

Broadcasting Mar 28



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Broadcasting **Mar 28**

Anticompetitive charges put cable in hot seat...page 31

CBS looks for some programing answers...page 33

HSN stations appraised at about \$625 million...page 88

WHEEL'S FORTUNES □ February Cassandra report shows *Wheel of Fortune* still number one, but with some slippage in program's ratings and shares compared to last year. **PAGE 34.**

TRANSLATOR IMPROVEMENT □ FCC backs away from proposing rules to alter FM translators. Patrick chides NAB for low power FM "hype." **PAGE 35.**

ON THE GROW □ When Emmis Broadcasting closes on its purchase of five NBC radio stations, company will become largest privately held radio group operation in U.S. At helm is Indianapolis native, Jeff Smulyan, who has plan for deregulation of radio. **PAGES 39, 40.**

MINI-SERIES, MANY MOVIES □ Look for 50 made-for-TV movies and 25 mini-series from ABC, NBC and CBS next season, in addition to new network pilots about such things as boy who communicates telepathically with his dog; light-hearted look at divorce and aliens who study earthlings. **PAGES 42, 43.**

ATTENTION GETTER □ Cable industry hopes viewers will "discover its difference" during industry's annual viewer and subscriber drive, National Cable

Month, which kicks off April 1 with six-hour preview available to 55 million TV households. **PAGE 44.**

YOU TOO □ New basic cable programing service devoted to health, fitness and well-being is ready to debut March 31: You TV. **PAGE 46.**

NATPE MOVE □ International 1989 programing conference, originally scheduled for Feb. 24-26, 1989, has been moved up to late January to better accommodate program buying and selling. **PAGE 47.**

SENDING BARBS AND BLOOMS □ Political ads—both positive and negative—are drawing attention and in some cases, influencing votes. **PAGE 49.**

NO REVIEW □ Supreme Court, without comment, declines to review Branch 315 case involving TV journalist whose political candidacy would trigger equal-time requirements for his station. **PAGE 53.**

LOOKING UPWARD □ It's been steady climb for Raycom's Rick Ray, from days of doing 5:55 a.m. weather for WCCB-TV Charlotte, N.C., to founding syndicator of sports programing. Next stop, he says, is more entertainment programing and developing Raycom into regional network. **PAGE 87.**

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Monday

Tuesday

Wednesday

Thursday



**"Best Network Radio Journalist" 1988
— Washington Journalism Review**

**"See you on the radio
four times a day!"
— Charles Osgood**

Last year, nearly 11 million people listened to Charles Osgood on the CBS Radio Network each week* And that's just for starters.

Now the man who believes that radio is a visual medium, brings his popular broadcasting style to the Morning Drive airwaves four times each weekday with *The Osgood File*.

Each four-minute feature, focusing on the day's breaking stories as well as human interest vignettes, is offered in the same

reporting style that has earned this CBS News correspondent credibility and a legion of listeners.

Put *The Osgood File* to work for you and let your listeners watch one of the most prominent and respected news correspondents on the radio. As a result, you'll have the kind of sales picture you want to see. To get the particulars on *The Osgood File*, contact John Burrows at 212-975-3005.



*Source: RADAR 35

Deal almost cut

House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) is circulating draft of revised children's television bill on Hill and among broadcast lobbyists. Proposal is compromise Markey hopes broadcasters will accept and they may. Absent is requirement that broadcasters air one hour per day of informational and educational programming. But bill would require FCC, in license renewals, to review children's programming for educational and informational content.

Bill would restrict advertising in children's programs to nine-and-a-half minutes per hour on weekends and 12 minutes per hour on weekdays but would establish 18-month grace period before those standards kicked in. In interval, advertising limits would be 10½ minutes on weekends and 14 on weekdays. Ultimate time limits as proposed are those that were in National Association of Broadcasters code before it fell afoul of antitrust law. Restrictions on host selling in children's programming are still part of measure, but apparently networks are seeking further revisions in that section. Revised bill is expected to get expedited markup. ABC is said to be main force behind compromise.

Soaps go on

With Writers Guild strike going into fourth week, some daytime serials on networks are down to last week of pre-strike scripts. But don't expect any of them to be forced off air. All three networks are said to be tapping nonunion writers to write daytime scripts, and guild members suspect couple of their own may have crossed picket lines. (If they get caught, they could be fined up to 100% of money earned during strike and drummed out of guild.) NBC official confirmed network was using nonunion talent; CBS and ABC would only say they intend to continue to air original versions of soaps no matter how long strike lasts.

Cut-rate stereo

Following announcement that CBS will transmit all programming in stereo (BROADCASTING, Feb. 29), CBS-TV affiliate relations department, in cooperation with operations and engineering, has established "Group Purchase Discount Program." CBS is working out deals with stereo TV manufacturers to provide equipment to affiliates at reduced rates. Scott Michaels, vice president, affiliate relations, in letter to affiliates, said that Modulation Sciences Inc. of Brooklyn, N.Y., is first manufacturer to participate in program. Company will sell TV stereo

generators, audio processors and other equipment at 10% discount. Fifty-seven out of 200 CBS-TV affiliates, covering 45% of U.S., now have stereo transmission capability.

Mooney's money

National Cable Television Association President James Mooney last summer negotiated new five-year contract that presumably gave him substantial salary boost. And association's income tax return for fiscal 1986, which has just become publicly available, shows that Mooney was coming off year in which he received nearly \$60,000 raise. Return reports that Mooney earned \$308,672, up from \$249,045 in fiscal 1985.

Return for 1986 also reports NCTA revenues of \$9.7 million, up 14% from \$8.5 million year earlier, and expenses of \$9.5 million, up 12% from \$8.5 million.

Stalled

FCC nominee Bradley Holmes met last Friday with Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii). Meeting was said to be amicable, but Inouye did not give Holmes what he wants most—date for confirmation hearing. Ernest Hollings (D—S.C.), chairman of Senate Commerce Committee (parent of Inouye's committee), is committed to vote against Holmes as well as fellow nominee Susan Wing and has thus far refused to schedule hearing.

Ear check

National Association of Broadcasters has chosen B. Angell, Chicago engineering consultancy, to perform psychoacoustic listener survey to determine level of adjacent and co-channel interference that AM radio listeners will tolerate. B. Angell's Joe Adler told BROADCASTING that preliminary testing will begin in three weeks with full-scale tests in five different locations around U.S. following soon thereafter. Adler said that survey will be completed according to timetable set by NAB, which will leave ample time for association to use results in comments on AM improvement inquiry at FCC, due June 17.

Smothers sitcom

Smothers Brothers Comedy Hour, airing on CBS March 30—one week later than originally planned due to writers' strike—may be back next year as half-hour sitcom, said network spokesman. CBS has three scripts for this year's show.

Cable clout

Growing influence and role of Cable News Network and C-SPAN in political campaigns will be subject of discussion by top political consultants at National Press Club forum in Washington April 20. Among panelists will be Bob Beckel, campaign manager for 1984 Democratic presidential candidate, Walter Mondale, and Edward Rollins, former campaign manager for Representative Jack Kemp (D-N.Y.) while Kemp ran for Presidency. *U.S. News and World Report* editor, David Gergen, will moderate, and C-SPAN chairman, Brian Lamb, will also be on panel.

Going, going, going

There is no end in sight to odyssey of bankrupt Indianapolis independent, WTTV(TV), which has failed to close two separate purchase agreements in last year. Although radio group owner Emmis Broadcasting appeared to have station in hand just weeks ago (see page 39), new bidder, Capitol Broadcasting Co. of Raleigh, N.C., now has inside track for property, which filed for Chapter 11 in 1986 after \$74-million debt default. Station's creditors asked for better offer after Emmis had already received approval of its \$59-million bid from WTTV board earlier this month. Shortly after Emmis declined to up bid, creditors reached tentative agreement for Capitol to purchase property for undisclosed amount that station executive said gave better terms to creditors.

'Wanted' very much alive

America's Most Wanted, half-hour "television manhunt" that airs on Fox-owned stations, will begin airing on most Fox affiliates as well beginning April 10. After summer run, show could either become province of Fox Television Syndication or Fox Broadcasting Co., according to FBC spokesman. So far, four fugitives have been apprehended at least partly as result of *America's Most Wanted*.

Radio rerun

Mystery Theater, one-hour, Monday-through-Friday series that was produced by Hi Brown and distributed by CBS Radio in 1970's and early 1980's, will resurface on commercial radio this June. Dick Brescia, former senior vice president of CBS Radio, who launched his own radio syndication and marketing firm early last year, will syndicate broadcast. According to Brescia, Brown has retained five years of original drama episodes.

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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. National Association of Broadcasters has submitted its plan to FCC to allow 60% of class A FM stations to double their power from 3 kw to 6 kw. Plan is contained in comments against proposal sent by New Jersey Class A FM Broadcasters that would allow more than 60% of class As to double their power. NAB decided not to support New Jersey plan because of possible interference with class B and C FM's in parts of U.S. where band is crowded. Commission has released 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. However, in releasing rulemaking, commission said it had no plans to change table of FM allotments.

FCC initiated inquiry on extension of domestic AM band by 10 channels from 1605 khz to 1705 khz with target for implementation July 1, 1990. Commission proposed that some new channels could be reserved for national AM radio services.

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, NAB 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. 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 1987, 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). Hollings has indicated he may revive transfer fee idea. Legislation was offered last year in House and Senate that would resurrect rules requiring broadcast stations to be owned three years before sale but no action is anticipated.

□
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 industries have generated much heated rhetoric in Washington, especially between cable and motion picture industry. But top cable and Hollywood executives are holding series of meetings to try to resolve differences. They met for third time last Wednesday

in Denver.

Allegations that cable industry has been anticompetitive were subject of congressional hearing two weeks ago before Senator Howard Metzenbaum (D-Ohio), chairman of Senate antitrust subcommittee. Metzenbaum warned industry that unless situation changes, he may offer legislation to curb what he sees as growing anticompetitive behavior on part of cable (BROADCASTING, March 21). Cable will fall under further congressional scrutiny this week, when House Telecommunications Subcommittee holds first in series of oversight hearings on status of cable industry three years after passage of Cable Act.

FCC adopted new rules last week defining 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.

Parameters of local cable regulation are also being reset outside Washington. 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 violations of First Amendment rights of cable operators.

□
Children's television. Representatives of broadcasting and advertising industries testified two weeks ago before House Telecommunications Subcommittee against legislation that would mandate minimum of seven hours of educational and informational programming per week for children and limit advertising during children's programs. But it is unlikely they discouraged Subcommittee Chairman Edward Markey (D-Mass.) or other sponsors and proponents of legislation from pushing ahead with it. Companion legislation is pending in Senate but no action appears imminent there.

Broadcast industry is searching for way to head off measure, possibly working out compromise at FCC to avoid any congressional action on matter. Possible solution may come from Representative Tom Tauke (R-Iowa), who has offered bill (BROADCASTING, March 21) that would eliminate antitrust restrictions and let industry arrive at code to govern children's advertising.

In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC launched broad inquiry into children's advertising. In its comments, ACT asked FCC to limit children's advertising to nine-and-a-half minutes per hour and require two-year period before toys featured in

**WHAT HAS 5 VTR'S,
2 ROBOTS,
3 ROTARY LIBRARIES,
1,184 CASSETTES,
A COMPUTER,
THE ABILITY TO PLAY
15-SECOND SPOTS
BACK TO BACK
CONTINUOUSLY,
IS AVAILABLE NOW,**

**AND IS SURE TO TURN
THE BROADCAST INDUSTRY
UPSIDE DOWN?**

programs can be promoted, in order to discourage proliferation of what it calls program-length commercials.

NAB offered 267-station survey showing that advertising time on children's television was currently under proposed nine-and-a-half minute limit. Association of Independent Television Stations said there was no evidence that programs based on toys harmed children.

□

■ **Comparative Renewal Reform.** FCC Chairman Dennis Patrick has given broadcasters new hope that FCC will reform its comparative renewal process to discourage what Patrick and many broadcasters believe are abuses of process. In speech at conference sponsored by National Association of Broadcasters earlier this month, Patrick criticized current process and said time may be ripe for FCC action. Patrick received cue for speech from key members of Congress, who sent letter to Patrick saying that congressional reform efforts had "bogged down." Week after Patrick speech, NAB President Eddie Fritts sent letter to Patrick, urging him to follow through. Fritts said FCC should prohibit, among other things, license challengers from receiving payments from incumbents in excess of their "prudent and legitimate" expenses. Leibowitz & Spencer, Miami-based communications law firm, has asked FCC to expedite its earlier petition for reform rulemaking to put potential challengers on notice that "their applications may be subject to more stringent scrutiny than [in] the past."

Talk of reform comes against backdrop of license challenge of CBS's WBBM-TV Chicago by group headed by local attorney, Brenda Minor (Broadcasting, March 21). Many communications attorneys believe case underscores vulnerability of broadcasters with good track records to costly and time-consuming challenges.

□

■ **Compulsory license.** FCC is conducting inquiry into cable compulsory license; if views of FCC Chairman Dennis Patrick on subject are any guide, inquiry could lead to recommendation that Congress abolish license. At Association of Independent Television Stations convention in Los Angeles in January, Patrick said world in which cable can refuse to carry independent's signal while at same time enjoying right to carry any signal it pleases is intolerable. Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there ("Closed Circuit," Dec. 21, 1987). House Telecommunications Subcommittee member John Bryant (D-Tex.) is preparing legislation that would condition compulsory license on whether cable operator is carrying local broadcast signals. At National Association of Broadcasters joint board of directors meeting last month, television board directed staff to investigate all aspects of compulsory license as part of its consideration of issues related to must carry. In comments on license inquiry, cable generally supported retention of license, while program producers opposed it. NAB softened its long-standing opposition, arguing that license should be left alone for time being.

□

■ **Crossownership.** *Broadcast-newspaper crossownership*—Rupert Murdoch has agreed to sell financially troubled *New York Post* for \$37 million to real estate developer Peter Kalikow to comply with FCC rules banning newspaper-broadcast crossownership (Murdoch also owns WNYW-TV New York). But Murdoch is continuing to press suit in U.S. Court of Appeals in Washington, challenging constitutionality of congressional measure preventing FCC from repealing, modifying or granting any waiver to television-newspaper ban. Senator Edward M. Kennedy (D-Mass.) and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) had attached measure to catch-all spending bill just before Christmas recess to block Murdoch from getting extension of waivers that allowed him to maintain, temporarily, crossownerships in New York and Boston. Although New York problem has been resolved by sale, Murdoch would still like extension of waiver so he can hang on to *Boston Herald* and WFX-TV Boston. Court, which heard oral arguments on Feb. 11, has granted stay of Kennedy-Hollings measure until 45 days after it issues decision.

Meanwhile, FCC received comments on Freedom of Expression Foundation petition calling on FCC to repeal crossownership rules. News America stopped short of asking for repeal, saying FCC should consider applications of ban on case-by-case basis. In light of Hollings-Kennedy, which applies to television-newspaper only, American Newspaper Publishers Association urged FCC to lift ban on radio-newspaper crossownership to develop record for reevaluating television-newspaper ban when it becomes possible.

Telco-cable—Should telephone companies be allowed to offer cable service within their telephone service areas? That's central question in FCC proceeding that could lead to dropping of FCC rules barring such crossownership and recommendation to Congress that it eliminate redundant prohibition in Cable Communications Policy Act of 1984. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban although he told representatives of telephone industry that he doesn't expect measure to go anywhere this year but could make headway in next Congress (Broadcasting, March 21). Prohibitions have been in place for nearly two decades. FCC's telco-cable crossownership rules were adopted in 1970 and codified by Congress in 1984. In initial round of comments at FCC, telcos said competition between telcos and cable would spur technological developments and reduce cable subscriber fees. Cable groups, opposed to letting telcos into their markets, said that telcos would be unfair competitors because of their control of poles and underground conduits and their ability to cross-subsidize. Even if FCC and Congress drop prohibitions, seven Bell operating companies would still be prevented from entering cable business by Judge Harold Greene's modified final judgment in consent decree that led to breakup of AT&T and creation of seven operating companies. National Telecommunications and Information Administration has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC's entry into information services, which include cable.

And President's Cabinet-level Economic Policy Council is considering legislation that would deregulate BOC's.

□

■ **Direct broadcast satellites.** Following death of start-up DBS bird, West Germany's TV-Sat1 (Broadcasting, Feb. 22), U.S. operators continue wait-and-see stance on high-power DBS, which would use Ku-band spectrum set aside for it. Although threat to cable distribution market is cited as major stumbling block, presidents of two major U.S. satellite operators, Hughes Communications and GE Americom, expressed qualified optimism earlier this month about near-future establishment of direct-to-home delivery of entertainment programming in U.S. (Broadcasting, March 7). DBS's value rests on ability to receive high-power signals with very small earth stations.

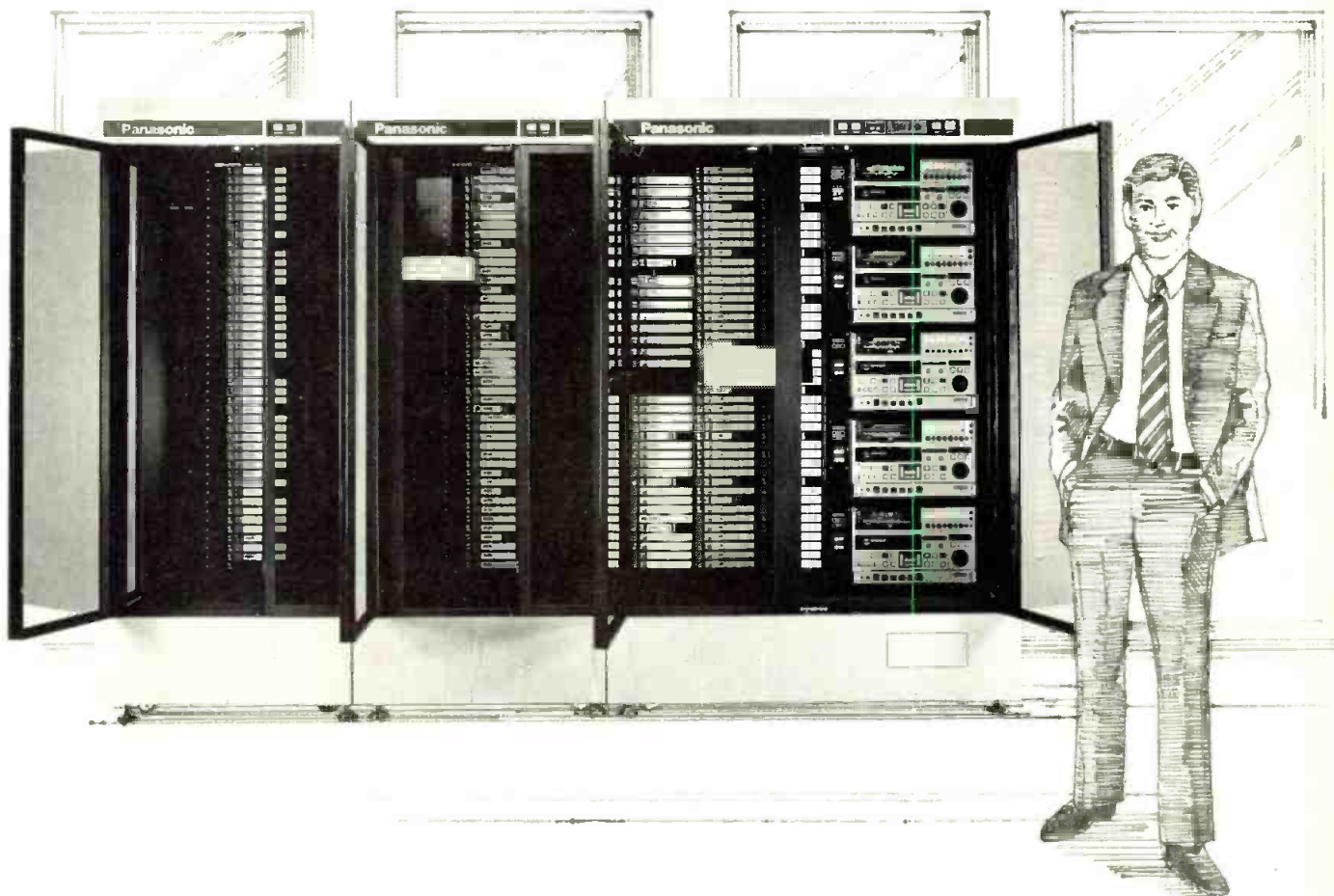
For time being, European eyes are turned toward less powerful, 16-channel Astra bird, owned by Luxembourg interests and scheduled for Arianespace launch next winter. TV-Sat1 technical failure leaves two state-owned programmers and two commercial programmers booked on TV-Sat1 without home. Other European DBS birds with similar, if not identical, design—Germans' TV-Sat2 and France's TDF-1—are still scheduled for launch within next year. Two months ago, French government postponed launch of TDF-1, developed in tandem with TV-Sat, from May 1988 until September 1988. Although team of manufacturers has reduced possible sources of TV-Sat1 solar array error from 30 to 13, cause of failure is still uncertain, according to German Information Office. GE Astro-Space, co-bidders with TV-Sat manufacturers MBB-ERNO and Aerospatiale to build Intelsat VII and Aussat-B satellites, expressed confidence in partners' product, despite TV-Sat1 in-orbit failure.

Low-power variety of satellite broadcasting resulting from scrambling of cable programming on C-band satellites has emerged from home satellite market. It got start in January 1986, when Home Box Office scrambled feeds of HBO and Cinemax and began selling subscriptions to owners of backyard earth stations (TVRO's), which now number approximately two million. Number of TVRO homes subscribing to cable programming has grown as more cable programmers have scrambled feeds and begun selling subscriptions directly or through cable operators and other third parties. HBO now wants other major cable programmers to join it in stepping up from C-band to medium-power Ku-band satellites that can beam signals to one-meter dishes. Despite costly failure of Comsat's high-power DBS plans, Hubbard Broadcasting's United States Satellite Broadcasting, Hughes Communications and GE Americom are still trying to launch systems in U.S. Hughes is trying to rally support of cable programmers for concept (Broadcasting, March 7).

□

■ **Federal Trade Commission.** Results of preliminary antitrust investigation of National Football League television rights contracts for 1987-88 season may send recommendation to commissioners any day, according to sources in Washington. Investigation included testimony last fall from top network execu-

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But the really impressive thing is: **it's available now.**

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in 87% of
the country.

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"Friday The 13th" is scaring
up numbers big enough to
make it 2nd among men of all
weekly programs in syndication.
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bigger second season, stations
are moving "Friday The 13th"
to weekend access and
prime time in over 60%
of the country.

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90% of the country
set for invasion.
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Last year, we took on the
universe with "Star Trek:
The Next Generation."
And won.
And while that was nice,
this year we've decided to
conquer something just a
little bit smaller.
The world.



WAR OF THE WORLDS™

tives, including ABC President Daniel Burke, CBS Sports President Neil Pilson, NBC Sports President Arthur Watson and Fox President Jamie Kellner, as well as NFL Commissioner Pete Rozelle. Contradictory claims about negotiation process for Monday night games from Kellner and Val Pinchbeck, NFL broadcasting director, are among central issues. League's contract with ESPN for package of Sunday night games was also subject of hearing in Senate and Senate request that Justice Department examine impact of NFL's antitrust exemption as it applies to cable and to look at ABC's ownership of ESPN and possible antitrust implications (BROADCASTING, Dec. 7, 1987)

□

■ **High-definition television.** Advanced Television Test Center (ATTC) held first meeting last week with representatives of seven partners in project—National Association of Broadcasters, ABC, NBC, CBS, Public Broadcasting Service, Association of Maximum Service Telecasters and Association of Independent Television Stations. Joel Chaseman of Post-Newsweek Stations, representing AMST, was elected ATTC chairman. Center is being created to provide place to test HDTV and ATV systems for use by Advanced Television Systems Committee and FCC's ATS Advisory Committee. Funding for center's first two years will come from \$700,000 donations each from NAB, NBC, CBS and ABC and from fundraising drives by other partners. Proposal has been submitted to locate facility in same building with PBS headquarters in Alexandria, Va.

FCC's Advanced Television Systems (ATS) Advisory Committee's first set of recommendations to commission—involving spectrum needs—will be submitted about month later than original May 17 deadline. Second meeting of ATS "blue ribbon" panel was tentatively set for early June in order to review and approve report before submission. Report, to be prepared mainly by planning subcommittee, will set testing guidelines for HDTV systems and present propagation scenarios for different types of transmission systems using various amounts of spectrum.

Advanced Television Systems Committee and Society of Motion Picture and Television Engineers have approved HDTV production standard setting parameters at 1,125 scanning lines, 60 hertz field and 16:9 aspect ratio. It has been sent to American National Standards Institute for approval as American national voluntary standard.

□

■ **Indecency.** Media Central has sent letter to FCC urging agency not to impose sanctions on Media Central or its KZKC-TV Kansas City, Mo., for latter's broadcast last year of "Private Lessons," which contained seduction scenes in which woman's bare breasts and buttocks were shown. Letter came in reply to FCC's Jan. 12 letter asking for explanation of broadcast, which FCC said may have violated its broadcast indecency standard. Arguing against sanctions, Media Central said that standard was vague and overbroad, that broadcast was in violation of station's own standards and that steps to guard against repeat have been taken.

FCC decided last April to crack down on

broadcast indecency, adopting standard based on broader definition of indecency than seven dirty words of 1978 Pacifica Supreme Court decision. At same time, FCC sent warning letters to three radio stations. At open meeting last November, FCC reaffirmed indecency policy, but, in doing so, created midnight-6 a.m. safe harbor during which indecent programing can be broadcast because of perceived minimal risk of children in audience. Group of broadcasters joined Action for Children's Television and People for the American Way in petitioning U.S. Court of Appeals in Washington to review in light of First Amendment FCC enforcement of tougher broadcast indecency standard. Child Protection and Obscenity Enforcement Act of 1988 has been introduced on behalf of White House that would implement recommendations of attorney general's commission on pornography (see "Cable regulation," above). Act would clear way for states or cities to regulate distribution of indecent programing via cable or STV.

□

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

□

■ **International telecommunications satellite systems.** President Reagan in November 1984 determined that separate U.S. systems providing international communications satellite service are in public interest, provided restrictions are imposed to protect economic health of International Telecommunications Satellite Organization. Thus far, eight systems have received conditional authorization from FCC, but proposal of only one, Pan American Satellite Corp., which has secured Peru as foreign correspondent, has been consulted with Intelsat. Assembly of Parties, acting on recommendation of Board of Governors, approved consultation at its extraordinary meet-

ing in April 1986. PAS satellite is scheduled for launch in March 1988 aboard Arianespace rocket. However, it is complaining that European Postal Telephone and Telegraphs are combining to deny PAS access to their markets. Rene Anselmo, PAS chairman, has written to President Reagan to ask him to seek cooperation of British Prime Minister Margaret Thatcher in opening Great Britain to PAS.

□

■ **Land-mobile.** Statements by Mass Media Bureau Chief Alex Felker to Land-Mobile Communications Council (LMCC) hint that first report by Advanced Television Systems Advisory Committee will not provide enough information for FCC to act on petition to reallocate UHF channels in eight markets to land-mobile radio. Last fall, commission delayed decision until completion of report in response to petition from Association of Maximum Service Telecasters, National Association of Broadcasters and other broadcast groups (see "High-definition television" above). FCC wants to ascertain whether UHF channels in question will be needed for broadcasting ATV systems.

NAB sent comments opposing FCC proposal of minimum mileage separations between new UHF television stations on channels 14 and 69 and existing mobile radio operations on adjacent channels. NAB also opposed proposal that station may try to negotiate settlement with mobile radio operator if new station cannot meet spacing requirements. LMCC agreed with mileage separations on condition that spacings be increased substantially from 10-25 miles proposed by FCC. It also agreed with private agreement provision.

□

■ **Low-power television.** Community Broadcasters Association, which represents budding LPTV industry, has hired Joseph Laughlin, former general manager of WGN-TV Chicago, to head CBA Programing Cooperative. Under Laughlin's direction, co-op will try to buy programing that individual stations could not afford. CBA expects co-op members to come to consensus on what programing they want at meeting being planned in conjunction with National Association of Broadcasters convention next month. After that, Laughlin will try to buy it.

FCC has finished processing 1,350 applications received during last summer's filing window. According to FCC, more than 500 applications for new stations and major changes to existing ones were granted, fewer than 300 were found to be mutually exclusive and set aside for lottery and rest were rejected. FCC now plans to open another filing window in May or June with expectations of receiving at least as many applications as last year.

□

■ **Mergers.** Lorimar Telepictures has received \$17-per-share buyout bid from financier Marvin Davis, but at same time is in preliminary merger talks with Warner Communications Inc. United Artists Communications Inc. and United Cable have agreed to merge into new company, United Artists Entertainment Co., with market value of nearly \$2.5 billion. Merged companies' 2.3 million-subscriber cable systems (including UACI's recent pur-

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WPVI, Philadelphia	Cap Cities/ABC	Cap Cities/ABC	ABC
KRON, San Francisco	Petry	Chronicle Broadcasting	NBC
WNEV, Boston	TeleRep	New England Television	CBS
WDIV, Detroit	Petry	Post-Newsweek	NBC
WEWS, Cleveland	Blair	Scripps Howard	ABC
KSDK, St. Louis	Katz	Multimedia	NBC
KTSP, Phoenix	HRP	Great American Broadcasting	CBS
KXTV, Sacramento	TeleRep	Belo Corporation	CBS
WMAR, Baltimore	TeleRep	Gillett Broadcasting	NBC
WTNH, Hartford	Blair	Cook Inlet Comm.	ABC
KCST, San Diego	Gillett Sales	Gillett Broadcasting	NBC
WFTV, Orlando	TeleRep	Cox Broadcasting	ABC
KCTV, Kansas City	MMT	Meredith Corporation	CBS
WCPO, Cincinnati	Blair	Scripps Howard	CBS
WTMJ, Milwaukee	MMT	Journal Communications	NBC
WWL, New Orleans	Katz	Loyola University of the South	CBS
WLOS, Greenville/Spartanburg	HRP	Anchor Media	ABC
WBNS, Columbus	Blair	Dispatch Printing	CBS
WTVD, Raleigh	Cap Cities/ABC	Cap Cities/ABC	ABC
KWTV, Oklahoma City	TeleRep	Griffin Television	CBS
WZZM, Grand Rapids	Katz	Price Communications	ABC
WKBW, Buffalo	Blair	Queen City Broadcasting	ABC
KTVX, Salt Lake City	MMT	United Television	ABC
KMOL, San Antonio	MMT	United Television	NBC
WPRI, Providence	HRP	Knight-Ridder	ABC
WVEC, Norfolk	TeleRep	Belo Broadcasting	ABC
WLKY, Louisville	Katz	Pulitzer Broadcasting	ABC
WHIO, Dayton	TeleRep	Miami Valley Broadcasting	CBS
WPEC, West Palm Beach	Katz	Photo Electronics	ABC
WXEX, Richmond	Katz	Nationwide Communications	ABC
KTBS, Shreveport	Katz	KTBS, Inc.	ABC
KWCH, Wichita	TeleRep	Kansas Broadcasting System	CBS
KFSN, Fresno	Cap Cities/ABC	Cap Cities/ABC	ABC
WDBJ, Roanoke	HRP	Schurz Communications	CBS
WAPT, Jackson, MS	MMT	Price Communications	CBS
WAFF, Huntsville	Blair	American Valley Broadcasting	NBC
KVBC, Las Vegas	Blair	Valley Broadcasting	NBC
WAKA, Montgomery	Katz	Alabama Telecasters	CBS
WTVO, Rockford	Adam Young Inc.	Winnebago Television Corp.	NBC
WWAY, Wilmington	MMT	Price Communications	ABC
KTVN, Reno	Katz	Sarkes Tarzian	CBS
KJAC, Beaumont	Katz	Price Communications	NBC
KFDX, Wichita Falls	Katz	Price Communications	NBC
KESQ, Palm Springs	Katz/Continental	EGF Broadcast Corp.	ABC
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WHAG, Hagerstown	Katz	Great Trails Broadcasting	NBC

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chase of Daniels & Associates' cable interests) will be operated under United Cable name as third largest cable system operator in U.S. Deal, which involves complex cash and stock swap arrangement, is expected to be completed in second half of year. Largest MSO, Tele-Communications Inc., which held 66% of UACI and 24% of United, will hold 52% of outstanding shares in new company. Talks have broken off between Kohlberg Kravis Roberts & Co. and a consortium of cable operators—ATC, Comcast and Taft Cable (Tele-Communications Inc. and Bass Group joint venture)—for sale of Storer's 1.4 million-subscriber cable systems owned by KKR. Companies could not reach agreement on various complex tax, debt structure and pricing problems associated with deal, which would have been largest cable transaction ever, involving total considerations of \$2.8 billion. Continental Cablevision has completed its \$481.7 million acquisition of American Cablesystems' cable properties. Also closed earlier this month was Adams Communications' \$126.5 million purchase of Forward Communications' five TV stations from Wesray Capital Corp. March closing is expected for U.S. Cable Television Group's approximately \$225 million acquisition of 135,000-subscriber cable systems of Essex Communications Corp.

□

■ **Must carry.** Capitol Hill has stepped up its role in working toward reestablishment of FCC must-carry rules. In speech before broadcasters two weeks ago, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) restated his strong support for rules although he said any action on item is dependent on broadcasters' willingness to accept codification of fairness doctrine (BROADCASTING, March 7). Last month, Dingell and others asked FCC to collect data on cable carriage of broadcast signals to create record that could justify resurrection of rules.

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 in December that Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and Dingell have restated support for concept and indicated interest in legislative solution. Broadcasters who have fought hard to preserve some form of must-carry rules were disappointed with ruling. They are now planning legal and legislative strategy for bringing back rules through appeals or act of Congress.

Broadcasters' hopes of preserving second version of must-carry rules adopted by FCC suffered blow on Dec. 11, 1987, when U.S. Court of Appeals in Washington overturned them on ground they violated First Amendment. That was replay of same court's decision overturning original must-carry rules two years ago. And broadcasters suffered second blow last week when Solicitor General declined FCC's request that his office join broadcasters who were urging Supreme Court to review appeals court's decision. As result, government will not be among those seeking review.

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.

□

Public Broadcasting. Reauthorization hearings in House Telecommunications Subcommittee and Senate Communications Subcommittee, March 11 and 15, respectively, featured criticism of system by both independent producers and minorities. Senate and House proposed CPB authorizations of \$304 million for FY 1991, \$353 million for FY 1992 and \$404 million for FY 1993 included \$200 million for replacement of satellite interconnection system. OMB has recommended appropriations of \$214 million for 1989, 1990 and 1991.

Stephen Salyer, senior vice president, marketing and communications, WNET(TV) New York, will become new American Public Radio president effective April 1. APR, without full-time president since July 1987, announced choice Feb. 18. David J. Brugger, senior vice president at CPB, Jan. 1 became president of National Association of Public Television Stations.

National Public Radio 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.

Representative Ed Markey (D-Mass.) and Senators Ernest Hollings (D-S.C.) and Daniel Inouye (D-Hawaii) and National Association of Broadcasters President Eddie Fritts (whose lobbying efforts are credited with defeating legislation that would have funded public broadcasting via transfer tax on commercial stations) have all expressed desire to work for permanent funding for public broadcasters. Fritts also promised to keep public broadcasters abreast of must-carry discussions between broadcasters and cable operators.

Two openings remain on CPB board. White House has 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 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 expected to hit Senate floor sometime in spring, according to aide to Senator Al Gore (D-Tenn.), S. 889's chief sponsor (BROADCASTING, March 14). There had been speculation that Gore, who is contender for Democratic presidential nomination, might not have time to devote to measure, but Gore staffer said Senator remains committed to bringing bill up for vote. 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 back-

yard 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, 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. FCC is moving toward adoption of new syndicated exclusivity rules that would require cable systems to delete syndicated program on superstations or other distant signals for which local television stations have exclusive local rights (BROADCASTING, March 14). FCC hopes to act at April 21 meeting, but action might not come until May meeting.

Principal question still unresolved is whether rules should apply retroactively. Cable and superstation owners are opposed to rules, but, they say, if FCC is determine to adopt them, they should do so prospectively, allowing impact of rules to be felt gradually. Most broadcasters, led by National Association of Broadcasters and Association of Independent Television Stations, on other hand, argue that rules should apply retroactively so that local exclusivity provision in rights contracts written since repeal of original syndex rules in 1980 can be enforced.

□

Wireless cable. Wireless Cable Association, increasingly active trade association representing wireless cable operators, has elected Robert Schmidt president. Schmidt is former president of National Cable Television Association. In new role, Schmidt will come into conflict with cable operators he represented while at NCTA. WCA believes cable industry is unfairly denying wireless cable operators programming.

In comments filed with the FCC on Tele-Communications Inc.'s proposed \$46 million purchase of Tempo Enterprises Inc., WCA said TCI should provide assurances that Tempo programming and that of other services in which it has interest will be available to wireless cable operators and other potential competitors of cable. Assurances are necessary because of TCI's growing vertical integration with programmers.

Wireless cable, which uses mix of ITFS and MDS channels to broadcast multiple cable programming services to subscribers, is now available in such large markets as New York, Detroit and Cleveland.

FCC has turned down request by Cablevision Systems, MSO with franchise for about one million homes within Microband-targeted market, to bar Microband Companies Inc. from offering its service in outer boroughs of New York until other channels now hung up in interference disputes become available and Cablevision can offer competitive wireless cable service. In responding to Cablevision's petition, Microband charged that Cablevision was trying to use FCC to block competition. It

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*The undersigned acted as financial advisor to
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Datebook

■ indicates new listing

This week

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

March 28-30—Central Educational Network annual conference. Hyatt Regency-Princeton, Princeton, N.J. Information: (609) 987-1234.

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

March 29—Broadcast business affairs seminar, sponsored by American Association of Advertising Agencies. Plaza hotel, New York.

March 29—Broadcast Pioneers Foundation Mike Award dinner. Plaza hotel, New York. Information: (212) 586-2000.

March 29—Television Bureau of Advertising regional sales conference. Hyatt Regency, Cincinnati.

March 29—"Wearing Another Hat: Counseling Communications Clients on Labor-Related Matters," sponsored by Federal Communications Bar Association, Continuing Legal Education Program. Washington Marriott, Washington.

March 30—"Update on Current and Future Programming and Projects," speech by Stephen Palley, chief operating officer, KingWorld Productions, to New York Television Academy. Copacabana, New York.

March 30-April 1—Radio-Television News Directors Association region 12 student workshop. Cornell University, Ithaca, N.Y. Information: (212) 887-4138.

March 31—Deadline for entries in Editorial Excellence Awards, sponsored by National Broadcast Editorial Association. Information: Larry Schmidt, WCCO-TV, 90

South 11th Street, Minneapolis, 55403.

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.

March 31—Television Bureau of Advertising regional sales conference. Hyatt Regency O'Hare, Chicago.

April 1—First Professionalism Awards, sponsored by American Women in Radio and Television, Indiana chapter, to recognize "outstanding efforts of professionals in television, radio and advertising. Lincoln hotel, Indianapolis.

April 1—Deadline for entries in National Psychology Awards for Excellence in the Media, sponsored by American Psychological Association and American Psychological Foundation. Information: (202) 955-7710.

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

Also in April

April 6—"Cable/Broadcast Peace," sponsored by Women in Cable, Rocky Mountain Chapter. Speaker: Jim Cownie, chairman, National Cable Television Association. Hyatt Regency Tech Center, Greenwood Vil-

lage, Colo. Information: (303) 740-6432.

April 6—"Multimedia Research Update," sponsored by Philadelphia Advertising Club. Franklin Plaza hotel, Philadelphia. Information: (215) 874-8990.

April 6—New York Television Academy luncheon. Speaker: Squire Rushnell, VP-late night and children's television, ABC Entertainment. Copacabana, New York.

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 8-9—Radio-Television News Directors Association region seven conference/RTNDA awards presentation. Indianapolis Athletic Club, Indianapolis. Information: Gene Slaymaker, (317) 923-1456.

April 8-9—Radio-Television News Directors Association region 11 conference/RTNDA awards presentation, featuring panel on media coverage of juveniles by Scientists Institute for Public Information. Newport Harbor Treadway Inn, Newport, R.I. Information: Jeff Marks, (207) 772-0181.

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

April 9—Association of Maximum Service Telecasters membership meeting. Las Vegas Convention Center, Las Vegas.

April 9-12—National Association of Broadcasters

Information: (609) 848-1000.

Oct. 15-19—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.

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

Feb. 24-26, 1989—NATPE International 26th annual convention. George Brown Convention Center, Houston.

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

Major Meetings

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 meeting. 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. 22-25—Society of Broadcast Engineers third annual national convention. Convention Center, Denver. Information: John Battison, (614) 888-3364. Future conventions: Oct. 5-8, 1989, Kansas City, and Oct. 11-14, 1990, St. Louis.

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. Informa-

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.

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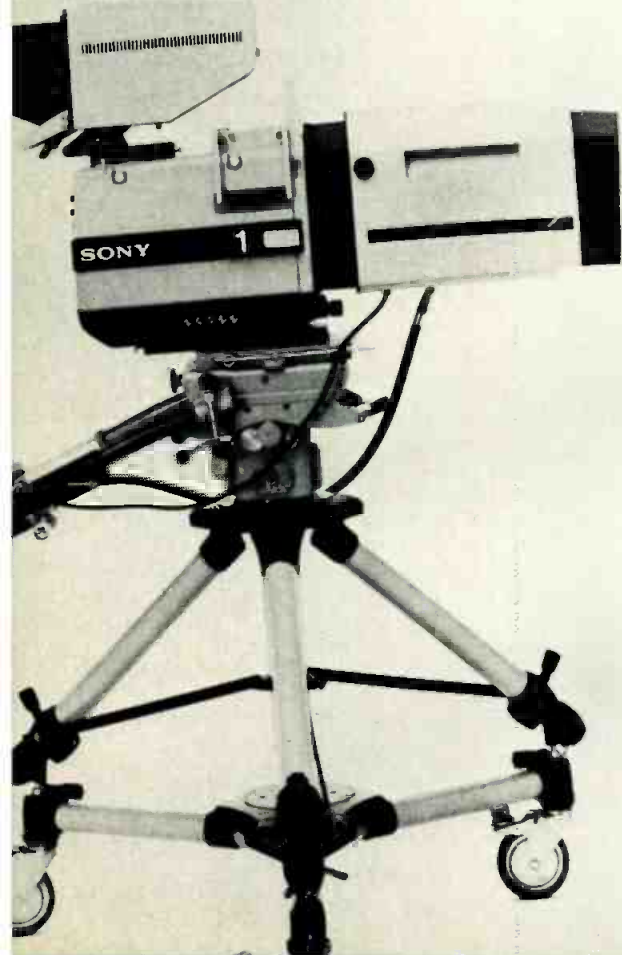
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Errata

Feb. 29 report that **No Sleep Productions**, which is producing *Later with Bob Costas* in association with NBC, was formed by Dick Ebersol and Vince McMahon is incorrect. **Ebersol is sole principal in the company.**

66th annual convention, international exposition and 42d annual broadcast engineering conference. Las Vegas Convention Center, Las Vegas.

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. Information: (212) 697-5950.

April 11—*Association of Maximum Service Telecasters* engineering breakfast. Las Vegas Hilton, Las Vegas.

April 11—*National Academy of Television Arts and Sciences* deadline for entries in Community Service Awards. Information: (212) 586-8424.

April 11-12—*Cabletelevision Advertising Bureau* seventh annual conference. Theme: "America is Cable Ready." Waldorf-Astoria, New York.

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 13—First Alexander Hamilton/Ohio State Awards luncheon and 52d annual Ohio State Awards banquet ceremony, sponsored by *Ohio State's Institute for Education by Radio-Television*. National Press Club, Washington. Information: (614) 292-0185.

■ **April 14**—*International Radio and Television Society* newsmaker luncheon. Topic: summer Olympics. Panelists: Bryant Gumbel, *NBC News Today*; Gayle Gardner, one of NBC's studio anchors during Olympics; Arthur Watson, president, NBC Sports; Michael Eskridge, executive producer, NBC Sports; Michael Weisman, executive producer, NBC Sports; Terry Ewert, coordinating producer, Olympics, NBC, and James Greenwald, chairman of Katz Communications and president of IRTS. Waldorf-Astoria, New York. Information: (212) 867-6650.

April 14—*Action for Children's Television's* 20th birthday celebration, including presentation of Achievement in Children's Television Awards and seminar on business of home video for children. Luncheon speech: Robert Solow, Nobel laureate in economics. Harvard Graduate School of Education, Gutman Library and Conference Center and Charles hotel, Cambridge, Mass. Information: (617) 876-6620.

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 conference and business meeting. Crowne Plaza Holiday Inn, Rockville, Md. (Washington). Information: (202) 797-8911.

