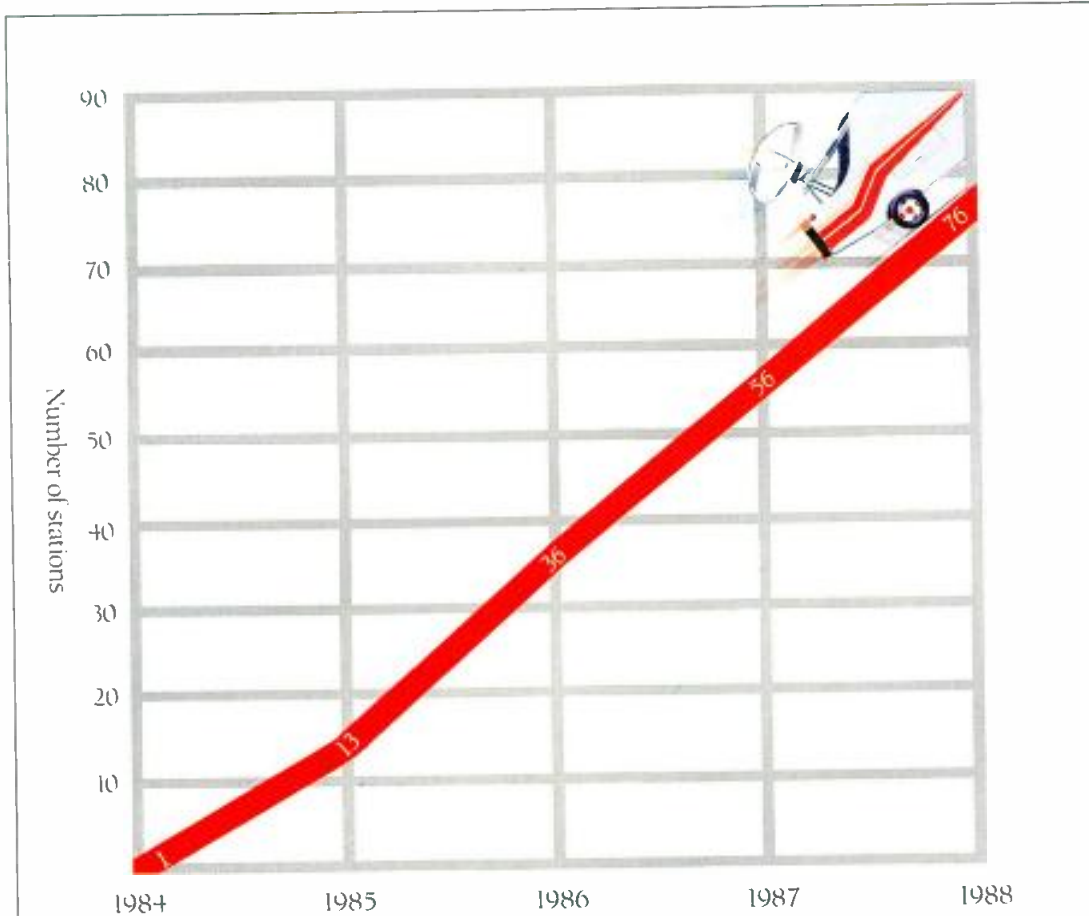


RADIO TELEVISION CABLE SATELLITE

Broadcasting Aug 1



They said it would be all uphill.

They were right. Now 76 stations are getting news whenever and wherever it breaks through Conus.

Local stations are also getting our special coverage packages (like the Moscow summit and Seoul Olympics). They're using



our services to guarantee control of their most important product. News.

To learn more call Charles H. Dutcher, III, 612/642-4645. Or Write Conus, 3415 University Ave., Mpls., MN 55414. And drive with us to the top

