on Sony and RCA tape machines. Resume to Chief Engineer, WYNY-TV, 100 Market Square, Burlington, VT 05401. EOE.

Video engineer: Ability to repair and maintain radio and television equipment down to component level. Particular emphasis on video cameras, VCR's, editors and switchers. Capability of, or willingness to learn operation of remote television van. Radio telephone general license or SPE certification desirable. Salary in mid twenties. Excellent benefits. Application reviews begin March 7 and will continue until position filled. Send resume and have three references write letters directly to Dr Susan Reilly, Department of Communication, Miami University, Oxford, OH 45056. Miami University is an affirmative action/equal opportunity employer.

Master control operator: Beautiful Hudson Valley one hour from New York City. Requirements include FCC license and two years experience. Understanding of Utah switcher and Lakart automation helpful. Send resume to Operations Manager, PO Box 1609, Kingston, NY 12401. EOE

HELP WANTED NEWS

Southeastern top 80 market. Looking for aggressive, committed anchor willing to work for success in growing news operation. Need good public relations skills, feature and hard news judgement, and be open to new ideas and concepts. Non-returnable tape and resume to: Richard Klos, News Director, WDEF-TV, 3300 Broad St., Chattanooga, TN 37408. EOE.

General assignment reporter, excellent writing and communications skills. Tape, resume, references and salary to News Director, WEAR-TV, 4990 Mobile Hwy., Pensacola, FL 32506 (UPS), or Box 12278, Pensacola, FL 32581

Chief editor: Experienced editor to supervise editing staff, preproduction and on-air playback. Send resume and non-returnable tape to Jeff Ebner, Executive Producer, WTSP-TV (Tampa/St Petersburg), Box 10,000, St. Petersburg, FL 33733. EOE

KARK-TV Little Rock is seeking an anchor/reporter. We're losing our popular female co-anchor and we need a good communicator to join Arkansas' leading news station. The applicant should be warm, yet professional, with a good base of experience. Excellent salary and benefits. Send non-returnable tape and resume to Bob Steel, News Director, P.O. Box 748, Little Rock, AR 72203. No beginners. No phone calls. EOE.

Sports producer. St. Louis Aggressive, creative sports producer with major market experience. Must know sports highlights--highlights--highlights. Work with the #1 NBC affiliate and St. Louis's top-rated newscast leader in a high-energy environment. Send resume and tape (no calls please) to News Director, Multimedia KSDK, Inc., 1000 Market St., St. Louis, MO 63101 EOE

Television weather reporter. M-F equal opportunity. Applications being accepted until May. Send tapes. No phone calls. Bob Lee, WWTV, P.O. Box 627, Cadillac, MI 49601

News director: knowledgeable and experienced with appropriate educational background. Excellent people skills and leadership abilities needed to manage strong news team in 38th market. Box D-120.

KARK-TV, Little Rock's news leader, is seeking a reporter. Qualified applicant will have a minimum of two years experience, excellent writing and communication skills, aggressiveness in the field and have a winning attitude. Send non-returnable tape and resume to Bob Steel, News Director, P.O. Box 748, Little Rock, AR 72203. No phone calls. KARK-TV is an equal opportunity employer. M/F

News director. WRBL, Columbus, Georgia, is seeking a qualified news director. Applicants with three years of newsroom leadership and strong people skills send resume and salary history to WRBL, P.O. Box 270, Columbus, GA 31994. EOE.

News director for aggressive, news oriented, group-owned station in medium Midwest market. Excellent growth potential for the right person. Salary commensurate with experience. EOE. Send resume to Doug Padgett, General Manager, KODE-TV, P.O. Box 46, Joplin, MO 64802.

Weekday weather anchor: Aggressive Midwest affiliate with weather emphasis needs experienced, personable presenter with technical expertise. Resume, references, salary requirements. Box D-140.

Experienced news shooters for national stories. Various locations. Fulltime and free-lance. Batacam experience a plus. Send resume with salary history to: Gary L. Williams, MVP Communications, 1075 Rankin Dr., Troy, MI 48083.

News photographer. Midwest CBS affiliate has opening for fulltime news photographer. Requires one year experience shooting and editing 3/4" videotape. Send resume to Box 3131, Cedar Rapids, IA 52406. EOE.

Field producer, KTVY-Oklahoma City is looking for a bright, aggressive, tireless person to field produce regularly scheduled features. You should have experience as both a reporter or photographer and show producer. Send tape, resume and cover letter outlining your news philosophy and salary expectations to Stuart Kellogg, News Director, P.O. Box 14068, Oklahoma City, OK 73113. KTVY is an equal opportunity employer

Reporters/photographers: If you have two years of experience in these areas and a college degree, send your tape and resume to: News Director, KOLR-TV, Box 1716, Springfield, MO 65801. Smokers need not apply. No calls. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

We don't care how old you are! All we care about is — can you do the job? We have no bells and whistles, just simple basic equipment — some old and some new! We are a successful ten year old independent in the Southwest and we need directors who want to use experience, imagination and ingenuity with low budget advertisers. If you think you qualify, send us a resume. Box D-74.

Program manager. Strong independent in top 50 has need for experienced and knowledgeable programing executive. Apply only if you have all the necessary prerequisites for the position with the opportunity for advancement. Salary commensurate with qualifications plus excellent benefits. Resume to Box D-84. EOE.

Traffic assistant for television. At least one year of traffic experience. Knowledge of media inventory, order input, copy and pre-log is essential. Send resume to: Traffic Manager, WCIX-TV, 8900 N.W. 18th Terr., Miami, FL 33172. EOE

Promotion writer/producer: CBS affiliate in Nashville seeks non-traditional imagination to promote our top rated local and syndicated entertainment programs. Splashy graphics, hip music, and a sense of humor will get you this job at a high tech station in a very competitive market. Rush tape and resume to Kelly Donnell, Creative Services Director, WTVF, 474 James Robertson Pkwy, Nashville, TN 37219. EOE.

Producer: Team of producers for Midwest production house within a network affiliate station looking for fourth to service clients with corporate, industrial and religious video, regional and national commercials and satellite seminars. Qualifications: Good client relation skills 3-5 years experience as producer. Demo reel with example of industrial video. Send resume with references and salary history to Box D-108.

Sr. promotion writer/producer. Challenging, responsible position for results-oriented individual. Must have a flair for the innovative as well as strong writing, editing, and producing skills. Minimum 2 years television promotion experience. Send resume and tape to: Cil Frazier, WVEC-TV, 613 Woodis Avenue, Norfolk, VA 23510. WVEC Television, Inc is an equal opportunity employer.

Promotion producer. Minimum two years experience, knowledge of 3/4" editing and excellent writing skills preferred. Send resume and tape to: Promotion Manager, KSCB-TV Channel 58, P.O. Box 269058, Sacramento, CA 95826. Final filing date: March 31. EOE. No calls please.

Promotion manager. Do you have the vision and ability to build our news-driven TV and radio operation to number one? We have the facilities, the commitment, and an outstanding compensation package. Tape, scripts, resume to: Bob Allen, VP/General Manager, KCRG-TV, Cedar Rapids, IA 52401. EOE

Attention: feature reporters, video magazine feature producers, former PM Magazine producer/hosts. CSTV wants energetic, creative storytellers who can bring to life the stories of corporate America for a new national business program. We need free-lancers who can produce, write and perform on-camera. Please send resumes only (no calls) to: Dave Saint, Producer, CSTV, 3550 North Lake Shore Dr., #100, Chicago, IL 60657.

Growing post-production house has immediate opening for online edit ace. Sony BVE-5000. CMX knowledge preferred. 518—393-0185

Assistant promotion manager. ABC affiliate in 13th market looking for high-energy, innovative, quality-oriented expert to join creative promotion team. Must be able to demonstrate strong writing, producing and editing skills. Expertise in print, radio, and outdoor desired. Send resume, tape, and writing samples to: Promotion Manager, WTSP-TV 10, P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

On-air promotion writer/producer needed for top 20 Eastern affiliate. Responsibilities include writing and producing TV and radio spots as well as coordination of print materials and special projects. Strong writing skills a must. Candidates with three years experience in TV production preferred. Send resume to Box D-132. EOE, M/F.

Producer for mid-market public TV station in western Massachusetts. Minimum 3 years experience. Prior work with teens & social issues programing preferred. Send letter of application and resume to: Producer, WGBY-TV, 44 Hampden St., Springfield, MA 01103. EOE.

Program manager for network affiliate in 106th market. Desired qualifications: at least two years management experience in programing, promotion, or operations; ability to lead and motivate other departments. Send letter and full resume to General Manager, WGGB-TV, Box 40, Springfield, MA 01102. Equal opportunity employer

Leading Sunbelt television station, in top 15 market, seeking a hard-working, highly-creative, experienced on-air promotion producer to create impacting, attention-getting promos for programing and movies. Related college degree desirable. Minimum of five years experience in productive station required. Salary negotiable. EOE. Box D-133.

Producer of national programing. The Western New York Public Broadcasting Association is seeking a creative producer to augment our award winning staff. Responsibilities include national specials/series, cultural and current affairs documentaries entertainment programs and drama. Our station has an established reputation for quality innovative production. Budgeting experience a must. Interest in creating and generating program ideas essential. Excellent benefits package. Please send resumes to: Dept B, Western New York Public Broadcasting Association, WNEQ-TV/WNET-TV, c/o Vice President for Television, P.O. Box 1263, Buffalo, NY 14240. EOE.

Light/shoot. If you have a flair for creative lighting and are looking for an opportunity to put it to work, we have an opening with our award-winning team of television professionals. We have a state-of-the-art production house and network television station, located in Rocky Mountain region. Call 406—761-8816.

SITUATIONS WANTED MANAGEMENT

General sales manager: Leadership qualities, excellent sales record, heavy national, major market experience, will consider top 100. Box D-146.

Chief engineer, non yuppie, 20 plus years of experience, not one year repeated twenty times. Great with studios, transmitters and a smooth cooperative operation on a tight budget. Box D-142

SITUATIONS WANTED SALES

Does your business need a representative in the Southeast? Call William Kemple 404—863-5326.

SITUATIONS WANTED TECHNICAL

Aggressive, experienced engineering manager. Good with people, planning, budgets, unions; a leader. Strong hands-on technical background. Experienced in major-to-small markets. Box D-63.

Chief engineer, experienced in all phases of television engineering. Will relocate. Call 601—366-7526

Wanted: a technical position in television or radio. Limited experience. Prefer Northern Plains or upper Midwest. Box D-122.

Accomplished engineering manager for major independents in top 10 markets and others. Seek position as director of engineering of group or major TV station. Box D-107.

SITUATIONS WANTED NEWS

I love weather! Meteorologist, AMS, Penn State, 10 years TV. Award winner. Seeks final destination. Size not important - prefer 4 seasons and cold winters. Dedicated, personable, expert forecaster. Plenty of positive energy. 415-381-4320.

Award winning minority sportscaster. Over 5 years experience. Knows how to cover local sports. Seeking station with serious sports commitment. Box D-79.

Top notch reporter: Not yet, but I will be soon. College grad presently working parttime in forties market. Female looking for entry level position, will move anywhere. 502-897-1177.

Award-winning features reporter testing the waters. I have a great job. Can you offer a better one? Box D-145.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Election '88: Experienced field producer available: Southeast. Will travel. 404-299-2066.