April 15—31st annual New York Emmy Awards, sponsored by *New York chapter of National Academy of Television Arts and Sciences*. New York Hilton.

■ **April 15-17**—*Radio Advertising Bureau* radio sales university. San Francisco. Information: (212) 254-4800.

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

April 18—Deadline for entries in Public Service Announcement Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Information: (212) 586-8424.

April 19—Pay-per-view videoconference, sponsored by *Cable Television Administration and Marketing Society's* pay-per-view committee. On Satcom 3R7, originating from Centel Cable TV in Wheaton, Ill. Information: (202) 371-0800.

April 20-22—*Indiana Broadcasters Association* spring conference. New Harmony Inn, New Harmony, Indiana.

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 21**—*Academy of Television Arts and Sciences* forum luncheon, "Television: From Both Sides of the Table." Speaker: Fred Silverman, president, Fred Silverman Co. Century Plaza hotel, Los Angeles. Information: (818) 953-7575.

April 21-24—*National Alliance of Third World Journalists* national conference. Atlanta. Information: (202) 462-8197.

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

April 22-23—*Kentucky Cable Television Association* general membership meeting. Holiday, Bowling Green, Ky.

April 22-24—"PBS Rocky Mountain Retreat," women's media conference sponsored by *Public Broadcasting Service*. Sundance, Utah. Information: (703) 739-5218.

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

April 23—Elizabeth P. Campbell lecture series sponsored by *WETA(TV) Arlington, Va.* Speaker: Judy Woodruff, chief Washington correspondent, *MacNeill/Lehrer NewsHour*. WETA studios, Arlington, Va. Information: (703) 998-2713.

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 26-27—*Ohio Association of Broadcasters* spring convention. Westin hotel, Cincinnati.

April 27—*New York Television Academy* luncheon. Speaker: Ted Turner, Turner Broadcasting System. Copacabana, New York. Information: (212) 765-2450.

April 28—Sixth annual Lowell Thomas Award presentation, for "excellence in broadcast journalism," presented by *Marist College*, to Harry Reasoner, correspondent and co-editor of CBS's *60 Minutes*. Helmsley Palace, New York. Information: (914) 471-3240.

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: "Ca-

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ble '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 Internationale* 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 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*, "annual forum for exchange of program ideas among producers, programers and others interested in making quality television to serve the public." Annenberg School of Communications,

Philadelphia. Information: (215) 351-1200

May 2—Deadline for entries in News and Documentary Programming Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Information: (212) 586-8424.

May 3-4—Discussion of role of journalists in reporting medical ethics, sponsored by *Case Western Reserve University*. Cleveland. Information: Robert Daniels, (216) 368-3635.

May 4—*Broadcast Pioneers* George Foster Peabody Awards luncheon. Plaza hotel, New York. Information: (212) 586-2000.

Open Mike

Remembering the 60's

EDITOR: I just read your March 7 issue and, as always, found it provocative and informative. I was particularly interested in the assessment of TV programing by Messrs. Tinker, Sherick and Dann.

Tinker is absolutely correct when he noted that programing in the early 1960's had far greater variety than it does today; in fact, network schedules had more "balance." There was room for fine music, fine drama, more documentaries—more substance and less glitz. There were higher program standards, too, no profanity, less dependence on murder plus car crashes plus chases, far less depiction of graphic sex.

Tinker is right, too, about the new breed of chief executive officers. In what other business do you have chiefs who are as unfamiliar with the product they sell (and the process through which the product is made, film or tape) than in the network field?

Mike Dann remembers history through some pink gauze: television had lost its so-called "novelty" in the early 60's, and there is no statistical evidence of audience tolerance of dull shows then as there is none today. Ratings were of great importance then as now. And he is 180 degrees off track when he claims, as reported in your magazine, that David Sarnoff was "not interested in programing at all." It may be that General Sarnoff didn't talk with Mike; he certainly talked with me and he certainly made his views known to his son, Robert, even when the latter was chief executive officer of NBC. In short, the general was a viewer, a man of taste, and a behind-the-scene player in every aspect of RCA, including NBC.—*David Levy, Wilshire Productions Inc., Beverly Hills, Calif.*

Can't judge a book...

EDITOR: A comment on your "Fun and profit" editorial in the March 14 issue, please:

Librarians, particularly the reference variety, put on a darned good show when dollars permit. Just let us have the budget for one NATPE convention and y'all will be bustin' your bookbinders.—*Catherine Heinz, director, Broadcast Pioneers Library, Washington.*

On the recovery

EDITOR: The National Association of Broadcasters' recent inking of a development contract with engineer Richard Sequerra to design a new improved super receiver is good news ("Riding Gain," Feb. 22). This important work could set the technical standards for radio and affect the medium's economic viability for decades by creating more parity between the bands. America has been on the cutting edge in developing technology for the world marketplace. Where products end up being manufactured is a different story.

Since radio is the only universal global mass communications medium, this NAB "Super Radio" must set the world's quality

standard and be second to none, universal in scope and usable in any country on earth. It must also be listener friendly.

It is mandatory that continuous reception coverage include the AM international HF broadcast bands, 49, 41, 25, 21, 19, 16, 13 and 11 meter bands and long wave in stereo. All of the above spectrum bytes could be easily, and with no extra cost, included into the digital tuner. Just a simple button push to access global bands as well as local AM or FM.

Our broadcast industry is second to none, anywhere on earth. We must not miss the boat; the so called "super receiver" must not be a wimp.—*H. Dickson Norman, founder, NDXE Global Radio, Opelika, Ala.*

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A commentary on must carry from James Quello, FCC commissioner

Must carry from a commissioner's point of view

When it comes to must carry, it's easy to discern where Jim Quello stands. The senior FCC commissioner has become the leading spokesman for one point of view: that the concept of localism justifies requiring cable systems to carry local TV signals. Quello refined that argument last January in a speech to the Alabama Broadcasters Association; it is reprinted here, in slightly edited form, as a basic exposition of that point of view.

Our FCC broadcast agenda is overflowing with contentious issues to discuss. Among them the U.S. Court of Appeals [ruling] which held our most recent version of must-carry rules unconstitutional. The chief judge stated: "The FCC has not demonstrated that the new must-carry rules further a substantial government interest as the rules must to outweigh the incidental burden on First Amendment interests conceded by all parties." Most significantly, Judge Wald's opinion concluded: "We do not suggest that must-carry rules are per se unconstitutional, and we certainly do not intimate that the FCC may not regulate the cable industry so as to advance substantial government interests."

The court decision eliminating must carry is potentially disastrous for free television service to the public and for local broadcast service in the public interest. In fact, the potential harm could usurp the FCC's orderly channel allocation to provide community service.

I believe the flawed or miscalculated FCC rationales in the legal brief for the must-carry compromise must bear primary responsibility for the adverse court decision. The commission never provided a sufficient justification to support the compromise must-carry rule. This is precisely why I issued separate statements when we adopted the new must-carry rules. I believe we should have justified our rules on our established public interest and localism policies enunciated in Section 307 (b) of the Communications Act. The emphasis on the A/B switch five-year educational period was an ideal, rather impractical solution that wasn't destined to carry the day. Our best trial lawyer argued the case but with a no-win legal game plan adopted by the commission.

I want to say up front that cable is a very desirable service for those that can afford it. I personally enjoy the varied choices cable offers. I especially tune to CNN for their objective news reports throughout the day. I like cable. I won't stay home without it.

However, I wouldn't like it to the extent that I would pay for major sports events I



James H. Quello is the Federal Communications Commission's senior commissioner. He assumed office on April 30, 1974. His current term expires on June 30, 1991. A former broadcaster, he was vice president and station manager of WJR(AM) Detroit.

now see free on television...or to the extent they have the *power* to drop any or even all local television stations serving my area.

Also, I want to credit the National Cable Television Association with considerable statesmanship in negotiating a must-carry agreement with broadcasters. However, a few aggressive cable operators without NCTA participation challenged the must-carry compromise in court. With the FCC's pushover rationale, cable's able lawyer won the day.

For some ideological reason difficult to fathom, the FCC obstinately and with considerable craftsmanship avoided or de-emphasized Section 307 (b), localism, and the public trustee concept that broadcasters are licensed by the government to serve their community in the public interest, convenience and necessity. With this approach, overwhelming arguments demonstrating substantial, even critical, government interest were de-emphasized or deleted in the FCC rationale.

The failure to demonstrate a substantial governmental interest was due to a flawed FCC rationale that didn't develop the many practical government interest arguments. Also, a legally well-qualified court with authority to overrule the FCC suffered from lack of practical knowledge or experience in the real TV and cable commercial marketplace. In my opinion, the court decision perpetrated a gross marketplace inequity on broadcasters providing a free service to the public.

For openers, does a strong letter to the FCC signed by all 21 of the congressmen, Republican and Democrat, on the Communications Subcommittee urging the FCC to

craft must carry represent the strongest type of government interest? Who represents government interest more than the duly elected representatives of the people? The letter constituted the first time in my 13½ years' experience at the FCC that I have seen a letter urging FCC action signed by every member of the Communications Subcommittee. Is there a substantial government interest in must carry? Ask your congressman who is closer to the electorate and to the working marketplace than the courts. The congressional reply is an overwhelming and, in the case of the Communications Subcommittee, unanimous yes!

I believe there is an undeniable government interest in making certain that TV stations licensed by the government to serve the public interest continue to have access to the public they are licensed and required to serve. I believe the obligation and right to serve the local area is required by the Communications Act and by the FCC allocation of channels to the community. I don't believe any monopoly or semi-monopoly transmission pipeline should be able to prevent or obstruct the licensed station's local service to the public.

The Cable Communications Act of 1984 was enacted with must carry in place and before cable started aggressively selling advertising in competition with the local stations. These are the same local stations whose programs cable takes free of charge and then charges cable subscribers monthly fees for basic service. Must carry was certainly a vital part of the legislative balance when the 1984 Cable Act was adopted. Elimination of must carry is a compelling reason why Congress should resist cable legislation.

Just ask Chairman Hollings, Inouye, Dingell, Markey or former Chairman John Danforth if broadcasters are actually licensed to serve their local communities in the public interest. Wear your bullet-proof vests. I'm also certain you would get a direct, almost profane response from former broadcaster, senior Congressman Al Swift.

I believe the drastically changed circumstances of no must carry require that Congress in all fairness reconsider and revisit the Cable Communications Act to restore balance to the marketplace. Congress should do this not to please broadcasters, but to serve the public with assured free TV and to correct a gross miscalculation caused by FCC ideological avoidance of Section 307 (b), the public trustee concept and localism—the principal factors necessary to developing substantial government interest.

Also—is there a substantial government interest in assuring public broadcasters access to the public? Public broadcasting was formed *by the government* to provide a distinctive separate service. It is funded by the

Continues on page 69

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James Brolin, with his long time interest in motor racing, brings a fresh perspective to the program and teams with veteran radio "Voice of the 500" and this year's ABC Television anchor Paul Page to co-host the program.

The "ROAD TO INDY" has been cleared by the Capital Cities/ABC owned stations and dozens of other stations. There are selected markets still available during the window of May 25 through May 29. The program is a 6/6 Barter.

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TOP OF THE WEEK

Cable has its work cut out for it

The industry faces increased criticism from competitors, cities and Congress over concentration of power and vertical integration

Cable is in for a rough ride in Washington and at the state and local levels as concerns about the industry's power fuel charges of anticompetitive behavior and contribute to the growing impression that cable is a monopoly. The medium is being hit on several fronts as Congress and others have started to take a hard look at the growing vertical integration of cable operators and programmers which, according to potential competitors (wireless cable and home satellite), is stifling their development.

In the eye of the storm is John Malone, president and chief executive officer of Tele-Communications Inc., the largest cable multiple system owner in the country. TCI's muscle in the marketplace has been a major focus of complaints about vertical integration and concentration of ownership. TCI has also come under fire from broadcasters for its policies concerning channel repositioning and carriage issues. To some in the industry, Malone's power has become disconcerting and they fear that TCI's behavior will cause a backlash that could harm the entire industry.

The list of cable's critics is starting to near, as one source said, "a critical mass." Not only are Hollywood, independent broadcasters and the home satellite industry hounding cable on the Hill, but wireless cable is now applying intense pressure (see box, page 32) and the National Association of Attorneys General has entered the debate (BROADCASTING, March 21). And Senators Howard Metzenbaum (D-Ohio) and John Kerry (D-Mass.) have sounded an alarm that cable is getting out of hand (BROADCASTING, March 21).

Senator Al Gore (D-Tenn.) has accused cable of acting anticompetitively against the home satellite industry and keeping the infant business from flourishing. He has promised to push for a Senate vote this spring on his bill (S. 889) that would force cable programmers to permit any qualified third party—both inside and outside the cable industry—to distribute their services to backyard dish owners. The prospects for passage are considered good. Nevertheless,

it is doubtful the House would move on the measure this year.

Action on the Gore bill could occur in early May and its proponents are cranking up their grassroots machine. The National Rural Telecommunications Cooperative, which distributes some cable programming to home dish owners (NRTC says some cable programmers won't sell to them because of pressure from MSO's who don't want the competition), plans to use the National Ru-

structure will almost certainly lead to favoritism to the disadvantage of the dish owner." The report cites examples of cable programmers with operator investment. And it points out that based on testimony from earlier Senate hearings, "programers are not permitting their programs to be sold by unaffiliated parties. This creates a climate where dish owners are beholden to cable operators and programmers and thus pay higher prices and have less choice. This position is supported by the fact that there are only a few significant cable program packages in existence and that most if not all are controlled by cable programmers."

More trouble could be on the horizon if local regulators become increasingly unhappy with cable deregulation and if the telephone industry decides to make a concerted effort to seek repeal of the telco-cable crossownership ban that currently keeps them out of the cable business.

And while the industry doesn't appear to be in any immediate danger on the antitrust front, industry lobbyists see the battle lines being drawn for 1989 and beyond. "Next year could be the year cable takes some licks," commented one House aide, who felt the political environment under a new

administration and new FCC makes cable's future even more precarious. The Reagan Justice Department has not been noted for its vigorous antitrust enforcement. Justice had been investigating possible antitrust violations by cable operators in the home satellite marketplace but turned up no evidence of collusion. Certainly Justice's interest in antitrust matters could pick up steam if the Democrats take the White House in the upcoming presidential election.

In the meantime, the National Cable Television Association will have to hold its critics at bay. "There is no question that the natives are restless," NCTA's president, Jim Mooney, told BROADCASTING last week. But, he thinks that predictions of "imminent political disaster for cable are somewhat exaggerated and tinged with self-interest." Indeed, Mooney says such talk reminds him of the "opinions we used to hear periodically expressed in 1984 to the effect that the Cable Act was dead or had hit a rock it couldn't get off or whatever."

Admittedly, he said "there is growing



NCTA President Mooney

The anti-cable buck stops here

ral Electric Cooperative Association's (its parent organization) annual government relations conference in Washington as a platform to push for Senate action on S. 889. Some 3,000 NREC members will be in Washington the week of May. 8.

At first, much of the debate over the legislation focused on the availability and the pricing of cable programming to TVRO owners, but the discussion has shifted to the issue of vertical integration. The Senate Commerce Committee report on S. 889 takes note of that development: "The committee believes it is less important to focus on prices and more important to focus on the market structure. Specifically, the committee is concerned about the incentives to discriminate against home dish owners because of the vertical integration of cable operators and programmers. Such a market

interest in the question of vertical integration in the cable industry. But there is a pattern to the way issues like this develop and I think the next step will involve public policy makers taking a look at exactly what it is that is being vertically integrated." Added Mooney: "I think when there is a better understanding that a lot of the vertical integration involves things like bailing out the Discovery Channel, which is all documentaries, and Nickelodeon, which serves a market largely abandoned by the broadcast-

ers, and Black Entertainment Network, which serves a market not served at all before, and C-SPAN, then the coloration of the issue will start to change and it will be seen that vertical integration has done a lot of good."

Cable is taking these pressures seriously. Last week nearly 100 operators from the California Cable Television Association and American Television & Communications were making the rounds in Washington (see page 54). NCTA said that many of its board

members and industry executives have hit the Hill within the past few weeks and more are expected to follow.

More congressional scrutiny of the medium is scheduled this week (Wednesday) when the House Telecommunications Subcommittee convenes the first in a series of cable oversight hearings aimed at examining industry developments since passage of the Cable Communications Policy Act of 1984. As one Hill aide said, the act was intended to "promote a vigorous and well-financed cable industry." Only now "people are beginning to see that it [the act] has succeeded...only too quickly."

The subcommittee will hear from city officials whose authority to regulate cable was greatly diminished under the act. Slated to testify are Tucson Mayor Tom Volgy, Susan Herman with the Los Angeles Department of Telecommunications, and Merrill Crawford, the cable franchise administrator from Dubuque, Iowa. The cable industry will be represented at the hearing by Amos Hostetter of Continental Cablevision, Boston, and Mooney.

The Cable Act was the product of an intense and lengthy negotiation between NCTA and the National League of Cities, and the subcommittee wanted to hear from those instrumental in crafting the compromise. The next hearing is penciled in for May 11 and will examine programing issues; another in June will take up the distribution debate.

The House hearing is considered key because it will provide a glimpse of what members are thinking. "We'll have a lot better sense of what members want to do" after the hearing, said Larry Irving, the subcommittee's senior counsel. According to Irving, the hearings are purely "informational" and have no "legislative intent."

Testimony from the cities is also significant because it is a good indicator of any unrest among local cable regulators. There have been a number of First Amendment cases that have been chipping away at the act much to the dismay of cities. Especially worrisome is the fact that cities are subject to damage awards and lawsuits that are brought by cable operators as part of the franchising process. NLC plans to seek legislation that would grant cities immunity. The NLC's steering committee on transportation and communications is expected to review its policy on cable at its May meeting. Volgy, who chairs the NLC committee, said a lot of what "we do in May" depends on "how the hearings play out."

The act eliminated cities' authority to regulate rates. Representative Charles Schumer (D-N.Y.), a wireless cable advocate, is disturbed by reports that cable rates are rising at an inordinate rate. He may offer a bill this week that would require cable companies to report rates to the FCC monthly. A primary motivation behind the ongoing discussions between cable and the motion picture industry (see "In Brief") is believed to be cable's desire to cool down Hollywood's heated rhetoric in Washington.

But as one Hill source summed up the industry's current predicament, "the fate of the cable industry is totally in cable's hands. If they misstep they may have problems." □



Schmidt makes the move to wireless cable

At a Washington press conference, Robert Schmidt (left), president of the National Cable Television Association from 1975 to 1979, made his debut as the newly elected president of the Wireless Cable Association. And, with the help of WCA lobbyist Nick Allard (right), of Fox, Weinberg & Bennett, Schmidt indicted the cable operators he used to represent for preventing wireless cable from acquiring popular cable programing.

"I believe cable has changed; I don't believe I've changed," said the 48-year-old Schmidt wearing a large green-and-white button proclaiming: "Call It Wireless Cable." "Cable has evolved away from where it was when I was there."

In today's cable industry, Schmidt said, the major cable operators have become "bully boys," pressuring cable programers to keep their services away from wireless cable operators and independent distributors of programing to backyard earth stations. The operators can exert such pressure because of their influence as large customers and, in some cases, because of their ownership interests. "Cable really doesn't want to see any second source in the marketplace," he said.

Schmidt said programers are succumbing to the pressure even though it is not in their best interest. "Some of the programers tell me privately they really want to see other sources of distribution."

Home Box Office, whose goal is to serve every home in the country, "is under pressure" from operators "to deny product" to wireless cable and home satellite distributors that could help it achieve its goal, Schmidt said. Pressed for proof, Schmidt said, "There is material being developed" by a task force of the National Association of Attorneys General and by the Senate Antitrust Subcommittee (BROADCASTING, March 21).

Wireless cable operators use a mix of microwave channels (MDS, MMDS, ITFS and OFS) to broadcast multichannel subscription television services to subscribers. The industry's and WCAs driving forces are Microband Companies Inc., New York, and MetroTEN Cablevision, Cleveland.

Schmidt hopes that he can persuade cable operators to loosen their grip on the programing and accept limited competition from wireless cable, but if he cannot, he indicated that the WCA is prepared to press its case in Congress and on Capitol Hill.

CBS puzzles over programing problems

Network struggles to overcome a schedule that has not caught on with viewers, tough competition from first-place NBC and a year of super sports on ABC

At the start of this season, Bud Grant, then president of CBS Entertainment, was quoted as saying the network was a "shoo-in" to retain its hold on second place in the prime time ratings race among the three TV networks (BROADCASTING, Sept. 14, 1987). A shoo-in despite the gains that ABC might make as the result of owning rights to the World Series, Super Bowl and winter Olympics all in one season. "The special events will boost their numbers," Grant said at the time. But, he added, "a special event does not a network make."

Grant is no longer at CBS to regret those words, since ABC proved that special events can lift a network out of the cellar. Those events, particularly ABC's 53 hours of prime time winter Olympic coverage, are credited with putting CBS in third place, where it will finish for the first time.

The questions that have emerged since CBS conceded it would not climb out of third place this season are many. The question of programing and program development rises first, and the buck now stops at Grant's successor, Kim LeMasters.

Whether any one executive at CBS can be blamed for the network's current straits is unclear, but that has not precluded many observers from having an opinion. Some note that this season's schedule was really the first to be put in place by LeMasters, and that he is to be blamed for its failure, despite the fact that Grant appeared to "take the fall," as one agency executive put it.

But others disagreed. Said one executive at a major West Coast CBS affiliate: "LeMasters inherited a mess and he is doing the best he can to turn it around." But that executive also noted that although several of LeMasters's new programs this season received critical praise, such as *Tour of Duty*, *Frank's Place* and *Beauty and the Beast*, "not one thing that he put on worked."

Although everyone agrees that CBS was probably the victim of once-in-a-blue-moon timing that put the World Series, Super Bowl and Olympics on ABC all in the same season, the consensus also is that program development, or the lack of it, will determine who wins the battle next season between the two networks. Most believe NBC will clinch a fourth consecutive win in the 1988-89 season.

Last week, agency executives attending program development briefings at all three networks were lukewarm about what they saw at CBS. "I don't think anybody [from our shop] thought the CBS stuff was wonderful," said Mel Conner, senior vice president, director of network operations, Saatchi & Saatchi DFS Compton. "Their problem continues to be what's to be done at 8 p.m. That's been their problem for almost 10 years."

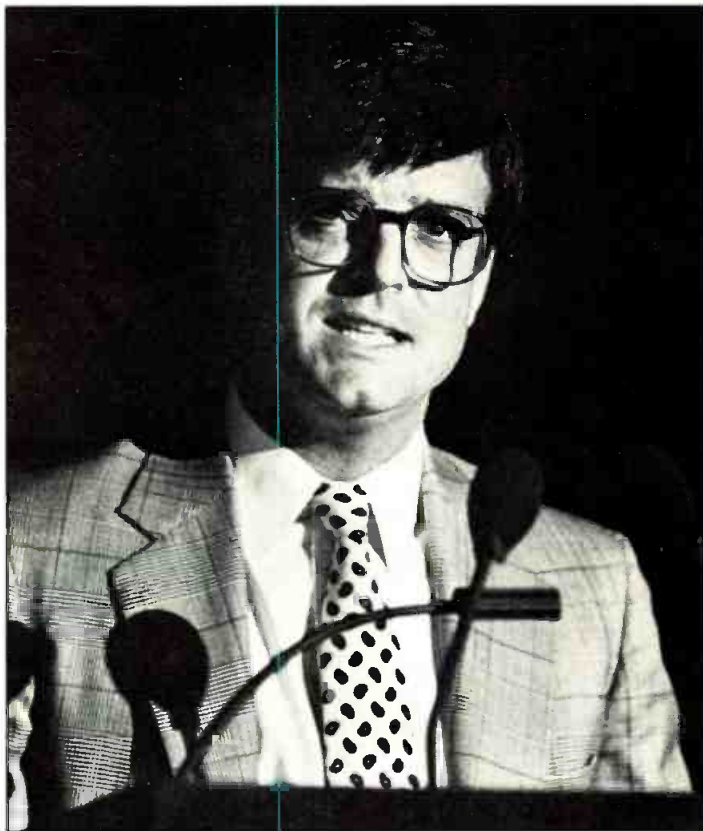


Ratings victory was not in cards for Grant, shown here at CBS affiliates meeting last May

Richard Kostyra, senior vice president and director of media at J. Walter Thompson, said that CBS's midseason development has not fared well in the ratings to date (see ratings box, page 48). "This will put a lot of pressure on them for performance," said Kostyra. "They have a lot of work to do between now and next season, and the writers' strike is not going to help them or anyone else."

Kostyra said he was impressed with the projects that GTG Entertainment is developing for CBS. GTG is working on three of the network's 19 comedies in development for next season, and one of the network's 17 dramas in development. The comedies include a project with Dick Van Dyke and his son, Barry. Another is entitled *The Johnsons are Home*, about an off-beat family, and the third is called *My Life Story*, focusing on a father/daughter relationship. The drama is entitled *TV 101*, about a group of high school students who produce a weekly TV program, and their sponsor.

But no matter how well the development



Consensus is that program development will be key for LeMasters

effort at CBS turns out, Kostyra said, the network still faces the task of scheduling shows properly so an audience can find them. This season, CBS was unable to attract a sizable audience for two of its new highly praised shows, *Frank's Place* and *Tour of Duty*. NBC, on the other hand, has hits all over its schedule so that it succeeded this season in making new hits out of what Kostyra described as "poorer quality" shows

like *A Different World*, the *Cosby* spin-off.

Inside CBS, senior executives are doing their best to assure company staffers that there is no reason to panic, that "a plan" is being developed to deal with the current situation and that the plan will succeed. "Obviously we would rather be number one," a senior network executive said. "But we have to make sure we don't trap ourselves into a panic situation, or start feeling sorry for ourselves. If we don't do that, we're in good shape."

How CBS will be affected from a revenue standpoint remains unclear. The network is paying out an enormous volume of make-goods this season, the extent of which may never be known, said Dennis McAlpine, broadcast analyst with Oppenheimer & Co. CBS will also finish last this season in the key demographics, and would have been third in demos even if it succeeded in hanging on to second place in the household race, McAlpine said.

But L.F. Rothschild's Al Gottesman said last week CBS's economic position could be a lot worse. Demand for national television advertising remains strong, he said, and CBS will benefit. "The rising tide lifts all the boats," he said.

But Gottesman has a theory that others embrace as well: that Laurence Tisch, CBS chief executive officer, would like to sell the network. Gottesman said the network is worth at least \$2 billion, "maybe three." According to network insiders, Tisch vehemently denies to even his closest aids that he wants to sell the television network. However, Tisch said the same thing before he sold both CBS Records and the company's magazine division. But one insider last week said this was different, that selling the network would be tantamount to "selling the whole house." And, the source added, "he doesn't act like he's going to sell it. He clearly is enjoying the process. But, who knows?" □

'Wheel' still on top, but...



King World show is number one, according to Nielsen, but is showing some slippage in both ratings and shares compared to last year's Cassandra numbers

When Nielsen releases its February Cassandra report at the end of this week, *Wheel of Fortune* will once again be a comfortable number one, marking the 17th consecutive first-place finish for the King World show.

But dampening the news of that win is word that the show's ratings have again dipped slightly. *Wheel's* ratings have declined in the last two sweeps, as well as during January. In the top 50 markets, *Wheel*

had a 23 rating/37 share in the February 1987 book compared to a 21/35 in February 1988, a decline of 9.1% in rating and 5.4% in share.

King World said that in Nielsen's Program Detail Report, covering 120 markets, *Wheel* had a 23/37 in February 1987 and a 22/35 in the February 1988 book.

Some *Wheel* stations that saw major declines in the February 1988 books were WWL-TV New Orleans (down seven share points compared to February 1987); WCCO-TV Minneapolis (down six share points); KCTV-TV Kansas City, Mo. (down four share points); WCPQ-TV Cincinnati (down five share points), and WXIA-TV Atlanta, KHOU-TV Houston and WTMJ-TV Milwaukee (each down three share points).

Not all of the market information in Nielsen's February rating report, and therefore the nationwide totals for the syndicated shows, was in last week. Predictions of *Wheel's* February performance were based on information from the top 50 markets which cover 66.6% of the country.

The news of *Wheel's* decline, albeit small, was counted as significant by some because of the large investment stations have in the program and because King World is currently attempting to get stations to renew the show through 1992. (Last week King World announced that seven more stations had signed, bringing the total to renew *Wheel* [and *Jeopardy!*] to 47.)

John Von Soosten, vice president and director of programming at Katz Communications, said that he was again alerting Katz station clients to the rating/share fall. Of particular concern, he said, was the continued drop in the show's demographic performance.

Von Soosten said that based on the top 50 market information, *Wheel* is down in prime demographic ratings. For women 25-54 the show was off 11.8% in share, and for men 25-54 it was off 13.8%.

Moira Dunleavy, King World vice president of research, said that on a preliminary basis, "I'm very pleased" with the performance of *Wheel* in the February book. "We had agreed there would be some demographic erosion in November. That will continue. For the first time it's up against *Win, Lose or Draw* [Buena Vista Television] and the off-network comedies *Family Ties* and *Cheers*." Dunleavy said those shows attract a younger audience, which typically has less loyalty to a particular program.

Next fall *Wheel* will face formidable competition when GTG Entertainment's *USA Today* and Viacom's *The Cosby Show* debut.

"*Wheel* is still a strong number one. It's a very powerful and important show," Von Soosten said. "But it has softened. *A Current Affair* and *Win, Lose or Draw* have made an impact" on the show's ratings, said Von Soosten in reference to the show's competition in access.

Von Soosten and King World Chairman Roger King were the subject of much talk prior to NATPE and at the convention for King's reported anger over a recommendation by Von Soosten and Katz that stations be careful about renewing *Wheel of Fortune* through the 1991-1992 season. □



Four decades. Don Hewitt (seated, center), executive producer of CBS's *60 Minutes*, celebrated his 40th anniversary with CBS last week. Gathered for a luncheon in his honor were, front row, seated, l-r: Laurence A. Tisch, president and CEO, CBS Inc.; Hewitt; Gene Jankowski, president, CBS/Broadcast Group. Back row: *60 Minutes* correspondents Harry Reasoner, Dan Rather (formerly with show), Diane Sawyer, Ed Bradley, Andy Rooney and Morley Safer.

Stirring up a storm over FM translators

FCC's new inquiry draws heated protest from NAB; Patrick, in turn, accuses association of 'hype,' denies any plan for low-power radio

The FCC last Thursday—by a 2-0 vote—launched a broad inquiry into the FM translator service, intended either to enlarge or restrict it. In the meantime, it imposed a general freeze on translator applications pending final action on the proposals.

In the eyes of the National Association of Broadcasters—and presumably of Commissioner James Quello, who abstained on the action—the FCC is out to create a new low-power radio service. Said an NAB press release: "If the commission's proposal to establish a new FM low-power radio service is adopted, broadcasters and the public will have the worst of all worlds," NAB President Eddie Fritts was quoted as saying. "Local radio markets will be seriously damaged by facilities that will not contribute one iota to the level of issue-responsive community programming available to local listeners. More is not always better..."

FCC Chairman Dennis Patrick took issue with the NAB's account of its action almost immediately. He issued a statement saying:

"The National Association of Broadcasters' press release indicating [that the FCC proposes] to establish a new low-power radio service is inaccurate and, frankly, a disservice to its membership. First, I would urge broadcasters to withhold judgment until the item is released. Second, I am cognizant of broadcaster arguments and I am sure the final resolution of this matter will be very sensitive to those concerns. Again, the commission did not and does not propose low-power radio. Any statements to the contrary are NAB hype."

The commission had been scheduled to vote on a combined notice of inquiry and proposed rulemaking sparked by petitions from the NAB and six others asking for changes in the FM translator rules. Concerns over the breadth of the changes requested and rumored internal conflicts over the direction of translator policy caused the commission to back away from a rulemaking, making the original combined notice only a notice of inquiry and giving the commissioners a little more time for consideration. "The commission," said Quello's legal assistant, David Donovan, "wants to move very carefully so as not to impair existing service to the public." Commissioner Patricia Diaz Dennis and Chairman Dennis Patrick voted for the proposal, but Quello, who has expressed his concern for broadcasters' competitive rights, abstained.

The other petitioners had asked the FCC to take steps to expand the service and the FCC loosened restrictions on translators somewhat, approving a proposal by Moody Bible Institute to allow noncommercial educational FM translators to use alternative methods of delivery from originating stations, including satellite and microwave.



FCC's three

Previously, translators could only receive their signals off the air.

Translator owners contacted by BROADCASTING were particularly pleased with the ruling allowing alternative methods of delivery and are looking to see if that indicates the FCC is looking favorably toward extending the same privileges to commercial translators. For proponents of a low-power FM service, satellite and microwave feeds to translators would make low-power networks feasible.

The commission authorized the first FM translator service in 1970 to provide service to areas where, because of terrain obstructions or large distances, signals were too weak to be satisfactory. FM translators receive signals from an originating full-service FM station and translate them to another frequency for rebroadcast to the underserved area. Translators differ from boosters which can rebroadcast signals only on the same frequency as that of the originating station. In addition the booster's signal must fall within the contours of, and share ownership with, the originating station. Translators can be owned by the originating station only if they serve areas within the the station's contours; otherwise, they must be owned by an outside party who receives no compensation for building the station. Perhaps most important, translators are not allowed to be operated for profit but are allowed 30 seconds per hour to acknowledge or solicit support. They are limited to 10 watts for stations west of the Mississippi river and one watt to the east. Commercial translators must also operate on class A frequencies, while noncommercial translators can operate on the B and C channels as well as A.

The idea for a so-called LPFM service (low-power FM) was suggested by a Fayetteville, Ark.-based certified public accountant, John S. La Tour, in 1986. La Tour got interested in translators when he built one to continue listening to a favorite station after he moved away from the station's town. La Tour now owns 43 translators and six construction permits in an area ranging from Georgia to Texas and Iowa to Louisiana. He also has more than 100 applications pending at the FCC. La Tour's petition asks the commission to allow translators alternative methods of delivery, local origination, a uniform 10 watt power across the country,

classification as a primary spectrum user (as a secondary user, translators must yield their frequency to full-service allocations) and operation on all class channels. La Tour said that although the impact of translator-delivered stations is inconsequential in the top 50 markets, in small rural markets translators can bring specialized programming to listeners who make up too small a portion of the market to justify a full-service station. "In northwest Arkansas, if you like classical music or Christian contemporary and don't like country or rock music, you are out of luck," said La Tour. "A locally originated or satellite delivered translator could provide that service for a minimum cost."

As for concerns of abuses in the translator market, Fritts called the decision to further study the proposal, "disastrous" and said: "After reams of filings and years of working to get the commission to understand the vast extent of abuses of the FM translator system, the FCC now issues only a notice of inquiry on abuses instead of a stronger notice of proposed rulemaking, which we recommended. In effect, they have ignored the critical need for swift corrective action."

Many broadcasters have complained about interference and other abuses of the translator rules, said Mass Media Bureau chief, Lex Felker, and the commission is interested in stemming abuses.

Most of those complaints have surfaced in the Southwest, where broadcasters face a particularly strong translator market. Art Kern, chairman of American Media Inc., a Patchogue, N.Y.-based group of six AM's and four FM's, which owns an AM-FM combination in Tucson, Ariz., explained that translators are a major issue in Arizona and New Mexico because the mountainous terrain of the area allows FM translators to be placed on extremely high sites. Even with only 10 watts, when placed on top of a 4,000 foot mountain, Kern explained, a translator "has enough height to give blanket coverage in the market." Kern said he thought the attitude of many was that broadcasters were merely afraid of competition. "It's just not the case; we just want fair competition," said Kern. "Someone from an outside market, often a very small market, can come into another market, usually a larger market, and reap the benefits of that market without having to pay any of the public interest costs, such as being respon-

sive to community needs."

The NAB first filed a petition for rule-making in 1973 to prohibit nonowners of originating stations from operating translators within the originating stations' 1 millivolt contours; that proceeding was terminated without any change in 1984. The NAB then petitioned the FCC to prohibit assignment of translators to communities already receiving two or more commercial FM signals and to clarify the rules prohibiting operation for profit. In response, the commission published a guide to translator rules in 1984 and shortly afterward dismissed NRBA's petition without prejudice, saying the guide adequately addressed the concerns. (In attempting to find a copy of the guide last



Steve La Tour shows FM translator in Fayetteville, Ark.

week, BROADCASTING was told by an FCC staffer that it had not been updated in such a long time, a copy could no longer to be found.)

In its current petition, NAB specifically asked the FCC to adopt clearer, more strict technical standards, prohibit making a profit by use of a translator, limit the number of translators allowed in areas "well served" by primary stations, restrict originating station support of translators outside the stations contours and more strictly enforce the commission policy against using translators as relay stations. The NAB also asked the commission to consider permitting the rebroadcasting of AM signals on the FM band. □

Cable rate regulation standard toughened

Commission rules that for systems to be exempt from local oversight, three broadcast signals must cover all homes or be significantly viewed

The FCC toughened its "effective competition" standard for cable last week, exposing more cable systems to local rate regulation. But following the action, neither the FCC nor the National Cable Television Association was able to say just how many more signals would be affected.

For a cable system to escape local rate regulation under the new standard, which was adopted by a 3-0 vote, three broadcast signals (not necessarily the same three) will have to cover 100% of the homes or be "significantly viewed" in the system's franchise area (BROADCASTING, March 21). Under the old standard, the three signals only had to cover "any portion" of the franchise or be "significantly viewed" in the county of the franchise.

The FCC also modified rules governing disputes between franchising authorities and cable systems over whether an area meets the standard. Under the new rules, the losing party in a dispute must pay the cost of any engineering studies undertaken to determine actual signal coverage. Under the old rules, the cost of the studies was picked up by whichever party initiated them.

Although the changes were adopted unanimously, all three commissioners expressed reservations about the basic standard. Commissioner Patricia Dennis said the standard "may not be the best of all possible tests and, indeed, there may be some other measure than three signals.... People do not watch signals... what they watch is programming and this three-signal test does not really focus on what people are watching."

Dennis also said she had a "particularized" concern. In communities with large non-English speaking populations, a three-signal standard without regard to the language of the signals may be "inappropriate." In such cases, she said, she "stands ready, as I hope my colleagues would, to facilitate" the granting of waivers to the rules.

Commissioner James Quello said: "I did make the remark kind of facetiously that the only kind of competition for cable would be

a second cable system."

"I quite agree that a more perfect form of competition to cable is something akin to a second cable system," said Chairman Dennis Patrick. "And I would say that non-facetiously."

The Cable Communications Policy Act of 1984 prohibits rate regulation of all cable systems as of Dec. 29, 1986, except those systems in areas "not subject to effective competition," and leaves it up to the FCC to decide what "effective competition" is.

The FCC adopted its original three-signal "effective competition" standard in 1985. But on appeal from the National League of Cities and others, the U.S. Court of Appeals in Washington found fault with the standard's requirement that the three signals be available only to any portion of the franchise and remanded the "availability" issue to the FCC for further explanation or modification. Last week's action was the FCC's response.

At a press briefing following the vote, FCC Mass Media Bureau Chief Lex Felker said he did not know how many systems faced "effective competition" under either the old or new standard. But, he said, because the standard is more stringent, fewer systems would qualify and be entitled to set rates without regulatory oversight. The FCC's press release on the action read: "More cable systems to be subject to local rate regulation."

The NCTA also could not quantify the effect. "We haven't had a chance to measure the impact," said spokeswoman Lynn McReynolds.

What is clear is that most systems will continue to elude rate regulators. When the rules were first adopted, NCTA estimated that 75% of all cable systems serving 90% of all cable subscribers would be deregulated. After the court decision, it said that systems serving 6% of all cable subscribers would face the return of regulation as a result.

"We object as a matter of principle to the commission weakening a deregulatory order whose effect is only 15 months old," said NCTA President Jim Mooney in a prepared statement. "No intellectually sustainable case has been made that cable systems have

abused their freedom to set rates, and we don't think such a case can be made."

But NCTA appears to have little immediate recourse, Mooney said. The courts are "unlikely to second guess" the FCC, he said. "We therefore will look to the record to be established by the large majority of cable systems which will continue to be deregulated to give us the ammunition to go back at some point in the future and ask the commission to revisit this issue."

Nick Miller, an attorney for Dubuque, Iowa, whose complaint was instrumental in the court's sending the "availability" issue back to the FCC, said he was hopeful that the new rules would provide the relief Dubuque has been seeking, but that he would have to wait for the FCC to release its order to answer questions he has about the applicability of the "significantly viewed" standard and the policy for settling disputes. "It's clear they were trying to be responsive to the concerns of the court, but there's a lot of uncertainty as to whether it solves Dubuque's problems."

The rules adopted were significantly different from those proposed last year. The FCC had proposed that the three signals be available to 75% of the homes, Felker said, but opted for 100% for "a lot of reasons, not the least of which is administrative ease." The 100% standard "is a lot more straightforward," he said.

The FCC also decided not to adopt the proposal to shift the burden of proving "effective competition" to cable systems in areas where cable penetration is high, Felker said. Such a proposal, he said, penalizes systems for achieving high penetration—"doing a good job of serving customers."

The FCC is not done with "effective competition." Under the Cable Act, by the end of 1990 the FCC must review the impact of rate deregulation and report to Congress on whether new legislation is necessary. Felker said his staff has already begun discussing issuing a notice of inquiry to comply with the Act but that it is unlikely to emerge before the end of the year.

Felker said the standard will not go into effect for six months to give cable systems an opportunity to collect data they need to prove they face "effective competition." □

Government won't appeal must carry

Solicitor general will recommend Supreme Court refusal to review lower decision that former rules were violation of First Amendment

Broadcasters' hopes of persuading the Supreme Court to review the appeals court decision in the must-carry case suffered a setback last week. The office of the solicitor general, which normally represents the FCC in the Supreme Court, said it would not petition the court to take the case, as the commission had requested. The office said it did not think the case "cert worthy," that is, worthy of being granted certiorari, or review. As a result, broadcasters will not have the government's backing in their fight to preserve the rules. In fact, the solicitor general, in the response he will make to the petitions filed, will recommend against review.

The National Association of Broadcasters, the Association of Independent Television Stations and the Corporation for Public Broadcasting have petitioned the court to review the decision handed down by the U.S. Court of Appeals in Washington in December. They said the lower court had erred in holding—as it did in considering an earlier version of the rules two years ago—that they violated the First Amendment. The United Church of Christ cited a different reason for reversing the lower court—its failure to find the rules violated the Communications Act by failing to meet congressional goals (BROADCASTING, March 14).

FCC general counsel Diane Killory had written to Solicitor General Charles Fried, urging him to petition the high court for review of the *Century Communications Corp.* case. She later described the letter as a strong one, arguing that the appeals court had imposed an impossibly heavy burden of proof on the commission to justify the rules and had substituted its perceptions of consumer attitudes for those of the agency (BROADCASTING, March 7).

The solicitor general, was not persuaded. A member of his staff said the case was not important enough to present to the Supreme Court. "One of our jobs is to make that determination," he said. Ironically, the factors the commission had written into the rules in an effort to avoid First Amendment problems encountered by the first version of the must-carry rules apparently worked against a decision by the solicitor general to seek review. The solicitor general's staffer noted that the revised rules run for only five years and were narrowly drawn. He said the open-ended, tougher must-carry rules originally overturned by the appeals court would have presented a better case for review.

The solicitor general's decision, said Jeff Baumann, NAB's executive vice president and general counsel, was "not at all unpredictable." He noted the Department of Justice—of which the solicitor general's office is a part—had opposed adoption of the must-carry rules on First Amendment grounds. "The decision doesn't help our chances [of persuading the Supreme Court],

but our petitions are strong enough on the merits to warrant Supreme Court review," said Baumann.

The question of whether the commission could file its own petition with the Supreme Court review does not have a clear answer. But Killory said that, "for all practical purposes," such petitions are filed through the solicitor general's office. If the high court grants review, the commission and the solicitor general's office would then decide the course to take. But if necessary, Killory

said, the commission would file on its own.

The solicitor general is scheduled to file a response to the petitions for review by April 9, although that deadline could be extended, presenting his reasons why review should be denied. The commission will be asked to join in the comments, and although Killory said the commission would have to review the draft before deciding, she added she could not imagine "a scenario in which the solicitor general would write something with which we agreed." □

The must-carry envelope, please

Broadcasters and cable operators should check their mailboxes in a few weeks for a questionnaire from the FCC. What the agency wants to know is what has happened to the carriage of local television broadcast signals on cable systems since July 1985 when the U.S. Court of Appeals in Washington struck down as unconstitutional the FCC's rules requiring cable systems to carry most local signals.

The survey is part of an informal inquiry launched by the FCC last week to gather information on cable carriage of local signals "to provide a basis for formulating any future policies in the area."