AL 36112

MAXWELL
RLOS 1405
ROOM 122
AUL-SAS

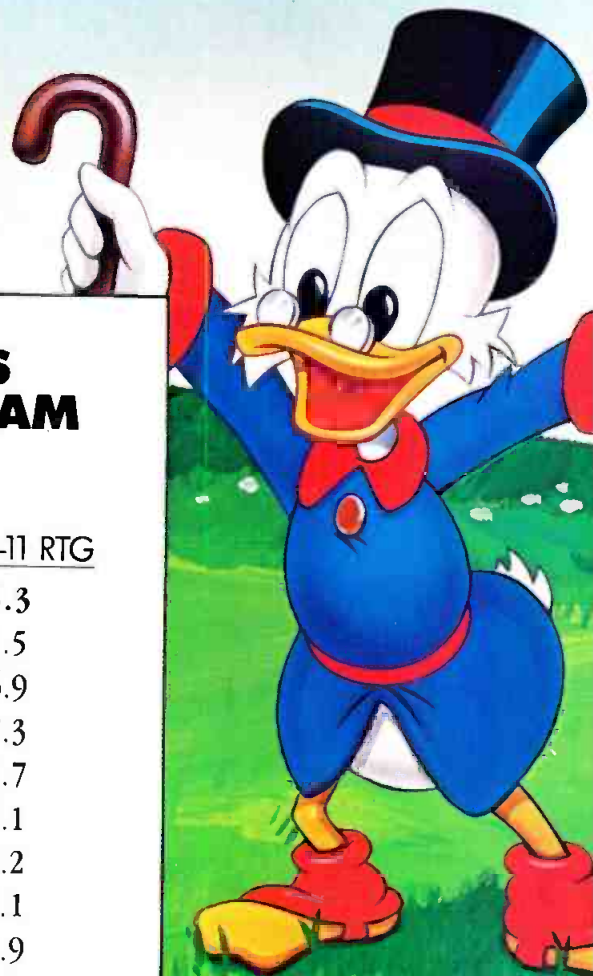
12304 IZK NOV/90

30112

57th Year 1988
TURNOVER AT NBC NEWS
Grossman departs; newspaperman Gartner named new president
HOLLYWOOD
Part 2

DUCKTALES: #1 AFTER

The #1 kids show rates th



DUCKTALES #1 KIDS PROGRAM MAY 88

<u>KIDS PROGRAM</u>	<u>HH RTG</u>	<u>KIDS 2-11 RTG</u>	<u>KIDS 6-11 RTG</u>
DUCKTALES	4.5	12.9	13.3
DOUBLE DARE	3.7	9.8	11.5
REAL GHOSTBUSTERS	2.8	7.2	6.9
DENNIS THE MENACE	2.7	7.4	7.3
JEM	2.2	5.9	5.7
JETSONS	2.1	5.5	6.1
SMURFS	1.9	5.1	4.2
FLINTSTONES	1.9	4.4	4.1
MY LITTLE PONY	1.8	5.1	2.9
SCOOBY DOO	1.7	4.7	3.9
G.I. JOE	1.7	4.2	4.7

Source: Cassandra Tracking Report May 88

AFTERNOON FRANCHISE!

Best afternoon time period.

The numbers tell the tale:

- Nationally, DUCKTALES is the #1 animated strip, outdelivering its nearest competitor by 61% in Households, 79% in Kids 2-11, and 93% in Kids 6-11.*
- Locally, DUCKTALES increases year-ago time period deliveries in 95% of all markets. On the average, Kids 2-11 and Households are both up 100%.**

- DUCKTALES increases its lead-in in over 90% of all markets. It increases its lead-in by 33% in Household ratings, and 55% in delivery of Kids 2-11.**
- DUCKTALES is the #1 animated program in early fringe in 90% of all markets.**

DUCKTALES at 4-5 pm protects your most important kids programming franchise investment.

*Cassandra Tracking Report **NSI/ARB May 1988



**Q: Do you read
the trades?
They say
that you're
closing large
markets for lots
of money.**



ALF: I don't care
what's closed as long
as it's not the
refrigerator!



ALF

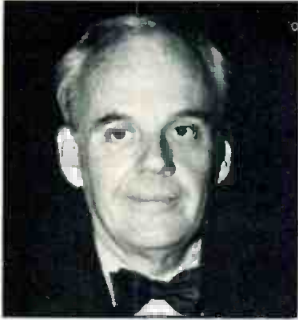
alien productions

LORIMAR
SYNDICATION
A LORIMAR TELEPICTURES COMPANY

100 Half-Hours Available Fall '90

NBC's new newsmen...

Network replaces NBC News President Lawrence Grossman, whose four-year



Gartner



Grossman

tenure ends Aug. 1, with Michael Gartner, visible name in world of print journalism. **PAGE 27.**

Indecency activity...

FCC wins qualified victory in appeals court on indecency. **PAGE 28.** Decision appears to sidetrack Senator Jesse Helms's amendment requiring 24-hour ban on indecency. **PAGE 29.**

Hollywood: Part II...

In this second part of special report on "The Powers That Be in Hollywood," BROADCASTING assembles mini-profiles of leading independent television program producers, group consistently providing more and more network TV programming. **PAGE 35.**

30/MORE TALK

Federal mediator schedules more discussion between negotiating committees for Writers Guild of America and producers.

31/EXAMINING NETWORK RESTRICTIONS

FCC plans to reopen proceeding to eliminate ban against networks owning cable systems and also to suggest eliminating two-year network-affiliate contract.