Production manager, currently employed top 30's market seeks opportunity as production or operations manager in top 20's, or producer/director in top 15's. Over 12 years experience including sports. Live a specialty. Reply to Box D-135.

MISCELLANEOUS

Career videos. Make an impact on employers with your personalized audio or video resume tape prepared by our major market broadcast team. 312-272-2917.

Primo People: The news director's best friend. We can deliver the best in screened and available talent and we can do it immediately. Call Steve Porricelli or Fred Landau at 203-637-3653, Box 116, Old Greenwich, CT 06870-0116.

Spare time income. TV commercials. Many needed. Casting info. (1) 805-687-6000 Ext. TV-7833.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Non-faculty position in television production to manage new TV production facility in the department of mass communication. Master's degree in communication/production required; professional experience in video production required; knowledge of microcomputers desirable. Responsibilities include approximately half-time teaching assignment. Send resume, examples of work, transcripts and three letters of recommendation to: Mr. Brad Nason, Department of Mass Communication, Lycoming College, Williamsport, PA 17701. Applications accepted until position filled.

Help wanted: Video production and editing instructor for adult vocational facility in Titusville, Pennsylvania. Instructor will develop curriculum, select equipment and materials, conduct training and assist in establishing this new program. Must have thorough knowledge and three years related work experience. Base salary \$15,830 plus fringe benefits. EEO. Resumes due by March 11, 1988. Northwest Pennsylvania Training Partnership Consortium, P.O. Box 1, Franklin, PA 16323. Attn: Personnel Officer BRO.

Communications, radio/TV/film, assistant professor (full-time tenure track position). Teach introductory and advanced sections of radio broadcasting and production. Also supervise student-operated, 450 watt broadcast facility, advise majors and supervise production lab. Ph.D. preferred; minimum requirement MA plus three years college level teaching experience and significant professional experience in field. Also must possess practical experience in radio production. Practical experience in TV production, film production, broadcast promotion, and/or media history desirable. Start: 9/1/88. Salary: \$25,178 - \$28,955. Glassboro State College is a comprehensive institution with an enrollment of 8,000 undergraduate and 1,200 graduate students in four schools. It is located in southern New Jersey, 17 miles southeast of Philadelphia. Send complete resume and letter of application before March 15, 1988, to: Professor Michael Donovan, Communications Department, Glassboro State College, Glassboro, NJ 08028. Glassboro State College is an affirmative action/equal opportunity employer. Applications from women, minorities and the handicapped are encouraged.

Journalism and communication. Faculty position to teach courses in corporate and organization communication, and public relations. In addition, should be qualified to teach courses in journalism and broadcast production. Ph.D. in communication or closely related field preferred. M.A. and significant professional experience considered. Rank and salary commensurate with qualifications. Elon College is a liberal arts college located in central North Carolina near Greensboro, Durham, Chapel Hill and Raleigh. The College serves approximately 3000 undergraduate and 200 graduate students. Send letter of application, vita, transcripts, and three letters of recommendation to Prof. Don A. Grady, Search Committee, Campus Box 2243, Elon College, NC 27244. Application review will begin March 15 and continue until the position is filled. Elon College is an equal opportunity/affirmative action employer.

CSU, Chico Telecommunications, Video & Film faculty positions. (1) Probationary tenure-track requiring a doctorate degree in communication or related field with emphasis in video and/or film plus three years university level teaching and/or professional experience. Must also take an active role in curriculum development and grant activities as well as make scholarly and creative contributions. (2) One year full-time temporary requiring master's degree in communication or related field with emphasis in video and film. Post-secondary teaching and/or professional experience required. Review of applicants will begin February 15, 1988, and continue until the position is filled. Send letter of application, resume/vitae, 3 letters of reference, and sample course outlines for video, film and/or theory courses and any supplementary material you wish the committee to consider. Send to D. Blalock, Dept. of Comm. Design, CSU, Chico, CA 95929-0504. CSU, Chico is an equal opportunity affirmative action employer. Women and minorities especially encouraged to apply. CSU, Chico employs only individuals lawfully authorized to work in the United States.

Communications media. Indiana University of Pennsylvania invites applications for a permanent tenure-track position as an assistant/associate professor in the communications media department beginning September 1, 1988. The department is seeking a professionally trained person in the area of broadcasting. Duties: Teaching assignment includes radio production and other broadcast courses as assigned. Ability to teach basic audio production would be welcomed. There is also a possibility of teaching in the department's master's program. Position also includes one-quarter release time to administer the university's 1000-watt FM station. Duties include advising department majors, serving on department and university committees and establishing a research theme. Qualifications: Demonstrated professional involvement in specialty area; three years successful college/university teaching. Doctorate preferred, however, ABD candidates will be considered. Send letter of application, resume, transcripts, and three letters of reference by March 1, 1988, to: Dr. Mary Beth Leidman, Chair, Search Committee, Communications Media Department, 121 Stouffer Hall, Indiana University of Pennsylvania, PA 15705. Minority candidates are encouraged to apply. IUP is an affirmative action/equal opportunity employer.

Broadcast generalist. The Department of Communication at Jacksonville State University in Alabama seeks an instructor/assistant professor to teach a variety of courses in electronic media/broadcast-oriented program. Ability to teach in one or more of the following areas desirable: management/advertising/sales, TV newswriting/newsproduction, cable/new technologies, media theory/research, announcing/performance. Ph.D. preferred, masters required. Solid writing skills and effective teaching ability required. Professional experience highly desirable. The Department of Communication is housed in a new multi-million dollar facility in a sunbelt location approximately 100 miles from Atlanta and about 60 miles from Birmingham. The department has approximately 300 majors and minors. JSU enrolls approximately 7,000 students. Salary competitive. Starting date: August, 1988. Deadline for receiving applications: March 31, 1988, or until suitable candidate identified. The position is contingent on available funding. JSU is an EO/AA employer. Send letter of application, resume, and credentials to: Personnel Services, Jacksonville State University, Jacksonville, AL 36265.

Instructor/assistant professor: Tenure track vacancy. Teach broadcast announcing/performance, radio production, and other courses(s) in area of expertise. Master's in broadcasting or related field required, terminal degree necessary for tenure. Evidence of teaching and/or professional experience necessary. Position also requires advisement of student-produced programs. Send letter of application, resume, and three letters of reference by March 31, 1988 to: Dr. Robert Craig, 345 Moore Hall, Central Michigan University, Mt. Pleasant, MI 48859. All persons, including members of minority groups, women, the handicapped, disabled veterans, and Vietnam era veterans are encouraged to apply.

Broadcast production tenure track position. Rank, salary open. Ph.D. (or candidate); professional and teaching experience; research interests. Application review begins March 14, 1988. Appointment August, 1988. Send letter, CV, references: Dr. Mary Blue, Chair, Search Committee, Department of Communications, Box 104, Loyola University, New Orleans, LA 70118. Loyola University is an equal opportunity/affirmative action employer.

HELP WANTED ANNOUNCERS

National-quality voiceover pros needed for phone patch sessions. Cassette demo & rates to: Voiceworks, Box 17115, Greenville, SC 29606.

HELP WANTED TECHNICAL

Satellite earth station needs engineer: fast growing company needs engineer who knows microwave communications equipment inside and out. Must be able to modify and redesign equipment. To be based in Dallas, Texas. Megastar 702-386-2844.

HELP WANTED NEWS

Internships: Spend six months interning with crack professional journalists in the Illinois statehouse pressroom as part of Sangamon State University's one-year MA Public Affairs Reporting program. Tuition waivers and \$2,640 stipends during internship. Applications due by April 1. Contact Bill Miller, PAC 429a, SSU, Springfield, IL 62794-9243. 217-786-6535.

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. 805-687-60000 ext. R-7833 for current federal list.

Hiring! Government jobs - your area. Many immediate openings without waiting list or test. \$15,000 - \$68,000. Call 602-838-8885, ext 8435.

EDUCATIONAL SERVICES

On-air training: For working/aspiring TV reporters. Polish anchoring, standups, interviewing, writing, Teleprompter. Learn from former ABC Network News correspondent and New York local reporter. Demo tapes. Private coaching. Group workshops Mar. 26 and Apr. 23. 212-921-0774. Eckhart Special Productions, Inc.

MISCELLANEOUS

Rent/lease 1-4 small offices/crashpads with parking two blocks from Supreme Court. Rooftop standups a vague possibility. Fireworks vantages too. 202-546-0866.

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 lower. \$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.

Wanted: Used video equipment. Highest prices paid. Call Ed Mon.-Fri. 9-5 CST - 800-621-4354, IL 312-647-8700. Center Video Industrial Co., 5615 W. Howard St., Niles, IL 60648.

Used tower: 900 feet minimum. Must support 12-14 bay FM antenna. Certifiable with documentation. Call John 517-787-9246.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-8840888. Telex 910-240-3856.

FM transmitters **Harris FM 25K (1983), AEL 25KG (1977)** Harris FM-20H3 (1976), RCA BTF20E1S (1983)** Harris FM10HK (1974), RCA BTF10D9 (1968)** Collins 830E (1965)**Sintronics /SF35 (1986) CCA 30000DS (1968)Transcom Corp. 215-884-0888, Telex 910-240-3856.

AM transmitters **Continental 315F (1975), Collins 820E (1978)**Gates BC-50C (1966)**Harris MW1A (1983), Harris BC-1h1,CSI TIA, Gates BC-1T, Gates BC-1** Transcom Corp. 215-884-0888, Telex 910-240-3856

50KWAM **Gates BC-50C (1966) on air w/many spares, in STEREO." Transcom Corp. 215-884-0888. Telex 910-240-3856.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303-665-3767.

Silverline UHF transmitters new, best price, latest technology 30kw, 60kw, 120kw, 240kw. Bill Kitchen or Dirk Freeman. Television Technology 303-465-4141.

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.

64 FM - 46 AM transmitters- 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

RCA TT-50AH channel 10 transmitter. Best offer. FOB Indiana. Maze Broadcast 205-956-2227.

Macom MA-2B 2Ghz portable microwave system. Includes transmitter/receiver heads, plus 10 watt amplifier. Dual frequency. \$8500.00. Maze Broadcast 205-956-2227.

Adda ESP-200C frame store system. 400 frame. Ready for pickup. FOB Alabama. Best offer. Maze Broadcast. 205-956-2227.

FM antenna: 12 bay RCA FM antenna, 97.6. Also 48 - 20 sections of 3-1/8" transmission line; 55 sections of 6-1/8" transmission line. 50 ohm. Call Hank Kelley 904-223-9229.

Building an AM/FM radio station? Our turnkey specialists save you time & money, nationwide! 602-221-6941.

Grass Valley 100, RCA TK-28 + much more fine equipment. Tape-Video Services 901-324-4490.

Ampex 1" video heads, 1" film camera, vidicons + sats all new. Excellent, fully warranted, best prices. Tape-Video Services 901-324-4490.

Equipment financing: New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. David Hill 214-578-6456.

10KW-AM - Late model RCA factory manufactured for single phase power. Ready now - single phase custom design, price was \$9000. extra. This can save someone the cost of running 3 phase power world. (109 other AM-FM transmitters). Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-226-8967/214-630-3600. Telex # 510-1011-588.

1 KW AM Gates BCIF transmitter. Mint condition. Best offer. Call Jim Dixon at 617-824-7528.

Automation: 5 SMC carousels, racks, 2 A77 Revox's, with Aitken brain, other miscellaneous equipment. R. Swan 618-382-4161.

Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes \$6.49. Elcon evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video Inc. 301-845-8888, or call toll free, 800-238-4300.