The inquiry is unlikely to lead to an FCC proposal for new must-carry rules, however. Ever since the same court of appeals rejected a less burdensome version of must-carry rules last December, the FCC has indicated that it does not want to put forth yet another version. In its release on the inquiry, the FCC said it is "limited to the collection of a factual record and is not intended to consider or evaluate specific policy, issues, positions or options within this proceeding."

The FCC's research could help Congress support a must-carry law. Key members of Congress, including Senate and House Commerce Committee Chairmen Ernest Hollings (D-S.C.) and John Dingell (D-Mich.), respectively, indicated their support for such an effort. Indeed, it was a letter from Hollings, Dingell, Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) and House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) that, more than anything else, prompted the FCC inquiry.

The vote on the inquiry brought to the fore once again the disagreement between FCC Chairman Dennis Patrick and Commissioner James Quello over the record that needs to be built to undergird must-carry rules or law. Patrick said that evidence of harm to broadcasters from the lack of rules is necessary to justify the rules' intrusion on cable operators' First Amendment rights. On the other hand, Quello said, "a television station licensed by the government to service the public interest, convenience and necessity should not have to prove...it is going...bankrupt" to get must-carry rules.

The inquiry and the survey will seek information on the extent to which broadcast signals have been added or dropped by cable systems, whether broadcasters have had to pay for carriage and the shuffling of channel assignments.

Flexibility key to U.S. WARC planning

FCC proposal for satellite conference will emphasize need to accommodate marketplace developments; problems seen with Canada over multilateral meetings

The U.S. hopes of persuading the world of the virtues and advantages of flexibility in the use of the spectrum are bound up in a report and order the FCC adopted last week and sent to the State Department for coordination with the National Telecommunications and Information Agency. The coordination, however, is only a formality; the three agencies, along with other affected agencies of government, cooperated in developing the document that will serve as the basis for the U.S. position next summer at the second session of the World Administra-

tive Radio Conference that is to complete a plan for the fixed satellite services' use of the geostationary orbit.

The International Telecommunication Union-sponsored conference is seen in the U.S. as of critical importance to virtually all elements of the telecommunications industry. An advisory committee that the FCC created to help it develop the U.S. position said in its report to the commission that the conference "will have substantial consequences for communications service users, for service providers, for equipment manufacturers, for the launch industry, for the government as both regulator and user and in due course for the public at large."

Although the commission's report and order will not be released until this week, a brief press release issued last Thursday

(March 24) and staffers' answers to reporters' questions, as well as comments of U.S. officials at a seminar on the Space WARC last Monday, provided an indication of how the U.S. will propose that the conference implement the principles adopted at the first session in 1985. The work of the U.S. planners, and, presumably, those in other countries, was complicated by the contentiousness of that session. Indeed, it wound up, on Sept. 15, 1985, with much of its scheduled work left undone, and that which was done not always a model of clarity.

Essentially, the U.S. position will be to keep rigid planning to a minimum and to retain to the degree possible the flexibility it feels the present procedures allow.

The U.S. took advantage of the ambiguity of one statement of principle, one relating to the multilateral planning meetings to be used to resolve conflicts over proposals to introduce satellites into service, in an effort to preserve some existing flexibility. With some confusion as to what was intended, the U.S. will simply recommend modifying ex-

Gabriel Warren, director general of international relations in Canada's Department of Communications, and the likely head of Canada's delegation to the WARC, made it clear at the Annenberg seminar that Canada favors "regularly scheduled multilateral planning meetings." But he said Canada is "prepared to move from scheduled to ad hoc multilateral planning meetings if assured it will not be an uphill battle to schedule a meeting with other affected parties, and if assured the meeting will guarantee equitable access."

The multilateral planning meeting concept was one of two that formed the basis of the consensus that emerged from the first session. The multilateral meetings would be part of the "improved procedures" to be used to deal with proposals for satellites slated for the conventional portions of the 6/4 ghz and 14/11-12 ghz bands. The other concept—another concession to developing countries' demand for assurance of access to the orbit—calls for arc-allotment planning of the expansion bands associated with those

mend a frequency allocation for satellite sound broadcasting or an additional broadcasting satellite allocation to accommodate high-definition television. The commission said the record was not sufficiently developed on either issue to warrant action.

As has been the case in past WARC's, Canada is causing U.S. planners headaches, and not only because of its position on multilateral planning meetings. It wants three arc allotments to match the three domestic satellites now serving the vast country. Warren, at the Annenberg seminar, said that because the countries of the western hemisphere are "blessed by geography"—the size of the hemisphere and the relatively few countries it comprises—they need not worry about "capacity." But U.S. officials worry about the effect Canada's request for three allotments would have on other countries. "We're trying to solve world problems," said Hal Kimball, chief scientist at NTIA. "We shouldn't flaunt the view that Region 2's [the western hemisphere's] problems are easier to solve."

Canada was not the only western hemisphere country represented at the Annenberg seminar that appears to be approaching the WARC with some doubts. Luis Manuel Peluffo Canepa, manager of the International Affairs Management of Uruguay's telecommunications authority, feels the developing countries "think that the latest users of the radio frequency spectrum and geostationary orbit won't have equitable opportunity in using the resource represented by the orbit and the radio spectrum." And Romulo Villar Furtado, secretary general of Brazil's Ministry of Communications, said he was not satisfied with the exercises, or test runs, of the allotment plan that emerged from the first session. "The plan does not seem to be realistic," he said.

Another complaint was heard from an Intelsat official. Francis J. Latapie, director of external affairs for the organization, said the allotment plan will be successful only if provision is made for multiadministration systems, such as Intelsat. The reason, he said, is that many countries cannot afford their own domestic satellites.

Support for the role Intelsat plays—or that could be played by other multiadministration systems (or common user systems, there was no agreement on the term) in helping countries meet their satellite communications needs—emerged at the seminar. Mexico's Miguel Sanchez Ruiz, director general of the Special Projects Division in the Ministry of Communications and Transportation, had said in his prepared remarks that Mexico recognizes that "the common user systems opened the possibilities of the era of space communications to almost all countries."

That statement led the seminar's moderator, Konnie Schaefer, of K. Schaefer & Associates, a telecommunications consulting firm and a fellow of the Annenberg Washington Program, to ask whether the conference should be concerned not with guaranteed access to the orbit but with "guaranteed access to service." The three Latin Americans agreed that multiuser systems might provide the answer. □



Panelists at Annenberg seminar (l to r): Schaefer (at podium), Furtado, Peluffo, Sanchez Ruiz and Warren

isting procedures to provide for informal, or ad hoc, meetings that would be called on an "as needed" basis and involve only those countries directly affected. U.S. officials at the Annenberg seminar made it clear they were concerned about evolution of formal, regularly scheduled meetings into sessions that would be unduly cumbersome, bureaucratic and costly.

Ironically, it was the U.S. that had originally proposed multilateral planning meetings as a means of assuring developing countries "equitable" access to the geostationary orbit and to the associated frequency bands. It was the developing countries' demand for a guarantee of such access that led to the WARC; they fear developed countries will capture all the orbital slots before the less developed have an opportunity to seek any. Whether the U.S. will be successful in persuading the conference to adopt its concept of multilateral planning meetings remains to be seen. Tom Tycz, who is deputy chief of the FCC's Domestic Facilities Division and will serve as a vice chairman of the U.S. delegation to the WARC, said the comments thus far heard from other countries—developed as well as developing—regarding the U.S. idea were "mixed."

One country that has its doubts is Canada.

frequencies—300 mhz of the lower bands and 800 mhz of the upper—where no satellite systems now operate. (The slot assigned to Pan American Satellite, the privately owned satellite system that has been authorized to compete with the International Telecommunications Satellite Organization, however, is in one of the the upper expansion bands.) Each country or administration would be assured of at least one orbital position. And as a bow toward flexibility, a country's allotment would not be precast but could be assigned to one of a number of locations along the arc.

The U.S. position, as stated in the commission order, would designate 6725-7025 mhz as the portion of the band to be included in the plan. Tycz said the commission selected those 300 mhz from a range of 6425-7025 mhz because they would be least likely to lead to interference with terrestrial and other space services. The U.S. plan does not include use of the 14/11-12 ghz expansion bands in the planning proposal. The U.S. reserved its position on that aspect of the plan on the ground that planning the upper expansion bands was unnecessary and wasteful (BROADCASTING, Sept. 16, 1985).

Among other elements of the FCC report revealed last week was a refusal to recom-

Emmis moves into radio's big time

With purchase of NBC stations, broadcast group owner becomes radio's largest private owner

Within just seven years, Emmis Broadcasting has advanced from owning and operating one Midwestern radio station—WENS(FM) Indianapolis—in the 36th Arbitron-rated radio market, to stand as one of the dominant radio group owners. And when Emmis, which continues to keep its base in Indianapolis, closes on its purchase of five NBC radio stations (BROADCASTING, Feb. 22), probably by early summer, it will rank next to such other major radio group owners as Capital Cities/ABC, CBS, Westinghouse and the burgeoning Infinity Broadcasting. The NBC acquisition will also make Emmis the largest privately held radio group operation in the U.S., with 10 stations in some of the biggest radio markets.

Headed by Jeff Smulyan, who ran co-owned WNTS(AM) Indianapolis and KCRO(AM) Omaha simultaneously before launching Emmis in 1981, the company has gradually gained a reputation for taking properties—primarily FM outlets—with languishing ratings and turning them into money makers.

Perhaps the best example of such a turnaround is KPWR(FM) Los Angeles, which Emmis switched from soft rock, under the calls of KMGG, to a "dance-oriented" contemporary hit format in January 1986. "We kept the old format for about a year-and-a-half. "We didn't see any life, so we switched it," Smulyan said. The station subsequently climbed from a 1.8, 12-plus metro share (Monday to Sunday, 6 a.m. to midnight) in the fall 1985 Arbitron market report, to first place in the most recent fall 1987 book with a 7.5.

Emmis wrote a similar scenario in New York when it took over rocker WAPP(FM) from Doubleday Broadcasting in August 1986, changing the sound to urban/contemporary hit.

Many industry executives have characterized Smulyan and his managers as "risk-takers," especially when Emmis established the nation's first 24-hour, all-sports format over then-country formatted WHN(AM) New York, switching the calls to WFAN(AM). The station has, thus far, bucked the Emmis system, slipping in overall audience from a 2.8 Arbitron 12-plus share in spring 1987 with its country format, to 1.2 last fall. "We believe that the future of AM is information. That's why we changed the format. We didn't think there would be any short-term miracles for WFAN," said Smulyan.

What is Emmis's turnaround strategy? According to Smulyan, the formula is basically two-fold: allowing the company's



Jeff Smulyan

management of ideas) and thoroughly re-researching the programing "hole" in the markets of newly acquired stations. "We don't have a formula that says we should do only one kind of format," said Smulyan. "We do a lot of different formats after finding out the best available opportunities," he said.

"Emmis Broadcasting reflects Smulyan's strong desire for achievement. He sets very high standards," said Bill Clark, president of the radio division of Shamrock Broadcasting. Both Smulyan and Clark sit on the boards of the National Association of Broadcasters and the Radio Advertising Bureau.

Emmis currently owns seven stations in six markets. In addition to WENS(FM) Indianapolis, KPWR(FM) Los Angeles and WFAN(AM) New York, Emmis's station portfolio contains WQHT(FM) New York, WAVA(FM) Washington, KSHE-FM St. Louis and WLOL(FM) Minneapolis-St. Paul. The stations have an aggregate cash flow of roughly \$20 million.

In early February, Emmis emerged as a

managers to participate in Emmis's business game plan (which Smulyan calls "dual")

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How Smulyan would ease regulation

Besides running a successful radio group, Smulyan worries about his industry's future. He thinks it is time to reform the comparative license renewal process, and he is advancing a plan that calls for deregulation of radio in exchange for a spectrum fee (or as he likes to refer to it, a "property right"). The fee would have to be locked in for a certain time period, "chiseled in stone." Smulyan, who sits on the National Association of Broadcasters radio board, has been floating the idea for some time.

He raised the issue during NAB's January board meeting in Hawaii and has made the rounds on Capitol Hill. (He hesitates to reveal much about those contacts.) The Emmis executive admits there is resistance to the idea both from broadcasters and Congress.

Leading Hill policymakers have expressed serious reservations about spectrum fees. As Representative Tom Tauke (R-Iowa) has told the NAB board, spectrum fees are a "slippery slope." And it is a concept that House Energy and Commerce Committee Chairman John Dingell (D-Mich.) is not likely to endorse. Dingell is a long-time advocate of the public-interest standard of broadcast regulation. But in a speech last month to broadcasters, the chairman warned that if the courts declare the fairness doctrine unconstitutional, he would explore the possibility of spectrum auctions or fees (BROADCASTING, March 7).

Smulyan says he knows "Dingell is tough." Still he is hopeful the idea will eventually win favor. As part of his property rights proposal, Smulyan suggests using the pool of funds from the fee to support noncommercial broadcasting and to encourage more minority ownership and representation in the industry. This is necessary, he says, because there are always going to be "areas where the marketplace is not going to serve what Congress would want us to serve."

In making his argument for regulatory reform, Smulyan says the public interest concept created in the Communications Act of 1934 is no longer "relevant" in today's system of broadcasting. The nature of that standard as defined by Congress is to "maximize the educational, informational and cultural views of

the community," he explained.

But public interest as defined by the public, Smulyan argues, is probably "whatever they want to watch or listen to. That means if 63% of the public wants *Gilligan's Island* at 6 p.m. then that is the public interest as defined by the public. If they want 12 straight Bee Gees records on a radio station than that's the public interest."

Broadcasters, he says, are caught in the middle of trying to serve "the needs of their audiences" and "stay in business," while also trying to accommodate Congress. "Rather than an indirect subsidy where we have the public interest standard, I'd rather subsidize it directly," Smulyan said in reference to the idea of using the fees to support public broadcasting and help minorities enter the business.

The benefits from deregulation are considerable. "It would be a lot easier to do business and do financing if I can show I have a property right," he says, noting that there would also be advantages on the engineering side of business. For example, he explained, it would be "a lot easier to accommodate various engineering rules and trade-offs. You can sell a piece of your interference. You can modify your contours rather than go through rulemakings at the commission."

There is a concern that if broadcasting is deregulated, broadcasters will run "roughshod over their community." But that is contrary to the way radio has developed, he says, pointing out that "we are at the mercy of our audiences." Congress, he says, has a basic distrust of the industry and most of that stems from its fear of television.

"They fear it so much that when you talk about broadcasting they hear television. Congress sees TV as this instrument that defeated their best friend or almost beat them in the last election. Or the TV station that took all those phony ads that beat my best friend in his re-election effort. We all get lumped together. We all get lumped together by anybody who uses the medium."

Recognizing the challenge he faces, Smulyan does not envision any quick action on his proposal. "All we're doing is floating a trial balloon," he said.

leading contender for a six-station NBC Radio package ("In Brief," Feb. 1). A \$121.5-million deal for five of those six NBC stations was struck on Feb. 18. They are: WNBC(AM)-WYNY(FM) New York; WKQX(FM) Chicago; WJIB(FM) Boston, and KYUU(FM) San Francisco. Collectively, cash flow for the five NBC stations in 1987 is said to have been about \$2 million.

Given a reported low cash flow figure for the NBC properties, which Smulyan would not confirm, BROADCASTING asked Smu-

lyan if the company had overpaid for the stations. "I think we paid a fair price," said Smulyan. Major properties with good facilities in major markets are going to cost a lot of money. You are buying the future with the belief that those properties are going to participate in the cash flow pool of their markets...None of the NBC stations are performing that poorly in terms of audience."

The NBC outlets present an ownership conflict in New York, where Emmis already

operates WFAN and WQHT. Initially, Smulyan was considering an exchange of a New York AM/FM combo for stations in Atlanta, Tampa or Houston. "It now appears that we won't swap stations, but rather, sell one of the AM and one of the FM properties separately," Smulyan said last week. "Most likely," said Smulyan, they will be WFAN and the WQHT. "But that move is not chiseled in stone yet," he said.

Will all-sports move to WNBC? "Certainly, that is something we are thinking about because it gives us more sports franchises," said Smulyan. (WFAN airs New York Mets baseball and CBS Radio's baseball and football packages, while WNBC carries New York Knicks basketball and New York Rangers ice hockey.) "And it's a 50,000 watt clear channel station," Smulyan points out. As part of the agreement with NBC, Emmis will have to drop the WNBC calls once it takes over the operation.

When asked about moving WQHT's urban-contemporary hit format to WYNY, which now airs country, Smulyan said: "We are exploring all options. Both FM stations are doing quite well today." With the addition of the NBC stations, Emmis will operate 10 radio outlets in nine markets, including four of the top five Arbitron-rated radio markets.

Regarding future radio acquisitions, Smulyan said that there are no immediate plans

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Smulyan's office

to purchase AM stations. "Right now, we think that there is more upside potential on FM," he said.

Emmis, however, is not stopping with radio ownership. The company has bid for bankrupt Indianapolis independent, WTTV(TV), with an offer reportedly of \$59 million. Although the bid won the approval of the station's board of directors last month, according to Smulyan, it has been put on hold by the station's creditors.

Smulyan, who is a native of Indianapolis,

currently owns 60% of Emmis.

Morgan Stanley & Co., the New York investment banking firm, and CIGNA, a Hartford, Conn.-based insurance company, have some 20% of the company through the Morgan Stanley and CIGNA Leverage Capital Fund, and Steve Crane, executive vice president of Emmis, overseeing finance, controls about 9%. The remaining 11% is held by Emmis managers and business associates, including comedian David Letterman. □



Frank account

Forty years after the publication of the book "The Diary of Anne Frank," and in time for Holocaust Remembrance Day, April 14, American Public Radio will make available to its 318 affiliates a four-part documentary based on the Simon & Schuster book released last May, "Anne Frank Remembered: The Story of Miep Gies, Who Helped Hide the Frank Family," by Miep Gies with Alison Leslie Gold. Produced by Odyssey Productions International-George Morency and Jane Schonberger, the documentary integrates interviews with Miep and Henk Gies, readings from the book—featuring actress Angelica Huston as Gies—and archival recordings and interviews with other holocaust survivors.

United rhapsody

The United Stations Programming Network is readying *A Great Sounds Tribute to George Gershwin* for airing April 1-3. The

four-hour show, which is hosted by Ray Otis, will be part of United's regularly scheduled weekly *Great Sounds* broadcast.

Feeding 'Feed'

Jameson Broadcast, a radio program supplier with offices in Washington and Columbus, Ohio, will shortly take over the distribution and marketing of *The Daily Feed*, a 90-second satirical, commentary

For sales. The Radio Advertising Bureau, after two years of research, has unveiled a new Basic Radio Sales Training Course, that, in the words of James Arcara, president of Capital Cities/ABC Radio and RAB chairman, is expected "to set the standard for professional training in the radio industry." According to RAB, the course, which is composed of a 14-chapter workbook and three audiocassettes, is "loosely based" on "The Breakthrough Course in Radio Selling" written by RKO Radio in 1974. Topics include consultant sales and marketing; retail sales and prospecting; competitive media; co-op and vendor sales; merchandising; creative copywriting and promotion.

"This course is designed to serve many purposes and to adapt to almost any training system now in place at radio stations," said Bill Stakelin, RAB president.

series produced by DC Audio, a radio program producer based in Washington. The Jameson agreement for the series, currently airing in about 30 markets, takes effect in April.

Confidence in NPR

After National Public Radio's *All Things Considered* won the *Washington Journalism Review's* best network radio show award, NPR has also received monetary votes of confidence from two funders happy with its news coverage. The Pew Charitable Trusts (seven individual charitable funds established by the sons and daughters of the Sun Oil Co. executive), expressing continued support of NPR's historical reporting and Delaware Valley culture and arts coverage, provided a three-year grant of \$1,185,000. And, for support of its Southern news coverage, NPR has received a two-year, \$90,000 grant from the Winston-Salem, N.C.-based Mary Reynolds Babcock Foundation.

"We are extremely pleased with this long-term grant," NPR President Doug Bennet said of the Pew Charitable Trusts gift, which he said "enhances NPR's ability to report on significant achievements in the humanities and put them into historical perspective."

MediaAmerica expansion

MediaAmerica, a marketing and advertising sales firm created by two former Westwood One executives, Ron Hartenbaum and Gary Schoenfeld, has purchased the programming and station affiliation assets of the MCA Radio Network, a unit of the MCA Music Entertainment Group, for an undisclosed price. The move comes just three months after MCA Radio streamlined its operations through a series of programming and staff cuts ("Riding Gain," Dec. 14, 1987). At the time, the cutbacks were attributed to a reexamination of the unit's bottom line after the Oct. 19 stock market plunge.

According to New York-based MediaAmerica, the acquired assets will form the nucleus of a new division within the company, which will be known as MediaAmerica Radio, that will handle program distribution and station clearances.

Through the MCA Radio deal, MediaAmerica picked up *Up Close*, a 90-minute to two-hour, twice-monthly, album-rock series produced and hosted by WNEW.

FM New York personality, Dan Neer, and *Nashville Live*, a 90-minute, weekly interview/call-in show hosted by country radio personality, Lon Helton. *Up Close* airs in about 150 markets; *Nashville Live* is heard in approximately 120 markets. "This is the first in a series of planned new ventures," said MediaAmerica's Hartenbaum.

(Earlier this year, MCA Radio dropped *Breakfast With O.J.*, a 90-second, morning drive-time feature hosted by former football star, O.J. Simpson.)

The MCA Radio Network was formed in late 1986 (BROADCASTING, Dec. 8 1986). Said Bob Kardashian, who heads MCA Radio Network: "We are not really going out of the business. We will keep the MCA Radio name alive and continue to evaluate projects as they come in."

Special blend exclusive

WIN Communications, a Cleveland-based radio group operator, has contracted with the Transtar Radio Network, the 24-hour satellite-delivered format network headquartered in Colorado Springs, for exclusive access to Transtar's new "Special Blend" easy listening format for all four of its FM properties. Special Blend is described by Transtar as a mix of "soft vocal" selections with "familiar instrumental songs."

The WIN stations that will air the format are WQAL(FM) Cleveland, WXTZ(FM) Indianapolis, KBEZ(FM) Tulsa, Okla., and WEJZ(FM) Jacksonville, Fla. WIN Communications subscribes to Transtar's country format at its remaining station, WIRE(AM) Indianapolis.

Selling the store

Interep, the national radio representation company composed of six firms, is launching a broadly-based "radio store" approach in its sales efforts.

According to company chairman, Ralph Guild, Interep's sales force will not only continue to focus on national spot selling (both market-by-market and unwired network), but may assist advertising agencies in their plans for traditional network and program syndication packages as well.

"We have to realize that the number-one objective in radio sales today is to satisfy the customer's [advertiser's and agency's] needs," said Guild. "This approach makes it easier for agencies to buy radio time," he said.

Programming

Movies, mini-series on networks' fall marquee

In works are 25 mini-series, 50 made-for-TV movies; NBC and CBS increasing in-house production

The three networks have about 25 mini-series in development for next season and about 50 made-for-television movies. NBC and CBS continue to build their in-house production efforts in those areas.

NBC, in a presentation to advertisers and advertising agencies two weeks ago in Los Angeles, highlighted development plans for 11 mini-series, including two from its own shop, NBC Productions. They include two four-hour projects, *The Brotherhood of the Rose* and *Blind Faith*. The first is about orphans trained as assassins by the CIA, and stars Gregory Peck. *Blind Faith*, a true story about a man who arranges to have his wife murdered, is based on the book by Joe McGinniss, whose "Fatal Vision" was also brought to television as a mini-series by NBC.

Carsey-Werner Productions, producer of *The Cosby Show*, is developing a mini-series based on the PBS documentary *Eyes on the Prize* called *Selma, Lord, Selma*. Edgar J. Scherick Associates and Taft Entertainment are developing two projects for NBC, including an adaptation of the book, "And the Band Played On: Politics, People and the AIDS Epidemic." The other is yet another remake of "The Phantom of the Opera," based on the Gaston Leroux novel.

Harmony Gold is working on an adaptation of the Jules Verne novel, "Around the World in Eighty Days," and Phoenix Entertainment is developing *Walkers*, described as a "mystery thriller in the spirit of *Rosemary's Baby*." The network has commissioned Columbia Pictures Television to develop *Pursuit*, about a Nazi engineer who escapes imprisonment at the end of World War II, becomes "newly reborn" and goes



'Winds of War' sequel is planned for ABC



Three 'Perry Mason' movies will air on NBC.

on to help found Israel, only to be found out later. Universal is adapting the best seller, "Time and Again," about a man working on a secret government project and who goes back in time. An adaptation of the book,

"Giant," is being developed by Konigsberg-Sanitsky Co., and ITC is developing *People Like Us*, based on a soon-to-be-published Dominick Dunne novel about a journalist bent on avenging his daughter's murder.

At CBS, five mini-series are in the works, including one from Robert Halmi Productions based on the Pulitzer Prize winning novel from Larry McMurtry, "Lonesome Dove." Titus Productions is developing *Internal Affairs*, with Richard Crenna reprising his role as New York police detective, Frank Janek, on the trail of a brutal murder.

In the true-story category is *Dadah* is *Death* from Worldwide Productions/Roadshow, Coote and Carroll, about two Australians put to death in Malaysia for drug smuggling. Warner Brothers is developing *The Frank Sinatra Story*, a glowing portrait of the singer/actor's life, being produced by Tina Sinatra, the subject's daughter. Lorimar Telepictures is developing a project called *Jack the Ripper*, just as Scotland Yard is preparing to open its files on the case, which have been sealed for 100 years.

At deadline, no additional information was available on ABC's mini-series development efforts. Already announced is the 30-hour, \$100-million-plus *Winds of War* sequel, *War and Remembrance*, based on the Herman Wouk novel. The network has been grappling for the last year with how it will

schedule the mini-series next season.

In the made-for category, among NBC's efforts for next season is New World's *The Goddess of Love*, with Vanna White in the title role as Venus, who must do a deed that will allow her to return to Mount Olympus. Jane Curtin (of CBS's *Kate and Allie*) will

star in the Perry Lafferty Production of *Sooner or Later*, a light-hearted look at working women.

NBC will produce at least two of its own made-fors next season, including *Daddy*, about a young widower and his struggle to raise his newborn child alone. The other is *Rockport: Christmas in New England*.

Viacom will do three more *Perry Mason* movies for NBC next season, and Anthony Massucci, the network's vice president in charge of movies for television, said the legendary lawyer/detective would probably solve his "last case" for the network next season. The network has also commissioned Paramount to do a remake of the *Odd Couple* as a made-for, with the original series stars Jack Klugman and Tony Randal.

Among CBS's made-for-television projects for next season is one from Group W Productions called *Fatal Dosage*, a true story about a nurse indicted for murder after allegedly giving a patient in pain a fatal dose of morphine. Weintraub Entertainment is producing *The Karen Carpenter Story* for the network, based on the life of the late pop singer. Loni Anderson will star in a Barry & Enright/Alexander Production, *Necessity*, about a model who finds out her husband is a murderer and drug dealer.

United Artists is bringing the story of Admiral Elmo Zumwalt Jr., and his son, Elmo III, to the small screen in a project based on the book, *My Father, My Son*.

CBS Productions is developing at least four made-fors for the network for next season. Those projects include *Who Gets the Friends*, a light-hearted look at divorce; *Innocent Victims*, based on a true story of a pediatrician dealing with AIDS-stricken children; *The Red Spider*, a New York cop thriller, and *Sharing Richard*, about three women sharing the same divorced man.

At deadline, there was no word on movies in development for ABC. □

ABC unveils new pilots

Offerings include 13 comedies; variety program and 15 dramas

In a presentation to advertisers, ABC program executives highlighted 13 half-hour comedy pilots in development, one variety program, and 15 dramas. Two of the last have been given a series commitment: *Why on Earth* (GTG) and *Three of a Kind* (MTM).

Among the comedy pilots are three from Viacom, including one called *Primetime*, focusing on the lives of eight elderly condo owners in San Diego. Another is an adaptation of the film, "The Flamingo Kid," and the third is called *Cadets*, starring Soleil Moon Frye (*Punky Brewster*) as an orphan trying to adjust to life at a military academy.

Twentieth Century Fox is developing three comedies for ABC, two in association with Adams Productions. One is called *Have Faith*, an ensemble comedy about five priests in Chicago, and the other is *Anything But Love*, with Jamie Lee Curtis as a magazine editor caught in a romantic triangle. The third is a *Hooperman* spin-off called *Nick Derringer, P.I.*

New World is developing two comedies for ABC. One, in association with Phoenix Entertainment, is called *Heart and Soul*,

Rock Entertainment is working on *Past Imperfect*, about a middle-aged man who is always flashing back to the past.

Stephen J. Cannell is developing *Living Large*, a one-camera film show about five New York inner-city children.

Universal is also developing a variety project for ABC that stars Joe Piscopo and would feature comedy sketches, musical guests and a supporting cast of regulars.

In the drama category, three production companies are working on two projects each for ABC. Lorimar Telepictures is developing *Studio 5B*, about three network program executives trying to balance their careers with the rest of their lives, and *Half 'n' Half*, about half brothers, one black and one white, who inherit a newspaper. MGM is working on *On the Streets*, about a group not unlike New York's *Guardian Angels*, and *Gang of Four*, a coming-of-age story of four high school friends.

Phoenix Entertainment is developing *Dakota's Way*, about a "wild, fun-loving unpredictable woman," who is a police detective, and *Chain Letter* (in association with Indie Prod), about a character called the "Messenger of Death." Phoenix and Indie Prod are also working on *A Fine Romance*, a light-hearted "dramedy."



Soleil Moon Frye will star in comedy pilot on ABC called 'Cadets'

described as a "black Romeo and Juliet story set in the early 1960's." The other New World comedy is an untitled project with Robert Guillaume starring as a divorced marriage counselor who has custody of his two children.

Imagine Entertainment is also developing two comedies for ABC—*Lanny and Isabelle*, a buddy show about a divorcee and an aspiring writer, and *Mutts*, about a boy and the dog with which he can communicate telepathically. Universal is also developing a comedy for the network—*Coach*, about the coach of a college football team, and Castle



Joe Piscopo will star in variety show on ABC

Other dramas include:

- *Badlands*, from Columbia Pictures Television, a futuristic drama about the West which has been drained dry of water, and a U.S. marshal who works there.
- *Cyberforce*, from Warner Brothers, another science fiction effort.
- *Kenya*, from Robert Halmi Productions, about the owners of a wild game ranch in Kenya.
- *The Loner*, from Aaron Spelling, about a male-female cop team.
- *Men*, from Universal, about the close friendship of four men.
- *Murphy's Law*, from New World, about an unconventional insurance investigator. □

Fox O&O's test appeal of hip alley cat in hi-tops

The seven Fox-owned television stations are now preparing for a group-wide test of a new twist in children's programming.

In the first week in May, the Fox stations will all begin carrying *The D.J. Kat Show*, a one-hour block of vintage cartoons that are interspersed with the antics of D.J. Kat, a hip alley-cat puppet wearing a leather jacket, jeans and Reebok hi-tops. Appearing in the show with D.J. Kat is human co-host, Elizabeth Rose.

D.J. Kat currently airs at 9-10 a.m. on Fox's WNYW-TV New York, where it debuted Nov. 28. In the 12 weeks it has been on the air it has beaten competing children's programming on New York's other two independents: WWOR-TV and WPIX(TV) in 10 of those weeks.

Although Fox executives downplay any aspirations they might have for the show, *D.J. Kat* is privately acknowledged to be under examination for use in the afternoons

between other shows. That time period has endured a ratings fall-off since last year. Studies by the Association of Independent Television Stations and Lorimar have indicated that children are more favorably disposed to live-action series than they are to the high-tech space adventure animated strips that proliferated until recently.

Beyond that, like other in-house developments by the Fox television stations (*A Current Affair*), *D.J. Kat's* future in syndication, via Fox Television Distribution, is being examined.

WNYW-TV vice president and station man-

ager, Peter Temple, attributes the show's success to its local flavor. In each episode of the program, D.J. Kat and Elizabeth Rose read from among the thousands of letters the show receives every week. When the show is spun out to the other Fox television markets it will also be formatted for such local interaction.

The D.J. Kat Show was born on another Rupert Murdoch broadcast holding, Europe's Skychannel. Gary Davey, head of the satellite channel at the time of *D.J. Kat's* creation, said that what makes the character and its co-host work is its real elements.

Speaking at the time of *The D.J. Kat Show's* debut, Davey said what made Sky-channel look closer at the show was the lack of anything other than hi-tech space adventure shows that were "too expensive" and foreign to a European audience "underexposed to space adventure."

Davey said that the show is socially instructive by choice. "Kids don't want an adult waving a finger at them," he said. But with D.J. Kat acting out the bad extreme of behavior, and Elizabeth correcting him, the audience "shares the agony" of his misbehavior, said Davey. □

Cable month: marketing blitz

System operators and programers roll out the red carpet in hopes of selling basic viewers on pay and noncable households on cable

National Cable Month, the cable industry's grand campaign to increase awareness and build viewership of cable programming, kicks off Friday (April 1) with a six-hour preview that will be available to 55 million television households. The preview will give cable subscribers a look at the pay services available, while giving some noncable households a taste of cable. Friday's preview begins a 56-hour weekend preview and serves as a focal point for cable operators, programers and marketing associations to conduct subscriber acquisition and viewership campaigns throughout the month.

The theme for NCM is "Discover Our Difference," and the initial attention-getter will be Friday's preview, which will be available to cable homes, broadcast-only homes and to owners of backyard earth stations. The entire weekend (see box, page 45) will be sent to cable systems over C-SPAN II (Galaxy III, transponder 14), now seen in 12.5 million homes. C-SPAN II donated that time, normally devoted to a mix of public affairs programs. Another 19.5 million homes will be reachable by operators that do not carry C-SPAN II but that are carrying the preview on open or access channels. Home Shopping Network will run Friday night's portion on 19 of its owned and affiliated broadcast stations, which cover nearly all of the top 10 televi-

sion markets, containing a total of 37 million homes. In addition, local cable operators have made agreements with local broadcasters in 12 more markets (see box) to carry the Friday night portion. Cable operators have either bought the time on the stations or entered in advertising tradeout agreements with the local broadcaster. (That combined broadcast reach translates into roughly 21 million homes, NCM estimated.) And HBO is making a feed of Friday's kickoff available to satellite dish owners via Satcom K-1, transponder 13, donated through the technical facilities of HBO, General Electric and RCA Americom. That, combined with dish owners who can pull down the C-SPAN II feed, will add another two million homes that could pick up the weekend preview.

"We hope that these 55 million households will sit back and leave the channel switching to us as we offer a condensed view of the vast cable programming landscape," said Robert Clasen, chairman and chief executive officer of Comcast Cable, and chairman of NCM. Cable, as it matures, finds itself at a crossroads, said Clasen. "Now is the time to build viewership," he said.

Evidence continues to mount that viewing of cable programming is increasing. Robert Alter, president of the Cabletelevision Advertising Bureau, said that viewership trends of the fourth quarter have continued in January. He said basic cable viewing was up 38% in prime time in the fourth quarter, while pay was up 26%. "January looks just as strong," said Alter. "We're seeing a continuation of accelerated viewing to cable programming," he said.

The reasons are two-fold, said Alter. "The programming just keeps getting better... And the operators and the networks are doing a better job of promotion," he said. To that end, CAB's monthly tune-in kit for April contains several special ad slicks and promotional materials that can be tied into

NCM.

Last year's NCM helped focus operator attention on the value of promotion, said Alter, and makes their interest this year "even stronger." Cable is gaining greater coverage in the consumer press, and that plus word-of-mouth publicity is driving the penetration increases, said Alter. In fact, he said, many of the penetration gains cable has seen are in mature systems, evidence, he said, that cable's message is getting out. "Cable is pre-sold now to a lot of people," said Alter, and NCM affords operators another opportunity to focus cross-channel promotion that could lead to increased ratings.

The schedule for the weekend preview was put together by a steering committee made up of representatives of seven MSO's—Comcast Cable, Daniels & Associates, Heritage, Jones Intercable, TeleCable, United Cable and Warner—and represents product from 26 programming services. NCM organizers have designed four theme weeks throughout the month. Entertainment will be highlighted the first week, April 3-9, to be followed by sports, news and information, and children's shows.

A number of on-air hosts will introduce the programming throughout the weekend, leading off with Bobby Rivers, a host on VH-1, who will join with Liz Wickersham, from WTBS(TV) Atlanta and CNN, as primary hosts. Others involved in the hosting will be Les Read, director of affiliate special projects at HBO; C-SPAN executives Brian Lamb, chairman, and Susan Swain, vice



Bobby Rivers of VH-1 will co-host weekend of special programming



Liz Wickersham of WTBS will co-host with Rivers

National Cable Month

Discover our
Difference



Ralph Emery of 'Nashville Now' hosts 'Viewers' Choice' awards on April 26.



Disney's 'Weekend Family Theater'

president, corporate communications, and Jeanetta Jones, of the Weather Channel. The hosts will anchor the weekend out of C-SPAN's studios in Washington.

During the weekend preview there will be several opportunities for local operators to insert their own programming or promotion. Clasen said some of the interstitial programming will be testimonials to the value of cable from subscribers and cable employees. Other interstitial programming will feature nominees in the system Ace award competition, the winners of which will be announced at the National Cable Television Association convention in May.

Throughout NCM, cable programming services have scheduled exclusive movies and premieres of documentaries, specials and series programming.

HBO will premiere a 90-minute documentary, *Dear America: Letters Home From Vietnam*, on April 3 at 9 p.m. It is based on a book of the same name and features celebrities reading letters veterans wrote while in Vietnam. Among those narrating will be Tom Berenger, Ellen Burstyn, Robert De Niro, Brian Dennehy, Matt Dillon, Michael J. Fox, Mark Harmon, Harvey Keitel, Elizabeth McGovern, Judd Nelson, Sean Penn, Randy Quaid, Eric Robertson, Howard Rollins, Martin Sheen, Kathleen Turner and Robin Williams.

Two recurring series return to HBO in April. *Not Necessarily the News* returns on April 9 at 10 p.m., and *Tanner*, starring Michael Murphy as a presidential candidate, will appear on April 12 at 9:30 p.m.

Cinemax will premiere two films, "Blind Date" and "Hoosiers," on April 2 and 4, respectively, as part of its NCM lineup. A Cary Grant profile, part of Cinemax's *Crazy About the Movies* series, will also run on April 4.

Showtime will premiere its comedy series, *Poison*, about a love triangle, on April 16. A three-part suspense series, *Codename: Kyril*, starring Edward Woodward, will debut April 17. Among the exclusive movies appearing throughout the month will be "Street Smart," "Tin Men," and "Allen Quartermain and the Lost City of Gold." Showtime also plans to carry its *Classic Rock 'n Roll Reunion* on April 23.

The Movie Channel will salute the Academy Awards with a special 11-night series featuring an Oscar-winning performance every night for the first 11 nights of the month. Films include "Ordinary People," "Children of a Lesser God," "A Streetcar Named Desire," "Out of Africa" and "The Exorcist."

Along with the Movie Channel, Movietime plans special programming on April 11, the night of the Oscar festivities. Host Chris Chisolm will provide live updates from the Shrine auditorium in Los Angeles from 4:30 to 6 p.m. on Oscar night.

Disney plans to introduce its *Weekend Family Theater*, which will run each weekend in the month. In all, nine Disney films, including "The Hobbit," "The Diary of Anne Frank," "Mr. Mom" and "Son of Flubber," will be carried. A special starring ventriloquist Ronn Lucas will air on April 30, and Disney's half-hour music video and dance show for teen-agers, *Videopolis*, premieres April 25.

Among the offerings on the Playboy Channel in April will be an interview with *L.A. Law* star Harry Hamlin and a one-hour special, *Clive James at the Playboy Mansion*. Harvey Korman will host April's *Comedy After Hours*, with comedians Jan Murray, Norm Crosby and Jackie Gayle.

Lifetime, in observance of National Child Abuse Prevention Month, will air *Child Abuse: Innocence on Trial*, on April 6. The special is the first of four "Signature" series documentaries Lifetime will carry this year. Profiles of mothers and daughters are the focus of *Like Mother, Like Daughter*, which will air on April 20. In addition, Lifetime will mark the return of Dr. Ruth Westheimer in *The All New Dr. Ruth Show*, premiering April 29.

The Nashville Network will top off its April programming lineup with its first "TNN Viewers' Choice Awards," a live 90-minute special on April 26. Viewers registered their votes via a 900-number in eight categories. The awards ceremony will be hosted by Ralph Emery, host of *Nashville Now*, and entertainers Willie Nelson and the Oak Ridge Boys.

Earlier in the month, Emery will travel to Grand Cayman Island for on-location telecasts of *Nashville Now*. A number of country stars own real estate on the island. Other April specials will focus on Merle Haggard, Johnny Cash and the Gatlin brothers.

Comedy and music headline CBN's NCM offerings. On April 16, CBN will air a two-hour tribute to Laurel and Hardy, *Another Fine Mess*, which will showcase three of the duo's films. *Family Reunion—A Gospel Music Celebration*, a two-hour program, will run April 9. CBN also plans to rerun several specials: *The Lone Ranger: The Truth Unmasked*, the first three episodes ever shown on television, on April 23; *Don't Ask Me, Ask God* on April 3, and *The Many*

Faces of Fred Travalena on April 23.

Among the North American television premieres on Arts & Entertainment will be the movie "Escape," on April 1; the documentaries "Black Harvest," an examination of whales (April 2), *The Last of the Gladiators: Evel Knievel* (April 16) and *Mussolini* (April 19); the specials *Bob Marley & The Wailers* (April 3) and *Roberta Flack at the Forum* (April 24), and the series *My Family and Other Animals* (April 14).

The Discovery Channel will premiere several new series in April, including *The Nature of Things*. Hosted by geneticist David Suzuki, the science and nature series produced by the Canadian Broadcasting Corp., and seen on U.S. public television in 1982-87, will premiere April 20. Technology will be the focus of *Beyond 2000*, which makes its cable debut on Discovery on April 25.

Home Shopping Network stations carrying cable previews

- 1 New York WHSE(TV) (ch. 68), Newark, N.J., WHSI(TV) (ch. 67), Smithtown, N.Y.
- 2 Los Angeles KHSC(TV) (ch. 46)
- 3 Chicago WEHS(TV) (ch. 60)
- 4 Philadelphia WHSP(TV) (ch. 65), Vineland N.J., WTVE(TV) (ch. 51), Reading, Pa.
- 5 San Francisco KPST(TV) (ch. 66)
- 7 Ann Arbor, Mich. WIHT(TV) (ch. 31)
- 8 Dallas KHSX(TV) (ch. 49)
- 10 Houston KHSH(TV) (ch. 67)
- 11 Cleveland WQHS(TV) (ch. 61)
- 17 Tampa, Fla. WBHS(TV) (ch. 50)
- 19 Denver KUBD(TV) (ch. 59)
- 21 Baltimore WHSW(TV) (ch. 24)
- 26 Portland, Ore. KHSP(TV) (ch. 22)
- 27 Orlando, Fla. WMOD(TV) (ch. 43)
- 29 Kansas City, Kan. KMCI(TV) (ch. 38)
- 41 Salt Lake City KOOG(TV) (ch. 30)
- 63 Fresno, Calif. KMSG(TV) (ch. 59)

Other broadcast stations carrying previews

- 15 Minneapolis—KTMA-TV (ch. 23)
- 25 San Diego—XETV-TV (ch. 6)
- 52 Tulsa, Okla.—KGCT(TV) (ch. 41)
- 55 Little Rock—KLRT(TV) (ch. 16)
- 58 Wichita, Kan.—KSAS(TV) (ch. 24)
- 62 Shreveport, La.—KMSS-TV (ch. 33)
- 78 Cedar Rapids, Iowa—KOCR(TV) (ch. 28)
- 79 Portland, Me.—WPXT-TV (ch. 51)
- 86 Greenville, Tenn.—WETO-TV (ch. 39)
- 93 Waco, Tex. KWTK(TV) (ch. 44)
- 107 Jamestown, N.D.—K32AP (ch. 32)
- 134 LaCrosse, Wis.—WLAX(TV) (ch. 25)



'Dear America: Letters Home from Vietnam' on HBO

Nickelodeon will carry its first *Kids Choice* awards program on April 18, in which children name their favorite stars, television shows, sports teams and songs.

VH-1 plans five theme weekends throughout the month, starting with a "Female Voices," and followed by "Academy Award," "Elton John," "Classic Oldies" and "Sunfest Music Festival."

MTV's "Museum of Unnatural History" will be touring the country throughout the month, providing local cable operators with local promotional tie-in possibilities.

During the preview weekend, MTV's *The Week in Rock*, *Club MTV* and *Remote Control*; Nickelodeon's *Count Duckula*, *Rated K* and *Finders Keepers*; Nick at Nite's *Do It Yourself Special*, and VH-1's *New Visions* will be shown.