32/CLOSED SHOP

AGB Television Research suspends national peplemeter

TV ratings service following its merger with Media Mark Research.

32/CORDAY TO CBS

Barbara Corday joins CBS as executive VP of prime time programs, becoming, according to network, highest ranking female network programing executive in medium's history.

50/REFLECTIONS ON CHANGE

Thirty-year CBS veteran Robert Hosking has guided CBS Radio as its president for almost eight years. In this "At Large" with BROADCASTING editors, Hosking took time before his retirement July 29 to reflect on changes in



Hosking

medium and CBS's positioning for future.

53/STATESIDE

Improved satellite delivery and better programing are translating into increased memberships for state radio networks and more business from national advertisers.

56/CONVENTION NOTES

In light of poor ratings for this year's Democratic convention, commercial broadcast networks begin reevaluation of how to cover 1992 national political gatherings.

59/SLOW SECOND

Publicly held station group owners report slow second quarter.

59/TOGETHER

Aaron Spelling Productions and Worldvision Enterprises agree to



Worldvision's 'Love Boat'

merge, hoping that production company and distributor will complement each other.

60/CONSUMER FOCUS

Attendance for Cable Television Administration & Marketing Society's annual meeting is up this year with 1,700 cable executives headed to Boston to discuss "Serving Tomorrow's Consumer Today."

87ONE-TWO PUNCH

Seth Abraham has turned his passion for sports into business of making HBO cable sports power.

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These are the stories of our generation.

True, headline-making events that, until now, festered with unanswered questions.

Why did these things happen? Who was responsible? Why weren't the people told?

Now, our nation's finest investigative reporters tear away the veils of mystery that have shrouded these events.

They have answered all the questions.

And they deliver their final report—live—in four, prime-time, two-hour television specials...



Final Report

Four breathtaking, live, two-hour specials that answer—*once and for all*—the nagging questions about the headline-making events that continue to challenge our imaginations.

Final Report is big television with a big difference: a guaranteed payoff of excitement, revelations and answers, presented live—via satellite—to ensure that no vital information is leaked.

The toughest investigative reporters tackle the issues that intrigued us for a generation.

These prime-time specials take a fresh perspective and shed a new light on captivating, controversial events.

The New York Times
NEW YORK, SATURDAY, NOVEMBER 22, 1963
**KENNEDY IS KILLED BY
AS HE RIDES IN CAR IN
JOHNSON SWORN IN O**