Satellite equipment: satellite earth stations for sale. Both C & Ku band. Fully redundant electronics. Top of the line equipment. Can sell as is or turnkey installations. Everything from UPS's & HPAs to microwave equipment available. Technichrome 702-386-2844.

Used broadcast & video equipment. We have over 1,200 units in stock. Sell, consign, service, buy. We can save you time and money. BCS-The BroadCast Store 818-845-1999.

Starter automation system: 6K-Ram and 48-tray instacart, under \$10,000. Compatible satellite programing connection. Wayne Grabbe 913-483-3121.

RADIO

Help Wanted Technical

RADIO ENGINEER

Greater Media, Inc., a nationwide company where excellence in radio engineering still lives, seeks applicants for current and future openings at staff and supervisory levels at our major market and suburban stations.

If you want to do it right, we want to hear from you.

Send resumes and salary requirements to VP Administration, Greater Media, Inc., P.O. Box 859, East Brunswick, NJ 08816.



GREATER MEDIA, INC.

EQUAL OPPORTUNITY AFFIRMATIVE ACTION EMPLOYER

Help Wanted News

WWRC Radio, Washington, DC, invites qualified journalists to apply for a week-end anchor position in the news department. Strong newsgathering skills are required, as well as an authoritative air sound.

Please send tape and resume to Rita Foley, News Director, WWRC Radio, 8121 Georgia Avenue, Silver Spring, Maryland 20910. No calls, please.



GREATER MEDIA, INC.

EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

Situations Wanted Management

66% INCREASES!

Major market PD with 18 years experience seeks group PD position with ambitious and solid chain. Average share increases at prior 3 stations of 66%! Exp. in all formats and all facets of producing successful radio stations! All markets considered. 619-758-0183.

EXPERIENCED GM/GSM seeks opportunity with urban contemporary FM. Successful track record in turnaround situations, exceptional skills in budgeting, cost control, strong in strategic management and concept selling, enthusiastic motivator and trainer. Currently employed with major market urban AM. Excellent references from major market group owner. 18 years broadcast veteran with 9 years as GM/GSM. Box D-112.

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IMMEDIATELY AVAILABLE AS G.M. OR O.M. OF MEDIUM TO MAJOR MARKET STATIONS. 27 YEAR BROADCAST RECORD INCLUDES PROGRAMMING, SALES, PROMOTIONS AND MANAGEMENT IN ATLANTA, MIAMI, CLEVELAND, BALTIMORE, HOUSTON, RALEIGH, MOBILE AND OTHERS. CALL RIGHT AWAY! 20 PAGE RESUME WITH FACTS WILL BE MAILED. 205-626-7875.

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Veteran performer, 15 years in various formats, versatile, funny, a proven ratings builder. Looking to do an entertaining, informative, and slightly wacky show in either a full-service or news/talk format. Majors preferred, but all markets considered. 914-949-8596.

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PROGRAMING/PRODUCTION
POWER JOCK
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412-244-9521 PA**

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Help Wanted News

Top 40 market Sunbelt station looking to expand award-winning news photography staff. Minimum 2 years actual shooting and editing experience. We are a quality, visually minded operation that believes in pictures. We are an equal opportunity employer. Minorities are encouraged to apply. Send written resume to Box D-104.

Help Wanted Management

PROMOTION MANAGER

WNHT TV21

Concord, New Hampshire

The Nation's Newest CBS Affiliate Seeks Promotion Manager With Heavy News Marketing Experience

- Live in America's "Best Place to Live" (*Money Magazine*)
- Environment for growth, success and excellence.
- Highly regarded New England company.

Send tapes, resumes and salary requirements to:

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Creative Services Dir.,
Flatley Media Division
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Syracuse, NY 13203

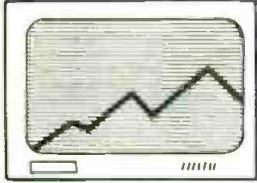
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TV CHIEF ENGINEER

Top 20 Midwest station is looking for the ideal individual to manage its Technical Department. The right candidate will have three years' experience as a television chief engineer or assistant chief. You must have strong technical, managerial, and planning skills. In addition, you should be a strong self-starter who can guide our technical department into the 1990's. Salary commensurate with experience. We are an equal opportunity employer. Send resume to Box D-134.

Regional Manager, Affiliate Relations Eastern Region



OUR GROWTH IS WORTH WATCHING!

USA Network, with 42 million subscribers, is the most-watched cable network in the country. We are looking for a top-notch sales professional for our New York regional office.

You will be in charge of the affiliate sales and marketing operations in 8 Eastern States, covering over 1000 systems. Primary responsibility is the contractual negotiations with major regional MSO's. Experience in contracts, affiliate sales, local advertising sales, sales promotion and marketing, advertising interconnects, and channel positioning all are pluses. Cable network or similar broadcast experience helpful. Travel in the 60% range.

Excellent salary, commission, benefits and profit-sharing.

Please forward your resume and cover letter to: Lisa Fuhrman, USA Network, 1230 Avenue of the Americas, New York, NY 10020. An Equal Opportunity Employer.



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MORNING SHOW PRODUCER

If you want to be a part of one of Boston's hottest new local programming staffs . . . we have the job for you. WNEV-TV is looking for a creative Morning Show producer with the fresh approach to daytime television.

Qualifications:

1. Daily live television experience - live and remote.
2. Staff and budget management experience preferred.
3. Strong leadership qualities.
4. 5-10 years' experience.

If your work is your passion, you are the person we are looking for.

Send resume to:
Tom Ryder
Executive Producer
WNEV-TV
7 Bulfinch Place
Boston, MA 02114

Help Wanted Technical

TV Maintenance Engineer

WRAL-TV 5, North Carolina's top television station is looking for a studio maintenance engineer. If you're the best in the business and want to work for one of the finest technical facilities in the country, we're offering you a tremendous opportunity. You'd be working with the latest state of the art equipment including Panasonic MII and SNG truck.

We're a powerhouse CBS Affiliate located in North Carolina's capital city, one of the nation's fastest growing, exciting and competitive markets.

If you have 3-5 years of experience and a 1st class FCC license or SBE certification send your resume to:

Wilbur Brann
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Excellent benefits and profit sharing plan.

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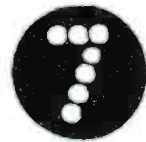


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Jim Brown, Engineering
Turner Broadcasting System, Inc.
One CNN Center, Box 105366
Atlanta, Georgia 30348-5366

TBS is an equal opportunity employer.



We are an Equal Opportunity Employer

TRAFFIC MANAGER

Northeast CBS affiliated station needs a Traffic Manager in its 2-person traffic department. Duties will include overseeing of daily log preparation and all traffic functions. The Flatley Company offers health and dental insurance as well as profit-sharing and educational assistance. Please send resume to: Personnel Department, WNHT-TV 21, P.O. Box 2100, Concord, NH 03301.

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Attr: Jim Ellis

506 Plasters Ave.
Atlanta, GA 30324

PRODUCER

WFSB, a Post-Newsweek station, seeking experienced and creative news producer. Candidates should be experienced in news journalism, have a thorough knowledge of state-of-the-art equipment and have the ability to apply it to the production of our newscast. Resume to: Deborah Johnson, Executive Producer, WFSB/TV3, 3 Constitution Plaza, Hartford, Conn. 06115. EOE.

This space could be working for you for a very low cost . . . and it reaches a most responsive audience.

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Experience in writing/producing news, programming and PSA on-air promotions.

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Experience in graphic design, mechanical art and electronic graphics. News graphic specialty a must.

Resume and tape/portfolio to:

Frank C. Biancuzzo
WESH-TV
P.O. Box 547697
Orlando, FL
32854
EOE



Situations Wanted News

VERSATILE SPORTS PRO

Anchor/reporter at #1 net affiliate in top 15 market seeking sports director position with quality team determined to be the best. May consider #2 spot in top 10 market. Flawless performer in studio and field. Write for resume. Box D-115.

WARHORSE ANCHOR

(As described recently by TV Guide)

Veteran former network news correspondent and anchor wants to bring his experience and maturity to the right market to stay and build as an active anchor with a solid news team. Please reply to Box D-109.

**ALLIED FIELDS
Help Wanted Technical**

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ENGINEER**

Outstanding opportunity for motivated, highly qualified senior engineer on our consulting staff. Prior consulting firm and/or FCC experience with EE and PE preferred. Responsibilities include performance and supervision of application and field engineering services. Must have good theoretical and hands-on skills with all types of radio/television transmitting facilities, microwave and land mobile systems. Excellent verbal and written communications skills essential. May include some travel in US and abroad. Enjoy a challenging growth position in a beautiful area with excellent educational and recreational facilities. Generous benefits. Reply to Lawrence Behr, President. EOE.



LAWRENCE BEHR ASSOCIATES, INC.
P.O. Box 8026
Greenville, NC 27835

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**NEEDED IMMEDIATELY
2 PERSON CREW**

- Well seasoned photojournalist and technically inclined sound field engineer to work in Midwest region.
 - Must know all the ropes of ENG, and never miss an assignment.
 - Extensive travel, total dedication, well organized, 3 years experience. No mistakes tolerated.
- Send resumes and reels to:

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The most complete list of job openings ever published by anyone! Up to the minute, computer printed, and mailed to the privacy of your home. As many as 300 weekly. All formats, all market sizes, all positions! Many jobs for beginners and minorities. One week \$7.00 - SPECIAL SIX WEEKS \$15.95. SAVE \$20.00. MONEY BACK GUARANTEE. AMERICAN RADIO JOB MARKET, 1553 N. Eastern, Las Vegas, NV 89108.

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Public Notices

The Executive Committee of Public Broadcasting Service will meet at 9:00 a.m. on March 17, 1988, at the PBS offices, 1320 Braddock Place, Alexandria, VA. The tentative agenda includes reports from PBS officers and board committees, FY 1989 budget and initiatives, PBS/station program funds effort, appointment of auditor, national program funding standards and practices, satellite replacement project, and other business.

Miscellaneous

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Media

Dana Horner, VP and general manager, WLLZ(FM) Detroit, joins WWPR(FM) New York as president and general manager.



Sansone

Victor Sansone, general sales manager, WKHX-AM-FM Atlanta, joins KSCS(FM) Fort Worth as president and general manager.

Frank Buquicchio, VP, Orbis Communications, New York, named senior VP, finance.

Peter Orne, president and general manager, Indiana Broadcasting Corp., licensee of WISH-TV Indianapolis, named VP of parent company, LIN Broadcasting Corp., New York-based group owner of seven TV stations. He will retain his title and responsibilities at WISH-TV.

Scott Savage, station manager and general sales manager, Metropolitan Broadcasting Corp.'s WNEW(AM) New York, named VP and general manager of Metropolitan's Texas State Networks, Dallas-based regional radio network.

Thomas Bender, general manager, WHND(AM) Monroe, Mich., and WCSX(FM) Birmingham, Mich., named VP.

B.J. Young, general sales manager, KTRO(AM)-KCAQ(FM) Oxnard, Calif., named VP and station manager.

Philip Willis, director of development, non-commercial WNPB-TV Morgantown, W.Va., named general manager.

Tom Casey, access coordinator, Cortland, N.Y., cable system, named general manager.

Art Malendoski, general manager, WFCI(TV)

Fayetteville, N.C., joins WBML(AM) Macon, Ga., in same capacity.