Mystery and intrigue will be the focus of American Movie Classics "Movie Masquerade" lineup in April. Among the titles scheduled are "Charade," "Games," "My Forbidden Past," "As Young as You Feel" and "Wise Girl."

Bravo plans a tribute to independent filmmakers during the month, and showings will include "Swimming to Cambodia" and "She's Gotta Have It."

Sports will play a heavy part of the WTBS(TV) superstation lineup, with the return of Atlanta Braves baseball and key matchups in the NBA as the season draws to a close. ESPN will carry 20 games of the National Hockey League playoffs beginning April 6. ESPN will also carry the National Football League draft, the Valleydale 500 Nascar auto race and the Bausch & Lomb women's tennis tournament. USA will present first and second round coverage of the Master's golf tournament in Augusta, Ga., on April 7 and 8. Besides regular new episodes of *Robert Klein Time*, *Ray Bradbury Theater* and *Alfred Hitchcock Presents*, USA will air the made-for-TV mini-series, *Deceptions*. April 12-13.

Tempo Television plans four theme weeks revolving around its weekday movie at 5 p.m. The first week will be devoted to comedies. Musicals will be featured in week two and wartime movies, including "A Farewell to Arms," in week three. The last week will feature westerns. Tempo also has scheduled six locally originated specials on senior



Showtime's new comedy series, 'Poison'

citizens as part of its senior showcase. The program, which runs Sundays at 7 p.m., covers health, fitness and social issues relating to seniors.

Tempo also is running a second annual sweepstakes contest in conjunction with NCM. Viewers will have chances to win one of four prizes including a weekend theater extravaganza in New York and a Hawaiian vacation.

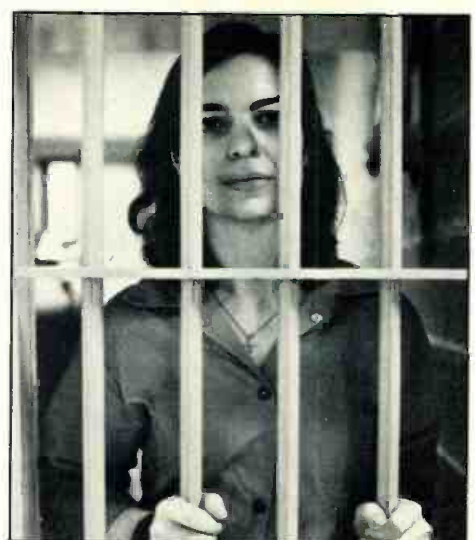
The Eternal Word Television Network will premiere four new shows during NCM, including *Damayan*, a half-hour documentary on poverty in the Philippines.

The program services are not the only sectors of the industry lending a hand for NCM. Scientific-Atlanta is providing crystal technology, at cost, to cable systems that don't carry C-SPAN II, which will allow them to carry the weekend preview. Cabledata and First Data Resources were among billings firms that offered special customized bill stuffers for cable operators to inform viewers about NCM. The Weather Channel, in conjunction with the Red Cross, is launching a weather education and awareness campaign in April. Cable operators will receive a 30-minute program and a six-page newspaper for local distribution to schools and community organizations about severe weather phenomena—hurricanes, tornadoes, floods, earthquakes, lightning and snow storms. As part of the campaign, the channel will air the documentary, *A Clash of Seasons*, on April 3, which will feature a panel of experts taking calls from viewers.

A number of MSO's and industry marketing organizations are taking the opportunity that NCM affords to run promotions or subscriber acquisition campaigns. Clasen said Comcast has sent bill stuffers to almost all of its customers alerting them to the kickoff weekend. Local systems are also running ads in newspapers, he said, and creating customized cross-channel promotion pieces.

Cablevision Industries is sending out over 200,000 direct mail pieces on NCM to its subscribers in an awareness campaign backed by media ads, bill stuffers and cross-channel promotions.

Warner Cable plans to send out one million direct mail pieces in a promotional campaign that will include new television ads in its "Live Wire" series. Nonsubscribers will be offered basic cable and Showtime free for one month. Like some other MSO's, Warner also plans to conduct an employee incentive contest as part of NCM, with prizes for the winners. Overall, Warner plans to spend upwards of \$2 million



'Child Abuse: Innocence on Trial' on Lifetime April 6 on the campaign.

The Southern California Cable Television Marketing Council, as part of its \$2-million marketing effort this year, plans a subscriber acquisition campaign during NCM. It is offering free cable installation and a 15-day money-back guarantee. The campaign will be supported with a \$500,000 direct-response TV campaign, radio spots and a million direct-mail pieces. To target the Hispanic audience the SCCTMC will air a show on cable programming on Spanish-language KVEA-TV (ch. 52). The Cable Television Association of Greater St. Louis is also launching a \$500,000 direct-response television campaign as part of NCM. The campaign also includes radio advertising, direct mail and telemarketing and offers a \$4.95 installation, free VCR hookup and a 30-day money back guarantee.

The Cable Co-Operative of South Florida's radio and TV media buy, to gain subscribers, includes a 10-day free trial offer, with the co-op's 11 members deciding on individual discounts.

In Seattle, TCI and Viacom are running a joint promotion between April 11 and May 8—free installation and two pay services for the price of one. The \$180,000 campaign is augmented by direct mail, direct response television, radio and newspaper advertising.

Fiddle-fit TV

New cable service specializing in health and fitness will begin this week over Satcom III R

You TV, a new basic cable programming service devoted to health, fitness and well-being, is set to launch on Thursday, March 31, in 4.6 million cable homes. The service has been sending out portions of its programming since last Tuesday, to give operators a taste, but the full-scale roll-out—a week's worth of original programming, eight hours each day—begins on Thursday.

Jerome Lehman, president and chief executive officer of Health Television Corp., parent company of You TV, said the idea for You germinated two years ago, with the belief that Americans are "fascinated with physical and emotional well-being. Our research showed that the public wanted this

information—but it was not available on a regular basis.” It will be that niche that You will try to fill.

You plans to start with 100% original programming in the first week; it will be repeated throughout the day and during the next eight weeks. You will “see what works and what doesn’t work,” said C. Dean Thomas, senior vice president, national affiliate relations, and by summer “we should have a pretty good idea of what’s working and go from there.” You plans to solicit comments from operators and focus groups, after several months, on which direction the programming should take. By summer You hopes the majority of its programming will still be original, about 75%. Although it has its initial lineup set, the service continues to search and develop product to fill the programming day. “We’ve not really found programming we feel fits or is timely or isn’t a rerun,” said Thomas, “so we’re in the process of looking for additional programming.”

You programming is divided into six segments—medicine, health and fitness, special interests, life styles, appearance and leisure. The service has employed several celebrities to host various programs, including former Pittsburgh Steeler and Vietnam veteran Rocky Bleier. He hosts a daily talk show called *Fighting Back*, devoted to people who have overcome physical or emotional adversity.

Other programs include *The Look of You*, a half-hour daily show on skin care and makeup; *Healthscan*, a one-hour daily news and magazine program; *Professionally Speaking*, a one-hour weekly with Dr. Marshall Goldberg discussing medical issues; *Nutri You*, a half-hour daily magazine show on nutrition; *To Your Health*, a series on



health maintenance techniques; *The After Work-Out*, a half-hour daily exercise program targeted to yuppies; *More of You*, a show targeted to “the larger sized person”; *Living With*, a series dealing with people living with an ongoing illness; *Great Getaways*, a series on travel escapes, and *Teen Talk*, a daily show on stresses teenagers face.

You is giving local cable operators four 30-second spots each hour. You retains six 30’s to sell nationally. You says its mass-appeal and targeted programming affords operators “unlimited sales opportunities” relating to health, medicine, fitness, leisure and appearance products.

Cox Cable has been the only major MSO to sign a company agreement to carry You, although Thomas said You is dealing with systems representing 33 MSO’s and hopes to have more definitive carriage agreements by launch. You is free at both six-month and full-year intervals, with the rate card increasing to five cents per subscriber per month in the second year and eight cents per subscriber in the third year. Initial companies who signed for You received 15 cents per subscriber to help launch and promote the

service.

Ajit Dalvi, senior vice president, marketing and programming, Cox Cable, said You “really appealed to the good corporate citizen in us more than anything else,” in disclosing why Cox signed up early. “We really encourage any good program concept to get off the ground regardless if we’re going to be involved in it,” he said. The concept of health, Dalvi said, “feels right.”

HTC was at NATPE “testing the waters,” said Thomas. Since so much of You’s programming is original, eventual syndication is a must, he said. “We plan to syndicate our programming after an initial nine-month run on cable,” said Thomas. The cable run will be exclusive and non-duplicative and those conditions have seemed to satisfy the cable operators, Thomas said. “We’ve been very up front with them,” said Thomas of the cable operators, who are concerned about the windows on original cable programming moving to broadcast. “If you are an owner of your own product, you’ve got to syndicate or it just doesn’t make any sense,” said Thomas. At NATPE, Thomas said HTC’s programming, especially *Healthscan*, got a positive response from broadcasters. No deals were made, said Thomas, but it is envisioned that the program will be fed to stations that will be able to take part or all of the show.

Most of HTC’s programming will come from its Los Angeles studios, where Kathryn Gavert, executive vice president, is based. HTC is based in Pittsburgh, where it has additional studios. Thomas is based in Dallas, with the affiliate relations staff, which provides a central meeting location in the U.S. for the company. You TV is carried on Satcom III-R, transponder 19. □

NATPE to be held in January

Convention was held in February this year; according to survey of attendees, earlier date for meeting is better suited for program buying and selling

NATPE International will advance the dates of its 26th annual program conference from its originally scheduled choices in 1989 based on the results of a survey of its members released last week. The show will also become a midweek affair next year, based on results of the survey. NATPE typically covers at least one weekend day.

NATPE will be held Jan. 24-27 in 1989. The conference was originally scheduled for Feb. 24-26. This year’s show took place Feb. 25-29. A rescheduling at an earlier date was avoided, given a possible conflict with the INTV convention (Jan. 4-8).

The dates of next year’s event became the subject of much debate this year at the 25th annual convention and during the weeks of the syndication sales season leading up to it. A point made by syndicators and station executives in the weeks leading up to the convention was that NATPE’s dates this year made the convention an afterthought for both buyers and sellers. Most of the major programming purchases had already occurred, they said, making the 25th conference into

little more than another opportunity to meet and greet.

And in fact, this year’s convention was said to be relatively low-key, although there was no shortage of the typical NATPE fanfare from the convention’s sales contingent. Syndicators held a number of press conferences heralding new programming launches, such as Lorimar Syndication’s announcement of the marketing of *A.L.F.* and MCA TV Enterprises’ national launch of *The Morton Downey Jr. Show*.

In the survey, 57% of the 752 respondents said they want a January conference, and 63% said they prefer the middle of a week. The 752 responses from among NATPE’s 1,600 members represented a response rate of 47%.

NATPE chairman and chief executive, Joe Weber, also associate director of pro-

gramming at MMT Sales Inc., said the vote flowed from meetings at the conclusion of this year’s conference when the association knew that problems existed in terms of the dates of next year’s conference.

NATPE President Phil Corvo said the move will not present a scheduling problem with the George Brown Convention Center in Houston since NATPE had reserved the facility for the January date, in addition to the originally scheduled February date. That decision, pending the survey results, was based on a NATPE board meeting the day before this year’s convention.

Weber said other changes in the offing at NATPE could be a reconfiguration of the annual IRIS awards ceremony (moving from a dinner to a luncheon), as well as an increased pursuit of international attendance from the buying side, at the convention. □

News move in D.C. The Gannett station in Washington, CBS affiliate WUSA-TV will move *The CBS Evening News with Dan Rather* from 7 p.m. to 6:30 p.m. next fall to make room for Grant Tinker/Gannett Entertainment’s video version of *USA Today*. The station will cut its number-one rated, two-hour local newscast (5-7 p.m.) to a 90-minute program running from 5-6:30 p.m. As of next fall WUSA-TV will carry *USA Today* at 7-7:30 p.m. and *Wheel of Fortune* at 7:30-8 p.m. *Wheel* has been renewed on WUSA-TV through 1988-89. The CBS affiliate joins ABC affiliate, WJLA-TV Washington, in airing network news at 6:30 p.m. NBC-owned WRC-TV Washington, said that it will keep the *NBC Nightly News with Tom Brokaw* at its present 7 p.m. slot.

Syndication Marketplace

Columbia Pictures Television reports that between new sales and renewals, *Good Times* is now cleared on 106 stations covering over 78% of the country. Those stations include WDSU-TV New Orleans; WRAL-TV Raleigh, N.C.; WJTV(TV) Jackson and WHLT(TV) Hattiesburg, both Mississippi; WLXT(TV) Columbia, S.C., and KVTN(TV) Laredo and KZTV(TV) Corpus Christi, both Texas. There are 133 episodes of *Good Times*. □

MCA TV reports clearing its new late night series, *The Street*, on WDIV(TV) Detroit. The NBC affiliate will hammock the strip between

The Tonight Show and *Late Night With David Letterman*. MCA TV is selling the half-hour on a cash-plus-barter basis. □

The lineup for **Dow Jones and Company's Wall Street Journal Report** will hit 100 stations covering 70% of the country on April 3 with the addition of four NBC affiliates: WCFT-TV Tuscaloosa, Ala.; WPBN-TV Traverse City, Mich.; WDAM-TV Hattiesburg, Miss., and KYEL-TV On April 10, the 101st station will come on line, Fox affiliate WTSG(TV) Albany, Ga., and on April 17, NBC affiliate KSDK(TV) St. Louis will be the 102d station in the lineup.

NBC takes week 26, ABC takes top new show

NBC won week 26 of the prime time season (the week ending March 20), when seven new series made their debuts. ABC's *Wonder Years* (Tuesday at 8:30 p.m.) performed best among the new shows, averaging a 21.4 rating and a 32 share, placing first in its time period and seventh in home delivery among all prime time shows for the week. (The episode shown was a repeat of a special presentation of the program following Super Bowl XXII in January, and the repeat actually scored a higher rating. After Super Bowl XXII, one of the lowest rated Super Bowls ever televised, the show only pulled a 17.9/31.)

NBC's new midseason drama, *In the Heat of the Night*, was the second highest premiering show of that week, placing 15th with a 17.9/28, beating an original episode of *Moonlighting* on ABC and two comedies on CBS—the new *Coming of Age*, which premiered with an unimpressive 11/17, and *Frank's Place* (9.9/16). *Coming of Age* was fifth among premiering shows and 59th overall.

Also debuting Tuesday night on CBS was the comedy, *Trial and Error*, which led off the night at 8 p.m. with a dismal 6.5/10, a distant third to ABC's first-in-the-time-period *Who's the Boss?* and the first half of NBC's *Matlock*. The return from hiatus of *My Sister Sam* on CBS

after *Trial* (the lowest ranked prime time program of the week) didn't fare much better, averaging only a 7.3/11, also a distant third in the time period.

NBC also premiered the hour drama *Aaron's Way* on Wednesday at 8 p.m., and it placed second in the time period (and 22d overall), behind ABC's comedy block of *Growing Pains* and *Head of the Class*, and ahead of two animated specials on CBS.

The last had a little better luck with its launch of *Eisenhower and Lutz*, a comedy that ran twice (two separate episodes) on Monday night, once at 8:30 p.m., behind *Kate and Ally*, where it placed third with a 13/20. But an hour later, behind *Newhart*, Lutz finished second with a 14.2/22. The second episode, airing in its regularly scheduled time period, finished fourth among premiering shows and 31st overall.

The premiere of ABC's new comedy, *Family Man*, Friday at 9:30 behind *Mr. Belvedere*, averaged only a 9.5/16, last in its time period, sixth among premieres and 68th overall.

After 26 weeks of the current prime time season, NBC leads with an average 16.3/26, followed by ABC with a 13.9/23 and CBS with a 13.6/22.

Nielsen	Net	Show	AGB	Nielsen	Net	Show	AGB		
1.	28.2/43	N Cosby Show	1.	25.3/40	40.	13.3/22	N NBC Monday Movie	45.	12.1/20
2.	25.2/39	N Different World	2.	23.9/37	41.	13.0/20	C Eisenhower & Lutz Spec.	41.	12.7/18
3.	22.8/38	C 60 Minutes	5.	20.8/34	42.	12.8/23	A Thirtysomething	60.	10.9/21
4.	22.5/38	N Golden Girls	3.	22.2/37	43.	12.7/21	A ABC Sunday Movie	57.	10.9/18
5.	22.3/34	A Who's the Boss?	6.	20.7/31	44.	12.7/20	C Simon and Simon	44.	12.2/19
6.	22.0/35	N Cheers	4.	21.2/34	45.	12.5/19	A Supercarrier	52.	11.3/17
7.	21.4/32	A Wonder Years	9.	20.0/30	46.	12.4/22	A Perfect Strangers	43.	12.2/21
8.	20.9/33	N Night Court	8.	20.1/32	47.	12.1/22	C Falcon Crest	38.	13.0/24
9.	20.8/31	C Murder, She Wrote	7.	20.3/30	48.	12.1/22	N Sonny Spoon Detective	69.	9.0/16
10.	19.2/30	A Growing Pains	18.	16.8/26	49.	12.0/21	A Full House	47.	12.0/20
11.	19.1/29	N ALF	11.	19.0/28	50.	12.0/22	A 20/20	35.	13.2/24
12.	18.5/28	N Matlock	10.	19.6/29	51.	11.8/21	C Cagney and Lacey	55.	11.1/21
13.	18.1/31	N Amen	12.	18.7/32	52.	11.8/21	C Beauty and the Beast	36.	13.1/22
14.	18.0/29	N Inherit the Wind	19.	16.5/26	53.	11.8/18	C Snoopy's Getting Married	59.	10.9/17
15.	17.9/28	N In the Heat of the Night*	16.	17.0/27	54.	11.7/19	A Slap Maxwell Story	61.	10.6/17
16.	17.9/27	N Valerie's Family	13.	18.3/27	55.	11.6/19	A Mr. Belvedere	46.	12.1/20
17.	17.5/27	C Newhart	17.	16.9/25	56.	11.4/21	N Crime Story	51.	11.4/22
18.	16.9/26	A Head of the Class	22.	15.8/24	57.	11.3/20	A Dolly	50.	11.5/20
19.	16.9/28	A ABC Monday Movie	26.	14.8/25	58.	11.1/17	C Garfield Goes Hollywood	58.	10.9/17
20.	16.6/29	N L.A. Law	23.	15.5/27	59.	11.0/17	C Coming of Age*	54.	11.2/17
21.	16.4/26	N Family Ties	14.	18.0/27	60.	10.7/19	N Year in the Life	56.	11.1/20
22.	16.3/25	N Aaron's Way	15.	17.8/28	61.	10.5/18	C Tour of Duty	66.	9.6/16
23.	16.3/31	N Hunter	30.	14.2/28	62.	10.4/18	N Highwayman	62.	10.3/18
24.	15.4/23	A MacGyver	25.	14.8/22	63.	10.2/19	A Spenser: For Hire	67.	9.4/18
25.	15.4/23	N Day by Day	20.	16.0/23	64.	10.1/17	C Wiseguy	72.	8.1/15
26.	15.3/27	C Knots Landing	29.	14.3/25	65.	9.9/15	C 48 Hours	53.	11.2/18
27.	15.1/26	N My Two Dads Special	28.	14.4/25	66.	9.9/16	C Frank's Place	64.	10.1/16
28.	14.7/23	A Moonlighting	34.	13.5/21	67.	9.8/17	C High Mountain Rangers	65.	10.0/17
29.	14.6/24	C Dallas	21.	15.8/26	68.	9.5/16	A Family Man*	63.	10.3/17
30.	14.4/23	N Highway to Heaven	24.	15.3/24	69.	9.3/16	N Place at the Table	49.	11.6/19
31.	14.2/22	C Eisenhower and Lutz*	41.	12.7/18	70.	9.2/14	A Probe	71.	8.6/13
32.	14.1/22	C CBS Sunday Movie	27.	14.7/23	71.	8.7/15	A Disney Sunday Movie	70.	8.6/14
33.	14.0/21	C Kate and Ally	31.	14.2/21	72.	8.7/16	C West 57th	68.	9.0/17
34.	14.0/25	N Facts of Life	37.	13.0/23	73.	8.5/14	A Ohara	73.	8.0/14
35.	13.7/22	A Hooperman	32.	13.8/22	74.	7.4/12	A Hotel	74.	7.7/12
36.	13.7/23	N Miami Vice	40.	12.8/21	75.	7.3/11	C My Sister Sam*	76.	7.2/11
37.	13.6/24	A Dynasty	48.	11.9/22	76.	6.5/11	A Buck James	75.	7.6/13
38.	13.5/21	C Jake and the Fatman	33.	13.8/22	77.	6.5/10	C Trial and Error*	77.	6.8/10
39.	13.5/24	C Equalizer	39.	13.0/24					

* Indicates premiere episode

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Winning and losing with political ads

How broadcast commercials are influencing the vote in presidential primaries

Conventional wisdom has it that political advertising has relatively little impact on presidential campaigns. So-called "free" media are thought to provide voters with far more of the information that excites and repels them. Then why, as the 1988 campaign for the Republican and Democratic presidential nominations begins to get serious, with lists of candidates being winnowed and the numbers of delegates being elected starting to mount, is so much attention being focused on candidates' ads?

Reporters for the print press seem fascinated with the 30- and 60-second spots, writing of them, sometimes, as though they were soldiers being thrown into battle. After his "humiliating"—as more than one commentator put it—third-place finish in Iowa, Vice President George Bush watched his fortunes continue to fade in New Hampshire—until his media advisers produced the "straddle" ad: Senator Bob Dole was "straddling" the tax and Intermediate Range Nuclear Forces treaty issues. The ad, seemingly, turned the campaign around. Dole was dispatched to the first of what has since proved to be a long line of defeats: the power of the negative—or in the euphemism of the day, the comparative—ad.

Democrats play that game well, too, of course. The "flip-flop" ad produced by the media consultants to Massachusetts Governor Michael Dukakis and portraying Representative Richard Gephardt (D-Mo.) as "flip-flopping" on a host of issues was credited with contributing to Gephardt's poor showing on Super Tuesday. The rationale of such ads is not unlike that of politicians involved in war. "The governor is serious about not running negative ads," said Michael Shea, vice president of Payne & Co., in Boston, which is responsible for most of Dukakis's ads. "But you have to fight back."

Dukakis, Shea said, was responding to Gephardt's "Belgian endive" spot, an ad that pictured Dukakis as so uninformed on agriculture that he recommended that farmers diversify into Belgian endive. Dukakis complained that the ad misstated his position; but no matter, the ad was said to have so impressed the Democratic voters of South Dakota that they abandoned Dukakis's standard in the primary on Feb. 23. "The ad ran on Friday," before the primary, said Shea. "We had no chance to respond." Tactics count for a lot.

But that was not the only negative ad the Gephardt campaign fired at Dukakis in South Dakota. Another said that Gephardt "has fought to cut income taxes" while "Dukakis is one of the biggest tax raisers in



Bowl spot is used to depict Dukakis's "Massachusetts miracle."

Massachusetts' history."

Ron Rosenblith, of the *Presidential Campaign Hotline*, the daily compendium of presidential campaign news clips available to anyone with a computer and a modem (and the \$350 fee), follows such developments. And he sees the Gephardt ads as a turning point. "Gephardt had gone from a double-digit deficit to a win." As a result, he said, "people said, 'Aha! Negative advertising works.' So the war of negative advertising in the South, on Super Tuesday, was on."

But there are those who say negative advertising is not as unusual in presidential campaigns as some commentators suggest, even at the level and intensity of those now being seen. David Garth, one of the veterans of political consultancy, who generally works for Democrats but is not yet involved in any of the current campaigns, recalls 1980 and the bitter primary battles between President Carter and Senator Edward Kennedy (D-Mass.). That fight, Garth said, "was more vicious" than what has been seen in any of the contests thus far this year. He described the advertising of the present crop of candidates as "OK—standard fare."

What of the positive ad? Does it have the power to affect the outcome of a contest? The campaigns evidently think so. Most of the ads are positive, putting the candidate in the best light. Sometimes, the campaigns even use metaphor, as in the Dukakis "bowl" spot, in which the transformation of an old, dented and tarnished bowl into a bright and shining object is used to call attention to the "Massachusetts miracle" Dukakis is said to have wrought.

Dole's media team of Alex Castellanos and Mike Murphy, two members of the new,

young breed crafting commercials in 1988, produced an 18-minute biography extolling the strength, wisdom and character of the candidate. It was produced as a videocassette, and distributed to backers for showing at media parties around the country. Three thousand were passed out in Iowa, the scene of Dole's first and only major triumph. Pieces have been carved from the video for spots. And the piece itself was part of the live program the campaign aired on WGN-TV Chicago at a cost of \$100,000, on the Saturday before the Illinois primary—a program that a technical glitch turned into another of the disasters the Dole campaign has encountered.

As an example of effective positive advertising, Garth cites Gephardt's Hyundai ad—the one citing the possibility of Americans being confronted with \$48,000 Hyundais if Korea does not ease what the ad suggests are unfair trade restrictions on American automobiles. He credits it with a large part of the candidate's success in Iowa. "Gephardt's done the best positive advertising," Garth said.

"But," Garth added, "he's also done the worst negative advertising. That's why he's losing." Garth was referring to the Gephardt spot asserting that the Dukakis campaign had "smeared" Senator Joseph Biden with the "attack video" making it evident Biden had borrowed liberally and without credit from a speech by British Labor leader Neil Kinnock, then spied on Senator Paul Simon. "Now Dukakis is trying to smear Dick Gephardt." Garth thought the ad left "a bad taste." But he also suggested another reason for Gephardt's poor showing on Super Tuesday, when he won only his home state. Gephardt, Garth said, should have focused



Dole-produced ad (l) accentuates the positive. At right, Dole is shown "straddling" issues in a Bush campaign ad.

his \$1-million budget in the three or four states he had a chance of winning. "Instead, he spread it around."

Sometimes ads are neither negative nor positive. And those ads are risky, as the Dukakis campaign discovered with the ad it ran in Illinois to counter Simon's argument that voters should support him as a means of improving the chances for a brokered convention. The commercial denounced the idea of a brokered convention and urged support for Dukakis as someone with a chance to win. Following Dukakis's third-place finish, the spot was criticized in the press and by Robert Squier, a leading Democratic consultant, as out of place in a state where voters are said to regard back-room politics as a desirable activity.

Ken Swope, the Boston-based consultant who created the ad, seemed resigned to such criticism. "Advertising is a lightning rod.

Everyone's a writer, a producer, a critic," he said. But the "political ad," as some called it, was not aimed at the voters the critics cited as typical. Rather, Swope said, the aim was to "peel away the soft Simon voters who might have been inclined to vote for a brokered convention." And the ad, Swope said, might have improved Dukakis's chances. "The exit polls indicated that people voted for Dukakis because they thought he would win."

Perhaps the most comfortable of the political consultants is Rogers Ailes. He works for Bush. "We're doing something right," he said last week. The decision was made early in the planning to produce commercials that would describe Bush to the voters and spell out the issues. The obligatory bio piece presented the Vice President as an official who mixes with world leaders and has worldwide experience. Of course, Ailes has

done negative ads, like the "straddle" spot that, he said, "flipped the race in New Hampshire." But (like the Dukakis campaign's rationale for its attacks on Gephardt) Bush had no choice. Commented Ailes, "Dole had been pushing negative ads for three weeks."

As for the future, how will the Bush campaign marshal its forces for the final push to victory? (There's that military analogy again.) Ailes said he was beginning to ponder that question. He is even (at the risk of jinxing his candidate) thinking about advertising concepts that might be employed in the general campaign. But, he said, "I'm not going to discuss in advance what we intend to do."

Garth, though, as an old campaigner, thinks he knows: "Bush will do 'feel good' commercials—unless Dole does better than expected in the coming primaries." □

Satellite Footprints

Radio goes Ku. Although video programmers have been reluctant to abandon C-band transmission of their signals and move to Ku-band, which requires smaller and more easily installed receive dishes, two radio programming services have established Ku-band services this month. SCS Radio Network Services, a Space Communication Systems division of United Video, has developed SCS Express, a low-power transmission service for 15 khz audio channels which will require dishes only 2.4 meters in diameter, "a smaller dish than most could use with another system," said SCS general manager, Al Stern. The higher-powered Ku-band signal, he said, "is a full 33% less expensive, making it possible for smaller radio networks who reach a lesser number of downlinks to have most of the advantages of SCS transmission [on C-band, currently via Westar V], such as low-cost downlinks and quality sound transmission."

On the first of this month, Capitol Broadcasting Co. subsidiary, Raleigh, N.C.-based Microspace Communications Corp., also launched a new Ku-band satellite audio delivery service, also designed to save money for radio networks and their end users. "The equipment package," said Microspace vice president, Stephen Grissom, "including [30-inch] antenna, LNB, roof mount and intelligent receiver, is priced under \$900." That service is being delivered via GE Americom's K2 satellite.

Main event. PrimeTime 24, the pay cable subsidiary of New York-based Satellite Broadcasting Network, announced last week that it has obtained the exclusive home satellite rights for *Wrestlemania IV*, to be offered as a pay-per-view event at 4 p.m. and 8 p.m. (NYT) on April 24. PrimeTime 24 said it will also work with National Programming Services, "to assure the widest possible distribution" of the event.

Signed for life. HBO has joined USA Network, The Learning Channel, The Fashion Channel, Arts & Entertainment Network, Christian Broadcasting Network, ESPN, Lifetime, Trinity Broadcasting Network, Home Shopping Network and Tempo Television in extending its transponder lease on GE Americom's Satcom IIIIR for the life of that bird (BROADCASTING, Jan. 11). Launched in November 1981 and designed to operate for 10 years, Satcom IIIIR is nevertheless, according to GE Americom, due to expire near the end of 1992. Among programmers, observers say, there is some temptation to move to a satellite, like a Hughes Communications' Galaxy bird, due to operate later into the 1990's. Americom's push to sign its users for life, said GE, represents its desire to relieve its customers of "worrying about renewing contracts." The commitments, said Kurt Thoss, GE Americom vice president, commercial services, will also "make life easier for cable operators who will always know where to look" with their earth stations.

By securing its C-band capacity on Satcom IIIIR, HBO assures itself room to proceed with further expansion of its services, particularly in the area of Ku-band delivery of its programming. "We now have a more stable platform," said HBO network operations vice president, Bob Zitter, "from which we can continue the process of adding Ku-band capacity to our satellite portfolio."

Better angle. Tulsa, Okla.-based United Video will move one of its superstations, KTVT(TV) Fort Worth, from one GE Americom satellite to another come April 1. KTVT, now transmitted via Satcom I, will be available on both that bird and on Satcom IV, transponder 3, from April 1 through the end of the day April 15, when Satcom I transmission will cease. The move puts three United Video services—KTVT, superstation WPIX(TV) New York and Prevue Guide—together on Satcom IV.

PBS board walks many tightropes

Directors face difficult decisions on budget, underwriting, programming

During a March 17 meeting at its Alexandria, Va., headquarters, the Public Broadcasting Service board of directors found itself returning repeatedly to a question posed early in the meeting by PBS President Bruce Christensen: "Does PBS push or lead" the public television system it is charged with serving? The board may have refrained from pushing or leading by adopting a 55% reduction in proposed fiscal 1989 budget initiatives.

The amended underwriting guidelines, adopted by the board's executive committee and forwarded to the full board for final approval at its April 13 meeting, are a study in tightrope walking—in this instance, between the needs to attract and keep corporate supporters and to avoid further alienating critics who see creeping commercialism in PBS programming.

The amended guidelines reduce an earlier recommendation of four specific products or brand-name items mentioned and depicted during an underwriter credit to one depiction or mention; require the appearance of the funder's name or logo before a product depiction; prohibit the use of lyrics in corporate theme music; prohibit slogans with "qualitative claims," direct comparisons with competitors, or endorsements, and, perhaps most crucial, the guidelines provide PBS with the right to make a subjective judgment on "whether the credit is consistent with the noncommercial character of public television, as well as consistent with individual guidelines."

However, the same guidelines permit corporate theme music; permit mention and "symbolic depiction" of up to three generic product lines or target markets in addition to one specific product depiction; permit the use of corporate mascots such as the Exxon tiger and say "that a minimal or incidental amount of motion or operation may be acceptable" in the depiction of products.

The board also walked a narrow line between national interests and station concerns in its decision to cut \$615,000 from its \$1.1-billion package of 1989 budget initiatives. Retaining \$487,200 in proposals to expand educational services, increase its station program development fund and upgrade its affiliate communications computer system, the board put three national initiatives on hold.

Deferred for at least another year were proposals to fund PBS media relations; to invest in qualitative program ratings, and to increase PBS Enterprises' profitable home video sales effort.

Affiliates are expressing more "unsolicited...consternation about this [fiscal 1989] budget than about any proposal in the past," said director Jack McBride. "We do need budget leadership, rather than sympathetic conservatism," he said. Yet even with the reductions, "there still will be a significant

number of disappointed stations. The worst thing this board can do is unanimously approve this budget...There needs to be some opposition." McBride's "symbolic no" vote stood alone in the otherwise unanimous adoption of the amended budget by the executive committee.

Referring to the success this month of independent producers in gaining serious attention in Congress (BROADCASTING, March 21), board chairman Alfred Stern said: "It would be good to know how the independents got the clout...so we can better function on our side." The answer to that question, said Kobin, is "negative information and aggressive lobbying."

As an example of the kind of information PBS may need to disseminate, programming senior vice president, Suzanne Weil, who just returned from Europe, noted that the independents' criticism of public television in the U.S. has often hinged on pointing toward a British system that has been more accommodating to them and that, they say,

has not settled into mainstream commercial programming. However, she said, an independent production proposal currently pending in England retains broadcaster editorial control, a proposal "very different from" the National Coalition of Independent Broadcasting Producers' call for establishment of a National Independent Producers Service here in the U.S.

"I'd put our schedule up against [the UK's] Channel 4 any time," Weil said, exhibiting a *London Times* Channel 4 listing that included *The Munsters* and *Mister Ed*, more recently syndicated series including *Kate & Allie* and *Hill Street Blues*, a celebrity mime game, variety shows and a sitcom about a motorcycle fanatic and a gangster's daughter.

Weil also reported news from Europe that may have wide ramifications for future PBS program acquisitions. "The Brits," she said, "are making their deals with HBO and CBS... There will be no more *Jewel in the Crowns*." □

PanAmSat optimistic over UK decision

Government says British Telcom must supply uplinks if asked

Pan American Satellite appears to have won a significant victory in its effort to crack the European market with international satellite service. The head of the United Kingdom's Office of Telecommunications (OfTel) last week held that British Telecom is required as a condition of its license to provide uplinks to the PAS I satellite when customers in the UK request the service.

But Bryan Carsberg, director general of OfTel, evidently does not view the performance of BT, the dominant carrier in Britain, as does PAS. The American company had complained that BT had refused to provide earth station connections in the UK to the PAS satellite. Carsberg concludes his analysis by stating that "BT has not been shown to have refused any firm request for a customer in the UK for such a service." As a result, he said, there are no grounds for "enforcement action" against BT.

But Phillip Spector, PAS's lawyer, said PAS was not seeking a ruling that BT had violated any rules. BT, the UK's signatory to the International Telecommunications Satellite Organization, now sends all of its transatlantic satellite traffic by way of the Intelsat system. "We don't have a satellite up yet," said Spector. "Our point was that if we have a firm offer from a customer, BT should provide the service." And he contends that is the message in Carsberg's statement.

Carsberg says at one point that, in his view, "BT's obligations come into play as soon as it receives a request from a person to provide service." At another point, he says: "If there was an alternative satellite system, then BT would not be able to specify the use of a particular satellite system as a condition of supplying uplink services. Customers would be free to make their own arrangements with the independent satellite operator."

PAS's road ahead is not entirely clear. The language of the statement is somewhat

murky. It refers to various license obligations PAS would incur—specifically, a class license for value added and data service—and its conclusion that "BT would be obliged by its license...to provide uplinks from customers in the UK to a satellite run by Pan-Amsat" is subject to "certain limitations and exceptions." What's more, BT could present problems when PAS has its first "firm offer" from a customer.

The costs in connecting a customer to an uplink station remain to be determined. There are other matters to ponder—the hazards of coordination of the PAS service with Intelsat, for instance. But PAS officials express confidence that either the government or BT will act as the foreign correspondent that U.S. policy requires a separate system to identify, before beginning the coordination process.

One observer familiar with the problems of dealing with the Europeans in such matters said the full implications of the Carsberg statement "won't be clear for several weeks."

But PAS was looking on the bright side last week. Said PAS President Fred Landman: "The significance of the OfTel ruling is that we can now guarantee access to customers who need to originate or terminate communications in the United Kingdom. British Telecom will provide the uplink upon reasonable request."

Landman also saw the ruling as the "first breakthrough to the European market," which PAS has been attempting to penetrate and which U.S. officials say has been closed to private international satellite systems. The precedent would presumably benefit other American satellite systems, such as Orion Network Systems Inc., which was the first to apply to the FCC for authorization to launch a satellite in competition with Intelsat and which has been seeking customers and foreign correspondents in Europe.

PAS's satellite is scheduled to be launched on an Ariane rocket late in May. □

Supreme Court won't review Branch 315 challenge

Court, without comment, declines to consider appeals court ruling that newscaster as candidate would trigger equal time

If the Supreme Court is interested in reconsidering its 1969 decision in *Red Lion*—the decision that serves as a bulwark against constitutional attacks on FCC regulation of broadcast content—it evidently is content to wait a while longer for the proper case. Last week, it rejected a request to review a case that could have been the vehicle for such reconsideration—the one brought by a television journalist who says the equal-opportunities law barred him from running for local political office.

William H. Branch, an on-air reporter for KOVR(TV) Sacramento, Calif., had been turned down by the FCC when, in August 1984, he petitioned for a declaratory ruling that Section 315 of the Communications Act is unconstitutional. And a three-judge panel of the U.S. Court of Appeals in Washington last July unanimously affirmed the commission's decision, holding that *Red Lion* precludes Branch's First Amendment challenge to Section 315. The Supreme Court's decision to deny review—announced without comment—was puzzling to some observers, since the court appeared to have had difficulty in reaching it. The justices had considered the matter at two of its regular Friday conferences ("Closed Circuit," March 21) before resolving the matter on March 18 and announcing it March 21.

Branch, in seeking Supreme Court review, raised two questions: The first raised a statutory question as to whether the appeals court erred in holding that the language of Section 315, as amended, does not exempt from the equal opportunity requirements appearances by bona fide newscaster candidates on bona fide newscasts. Appearances by candidates on such programs are exempt. The appellate court said the exemption was designed not to protect anyone's "right" to appear but to protect, "the broadcasters' ability to present certain kinds of news programs." The second raised the question of whether Section 315 violated the First Amendment.

The Branch case arose after his superiors at the station told him he would have to take an unpaid leave of absence if he insisted on pursuing his ambition to run for the town council of Loomis, Calif., near Sacramento. In a contention backed by the FCC staff, they said his candidacy would leave the station vulnerable to demands from his opponents for time equal to the time he spent on-air as a correspondent, about 33 hours.

Although the appeals court panel's decision went against him, it did not leave Branch without hope. It acknowledged that

the commission—in its 1985 report on the fairness doctrine—may have sent the "signal" the high court had invited in an earlier case that technological developments since 1969 warranted revision of broadcast regulation. *Red Lion* was based largely on the argument of spectrum scarcity. But, the panel said, it remains bound by *Red Lion* until the high court overrules it.

The commission, in opposing review by the Supreme Court, agreed with one of Branch's arguments, that it had sent a "signal" of a change in the media environment in its decision—on remand from the appeals court—of the *Syracuse Peace Council* case. At issue was the constitutionality of the fairness doctrine, and the commission, after soliciting comments on the issue, held it would no longer enforce the fairness doctrine because it "contravenes the First Amendment and thereby disserves the public interest." But it disagreed with Branch's argument that his appeal provided the case in which *Red Lion* should be reconsidered. Indeed, the commission did not express any opinion on the constitutionality of 315.

Rather, the commission said the factual findings underlying the commission's "signal" that reconsideration of *Red Lion* is

appropriate were made in the commission's assessment of the constitutionality of the fairness doctrine. And those findings, the commission added, are now at issue in the appeal that has been taken from the commission's decision in *Syracuse Peace Council*. Accordingly, the commission said, the Supreme Court "should defer consideration of the constitutional issue raised by [Branch] until the case in which the findings are currently under appellate review, becomes ripe for this court's consideration."

Conceivably, however, the Supreme Court may not reach the constitutional issue. It was the appeals court, in a 1986 case involving the Telecommunications Research and Action Center, that held that the fairness doctrine was not statutorily mandated and, therefore, subject to repeal by the commission. However, that conclusion has been resisted by citizen groups now involved in *Syracuse Peace Council*. They argued, in seeking review by the Supreme Court, that that ruling runs counter to decisions in other appellate courts, including the Supreme Court. Review was denied, though not necessarily because of the equal-time issue. And the argument is likely to be heard again, in the new round of litigation. □

Markey report critical of FCC record

Congressman releases study of 22 cases reversed or sent back to commission; he blames current deregulatory emphasis but is countered by Patrick

The FCC's record in defending its actions in court has come under increasing scrutiny because of what appears to be a large number of defeats. A Congressional Research Service study just released by Representative Edward J. Markey (D-Mass.), chairman of the House Telecommunications Subcommittee, does nothing to burnish the commission's litigation record. It cites 22 cases over the past two years in which the U.S. Court of Appeals in Washington either reversed the commission's decision or remanded the case to the agency.

Markey, a frequent, and harsh, critic of the commission, said the record "confirms allegations that...the FCC policies have been more a product of ideological theory than reason and fact." He said the time has come for the FCC to take seriously its statutory duties and to "abandon its current strategy of bypassing all that is essential to informed and publicly minded regulatory policy."

The report was said to have been based on a review of about 80 cases retrieved from



Markey

the Lexis and Westlaw databases from January 1986 to January 1988. Of the total, the author, Janice E. Rubin, said she included 22 that "were deemed appropriate for inclusion" in the memorandum. Those were cases in which the FCC was held to have offered insufficient or inadequate reasoning, to have been "arbitrary and capricious" or to have misinterpreted or misapplied applicable law. Two cases fit none of those categories and were listed simply as "other."

FCC Chairman Dennis Patrick said on

Tuesday he had not yet seen the report but contended that, from what he had been told, it was "misleading" in those cases in which the commission decision had been affirmed in the main but overturned on a minor ground. One case he mentioned involved the commission rules adopted to implement the rate provisions of the Cable Communications Policy Act of 1984. The court said the rules were "for the most part reasonable" but that there were several aspects in which the commission had "gone astray." The court said the commission had exceeded its authority under the Cable Act in defining "basic cable service."

But Patrick's principal criticism was directed at Markey's contention that the commission's losses in court were a function of a pro-marketplace ideology. "I argue the opposite," he said. "The commission has suffered notable losses as a result of trying to defer to the regulatory ideology of Congress."

He mentioned specifically *Meredith Corp.*, in which the commission had held a station violated the fairness doctrine, and *Century Communications Corp.*, in which the commission, under pressure from Congress and the broadcasting and cable industries, adopted a second version of the must-carry rules. The court remanded the fairness doctrine case to the commission because of its failure to give "adequate consideration" to Meredith's argument that the doctrine is unconstitutional. And it struck down the

new must-carry rules, as it had the original version, on the ground they violated the First Amendment.

Patrick's argument drew a sharp rejoinder from Larry Irving, senior counsel to the Telecommunications Subcommittee. Irving said, in effect, the commission was happy to lose those cases. "They never tried to support the fairness doctrine," he said. "They wanted to undercut it." And he said the commission failed to use the strongest constitutional argument available to buttress the must-carry rules—that "localism" requires them. He disputed Patrick's contention that the court, in the first must-carry case, barred use of that argument. The view that the commission lost the cases because it was deferring to Congress is one "no one up here [on Capitol Hill] will believe," said Irving. The commission, he added, "took a dive."

The CRS study was released two weeks after BROADCASTING ran a story on the difficulties the commission has encountered in court (BROADCASTING, March 7). However, the CRS report was dated Feb. 1. Irving said Markey had asked that the study be made after hearing speculation about the commission's record in defending its actions in court. "We have responsibility for oversight," he noted. But he said the report—which he called "a damning indictment"—was being used for "internal purposes." He said Markey decided to release it after word of it began to leak. □

members of the FCC on a series of issues, said Jerry Yanowitz, vice president of the CCTA. Yanowitz said the group met with the staffs of FCC Chairman Dennis Patrick and Commissioner James Quello, Bradley Holmes, head of the Mass Media Bureau's policy and rules division, and Alex Felker, chief of the Mass Media Bureau. Among the concerns addressed were the FCC's impending decision on syndicated exclusivity and the request by Cerritos, Calif., to allow GTE, a telephone company, to build a fiber optic cable system there.