COMMUNIST ACCUSED
Figure in a Pro-Castro Group Is Charged—Policeman Slain

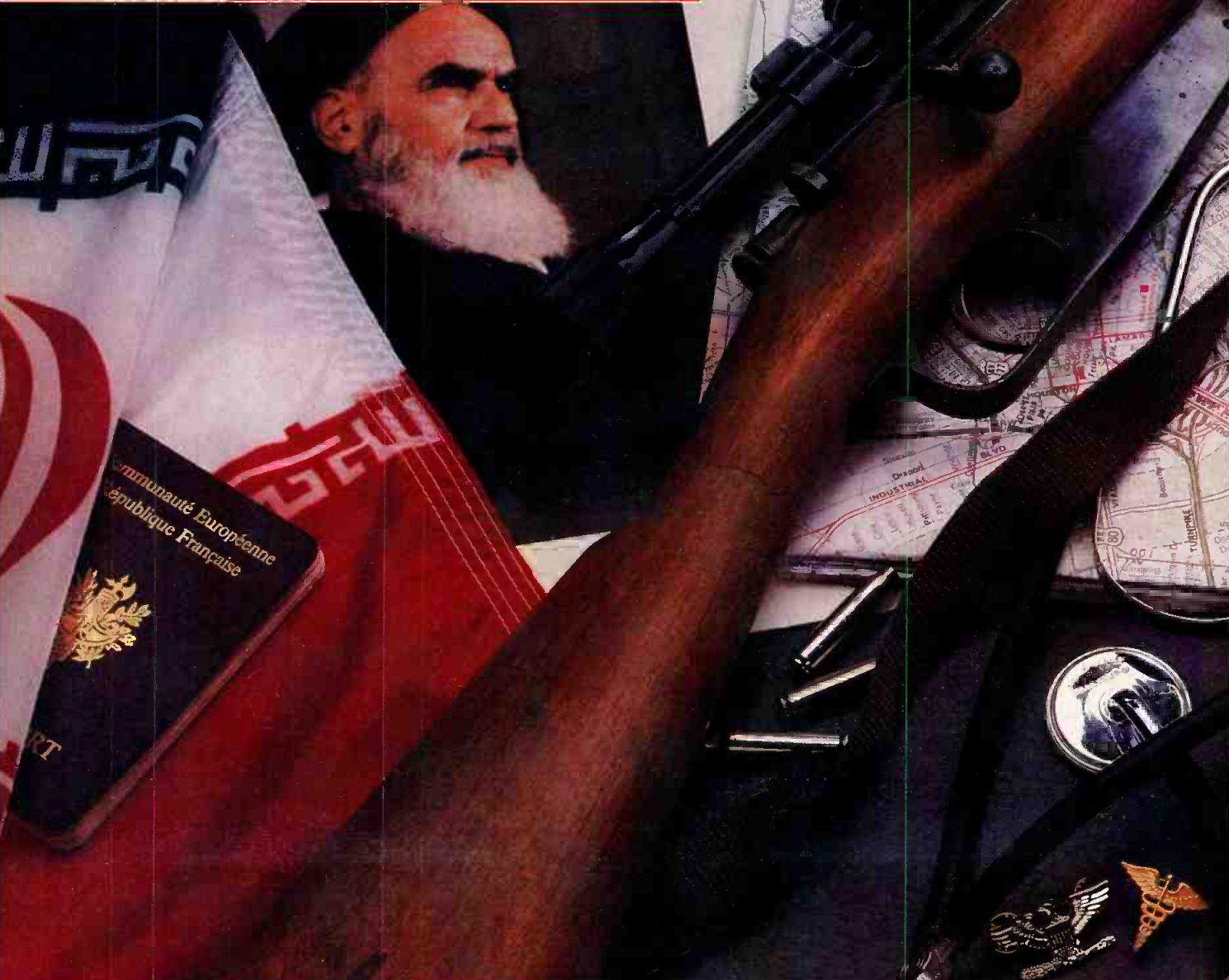
By CLARENCE HILL
DALLAS, Tex., Nov. 22—The late Senator and President John F. Kennedy was accused of being a Communist, according to a report by a Dallas policeman who was slain in the assassination.



John F. Kennedy

OUTLOOK
CONFUSED

Why Am I
Kennedy V





Final Report #1.
WHO KILLED JFK?

In this major, live media event, Pulitzer Prize-winning journalist Jack Anderson rips the lid off JFK's assassination. He reveals unexpected twists and bizarre turns involving the Bay of Pigs fiasco, Howard Hughes's Havana connection, LBJ's smoke screen, plus an exclusive confession by one of the assassination conspirators.

Produced by Saban Productions in association with Barbour/Langley Productions, producers of television's high-rated Geraldo Rivera specials.

Air date: November 2, 1988.

Final Report #2.
A MATTER OF LIFE AND DEATH.

The fate of a condemned man is explored in this chilling special. With live coverage from death row in the Florida State Prison...to the scene of the crime...to a TV studio where the major participants—the accused and the accusers—meet head to head.

At show's end, viewers have the opportunity to express their feelings about the outcome. A highly charged, highly promotable television event.

Produced by Reese Schonfeld and Ward Sylvester. Air date: January 1989.

Final Report #3.
THE UNITED STATES VS. DR. JEFFREY MACDONALD.

After 17 years, it remains one of the most controversial, most seriously botched criminal cases still on the books. *Final Report* presents new revelations about the convicted killer, an Army doctor whose story inspired the best-selling book and top-rated mini-series, "Fatal Vision."

In a live television news event destined to hold audiences, and capture tomorrow's headlines, the true story of this horrible crime is laid bare.

Produced by Ted Landreth. Air date: April 1989.

Final Report #4.
TERRORISM USA.

Jack Anderson zeroes in on the mysterious world of Middle Eastern terrorism, exposing a shocking network of intrigue and horror that stretches across national boundaries. Guided by a former terrorist, we are shown how people are trained for death...for suicide missions, hijackings and assassinations.

Terrorism USA promises to be one of the most audience-grabbing programs on the television screen.

Produced by Saban Productions. Air date: May 1989.

Developed in association with the Television Program Consortium of MCA, Chris-Craft/United and Gaylord Broadcasting.

Final Report

The truth, the whole truth, and nothing but.



ORBIS
COMMUNICATIONS™
A CAROLCO PICTURES COMPANY

National time sales by



INTERNATIONAL
ADVERTISING SALES

Send us a postcard

FCC meets this Thursday (Aug. 4), but not again until Sept. 29, creating unusually long two-month hiatus. Commissioners' plans: Chairman Dennis Patrick will be out for two weeks starting next Monday. In addition, during first week of September he will be out for several days to attend World Administrative Radio Conference on satellites in Geneva. Commissioner Patricia Diaz Dennis will be in her office throughout August, but plans to take week in September for snorkling vacation with family in Bermuda. Commissioner James Quello will be taking week of Sept. 8 to visit with friends and family in Detroit. He will also be out Aug. 24-27 for Michigan Broadcasters Association convention in Bellaire, Mich.