Jerry Smithwick, station manager, WJHG-TV Panama City, Fla., named VP.

Marcia Byars-Warnock, assistant manager and program director, noncommercial WSC(FM) Charleston, S.C., named station manager.

John Harker, production manager, KLAS-TV Las Vegas, joins KVVU-TV Henderson, Nev., as director of station operations.

Ernie Dachel, chief of operations and engineering, WNYC Communications Group, owner of WNYC-AM-FM-TV, New York, named VP of operations and engineering.

George Hart, operations manager and morning personality, WLTI(FM) Pittsburgh, joins KQZY(FM) Dallas as operations manager.

Charles Brazik, VP of human resources, Hart Schaffner & Marx, division of Hartmarx in Chicago, joins Warner Cable Communications Inc., Dublin, Ohio, in same capacity.

Debra Shontz, administrative director, Upeagvik Industrial Center-Northern Academic Research Laboratory, Barrow, Alaska, joins Alaska Public Radio Network, Anchorage, as business manager.

Charles Blaine, systems general manager, Comcast Cablevision, Sterling Heights, Mich., joins Telesat Cablevision Inc., Pompano Beach, Fla., as southern Florida district manager.

Ron Ford, manager-owner, KDGO(AM) Durango, Colo., joins KREZ-TV there as station consultant.

Marketing

Carl Butrum, executive VP, sales, Eastman Radio, New York, named president.

Ron Arnold, senior VP, associate creative

director, Chiat-Day, Los Angeles, joins HDM New York, in same capacity.



Butrum



Arnold



Bastian

Dean Bastian, director, creative services, DDB Needham Washington, McLean, Va., named senior VP and creative director.

Dick Voehl, executive VP and creative director, Wyse Advertising, New York, joins Widmann & Co. there in same capacity.

Janet Anfuso, VP, creative supervisor, Saatchi & Saatchi DFS Direct, New York, named senior VP, associate creative director.

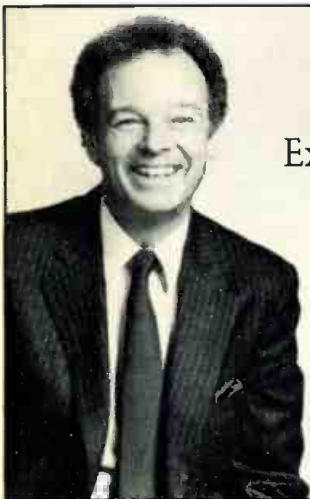
Appointments at Independent Television Sales, New York: **Michael Spitalnik**, VP, East Coast manager, to senior VP-general sales manager; **Martin Owens**, Los Angeles-based VP, West Coast manager, to senior VP; **James Warner**, Chicago-based VP, Midwest manager, to senior VP; **Charles Lore**, account executive, Coca-Cola Telecommunications, Los Angeles, to programing director.

Timothy Sickinger, senior VP, director of client services, Bozell, Jacobs, Kenyon & Eckhardt, Omaha, named senior VP, general manager of Omaha office. He succeeds **Ric Cooper**, who was named president, Midwest division, in mid-January.

Howard Shimmel, director, client and data development, MTV Networks, New York, named VP, ad sales research.

Appointments at Turner Broadcasting, Atlanta: **Kathleen McConnell**, account executive, CNN/Headline News, to VP, Northeast sales manager, CNN/Headline News; **Maggie Hogan**, senior account executive, cable network sales division, to account executive, CNN/Headline News; **Doug Werner**, manager of golf promotions, Ohlmeyer Communications, Los Angeles, to sales service executive; **Jayne Rand**, graduate, State University of New York, Albany, N.Y., to sales assistant.

Appointments at Ensslin & Hall Advertising, Tampa, Fla.: **James Hutchinson**, VP



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and associate creative director-copy and **John Shirley Jr.**, VP and associate creative director-art, named co-creative directors.

Bobbi Grimm, director of corporate arts, KFAC-AM-FM Los Angeles, joins Promotion Marketing there as VP.

Appointments at Mills Hall Walborn & Associates Inc., Cleveland: **Victor Gozoin**, creative director, to VP-creative director; **Carol Kuk**, media buyer, to VP co-op advertising; **Henry Dietz**, controller, to VP and controller.

Appointments at Katz American Television, New York: **Jay Zeitchik**, manager of blue team, to divisional VP; **John Crenna**, manager of Chicago-based white team, to divisional VP.

Lewis Kuperman, senior producer, FCB-Leber Katz Partners, New York, named VP.

Appointments at D'Arcy Masius Benton & Bowles, St. Louis: **Jean Kammer**, director of information services, to VP; **Art Webb**, art director, Gardner Advertising, St. Louis, joins in same capacity.

Appointments at Earle Palmer Brown & Spiro, Philadelphia: **John Moscatelli**, account executive, to VP and account supervisor; **Linda Friedberg Penney**, account executive, to senior account executive; **Margaret Brnich**, secretary, to assistant account executive.

Mike Lerner, director of marketing, advertising and promotion, The Weather Channel, Atlanta, named VP of marketing.

Mitch Nye, general sales manager, WCVG-TV Milwaukee, named VP and general sales manager.

Stephen Sanders, local sales manager, KFAB(AM)-KGOR(FM) Omaha, named general sales manager.

Michael Colello, VP-general manager, KOFM(FM) Enid, Okla., joins Public Cable Advertising Sales, Portland, Me.-based division of American Television & Communications Corp., as general manager of advertising sales.

David Samuelsohn, local sales representative, WRKS-FM New York, named director of cooperative advertising at WOR(AM) and WRKS-FM New York.

Patricia Cheramie, general sales manager, WBRZ(TV) Baton Rouge, named assistant general manager and director of sales.

Appointments at BBDO Chicago: **Cathy Stone**, media supervisor, D'Arcy Masius Benton & Bowles, St. Louis, to same capacity; **Carolyn Gelderman**, assistant account executive, to account executive.

Gary Johnson, media director, Kuhn & Wittenborn, Kansas City, Mo.-based advertising agency, named executive director of research and marketing. He is succeeded by **Jean McHenry**, VP and associate media director, Valentine-Radford, Kansas City-based advertising agency.

Lisa Bisognani, media planner, DDB Needham Worldwide, Chicago, named media supervisor.

Brenda Wolfe, account executive, WJAR(TV) Providence, R.I., named local sales manager.

David Coheen, general sales manager, KSTS(TV) San Jose, Calif., joins WVT(TV) Milwaukee as regional account manager.

Carolyn Navarra, local sales manager, WCIX(TV) Miami, joins KTVU(TV) Oakland, Calif., as regional sales manager.

Sherry Tillema, general manager, Cortland, N.Y., cable system, joins parent company, Sammons Communications, Dallas, as national marketing coordinator.

Cheryl Schamlmaack, Philadelphia-based sales assistant, TeleRep, New York, joins Pennsylvania Network, Philadelphia-based news and sports radio network, as national sales coordinator.

Lee Hoegge, sales account executive, KTTV(TV) Los Angeles, named national sales manager.

Mark Bohn, account executive, Petry Television, New York, joins KSBW(TV) Salinas, Calif., as national sales manager.

David Kaufman, president, Accunet Inc., Boston-based market services organization, joins WMTW-TV Poland Springs, Me., as national sales manager.

Frank Savage, national marketing manager, KMPH(TV) Visalia, Calif., joins WHNS(TV) Asheville, N.C., in same capacity.

Appointments at SportsVision, Chicago-based cable station: **Cynthia Stanley**, manager of marketing and survey research, National Association of Broadcasters, Washington; **Greg Harris**, regional sales manager, The Weather Channel, Atlanta, to affiliate marketing managers.

Mark Roffman, sales manager, Sportstec Sales, New York, joins Movietime, Los Angeles-based cable network, as advertising sales account manager.

Bob Paquette, retail account executive, WWPR(FM) New York, named sales manager.

Tia Streeter, account executive, KREZ-TV Durango, Colo., named sales manager.

Kate Will, account executive, Mutual Tele-sales, Atlanta, joins Katz & Powell, Atlanta, as Southeast manager.

Appointments at W.B. Doner & Co., Detroit: **Mickey Guisewite**, copywriter, to creative group supervisor; **Grant Priehs**, art director, to creative group supervisor.

Betsy Braun, group research manager, Independent Television Sales, New York, named research director.

John Gee, national sales manager, KATV(TV) Little Rock, Ark., joins Viacom Enterprises, New York, as account executive, Southwestern division.

Appointments at SRH Direct Marketing, St. Louis: **Suzanne Zak**, graduate, St. Louis University, to account executive; **Laurie Vermillion**, graphic designer, AKA Design Inc., St. Louis, to art director.

Al Bonomolo, media buyer, BBDO Chica-

go, joins Katz & Powell Radio, New York, as account executive.

Christopher Ferrall, account executive, WTAF-TV Philadelphia, joins HRP Television Station Representatives, New York, as Philadelphia-based account executive.

Roderic Johnson, account executive, WNBC Radio Sales, New York, joins WCBS-TV New York in same position.

Frankie LeFrie, prize coordinator for *On The Spot* local game show at KGW-TV Portland, Ore., joins KREM-TV Spokane, Wash., as account executive.

Appointments at WVNY(TV) Burlington, Vt.: **Jack Ryan**, general sales manager, WKLZ-FM Burlington; **Paul Binsfeld**, corporate general manager, WCCW-AM-FM Traverse City, and co-owned WCBY(AM)-WQZY(FM) Cheyboygan, both Michigan; **Paul Apfelbaum**, sales research analyst, KTLA(TV) Los Angeles, named account executives.

Appointments at KNX(AM) Los Angeles: **Julianne Frash**, account executive, KBIG(FM) Los Angeles, to same position; **Susan Fragnoli**, account executive, KNX(FM) Los Angeles, to manager, co-op sales.

Richard Preiss, copy director, Ross Advertising, Peoria, Ill., joins Warren Anderson Advertising & Public Relations, Davenport, Iowa, as copywriter.

Roosevelt Newkirk, print shop supervisor, Katz Communications Inc., New York, to manager, mailroom and print shop services.

Programing

Michael Lambert, executive VP-domestic syndication, 20th Century Fox, Los Angeles, named president-domestic syndication for television division.

Appointments at Lorimar Television, Culver City, Calif.: **Leslie Moonves**, senior VP for network development, to executive VP, cre-



Lambert



Moonves



Stanley

ative affairs; **David Stanley**, senior VP for business affairs, to executive VP, business and financial affairs.

Ted Harbert, VP, motion pictures and scheduling, ABC Entertainment, Los Angeles, named VP, prime time.

Appointments at Turner Entertainment Co.,

Culver City, Calif.: **Anne Grupp**, senior counsel, to VP-litigation; **Haldon Harrison**, VP-legal, to VP-legal and business affairs, succeeded by **Andrew Velcoff**, associate counsel.

Tim Cowling, executive producer, National Geographic's *Explorer*, Washington, joins The Discovery Channel, Landover, Md., as VP of production.

Appointments at Domestic Television Division of Gulf + Western's Paramount Pictures Corp., Hollywood, Calif.: **Jack Wartlieb**, executive director, production, to VP, production; **John Nogawski**, account executive, to Western division manager; **Liz Firalio**, sales assistant to VP and central regional manager **Gerald Noonan**, to sales trainee.

Glenn Ross, VP of marketing, RCA/Columbia Pictures Home Video, Los Angeles, joins Republic Pictures Corp., there in same capacity.