CCTA also met with California Senators Alan Cranston (D) and Pete Wilson (R) and Representative Doug Bosco (D). Bosco and 14 other members of the California congressional delegation wrote to House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), complaining about rate increases, channel repositioning and service ("Closed Circuit," Jan. 11). Yanowitz said Bosco "did not have all the facts" when he wrote that letter; and he said the congressman, in hindsight, found it became a bigger issue than he thought it would be. Still, Yanowitz said, there are concerns about channel repositioning and realignment. "I do think we have to be more careful," he said.

Joining Yanowitz in the CCTA delegation were Bill Cullen, president of United Cable of Los Angeles; Tony Acone, president of Daniels Cablevision; Trey Smith, senior vice president, group operations, Times Mirror Cable; Tom Rackerby, president of ATC's national division, and Robert McRann, senior vice president, general manager, Cox Cable San Diego.

About 40 to 50 operators and managers from ATC and Paragon Cable systems across the country were also in Washington last week to lobby Congress and the FCC. Local system managers and officials visited their respective senators and congressmen, in lobbying efforts that were unconnected with CCTA efforts.

Gore asked to postpone action on dish bill

Top executives of four major multimedia companies appealed to Senator Al Gore (D-Tenn.) to hold off action on his home satellite legislation (S. 889). Stating their commitment to treat "dish owners fairly," the media chiefs urged Gore not to move the bill. "This legislation would cause a severe economic hardship on cable satellite program services, cable operators and, most of all, consumers," said a letter signed by Robert Erburu, chairman and chief executive officer of Times Mirror; J. Richard Munro, chairman and chief executive officer, Time Inc.; Donald Newhouse, president of Advance Publications, and James C. Kennedy, chairman and chief executive officer of Cox Enterprises. Those top executives were joined last week by two groups of cable operators, a contingent from American Television & Communications and one from the California Cable Television Association, who spent several days in Washington lobbying against the Gore bill and reimposition of syndicated exclusivity at the FCC.

Gore is expected to push for Senate action on S. 889 this spring (BROADCASTING, March 14). The cable industry (Time, Times Mirror, Cox and Advance Publications all operate major cable MSO's) has been opposed to S. 889 which they consider an "unnecessary" intrusion into the marketplace. The home satellite industry says the legislation is needed to create competition and to insure dish owners access to cable programming at reasonable prices.

But the media executives faulted the bill for several reasons. "The rationale for S. 889 is purely theoretical," the letter said. "It

bears no relationship to the reality of the marketplace. We have strongly supported the extension of satellite television services to rural America. In fact, dish owners are being served in a way that is comparable to and, in many instances, better than cable subscribers." Dish owners, they said, can receive a satellite program service at less than \$10 and in some instances as low as \$7.50 per month. The average cable subscriber pays \$10.31 per month for the same service, they said. The letter also referred to the Senate Commerce Committee report on S. 889, which they said confirms that "there was no dispute that all of the cable programming services that scramble now distribute their programming to dish owners."

The executives pointed out that the FCC, the Justice Department and the National Telecommunications and Information Administration have all studied the issue and concluded that the legislation is "ill-advised."

Last week 40 to 50 members of the California association spent parts of three days meeting with congressmen, their staffs and

RKO to speak its piece

The FCC voted last Monday to give RKO General Inc. a day in court.

By a unanimous 3-0 vote, the FCC said it will hold a hearing April 28 on RKO's appeal of an administrative law judge's ruling that RKO was unfit to be a broadcast licensee for repeated violation of FCC rules. The ruling, handed down last August by ALJ Edward J. Kuhlmann, put in jeopardy RKO's license for KHJ-TV Los Angeles and

'Lessons' plan. The FCC is apparently not fully satisfied by Media Central's Feb. 11 explanation of why its KZKC-TV Kansas City, Mo., broadcast "Private Lessons," an explicit film the FCC feels may have violated its evolving indecency standard. The FCC sent a letter to the station's former manager, Steven Friedham, asking for his help in establishing the facts surrounding the airing of the film. Friedham replied, offering little information, but referring the FCC to other former employees who might have more to say.

Two of those former employees took issue with Media Central's implication in its letter to the FCC that the broadcast was caused by the combination of an inexperienced film editor and "confusion" over the station's policy on what could be broadcast and what should be cut. The former employees said that Media Central's policy was clear: Frontal nudity could be left in films if, in the judgment of the film editor, it was deemed important.

13 other broadcast stations.

FCC General Counsel Diane Killory said the FCC reason for scheduling the hearing was twofold. In most cases, she said, RKO would have made its case orally to the FCC's Review Board. But, she said, the full commission agreed to a direct appeal to expedite a license renewal case with roots going back to 1965, and felt it appropriate to give RKO an opportunity to defend itself orally. Also, she said, the commissioners are eager to question directly RKO's representatives about the many violations cited by Kuhlmann.

Under the order, the FCC will give one hour to RKO to make its case and one hour to Fidelity Television Inc., several other RKO license challengers and FCC's Mass Media Bureau (to be split among them as they deem fit). Fidelity challenged KHJ-TV's license in 1965, but has now agreed to a settlement in which Disney will acquire the station through a deal that will net RKO \$217 million and Fidelity, \$103 million. In a brief, the Mass Media Bureau has urged the commissioners to affirm Kuhlmann's decision.

Although RKO and the other parties are limited to two hours for their presentations, Killory said, there is no time limit on the proceeding. The commissioners will be free to ask as many questions as they wish, she said. The hearing, which is scheduled to start at 9 a.m., could run into the afternoon or even into the following day. □

Land mobile asks FCC for full protection from UHF interference

In comments to FCC, LMCC says problem is all the fault of broadcasters

The organization speaking for the land-mobile radio industry found plenty to criticize last week in a proposal by the FCC to reduce interference between UHF-TV stations on channels 14 and 69 and land-mobile operators. The Land-Mobile Communications Council (LMCC), in comments to the commission on the proposal, said that rather than looking for a compromise solution between the broadcasting and land-mobile industries, the FCC should "keep in mind that the problem at issue in this proceeding is offensive broadcast out-of-band emissions interfering with innocent land-mobile operations on adjacent channels." Nonetheless, LMCC said that the proposal could be acceptable with some suggested changes. Broadcasters commenting on the proposal found nothing in it to accept.

The FCC released the land-mobile/UHF-TV rulemaking last year in an attempt to protect existing operations adjacent to channels 14 and 69 (BROADCASTING, Oct. 26,

Washington Watch

Loosening lotteries. House Judiciary Committee passed by voice vote legislation (H.R. 3146) that would permit radio and television advertising of any lawful lottery. Under current law, broadcasters may air advertisements for state-run lotteries only. Broadcasters find law ambiguous and unclear as to whether certain game or contest might actually be considered lottery. State laws would not be preempted by H.R. 3146. Measure was amended so that it would take effect 18 months after enactment. It is uncertain when full House will vote on bill. □

Move opposed. Association of Maximum Service Telecaster filed formal opposition to request by WLNE(TV) New Bedford, Mass., to move transmitter closer to its ADI's largest city, Providence, R.I. AMST said moving transmitter, already allowed two short-spacing waivers in past, would place antenna 17.2% closer to WCVB(TV) Portland, Me., and 48.2% closer to WCVB-TV Boston than rules on minimum separation of stations allow. Attorney for AMST, Martin Wade, said proposed use of drastically suppressed directional antenna was unrealistic and untenable. AMST said waiver would increase interference to quarter-of-a-million viewers and reduce service in city of license. AMST said it wanted to stem "contour creep" to larger cities and fight "AM-ization" of television. Attorney for WLNE(TV) said he had not yet seen comments.

1987). It suggested that separations ranging from 10 to 25 miles be imposed between TV stations and the nearest land-mobile operation with the length of separation depending upon the TV station's effective radiated power. In cases where a broadcast applicant for either of the UHF channels does not meet the technical criteria, the FCC proposed that broadcasters privately negotiate interference levels with land-mobile operators. In markets where the parties fail to reach agreement, the proposal suggests preference be given to broadcast auxiliary, cable relay and other nonbroadcast services seeking channels 14 and 69.

LMCC conceded the validity of the FCC's methodology in arriving at distances of 10 to 25 miles for land-mobile/UHF separation, but claimed that "an incorrect assumption with respect to antenna gain may have been made, which results in substantially inadequate protection distances." After adjusting that parameter, LMCC used the commission's formula and concluded that the separations should be 37.9 miles for ch. 69 and 65 miles for ch. 14.

The land-mobile organization did "not generally oppose" the adoption of private agreements with broadcasters, but asked that the rules "provide for 'continuing protection,' whereby a land-mobile entity would be protected if, as a result of changing circumstances or growth of its land-mobile operations, interference problems arose at some point in the future." The responsibility for immediate resolution of new interference should be the broadcasters', LMCC said.

The proposed provision of nonbroadcast use of the two UHF-TV channels was not attacked by the LMCC because of its support for "the efficient utilization of spectrum which cannot be used by broadcasters because of the potential for harmful interference to land-mobile operations." But LMCC declined to comment in detail "because of the vagueness of the proposals."

In the original order, the commission recognized that the technical criteria it outlined could be altered by regulatory developments in the separate proceeding on advanced television (ATV). LMCC urged the FCC "to move forward quickly in resolving the ATV inquiry. Moving forward on the ATV inquiry

will be beneficial to both the broadcast and land-mobile communities." The two industries are also currently engaged in a duel over sharing of UHF-TV spectrum which the broadcasters seek to reserve for ATV in eight U.S. markets.

LMCC took the opportunity to refute comments on the proceeding filed by the National Association of Broadcasters. NAB sent its comments last month before the filing deadline on the proposal was extended to March 21 (BROADCASTING, Feb. 22). Of NAB's claim that land-mobile spectrum has historically been allocated without regard to potential interference to broadcasters, "nothing could be further from the truth," LMCC said. "This problem is caused because broadcast signals are encroaching upon land-mobile spectrum, not vice versa." (Emphasis LMCC's.)

A broadcasting company directly affected by the commission's proposal was among the commentors. Boulder Telecasting Corp., Boulder, Colo., has had a license pending for a ch. 14 station in Boulder for six years. Based in part on its meetings with land-mobile representatives over that time, Boulder Telecasting concluded that the commission's mileage separation proposal would not be an acceptable solution in its case: "Use of a 20-mile separation for ch. 14 would force it to a location more than 35 miles east of Boulder—far outside the practical range of the city grade coverage." The private agreement alternative, the company claimed, "leaves the broadcaster open to 'blackmail.' A land-mobile operator whose consent is necessary in order for a television applicant to reach agreement with the required number of land-mobile operators would have the incentive to withhold its consent in the absence of some 'payment' beyond reimbursement of the land-mobile operator's costs."

An alternative to the FCC plan was contained in comments from the Community Broadcasters Association, Milwaukee. It suggested that channels 14 and 69 be reserved for exclusive allocation to low-power television applicants. "LPTV operates at intermediate power levels between full-power broadcasting and land mobile and thus is less vulnerable than land mobile to receiving interference from full-power TV." □

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Panel looks at how's and where's of cable growth

Boosting ad revenues, trends toward general or specific services and program exclusivity are among topics of New York seminar

Basic cable programming may be entering a period of dynamic growth, but panelists at a Paul Kagan seminar in New York last Wednesday (March 23) expressed major differences over where that growth would occur, and how.

Among their disagreements were how to improve advertising revenue, whether general interest channels or more specialized services best served the industry and to what extent cable should develop exclusive programming, as well as how new networks would find room on cable systems already filled to capacity.

Participants at the day-long meeting also debated pay TV's revival, raising questions about the long-term survival of the service, the role of advertising and the impact of pay-per-view.

Net advertising revenue for the basic ca-

ble networks, while still representing the majority of their intake, has not kept up in growth with income from subscriber fees, according to Kagan analyst Larry Gerbrandt. And on a cost-per-thousand basis, participants noted, cable channels remain unable to close the discount gap that exists between them and the three major broadcast networks.

Panelist Terence McGuirk, vice president of Turner Broadcasting, said the industry's relative lack of advertising gains was due both to the problem of lower circulation compared to the networks', a disparity he said would slowly change as the number of subscribers continues to rise, as well as to the depressing effect on prices as "too many [cable advertising] avails chase too few advertising dollars."

If the cable networks are to build advertising revenues, however, a first step may be spending more on programming, panelists agreed. Although on an absolute basis the industry is spending \$100 million more each year on basic programming (up to \$712 mil-

lion in 1988), the percentage spent has actually decreased from 65% to 53% when compared to net revenue growth, which went from \$522 million in 1984 to an estimated \$1.335 billion this year, according to Gerbrandt.

The types of new programming to exploit were a point of some contention among the day's speakers. For Herb Granath, president of Capital Cities/ABC Video Enterprises, which runs cable sports channel ESPN and also holds interests in the Lifetime channel, "From our point of view there is room for a great number of networks targeting specific demographics."

Comcast Executive Vice President Brian Roberts said, however, while he agreed generally on the need for specialized niche services, programming preference studies have shown that viewers want to see more of the movies and sports offered by general entertainment channels and "at the end of the day, that's what people are watching."

Added Kay Koplovitz, president and chief executive officer of the USA Network, "The strength of cable is being able to offer a whole spectrum, from very narrow niche services like C-SPAN to the broadest based cable networks."

Those views are good news for McGuirk, whose company is planning next October to launch its entertainment channel, Turner Network Television, which will make extensive use of the company's MGM film library, especially in its early days, adding NBA basketball when it reaches the 30-million subscriber level.

But a warning came from Rainbow Programming President Marc Lustgarten, who said cable faces a "pitfall" in developing programming alternatives to broadcasting: "What drives advertising are eyeballs, while cable operators want perceived value. The more we go for eyeballs, the lower will be the perceived value."

Another issue that separated the speakers was whether cable's programming should be exclusively its own. Koplovitz, who called cable industry purchases of successful off-network programs "a sea change," argued that the industry "should make no apologies for buying off-network."

J.C. Sparkman of Tele-Communications Inc. noted, however, "We'd like to see cable-exclusive programming. Our main concern is the perception of the customers watching a program on cable, then a month later seeking a promotion for the same show on broadcast. This time frame of the window is a big concern of mine. Unless the customer believes the value is there, do they believe it is worth that amount of money each month?"

Tom Freston, president of MTV Net-

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works, added: "The real issue for the cable industry is one of creative leadership. If we intend to level the playing field, it is incumbent on us to produce more programs." But he also said his company has no problem selling one of Nickelodeon's most successful products, children's game show *Double Dare*, to broadcast syndication after a two-year run on the network, since profits flowing back to the channel from syndication will allow it to double the service's program budget this year and add four or five new shows.

One problem faced by any new channel trying to gain access to cable audiences is where to find the space on individual cable systems that are already fully programed. Bob Weisberg, president of the Nostalgia Channel, said the service for 45-year-old-and-older audiences already has 3.5 million subscribers and expects over five million by 1989, but added "the only issue we find to be a problem is channel capacity."

Another consideration, said Jerome Lehman of the to-be-launched life-styles/health-fitness channel, You-TV, is that increasingly, multiple system operators are no longer as willing to pay subscriber fees to carry new channels.

"I hope the smaller services can operate with less than 100% coverage," added Comcast's Roberts, "because that's the reality. It's a different set of economics today."

The changing landscape for basic cable also affects pay television, the service that drove industry growth into the early 1980's, but suffered several years of flat or declining growth.

Some of the panelists, including Rainbow's Lustgarten, expect less distinction between pay and basic in the coming years. Jeff Reiss, president of pay-per-view service, Request TV, suggested that secondary pay movie services, such as The Movie Channel and Cinemax, may become pay-basic hybrids, carrying advertising and included in the basic package as "super basic" services.

Former Showtime head Jules Haimowitz, now president and chief executive officer of programmer Aaron Spelling Productions, said of pay channels The Movie Channel and Cinemax, "Unless they fully differentiate and become exclusive, they will disappear in the next five years."

Home Box Office President Joe Collins said he did not see "any scenario now or in the future by which we'll take advertising" for either HBO or Cinemax. He added that while Cinemax has been "declared dead" several times in recent years, it now has more than five million subscribers and is "very healthy, growing and profitable." Of HBO, he said: "It's not 1979 again, but the growth is very healthy."

Showtime/The Movie Channel President Tony Cox left the door open on the advertising issue, explaining: "I don't see it happening soon, but given the health of basic, with its two streams of revenue [advertising and subscriber fees], I wouldn't rule it out for one or five or six years down the road."

Cox added that pay cable's return to growth in 1987 was in part due to effects of cable deregulation. "The deregulation of basic was important because for years pay had

to artificially carry the burden of rate increases for the industry. So I was delighted to see a more rational pricing structure."

He also said that if parent company Viacom sells equity in Showtime to help pay off debt from its acquisition by National Amusements last year, it would be more strategically served by a deal with cable operators than with program suppliers. "The first choice is to bring in cable operators, because that would enhance the distribution of the product in the marketplace. It would more likely be felt at bottom line than a tie with program producers."

Pay-per-view is another factor which may ultimately affect the positioning of the pay channels, particularly if growth estimates given by Request TV's Reiss are realized. According to Reiss, two years after launch

of his channel, addressable homes now total 11 million-12 million and the number of active PPV homes is approximately seven million-eight million, a growth pattern which he said exceeds that shown by HBO at the comparable stage of its development.

The ease of ordering by PPV has also been advanced with simpler phone approval technology, so-called ANI (automatic number identification), which he said raises per-household per-month buy rates from the typical 10%-20% to 40%-60%. Reiss added ANI technology was in 140,000 homes at the end of last year, is now in 300,000 homes and is expected in 500,000 homes by next June. Additional panelists were David Meister of Financial News Network, Ted Deikel of Cable Value Network and David Lockton of Interactive Game Network. □

Changing Hands

KFGO-AM-FM Fargo, N.D. □ Sold by Communications Properties Inc. to Fargo/Great Plains Broadcasting Inc. for \$6.1 million. **Seller** is Dubuque, Iowa-based group of three AM's and three FM's owned by Phillip Kelley and Richard Voight. Voight will retain 10% interest in stations. **Buyer** is owned by Pierce McNally and Charles Burns, principals in Dunmore Capital Group Inc., Minneapolis-based investment capital firm, and Frederick Wall, Minneapolis-based investor, none of whom have other broadcast interests. **Broker:** Blackburn & Co.

WIZN(FM) Vergennes, Vt. □ Eighty percent sold by Radio Vergennes Inc. to Deer River Group Inc. for \$2.35 million. **Seller** is owned by Arthur J. Levine, who has no other broadcast interests and will retain 20% ownership. **Buyer** is owned by Robin B. Martin and Jay A. Williams, who also own WFGL(AM) Fitchburg and wxLO-FM Worcester, both Massachusetts. WIZN is on 106.7 mhz with 50 kw and antenna 373 feet above average terrain.

WATK(AM)-WRLO-FM Antigo, Wis. □ Sold by Ni-

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TV network revenues: Fourth quarter 1987 versus 1986

Television network net revenue for ABC, CBS and NBC for fourth-quarter 1987 time sales was up more than 7% over the same period in 1986, reaching more than \$2.1 billion dollars, according to unaudited data gathered by Arthur Young and Co. For the full-year 1987, ABC, CBS and NBC showed three-network net revenue from time sales up

only 1.88% to \$6.8 billion (BROADCASTING, March 21).

Fourth-quarter prime time net revenue was up more than 9%, while late night showed nearly 17% growth, news nearly 8% and sports 6%. Daytime was up just over 2%, while the children's category was off less than 1%.

(Add 000)

	Prime Time	Late Night	Daytime	Children	Sports	News	Total
Revenues from client-supplied programing							
1986	\$5,429	\$0	\$0	\$0	\$160	\$0	\$5,589
1987	8,365	0	0	0	2,942	0	11,307
% increase (decrease)	54.08	0	0	0	1,738.75	0	102.31
All other gross revenues from time sales							
1986	1,024,601	89,977	1,352,769	61,617	564,874	216,386	2,310,224 *
1987	1,118,478	105,481	360,696	61,310	595,562	231,125	2,472,652 *
% increase (decrease)	9.16	17.23	2.25	(0.50)	5.43	6.81	7.03
Total gross revenues from time sales							
1986	1,030,030	89,977	352,769	61,617	565,034	216,386	2,315,813
1987	1,126,843	105,481	360,696	61,310	598,504	231,125	2,483,959
% increase (decrease)	9.40	17.23	2.25	(0.50)	5.92	6.81	7.26
Less advertising agency commission							
1986	152,128	13,298	52,564	9,261	84,461	34,182	345,895
1987	168,682	15,803	53,643	9,156	89,081	34,454	370,819
% increase (decrease)	10.88	18.84	2.05	(1.13)	5.47	0.80	7.21
Total net revenues from time sales							
1986	877,902	76,679	300,205	52,356	480,573	182,204	1,969,918
1987	958,161	89,678	307,053	52,154	509,423	196,671	2,113,140
% increase (decrease)	9.14	16.95	2.28	(0.39)	6.00	7.94	7.27

Note: Fourth-quarter revenues were reported by two networks on a 13-week basis and by one network on a 14-week basis. This reflects each network's fiscal reporting and their books of account.

*Includes \$11,170,000 in color insertion revenues for 1986 fourth quarter and \$20,713,000 for 1987 fourth quarter.

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colet Communications to Ad-Mark Communications Inc. for \$1,250,000. **Seller** is owned by Roger Utneher and his wife, Mary Jo. It also owns WERL(AM)-WRJO(FM) Eagle River, Wis. **Buyer** is principally owned by Jeffrey Wagner, stations' sales manager. WATK is daytimer on 900 khz with 250 w. WRLO-FM is on 106.3 mhz with 100 kw and antenna 542 feet above average terrain.

WJMA(AM)-WVJZ(FM) Orange, Va. □ Sold by Solomon and Lowe Communications to Radio Virginia Ltd. Partnership for \$850,000. **Seller** is principally owned by Digby Solomon, who also owns WSPV(FM) Buffalo Gap, Va. **Buyer** is owned by Carl Hurlebaus, who also owns WGRQ(FM) Colonial Beach, Va. WJMA is on 1340 khz full time with 1 kw. WVJZ is on 96.7 mhz with 2.7 kw and antenna 343 feet above average terrain. **Broker: Blackburn & Co.**

WJXL(AM) Jacksonville, Ala. □ Sold by HMS Broadcasting Co. of Jacksonville, Ala., to Bussey-Hayes Communications Inc. for \$800,000. **Seller** is owned by Robin H. Mathis, who has no other broadcast interests. **Buyer** is owned by William E. Bussey Jr., station's general manager, and Troi L. Hayes, sales manager. It has no other broadcast interests. WJXL is on 810 khz with 50 kw day and 500 w night.

WTRL(AM) Bradenton, Fla. □ Sold by Highlands Communications Inc. to Biscayne Broadcasting Co. for \$700,000. **Seller** is owned by Don Zinke, who has no other broadcast interests. **Buyer** is principally owned by Anthony A. Lupo, who also has interest in WLQY(AM) Hollywood, Fla. WTRL is on 1490 khz full time with 1 kw. **Broker: Stan Raymond & Associates.**

KCIW-AM-FM Wickenburg, Ariz. □ Sold by Consolidated Communications Network Inc. to

Kenyon Communications Inc. for \$458,000. **Seller** is owned by Rick Shaffer, who also owns KBCR(AM)-KSBT(FM) Steamboat Springs, Colo. **Buyer** is owned by Willard F. Lochridge and his wife, Suzy. Lochridge is New York-based investor with no other broadcast interests. KCIW is daytimer on 1250 khz with 1 kw. KCIW-FM is on 105.5 mhz with 3 kw and antenna 328 feet above average terrain.

KLAD-AM-FM Klamath Falls, Ore. □ Sold by Norman and Donald Rogers, to Gary Todd for around \$250,000. **Sellers** have no other broadcast interests. **Buyer** is 20-year veteran morning personality on WIBC(AM) Indianapolis. He has no other broadcast interests. KLAD is on 960 khz full time with 5 kw. KLAD-FM is on 92.5 mhz with 30 kw and antenna 2,188 feet above average terrain. *Broker: Blackburn & Co.*

For other proposed and approved sales see "For the Record," page 70.

Bigger bite. Cable system operator Tele-Communications Inc. has boosted its holdings in United Cable Television from 23.7% to 45.9% with purchase of 8.65 million shares at \$33.25 per share. United Cable earlier this month agreed to merge with cable system-theater operator United Artists Communications Inc. (BROADCASTING, March 14), and increase in TCI's holdings means largest MSO will own more than 60% of merged company. TCI had already owned 65.5% of UACI.

□

Scripps offering. E.W. Scripps, parent of Scripps Howard media group, plans initial public offering of Class A common stock in April. According to company, offer of limited voting stock will provide it with additional resources for growth and future liquidity for members of Scripps family who will control company when current shareholding trust terminates on death of last of four children of Robert P. Scripps, son of E.W. Scripps. Offering will not affect publicly traded status of 80%-owned Scripps Howard Broadcasting Co., company said.

TVX expands board to include financial backers

Addition of three directors from Saloman Brothers is aimed at helping refinancing

TV station owner TVX Broadcast Group has added three Salomon Bros. managing directors to its five-member board and hopes the move will help it refinance the \$248-million Salomon bridge loan used last year to buy five Taft Broadcasting independent TV stations.

Salomon has also moved to ease the ongoing drain of the loan by eliminating interest on the debt, which TVX has been unable to refinance because of difficulties in placing high-yield, high-risk junk bonds or in selling equity holdings in the Virginia Beach, Va.-based company. The repayment deadline was extended for the third time, to April 30.

TVX owns 11 independent stations in markets including Philadelphia, Fort Worth, Washington, Houston and Miami. But the company has so far been unable to sell any of those it said last January it might trade to help strengthen chances of refinancing. The company had already been trying to sell some of its smaller stations since last year to meet separate debt amortization payments.

Salomon's Charles Phillips, one of the three new board members along with the investment firm's Dennis Bovin and John Schlesinger, said "the existing management has done a first-rate job in running these stations in a difficult environment."

He added, however, that his company has a "keen interest in resolving the company's impermanent financing." Salomon has not exercised any of its convertible securities in TVX, but if it did, along with other options, it would hold more than 50% of the company.

TVX President Tim McDonald said the addition of the board members from Salomon, which can add a fourth if it desires, is

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to bring the investment bank's "solid, creative expertise" to the company formally, but will not extend Salomon's existing oversight of the broadcaster's fiscal health. McDonald also indicated the move will not represent a shifting of control in the management of the company.

McDonald added: "We're not going to fire-sale our stations or sell assets at less than their value." He said the company had been approached on the sale of several properties and there were ongoing discussions regarding several, with serious talks for a couple of stations.

Salomon's Phillips acknowledged, however, the market for independent stations, particularly in medium-sized cities, is "less good" than 12 months ago and there is "no reason to think" it will get better in the next year. □

Big five TV sellers. Advertisers in five different categories of products spent more than \$1 billion in network, spot and national syndication advertising during 1987, according to research by the Television Bureau of Advertising. Advertisers of food and food products, investors of \$2.65 billion in 1986, led the field a second year in a row, spending \$2,656,532,800 in 1987. Automotive products saw the largest increase in 1987, spending \$2,181,673,600—16.6% higher than in 1986. Restaurants and drive-ins spent \$1,311,883,600 in 1987, up 10.1%; toiletries and toilet goods TV advertising totaled \$1,237,488,600 in 1987, up 3.8% over 1986, and proprietary medicines totaled \$1,041,556,400, up 9.8%. □

Claims cleared up. Three of four television advertisers challenged through National Advertising Division of Council of Better Business Bureaus Inc. cooperated with NAD by modifying or discontinuing claims last month. Pantron I Corp. discontinued half-hour cable TV "advertorial" claiming Helsinki Formula shampoo reduces hair loss. Kellogg Co. modified Special K breakfast cereal ads, no longer addressing message to persons on severe, calorie-restricted diets; The Mennen Co., due to insufficient number of brand comparisons, replaced ad theme claiming Speed Stick antiperspirant "gives 110%." Submitting independent taste test, fourth advertiser, Coca-Cola Co., substantiated claim that soft drink, Mello Yello, tastes better than Mountain Dew.

Cablecastings

Shopping trade-out

Home Shopping Networks has begun a trade-out advertising policy with cable operators, whereby HSN provides time on its broadcast stations for cable operators to advertise in exchange for the operator's cross-channel avails. "This is a way for us to entice cable operators to use their

advertising time more aggressively to promote HSN to their benefit and to our benefit," said Scott Campbell, senior vice president, affiliate relations, "and use our broadcast stations to reach nonsubscribers.

"The best advertising we can do," he added, is on cable systems or on HSN's owned television stations. "We want to get

as many cross-channel avails in use on cable systems as we possibly can," Campbell said. The advertising time exchange helps cable operators in two ways, he continued. The operators "are able to do broadcast advertising that they can't normally do," he said, and the "advertising on cable systems encourages people to buy from Home Shopping Club." New club members and increased sales benefit the local operator because HSN rebates a certain percentage of revenue to him. HSN has just begun to inform affiliates of the policy, Campbell said.

HSN also said last week it had contracted with The Signature Group to offer insurance products and consumer clubs through HSN. The two companies will jointly develop programs for the service including hospitalization plans, life and disability insurance. Signature also will work with HSN to offer travel benefits to HSN viewers, including emergency road service, trip routing, travel discounts and free travelers checks.

Futurist

John Hendricks, chairman of the Discovery Channel, gazed into cable programming's crystal ball as part of a speech before the Washington Metropolitan Cable Club last week, and gave a provocative account of what the future of television may hold.

Hendricks speculated that as the broadcast networks' share of viewing continues to drop, the weakest of the three "might, with its back in the corner, make a strategic step to dramatically differentiate from the other two in a desperate last-ditch attempt to lay permanent claim to a reliable 10-to-15-share audience group." And it was his guess it would be a "high-quality [programming] move."

Second, Hendricks predicted a shakeout in independent television. "The lazy among the independent broadcasters will look to the government for help," he said, "but did

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Mutual interests. HBO Chairman Michael Fuchs (r) and Massachusetts Senator John Kerry (D-Mass.) (l) who have had differences of opinion over HBO's now-shelved proposal on wireline exclusivity, were on the same wavelength last week in Washington at HBO's screening of *Dear America, Letters Home From Vietnam*. The 90-minute documentary, which will run on HBO on April 3 at 9 p.m., is a compilation of letters written home by soldiers and read by professional actors. Music from the Vietnam era serves as a backdrop to the images in the documentary of news footage and home movies shot by those in Vietnam.

Prior to the screening, Welcome Home Inc. distributed \$1.5 million to 23 veterans organizations. The money stemmed from contributions made during HBO's cablecast of the "Welcome Home" concert last July 4 from the Capitol Center in Landover, Md. Kerry, chairman of the Vietnam Era Veterans in Congress Caucus, said he was "extremely grateful to HBO" for its work on behalf of Vietnam veterans. Fuchs said *Dear America* "has been part of an ongoing commitment by HBO to acknowledge and honor the tremendous debt this country owes our Vietnam veterans."

Kerry and Fuchs have exchanged letters in the past six weeks concerning HBO's wireline exclusivity proposal, with the senator concerned about the pay service's policy in dealing with other technologies, such as MMDS. But HBO has since withdrawn its exclusivity proposal from the market, due to lack of cable operator response, and that, coupled with the answers provided by HBO President Joseph Collins during the cable hearings held by Senator Howard Metzenbaum two weeks ago (BROADCASTING, March 21), have satisfied Kerry at the moment. Collins told Metzenbaum that HBO would deal with MMDS operators as long as the bills are paid and the signal is not pirated.

the government step in to save Spotlight or Satellite News Channel?" The "clever and bold" independents will survive, Hendricks said, but the shake-out will give "rise to a new national syndication business that will provide 12-to-24-hour daily packages for vertically programed independent broadcasters." And when the broadcasters bail out, Hendricks said, "I want to be there for the fire sales. The Discovery Channel might pick up its dozen [stations] and so might Nickelodeon, Rainbow, BET, USA, HBO and CNN," he said. Home Shopping Network, with its purchase of independent broadcast stations, has already accomplished that, in effect, he said. C-SPAN could be programed for 12 hours on the stations, said Hendricks, to serve the public interest and placate Congress. The other 12 hours could be devoted to showing cable programing and urging viewers to subscribe. "The consumers would benefit," said Hendricks, "because the programing would certainly be better than that offered by the former license holders." He even had a name for the lineup: The National Teaser Network. "Think about it...It just might be part of broadcast television's future," he said.

Hendricks said consumers have demonstrated "an obsession with television picture clarity" and "a reluctance by the consumer to fully embrace interactive communications technology that can keep the consumer home-bound." That bodes well for high-definition television, which he predicted cable operators would initially embrace with two channels, one a movie service and the other a hodge-podge of basic cable programing. As in other areas, whoever gets there first, said Hendricks, will enjoy "a tremendous advantage in distribution as history has taught us."

Hendricks predicted there will be a shake-out among home shopping and the pay-per-view services. He said the industry also might focus its resources on two entertainment channels and five differentiated niche services "in an attempt to dramatically improve programing quality."

Wonderful world of syndex

In a case apparently evidencing an internal mixup at Buena Vista Television (BVT), California Superior Court Judge Joseph R. Kalin has ruled that BVT, Walt Disney Co.'s

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Coastal California
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FM/AM-Top Ratings
\$1.6MM Total

ELLIOT B. EVERS
415-391-4877

Midwest TV Network Affiliate
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asking \$6.5MM

BRIANE COBB
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or
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214-869-7643

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has acquired through merger

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We acted as financial advisor to National Amusements, Inc. in this transaction, provided a forward underwriting commitment for the Senior Subordinated Discount Debentures, advised on and executed a \$1.5 billion hedging program as to the senior bank debt and assisted in the negotiations.

Merrill Lynch Capital Markets

Westwood One, Inc.

has acquired the Common Stock of

National Radio Network, Inc.,

The Source, Inc.

and

Talknet, Inc.

together constituting the NBC Radio Network from

National Broadcasting Company, Inc.

We acted as financial advisor to Westwood One, Inc. in this transaction and assisted in the negotiations.

Merrill Lynch Capital Markets

ML Media Partners, L.P.

has acquired the assets of

WREX-TV Rockford, Illinois

from

Gilmore Broadcasting, Inc.

We acted as financial advisor to ML Media Partners, L.P. in this transaction.

Merrill Lynch Capital Markets

ML Media Partners, L.P.

has acquired the assets of

KATC-TV Lafayette, Louisiana

from

Loyola University

We acted as financial advisor to ML Media Partners, L.P. in this transaction.

Merrill Lynch Capital Markets

medium acquisitions.

Panavision, Incorporated

has been acquired by

Lee International PLC

*We acted as financial advisor to
Panavision, Incorporated in this transaction
and assisted in the negotiations.*

Merrill Lynch Capital Markets

Certain Shareholders of
StarGroup Communications, Inc.

*have sold Common Stock of the Company
in a Private Transaction to*

TranSales, Inc.

an affiliate of

The United Stations Companies

*We acted as financial advisor to
StarGroup Communications, Inc. in this
transaction and assisted in the negotiations.*

Merrill Lynch Capital Markets

ML Media Partners, L.P.

has acquired the assets of

WEBE-FM, Westport, CT

from

108 Radio Company Limited Partnership

*We acted as financial advisor to
ML Media Partners, L.P.
in this transaction.*

Merrill Lynch Capital Markets

Tri-Star Pictures, Inc.

*has issued approximately 75 million new common shares in order to
effect a combination with the entertainment business of*

The Coca-Cola Company

The combined corporation will be known as

Columbia Pictures Entertainment, Inc.

*We acted as financial advisor to
Tri-Star Pictures, Inc.
in this transaction.*

Merrill Lynch Capital Markets



Merrill Lynch

television syndication division, cannot withdraw its *Wonderful World of Disney* from noncommercial stations WEAO(TV) Akron and WNEO-TV Alliance, both Ohio. Kalin also ruled that those stations, both run by a consortium of the University of Akron, Kent State University and Youngstown State University, would suffer irreparable harm from losing the program, according to WNEO president and general manager, Torey Southwick.

BVT's Chicago office, said Southwick, contracted with his stations for exclusivity in Youngstown and Akron, while its New York office contracted with WOIO(TV) Shaker Heights, Ohio (a Cleveland suburb), for exclusivity in Cleveland and Akron. Once the market overlap was called to its attention, Southwick said, BVT attempted to

withdraw its WEAO contract, but the public stations took BVT to court. The mixup is "a case where we thought we had exclusivity for it, and then a second deal was made," said WOIO program director, Richard Sullivan. "We're paying cash for it," he said, "but we haven't aired it yet." Buena Vista declined comment.

Double duty

Peter Barton, president of the Cable Value Network, is rejoining Tele-Communications Inc. as senior vice president, but will continue to be responsible for affiliate relations and marketing of CVN. Barton "will have dual responsibilities" at both companies, said CVN Chairman Ted

Deikel. He said Barton had wanted to return to TCI to work on deals. He will also oversee TCI's various shopping investments.

TCI owns 15% of CVN and it and its affiliates have substantial interests in other home shopping ventures, including QVC Network and the Fashion Channel. There is discussion within the industry about combining some of those channels, and it is expected Barton would be in the middle of those talks.

Mitchell Joelson has been serving as president of CVN for a number of months, said Deikel, and he will continue to supervise internal company functions. Deikel said he will join Barton in taking a more active role in the "outside" duties of the company.

Technology

Bellcore shows off new sides of new technologies

Among applications of HDTV and digital fiber optic transmission: medical imaging and education

High-definition television was among the topics last week of a three-hour public demonstration of technologies being studied by

Bell Communications Research (Bellcore). The purpose of the HDTV demonstration was "to allow the press, some of the FCC staff, plus any members of Congress that want, to come see some of the potential . . . from the entertainment and, equally important, from the business applications,"

Bellcore's Stagg Newman told BROADCASTING.

No members of Congress were in the audience, according to Bellcore officials, but the demonstration at the J.W. Marriott hotel in Washington last Wednesday (March 23) attracted staff members from several congressional offices as well as more than 50 attendees from the FCC and other related regulatory agencies.

Mixing of the technologies of HDTV and digital fiber optic transmission will be a tool not only for entertainment but also for business applications, such as medical imaging and education, Newman told the audience. Bellcore's goal, he said, is to create "a communications highway"—a television network of fiber optic landlines to deliver high-definition pictures and sound to homes and offices.

Newman compared the state of video transmission today with voice transmission over 100 years ago when the telephone was invented. When Alexander Graham Bell spoke over the first telephone to his assistant, his words were nearly indecipherable, Newman said. Today voice transmission is clear enough for an individual's voice over telephone lines to be recognized from great distances and for data to be transmitted digitally to computers by telephone. Implementation of HDTV over a fiber optic network would represent that kind of improvement. "Today, we want the same access to visual and data information as we do with voice transmission with the same quality," Newman said. The eye, he said, will be able to take in much more information than the ear with the advantages HDTV has to offer over NTSC: sharper resolution, richer color, wider screen and better sound.

In the entertainment field, high-definition will do "for the visual experience what CD's [compact disks] do for the audio experience," Newman said. But beyond that, he said that the business applications are equal-



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Our newest associate, W. Donald Roberts, Jr., the president of Roberts Broadcasting, Inc., has joined us and directs our Southeast/Florida Office. Roberts Broadcasting is the owner of WJMS/WJMI, Ironwood, Michigan, and WJMT/WMZK, Merrill, Wisconsin. Roberts also served as president of WENE, Inc. (radio stations of WENE/WMRV, Endicott, NY) which were sold earlier this year and has overseen other broadcast groups and stations. He formerly spent eleven years with Peters Griffin Woodward Television and was Mid-West Sales Manager for them.



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Picture quality and screen sizes of NTSC (l) and HDTV receivers were compared during the Bellcore demonstration.

ly important. He used the medical profession, where NTSC video and transmission are of no use because of low resolution, as an example. A high-definition camera could be a powerful educational tool with complicated surgical operations recorded for study by doctors and medical students. Physicians could make "remote diagnoses," he said, by

receiving HDTV transmissions of examinations in progress.

Another business that could benefit would be TV advertising. More than 80% of all commercials are produced on film because video quality is considered too poor, he said. But the convenience of instant playback is among the benefits that are prompt-

ing many production companies doing commercials to look at HDTV. Although no broadcasters will seriously consider buying HDTV cameras, videotape machines, graphics equipment and other gear for a number of years, production houses have already begun to buy, Newman said.

Bellcore has determined that a 1,125-line 60-hertz HDTV signal could be transmitted by fiber at a rate of 130 megabits per second or compressed to 8 mhz for transmission on coaxial cable. He stressed that digital fiber will likely be only one way of transmitting high-definition in the future. Coaxial cable, direct broadcast satellites and terrestrial broadcast will each "have a place and each will be needed," he said.

Newman also said that Bellcore does not advocate the Muse transmission system developed by Japan's NHK network over any other proposed HDTV transmission system. But he urged Congress, the regulatory branches of government and private industry to recognize the potential of HDTV technology and push for the soonest possible implementation of an advanced TV system. □

Advanced TV center founders meet to set priorities

Choice of executive director tops list; Chaseman to chairman

Representatives of the seven founding broadcast companies and associations of the Advanced Television Test Center (ATTC) met for the first time in Washington to decide the next step in creating a facility to test the candidates for the next U.S. broadcast transmission standard. Finding an executive director of the center was given first priority, and a search committee was formed for that purpose.

The announcement was made last month that ATTC would be formed as an impartial body to test the various proposed systems for transmitting advanced television signals (BROADCASTING, Feb. 22). Results of ATTC tests will be provided to the Advanced Television Systems Committee and the FCC's Advanced Television Systems (ATS) Advisory Committee.

Also accomplished at the March 22 meeting was the election of board officers. Joel Chaseman, who took a key role in convincing the seven organizations to form ATTC, was named chairman of the new group. Chaseman is chairman and chief executive officer of the Post-Newsweek Stations, Washington, and vice chairman of the Association of Maximum Service Telecasters (AMST). Richard Green, senior vice president, broadcast operations and engineering, Public Broadcasting Service, was named vice chairman of the group. Samuel Antar, vice president, law and regulation, Capital Cities/ABC, will serve as secretary/treasurer.

Six of the seven organizations also named two permanent board members to represent them at future meetings. They are: Antar and Robert Niles, vice president and director of engineering, CapCities/ABC; Preston

Padden, president, Association of Independent Television Stations, and James Hedlund, vice president, government relations, INTV; Chaseman and Bud Williamson, president, WKBW Broadcasting Corp., Youngstown, Ohio, and board member, AMST; George Vradenburg III, vice president and general counsel, and Joseph Flaherty, vice president and general manager, engineering and development, CBS; John Abel, executive vice president, operations, and Daniel Gold, HDTV task force chairman, National Association of Broadcasters; Green and Paula Jameson, senior vice president and general counsel, PBS. Gold, president and chief executive officer, Knight-Ridder Broadcasting, serves with Chaseman on the FCC's ATS "blue ribbon" advisory panel.

NBC named one of its two representatives to the board, Thomas Rogers, VP, policy planning and business development. Michael Sherlock, president, operations and technical services was mentioned as likely

to serve as the second board member.

Chaseman named NAB's Abel to head the committee to search for an executive director. "We have some applications already but we're probably going to take some advertising," Abel told BROADCASTING. The committee will try to narrow the list "to three or four high-quality candidates that we can bring to the full board," he said. The next meeting of the board is tentatively planned for the end of April, depending upon the search committee's progress.

The PBS proposal to locate the center in the same Alexandria, Va., building with its headquarters ("Closed Circuit," March 14) was discussed at the meeting as "one way to go," Chaseman said. But it is too early to make that decision "before we know the extent of the testing and the size of the staff, what we're going to need in the way of hardware and how much we're going to job out," he said.

The scope of the group's work will determine whether there is more need for labora-



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Independent UHF, top 40 ADI, \$5.0 million
Carolina coastal FM with C2 upgrade, \$2.5 million
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tory space or office space. Whether the center will conduct much of the testing itself or act as a central clearinghouse of information, contracting much of the testing to out-

side labs, will be left to the executive director. "We don't want to preempt whomever we select in making some of the key decisions," Chaseman said. "We don't want to

present that person with a *fait accompli* in terms of staff, space and direction because we hope to be able to hire somebody who's very able to decide those things." □

In Sync

Hot property

Soon after making an April 10 appearance at the National Association of Broadcasters Convention in Las Vegas, President Ronald Reagan will talk to a gathering from the consumer electronics industry. The President will speak at a black-tie dinner on April 19 during the Electronic Industries Association's annual spring conference. Other speakers at the conference, at Washington's J.W. Marriott hotel, April 18-20, will be: Senator Donald Riegle (D-Mich.), chairman, Senate Science, Technology and Space Subcommittee; Beryl W. Sprinkel, chairman, President's Council of Economic Advisors, and F. Allan McArdor, administrator, Federal Aviation Administration.