Book report

Ken Auletta, *New York Daily News* columnist and author whose last book, "Greed and Glory on Wall Street: The Fall of the House of Lehman," was nominated for Pulitzer, is at work on new one on what some might refer to as greed and glory in business of network takeovers. He is said to have been granted access to most powerful of those involved in Capital Cities' acquisition of ABC, Laurence Tisch's emergence as dominant force at CBS Inc. and General Electric's takeover of NBC. And those individuals, said one knowledgeable source, "are telling him everything." Random House publication date is 1990.

Life of party

Add Phil Spector, of Goldberg & Spector, to list of Democratic communications attorneys doing their bit for party this year. Along with Robert Healy, ARCO lobbyist, Spector helped keep Democratic convention (reasonably) on time. Since 1980, when Democrats met in New York, Spector and Healy have coordinated minute-by-minute running schedule of national party's quadrennial gatherings. They also scripted language for those wielding gavel. There were, Spector acknowledges, number of glitches, but none glaring. Overall, Democrats got highest praise for efficiency: It looked like Republican convention.

Meanwhile, former FCC Chairman Charles Ferris and Neal Goldberg, who was legal adviser to then-Commissioner Tyrone Brown, between convention sessions in Atlanta worked out arrangements for developing communications issues for Dukakis campaign (BROADCASTING, July 11). Issues

group Ferris heads will develop initial positions with input from Goldberg, in Boston as counsel to Dukakis campaign on political broadcast matters. Then Goldberg will work with national staff in integrating Ferris contributions into Dukakis issues papers.

Triple threat

CapitalCities/ABC's selection of House Commerce Committee's Mark MacCarthy as its new Washington lobbyist (see "In Brief") was being read by insiders last week as indication of network's desire to solidify relations with Capitol Hill. MacCarthy, who will be number two in office under Gene Cowen, is Commerce Chairman John Dingell's (D-Mich.) key aide on communications policy. Move dovetails with CBS's choice of Hill veteran Martin Franks (BROADCASTING, June 27) to run its Washington operation, following departure of Bob McConnell. And unlike past, when networks encountered cold shoulder from Congress, it is believed MacCarthy, Franks (both with strong Democratic ties) and NBC's government relations chief, Bob Hynes, will prove formidable team giving industry competitors such as Hollywood production community run for money.

Campaign trailer

Larry Rasky, press secretary for House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), is taking leave of absence starting Aug. 8 to work on Dukakis presidential campaign. He'll be based in New York to coordinate press and advertising activities for campaign in mid-Atlantic region (New York, New Jersey, Connecticut and Pennsylvania).

Other shoe?

Tele-Communications Inc.'s sale of its portion of Memphis cable system to co-owner American Television & Communications (see page 62) could be mirrored in Kansas City, Mo., where it is also co-owner of system with ATC. Source said company felt single owner of cable system made most sense, and indicated similar pattern could be followed in Kansas City.

That system has been at center of controversy over Ku Klux Klan attempts to place programming on access channels. System serves 140,000 subscribers, which could bring price in neighborhood of \$140 million for TCI, giving company over \$280 million from two sales. What would company do with proceeds? One source said company may feel best buy is course it has followed as of late: buying back company's own stock.

Top spot

Richard E. Green, senior vice president, broadcast operations and engineering, Public Broadcasting System, Alexandria, Va., will take over in mid-fall as head of Cable Television Laboratories Inc. (Cable Labs). Official announcement of Green's selection is to be made today at (Aug. 1) at Cable Television Administration and Marketing Society conference in Boston. Formation of Cable Labs as R&D facility to study high-definition television and other advanced technologies for cable was announced soon after National Cable Television Association convention last spring (BROADCASTING, May 9). Site for facility and start-up date are to be decided later.

PBS under Green has been pioneer in high-definition production. News of Green's selection followed announcement that Peter Fannon will take similar job for Advanced Television Test Center (see "In Brief").

Get-together

To forge closer ties with National Association of Broadcasters, heads of three network affiliate groups will meet with NAB officials in Washington this Thursday,

Looking at sunset

Commissioner Patricia Diaz Dennis is dissenting in part to order adopted two months ago reimposing rules requiring cable systems to accord exclusivity to broadcast programming. In explanatory statement to be released this week, Dennis says that syndicated exclusivity rules should have sunset coinciding with congressional repeal of cable's compulsory license if that comes about.