Daniel (Rudy) Bechtel, senior VP and management supervisor, SSC&B Advertising, New York, joins WNET(TV) Newark, N.J., as VP and director of program marketing.

Gary Nenner, director national program development, North Texas Public Broadcasting Authority, Dallas, joins Financial News Network, New York, as VP of program enterprises.

Betty Hertz, program director, WCVG-TV Milwaukee, named VP in charge of programming.

Charles Shutt, general manager of Hearst Metrotone News Division and production head, King Features television department, retires and relocates to Washington where he will provide communication services for government and industry. Shutt spent 34 years with New York-based Hearst Corp., its parent company of Metrotone and King.

Steve McPheeters, director of special projects, CBN News Division and co-anchor, *CBN News Today*, named general manager of CBN Radio, Virginia Beach, Va.

Jack Firestone, TV syndication executive, Barris Program Sales, New York, joins newly formed Michael Krauss Syndication, White Plains, N.Y.-based program distribution subsidiary of Michael Krauss Productions, as director of sales.

Angelina May, senior editor, program practices, CBS/Broadcast Group, New York, joins CBS Radio Division, New York, as director, program practices.

Appointments at Lifetime Cablevision Network, New York: **Rose Lorenti**, affiliate sales executive, to senior affiliate sales executive, Eastern region; **Mark Hotz**, regional account executive, Blair Entertainment, New York, to affiliate sales executive, Eastern region; **Patricia Baughman**, cable marketing representative, TV Guide, Radnor, Pa., to affiliate sales executive, Central region.

Phyllis Sheffield, business manager, WXII(TV) Winston-Salem, N.C., named program director.

Appointments at WTMJ-TV Milwaukee: **Dave Oreshack**, producer-director, to production

manager; **Paul Beitzel**, producer-director, to assistant production manager.

Appointments at Turner Broadcasting, Atlanta: **Kathleen McConnell**, account executive, CNN/Headline News, to VP, Northeast sales manager, CNN/Headline News; **Maggie Hogan**, senior account executive, cable network sales division, to account executive, CNN/Headline News; **Doug Werner**, manager of golf promotions, Ohlmeyer Communications, Los Angeles, to sales service executive; **Jayne Rand**, graduate, State University of New York, Albany, N.Y., to sales assistant.

Mark Driscoll, VP of programming, H & G Communications, Pompano Beach, Fla.-based group owner of five AM and five FM stations and program director, KHYI(FM) Arlington, Tex., joins KHIS-FM Los Angeles as production director.

Paul Rudolph, production supervisor, WVTU(TV) Milwaukee, named production manager.

Warren Bonesteel, community relations director and broadcaster, Family Life Radio, Tucson, Ariz.-based network of six stations, named development program coordinator.

Appointments at The Disney Channel, Burbank, Calif.: **Diane Hawley**, senior consultant, Touche Ross & Co., Los Angeles accounting firm, to manager, sales strategy; **Ben Bellinson**, affiliate marketing representative, to national accounts manager; **Cathy Hetzel**, area marketing manager, to Western regional director for northern California and Oregon; **Paula Walstine Winn**, area marketing manager, to Western regional manager for Pacific Northwest, mountain states and Alaska.

Richard Coats, director of communications, Harte-Hanks, San Antonio, Tex.-based group owner of TV and cable stations, joins The Weather Channel, Atlanta, as regional director, Eastern region.

Everett Forte, general manager, KFAL(FM) Minneapolis, joins KUOM(AM) there as producer.

Pam Miller-Algar, staff writer, and **Mitch Plessner**, audio engineer, Radio Network Inc., Burbank-based program producer, named co-directors.

Anna Owens, account executive, GGP, Madera, Calif.-based sports syndication and production company, named regional account manager.

Phil Conrad, morning air personality, KCPX-FM Salt Lake City, joins KEYE-FM Minneapolis in same capacity.

Mark Morris, air personality, WEJZ(FM) Jacksonville, Fla., joins WQAL(FM) Cleveland in same capacity.

Randy Harris, program director and morning personality, WSWT(FM) Peoria, Ill., joins WXTZ(FM) Indianapolis as morning air personality.

Michelle Wright, staff announcer, WPGC-FM Morningside, Md., named nighttime air personality.

Gary Jay, afternoon drive host and host of *Classic Rock Saturday Night*, WKSG(FM) Mount Clemens, Mich., joins KRXO(FM) Oklahoma City as on-air personality and promotion assistant.

Ron Foster, program director, KMGI(FM) Seattle, joins WMYL-FM Hendersonville, N.C., as morning air personality.

Paul Olden, sports director, KROL(AM) Laughlin, Nev., joins WWWE(AM) Cleveland as play-by-play announcer for Cleveland Indians.

Bruce Cook, co-writer, NBC's *This Is Your Life* and *As The World Turns*, joins Group W Productions' entertainment talk strip *The Wil Shriner Show*, Los Angeles, as producer.

Appointments at ESPN Inc., Bristol, Conn.: **Jon Heidtke**, manager, regional sales, Sports Vision Associates, Chicago, to senior account executive-Southeast region; **Sue Rozman**, manager special services, ABC-TV affiliate relations, New York, to account executive-Northeast region; **Tony Waggoner**, senior accountant, Blum & Shapiro Co., Farmington, Conn., to same position; **Wendy Stock**, graduate, New York University Graduate School, New York, to program analyst.

Tim Wall, community service director and news director, KKIX(FM) Fayetteville, Ark., named assistant program director.

Ron Meredith, on-air personality, KRDS(AM) Phoenix, named assistant program director.

Chuch Kneeter, independent television consultant, joins KSCI(TV) San Bernardino, Calif., as production manager.

Marcia Levine, public affairs coordinator, WINS(AM) New York, named traffic and continuity manager.

News and Public Affairs

Appointments at CNN, Atlanta: **Jane Maxwell**, director for special events, to VP for special events; **Tom Hannon**, Washington-based executive producer of daily news, to political director.

Eve Krzyzanowski, news director, Financial News Network, New York, named VP of news programming.

Appointments at WABC-TV New York: **Susan Greenstein**, director of 5 and 11 p.m. newscasts, WUSA(TV) Washington, to director; **Sam Champion**, weekend weather anchor, WJKS(TV) Jacksonville, Fla., to weekend weatherman.

Fred Brown, assistant news director, KYW(AM) Philadelphia, named news director.

Richard Howard, news director, WWAY(TV) Wilmington, N.C., joins KTPX(TV) Odessa and KWAB(TV) Big Spring, both Texas, in same capacity.

Mary Tordoff, producer, WKYT-TV Lexington, Ky., joins WOKR(TV) Rochester, N.Y., as managing editor.

Carol Kaplan, weeknight 6 and 11 p.m. co-

anchor, WCJB(TV) Gainesville, Fla., joins KOMU-TV Columbia, Mo., as 10 p.m. anchor and executive producer. Kaplan will also join faculty at University of Missouri's School of Journalism.

Roger Cooper, news anchor, KWTW(TV) Oklahoma City, joins KEYT-TV Santa Barbara, Calif., in same capacity.

Marisa Melatti, talk show host and producer, WHTM-TV Harrisburg, Pa., joins Pennsylvania Network, Philadelphia-based news and sports radio network, as afternoon news anchor.

Karen Silberfarb, (on air-name, **Karen Allyn**) associate producer, WJLA-TV Washington, joins News 21 CountyLine. Montgomery Community Television, Rockville, Md., as reporter-anchor.

Wil Hampton, interim 11 p.m. sports anchor, WFMY-TV Greensboro, N.C., named sports anchor.

Steve Barnes, morning news anchor, KARK-TV Little Rock, Ark., joins Arkansas Educational Television Network, Conway, Ark., as moderator of *Arkansas Week*. He succeeds **Kris Phillips**, who served as interim moderator and now becomes special assignment reporter.

Appointments at WRVO(FM) Oswego, N.Y.: **Bill Foley**, managing editor, Wayuga Community Newspaper Chain, Wayuga, N.Y., to development director; **Geoff Dunn**, afternoon news anchor, WHEN(AM) Syracuse, N.Y., to assistant news director.

Gary Nurenberg, reporter, Gillett-owned WOKR(TV) Rochester, N.Y., joins Gillett Washington news bureau, Washington, as correspondent.

Chris Hansen, general assignment reporter, WXYZ-TV Detroit, joins WDIV(TV) there as news reporter.

Appointments at WJBF(TV) Augusta, Ga.: **Elizabeth Eisaman**, reporter and anchor, WMBB(TV) Panama City, Fla., to reporter; **Kym Clark**, anchor and producer, WMGT(TV) Macon, Ga., to reporter.

Arnold Smith, master control operator, WFTS(TV) Tampa, Fla., joins WBNB-TV Charlotte Amalie, Virgin Islands, as reporter-photographer.

Michelle Holden, weekend anchor-reporter, WEWS(TV) Cleveland, joins WBBM-TV Chicago as general assignment reporter.

Kevin Carpenter, news reporter, WPTZ(TV) North Pole, N.Y., joins WJRT-TV Flint, Mich., as general assignment reporter.

Jana Wallis, weekend anchor-reporter, WRDW-TV Augusta, Ga., joins WLKY-TV Louisville, Ky., as reporter.

Spencer Tillman, running back, Houston Oilers, joins KPRC-TV Houston as sports reporter.

David LewAllen, sports reporter-anchor, WJBK-TV Detroit, joins WXYZ-TV Detroit as sports reporter.

Appointments at KXAS-TV Fort Worth: **Tom Murray**, weekend sports anchor and reporter, WXII(TV) Winston-Salem, N.C., to sports

reporter; **Ken Jones**, general assignment reporter, WFMY-TV Greensboro, N.C., to same position.

Appointments at WFPK(FM) Louisville, Ky.: **John Gregory**, development assistant, to news assistant-general assignment reporter for local news, morning edition; **Jim Collings**, news assistant, radio operations, to chief anchor, morning edition, local news; **Neal Bradleigh**, radio operations, to anchor, 6 p.m. local news, *All Things Considered*.

Ed Nelson, farm director, WNAX(AM) Yankton, S.D., retires. He is succeeded by **Gene Williams**, farm director, KFEQ(AM) St. Joseph, Mo.

Frank Cariello, chief meteorologist, WGEM-TV Quincy, Ill., joins WPHR(FM) Cleveland, as station meteorologist.

Shane Hollett, weekday meteorologist, WKYC-TV Cleveland, joins WRTV(TV) Indianapolis as meteorologist.

Mike Lyons, weathercaster and science reporter, KRIV(TV) Houston, joins WJBK-TV Detroit as weekday weathercaster.

Kent St. John, writer and co-anchor of morning news, WDAS-AM-FM Philadelphia, joins New Jersey Network, Trenton, N.J., as writer-researcher for documentary unit.

Joy Petit, sales assistant, WFTS(TV) Tampa, Fla., named community affairs manager.

Kathy Diaz-Esquivel, producer and host, daily magazine format, *Noonday*, KCIT(TV) Amarillo, Tex., adds duties as director of community programs.

Dan Cohen, managing editor of 10 p.m. news, WTTG(TV) Washington, joins WRC-TV there as weekend producer.

Technology

Appointments at Astatic/Conneaut Technologies Inc., Conneaut, Ohio-based manufacturer of audio transducers: **Adolph Santorine Jr.**, national sales manager and director of marketing, to executive VP and chief operating officer; **M. Stanley Maire**, director of engineering, to VP of engineering.