Conventions by computer

Broadcasters with computers are being

provided with an electronic bulletin board service with general media information for this summer's political conventions. AV-Sync Atlanta is offering the free service to coincide with July's Democratic national convention in Atlanta and the Republican national convention in New Orleans in August. The information now available from the system ranges from Atlanta frequency coordination and satellite angles to hotel lists and Atlanta and New Orleans topographical information. New Orleans frequency coordination information will be added to the system later. The service can be accessed now through the end of the Republican convention by calling (404) 320-6202 between 8 a.m. and 7 p.m. NYT. The codes are: US (first name); CON (last name), and NOW (password), with convention information found under Conference 6. Baud rates are 300, 1,200 and 2,400 with settings of N-8-1.

More questions than answers

Comments from the broadcast community to the FCC were mostly negative on a proposal to set aside exclusive national use of one-half mhz of spectrum space between 216 mhz and 222 mhz for an interactive television system. The technical information in the petition filed by TV Answer Inc., McLean, Va., was said to provide inadequate assurance that interference to the VHF TV band would not occur if the system were implemented. TV Answer responded to the objections by filing a request to extend the deadline for reply comments by 60 days, from March 16 to May 16, to complete system tests now being performed.

The TVAnswer system, as explained in a petition to the FCC last December, would allow home viewers to communicate with a central computer through impulses sent by small transmitters on top of their TV receivers (BROADCASTING, Jan. 11). The transmissions would be interpreted as yes or no answers for televised surveys, home shopping programs and other interactive applications.

The main concern of the National Association of Broadcasters is that interactive impulses carried in spectrum allocated between 216 mhz and 222 mhz—which is between the UHF and VHF bands—could cause adjacent channel interference with VHF channel 13. NAB also claimed that potential mixing of frequencies in that spectrum could lead to intermediate frequency (IF) interference with TV channel 10. Unanswered questions about how the system would be affected by multipath and how the TV Answer box would interface with home receivers, VCRs, cable converters and other electronic equipment placed near TV sets were also listed by NAB. The commission was asked "to deny the petition unless these concerns are satisfactorily addressed in a supplemental petition."

The Consumer Electronics Group of the Electronic Industries Association (EIA/CEG), agreed that "TV Answer's petition lacks essential information concerning the potential for interference to present and future television broadcast services." While sharing NAB's concern over potential IF and adjacent channel interference in the VHF band, EIA/CEG claimed that a future advanced television system "may make greater use of the active picture area than does the NTSC system." Therefore, the potential for interference could increase if the commission were to replace NTSC with a new television transmission standard, EIA/CEG said.

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federal, and in many cases, state governments. Yet PBS informs me that 181 stations have been dropped by cable systems. I will concede some extenuating circumstances for some stations, but overall the effect has been harmful. Public stations feel and are desperately threatened by no must carry. They should not have to depend upon plea bargaining or the generosity of a local cable company to reach the audience they are officially licensed by the government to serve. Substantial or predominant government interest? How can anyone say no!

There should be little doubt that the continued viability of independent stations that provide local news and public affairs different from network affiliates' constitutes a substantial government interest. Again, isn't there an inherent, not only substantial but essential, government interest in all stations being able to serve the audience they were licensed to serve by the governments? Twenty seven independent stations are now in Chapter 11. The trend is growing. Is it caused by no must carry? No, not completely and in some cases not at all. But the no must carry threat or actuality is a contributing cause. Banks would be reluctant to loan money to stations with no must carry. Will the independent stations' viability be threatened by no must carry at any time? The answer has to be a resounding yes. To any practical businessman, or to any fair-minded body, no must carry or the threat of it can only aggravate an already economically pressed local independent service.

Cable operators are now aggressively competing with broadcasters for the advertising dollars that support free programming available to the public on TV stations. According to authoritative sources, cable advertising revenues in 1987 were over a billion dollars—and cable advertising is a relatively new phenomenon with great future growth. One study projects cable advertising revenue growth at a compounded annual rate of 18.5%.

The potential scenario for a no must carry communications market is nothing but disastrous for local broadcast service and eventually for continued free major sports events and fine quality programs. Let's consider this fictional but very possible operating scenario for an aggressive, but very legitimate, cable operator.

This scenario would be completely legal under the court's inequitable marketplace decision on "no must carry."

Take any large or medium-sized television market. Assume it is 45%-50% cabled.

First, the cable operator could originate, not merely transmit, local news and public affairs. This could be accomplished without any public interest requirements—without any FCC accountability or limitations, the cable transmission pipeline into the home does not require broadcast spectrum.

With its own local CNN type news and public affairs service in place, the cable system would be in a better position and have the legal power to drop most of the local TV signals competing with it for advertising dollars. Cable operators would only be restrained by their own calculation

on how many to drop and how much money advertising profit could accumulate without causing a public outcry or a congressional uproar.

Cable would have the power to drop local independents and replace them with superstations. Perhaps as an act of statesmanship or charity, they would continue to carry some of the struggling, least competitive local independents. Cable also would have the legal right or power to drop local network affiliates and import networks from other cities. This could be promoted as broadening the service. The result? The most productive and profitable semi-monopoly in the 45%-50% cabled portion of the market. With most of the local stations locked out and with cable ostensibly providing its own comprehensive local news, advertisers would be forced to spend a major portion of their advertising and marketing budget on cable. Without cable, the advertiser would be locked out of 45%-50% of the most attractive portion of the market—those able to afford cable, which consists of the wealthier audience with upward mobility and more spendable income.

With huge advertising revenues, cable could well afford the reasonable current copyright fees for importing distant signals.

Cable would thus be in the envious position of having the best of all worlds—fees from subscribers, dramatically increased revenues from advertisers and no public interest or government accountability. It all spells huge profits with unregulated monopoly power!

With no access to the cable half of the market, local stations, specifically licensed by the government to serve the community, would suffer decreased audiences and greatly reduced revenues. The inevitable result? Local stations would not have the economic viability to continue comprehensive or quality local service. Local program choices would diminish and diversity of broadcast ownership would be threatened and in some cases disappear. The FCC's longtime assiduous allocation of broadcast spectrum to serve the public interest would be disrupted or nullified.

Then too, cable, with its lock on the higher income TV audience and with the power to charge for both cable service and advertising, could easily outbid broadcasters for major sports events and the most attractive entertainment programs. In many cases, with concentration of control cable could practically dictate the price to be paid.

This is speculation at this point, but without must carry of upwardly revised copyright fees for all programs, cable has the legal right and cable has the power to make it happen.

The scenario portion of this speech with a cable system potentially dominating the marketplace is speculative at this time. But the fact that cable has the legal right, the power, if you please, to make it happen represents a gross inequity in marketplace competition. I respectfully submit that a more level marketplace playing field is essential to preserve public interests.

Cable, with its unregulated transmission pipeline monopoly lock on 45-50% of the TV audience and its ability to charge for both

cable service and advertising, could easily outbid free broadcasters for major events. With concentration of control, cable could practically dictate program prices. All this would hardly serve the public interest as intended by the Communications Act. Under existing conditions, cable dominance is possible in due time. It could lead to a bonanza for lawyers filing restraint of trade and antitrust suits.

I respectfully suggest that the most practical course of action at this time is for the Congress to hold comprehensive hearings on must carry and perhaps on compulsory license. They could hear all sides, both pro and con, on the cable broadcast issues.

The hearings would merit widespread media coverage. Congress would have a convincing record for the court. The court has traditionally displayed more deference for a congressional record than a regulatory agency record.

As for me, I would testify there is more than a substantial public and government interest in assuring that all people, not only the higher income personages, can continue to see major sports events, movies, and syndicated features on free over-the-air television as intended by Congress.

During my confirmation hearings in March 1974, Subcommittee Chairman Senator John Pastore insisted that I pledge to him that the world series, the super bowls and major sports, news and major entertainment programs will continue to be available on TV free to all the American public.

Now more than ever it is time to re-emphasize the honoring of that pledge.

My longtime association with senators and congressmen led me to believe that the public interest and government interest are inextricably intertwined. Also, I believe the duly elected representatives of the people are the logical and by far the most authoritative source to define substantial government interest.

I'm willing to give odds that the court will show due deference to a congressional record and a congressional finding.

A quote from one of our greatest Presidents seems apt for the cable-broadcasting issue. I'm not a lawyer, so my approach to communications problems is more journalistic than legalistic. Bottom line: I try to determine issues on the basis of practical reason and justice. So I find great solace and guidance in a quote expressing President Franklin Roosevelt's view of the role which administrative agencies should play in government. The president said:

"A common sense resort to usual and practical sources of information takes the place of archaic and technical application of rules of evidence, and an informed and expert tribunal renders its decisions with an eye that looks forward to results rather than backward to precedent and to the leading case. Substantial justice remains a higher aim for our civilization than technical legalism."

All of us applaud the goal of substantial justice. Congress with its varied constituencies, different philosophies and country-wide representation seems to be in the best position to implement substantial justice and define substantial government interest. ■

For the Record

As compiled by BROADCASTING March 16 through March 23 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&B—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; MEOC—maximum expected operation value; mhz—megahertz; mi.—miles; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

Ownership Changes

- WJXL(AM) Jacksonville, AL (BAL880308EC; 810 khz; 50 kw).—Seeks assignment of license from HMS Broadcasting Co. of Alabama to Bussey-Hayes Communications Inc. for \$800,000. Seller is owned by Robin H. Mathis, who has no other broadcast interests. Buyer is owned by William E. Bussey, Jr., station's general manager, and Troi L. Hayes, sales manager. It has no other broadcast interests. Filed Mar. 8.
- KCIW-AM-FM Wickenburg, AZ (BAL880303EE; 1250 khz; 1 kw-D; FM: BALH880303EF; 105.5 mhz; 3 kw; HAAT: 328 ft.).—Seeks assignment of license from Consolidated Communications Network Inc. to Kenyon Communications Inc. for \$458,000. Seller is owned by Rick Shaffer, who also owns KBCR(AM)-KSBT(FM) Steamboat Springs, Colo. Buyer is owned by Willard F. Lochridge and his wife, Suzy. Filed Mar. 3.
- WAPR(AM) Avon Park, FL (BAL880304EC; 1390 khz; 1 kw)—Seeks assignment of license from Florida Broadcasting Corp. to Stevens Communications Corp. for \$100,000. Seller is owned by William A. Stokes, who has no other broadcast interests. Buyer is owned by Wayne Raymond Stenz and Lyle Robert Evans, who also own KIID(TV) Huron, SD. Filed Mar. 4.
- WTRL(AM) Bradenton, FL (BAL880308EF; 1490 khz; 1 kw-U)—Seeks assignment of license from Highlands Communications Inc. to Biscayne Broadcasting Co. for \$450,000. Seller is owned by Don Zinke, who has no other broadcast interests. Buyer is principally owned by Anthony A. Lupo, who also has interest in WLQY(AM) Hollywood, Fla. Filed Mar. 3.
- WCPL(AM)-WLSP(FM) Carbondale, PA (AM: BAL880303GO; 1440 khz; 5 kw-D; FM: BALH880303GP; 94.3MHz; 330W; HAAT: 770 ft.).—Seeks assignment of

license from Lifestyle Production of Pennsylvania to Sage Broadcasting Corp. of Reading, Pennsylvania for \$700,000. Seller is owned by Noble V. Blackwell, who has no other broadcast interests. Buyer is Stamford, CT-based group of 10 AM's and nine FM's headed by Gerald A. Poch, president. Filed Mar. 3.

■ WMQC(FM) Westover, WV (BALH880303GN; 100.9 mhz; 3 kw; HAAT: 198 ft.).—Seeks assignment of license from WMQC Inc. to Tschudy Communications Corp. for total consideration of \$2.3 million. Seller is owned by Carl Clovis, Van Olenhausen and Bob Martin. Also included in sale is WBRJ(AM)-WEYQ-FM Marietta, OH. Sellers will have no other broadcast interests. Buyer is owned by Earl Judy Jr., Robert S. Janney and Joyce Jenkins. It also owns WALI(AM)-WROG(FM) Cumberland, MD, and WSIG(AM) Mount Jackson, VA. Filed Mar. 3.

■ WATK(AM)-WRLO-FM Antigo, WI (BAL880304EA; 900 khz; 250W-D; BALH880304EB; 106.3 mhz; 100 kw; HAAT: 542 ft.).—Seeks assignment of license from Nicolet Communications to Ad-Mark Communications Inc. for \$1,250,000. Seller is owned by Roger Uhtenher and his wife, Mary Jo. It also owns WERL(AM)-WRJO(FM) Eagle River, Wis. Buyer is principally owned by Jeffrey Wagner, stations' sales manager. Filed Mar. 4.

New Stations

FM's

- Brundidge, AL (BPH880310MT)—Ralph W. Black Jr. seeks 94.7 mhz; 3 kw (H&V); 100 m. Address: 714 E. Elm St., Troy, AL 36081. Principal has no other broadcast interests. Filed Mar. 10.
- Brundidge, AL (BPH880310MM)—David G. Holmes seeks 94.7 mhz; 3 kw (H&V); 100 m. Address: 1347 A St. Michael Ave., East Point, GA 30344. Principal has no other broadcast interests. Filed Mar. 10.
- Brundidge, AL (BPH880310MO)—Steve McGowan seeks 94.7 mhz; 3 kw (H&V); 100 m. Address: P.O. Box 6904, Dothan, AL 36302. Principal has no other broadcast interests. Filed March 10.
- Brundidge, AL (BPH880310NF)—Good News Partnership seeks 94.7 mhz; 3 kw H&V; 100 m. Address: 252 Ramage Circle, Brundidge, AL 36010. Principal is owned by E.P. Pruett, Dan A. Easterling, Cheryl M. Savage and Sandra A. White, who have no other broadcast interests. Filed March 10.
- Gifford, FL (BPH880310NL)—Ronnie L. Mayes seeks 94.7 mhz; 3 kw H&V; 100 m. Address: 2815 Horatio St., Unit #2, Tampa, FL 33609. Principal has no other broadcast interests. Filed March 10.
- Gifford, FL (BPH880310NK)—Harlan Communications seeks 94.7 mhz; 3 kw H&V; 100 m. Address: 7150 20th St., Suite G, Vero Beach, FL 32966. Principal is owned by Susan S. Balding and Mary Earman, who have no other broadcast interests. Filed March 10.

■ Gifford, FL (BPH880310NT)—Ronald Crider seeks 94.7 mhz; 3 kw H&V; 100 m. Address: 1768 Coral Way, North Vero Beach, FL 32963. Principal has no other broadcast interests. Filed March 10.

■ Gifford, FL (BPH880310MS)—Molly Beard Broadcasting Ltd. seeks 94.7 mhz; 3 kw H&V; 100 m. Address: 1555 30th Ave, Vero Beach, FL 32960. Principal is owned by Molly Beard, Jerry M. Bellairs and his wife, Vivian. It has no other broadcast interests. Filed March 10.

■ Gifford, FL (BPH880310MK)—Press Broadcasting Co. seeks 94.7 mhz; 3 kw H&V; 100 m. Address: Press Plaza, P.O. Box 880, Asbury, NJ 07712. Principal is owned by E. Donald Lass, Jules L. Plangere Jr., Jules L. Plangere III, Robert E. McAllan and Robert E. Murphy. Filed March 10.

■ Gifford, FL (BPH880310ME)—Jiant Broadcasting Inc. seeks 94.7 mhz; 3 kw H&V; 100 m. Address: 4320 35th Ave., Vero Beach, FL 32960. Principal is owned by Joseph Idlette Jr., who has no other broadcast interests. Filed March 10.

■ Gifford, FL (BPH880310MD)—Gonzo Communications Ltd. Partnership seeks 94.7 mhz; 3 kw H&V; 100 m. Address: 1451 Annecona Ave., Coral Gables, FL 33146. Principal is owned by Mary F. Gonzalez and Raymon Finch Jr., who have no other broadcast interests. Filed March 10.

■ Gifford, FL (BPH880309MB)—Media One Inc. seeks 94.7 mhz; 3 kw H&V; 100 m. Address: 1476 Smuggler's Cove Drive, Vero Beach, FL 32963. Principal is owned by Jeanette Pagano and her husband, James. It has no other broadcast interests. Filed March 9.

■ Gifford, FL (BPH880308MK)—Gifford Orion Broadcasting Ltd. seeks 94.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 542481, Meritt Island, FL 32953. Principal is owned by Tracy A. Moore, who has no other broadcast interests. Filed March 8.

■ Gifford, FL (BPH880309ME)—Mobark Communications. A General Partnership seeks 94.7 mhz; 3 kw H&V; 100 m. Address: 954 N.E. 86th St., Miami 33138. Principal is owned by John E. Morris and Lawrence R. Baker, who have no other broadcast interests. Filed March 9.

■ Gifford, FL (BPH880310NG)—Ana R. Avello seeks 94.7 mhz; 3 kw H&V; 100 m. Address: 221-C-2 Pine Hov Circle, Lake Worth, FL 33463. Principal has no other broadcast interests. Filed March 10.

■ Gifford, FL (BPH880310NH)—Gwendolyn G. Rowland seeks 94.7 mhz; 3 kw H&V; 100 m. Address: 14 Castle Court, Fort Pierce, FL 34949. Principal has no other broadcast interests. Filed March 1.

■ Gifford, FL (BPH880310NJ)—Gifford Radio Associates seeks 94.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 1718, Vero Beach, FL 32961. Principal is owned by Hiram Hendrix, Rebecca D. Hendrix, Fred E. Baker Jr., Bryon D. Blais and his wife, Diane, Harry W. Fersch, Monteen Fersch, Stephen Hale III and Melvin Hill. Filed March 10.

■ Gifford, FL (BPH880309MF)—Ameriwave Inc. seeks 94.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 1796, Boca Raton, FL 33432. Principal is owned by Gene A. Folden, William J. Thompson and William F. Sherry, who have no other broadcast interests. Filed March 9.

■ Downs, KS (BPH880310MW)—Sound Broadcasting Inc. seeks 94.1 mhz; 100 kw (H&V); 302 m. Address: 37 Martin St., Rehoboth, MA 02769. Principal is owned by Dana J. Puopolo and his wife, Nancy, who have no other broadcast interests. Filed March 10.

■ Santa Fe (BPH880310MI)—Jemez Mountain Broadcasters seeks 94.7 mhz; 90 kw (H&V); 629 m. Address: 207 Montoya St., Santa Fe 87501. Principal is owned by Jeffrey R. Kline, who has no other broadcast interests. Filed March 1.

■ Seaside, OR (BPH880310MN)—Seaside Broadcasting Corp. seeks 94.7 mhz; 3 kw (H&V); 100 m. Address: 120 North Roosevelt, Seaside, OR 97138. Principal is owned by Robert Gilbert, Kenneth Karge, Samuel Kirkaldie and Albert Karge. It has no other broadcast interests. Filed March 10.

■ Seaside, OR (BPH880310ML)—Ecola Broadcasting Co. seeks 94.7 mhz; 3 kw (H&V); 54 m. Address: 2724 Highway 101 N, Seaside, OR 97138. Principal is owned by James L. Dennon, who has no other broadcast interests. Filed March 10.

■ Sumter, SC (BPH880310NO)—Mark Brody, d/b/a Sum-



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ter Radio Partnership seeks 94.7 mhz; 3 kw (H&V); 100 m. Address: P.O. Box 411, Sumter, SC 29151. Principal has no other broadcast interests. Filed March 10.

■ Sumter, SC (BPH880310MZ)—Sharon A. Haley seeks 94.7 mhz; 3 kw (H&V); 100 m. Address: P.O. Box 84, Manning, SC 29102. Principal has no other broadcast interests. Filed March 10.

■ Sumter, SC (BPH880310ND)—Adkins & Senter Partnership seeks 94.7 mhz; 3 kw (H&V); 100 m. Address: 18 Warren St., Sumter, SC 29150. Principal is owned by Pam S. Adkins and Lee S. Senter, who have no other broadcast interests. Filed March 10.

■ Sumter, SC (BPH880310NM)—Sumter Radio Partners seeks 94.7 mhz; 3 kw (H&V); 100 m. Address: 201 Oswego Rd., Sumter, SC 29150. Principal is owned by Charles Barton, John Midlen and Kevin Ireland. It has no other broadcast interests. Filed March 10.

■ Sumter, SC (BPH880310MA)—Palmetto Radio Partnership seeks 94.7 mhz; 3 kw (H&V); 100 m. Address: Lot # 11, Midland MHP Broad Street, Sumter, SC 29154. Principal is owned by Darryl R. Vestal, who has no other broadcast interests. Filed March 10.

■ Sumter, SC (BPH880310NS)—Iris Communications Inc. seeks 94.7 mhz; 3 kw H&V; 100 m. Address: 294 Bultman Drive, Sumter, SC 29150. Principal is owned by Leroy Durant, Ruben L. Gray, L.C. Frederick, Wille Singleton Jr., Joseph C. Williams, Ben Griffith, Charles Dawkins, James W. Stover, George E. White Jr. and Ralph W. Canty, who have no other broadcast interests. Filed March 10.

■ Corpus Christi, TX (BPH880310MU)—Barrio Broadcasting Inc. seeks 94.7 mhz; 3 kw (H&V); 100 m. Address: 201 Leming, Corpus Christi, TX 78405. Principal is owned by Hugo Berlanga and Jerry Gonzaba, who have no other broadcast interests. Filed March 10.

■ Corpus Christi, TX (BPH880310NV)—Reina Broadcasting Inc. seeks 94.7 mhz; 3 kw (H&V); 100m. Address: 107 Lost Creek, Portland, TX 78374. Principal is owned by Manuel Davila and family. It has no other broadcast interests. Filed March 10.

■ Corpus Christi, TX (BPH880310NU)—George S. Flinn Jr. seeks 94.7 mhz; 3 kw (H&V); 100m. Address: 188 S. Bellevue, Suite 222, Memphis 38104. Principal has no other broadcast interests. Filed March 10.

■ Camas, WA (BPH880310NN)—Robin Tompkins seeks 94.7 mhz; 3 kw (H&V); 49 m. Address: 10920 SW Canterbury Lane, Tigard, OR 97224. Principal has no other broadcast interests. Filed March 10.

■ Camas, WA (BPH880310MB)—Kmas Broadcasting Corp. seeks 94.7 mhz; 3 kw (H&V); 100m. Address: P.O. Box 1155, Camas, WA 98607. Principal is owned by

Richard Schwary, Winford Fletcher and Kerry Pettyjohn, who have no other broadcast interests. Filed March 10.

■ Camas, WA (BPH880310NB)—Camas Broadcasting Co. seeks 94.7 mhz; 3 kw (H&V); m. Address: 1038 Neilson St., Albany, CA 94706. Principal is owned by Nicholas Henderson and Raveesh Kumra, who have no other broadcast interests. Filed March 10.

■ Camas, WA (BPH880309MC)—The Servant Management Group Inc. seeks 94.7 mhz; 3 kw (H&V); 100 m. Address: 404 NW 15th Ave., Camas, WA 98607. Principal is owned by John Sherman, James Goecks, David MacGregor, Dean Johnson, James Thurman, Deborah Mellon and Dorothy Sherman, who have no other broadcast interests. Filed March 9.

■ Camas, WA (BPH880310NC)—William and Linda Battles seek 94.7 mhz; 3 kw (H&V); 100 m. Address: 6310 Appian Way, Carmichael, CA 95608. Principal has no other broadcast interests. Filed March 10.

TV's

■ Burlington, VT (BPCT880301KG)—Maple Leaf Broadcasting Ltd. Partnership seeks ch. 2; 5000 kw-V; 145 m. Address: 33-22 71st St., Jackson Heights, NY 11372. Principal is owned by Thomas Ho, Peter Lau, Shu Ming Chu, William L. Busch and Alex Ho, who have no other broadcast interests. Filed March 16.

■ Burlington, VT (BPCT880301KI)—Burlington Channel 44 Ltd. seeks ch. 2; 5000 kw-V; 380 m. Address: c/o 850 St. Nichols Ave., New York, NY 10031. Principal is owned by Randy Daniels, who has no other broadcast interests. Filed March 16.

■ Burlington, VT (BPCT880301KH)—Lake Champlain Communications Inc. seeks ch. 2; 3360 KW-V; 380 m. Address: 171 Battery St., Burlington, VT 05401. Principal is owned by Christina Smullen, Ruth Ellen Deslauriers, Paul Deslauriers and Sarah Field, who have no other broadcast interests. Filed March 16.

■ Burlington, VT (BPCT880301KK)—Nophi Inc. seeks ch. 2; 5000 kw-V; 276 m. Address: P.O. Box 5, Hartford, VT 05047. Principal is owned by Phil David Fine and his wife, Norma, who have no other broadcast interests. Filed March 1.

■ Burlington, VT (BPCT880301KF)—Nichols Broadcasting Corp. seeks ch. 2; 1860 kw-V; 376 m. Address: One Overlook Drive, South Burlington, VT 05403. Principal is

owned by John C. Nichols and Allen D. Webster, who have no other broadcast interests. Filed March 1.

■ Burlington, VT (BPCT880301KJ)—Northeast Kingdom TV Inc. seeks ch. 2; 5000 kw-V; 529 m. Address: 2407 Westbrook Drive, Rockford, IL 61107. Principal is owned by Kim Carlson and Larry Douglas, who also own KXRMTV) Colorado Springs and WJWT(TV) Jackson, TN. Filed March 1.

■ Burlington, VT (BPCT880301KL)—Burlington 44 Co. seeks ch. 2; 5000 kw-V; 379 m. Address: 70 Dodds Court, Burlington, VT 05401. Principal is owned by Frances Bastian Seguin, Norman F. James, Laurel A. Butler, John J. Easton, John F. Chapple, III and Teresa H. Reisdorf, who have no other broadcast interests. Filed March 1.

Actions

AM

■ Point Pleasant, WV (BP821122AD)—Granted app. of Point Pleasant Broadcasting Co. seeks 1030 khz; 10 kw-D. Address: P.O.B. 889, Blacksburg, VA 24060. Principals have no other broadcast interests. Action March 16.

FM's

■ Meridianville, AL (BPH880127MQ)—Returned app. of Herbert Gray for 94.1 mhz; 2 kw H&V; 122 m. Address: 3025 Memorial Parkway NW, Huntsville, AL 35810. Principal has no other broadcast interests. Action March 1.

■ Big Bear City, CA (BPH880128MJ)—Returned app. of Bear City Broadcasting for 93.3 mhz; 1.7 kw H&V; 123 m. Address: P.O. Box 2911, 618 Pine Knott St., Big Bear City, CA 92315. Principal is owned by Joseph J. Felice, Kristofer Bol and his wife, Loralee, John A. Winn and Sandra D.W. Acosta. It also owns KBBL(TV) Big Bear Lake, CA. Action March 1.

■ Grand Junction, CO (BPH850712M1)—Dismissed app. of KOVA Communications for 107.9 mhz; 100 kw H&V; 985 m. Address: 538 Collegeview Park, Columbus, NE 68601. Principal is owned by Stephen P. Kohl, Kevin V. Nostrand, Al Kohl, Maurice V. Nostrand and Stanley Tafoya, who have no other broadcast interests. Filed Feb. 9.

■ Kingman, KS (BPH880122MT)—Returned app. of Parity Radio Corp. for 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 Feb. 23.

Summary of broadcasting as of Feb 29, 1988

Service	On Air	CP's	Total *
Commercial AM	4,908	170	5,078
Commercial FM	4,045	418	4,463
Educational FM	1,314	173	1,487
Total Radio	10,267	761	11,028
FM translators	789	444	1,233
Commercial VHF TV	538	23	561
Commercial UHF TV	481	222	703
Educational VHF TV	118	3	121
Educational UHF TV	212	25	237
Total TV	1,349	273	1,622
VHF LPTV	93	74	167
UHF LPTV	258	136	394
Total LPTV	351	210	561
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 auxiliary	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.

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■ Henderson, KY (BPED840611IU)—Granted app. of Western Kentucky University for 89.5 mhz; 23 kw; 458 m. Address: College Heights, Bowling Green, KY 42101. Principal is owned by Joseph Iracane, Ronald W. Clark, Donald W. Zacharias, Robert Haynes, John D. Minton and Harry K. Largen, who have no other broadcast interests. Action March 8.

■ Sleepy Eye, MN (BPH870827NA)—Granted app. of Sleepy Eye Broadcasting Inc. for 107.3 mhz; 3 kw H&V; 100 m. Address: North Valley, RR #1, Valley City, ND 58072. Principal is owned by Jan Ingstad, Curtis Dean Fredin, Linda S. Fredin and Ricky A. Pursley, who have no other broadcast interests. Action March 15.

■ Roswell, NM (BPH850712OX)—Granted app. of Sheila Roe for 106.5 mhz; 100 kw H&V; 338 m. Address: Hwy 70w Buena Vida, Roswell, NM 88201. Principal has no other broadcast interests. Action March 8.

■ Warrenton, NC (BPH870826MG)—Granted app. of WARR Inc. for 107.3 mhz; 3 kw; 100m. Address: P.O. Box 577, Warrenton, NC 27589. Principal is owned by Ralph Coleman and Clesie (Cle) Everette. It also owns WARR-(AM) Warrenton, NC. Action March 15.

■ Lawton, OK (BPED870706ME)—Granted app. of Cameron University for 89.3 mhz; 2 kw-V; 141 m. Address: 2800 West Gore Blvd., Lawton, OK 73505. Principal is educational institution headed by Edwin Ketchum, Jack D.

Craig, Austin Kenyon, L.E. Stringer, Edwin Malzahn. Action March 15.

■ Charlottesville, VA (870430MI)—Dismissed app. of Genesis Communications Inc., Judith L. Randolph and Sharon Marie Pearson for 107.5 khz; 316 w; 310 m. Address: P.O. Box 926, Charlottesville, VA 22902. Principal is owned by Judith L. Randolph, Sharon Marie Pearson, Wilber M. Vitols and Jonathan G. Hall, who have no other broadcast interests. Action March 9.

Facilities Changes

AM's

■ Bushnell, FL, WKFL, 1170 khz—880301-Mod of CP (BMP871124AF) to change proposed TL to approx. .75 km SSW of Sumterville, .4 km W of US Rte. 301, near Sumterville, FL, and reduce power to 550 w. 28 44 25N 82 04 13W.

■ Cocoa, FL, WWBC, 1510 khz—880301-Mod of CP (BP841108AD) to reduce nighttime power to .48 kw and change TL to 1.2 mi SW of Hwy 520 & I-95 near Cocoa, FL, 28 21 13N 80 48 52W.

■ Jacksonville Beach, FL, WBIX, 1010 khz—880304-

Mod of CP (BP851022AD) to make changes in ant. system and night DA pattern, reduce night power to 5 kw and change night TL to 10047 Beach Blvd., Jacksonville, FL, 30 17 42N 81 33 11W.

■ Yakima, WA, KMWX, 1460 khz—880303-Mod of CP (BP870402AB) to make changes in ant system and change TL to site at corner of Riverside Rd. and Bell Rd., Yakima, WA. 46 33 33N 120 27 04W.

FM's

■ Falmouth, KY, WIOK, 95.3 mhz—880303-Application for CP to change ERP: .61 kw H&V; HAAT: 212 m.; TL: approx. 5.7 km NW of intersection of U.S. Rte. 27 and Pendleton County Limits, 1.25 km W of St. Rte. 1053 and 8.4 km SW of Falmouth, KY 38 35 13N 84 21 40W.

■ Worcester, MA, WRSR, 96.1 mhz—880307-Application for CP to change HAAT: 263 m.; ERP: 15.8 kw H&V; TL: atop Little Asnebunskit Hill, 2 km E of Paxton, MA.

■ Duluth, MN, KDNW, 90.5 mhz—880308-Application for CP to change ERP: 455 kw H&V; HAAT: 259 m.; TL: 4th Ave. West and 10th St., Duluth, MN; 46 47 21N 92 06 51W.

■ Incline Village, NV, KLKT, 100.1 mhz—880304-Application for CP to change ERP: .76 kw H&V; HAAT: 901 m.; Class: C2 (per docket 87-197); TL: Slide Mtn antenna farm 15 m SSW of Reno, NV 39 18 38N 119 53 01W.

■ Fairfield, OH, WLLT, 94.9 mhz—880304-Application for CP to change ERP: 10.7 kw H&V; HAAT: 322 m.; TL: .15 km W of Winton Rd., .14 km S of North Bend Rd, 39 12 01N 84 31 22W.

■ Hendersonville, NC, WMYI, 102.5 mhz—880303-Mod of CP (BPH851213IC) to change HAAT to 542 m.

■ Giddings, TX, KGID, 101.7 mhz—880303-Application for CP to change ERP: 50 kw H&V; HAAT: 149.9 m.; Freq: 101.5 Khz (per docket 86-328); Class: C2; TL: Insight Communications Cable Television Tower 2.38 km S of La Grange, TX, 29 52 32N 96 52 39W.

■ Odessa, TX, KOFR, 90.5 mhz—880308-Mod of CP to change ERP: 6.5 kw H&V; HAAT: 138.4 m.; TL: 11 m NW of Odessa, TX, 31 53 50N 102 33 57W.

TV

■ Denver, KTZO, ch. 20—880303-Mod of CP (BPCT790319LE) to change ERP: 5000 kw-v; HAAT: 553 m.; TL: atop Mount Ponce, approx. 10 km NW of Evergreen, Co; ant: Andrew/ATW25H4-DTC, 20 39 40 35N 105 25 33W.

Actions

AM

■ Marion, TX, KBIB, 1000 khz—880311-Application (BP871005AD) granted for Mod of CP (BP840605AC) to change TL to 2 km SSW of Marion, TX, 29 33 07N 98 09 04W.

FM's

■ Auburn, AL, WEGL, 91.1 mhz—880316-Application (BMPED870127MN) granted for Mod of CP (BPE-D860818IB) to change ERP: 3 kw H&V; HAAT: 65.1 m.

■ San Fernando, CA, KGILFM, 94.3 mhz—880314-Application (BPH870818IA) granted to change TL: .36 km W of San Diego Freeway and .57 km N of Rinaldi St; HAAT: 26 m.; 34 17 03N 118 28 17W.

■ Lakeland, FL, WWOL, 91.9 mhz—880314-Application (BMPED870427IC) granted for Mod of CP (BPH840509IB) to change TL: 3/4 m E of Lakeland Highland Rd. on Crews Lake Dr., Lakeland, FL, 27 56 35N 81 54 45W.

Allocations

■ Bly, CA—Dismissed petition by Escuela de la Raza Unida to allot channel 201A (88.5 mhz) to Bly. (MM Docket 86-106, by R&O [DA 88-329] adopted Feb. 11 by chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ Fort Bragg, CA—Effective May 2, amended FM table by allotting channel 244A (98.7 mhz) to Fort Bragg as its third FM service; filing window, May 3-June 2, (MM Docket 87-282, by R&O [DA 88-328] adopted Feb. 25 by Deputy chief, policy and rules division, Mass Media Bureau.)

■ Yreka, CA—On request of Dalmatian Enterprises Inc., licensee of KYRE(FM), channel 249A (97.7 mhz), Yreka, proposed amending FM table by substituting channel 249C1 for channel 249A and modification of its license accordingly; comments due May 9, replies May 24, (MM Docket 88-

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108, by NPRM [DA 88-333] adopted Feb. 25 by Deputy chief, Policy and Rules Division.)

■ Basalt, CO—On request of Basalt Communications Co., proposed amending the FM table by allotting channel 291A as its first local broadcast service. Comments due May 10, replies May 25. (MM Docket 88-109 by NPRM [DA 88-334] adopted Feb. 25.)

■ Vero Beach, FL—On reconsideration, proposed amending FM table by substituting channel 229C2 for channel 228A at Vero Beach and modifying license of WGLY(FM) to operate on C2 channel. Comments May 10, replies May 25. (MM Docket 88-111 by NPRM [DA 88-335] adopted Feb. 16.)

■ Cornelia and Chatsworth, GA—On request of Habersham Broadcasting Co., licensee of WCON-FM, Cornelia, proposed amending FM table by substituting channel 257C2 (99.3 mhz) for channel 257A at Cornelia and modification of station license accordingly; proposed substitution of channel 255A (98.9 mhz) for channel 257A at Chatsworth; ordered WQMT(FM) Chatsworth, which operates on channel 257A, to show cause why its license should not be modified to specify operation on channel 255A; comments due May 9, replies due May 24. (MM Docket 88-99, by NPRM and OSC [DA 88-332] adopted Feb. 11 by chief, Allocations Branch.)

■ Hampton, IA—Effective May 2, amended FM table by allocating channel 255A (98.9 mhz) to Hampton as its second local service; filing window, May 3-June 2. (MM Docket 87-363, by R&O [DA 88-331] adopted Feb. 11 by chief, Allocations Branch.)

■ Folly Beach, SC—Effective May 5, amended the FM table by substituting channel 251C for channel 249A at Folly Beach and modifying the license of WCCG to specify the higher powered channel. (MM Docket 87-203 by R&O [DA 88-338] adopted Feb. 23.)

■ Kingstree and McClellanville, SC—Effective May 5, amended the FM table by allotting channel 255C2 to McClellanville. Filing window opens May 5-June 6. (MM Docket 87-80 by R&O [DA 88-337] adopted Feb. 23.)

■ Los Ybanez, TX—On request of Israel Ybanez, proposed allocating channel 300C2 to Los Ybanez as its first local FM service. Comments May 10, replies May 25. (MM Docket 88-110 by NPRM [DA 88-336] adopted Feb. 24.)

■ Paintsville, KY, WSIP-FM, 98.9 mhz—880316-Application (BPH870825IH) granted for CP to change ERP to 94 kw H&V.

Actions

Commission Actions

■ FM stations in Puerto Rico and Virgin Islands—Declined request by Carlos Juan Colon Ventura, licensee of WASN(FM) Vieques, PR, to increase maximum ERP from 50 kw to 100 kw for Class B FM stations in Puerto Rico and Virgin Islands. (By MO&O [FCC 88-53] adopted Feb. 16 by commission.)

■ Mountlake Terrace, WA—FCC has ordered Radio Northwest Broadcasting Co., licensee of KKZU(AM) at Mountlake Terrace, WA, to show cause why station's license should not be revoked. (MM Docket 88-107 by Order and Notice [FCC 88-59] adopted Feb. 17 by commission.)

■ Springfield, IL—Approved transfer of license of TV station WCCU (Channel 27, Urbana, IL) from Urbana 27 Inc. to Springfield Independent Television Co. Inc. (By letter [FCC 88-63] adopted Feb. 25 by commission.)

■ Vale, CO—Upheld staff action granting assignment of construction permit for FM translator station K240BM at Vail, CO, over objections of Rocky Mountain Wireless Inc. (By order [FCC 88-81] adopted Feb. 25 by commission.)

■ FM Broadcast Stations—FCC has proposed adjusting domestic intermediate frequency distance separation requirements for FM broadcast stations. (MM Docket 86-144 by NPRM [FCC 88-87] adopted March 1 by commission.)

■ Camden, AR—Waived duopoly rule and consented to assignment of license of KJWH(AM) at Camden from KJWH Inc. to Gary D. Coates who is licensee of KBJT(AM) at Fordyce, AR. (By letter [FCC 88-94] adopted March 3 by commission.)

■ Orange Park, FL—Granted application of Clay Television Inc. for new TV station at Orange Park. (BC Dockets 81-690, 692 by MO&O [FCC 88-95] adopted March 7 by commission.)

■ License of WGRI(AM) Griffin, GA, revoked—MM Docket 87-131 (Report DC-1128, Action in Docket Case)—Action by commission March 11 by order (FCC 88-104.)

■ FCC upholds bureau action granting assignment of license of KROQ-FM Pasadena, CA, from Mandeville to Infinity Broadcasting (Report MM-318, Mass Media Action)—FCC has upheld Mass Media Bureau's action of Aug. 15, 1986, dismissing Tony Lazzarino's request to deny assignment of license of KROQ-FM Pasadena, CA, from Mandeville Broadcasting Corp. to Infinity Broadcasting of Los Angeles Inc. Action by commission March 11 by order (FCC 88-108).

■ FCC upholds staff's refusal to begin early renewal proceeding against KPDX(TV) Vancouver, WA (Report MM-315, Mass Media Action)—Commission has upheld staff action denying Portland Corp.'s request to institute early renewal proceeding against Columbia River Television Inc., licensee of TV station KPDX (Channel 29), Vancouver, WA. Portland is permittee of unbuilt station KTDZ-TV (Channel 24) at Portland, OR. Action by commission March 14, 1988, by letter (FCC 88-112).

■ FCC upholds \$6,000 forfeiture against KRTZ-FM Cortez, CO (Report MM-316, Mass Media Action)—FCC has upheld action by Mass Media Bureau ordering Rex K. Jensen, former licensee of KRTZ-FM, Cortez, CO, to forfeit \$6,000 for repeated violation of FCC's anti-lottery rule. Action by commission March 14 by MO&O (FCC 88-113).

■ FCC Grants new commercial TV to part owner of WSJP(AM) at Murray, KY (Report MM-317, Mass Media Action)—Commission has granted WML LPTV Company construction permit for new commercial television station on channel 38 at Murray, KY. Principal owner, Sam Parker, of WML is also officer, director and 50% shareholder of Jackson Purchase Broadcast Co., licensee of WSJP(AM) at Murray. Action by commission March 14 by letter (FCC 88-114).

■ FCC affirms action levying \$6,000 forfeiture against KCCO-KRLG Inc., Lawton, OK. (Report MM-314, Mass Media Action)—Commission has affirmed staff action levying \$6,000 forfeiture against KCCO-KRLG Inc. for its station's airing of bingo games in violation of anti-lottery rules. Action by commission March 14 by MO&O (FCC 88-115).

■ FCC upholds review board decision granting Community Media new UHF TV station at San Luis Obispo, CA—MM Dockets 84-680-82 (Report DC-1126, Action in Docket Case)—FCC has upheld Review Board decision granting application of Community Media Corp. for new UHF TV station on channel 33 at San Luis Obispo, CA, dismissing application of Pacific Television Ltd. and denying application of Obispo Television. Action by commission March 14 by MO&O (FCC 88-116).

■ FCC schedules oral argument on RKO'S qualifications (Report DC-1129, Action in Docket Case)—Commission has scheduled oral argument for April 28 at 9:00 a.m. on RKO General Inc.'s qualifications to remain licensee of KHJ-TV Los Angeles and 13 other broadcast stations. Action by Commission March 21 by order (FCC 88-119).

Staff Actions

■ Dothan, AL—Designated for hearing applications of Wiregrass Educational Radio Inc., James Smith Ministries and Bethany Bible College & Bethany Theological Seminary Inc. for noncommercial educational FM stations on channels 217A (91.3 mhz), 219A (91.7 mhz) and 216A (91.1 mhz), respectively, at Dothan. (MM Docket 8898 by order [DA 88-256] adopted Feb. 22 by assistant chief, Audio Services Division, Mass Media Bureau.)

■ Shingle Springs, CA—Designated for hearing eight mutually exclusive applications for an FM station on channel 271A (102.1 mhz) at Shingle Springs. (MM Docket 88-100 by order [DA 88-267] adopted Feb. 24 by chief, Audio Services Division.)

■ Templeton, Lake Isabela and Atascadero, CA—Designated for hearing applications of William L. Zawila and Marlene V. Borman for AM stations on 1060 kHz at Templeton and Lake Isabela, respectively, and those of Garry and Virginia Infante Brill and Jerry J. Collins for AM stations on 720 kHz at Templeton and Atascadero, respectively. (MM Docket 88-92 by order [DA 88-221] adopted Feb. 19 by chief, Audio Services Division.)

■ Vassar, MI—Designated for hearing applications of Don H. Barden, Julie G. Wrenn and Michael Joseph Shumpert for FM station on Channel 255A (98.9 mhz) at Vassar. (MM Docket 88-97 by order [DA 88-304] adopted Feb. 22 by chief, Audio Services Division.)

■ Lakeville, MN—Designated for hearing six mutually exclusive applications for FM station on Channel 286A (105.1 mhz) at Lakeville. (MM Docket 88-93 by order [DA 88-352] adopted Feb. 22 by chief, Audio Services Division.)

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Phoenix market AM needs sales manager who can sell, recruit, train, motivate. Salary, commission, override, incentives. Send resume to Box 12469, Dallas, TX 75225.

Honolulu AM needs experienced and qualified general manager to head existing AM and help construct FM. Must have prior experience in Hawaii, and must have enthusiasm, sales ability, be profit motivated, and understand budgets and financials. Salary, commission, profit sharing, incentives. Send resume to Box 12469, Dallas, TX 75225.