Bright outlook

Forecast is sunny for prospects of full-scale launch for Prime Time Tonight, local cross-promotion service utilizing portion of Weather Channel feed. Cable advisory board will meet this week at Cable Television Administration and Marketing Society convention to go over seven or eight different operating scenarios, including budgets, proposed fees, staff and job descriptions. Next step would be to pitch service to general operator community, asking for letters of intent to carry service.

PTT promotions are slotted for final three minutes of each half-hour segment of Weather Channel, time operators would otherwise program with local weather inserts.

Where Things Stand

■ Solid box indicates item has changed since last issue.

AM-FM Allocations

FCC asked for comment July 20 on two technical proposals to improve AM radio coverage through reduction of interference. Proposals were developed by National Radio Systems Committee (NRSC), joint National Association of Broadcasters-Electronic Industries Association effort. FCC is also seeking comment on proposals to allow class A stations to increase maximum power from 3 kw to 6 kw, proposed for 60% of class As by NAB, and on counter proposals by New Jersey class A FM Broadcasters to allow almost all class As to double power. NAB opposes New Jersey plan because of possible interference to class B and C FM's. Commission has also proposed creating intermediate class C3 FM station class (25 kw maximum ERP, antenna height 100 meters) for most of U.S.

In April, FCC changed its rules to allow class A FM stations moving to elevated antenna sites to reduce power below 100-watt minimum to preserve coverage areas.

FCC has released rulemaking authorizing FM's to use directional antennas, permitting allocation of stations in short-spaced positions. NAB opposed rulemaking, saying it would lead to AM-ization of FM band. Commission said it had no plans to change table of FM allotments.

FCC launched inquiry March 24 into FM translator service, and in meantime froze applications for new translators. NAB, alleging widespread abuses in translator market, petitioned FCC for changes in rules; others pressed for expansion of service to allow for local origination.

Western Hemisphere countries on June 2 concluded second and final session of conference to plan use of 100 khz of spectrum added to top of AM band that had ended at 1605 khz. FCC is in midst of inquiry designed to help it determine how to use 10 new channels. Commission has indicated at least some of those channels will be reserved for national licensees. Target for implementation of plan for using spectrum is July 1, 1990.

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. Petitions to adopt single AM stereo system and to mandate multisystem radios were also rejected.

Rationale is that C-Quam is already close to being de facto standard because 100% of receivers can receive it and majority of AM stereo stations transmit it.

Multisystem radios receive signals generated by two incompatible systems battling to be

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Indecency	19
Low-Power TV	19
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Scrambling	20
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TV Stereo	20
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de facto standard—C-Quam and Kahn Communications' single sideband. NTIA report said that although there is no inherent degradation of sound quality in multisystem, 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, and that patents in question were improperly obtained. Motorola dismissed Kahn's charges.

Antitrafficking

Office of Communication of United Church of Christ and Action for Children's Television in August 1986 petitioned FCC to institute rulemaking aimed at restoring version of antitrafficking rule commission had repealed in 1982. Commission staff denied petition, and petitioners appealed to commission. With commission having failed to act on their appeal, petitioners two weeks ago asked U.S. Court of Appeals in Washington for writ of mandamus, which would compel commission action.

Broadcasters last year turned back congressional efforts to crack down on perceived trafficking. Industry gained enough support to sink proposal of Senator Ernest Hollings (D-S.C.) to impose 4% transfer fee on broadcast licenses transferred within three years of last sale. But Hollings has revived transfer fee idea, which was subject of Senate Commerce Committee hearing in April.

Cable Regulation

■ National Cable Television Association is try-

ing to maintain status quo in cable regulation, much of which is based on Cable Act of 1984 and Copyright Act of 1976.

Motion picture industry and independent broadcasters have been pushing for stricter regulation of cable until there is more competition in delivering cable programming to homes (see "Syndex" below).

House Commerce Committee Chairman John Dingell (D-Mich.) has warned cable industry to be on its best behavior or Congress may feel need to reevaluate regulatory environment.

House Telecommunications Subcommittee cable oversight hearing May 11 served as forum for discussing cable's growing market power. Cable industry has been under increased congressional scrutiny. At first hearing, in March, Subcommittee Chairman Ed Markey (D-Mass.) announced he was asking Government Accounting Office to study cable rate increases. Third oversight hearing is likely to occur in September.