Singh Rajpal, director of manufacturing, Cromemco Inc., Mountain View, Calif.-based manufacturer of computer and graphics technology, named VP of manufacturing.

Star journalist. On Feb. 3 **Bill Stout**, veteran newsman at KCBS-TV Los Angeles, received star on Hollywood Walk of Fame for his contributions to local television and Hollywood community. Stout has served at KCBS-TV for 23 years. He has anchored and covered special events in addition to his present duties as moderator of *News-makers*, news interview series, and *Perspective*, daily commentary broadcast on 6 p.m. news. Stout is presently on medical leave from KCBS-TV recuperating from heart attack.

Kent Harrison Hayes, VP, Intersound Inc., Los Angeles-based post-production facility, named executive VP.

Bruce Cope, manager, broadcast systems engineer, NBC, New York, joins ASACA/SHIBASOKU Corp. of America, Los Angeles-based equipment manufacturer, as VP, marketing and engineering.



Hayes



Cope



Varda

Roy Varda, mid-Atlantic sales manager, Quantel, Palo Alto, Calif., joins Panasonic Broadcast Systems Co. as manager of network sales.

Sally von Barga, circulation marketing director, CommTek Publishing, Boise, Idaho, joins Netlink USA, Kirkland,

Wash.-based provider of satellite television programming, as VP of marketing.

Richard Hummers, assistant VP, financial affairs, Microband Companies Inc., New York, named corporate controller.

Anthony White, manager of recently aborted NBC relocation project, New York, named technical manager for *Sunday Today* and *NBC Nightly News*.

Nancy Gleason, Connecticut-based marketing manager, Anaconda Co., Overland Park, Kan., joins Augat Interconnection Products Group, Attleboro, Mass., as inside sales manager for central United States.

Chris Ware, regional sales manager for Southwestern U.S., Studer Revox America, Nashville-based equipment manufacturer, named manager of direct sales.

Edward Pryor Jr., founder, Broadcast Technologies Inc., Arlington, Tex.-based firm specializing in broadcast systems design, installation and emergency services for radio and television stations, joins Harris Corp. broadcast division, Quincy, Ill., as radio district sales manager for Texas and New Mexico.

William (Bill) Fitzgerald, senior information systems consultant, Allegheny International, Pittsburgh, joins C-COR Electronics Inc., State College, Pa.-based designer and manufacturer of cable equipment, among other things, as manager, MIS.

John Hadsell, construction manager, Gulfstream Cablevision, Newport Richey, Fla., joins Telesat Cablevision Inc., Pompano Beach, Fla., in same capacity.

Promotion and PR

Hillary Thomas Martin, associate director for media tour and video projects departments, Rowland Company Worldwide, New York-based public relations agency, named senior VP.

Donna Harris, executive producer, WFLD(TV) Chicago, to VP, director of creative services.



King

Richard King, director of communications, WCPX-TV Orlando, Fla., joins WFTV(TV) there as news promotion director.

Randy Kemp, on-air personality, KTLE-FM Tooele, Utah, adds duties as promotion director.

Margaret (Meg) Wilson, director of alumni relations-senior development officer, Pitzer College, Claremont, Utah, joins KUED(TV) Salt Lake City as director of development.

Marie Clifton, public information officer, Arkansas Educational Television Network, Conway, Ark., named television publicist.

Melissa Fogg, promotion writer-producer, USA Network, New York, named writer-producer, on-air promotion.

Catherine Seward, account executive, WPGR(AM)-WSNI(FM) Philadelphia, joins Richman Sales Promotion and Corporation Design, Bala Cynwyd, Pa., in same capacity.

Allied Fields

Stephen Bailey, senior attorney-adviser, administrative law division, office of general counsel, FCC, Washington, named assistant chief (legal) of policy and rules division, Mass Media Bureau.

Kevin Richardson, director in government relations department, Electronic Industries Association, Washington, named executive director in government relations department specializing in areas of legislative affairs, tax and human resources.

Mary McAuliffe, chief of staff, minority, U.S. Senate Finance Committee, Washington, joins Washington-based law firm of Wexler, Reynolds, Harrison & Schule as senior associate.

Brandon Tartikoff, president, NBC Entertainment, Los Angeles, honored at Yale University, New Haven, Conn., with Gordon Grand Fellowship, highest award extended by university, for "distinguished service in the world of industry, business and finance."

Mary Meahan, senior VP and managing director, Western International Media Corp., Chicago, joins Meahan Partners Inc., Chicago-based firm specializing in local and national media planning, placement, consultation and research, as president.

Rick Riccobono, VP, development and productions, L/A House Entertainment, Los Angeles, joins Broadcast Music Inc., New York, as assistant VP and general manager of Los Angeles office.

Newly elected officers and members of board of governors of National Academy of Cable Programing, Washington: **Ralph Baruch**, senior fellow, Gannett Center for Media Studies, to chairman; **Larry Wangberg**, president-CEO, Times Mirror Cable Television, to vice chairman; **Robert Wussler**, senior executive VP, Turner Broadcasting System, to secretary; **Shelley Duvall**, chairman, Platypus Productions, and chairman, Think Entertainment, to treasurer. New at-large members are: **Tony Acone**, president, Prime Ticket Network; **Neil Heller**, president TVSM; **Lenny Melamedas**, director of studio operations, UA-Columbia Cablevision of New Jersey; **Robert Shuman**, president, the Learning Channel; and **Caroline Winston**, VP, programing, Tempo Television.

Six attorneys from disbanded Fly, Shuebruk, Gaguine, Boros & Braun, New York-Washington-based law firm, will combine practices with Rosenman & Colin: **Howard Braun**, **Heidi Sanchez**, **Jerold Jacobs** and **Diane Mooney** will join office in Washington; **Jerome Boros** and **Jerome Silber** will join New York office.

Howard Abrahams, senior attorney, ABC, New York, joins Blum, Gersen, Bushkin, Gaims, Gaines, Jonas & Stream there as partner.

Peggy Hubble, New York-based director of development and national press relations for both New York and Los Angeles offices, PBS, Alexandria, Va., joins Independent Feature Project, New York-based nonprofit organization supporting independent feature films, as executive director.

Mark Murzin, tax partner, Cahill, Larkin & Co., Hartford, Conn.-based accounting firm, named partner.

Deaths

George John Volger, 73, former owner, president and general manager of KWPC-AM-FM [now KFMH(FM)] Muscatine, Iowa, died Feb. 13 of cancer at his home in Changewater, N.J. Volger began his broadcasting career at NBC in Hollywood in 1938 serving as announcer and in programing department. While on leave from NBC, he participated in demonstration of RCA's early TV receivers at 1939 World's Fair. During 1942-43 he was assigned by NBC to Armed Forces Radio and Television as producer of radio programs for military service. In 1944 Volger joined Art Rush Inc., Hollywood, Calif.-based program development company. He started KWPC(AM) in 1947 and in 1949 KWPC-FM went on the air. In 1961 he was instrumental in putting KCI(AM) Washington, Iowa, of which he was part owner and president, on the air. He was president of Iowa Radio Network in 1955 and Iowa Broadcasters Association in 1958. Volger is survived by his wife, Maxine, three daughters and one son.

Guy Travers, 72, veteran radio announcer in Baltimore-Washington area, died Feb. 18 of cancer at his home in Westminster, Md. Travers began his announcing career at WCAO(AM) Baltimore in 1940 after having performed there on *Uncle Ed's Children's Hour*, after 1931. He later worked at WAYE(AM) and WITH(AM) in Baltimore and WINX(AM), WASH(FM) and WGAY-FM in Washington. He was program director-announcer for WASL(AM) (now WYRE(AM)) Annapolis, Md., in mid-fifties. In 1970's he served as co-host of series, *Sounds Like Yesterday*, on WBJC(FM) Baltimore. Travers retired from announcing staff at Maryland Center for Public Broadcasting in 1983. He is survived by his wife, Freda.

Stephen Smith, 55, news anchor and reporter at WBZ(AM) Boston, died Feb. 21 of apparent heart attack while driving home from work. Smith began his broadcasting career in 1956 at WFST(AM) Caribou, Me., moving to WLYN(AM) Lynn, Mass., in 1958. He served at WHIL(AM) Medford, Mass., from 1962 to 1966 followed by WEZE(AM) Boston from 1966 to 1968 and WRKO(AM) Boston in 1968. Smith joined WBZ in 1968 as newswriter. He is survived by his wife Marilyn, three sons and one daughter.

John Clay (Jack) Farmer, 54, former radio station executive, died Feb. 25 of heart attack at St. Joseph Hospital in Lexington, Ky. Farmer began his broadcasting career during 1950's as sports announcer at WHIR(AM) Danville, Ky. He became sales manager of station in 1964, and in 1969 he was named president and general manager of WHIR(AM) and co-owned WMGE(FM) Danville. Farmer became part owner, general manager and secretary-treasurer of stations in 1977. He sold his interest in 1980. He was a past president and director of Kentucky Broadcasters Association. Farmer is survived by his wife, Gay Simmons Farmer, two daughters, one stepdaughter, one son and one stepson.

Forest Jay Pinkerton, 67, Voice of America engineer, died Feb. 18 of heart attack at his home in Alexandria, Va. Pinkerton began his career at VOA in 1970 as radio broadcast technician and retired earlier this year as radio master control technician. Prior to that he held positions as engineer and chief engineer at radio stations in Virginia and North Carolina. Pinkerton worked as technical specialist from 1957 to 1969 at General Electric in Lynchburg, Va. He was chief engineer at WPIK(AM) [now WCPT(AM)] Alexandria, Va., immediately prior to his appointment at VOA. Pinkerton is survived by his wife, Virginia, one daughter, three stepdaughters and two stepsons.

John Almen, 60, marketing support manager at Ampex Corp., died Feb. 13 of cancer in his home in San Mateo, Calif. Before joining Ampex, Aleman served at RCA in Camden, N.J., where he received special David S. Sarnoff citation for his work in color television. At Redwood City, Calif.-based Ampex, he was also honored, this time with Alexander M. Poniatoff Special Recognition Award "for outstanding service to the community and to his fellow employees." He is survived by his wife, Lois, one daughter and one son.

Bob McConnell: CBS's king of the Hill

When CBS's Robert Armstrong McConnell makes the rounds on Capitol Hill, he is operating with the ease of a veteran. A former assistant attorney general responsible for congressional relations, McConnell knows the players (his ties with Republicans are strong), and although he keeps a lower profile than some other industry lobbyists, the network has a definite presence in Washington.

And a large one. CBS's Washington vice president stands six feet, eight inches tall. Nonetheless, he shies away from the intra-industry politics that often engulf the networks' Washington lobbyists, who sit on the National Association of Broadcasters board of directors. His style is to "sit back and observe." When McConnell speaks, says Jerry Lyman, president of RKO Radio and NAB radio board chairman, it is because "he has something to say."

Indeed, McConnell has had no problem getting CBS's point of view across on Capitol Hill, even if it is occasionally at odds with that of congressional leaders. CBS's open opposition to the fairness doctrine did not sit well with Democrats working to reinstate it. McConnell played an active role in orchestrating a last-minute grass-roots campaign among CBS affiliates to marshal the necessary Senate votes to sustain President Reagan's veto of a bill that would have codified the fairness doctrine (BROADCASTING, July 6).

He has come under fire for that move. Congressional sources say he is viewed by some staffers as being too partisan in his approach to lobbying and that coming from the Reagan Justice Department. McConnell tends to be "confrontational" with Congress.