General manager for WFEL 1570AM with inspirational format in Towson/Baltimore, Maryland. Successful sales background a must. Send resumes to: Mark McNeil, American Sunrise Communications, 16742 Gohard Street, Suite 201, Huntington Beach, CA 92647.

General manager for KKIM 1000AM with inspirational format in Albuquerque, New Mexico. Successful sales background a must. Send resumes to: Mark McNeil, American Sunrise Communications, 16742 Gohard Street, Suite 201, Huntington Beach, CA 92647.

General sales manager. So. Florida radio station seeks experienced, highly motivated street fighter to head sales team. EOE. Send resume: Joe Davidman, TK Communications, 3000 S W 60th Ave., Ft. Laud, FL 33314.

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Chief engineer for WIZE Radio, Springfield, Ohio. Strong maintenance skills required. Send resume, references, and salary history to Director of Engineering, Great Trails Broadcasting, 717 East David Road, Dayton, OH 45429. EOE.

Northern California's top FM, on the leading edge of technology, needs chief engineer. Building new plant this year. Send detailed resume and salary requirements to Gordon Zlot, KZST, Box SS, Santa Rosa, CA 95402. EOE. M/F.

The Daytona Group, a rapidly expanding, dynamic, radio chain is looking for several overachievers to head up new engineering departments. Successful candidates must have at least three years engineering experience, communicate well, and love radio. Send resume to: Kyle E. Magrill, 770 W. Granada Blvd., Suite 206, Ormond Beach, FL 32074.

Tired of 2 AM phone calls and being underpaid and unappreciated? Looking for flexible hours and unlimited growth? We are searching for ambitious people with good technical background that would like to grow with our expanding nationwide operation in the field of equipment sales/engineering. Send your resume to P.O. Box 8782, BWI, Airport, MD 21240.

Broadcast engineer. Prepare engineering portion of AM, FM, and TV FCC applications. FCC general or 1st phone and ASEE or higher. Degree waived if skilled. Need not relocate. Mann Endless Cassette, P.O. Box 1347, San Francisco, CA 94101, 415-221-2000 anytime.

Wanted: engineer to fill out FM section of FCC form #301. Prior experience necessary. Wanted reasonable rates. Mr. Hons, Poplar Street, Portage, PA 15946, 814-736-3883.

Applications/sales engineer. Fast growing broadcast equipment manufacturer is creating several new positions at their West Coast and mountain states facilities. Experience with RF, remote control or telephone equipment desirable. Submit resume to: Gentner Electronics, P.O. Box 32550, San Jose, CA 95152.

HELP WANTED NEWS

Job fair. Indiana Associated Press Broadcasters sponsoring job fair for those seeking full or part-time jobs in Indiana radio and television stations. Interviews also conducted for intern positions from 1:30 - 5:00 p.m., Friday, April 15 at Indiana-Purdue University campus at Indianapolis. For further details, call Mari Brown 317-639-5501.

News director: Train and supervise part-time and volunteer personnel in gathering, production, announcing news and public affairs programming. Responsible for content and quality of all news and public affairs broadcast on WUAL/WQPR. Maintain and supervise responsive, professional news staff including reporters, producers and on-air anchors. News writing and reporting experience with NPR station preferred. Production and managerial experience a must. B.A. required, with journalism or broadcast journalism emphasis preferred. Salary competitive. Excellent university benefits. Application deadline: April 8. Resume to: Employment Office, University of Alabama, Box 6163, Tuscaloosa, AL 35487. EOE/AA.

News reporter/director: Experience reporting and hosting talk show. 3 1/2 day work week. \$250-300/wk minimum pay. Tape and resume to WRJO, P.O. Box 309, Eagle River, WI 54521. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Publicist/writer. National Public Radio seeks a public information specialist to write promotion materials and handle press relations for its award winning programs All Things Considered and Morning Edition. Candidates should have college degree, five years professional experience including journalism, public relations, and advertising. Excellent writing and interpersonal skills, plus supervisory experience required. Sal. \$27,000 neg. Send cover letter, resume, and published writing samples to NPR, Attn. Personnel, 2025 M Street, NW, Washington, DC 20036. AA/EOE.

Experienced producer for major market talk radio station. Position oversees all station originated talk shows. Proven record in talk radio a must. Outstanding benefits. EOE. Send resume to Box E-62.

Program director: University licensed public radio station in Baltimore MA preferred, 3 years background in public radio, proven fund raising ability and management skills. Direct staff and student volunteers. Competitive salary. Letter of application outlining background, resume and list of references. Dr. Allan Kennedy, Chairman, Dept. of Telecommunications, Morgan State University, Baltimore, MD 21239.

CHR station on the move needs a program director to keep the station moving in the positive direction we are now heading. If you have a solid medium market success record and want to join a growing group send resume to Box E-89.

SITUATIONS WANTED MANAGEMENT

G.M. 20 yr pro, Turn around, sales, training, top 40/adult-programming, promotions, production. Profit motivated. Prefer class C FM. Box E-44.

Southern rated market GM - group VP programming - operations. 20 years experience general manager, sales, programming Atlanta, Montgomery, Columbus, Macon, Savannah, Little Rock. FM construction - upgrades. Currently GM - would consider right smaller market. 912-273-4657.

Current medium market GM. Strong hands-on track record ratings and bottom line. 10 years in the business, degree. Seeking larger market GM/OM position. Married, stable. Box E-23.

Outstanding GSM with excellent references, documented record of performance and programming experience seeks opportunity as a GM. Box E-80.

Seasoned radio manager, former owner, can turn-around, flexible, innovative. Will be at NAB. 216-699-9567.

Operations manager available. 29 years experience in competitive medium markets. Well organized, stable, efficient, dependable. Good people manager. Presently employed. Prefer West, but will consider all areas. 915-699-1903, leave name, I'll call you back.

SITUATIONS WANTED ANNOUNCERS

Experienced sports director, eleven years of radio, looking to relocate. Strong background in field reporting and PBP. Wants college sports in medium market. Call Bob 812-273-1384 after 5:30.

Experienced announcer who likes production and consistency. Good small market background. Bill, 308-534-1211.

B.S. in communications/journalism seeking entry level announcer position. Recent broadcasting graduate with DJ experience. Contact Catherine Nichols, 1530 Graefield, Birmingham, MI 48008. 313-649-5146.

Experienced anncr. will go anywhere now, any format. Call Kevin 703-673-1623 anytime

SITUATIONS WANTED TECHNICAL

16+ year pro available, will relocate, call Kevin Mooney 305-679-6922 or see me at booth 5818 Las Vegas Hilton during NAB.

SITUATIONS WANTED NEWS

Looking for a stable, community oriented small to medium market station. Ten years of experience in all phases of broadcasting. Four plus years of college. Call Dave Shrader after 6PM 219-393-5031

Is your news department repeating the morning paper? Doing lazy voicers versus vibrant actualities? Waiting for news releases, instead of enterprise? Veteran ND can assess, assemble, ascend! Enjoys molding young broadcasters. 501-228-0267

Storyteller. Be first on the block with radio's newest concept: news features every hour. Patrick Kenney, 75 Harding Road, Buffalo, NY 14220. 716-823-0346

TELEVISION

HELP WANTED MANAGEMENT

Retail development manager wanted by VHF indy in top 25 market; responsible for raising vendor support funds and directing staff of five. Resume to GSM, KCQP-TV, P.O. Box 98828, Tacoma, WA 98499. EOE.

National sales manager. WTLV-TV is looking for an experienced national sales manager. Candidates must have a minimum of 2 years of either national rep or national sales management experience. Send resumes to Ken Bauder, General Sales Manager, P.O. Box TV-12, Jacksonville, FL 32231. All applications will be held in strict confidence. No phone calls, please. WTLV is an equal opportunity employer

General sales manager. Growing central California independent has immediate opening. Strong people skills and proven track record required. Send resume to: Search Committee, KCBA-TV, P.O. Box 3560, Salinas, CA 93912. Equal opportunity employer

Operations manager needed for top rated NBC affiliate in Nashville, Tennessee. Our present operations manager has been promoted within the Gillett Broadcasting Group. We are looking for a personable, highly qualified, motivated leader to continue our tradition of quality and service to the station and community. This manager will supervise the departments of production and studio, technical operations, engineering, directors and support services. People skills, hard work and innovation are our priorities. Send resume to: WSMV-TV, P.O. Box 4, Nashville, TN 37202. EOE

General sales manager: Major group top 10 Sunbelt "Indie" is seeking an aggressive, creative, sales motivator to manage sales department. Previous GSM experience preferred. Excellent salary and benefits. An equal opportunity employer. Send resume to: Personnel Director, P.O. Box 630125, Houston, TX 77263

Local sales manager: Knight-Ridder ABC-TV affiliate in Albany, New York, is seeking a local sales manager with proven abilities as a sales leader, motivator and effective communicator. Candidates should have a minimum of 4 years experience in local sales, preferably in a sales management capacity. Contact John Hirsch 518-436-4822

HELP WANTED SALES

Director of sales. Major market group owned independent television station has opening for a director of sales. This is an excellent opportunity for a broadcast sales executive who is professional, aggressive and goal oriented. The candidate must have at least five years sales management experience and be able to demonstrate numerous past successes. This position offers higher than normal income, numerous bonus options and all appropriate health and pension benefits. We're looking for someone who wants to further their career, work for the best and be treated accordingly. EOE. Box E-55.

The Gillett Group is seeking aggressive, highly motivated experienced account executives 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

TV broadcast group seeking a highly motivated vendor support consultant 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.

Aggressive rapidly expanding television company with stations located in the East and Midwest is looking for an energetic, bright sales person. If you like hard work and the rewards that come from it, you can expect to earn \$40-60,000 annually. Citadel Communications, c/o WVNY-TV, 100 Market Square, Burlington, VT 05401. Attn: Brad Worthen. EOE.

Account executive: WCJB-TV an ABC affiliate located in Gainesville, Florida, is seeking an aggressive self-starter for satellite office in Ocala. You must be able to handle an established list consisting of agencies and direct accounts with emphasis on new business development. Please send resume to Robert Salat, WCJB-TV, P.O. Box WCJB, Gainesville, FL 32602. WCJB-TV is an equal opportunity employer.

Account executive: Network affiliate in beautiful 70s Mid-Western market seeks A.E. Established list. Broadcasting experience helpful. Candidate will have good people skills, aggressive attitude and willingness to work hard. EOE. Send resume to Box E-83.

HELP WANTED NEWS

Weathercaster for aggressive medium Midwest group owned network affiliate. Great opportunity to build weather department to suit your needs. Salary commensurate with experience. EOE. Reply to Doug Padgett, General Manager, KODE-TV, P.O. Box 46, Joplin, MO 64802.

General assignment reporter: A self-starter with strong journalistic and writing skills. Not an entry level position. Resume, non-returnable tape to: News Director, WNWOTV, 300-S Byrne Rd., Toledo, OH 43615. Deadline 3/25/88. EOE.

Producer: Promotions have created a producer opening at KWTW. We are an aggressive station looking for the same in a producer. Successful candidate will need a BA/BS in journalism and 2 years producing experience. Send recent air check and resume to Billye Gavit, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE, M/F.

Producer and deskperson at #1 rated Sunbelt station. Send resume and brief writing samples to Box E-53. EOE.

Job fair. Indiana Associated Press Broadcasters sponsoring job fair for those seeking full or parttime jobs in Indiana radio and television stations. Interviews also conducted for intern positions from 1:30 - 5:00 PM, Friday, April 15 at Indiana-Purdue University campus at Indianapolis. For further details, call Mari Brown 317-639-5501.

Producer. For 10pm newscast. Looking for someone presently producing newscasts. Send tape of recent newscast. Application deadline April 15. John Denney, KOLN-TV, PO Box 30350, Lincoln, NE 68503. KOLN/KGIN is an equal opportunity employer.

Reporter. General assignment. 3 to 5 years experience. Send tape showing good enterprise stories. Tell me how you dig for stories. Deadline for applications: April 14. Send to John Denney, KOLN-TV, P.O. Box 30350, Lincoln, NE 68503. KOLN/KGIN is an equal opportunity employer.

Weekend anchor - Good writer and communicator to direct weekend staff, and report three days. If you have two years of television experience, including on-air, send tape to: Steve Hawkins, News Director, WCYB-TV5, 101 Lee Street, Bristol, VA 24201.

Fulltime director (evenings and weekends) position available. Candidate should have extensive experience in switching and directing live newscasts. EOE. Send resumes to: Bill Mendoza, Production Manager, WVIT-TV, 1422 New Britain Avenue, West Hartford, CT 06110.

#1 News station in small Midwest market is seeking a weathercaster. Personality and experience are key ingredients. Send resume to Box E-89.

Temporary newswriters. Worldwide Television News seeks two full-time temporary newswriters with international agency, network desk. Syndication or cable news experience. Spanish language a plus. Both positions start June 1 for 12 weeks with possible extension. Also possible freelance work thereafter. WGA scale \$504.10 weekly. Send resumes to: WTN, Attn: JML, 1995 Broadway, 10th floor, New York, NY 10023.

HELP WANTED TECHNICAL

Chief engineer: Remote VHF and UHF transmitters; troubleshooting and maintenance a must; translator system; microwave installations; satellite equipment. Operate and direct statewide effort. Remotes, leading station in state, NBC affiliate, need hands-on leader. Send resume and salary requirements in confidence to: General Manager, KTWQ-TV, P.O. Box 2720, Casper, WY 82602.

Chief television engineer. Outstanding opportunity for chief engineer to make an impact as a member of our creative team in a new, state-of-the-art, 20,000 square foot video facility designed to broadcast standards. You will supervise engineering for multi-camera production and cable, ITFS and satellite television distribution; and oversee equipment specification, installation and maintenance. You'll manage our fulltime engineering maintenance staff. Salary competitive with industry standards. Attractive benefit package with 22 working days vacation per year. Requires at least 4 years television engineering experience, including maintenance and staff supervision, design of television systems and knowledge of digital and satellite technologies. For more information, call Fred Hurst, Director, TV Services, 316-689-3575. To apply, send resume and letter of application by May 1, 1988 to: Fred Hurst, Media Resources Center, Wichita State University, Wichita, KS 67208. Equal opportunity employer.

Multi TV station group seeking full-time maint. engineer. Duties will include studio and transmitter maintenance. Salary D.O.E. Please send resume to KOUS-TV, 2116 Broadwater Ave., Billings, MT 59102. EOE.

TV engineer: Illinois State University is seeking a qualified maintenance engineer for ENG and studio equipment. Send resume to John Tannura, Media Services Television, Illinois State University, Normal, IL 61761, 309-438-8791. EOE, AAU.

Chief engineer: due to promotion in company. Join dynamic group affiliate in a scenic, growing Midwest market. Nice plant features new Odetics TCS 2000. Five years as chief or assistant required. UHF transmitter background gives you the edge. Good support staff, salary and benefits. Call the General Manager, Jim Matthews, at 608-274-1234. EOE.

Director of engineering... Growing Hollywood post production facility needs dynamic professional to direct its engineering department. Position requires extensive experience with sophisticated on-line editing and computer graphics systems. Solid video systems background, proven leadership ability, and good communications skills essential. Computer hardware/software experience desirable. Ideal candidate will contribute as key player on management team currently planning significant technical upgrade. Attractive compensation/benefits package for individual willing to make commitment. Please respond to: Michael Levy, General Manager, Video Transitions, 910 No. Citrus Ave., Hollywood, CA 90038. 213-465-3333.

Assistant chief engineer for CBS affiliated UHF. 3-5 years transmitter experience. Resume and salary requirements to Roger Topping, WIFR-TV, Box 123, Rockford, IL 61105. EOE.

WPCQ-TV 36 has an immediate opening for an engineering maintenance supervisor. Applicant must have 5 years experience in maintenance and repair of broadcast quality video and audio equipment. Applicant will be responsible for all equipment and maintenance personnel, and will report directly to the chief engineer and assistant chief engineer. A general class radiotelephone operator license and/or S.B.E. certification is preferred. Salary commensurate with experience. Send resume to: Rick Anderson, Chief Engineer, c/o WPCQ-TV, P.O. Box 18665, Charlotte, NC 28218-0665. No phone calls please. Equal opportunity employer.

WPCQ-TV 36 has an immediate opening for an experienced ENG maintenance engineer. Applicants should have at least 3 years experience in the repair and maintenance of electronic news gathering equipment. Duties will include repair and maintenance of cameras, videotape equipment, editors, monitors, microwave gear and other news related electronics. Salary is commensurate with experience. Qualified applicants should contact: Rick Anderson, Chief Engineer, c/o WPCQ-TV, P.O. Box 18665, Charlotte, NC 28218-0665. No phone calls please. WPCQ is an equal opportunity employer.

Maintenance engineer needed for industrial video repair business. Must be extremely familiar with 3/4" and three tube cameras. Excellent salary and working conditions. MVS, 8025 Anderson Rd., Tampa, FL 33634.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion manager: Aggressive medium market network affiliate seeks creative, imaginative and experienced person in areas of on-air, radio, print promotions and advertising. Salary equal to experience. Send resume to Box E-24. EOE.

Copywriter to develop creative promotion and commercial copy from storyboard to finished video. Gulf Coast VHF. EOE. Box E-52.

University television center seeks a versatile audio production specialist with advanced skills and creative ability in audio mixing, music editing, and post production video. Applicants should have two years college credit plus three years on-the-job experience. Narration skills helpful, but no on-camera experience needed. Must be able to demonstrate competence in multi-track audio production and sound track production. Excellent fringe benefits and retirement system. Contact Milburn Gardner, P.O. Box 5446, Mississippi State University, Mississippi State, MS 39762.

Film director and editors, medium Midwest market seeking qualified candidates with previous experience in film and tape editing, scheduling, shipping/receiving. Station film department experience required. Apply to Box E-46.

Educational television production technician. Studio and location educational programming; video tape editing/duplication; interact with faculty and students. Bachelor's degree required in television production, mass communications, or related field, plus at least 2 years work experience in an educational production facility. Position available July 1, 1988. Salary range: \$23,297 - \$29,691, depending on qualifications and experience; excellent fringes. Send letter and resume by May 1 to Dr. James Chesebro, Acting Chair, Dept. of Communication Arts and Sciences, Box T, Queens College/CUNY, Flushing, NY 11367-0904. AA/EEO.

Creative director-producer for a commercial video tape production/post-production facility (in major P.N.W. market). Experienced in fashion, food, and other demanding types of retail production. Trained in the artistry of writing, set design, and camerawork. Skilled in the handling of talent. Well-versed in all aspects of picture and sound editing. Must be innovative, imaginative, resourceful, willing to deal with limited budgets, and not afraid of work. We are interested only in a highly talented individual who knows how to deliver quality. Send resume, demo tape, and salary requirements to Video Marketing Network, 500 108th Ave. N.E., 24th floor, Bellevue, WA 98004. Attn: Melissa Elkins.

News promotion writer/producer: CBS affiliate in Nashville seeks trend setter to create effective live daily news teasers and dynamic special report spots. Knowledge of newsroom operations and electronic graphics are desired. Rush tape and resume to: Kelly Donnell, WTVF, 474 James Robertson Pkwy., Nashville, TN 37219. EEOC. MF.

Associate producer/director. Produce and direct instructional and contract productions for statewide public television network. Bachelor's in broadcast journalism or related field and one year experience in television production required. Equivalency considered. \$20,129 minimum. Apply by April 21 to Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501. AA/EEO.

Assistant production manager/supervisor. 70's market station seeking creative individual with strong commercial and news production background to work with production manager in aggressive organization. Writing skills desired, directing a must. Please no calls. EOE M/F/A/H. Send resume to: Production Manager, KCRG-TV, 2nd Ave. at 5th St., SE, Cedar Rapids, IA 52401.

Growing community television organization needs person with experience in multi-camera studio, and remote productions, off line editing, and ENG-style field work, to fill position of access facilitator. Individual must enjoy working and training community volunteer program producers and production crews. Minimum requirements include associates degree and/or full-time experience in television production. Salary mid to high teens. Send resume to: Fairfax Cable Access Corp., Attn.: PG/OPS MGR., P.O. Box 2465, Fairfax, VA 22031. Deadline 4/11/88 EOE.

Paint Box artist - television production house looking for graphic designer with at least one year experience in news graphics. Send resume to: Michael Grana, Times Square Studios, 1481 Broadway, New York, NY 10036.

Producer-reporter for Christian television program to produce features and documentary-style programming. 3-5 years' experience. News background preferred. Primary responsibility is researching and producing hour-long specials on important Christian issues. Resume to: PO Box 1196, Deerfield Beach, FL 33443.

SITUATIONS WANTED MANAGEMENT

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.

Successful television sales manager with strong leadership skills and heavy involvement in local. The ability to train and motivate a team to sales excellence. Absolute sensitivity to the bottom line. Turn around experience, seeking new challenge. Bob 612-890-8074.

General/group-manager! Extensively experienced all aspects! Outstanding track-record! Producer of spectacular ratings, sales, profits, prestige; station-values! Also, group-builder, outside-director; consultant. Box E-77.

General manager at one of the most successful independents. If you are looking for a GM with 14 years major market experience who believes that general managers make 25 sales calls a week, that TV takes a page out of radio promotions, combined with daily training and motivation, let's discuss increasing your bottom line. Box E-74.

Successful GM/GSM. 25 year veteran with 12 years sales and senior level management. Excellent people skills, budget control, and hands-on experience in all phases of station operations and general management. Available immediately. Call Phil Brassie 417-781-1607.

SITUATIONS WANTED SALES

Seeking local cable ad sales manager's position. 6 years in business. Experience from direct sales to corporate management of multisystems and interconnects. Change due to sale of company. Call Steve at 913-268-1436.

SITUATIONS WANTED TECHNICAL

Engineering manager, technically sound, good with people. Goal-oriented with broad range of experience. Create and manage budgets. Experienced in all market sizes. Let's talk at NAB. Box E-29.

SITUATIONS WANTED NEWS

Talented, ambitious TV sports anchor/reporter/producer seeking top-notch job involving play-by-play or producer position alone. TV or radio. Experience includes five years medium market news and sports TV anchor/reporter/producer; college football, basketball, baseball play-by-play; and network Olympic coverage. Call 919-692-9839.

Want a minority reporter/anchor who can get facts, meet deadlines, report live and is aggressive, attractive and personable to boot? Experienced and degreed. Denise 314-928-2039.

Willing to appreciate a young, energetic and talented sportscaster eager to move up? Here I am. Three years exp. radio and TV. 618-395-7283.

Aggressive female with minimum experience seeks entry position as a news reporter/anchor. Will relocate. Salary negotiable. Call 212-926-1251.

Meteorologist: 8 years experience. AMS seal. Accurate forecaster with personable presentation. Prefer medium-large market. Box E-58.

Meteorologist, enthusiastic and accurate, expertise in satellite meteorology and heavy snow and severe weather forecasting, completing military career and entering broadcast meteorology. Entry level market in New England, weekend forecaster now, can go full time in August. Gordy, 617-377-4871.

Veteran anchor, 48, with major market background seeks position in Texas or nearby state. 915-695-7983 mornings.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Director/cameraman. Talented, aggressive director/cameraman with reel to prove it leaving independent status after five years. Major market ENG/EFP/Remote experience. Seeks broadcast magazine, affiliate/network production department, or successful independent production firm. Will relocate. 303-696-1808 or 303-337-7877.

Producer/director/writer (36). Hardworking, intelligent, talented man with extensive experience and super credits - commercials, TV shows, home videos, industrials. Budget conscious, quick, thorough, pleasant. Seeks challenging position. Will relocate. 212-687-0963

PROGRAMING

CFM plays the greatest hits from the 50's, 60's, and 70's. Our new prerecorded programming service is designed specifically for use as the audio source on automated cable TV channels. For a cassette demonstration tape, and complete information to add CFM to your system for under \$375.00, write: CFM Cable Radio, P.O. Box 32, Dayton, OH 45401-0032.

MISCELLANEOUS

Spare time income. TV commercials. Many needed. Casting info. (1) 805-687-6000 Ext. TV-7833.

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 has the answers to your questions. News directors and talent...find out what we can do for you...call Steve Porricelli or Fred Landau at 203-637-3653 or send a tape and resume to Box 116, Old Greenwich, CT 06870-0116.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcasting. Indiana State University seeks an assistant professor to teach TV production, film production, and other courses of specialization in radio-TV-film. Advise graduates and undergraduates. Ph.D. or near required. Professional experience expected. Commitment to research, scholarship and/or creative activity expected. Evidence of teaching effectiveness and professional/scholarly performance. Send letter of application, current vita, and names of three references to: Joe Duncan, Director of Broadcasting, Department of Communication, Indiana State University, Terre Haute, IN 47809. Materials received after April 8, 1988, cannot be guaranteed consideration. AA/EEO.

Mass communication faculty vacancy: We invite applicants for a tenure-track position in mass communication beginning summer or fall 1988. Instructor/assistant position involves teaching primarily audio and video production courses, possibly mass media advertising and specialty courses. Competitive salary, market index. Send letter of application, resume, and three references to: Department of Communication, Central Missouri State University Warrensburg, MO 64093. Preliminary screening will begin immediately. Position open until filled. AA/EEO.

American University - A new tenure-track position as assistant professor of communication is available for academic year 1988-89, beginning in August 1988, at The American University in Washington, DC. Responsibilities: Teaching a variety of courses to graduate and undergraduate students; facilitating the creation and implementation of a broad based curriculum in diverse disciplines (print and broadcast journalism, public relations, film and video, and speech communication), making significant professional and scholarly contributions; serving on school and university committees, and advising students. Qualifications: A master's degree in a relevant field or discipline. Candidates should have significant professional experience in one or more of the disciplines described above. Review of applications will begin on April 11, 1988. Salary negotiable, depending on qualifications and experience. Curriculum vitae/resume and three letters of recommendation should be sent to: Communication Search Committee, School of Communication, The American University, 4400 Massachusetts Ave. NW, Washington, DC 20016. An EEO/AA university; minority and women candidates are encouraged to apply.

Department of mass communication seeking person for administrative position as South Dakota Public Radio station manager/instructor. Job requires active, on-air duties as a Sioux Falls reporter for the SDPR network and as producer/reporter of public affairs and cultural programming in South Dakota's largest city. Person will teach courses in journalism, broadcasting, and additional courses from among the college's mass communication curriculum. Will also do student advising and accept faculty committee assignments. Position is full-time during nine month academic year, half-time during summers with radio responsibilities only. Position has faculty rank. M. A. degree is relevant discipline required. Professional broadcast journalism experience and some print journalism and teaching experience desirable. Public radio experience important. Working knowledge of commercial radio considered helpful. Department faculty responsible for student operated FM radio station, TV production facility, and SDPR affiliated KCSD-FM radio station. Sioux Falls College is a Christian, liberal arts college. Effective June 15, 1988. Review of applicants will begin April 15, 1988. Send letter of application, resume, demo tape, and names (with addresses and telephone numbers) of at least three (3) current references to: Gerry Schlenker, Director of Mass Communication, Sioux Falls College, 1501 S. Prairie, Sioux Falls, South Dakota 57105. An equal opportunity/affirmative action employer.

HELP WANTED TECHNICAL

Applications/sales engineer. Fast growing broadcast equipment manufacturer is creating several new positions at their West Coast and Mountain States facilities. Experience with RF, remote control, or telephone equipment desirable. Submit resume to: Gentner Electronics, P.O. Box 32550, San Jose, CA 95152.

Video engineer: College district with large video operation requires strong video and audio engineering skills for maintenance, repair, and installation relating to video and broadcast radio; and production engineering relating to video. Significant production engineering, troubleshooting, and hands-on bench skills essential. \$25,164 to \$30,552 annually plus \$2,594 discretionary fringe; employee health insurance; retirement benefits. Resume NOCCCD Personnel, 1000 N. Lemon, Fullerton, CA 92634 by 4-7-88.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Editor. Political production facility needs experienced interformat editor. Familiarity with Calaway editor helpful. Will work in new facility with GVG 200, Dubner 10K, and NEC DVE. Pressure oriented environment. Good salary/benefits. Send resume/tape to: Chuck Allen, National Republican Congressional Committee, 320 First Street, SE, Washington, DC 20003.

Video production manager. Florida - responsible for total video production, including topic research, script writing, directing, videography, graphics, music selection, audio mixing, etc. Ideal candidate will be creative, organized and versatile. Excellent opportunity to develop media department in entrepreneurial environment. Send resume, stating salary requirements, to Box E-73.

PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo. P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

EMPLOYMENT SERVICES

Government jobs. \$16,040 - \$59,230/yr. Now hiring. Your area. 805-687-6000 ext. R-7833 for current federal list.

Attention broadcast owners: We specialize in placing C.E.O. - VP - G.M. & G.S.M. only. No fee to you. Call Mr. Ross 213-592-0850.

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

Tower space for lease. TV tower locates around No. Ga. and S.E. Tn. Ying Benms 404-694-3337.

Be on TV. Many needed for commercials. Casting info. 1-805-687-6000 ext. TV-7833.

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 tower. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media. 303-665-3767.

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-8840888. Telex 910-240-3856.

FM transmitters **Harris FM 25K (1983), AEL 25KW (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

50KW AM **Gates BC-50C (1966) on air w/many spares, in STEREO.** Transcom Corp. 215-884-0888, Telex 910-240-3856.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans. financing available. Quality Media 303-665-3767.

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19" rack mount module cabinets, 6' steel, new. \$300 plus freight (discount for ten). 405-840-4434.

BCS = the BroadCast Store: Sell, Buy, Service, Consign. Over 1200 units in stock. We can save you time and money. 818-845-1999.

New RCA stereo kits: UHF TTUE 44 exciters \$5000. "G" line exciters \$5000. Landau Radio Company 615-886-4575.

Video equipment for sale: Crosspoint latch 6112 video switcher; 6403 programmable editor interface; 6800 stereo audio mixer all for \$5350.00. Two used Microtime T-120 TBS's \$3300.00 each; demo Microtime TX-2 dual component TBC \$11,650.00; used Pexus dual TBC with effects \$3250.00. Character generators: demo 3-M D-3600 dual CG \$6450.00; used For-A VTW 400 \$2700.00. Chyron II broadcast CG 100's of fonts \$6500.00. Cameras and recorders: used JVC BY-110 and CR-4900U 3/4" portable recording system \$5500.00; JVC KY-2000 portable camera with 5" & 1.5" view finder \$1500.00; JVC KY-1900 with RCU \$3000.00. New JVC CP-5200 3/4" Umatic player \$875.00; demo Panasonic AG-6400 1/2" portable recorder \$1500.00; demo JVC BR-9000 time lapse 1/2" VHS recorder \$2050.00. Used Grass Valley 1600-2 16 input video switcher \$12000.00. Editors: Sony RM440 new \$1400.00, used \$980.00; Convergence ECS 90 with I/F for Sony VO-2860 \$800.00. Various Betacam equipment available. For other items telephone. 30 day warranty included. Cottonwood Communications, Incorporated, national 1-800-331-8333; California 1-800-826-7025, or 1-805-344-3335.

Equipment for sale: Variety of good used studio equipment...plus Lampkin test set...Scientific Atlanta satellite receiver. Send for complete list. W A M D, Box 970, Aberdeen, MD 21001.

We need 9000 serial number TCR-100 cart machines. We need BVU-800/820 VCRs. Still have Sony, Ampex, RCA and NEC 1" VTRs as low as \$11,000 each. We need RCA TK-28s and 29s. We have several Grass Valley 1600 production switchers. Come see us at NAB, booth 5117 in the Hilton Center and call now to sell your used equipment at NAB. Media Concepts 919-977-3600.

Sony: Model VO2850 VCR (3) \$700 each; model VP2000 (2) \$500 each. Other items available. Curtis 703-521-1089.

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.

Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Filled mini KCS-20 minute cassettes \$6.49. Eicon evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video Inc. 301-845-8888, or call toll free 800-238-4300.

Complete 3/4" broadcast rack, includes 4 Sony VP 5000's, Sony monitor, Channelmatic program controls, Quanta CG, Jerrold IF modulator, etc. Complete list available. Acquired 5/86 for \$24,000+. Sell for best offer over \$8,500. Well maintained and ready to plug in. Boise, Idaho 208-345-1400/345-1231.

Over 100 AM-FM transmitters in stock. All powers - all manufacturers - all spares. AM - 1Kw thru 50Kw/FM 1Kw thru 40Kw. World leader in broadcast transmitters. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-226-8967, 214-630-3600.

We need at least one TK-47 camera right away. We still need BVU-800s and 820s. Call now to list your excess equipment. Every station we've ever visited had something out of service that could be turned into cash for new equipment. Call now before NAB so we can sell for you at NAB. Media Concepts 919-977-3600. Come see us at NAB, booth 5117 in the Hilton Center.

Sony Betacart - BVC-10 PAC. Like new, former manufacturers demo. Includes keyboard, TBC, control panel, barcode writer & printer. Immediate delivery on this first (that we know of) available Betacart on the used market. Call NOW for information. Video Brokers 305-851-4595.

Sony BVH 2000/02 - 1" VTR, low hours with TBC, time code and dynamic tracking head. Very clean. Video Brokers 305-851-4595.

Ikegami studio cameras (1) 357 w/18:1 zoom, head & ped. (3) SC-500's with 15:1 zoom, heads & peds - demo use only. Call Video Brokers 305-851-4595.

Beta equipment - Sony BVW 10, 15, 20, 25 & 40 - all have low hours and warranty. Also, new Betacams w/plumbs & 14:1 Fuji zoom. Call for special low pricing. Video Brokers - 305-851-4595.

Tektronix - Waveforms & Vectorscope in stock; 528A, 1420, 1710, 520A, 1480 & 1480R. Some new, some used. Warranty. Call Video Brokers 305-851-4595.

Ampex 1" - (8) VPR-2B's w/TBC-2B, with or without consoles. 100% warranty first 30 days of operation. Time code on board, low hours on scanner & heads. Call Video Brokers - 305-851-4595.

RADIO Help Wanted Management

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Major markets. Must have strong credentials in programming, sales, and management as a hands on operator. Salary & perks commensurate with responsibilities. An EOE. Box E-82.

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Emerging Radio Syndication Company offering opportunity to highly qualified individual to organize and manage new five-person station clearance department. Successful applicant must be a winner and have a minimum of 3 year radio station clearance experience. This is an outstanding opportunity for the right person. Send resume to: New Century Broadcasting, Inc., 1515 Ringling Blvd., Suite 950, Sarasota, FL 34236.

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Well-established Class C FM to transmit this summer from Mt. Washington with ten-fold coverage increase. Unique opportunity to build sales team covering four states and Canada, including several Arbitron markets. Live in beautiful, White Mountain resort area. Excellent track record essential. Resumes only to: Steve Powell, WMOU-FM, 38 Glen Avenue, Berlin, NH 03570.

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Box E-84

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NY METRO AM/FM COMBO

Needs experienced Chief Engineer - new studios, quality facilities. 1st ticket or SBE certification required. Must be up on all FCC/industry issues, know automation, production needs, satellite services. Remote units, telephone technology and thorough knowledge of transmitter/antenna systems. This is a group-owned, stable operation, offering excellent benefits and salary for the right individual. Immediate opening, EOE/MF. Reply in confidence to Box E-81.

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TOP TEN MARKET Morning News Anchor

Major sunbelt AM NewsTalk station accepting resumes. 5 years medium-major market experience required. Need creative, personality news anchor. No "readers", please. Major company with top benefits.
Box E-65. EOE.

Situations Wanted Announcers

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Veteran personality, 15 years in various formats, versatile, creative, well-read, funny, ratings success in both drivetimes. Seeks fresh challenge in full-service, news/talk, or sports-oriented radio. Majors preferred, but all markets considered. 914-949-8596.

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with leading TV/Radio/Teleproduction magazine for technical and engineering management. Applicant should be engineer or technically-oriented person, with strong writing/editorial skills. Send resume, qualifications and brief writing samples to: Box E-86.

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for leading manufacturer/distributor of Camera Mounting Support Systems located in Hauppauge, NY. The individual we are seeking combines a strong administrative ability with a talent for sales to implement programs, direct and participate in our national sales effort. Please send resume to Box E-78.

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BSEE/MBA degree or equivalent broadcast industry experience.

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Experienced in broadcast wideband video routing and effects, and custom and semi-custom ICs.

SENIOR SOFTWARE ENGINEERS

Technical application will involve real-time control for video tape editing equipment, image processing and switcher control systems.

Requires familiarity with C/UNIX or Macro 11. Experience in real-time applications, assembly and high level languages, and familiarity with 16- and 32-bit microprocessors. BSEE/BCS required.

VIDEO DESIGN ENGINEERS

This position requires knowledge and experience in video, audio and digital design, layout, fabrication, building, testing and integration of products into manufacturing. Digital image processing experience desired. BSEE required.

SENIOR SOFTWARE DESIGNER

BSCS or MSCS and three to five years experience with real-time analysis and software design. Requires a working knowledge of C and 68000 assembly languages. Knowledge of broadcast/video design and digital hardware design is desirable.

PRODUCT MARKETING MANAGERS

Require technical background and related marketing education and experience with a technology-based manufacturer. Previous product line responsibility in terms of planning and implementation of pricing, promotion, training and support; familiarity with broadcast and professional video markets.

PRODUCT MARKETING SPECIALISTS

These positions require technical background, manufacturer experience. Will support marketing efforts in research and implementation of planning.

DIGITAL DESIGN ENGINEERS

Broadcast equipment design experience needed for these positions, together with SW-Assembler and C languages, ASIC development and real-time controller knowledge.

ANALOG VIDEO DESIGN ENGINEERS

Knowledge and experience in video and audio design, layout, fabrication, building, testing and integration of products into manufacturing. C and 68000 languages experience very desirable.

SOFTWARE DESIGN ENGINEERS

Experience with broadcast equipment design desired, real-time design experience a must. High-level assembly languages such as C and 68000 necessary.

Call for appointment to talk privately in room N-1, Las Vegas Convention Center. Speak with Yvonne Klus at (916) 478-3203, or stop in during the NAB Convention.

GRASS VALLEY GROUP

P.O. Box 1114, Grass Valley, CA 95945

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IN A TOP FIFTY MARKET
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PRODUCER**

The preferred candidate will be a seasoned, highly professional individual with the ability to create and develop viewer appealing, award-winning programming.

Position requires a BA degree in broadcasting, journalism or related field; superior verbal and written communications skills; and demonstrable expertise in producing broadcast programs. Previous experience in producing PM Magazine desirable but not required.

Applications will be accepted through April 18, 1988. Candidates must be available no later than June 1, 1988. Salary \$30,000 to \$55,000 with excellent benefits.

Do Not Send Tapes. Send resume, brief writing samples and name and phone numbers of three references to:

Box E-67

Help Wanted Technical



TELEVISION ENGINEERS

Cable News Network, the leading news system in satellite communications, has career opportunity for engineers with broadcast maintenance experience. These positions demand an extensive background in television engineering. Turner Broadcasting System offers an excellent benefit and compensation program. Send resume to:

Jim Brown, Engineering
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One CNN Center, Box 105366
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Opportunities exist in Chicago, Detroit, Cleveland and Louisville, as well as other selected major markets.

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Payable in advance. Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted; Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.


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Media

Alvah Chapman, chief executive officer and chairman of board, Knight Ridder Inc., Miami, retires as CEO. He is succeeded in that post by **James Batten**, president.

Scott Sassa, VP, new business development, Ohlmeyer Communications, Los Angeles, joins Turner Network Television, Atlanta, as executive VP.

Barry Geoghegan, president and general manager, WAND(TV) Decatur, Ill., and VP of parent company, LIN Broadcasting Corp., New York, retires. He is succeeded at WAND by **Douglas Adams**, news director, LIN's KXAS-TV Fort Worth.

Amy McCombs, president and general manager, WDIV(TV) Detroit, joins KRON-TV San Francisco in same capacity. She is succeeded as president and general manager of WDIV by **Alan Frank**, VP, operations and production, Post-Newsweek Stations, owner of WDIV.

Appointments at Edens Broadcasting Inc., Phoenix-based owner of four AM and five FM stations: **Murray Topham**, VP and chief financial officer, to executive VP and chief financial officer; **Dick Lamb** managing director and morning personality, WWDE-FM Hampton, Va., and **Larry Saunders**, general manager, WWDE-FM, named VP's.

Dick Rakovan, VP and general manager, WFYR-FM Chicago, joins H & D Broadcast Group, Hartford, Conn.-based group owner of four AM and four FM stations, as executive VP.

Appointments at WSKG-AM-TV Binghamton, N.Y.: **Fred Edwards**, VP for finance, to senior VP of finance; **Robert Robinson**, VP for operations, to senior VP for operations; **June Smith**, director of television broadcasting, to VP of television broadcasting.

Appointments at Continental Cablevision Inc., Boston: **John Rakoske**, senior VP; **Charles Younger**, senior VP, and **Michael Ritter**, VP and general manager, Continental Cablevision of Michigan, named executive VP's.

Appointments at Capital Cities/ABC, New York: **James Goldberg**, VP, tax planning and administration, named VP, taxes. He succeeds **Arnold Agree**, retired; **Christine Hikawa**, senior general attorney, legal and business affairs, broadcasting, to VP, ABC broadcast standards and practices, East Coast.

Norm Hankoff, president and general manager, KTHO-AM-FM South Lake Tahoe, Calif., resigns; **Lori Hertel**, general sales manager, named station manager.

Appointments at Continental Cablevision of Ohio, Findlay, Ohio: **Hal Moore**, regional controller, to VP, regional controller; **Richard Hutchinson**, district manager for Miami Valley District, to VP, district manager.

Appointments at Warner Cable Communications Inc., Dublin, Ohio: **Kevin Leddy**, senior director of marketing, to VP of marketing; **Terry O'Connell**, senior director of sales, to VP of field sales and marketing.

Gary Swartz, VP-general manager, KEEY-FM Minneapolis, joins Legacy Broadcasting, Los Angeles-based group owner of four AM and six FM stations, as regional VP and VP-general manager, KDWB-AM-FM Minneapolis.

Paul Karpowicz, general sales manager, WLNE(TV) New Bedford, Mass., named general manager.

William Verner, area general manager, Group W/Comcast Cable, Ontario, Calif., joins Palmer Cablevision Inc., Des Moines, Iowa, as general manager of Palm Desert, Calif. system.

Lew Scharfberg, manager of creative services, Cablevision of Islip, Islip, N.Y., joins Cable 6 TV, Middletown, N.Y., as operations manager.

Daniel Durrenberger, production manager, KAET(TV) Phoenix, named station manager.

Bill Bartlett, director-national album promotion, Capitol Records, Los Angeles, joins MediaAmerica, New York, which recently purchased programming assets of MCA Radio Networks, Universal City, Calif. (see "Riding Gain," page 41), as director-affiliate relations.

Thomas Panik, accounting manager, WZZM-TV Grand Rapids, Mich., named controller.

Marketing

Albert Romano, VP and associate media director, J. Walter Thompson, New York, joins Venet Co. there as senior VP and media director.

Kit Simon, director, Midwest advertising sales, Buena Vista Television, Burbank, Calif., joins TV Horizons, national advertising sales arm of LBS Communications Inc.,

New York, as Chicago-based VP, Midwest sales manager.



Sheldon

Kerry Sheldon, account manager, MTV's Nickelodeon, New York, joins Parkside Entertainment, New York-based advertising sales company devoted exclusively to children's programming, as VP of sales.

Lois Welch, Chicago-based associate research director, DDB Needham Worldwide, New York, to VP there.

Dylan Gerber, associate creative director, Jacobs & Gerber Inc., Los Angeles, named VP-associate creative director.

Rick Weidner, director of communication, American Foundation for AIDS Research, New York, joins GTG Marketing there as VP, advertising and promotion.

Appointments at WHOI(TV) Peoria, Ill.: **Bill Thorson**, VP of sales, resigned; **Janetta Johnson**, traffic manager, to national sales coordinator.

Richard Turkheimer, account executive, WSOC-AM-FM Charlotte, N.C., named general sales manager.

William Smith, account executive, *News-Review of Riverhead*, Riverhead, N.Y., joins WRIV(AM) there as general sales manager.

Mary Dickson, newswriter, public relations department, University of Utah, Salt Lake City, joins KUED(TV) there as director of advertising and public information.

Appointments at Cox Cable Communications, Atlanta: **Pat Esser**, advertising sales manager, Cox Cable Omaha, to same position, Cox Cable Quint Cities, Moline, Ill., and Cox Cable Cedar Rapids, Cedar Rapids, Iowa; **Phil Maddern**, advertising sales manager, Cox Cable Oklahoma City, to same position at Cox Cable Lubbock, Lubbock,



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Come June. The National Association of Broadcasters has announced three new appointments to the seats on its radio and TV boards reserved for women and minorities. The appointments, made by the NAB's executive committee, are for two-year terms and take effect at the June board meeting. Joining the radio board is Denise Shoblom, vice president and station manager for KFWJ(AM)-KBBQ(FM) Lake Havasu, Ariz., who replaces Sally Hawkins of WILM(AM) Wilmington, Del. Glenn Mahone, president of Paco-Jon Broadcasting Corp., WPLZ(FM) Petersburg, Va., was reappointed to a seat on the radio board.