Allegations that cable industry has been anticompetitive were subject of March hearing by 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 cable's growing anticompetitive behavior. But before making move, Metzenbaum sent survey in June to cable competitors to gain input on charges that cable operators have tried to stem flow of programming to their competitors (BROADCASTING, June 20).

FCC has adopted new rules that more narrowly define 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.

It has been mixed bag for cable in other regulatory areas. While courts have struck down must-carry rules requiring systems to carry local television signals (see below), FCC has resurrected syndicated exclusivity rules, which would force systems to delete programs carried by imported distant signals that duplicate programs on local stations (see below).

Children's Television

Action for Children's Television withdrew petition two weeks ago that had asked FCC to investigate alleged "unfair and deceptive" children's advertising. Decision came after Association of Independent Television Stations agreed to endorse advertising guidelines developed by Children's Advertising Review Unit of Council for Better Business Bureaus. ACT's

NEW YORK/WNYW

 **+69%**

LOS ANGELES/KTTY

 **+220%**

CHICAGO/WFLD

 **+111%**

PHILADELPHIA/WPHL

 **+850%**

SAN FRANCISCO/KTVU

 **+91%**

BOSTON/WFXT

 **+108%**

DETROIT/WKBD

 **+111%**

DALLAS/KDAF

 **+214%**

WASHINGTON, DC/WTTG

 **+106%**

HOUSTON/KRIV

 **+121%**

CLEVELAND/WOIO

 **+292%**

MINNEAPOLIS/KITN

 **+40%**

ATLANTA/WATL

 **+1200%**

TAMPA/WFTS

 **+178%**

SEATTLE/KCPQ

 **+160%**

MIAMI/WDZL

 **+22%**

PITTSBURGH/WPGH

 **+100%**

ST. LOUIS/KPLR

 **+88%**

DENVER/KDVR

 **+19%**

PHOENIX/KNXY

 **+314%**

SACRAMENTO/KRBK

 **+124%**

BALTIMORE/WBFF

 **+163%**

INDIANAPOLIS/WTTY

 **+289%**

HARTFORD/WTXH

 **+567%**

SAN DIEGO/XETY

 **+240%**

ORLANDO/WOFL

 **+50%**

KANSAS CITY/KZKC

 **+400%**

CINCINNATI/WXIX

 **+81%**


MILWAUKEE/WYTV

 **+300%**

NASHVILLE/WZTV

 **0%**


NEW ORLEANS/WGNO

 **+13%**

GREENVILLE-SPART-ASHE/WHNS

 **+283%**

RALEIGH-DURHAM/WKFT

 **+43%**

OKLAHOMA CITY/KAUT

 **0%**

GRAND RAPIDS/WXMI

 **+133%**

BIRMINGHAM/WDBB

 **-30%**

MEMPHIS/WPTY

 **+100%**

SALT LAKE CITY/KSTU

 **+156%**

PROVIDENCE/WNAC

 **+200%**

NORFOLK/WYAH

 **+10%**

HARRISBURG-LNCSTR-LEB-YORK/WPMT

 **+800%**

WILKES BARRE-SCRANTON/WOLF

 **+267%**

LOUISVILLE/WDRB

 **+88%**

DAYTON/WKEF

 **+500%**

GREENSBORO-H. POINT-W. SALEM/WNRW

 **-25%**

ALBANY, NY/WXXA

 **+11%**

RICHMOND/WVRN

 **0%**

LITTLE ROCK/KLRT

 **-17%**

FLINT-SAGINAW-BAY CITY/WEYI

 **0%**

JACKSONVILLE/WAWS

 **0%**

MOBILE-PENSACOLA/WPMI

 **-36%**

FRESNO/KMPH

 **+50%**

KNOXVILLE/WKCH

 **+100%**

TOLEDO/WUPW

 **+160%**

ALBUQUERQUE/KGSW

 **+100%**

GREEN BAY/WXGZ

 **+100%**

SYRACUSE/WSYT

 **+100%**

ROCHESTER/WUHF

 **+125%**

DES MOINES/KDSM

 **+75%**

ROANOKE/WJPR

 **+400%**

OMAHA/KPTM

 **0%**

PADUCAH/KBSI

 **+700%**

HONOLULU/KHAI

 **+INF%**

LEXINGTON/WDKY

 **+450%**

PORTLAND, ME/WPXT

 **+200%**

SPRINGFIELD, MO/KDEB

 **+33%**

CHATTANOOGA/WDSI

 **+300%**

JACKSON, MS/WDBD

 **+80%**

TUCSON/KMSB

 **+150%**

JOHNSTOWN-ALTOONA/WWCP

 **+83%**

TRI-CITIES, TN-VA/WETO

 **+225%**

HUNTSVILLE-DECATUR/WZDX

 **+400%**

EVANSVILLE/WEV

 **+133%**


LAS VEGAS/KVVU

 **+100%**

COLORADO SPRINGS/KXRM

 **+400%**

FT. MYERS/WEVU

 **+300%**

FT. WAYNE/WFFT

 **+233%**

MADISON/WMSN

 **+50%**

FARGO/WDAY

 **0%**

CHARLESTON, SC/WTAT

 **+200%**

PEORIA/WYZZ

 **+250%**

SAVANNAH/WTGS

 **+20%**

MONTGOMERY/WCOV

 **+100%**

MONTEREY-SALINAS/KCBA

 **+80%**

COLUMBUS, GA/WXTX

 **+67%**

AMARILLO/KCIT

 **+150%**

RENO/KAME

 **+50%**


TALLAHASSE/WTXL