Nevertheless, McConnell gets high marks from fellow lobbyists for "doing his homework" and for being "extremely well connected."

McConnell grew up in Long Beach, Calif., but considers himself an Arizonan because of the time he spent there with relatives, his years as a student at Arizona State University and his time practicing law in Tempe and Phoenix. He graduated with a BA in political science in 1967 and went on to receive his JD from the university in 1970; McConnell is a member of the law school's charter class.

After finishing law school, McConnell headed for Washington. He became a legislative assistant to former Representative John J. Rhodes (R-Ariz.), whom he had met while working as an intern one summer during law school for former Senator Paul Fannin (R-Ariz.). He spent three years with Rhodes. "They were great years," says McConnell. "I learned a lot." It was not uncommon for Rhodes to keep his legisla-



ROBERT ARMSTRONG McCONNELL—Washington vice president, CBS; b: Aug. 29, 1944, Long Beach, Calif.; BA, political science, Arizona State University, 1967; JD, Arizona State University, 1970; legislative assistant, Representative John J. Rhodes (R-Ariz.), Washington, 1970-1973; partner, Sparks, Siler and McConnell, Scottsdale, Ariz., 1973-1976; own private law practice, Phoenix, 1976-1978; partner, Steiger, Helm, Kyle and McConnell, Tempe, 1978-1981; assistant attorney general, office of legislative and intergovernmental affairs, Department of Justice, Washington, 1981-1984; present position since December 1984; m. Nadia Komarnycky, Feb. 15, 1969; children: Andrij, 2½; Deanna, 6 months.

tive assistants for two or three years.

McConnell returned to Arizona in 1973 to practice law in Scottsdale. He became a partner in Sparks, Siler & McConnell. During those years he trekked back and forth between Washington and Scottsdale on behalf of corporate clients and Indian tribes his firm represented.

Among his clients were the Havasupai Indians that lived at the bottom of the Grand Canyon. He and his partner Bill Sparks engaged in a lengthy battle with the federal government and environmental organizations over the Havasupai's rights to lands at the top of the Grand Canyon. "It was a very knock-down, drag-out fight," says McConnell. But eventually, President Ford signed into law the Grand Canyon National Park bill, which turned over 253,000 acres of land to the Havasupai.

Following that success, a number of tribes approached the firm. McConnell had an opportunity to represent some business groups in Arizona, however, and decided to set up his own practice in Phoenix.

After two years (from 1976 to 1978), he joined several former law school classmates to form Steiger, Helm, Kyle & McConnell, based in Tempe. Part of his work involved representing a consortium of Arizona banks

and public utilities seeking federal government grants for solar energy projects.

It was during visits at that time to Capitol Hill that McConnell began to make a name for himself. He had caught the attention of Representative Robert Michel (R-Ill.), and it was Michel, now House Republican leader, who recommended the Arizona lawyer for a post at the Justice Department. His nomination as assistant attorney general for the office of legislative and intergovernmental affairs breezed through the Senate, and he went on board in 1981 under then Attorney General William French Smith.

"I was really quite surprised that I got the job," he says. For four years he was the department's point man on the Hill. It was an "exhilarating" experience, he says.

They were busy years and as McConnell says, "I poured my heart into that job," which included working for immigration reform that was eventually adopted by Congress and playing a primary role in passage of the Comprehensive Crime Control Act, which overhauled the federal criminal code.

At the end of President Reagan's first term, McConnell was ready to move on. From the start, he had planned to stay only four years and was exploring the possibility of joining a law firm. CBS, which was looking for a new Washington vice president, approached him. After a meeting with network executives in New York he took the job, succeeding Don Wear, now president of CBS International.

McConnell had some experience with communications issues. While at Justice, he was poised to recommend that the administration endorse the FCC's proposal to repeal its financial interest and syndication rules, as the three television networks had been vigorously promoting, when he was notified by the White House that "we were changing our position." That was how he got the word that President Reagan would intercede on behalf of the motion picture industry, which vehemently opposed repeal. "It was the only time in four years that we reversed a position, and the reversal was on the grounds that the President personally wanted to go in a different direction."

McConnell has a passion, mostly deferred, for painting. "I'll paint a picture once every seven years," says McConnell, adding that it is a sensitive subject with his wife, Nadia, who would like him to devote more time to that talent. He's never envisioned himself full-time before the easel, but there is a strong attraction. He's been known to buy paintings for a new house before the furniture.

Now at home with the McConnells' two young children, Andrij, 2½, and Deanna, six months, Mrs. McConnell is a former deputy assistant administrator for legislative affairs for NASA. Bob McConnell describes his wife as one "against whom I'd never want to lobby. I admit I am biased, but she is good. She takes no prisoners."

Supreme Court last week rejected request of Palo Alto, Calif., to review district court decision holding that city's cable franchising requirements were violations of cable operator's First Amendment rights. Court said it lacked jurisdiction. Jurisdictional question stemmed from Palo Alto's direct appeal to Supreme Court. Law allows direct appeal when lower court declares federal statute unconstitutional in proceeding in which federal government is party (BROADCASTING, Dec. 21, 1987). City contended that decision undermined constitutionality of Cable Communications Policy Act of 1984 and said Justice Department became involved in case when it gave court its views on Act's constitutionality. In his September 1987 decision, District Court Judge Eugene Lynch held that provisions requiring cable system to provide leased and noncommercial access channels and universal service and to build and maintain a state-of-the-art cable system were violations of First Amendment. In earlier decision, he declared unconstitutional city's determination to grant only one franchise.

NCTA urged Supreme Court last week not to take up federal appeals court decision generally affirming FCC's "effective competition" standard. Standard says, in essence, that cable systems in communities served by three television stations are subject to effective competition. Under Cable Communications Policy Act of 1984, system subject to effective competitions cannot be subjected to local rate regulation. Connecticut and several other parties had petitioned high court for certiorari.

FCC won't make its annual appearance before Senate appropriations subcommittee that oversees agency as it usually does when Congress begins its budget process. Subcommittee is implementing new process. Because of time constraints, Chairman Ernest Hollings (D-S.C.), also chairman of Commerce Committee, is limiting number of agencies that will testify. Administration has recommended FCC receive \$104.7 million for fiscal 1989. Subcommittee spokesman told BROADCASTING that Hollings wanted to narrow hearings to "big issues." Traditionally, subcommittee holds roughly 14 hearings (this year they have scheduled six) before voting on appropriations package that includes funds for, among others, Commerce, State and Justice Departments as well as FCC, Federal Trade Commission and United States Information Agency. Like FCC, neither FTC nor USIA will address subcommittee. Idea of skipping an appearance before Senate was fine with FCC, commented an agency spokesman. It will be business as usual in House, which will hear from agency this Thursday, March 3.

Season to date, ABC, replete with its February winter Olympics coverage, continues its stronghold on second place in prime time household ratings. Nielsen figures supplied by ABC through Thursday night, Feb. 25, show following results: NBC, 16.3/27; ABC, 14.0/23, and CBS, 13.5/22. For first 13 days of prime time Olympic broadcasts, ABC averaged 19.2/30. Buoyed by Olympics,

ABC is leading February sweeps in both Nielsen and Arbitron Through Feb. 25 in Nielsen, which has its sweeps period from Feb. 4 to Mar. 2, ABC is on top with 17.2/27 followed by NBC 16.3/25, and CBS, 13.7/21. Arbitron's ranking in sweeps, which runs from Feb. 3 through Mar. 1, is similar: ABC, 17.1/26; NBC 16.2/25 and CBS, 13.6/21.

Metropolitan Broadcasting, New York-based radio group operator, reached agreement late last Friday (Feb. 26) to sell WMCN-FM Detroit to Infinity Broadcasting, also New York-based radio group for \$23 million cash. Morgan Stanley & Co. represented Metropolitan in sale.

Comparative renewal challenge of CBS O&O WBBM-TV Chicago was designated for hearing last week, after CBS motion to deny Center City Communications' challenge (because of improper public notice), was denied. Motions to enlarge issues are due 30 days after publication in Federal Register (sometime next week) Center City will detail charges against station then. FCC chief administrative law judge, Thomas B. Fitzpatrick, has designated ALJ Joseph Stirmer to hear case.

Picture on who will hold **top board seats for NCTA** following spring convention **was coming into focus** last week. It is now expected



Press praise. The National Press Foundation presented its annual awards at a dinner in Washington last week. Those honored were (l-r): Richard A. Oppel, editor of the *Charlotte, N.C., Observer*—the George D. Beveridge Jr. editor of the year; R.E. (Ted) Turner, chairman and CEO of Turner Broadcasting System—the Sol Taishoff award for excellence in broadcast journalism, and Fred W. Friendly, chairman of broadcast program at Columbia University, and former president of CBS News—NPF award for distinguished contributions to journalism.

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Turner's best argument may be that it will not cost much. Because of its other cable programming services (CNN, CNN Headline News and superstation WTBS-TV Atlanta), Turner said, TBS already has the management, sales force and technical facilities needed to create and market another cable network. TBS even has a transponder on Satcom III-R ready to go, he said. CNN is now using the slot for backhauling news. And because of its extensive film libraries, he said, it already has the programming that will be the guts of TNT. He estimated that it will take \$40 million in capital to see TNT through its first two years of operation. According to Turner, in its first years of

operation, TNT will program mostly movies drawn from TBS's MGM, RKO and Warner collections and documentaries. WTBS has several documentaries in the works that could be diverted to TNT over the next two or three years, he said.

Turner said TNT would also serve as a vehicle for original dramatic programming produced with budgets "as high or a little bit higher" than the budgets for the broadcast networks. Turner said he will pay for quality even if it means "we can do just one a month or one every two months.

"We couldn't afford at the start to do anything like *War and Remembrance*," Turner said. "But we could do something like a four-hour mini-series or a two-hour made-for-television movie.

"We would do everything we could to get on the cover of *TV Guide* and create the perception that if you don't have basic cable then you are really missing something in the dramatic programming area."

Turner hopes also to bring sports and "major television events" like Miss USA and the Academy Awards to TBS. TBS's new two-year television rights deal with the National Basketball Association, he said, allows TBS to shift the games from WTBS to TNT as soon as TNT reaches 30 million cable homes, "which it could conceivably do by the start of the basketball season next year if we can go ahead and get it started." TNT would bid for the NBA championship series or at least a part of it when it becomes available in two years, he said.

Murdoch sells 'Post,' walks out on 'MacNeil/Lehrer.'

Rupert Murdoch, under pressure from FCC crossownership rules that prevent holding broadcast and newspaper properties in a single market, reached an agreement to sell the New York Post to real estate developer Peter Kalikow for \$37 million. Murdoch, whose News America Corp. also owns New York independent WNYW-TV, now faces a June 30 deadline to sell his Boston TV station WFXT-TV because of his ownership of the Boston Herald.

The U.S. Court of Appeals in Washington is expected to rule soon, however, on the constitutionality of congressional legislation passed late last year that prevented further extensions of FCC crossownership waivers allowing Murdoch to temporarily keep both properties in each market while seeking buyers.

The sale of the Post, which Murdoch recently reported was losing \$100,000 a day, should be completed next week. The deal with Kalikow came after extensive union concessions cutting 130 jobs and lowering labor costs over the next three years by \$22 million.

Rupert Murdoch walked off the set of the MacNeil/Lehrer NewsHour last Tuesday night (Feb. 23) after objecting to the taped lead-in for his live interview.