Judith Ekberg Johnson, vice president and chief operating officer of KFYT-TV Bismark, N.D., and Daniel D. Villanueva, general manager of KMEX-TV Los Angeles, were named to the television board. They succeed Robert Munoz of KCIK-TV El Paso and Ron Townsend of WUSA-TV Washington.

Tex.; **Andy Monday**, advertising sales manager, Cox Cable Spokane, Spokane, Wash., to same position, Cox Cable Omaha; **Mark Kanter**, advertising sales representative, Cox Cable Oklahoma City, to advertising sales manager there; **Sanjiv More**, advertising sales representative, Cox Cable Spokane, to advertising sales manager there; **Rosie Wills**, advertising sales representative, Cox Cable University City, Gainesville, Fla., to advertising sales manager, Cox Cable South Carolina, Myrtle Beach, S.C.; **Jack Kenney**, sales manager, WPMI(TV) Mobile, Ala., to advertising sales manager, Cox Cable Pensacola, Pensacola, Fla.

Larry Spero, sales manager, WRC-TV Washington, named director of sales. He succeeds **Larry Tompkins**, resigned.

Appointments at CBN Cable Network, Virginia Beach, Va.: **Dick Hammer**, Eastern sales manager, to New York-based acting director of advertising sales; **Chuck Cahill**, Midwest manager, SCORE, Financial News Network's sports service, New York, to Chicago-based account executive.

Jay Supovitz, account executive, WBSB(FM) Baltimore and WEZR(FM) (now WBW(FM)) Manassas, Va., joins WWMX(FM) Baltimore as national sales manager.

Chuck Abrams, associate creative director, The Communications Group, Bloomington, Minn., joins Duncan, Nelson, Lambert, A Marketing Group Inc. there as senior art director.

Patrick White, on-air personality, KYKY(FM) St. Louis, joins WKKX(FM) Jerseyville, Ill., as director of client services.

Ashley Holding Sprinkle, account executive, Banner Radio, Atlanta, joins CBS Radio Representatives there in same capacity.

Appointments at Chicago office of TeleRep, New York: **Nancy Gustin**, local account executive, WZDX(TV) Huntsville, Ala., to account executive; **Lou Pukelis**, research analyst, to account executive.

Kim Kline, promotion manager, KTXL(TV)

Sacramento, Calif., named account executive.

Rita Starr, VP and manager, Banner Radio, New York, joins WRIF(FM) Detroit as account executive.

Lisa De Pasquale, sales assistant, Pagan Jones & Associates Advertising, Cherry Hill, N.J., and **Michael Weidner**, account executive, WUHF(TV) Rochester, N.Y., join WHWH(AM) Princeton and WPST(FM) Trenton, both New Jersey, as account executives.

Hilary King, senior account executive, WMTG(AM) Dearborn, Mich., and **WNIC(FM)** Detroit, joins WHND(AM) Monroe and WCSX(FM) Birmingham, both Michigan, as account executive.

Deborah (Strauss) Wiebrecht, account executive, WKLH(FM) Milwaukee, joins WZTR(FM) there in same capacity.

Programing

Mary Fichter, senior VP, sales, Management Insights Inc., Dallas, joins Teleworld Inc., Los Angeles-based program producer and supplier, as executive VP, sales.

Mel Diamond, VP in charge of sales, Satellite Music Network, Dallas, joins CRC (Cadena Radio Centro) Radio Network, Dallas, as New York-based executive VP in charge of sales.

Appointments at Showtime/The Movie Channel, New York: **William Rogers**, VP, business affairs, to senior VP, business affairs; **Nancy Glauberman**, consultant, to director, corporate relations.

Ronni Faust, president, Faust & Associates, Philadelphia-based marketing company, joins Syndicast Services Inc., New York, as VP, creative services.

Gilles Meunier, Paris-based television sales manager, television division, 20th Century Fox Film Corp., Los Angeles, named VP-France.

Sarah Black, VP of development, Wildwood Enterprises, Sundance, Utah, joins Act III Productions, Los Angeles, as senior VP, development.

Norma Levy, director of business affairs, International Video Entertainment, Woodland Hills, Calif., joins Heron Communications, Culver City, Calif.-based marketer of home videos, as VP of business affairs.

Lance Robbins, executive VP-production, Maverick Productions, Los Angeles, joins Wilcox Productions, Studio City, Calif., as VP-production/development.

Mitchell Nedick, director of finance and administration, KTLA(TV) Los Angeles, joins newly formed Grant/Tribune Productions, Los Angeles-based supplier of first-run network programing, as chief financial officer.

Appointments at WHOI(TV) Peoria, Ill.: **Bev Avery**, executive secretary, to program director; **Norma Carlyle**, traffic operator, to traffic manager.

Michael Laibson, producer, CBS's *As the World Turns*, New York, joins NBC-TV there as executive producer of *Another World*.

Frank Reed, assistant program director, WOCL(FM) DeLand, Fla., joins WWDJ(AM) Hackensack, N.J., as program director and morning host.

Barbara Nadler, director of operations, MCA Radio Network, Universal City, Calif., joins Radio Express, Burbank, Calif.-based syndication company, as director of affiliate relations.

Appointments at Paramount Picture Corp.'s *War of the Worlds*, Toronto-based new first-run series: **Herbert Wright**, producer/writer, Paramount's *Star Trek: The Next Generation*, to senior creative consultant; **Tom Lazarus**, executive story editor, *Jake and the Fatman*, Viacom-produced series for CBS, to executive consultant; **Jonathan Hackett**, producer, *Adderly*, Orion-produced series for CBS, to producer.

Linda Eberz, manager of educational and program services, WSKG-AM-TV Binghamton, N.Y., named director of educational and program services.

Appointments at KMGH-TV Denver: **Bob Chernet**, director of advertising and promotion, to manager of local programing and public service; **Mary Carole McDonnell**, director of programing, to director of national programing and station relations.

David Cunliffe, controller of drama, Yorkshire Television, Leeds, England, joins ITC Productions Ltd., London-based production division of ITC Entertainment Group, New York, as managing director.

Donna Vekteris, production coordinator, Cinar Films, Toronto, named manager of program distribution.

Louis Gonzales, Midwest sales manager, Lionheart Television International, Chicago, joins Coral Pictures Corp., Miami, as Chicago-based Midwest sales manager.

Jack Bivans, manager of marketing, advertising and national sales, Century Broadcasting, Chicago, joins Darrel Peters Productions, Arlington Heights, Ill., as national marketing manager.

Appointments at Peregrine Film Distribution, Los Angeles: **Milton Strasser**, Northeast regional sales manager, Coca-Cola Telecommunications, New York, to Eastern sales representative; **A. Scott Lanken**, Southeast division manager, Four Star Television, Burbank, Calif., to Midwest sales representative; **Marv Gray**, president, Gray-Schwartz Enterprises, Calabasas, Calif.-based independent TV rep firm, to Western sales representative.

Bob Worthington, air personality, WNSR(FM) New York, joins United Stations Radio Networks, New York, as host of *Solid Gold Saturday night*, live request oldies show.

Karen Holmes, producer, *Cityline*, magazine program, WCVB-TV Boston, adds duties as co-host of program.

Ken Johnson and **Jim Tofte**, morning show hosts, WTPA(FM) Mechanicsburg, Pa., join KCFX(FM) Harrisonville, Pa., in same capacity.

Mark Christopher, weekend personality, KJR(AM) Seattle, named evening disk jockey.

Appointments at Movietime, Los Angeles-based cable network: **James (Bigboy) Med-**

lin, writer, *Los Angeles Weekly*, Los Angeles, to segment producer; **Deborah Kent**, traffic coordinator, to traffic manager.

Gloria Bryant, traffic director, WFYV-FM Atlantic Beach, Fla., joins WFYV(AM) Jacksonville, Fla., as continuity director.

News and Public Affairs

Graham Robertson, West Coast assignment editor, NBC-TV, New York, joins WTVH(TV) Syracuse, N.Y., as news director.

Richard Tuininga, news director, WEWS(TV) Cleveland, joins WCMH-TV Columbus, Ohio, in same capacity.

Casi Smith, on-air news anchor, producer and assistant news director, KCWT(TV) Wenatchee, Wash., named news director.

Dean Dykema, news reporter, KTVM(TV) Butte, Mont., joins KCTZ(TV) Bozeman, Mont., as news director.

Bill Crafton, news director, WPEC(TV) West Palm Beach, Fla., joins WSBT-TV South Bend, Ind., in same capacity.

Appointments at CNN, Atlanta: **Dave Farmer**, Los Angeles bureau chief, to VP and New York bureau chief; **Steve Cassidy**, New York bureau chief, to Atlanta-based senior assignment editor; **Steve Shusman**, night supervising producer, to Los Angeles bureau chief; **Earl Casey**, managing editor, to night supervising producer; **Cissy Baker**, national editor, to managing editor; **Dave Finegold**, senior assignment editor, to national editor.

Jamie Eller, news director, WYRN(AM) Louisburg, N.C., joins WVOT(AM) Wilson, N.C., in same capacity.

Appointments at WHOI(TV) Peoria, Ill: **Victor Scott**, weekend news director and technician, resigns. He is succeeded by **Roger Baysinger**, technical director.

Anthony Michael Weller, air talent, WXLPM(FM) Moline, Ill., joins WBNZ(FM) Frankfort, Mich., as news and sports director.

Appointments at The Weather Channel, Atlanta: **Bill Campbell**, forecast coordinator, to manager of meteorology; **Lynn Duran**, associate producer, to producer/director.

J. Michael Theodore, Western regional coordinator, CBS News, New York, joins KPIX(TV) San Francisco as managing editor.

Appointments at KJR(AM) Seattle: **Bill Rice**, afternoon news anchor, to news director; **Chuck Knopf**, evening personality, to morning news anchor.

Jeffrey Henig, news anchor and reporter, WMHQ(AM) Dover, N.J., joins Riverview Cablevision Associates, Union City, N.J., as news director and anchor of *North Hudson News*.

Appointments at NBC, New York: **Jimmy Cefalo**, sportscaster, *NBC News at Sunrise*, named sports contributor for *Today*. He is succeeded by **Don Criqui**, who will continue his NFL play-by-play duties.

Appointments at WBRE-TV Wilkes-Barre, Pa.: **Flora Posteraro**, news anchor-reporter,

WJAC-TV Johnstown, Pa., to 6 and 11 p.m. co-anchor and reporter; **Brenda Garton**, reporter, WOTV(TV) Grand Rapids, Mich., to 6:30 a.m. anchor and 11:30 a.m. co-anchor; **Terry Finn**, midday personality, WILK(AM) Wilkes-Barre, to weekend weatherman.

Appointments at Montgomery Community Television's (MCT) *News 21/Countyline*, Rockville, Md: **Michael Gilliam**, news director, Jones Intercable of Alexandria, Alexandria, Va., to anchor; **Birchard Allen**, reporter, Maryland Public Television, Owings Mill, Md., and **Karen Allyn**, public affairs production assistant and field producer, Cable News Network, Atlanta, to general assignment reporters; **Stephen Hannon**, assignment editor, WBAL-TV Baltimore, to same capacity; **Timothy Garraty**, director and producer, MCT's production services division, to director; **Timothy Brown**, television production teaching assistant, MCT, and **Robert Towe**, editor and cameraman, WHSV-TV Harrisonburg, Va., to cameramen and editors.

Len Cannon, reporter, WDSU-TV New Orleans, joins KOMO-TV Seattle as general assignment news reporter.

Appointments at WTOL-TV Toledo, Ohio: **Meredith McGuire**, producer, WITF-TV Harrisburg, Pa., to 6 p.m. producer; **Bruce Leshan**, reporter, KCRL(TV) Reno, to same capacity; **Janis Lane**, news director, KCPW(FM) Kansas City, Mo., to reporter.

Technology

Brian Koenig, VP, corporate personnel, RJR Nabisco, Toronto, joins Scientific-Atlanta Inc., Atlanta, as VP, human resources.

Charles Mulvey, director of engineering, WSKG-AM-TV Binghamton, N.Y., named VP of engineering.

Appointments at Chaparral Communications, San Jose, Calif.-based manufacturer of home satellite television systems: **Roger Samdahl**, VP of engineering, Pindar Development Corp., San Jose, to director of engineering; **John McGuigan**, VP of marketing, Proximity Inc., San Jose, to director of marketing.

Oscar G. Medina, owner, Ultralite Aviation Inc., and broadcast engineering consultant, KCOS(TV), both El Paso, named director of engineering at KCOS.

Appointments at Sony Magnetic Products Co., New York: **Richard Chambers**, Southwest district sales manager, to Irving, Tex.-based Southwest regional sales manager; **Tina Rice**, sales trainer, Sony Communications Products Co., Teaneck, N.J., to Chicago-based Midwest district sales manager; **Lee Batson**, sales representative, Fuji Photo Film U.S.A., Elmstead, N.Y., to San Jose, Calif.-based Pacific Northwest district sales manager; **Peter Debenny**, chief engineer, Chicago Access Corp., Chicago, to Chicago-based Northern Midwest district sales manager.

Paul Bogan, service coordinator and sales administrator, Professional Electronics Division of Mitsubishi Electronic Sales America Inc. (MESA), Piscataway, N.J., named South Central regional sales manager.

Peace awards. CBS News's *The Soviet Union: Seven Days In May*, The Discovery Channel's *Russia: An Encore Presentation* and WETA-TV Washington's *The Summit: A Nuclear Age Drama* were honored March 24 with Olive Branch Awards in New York. Awards were given for new ground broken in treatment of disarmament issues.

Chuck Herring, supervisor of on-camera meteorology, The Weather Channel, Atlanta, named manager of on-camera meteorology-master control.

Howard Whitman, editorial assistant, Society of Cable Television Engineers Inc. (SCTE), Exton, Pa., named manager of editorial and promotion.

Jason Danielson, director of sales and marketing, Groupe Andre Perry, Orinda, Calif.-based video postproduction facility, joins Digital F/X, Santa Clara, Calif., as product marketing manager of DF/X 200 digital video production system.

Appointments at Agfa-Gevaert Inc., Ridgefield Park, N.J.-based equipment manufacturer and subsidiary of Bayer USA Inc.: **Bill Greene**, technical sales representative, graphic systems division, named technical sales representative, magnetic tape division; **Michael O'Connor**, division credit manager, to credit manager.

Gary Obee, maintenance engineer, WTOL-TV Toledo, Ohio, named supervisor of maintenance.

Promotion and PR

Robert Hills, president and CEO, Hill Communication Inc., Washington-based public affairs firm, joins Henry J. Kaufman & Associates Inc., Washington, as senior VP for public relations.



Hamby



King

Appointments at Siddall, Matus & Coughter Inc., Richmond, Va.: **William Hamby**, director of media relations, to director of public relations; **J.B. King**, business development coordinator, to manager of public relations.

Appointments at Corporation for Public Broadcasting (CPB), Washington: **Mary McGuire**, manager of public relations, Roy Rogers Restaurants, Washington-based division of Marriott Corp., to director of external communications; **Jim McElveen**, senior writer, speech writer, adds duties as director of internal communications.

Appointments at WHOI(TV) Peoria, Ill: **Gene**

Holmes, VP of public affairs, retires; Devoe Slisher, promotion manager, adds duties as promotion-public service director.

Audrey Farrington, on-air promotion manager, KPDX(TV) Vancouver, Wash., joins KTXL(TV) Sacramento, Calif., as promotion manager.

Scott Bluebond, Philadelphia-based independent contractor, joins WWDB(FM) Philadelphia as promotion director.

Suzanne Wolery-Belanger, promotion-marketing director, WVKO(AM)-WSNY(FM) Columbus, Ohio, joins WCZY-FM Detroit in same capacity.

Jayne Zamzow, account executive, WQFM(FM) Milwaukee, joins WZTR(FM) there as producer, promotion director and traffic reporter.

Allied Fields



Starzynski

Charles Starzynski, program director, KXPR(FM) Sacramento, Calif., named president, Sacramento Valley Broadcasters Association.

Appointments as officers, Wisconsin Broadcasters Association, Platteville, Wis.: **Gary Dehaven**, WISC-TV Madison, to

chairman of board; **Jack Hackman**, WDLB(AM)-WLJY(FM) Marshfield, to chairman-elect; **Wayne Barnett**, WTMJ-TV Milwaukee, to vice chairman-TV; **Steve Dickoff**, WEAQ(AM)-WIAL(FM) Eau Claire, to

secretary; **Roger Utneher**, WERL(AM)-WRJO(FM) Eagle River, to treasurer.

Appointments at Texas Cable TV Association, Austin, Tex.: **Neil Haman**, Heritage Cablevision, Harlingen, to chairman; **Bryan O'Hara**, Sammons of Fort Worth, to vice chairman; **John Mankin Jr.**, Metrovision, Waco, to secretary-treasurer.

David Thomas, VP operations manager, DeWitt Media Inc., New York, named senior VP, director of client services.

Jeffrey Kramp, VP and manager of communications department, NCNB National Bank, Charlotte, N.C., joins Denver Group, Denver-based cable-communications brokerage and investment services firm, as VP.

Appointments at Miller, Young, Holbrooke, Washington-based law firm: **Amy Zoslov**, attorney, FCC, Office of Political Programming, Washington, to associate; **Tillman Lay**, associate, Wilmer, Cutler & Pickering, Washington, to associate.

Paul Wolansky, associate, Gelberg & Abrams (now disbanded), New York, joins Battle Fowler, law firm there, as partner in communications and media group.



Stahl

Leslie Stahl, national affairs correspondent, CBS News, New York, receives 1988 *Communicator of the Year* award from Philadelphia chapter of American Women in Radio and Television.

Recipients of New York Women In Communications' Matrix

Awards, honoring New York's outstanding communicators: **Carolyn Carter**, senior VP, account management, Grey Advertising, New York, for advertising; **Carolyn Wall**, VP and general manager, WNYW(TV) New York, for broadcasting; **Marilyn Laurie**, senior VP of public relations-employee information, AT&T, New York, for public relations.

Deaths



Gay

J. Douglas Gay, Jr., 77, co-founder of WLEX-TV Lexington, Ky., died March 10 at Humana hospital in Lexington. He had Parkinson's disease. WLEX-TV went on air in 1955 with Gay assuming post of chairman of board and treasurer in 1965.

During his years at WLEX-TV, Gay also served as chairman of board of WCOV-TV Montgomery, Ala., from 1964 to 1985, and stockholder and director of Florida Heartland Television Inc., Orlando, Fla., from 1966 until 1984. Gay's broadcasting career also included 12 years as president of Central Kentucky Broadcasting Co., from 1946 to 1958. He is survived by his wife, Corinne, and three daughters.



Goralski

Robert Goralski, 60, former NBC news correspondent, died March 18 of cancer at his home in McLean, Va. Goralski began his broadcasting career in late 1940's at radio station in Illinois. He was Navy combat correspondent in Korea and worked for Radio Free Asia

from 1952 to 1956. Goralski joined Voice of America in 1956, where he supervised broadcasts as English editor for Asia and chief of Burmese service. In 1961 he left VOA to join NBC News. While there, Goralski covered State and Defense Departments as well as stories in Caribbean, Laos and Middle East during Arab-Israeli War. He received Emmy award in 1970 for his Vietnam war coverage. Goralski also covered White House during Kennedy and Johnson administrations. After leaving NBC in 1975, Goralski served as information director at Gulf Oil and later as freelance writer, lecturer and historian. He is survived by his wife, Margaret, one son and two daughters.

Jack Hill, 59, VP of research, Cabletelevision Advertising Bureau, New York, died March 19 of heart attack at his home in Armonk, N.Y. Hill worked in media research departments at NW Ayer, Benton & Bowles, as well as Ogilvy & Mather, where he served for 20 years. Hill held position of senior VP at Ogilvy from 1978 to 1983. He subsequently became executive VP of media studios division for Simmons Market Research Bureau. Hill is survived by his wife, Norma, two daughters and three sons.



Helping MDA cause. Andy Potos (r), president and general manager, WITI-TV Milwaukee, receives Muscular Dystrophy Association's Distinguished Broadcaster Award. Presenting award, which honors broadcaster whose contributions to MDA and its Jerry Lewis Labor Day Telethon represent outstanding effort to support MDAs cause, are MDA national chairman, Jerry Lewis, and MDA executive committee chairman, Sylvester (Pat) Weaver Jr. (l).

Raycom's Rick Ray: The best laid plans sometimes work out

Rick Ray is a planner. A testament to the success of his plans is Raycom, the company he founded in 1979. Headquartered in Charlotte, N.C., Raycom lays claim to being the largest syndicator of sports programming, covering some 50% of the country. Ray is now setting his sights on expanding the company with more entertainment programming and from there, developing Raycom into a regional network. It wasn't what he had in mind when he started.

"My original goal was to become an actor," says Ray, "I started training at the age of 11 and eventually did some work in summer stock and road companies throughout college, but all my friends were going to New York and starving as actors. I decided I would prefer to finish college, get a degree and start out working in a television station and wait to get my big break."

The opportunity came in 1971, while he was working at WCCB-TV Charlotte, N.C. "The big break I had been waiting for was the 5:55 a.m. weather, and I stress a.m.; that's when I decided that there might be something better for me to do." At the time, Ray was also responsible for typing program schedules; it was that clerical duty that led him to the programing side of television.

"Eventually I became program director because no one wanted to make the decisions about our scheduling," he says. "One day I asked what they wanted in the schedule and they said: 'Why don't you decide. It'll be OK.' So I started making decisions and was actually pretty good at it." So good that he became the station's program director.

In 1974, Ray moved to WCSC-TV Charleston, S.C., as program director. Within a year, he was named station manager. He was all of 22. "I left WCCB-TV," he says "because I was looking to get varied experience; my plan was to stay at each place for about three years, long enough to learn and gain the experience and then move on. When I came to WCSC-TV, it was on somewhat of a downward trend and eventually we gained a 56 share. Luckily everything that I did succeeded."

It was during his tenure at WCSC-TV that Ray learned the value of research and trend-watching in making program decisions. "I would study the books, examining why certain shows were or were not successful in specific markets, and our staff conducted audience surveys, sometimes on a daily basis; this was at a time when not many people did that. Many people at the time were making program decisions by saying: 'This looks like a good show, let's play it.'" One of Ray's programing decisions was to buy *M*A*S*H* in syndication. "When I bought *M*A*S*H*, everybody thought I was crazy,



WILLIAM ERIC (RICK) RAY—CEO and founder of Raycom Sports, Charlotte, N.C.; b. Dec. 15, 1949, Asheville, N.C.; BA, radio, television and motion pictures, University of North Carolina, Chapel Hill, 1971; program director, WCCB-TV Charlotte, N.C., 1971-74; program director and station manager, WCSC-TV Charleston, S.C., 1974-76; program director and station manager, WRAL-TV Raleigh, N.C., 1976-78; station manager, WCCB-TV 1978-79; founded Raycom Sports, 1979; m. Dee Birke, Feb. 2, 1980; children: Deanna, 7 months; Billy, 12 (from previous marriage).

because I spent almost \$75 a play, which was unheard of...I think the last time it was renewed in the market it went for about \$2,000." The programing business, says Ray, became like a game, one with clear-cut goals to achieve. "There was a lot of information available on what others were doing to reach a successful level, and I'm a great copier."

In 1976, Ray went to WRAL-TV Raleigh, N.C., again as program director. "I took a step down in title, but went to a station that was three times larger," he says. In the ratings book prior to Ray's arrival, WRAL-TV lost every time slot in the 4-8 p.m. period. In the book after Ray arrived, the station won them all.

Ray came full circle by returning to WCCB-TV in 1978. "WCCB-TV had lost its ABC affiliation and the challenge of programing for 24 hours appealed to me." In the first rating book after his arrival, says Ray, WCCB-TV was the second-ranked independent in the country. It was after his return to WCCB-TV that Ray got the idea for Raycom.

The owner of the station, Cy Bahakel, had purchased a satellite downlink and Ray started scanning the skies for programing. There wasn't much available at the time, but Ray found a college basketball tournament being held in Alaska. "It wasn't going to be

televised, so I checked around to see what I would have to do to get it beamed back to North Carolina," he says. Ray went to Alaska, built a control room and assembled a crew, using locals for many of the technical positions. Ray christened the tournament the Great Alaskan Shootout and the station sent the feed to markets that had colleges participating. "We ended up televising about 12 games that year," Ray said.

After purchasing the rights to the tournament from the station's owner in 1979, Ray formed Raycom as a sideline to his job at WCCB-TV. "It [Raycom] became so good that I just quit the job," he says.

At the time he founded Raycom, Ray hired Dee Birke to handle the sales end of the business. "She was recommended to me as a person who could sell anything," he said. "The deal that I made with Dee was that she would get 10% commission on her sales." At the end of Raycom's first year, Rick and Dee were married. "Because of the [10% commission] deal, she now figures that I owe her about \$20 million. She won't let me forget about that."

During that first year, Raycom operated out of Ray's apartment and closed out the year with \$16 in cash. The company did, however, have over \$200,000 in receivables. "We sweated it out waiting to see some of that money," Ray said.

At the end of the year, he and Dee sat down and charted goals for the next three years. One of those was to be the syndicator for Atlantic Coast Conference basketball, a prime commodity in the Southeast. Within three years, according to plan, Raycom was the carrier for the ACC, after failing in its bid the previous year. "Looking back now, I doubt that we were ready to handle something of that magnitude after our second year; I think it worked out just fine."

In the following year, Raycom added the Southwest Conference basketball and football schedules to his lineup. Along the way, Raycom also added college football's annual Kick-off Classic, held in the fall.

Raycom's goal now is to reach 80% of the country with sports and entertainment programming as part of its long-range goal of being the nation's largest regional network. Last year, Raycom began syndicating a four-part feature package that Ray describes as a "package of movie genre specials." Originally, the package was scheduled on a quarterly basis, but Ray says the special has been so well received that it will air monthly later this year and weekly starting next year. Raycom's first entertainment product was a tour of Elvis Presley's home hosted by Priscilla Presley. The show got a 7.2 national rating and was carried by 110 network affiliates.

What about a personal long-range goal for Rick Ray? "Some time in the future," he says after a moment's hesitation, "I would like to have the word 'philanthropist' listed for 'occupation' on my tax return." ■

Seventeen organizations—including broadcasting networks, public broadcasting entities, citizen groups, program suppliers and associations of broadcasters and journalists—**urged U.S. Court of Appeals in Washington last week to overturn FCC's new indecency-regulating standard** as violation of First Amendment. Petitioners, in single brief, said new standard is so vague as to chill speech protected by First Amendment. Brief also said that, in channeling allegedly indecent material to hours after midnight, FCC denies constitutionally protected material "to the vast majority of adults." In seeking review, petitioners noted new policy was dramatic departure from indecency standard that grew out of Supreme Court's 1978 decision in *Pacific Foundation* case. FCC had interpreted that decision narrowly, limiting it to fact situations similar to broadcast at issue—repeated use of seven specific "dirty" words—and said such material could be aired only after 10 p.m. Petitioners' brief said that, in abandoning that standard, FCC provided another ground for reversal: It was "arbitrary and capricious." For, brief said, FCC "failed to explain, based on any record, why it was rejecting its earlier definition of indecency and its 10 p.m. safe harbor, and failed to explain why a revision of those standards was required when the earlier ones were admittedly easier for both broadcasters and the [FCC] to understand and apply."

National spot radio sales for 1988 continue to rise—January was up 7.2%—with February posting 6.1% gain in billings over February 1987 to \$60,576,100. That's according to Radio Expenditure Reports, which collects financial data each month from all major rep companies.

CBS is completing details of early retirement plan for which up to 700 employees would be eligible. Terms of plan should be complete this week. Last time CBS offered early retirement, in 1986, 500 employees took option.

ABC News President **Roone Arledge** told *New York Times* last week that he has **agreed to new contract with *Nightline* anchor Ted Koppel**, allowing Koppel to set up own production company. Contract has not been signed yet. Koppel company would produce handful of prime time news specials for ABC annually, featuring Koppel. Koppel's company would also be allowed to produce programs for other news services—but excluding CBS, NBC and CNN. Koppel has indicated he won't discuss matter until pact is signed.

Leo Burnett advertising agency broke upfront market for barter by sending out requests for presentations by barter syndicators. According to advertising executives, Burnett is often first agency to break barter market. Sources said that along with Burnett barter request, several other agencies have also requested proposals from key barter syndicators. Barter market breaks with agency requests for such proposals, but will not be wrapped up for another several months.

Top 10 cable system operator, Comcast, reported 1987 revenue was up to \$309 million from \$130 million in 1986, and operating cash flow grew 141% to \$112 million. Results reflected acquisitions of Group W Cable systems and Indianapolis Cablevision, purchases which also contributed to Comcast's \$9 million net

Putting a value on Home Shopping

The Home Shopping Network spent \$240 million buying its television station group, which is now worth \$600 million-\$650 million, according to an appraisal of the group conducted by Frazier, Gross & Kadlec.

HSN Chairman Roy Speer said HSN commissioned the study "because of the lack of understanding by investment analysts and others who follow our company of the true worth of our TV station group."

The report says HSN has 12 "state of the art" stations, "virtually no programing liabilities, experienced television management and fully competitive transmitting tower locations and market coverage." The underlying value, FG&K says, is reflected in the stations' market reach and their upgraded technical facilities.

FG&K determined the breakup value of the stations as conventional independent stations (between \$374 million and \$416 million) and as retail marketing stations (between \$546 million and \$607 million). Adding in other factors and assumptions, including a premium for the stations' value as a group, prices for comparable sales in the market and annual market growth of between 9% and 11%, FG&K came up with a total valuation of up to \$650 million.

"These are not traditional U's," said Nando DiFilippo Jr., executive vice president, general counsel of HSN. "We have really made a commitment to technical excellence in these U's...to make sure these are comparable to V's in technical quality," he said.

That is a prime reason why the report lists HSN as reaching 34.7% of the U.S. television households, placing it first among group owners. (HSN includes the reach of two Blackstar Communications stations in which HSN has a minority ownership; its unbuilt Fort Lauderdale, Fla., station, and its San Francisco station awaiting transfer approval from the FCC.) HSN, in the study, assigns 100% reach within all of its markets to its UHF stations. FCC computations for purposes of determining multiple ownership limits credit UHF's with only 50% of total television homes in any market. The FCC rules limit common ownership of

television station groups to no more than 25% of all U.S. television homes. Based on that calculation, HSN's present reach is 14.63% of the country.

Whether the report will have the desired effect on Wall Street is uncertain. HSN's stock shot up from \$18 at its initial public offering to over \$43 the same day, May 13, 1986. The price has fluctuated since, trading now at between \$6 and \$7, after a three-for-one stock split in 1986 and a two-for-one split in 1987.

Today's price, said Roy Weissman, an analyst with Henry Ansbacher Inc., probably reflects HSN's "value at what it really is." People are wary of stocks in general at the moment, he said, and with HSN's early volatility, the numbers of potential buyers and sellers are roughly equal. Weissman thought the price "probably will come back a bit," but the market's future valuation of HSN will focus more on its revenue and earnings than on its assets, said Weissman. "The market is starting to say: 'Where's your track record?'"

As to the FG&K valuation, Weissman said, "the TV stations are worth more to HSN than to anyone else," because a new buyer would have to spend heavily on programing costs, where HSN's programing costs are nil. Even if a new owner kept portions of the shopping format, HSN would take a percentage, he said. And the typical demographics of an HSN viewer are not the same as what the average TV timebuyer is after, Weissman said. A new operator would have to start from scratch in building a viewing audience attractive to advertisers.

Television stations are typically valued by Wall Street on a multiple of cash flow. Because HSN's revenues are reflected in retail sales figures, the company has found it difficult to get its message across to the investment community. "Retail analysts don't understand TV stations," said DiFilippo, "and broadcast analysts don't understand retail businesses." Continued DiFilippo: "The job of management is to make sure they have the real facts and understand the facts and let the market make its own judgment." And to make sure no one misconstrued the FG&K exercise, DiFilippo added, "The stations are not for sale."



Hand-off. Ann Compton, ABC News correspondent, passes the gavel of the presidency of the Radio-Television Correspondents Association to Mutual Broadcasting's Dan Scanlan at the association's annual dinner in Washington last week.

loss (15 cents per share) for last year, compared to \$1 million in earnings in 1986.

Representatives of **cable industry and major motion picture studios met for second time in two weeks** last Wednesday (March 23) in Denver, for talks centering on patching up differences between two industries. Participants refrained from commenting, other than to say two sides agreed to meet again.

FCC has eliminated balanced loading guidelines, which have been used for more than 20 years to assure Comsat and Intelsat about half of AT&T's international telephone traffic. Commission's unanimous decision last week was based on view that traffic-sharing agreement previously reached between AT&T and Comsat—it will place with Intelsat average of 34% of its global traffic over next seven years—and long-term AT&T contracts would be sufficient to meet fundamental objective of Communications Satellite Act, which established Intelsat.

Broadcast network-produced sitcom may appear on cable TV's USA Network before reaching viewers over airwaves, if talks between USA and unnamed big three network pass preliminary stages. According to USA's President Kay Koplovitz, deal could bring show to USA next fall, eventually to be followed by broadcast airing, not unlike deal now in negotiation between NBC and cable's Disney Channel. NBC spokesman declined to comment, however, when asked if company was in similar discussions with USA.

CNN will produce Spanish-language news programing for Tele-mundo Group, parties announced last week. Programing, which will begin May 31, includes 30-minute weekday newscast at 6:30 p.m., weekday news briefs and hour-long week-in-review program on weekends. Separate staff will produce reports although venture will draw on CNN's worldwide resources. Tele-mundo, through its five owned television stations and 11 affiliates, reaches 60% of U.S. Hispanic households.

America's Most Wanted, weekly half hour "TV manhunt" that airs on Fox-owned stations on Sunday evenings, **helped in capture of three more criminals** last week. (Number of most-wanted criminals brought to public's attention by show and later apprehended now stands at four.) *Wanted* is produced by Fox with help of FBI. On Wednesday, March 16, Donald Adams, convicted rapist who allegedly raped again after release from prison as result of "administrative error" was caught. On Sunday night, March 20, Danny Michael Weeks, FBI "Top 10" murder

suspect, was apprehended in Seattle. And on Tuesday, March 22, in Salt Lake City, Sean Paul Lanier, wanted for murder in Sacramento, Calif., was apprehended after viewer alerted FBI.

HBO and Children's Television Workshop began production last week of new children's series, *Encyclopedia*, which will begin on pay service in September. Show, designed for 6-to-11-year-olds, will be "a hip, fast-paced collection of entertaining comedic sketches and original songs, featuring an eight-member ensemble group and state-of-the-art visuals." Twenty-four episodes covering wide range of issues, people, places, sports and arts have been ordered.

Raycom Sports and Entertainment, Charlotte, N.C., said last week its **syndicated telecast of sports Emmys has been delayed** to Wednesday, July 18 (8-10 p.m.), victim of scheduling conflict at New York's Sheraton Center hotel where awards ceremony will be held. It's first time sports Emmys will be televised nationally.

CBS News said last week that **Susan Spencer** was formally being named anchor of *Sunday Evening News*, role she has filled as acting anchor since Forrest Sawyer resigned last November. Spencer continues as news division's medical correspondent, as well as acting anchor of *CBS Sunday Late News*, spot she has filled since Charles Osgood assumed *CBS Morning News* anchor role last November.

Mary Jo Manning, partner with Washington law firm of Wilkes, Artis, Hedrick & Lane, was named coordinator of Television Operators Caucus last Friday (March 25), filling position vacated by Margita White, who became president of Association of Maximum Service Telecasters on Jan. 1. Manning will remain with law firm.

Grafman wants Century dissolved. Former Century Broadcasting president and co-founder, Howard Grafman, who was "removed" from his office Aug. 31, 1987, during the company's board of directors meeting, has filed suit against the Chicago-based radio group, seeking a court order to dissolve the company. Grafman's suit was filed in Cook County Circuit Court in Illinois.

The suit charges that "inaccurate and grossly misleading" information was presented to Century's board in August concerning projected revenue of Century's Chicago properties, WCZE(AM)-WLOO(FM), which led to the removal of Grafman as president. He was replaced by then board chairman, George Collias.

According to the suit, Century was founded in 1964 by Grafman, attorney George Collias, and others with a total initial investment of \$20,000. The suit contends that Century is now worth between \$35 million and \$50 million, primarily as a result of Grafman's strategy in trading FM stations. The suit said Grafman continues to hold Century stock and serve as a member of its board.

Five defendants were cited in Grafman's suit: Collias, Anthony Karlos, former executive vice president and secretary of Century, who is now board chairman; James Soter, board member and shareholder, Joseph Baisch, board member and shareholder; and Richard Bonick, Century vice president and treasurer.

The suit alleges that Grafman, Collias and Karlos made an agreement in 1966 to "operate the business as partners." The suit further claims that since August, the individual defendants have "deprived" Grafman of a corporate office, "excluded" him from a role in the company's business operation and "restricted" his access to review documents. Collias was not available for comment at press time.

In addition to WCZE and WLOO, Century owns KMEL-FM San Francisco, KLSC(AM) Denver and WLFF(AM) St. Petersburg, Fla.

Editorials

Through the looking glass

The Supreme Court has let stand a lower court ruling upholding the FCC's newscaster-candidate policy, which says that although "bona fide newscasts" are exempt from the equal opportunities provisions of Section 315 of the Communications Act, bona fide newscasters are not. How's that again? Newscasts, which are anchored by anchors and reported by reporters, do not trigger equal time, but newscasters, comprising anchors anchoring and reporters reporting, do? The logic of that one escaped down a rabbit hole long ago. But since the Supreme Court decided in the 1969 *Red Lion* decision that Fifth Estaters were undeserving of full First Amendment protections, the FCC and the courts have been required to deal in such convolutions.

The lower court decision and the Supreme Court's refusal to review came in the case initiated by a Sacramento, Calif., TV reporter, William Branch, who, having developed an interest in local politics, wanted to run for the Loomis, Calif., city council. He was informed by his station and the FCC that if he ran for the nonpaying position, equal opportunities requirements would apply to his reporting appearances on the air, even though they had nothing to do with the council.

A syndicated newspaper columnist whose byline appears in hundreds of newspapers and whose editorial voice may daily influence millions of people can run for political office without any newspaper yielding a column inch of space to his political rivals. A paper may, on its own, decide that the dual role poses a conflict of interest and may choose not to run the column, but there is no regulation subsuming the freedom of the press to make, or not to make, that decision.

The basic inequity of the situation was recognized by then Appeals Court Judge Robert Bork, who authored the opinion in the Branch case. Bork, who has made it clear that he sees "deficiencies" in the spectrum scarcity rationale for differing degrees of First Amendment protection for the Fourth and Fifth Estates, said that until such time as the Supreme Court overturns *Red Lion*, the lower court must be bound by it. Until such time as a broader case affords the court the opportunity to undo the damage done in *Red Lion*, broadcasters, too, will continue to be bound by it...and gagged.

Building bridges

It is spring. And if the wired medium has anything to do with it, the thoughts of media fanciers will be turning to cable. April is National Cable Month and the scene of a coordinated marketing blitz—broadcast cross-promotion, direct mail and print ads—that illustrates the wired medium's growing appreciation of the value of blowing your own horn.

The broadcasters who have cast their lot with cable are airing previews of cable fare targeted to the noncabled homes in their markets. Chief among those broadcasters are the owned stations and affiliates of Home Shopping Network, a company with its hand in both broadcasting and cable and thus a vested interest in the success of both. The other broadcast stations joining in the cross-promotion are almost exclusively independent UHF's (as are the HSN stations), a group as often in opposition to cable over the issue of must carry and the threat of being bumped to make room for one of the pay services that, come to think of it, are being showcased during cable month.

Aiding and abetting the enemy? Those stations would probably counter that they are being compensated for their time, are getting a Friday night of strong programing to run against their

broadcast competition and are building ties with cable system operators with whom their fates are most certainly to be tied. In a media marketplace growing more crowded at every turn, they may have seen the value, or perhaps the inevitability, of hanging together.

The plot thickens.

Add to the players fighting over the telecommunications turf a new medium called wireless cable, which most people remember as plain old MDS (multipoint distribution service). By whatever name, it now has Bob Schmidt as its champion, and that's muscle of a conspicuous size.

The former National Cable Television Association president stepped back on the public stage last week to lead wireless cable's fight for access to the programing now populating the wired cable version. Schmidt has lost none of his sense of timing; if ever cable's program practices were vulnerable, they are now. This may be an excellent moment for MDS to get a piece of the pie.

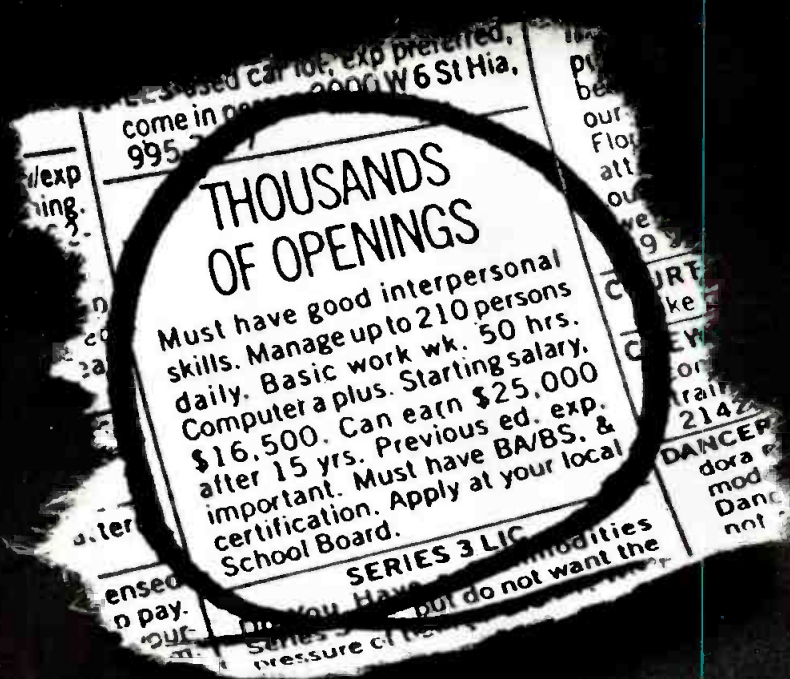
This page may be among those Schmidt and company have to persuade. Generally speaking, we believe in the sanctity of property rights and a program owner's privilege of doing business as he sees fit. And again, generally speaking, we feel that the wired version of cable is a far more efficient way of bearing the telecommunications carriage burden, with broadcast signals interspersed with basic and premium services for a total package. But we're also for fair competition, and the more players the merrier, and in the long run we're confident that something good will come of all this. So: Welcome back to the editorial page, Mr. Schmidt. We expect to hear more from you.

Let news be news. If recent forecasts of the future of television network news are to be believed, aspirants to careers in television journalism will look to nonnetwork employment. A week ago in this publication, a McKinsey & Co. efficiency expert who has been studying NBC News on assignment from NBC's new top management was quoted on a gloomy appraisal of what in his eye is obviously a declining journalism form, beset by exploding competition for audience attention. The week before, Richard Salant, who ran CBS News during some of its finest years, was quoted on a typically incisive appreciation of existing network news and a not so typical forecast of troubled times ahead. Network news is losing money for corporations where the management chokes when it sees L's in P and L statements, and the management of two of the three is new to the business. Let it be noted at this point that network news has never been a money machine. Anyone who judges it by economic contributions alone is underrating a national resource.



Drawn for BROADCASTING by Jack Schmidt

"When they said doing the weather from the roof would give it a different slant, they weren't kidding."



Would you apply?

Not likely. Not if you're a college graduate who could start in another field at what a teacher earns after 15 years on the job. That's why America desperately needs teachers. One million teachers between now and 1990. By every measure, we're going to be several hundred thousand short.

Imagine if we were talking about a shortage of physicians and surgeons. A massive teacher shortage has just as serious consequences on our society. Who will be there to prepare future generations to enter all the professions if there aren't enough teachers to do the job?

Shortages already exist all across this country, because for years college students in droves have chosen not to become teachers. In 1967, 22% of all college freshmen planned on teaching. By 1985 only 6% of the students polled said they wanted to teach.

What keeps college students from wanting to be teachers?

First and foremost, pay.

Right now there are four million Americans certified to teach who aren't in the classroom. And one-quarter of all education graduates decided never to seek teaching jobs. Countless more considered education but decided not to make it their major.

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

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

Americans want it. America desperately needs it.

Qualified teachers, paid professional wages. So that becoming a teacher is once again a respected and valued choice.

nea
The Subject is Excellence.

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