The PBS program had billboarded the Murdoch segment in its opening, but had to replace it with another story when Murdoch left the set shortly after the live broadcast began.

A NewsHour spokesman said Murdoch arrived about 45 minutes before the broadcast and when checking a rundown of the show raised objections that his 12-minute interview was to be preceded by an eight-and-a-half minute video profile by the show's media correspondent Hodding Carter.

Murdoch viewed the piece at the producers' request, then told them unless it was pulled he would not conduct the interview. Robert MacNeil, who was to have conducted the interview, declined.

According to a public relations counsel for Murdoch's News Corp., which had provided some promotional footage for the piece, Murdoch was surprised by the length of the lead-in, which was expected to be about a minute, as well as Carter's involvement in it. The spokeswoman, Debbi Grenn-Scott, said Carter, who had previously done a story on Murdoch on his public TV series Inside Story, has a reputation "for going after" Murdoch.

She said she advised Murdoch to withdraw because "we didn't think it [the tape] was balanced... It focused on the sensational and not the serious." She added, however, that Murdoch remains "perfectly willing" to do the show on a one-to-one interview basis.

NewsHour executive producer, Les Crystal, described the story as a standard-length "trigger piece" for the interview, with a profile of Murdoch and a chronology of the rise of his media company. He said it was not investigative in style and was "not a sandbagging tape in any form."

"We thought it was fair and if there was something in it" Murdoch did not like, Crystal said, "there was ample time to respond." He argued that Murdoch's organization should have been aware Carter was doing the piece because they had been contacted by Carter's producers, and added that Carter did the piece "at our request and under our guidelines."

Crystal said the story "probably will air" without the interview, although with stylistic modifications so it could run as a stand-alone piece.

that Vice Chairman **John Goddard** (Viacom Cable) and Treasurer **Robert Miron** (Newhouse Broadcasting) will move up to chairman and vice chairman, respectively. **Jerry Lindauer**, senior vice president, Prime Cable Corp., is running for secretary and **James Robbins**, president of Cox Cable, is running for treasurer.

Narragansett Broadcasting has placed KHTT(AM)-KSJO(FM) San Jose, Calif., on block for between \$12 million and \$15 million. Handling sale is Gary Stevens & Co., New York.

In considering ratification of U.S.-Canadian trade agreement, National Association of Broadcasters is calling on Congress to cite deficiencies of agreement, which association says fails to address industry's problems with Canada. Letter from NAB President Eddie Fritts to Senate and House members notes that while agreement cannot be amended, broadcasters would like congressmen to raise those issues of concern and ask "when and how" they will be

resolved. Broadcasters are unhappy with agreement because it does not undo current Canadian law which penalizes Canadian businesses that wish to advertise on American stations. Also broadcasters feel agreement should take tougher stand on piracy of U.S. broadcast signals by Canadian cable systems.

Condition of CBS founder and chairman, William S. Paley, who is recuperating from emergency gall bladder surgery performed Feb. 9 at New York Hospital-Cornell Medical Center, was **upgraded from "very serious" to "serious"** last week (BROADCASTING, Feb. 22). Paley has left intensive care unit for regular room.

WJWS-TV Jacksonville, Fla., (ch. 17) will switch affiliation from NBC to ABC on April 4. Station has been with NBC since March 1980. Move follows announcement that WTLV(TV) Jacksonville (ch. 12) will jump from ABC to NBC this summer ("In Brief," Feb. 22).

When Major League Baseball opens up the bidding for national television rights for the 1990 season and beyond, Turner said, TBS will try to win a package for TNT. But to be successful, he said, TBS may have to team up with NBC or CBS to counter an expected joint cable-broadcast bid from ABC and ESPN. ABC and ESPN are becoming "a juggernaut" in the television sports rights marketplace, he said. ESPN is principally owned by ABC.

To bring "quality programming" to basic cable, Turner said he needs the same dual revenue stream—advertising and affiliate fees—that ESPN, USA Cable and many of the other basic cable networks enjoy. "What we need is another channel that can compete with USA and move on up as far as the

original programming is concerned. We aren't able to afford to do things like *Shogun* and the *Winds of War* on WTBS, but we will be able to do it on TNT."

Turner said he is promising cable operators he will pump as much of TNT's revenue as possible back into the network to acquire more and better programming. Even if TNT does not become a big money maker, he said, TBS will benefit. As TNT pushes cable penetration up, he said, TBS's other services will become more attractive to advertising and, hence, more profitable.

The biggest obstacle to TNT's roll-out is the scarcity of open channels on cable systems, he said. Because the cable operators on the TBS board represent companies operating thousands of cable systems, he said, to

convince the board to launch TNT is to find a channel for the service into millions of homes.

Turner is confident he can convince other cable operators to find room for TNT. Although TNT would charge an affiliate fee of 10 cents or 20 cents per subscriber per month, he said it would also hand over to the system four of the 10 minutes of advertising time that will be available each hour.

But TNT's principal appeal will be its programming, Turner said. Cable operators "don't have any services today that really have the budgets and programming to rival what's on the broadcast networks," he said. "What they want is to go to 75% or 80% penetration. What they want is programming."

Editorials

Whew

The Supreme Court has rescued the Fourth and Fifth Estates, not to mention the American public, from lower court decisions that, if upheld, could have stifled the presentation of opinion. Larry Flynt, the publisher of *Hustler* magazine, would like to share the credit. It is not his to share.

The decision issued by the highest court last week put an intelligent end to a legalistic freak show that started when *Hustler* printed an advertising parody purporting to report that the first sex experience of Jerry Falwell, the evangelist, was an episode of drunken incest with his mother in an outhouse—where, it is possible to believe, Flynt may have been in residence, but we digress.

Falwell sued *Hustler* and Flynt for invasion of privacy, libel and intentional infliction of emotional distress. A federal judge in Roanoke, Va., threw out the invasion-of-privacy count, but let the other counts go to a jury, which decided that Falwell had not been libeled by a parody that could not “reasonably be understood as describing actual facts” but gave him \$200,000 in damage for suffering emotional distress. The verdict was sustained, hard though it is to believe, by the U.S. Court of Appeals for the Fourth Circuit, in Richmond, Va.

Had that been the end of the litigation, this page could not call Larry Flynt a lout without risking the extraction of damages for hurting his feelings, assuming he has some. Nor could it add that in light of later revelations in the evangelistic dodge, the *Hustler* presentation might seem less far-fetched than it did at publication, but we digress again.

Falwell said the Supreme Court, “would have us find that a State’s interest in protecting public figures from emotional distress is sufficient to deny First Amendment protection to speech that is patently offensive and is intended to inflict emotional injury, even when that speech could not reasonably have been interpreted as stating actual facts about the public figure involved. This we decline to do.”

Was it H.L. Mencken who said that journalism’s mission was to comfort the afflicted and afflict the comfortable? Thanks to the Rehnquist court and its other seven members who voted in this case, the mission can go on.

The right stuff

FCC Chairman Dennis Patrick pulled out all the stops last week in describing for the nation’s broadcast TV programmers the lay of the non-vast-wasteland in 1988. The speech would have been notable if only for its refutation of the regulation-will-cure-everything school epitomized by Newton Minow and certain of his successors on the FCC. But Patrick went further than that. Before he was through he had made the case for freedom in regard to virtually every issue bedeviling the video side of the industry today.

Many of these issues will be advanced to the front burner this year—among them, conspicuously, children’s TV. We accept the assurance of Hill sources that the Democratic leadership on the Hill is serious about turning the clock back on this issue. There also will be a continuing threat to reimpose the fairness doctrine, although we have hope that the protective veto power of Ronald Reagan may serve as a shield on that issue.

The great danger, of course, is that broadcasters may be tempted to trade away their freedom to win some “special” status that would presumably grant them favors or protection. It was

perhaps with that in mind that Patrick said last week:

“Rather than trading the freedom to speak and compete effectively for a fleeting must-carry regime that will not survive court challenge, fight to preserve the right to speak freely and the freedom to better serve consumers.”

Patrick closed his remarks at NATPE with a vision that Fifth Estaters aren’t accustomed to hearing from one in his position: “When I survey the marketplace in 1988 I don’t see a promised land,” the chairman said, “but I do see a promising land. The video landscape has never been barren. It has only awaited tending by professionals, like you, with talent, vision and a free hand. Given that the first two can’t be legislated, and only the last is in the government’s power to bestow, you will not be surprised that I stand with you for freedom.”

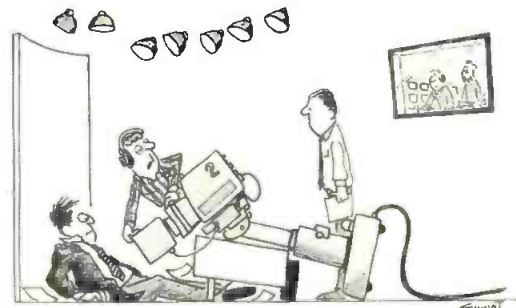
How do you give a standing ovation in print?

Slow motion

As the lead story in last week’s issue pointed out, the FCC is currently operating at 60% capacity and is faced with a Congress working overtime to further impede its deregulatory progress. To the extent that the FCC’s pace in preparing orders is measured (Chairman Dennis Patrick attributes some of his commission’s slowed progress to an overall deliberateness calculated to tighten decisions, making them less vulnerable to appeal) it may prove a winning strategy.

But it is not deliberateness that keeps two chairs vacant at a time when in-boxes at 1919 M Street are filled with key telecommunications issues—unless it is the deliberate efforts of the Congress to handicap the commission in retribution for its deregulatory political philosophy, and particularly for its decision to scrap the fairness doctrine. Slow and steady may have won in fable, but that fable did not include a legislative gauntlet to run.

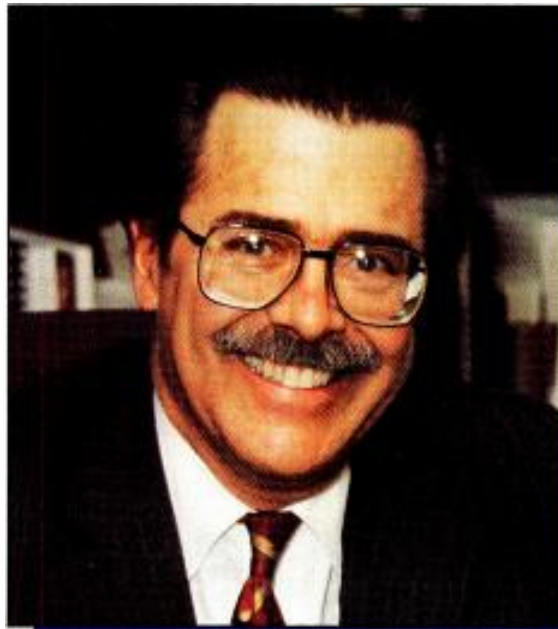
There are two qualified nominees awaiting confirmation—Bradley Holmes, an FCC attorney since 1984 and currently head of the Mass Media Bureau’s policy and rules division, and Susan Wing, a Washington attorney with a reputation as a first-rate communications litigator. They have been “awaiting” the pleasure of Chairman Ernest Hollings (D-S. C.) and his Senate Commerce Committee since November and December, respectively. Now, the scrutinizing of the nominees is complete, with finances disclosed and political philosophies outlined. Those doubts can be put to rest, and the Fifth Estate best served, by the expedient confirmation of Holmes and Wing.



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