 **+INF%**

WICHITA FALLS/KJTL

 **+133%**

ERIE/WETG

 **+INF%**

ODESSA/KPEJ

 **+300%**

MINOT-BISMARCK/KBMY

 **+300%**

TYLER/KLMG

 **+INF%**

ANCHORAGE/KTBY

 **+INF%**

BILLINGS/KOUS

 **+INF%**

UTICA/WTUV

 **+100%**

ELMIRA/WENY

 **+INF%**

GAINESVILLE/WOGX

 **+INF%**

LAKE CHARLES/KVPH

 **+200%**

BILOXI/WXXV

 **+100%**

LIMA/WTLW

 **+100%**

Double Dare May 1988 performance vs. May 1987 time period Kids 6-11 (000). Source: Nielsen.



BY THE NUMBERS

Summary of broadcasting and cable

B R O A D C A S T I N G			
SERVICE	ON AIR	CP's ¹	TOTAL *
Commercial AM	4,913	287	5,199
Commercial FM	4,085	565	4,650
Educational FM	1,339	297	1,636
■ Total Radio	10,337	1,149	11,485
FM translators	1,585	435	2,020
Commercial VHF TV	543	18	561
Commercial UHF TV	501	200	701
Educational VHF TV	119	6	125
Educational UHF TV	215	30	245
■ Total TV	1,963	254	1,632
VHF LPTV	106	163	269
UHF LPTV	282	1,143	1,425
■ Total LPTV	388	1,306	1,694
VHF translators	3,067	109	3,176
UHF translators	2,179	348	2,527
ITFS ²	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 ³ & intercity relay	2,836	166	3,002

C A B L E †	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 88.6 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link.

original petition had been prompted

by story in *Wall Street Journal* that said advertisers prepared two sets of commercials, one for networks and one for independents with "looser" stan-

dards on realistic portrayal of toys' abilities. INTV President Preston Padden said he had been unaware of dual standards practice.

On June 8, children's television bill breezed through House 328 to 78; chances for passage are good. NAB says it won't fight bill, but has reserved right to oppose changes that might occur when Senate acts. Office of Management and Budget released statement opposing bill, stopping short of recommending veto.

Bill is product of negotiations between Subcommittee Chairman Ed Markey and NAB and proposes commercial limits in children's programs of 10½ minutes per hour on weekends



and 12 minutes on weekdays. Measure has undergone considerable revisions and excisions, among latter language requiring broadcasters to air one hour per day of informational and educational programming and provisions to curb so-called program-length commercials.

Comparative Renewal

FCC took first step toward revamping much-maligned comparative renewal process, launching combined rulemaking and inquiry at June 23 meeting aimed at making it easier for broadcasters to win comparative renewal hearings and discouraging groups from using process to "extort" money from broadcasters.

The FCC proposed limiting payments broadcasters can make to challengers in settlements of comparative renewal proceedings and to groups in exchange for withdrawal of petitions to deny renewals. In addition, it proposed requiring fuller ownership and financial

disclosure information from competing applicants, clarifying standards that broadcasters must meet to win "renewal expectancies" and reconsidering some criteria used in comparative hearings, particularly diversity of ownership.

FCC stopped short of proposing two-step renewal process, by which FCC would first decide whether to renew license before considering competing applicants.

Talk of reform comes as thousands of radio and television stations file for renewal over next few years. Most prominent comparative renewal case, involving CBS's WBBM-TV Chicago, was settled two weeks ago when CBS agreed to pay only legal expenses of challenger, Center City, in exchange for its dropping of challenge. Settlement followed FCC administrative law judge denial of most of Center City's discovery requests. FCC has also ordered comparative renewal hearing for Viacom's KMOV-TV St. Louis and WWOR-TV New York and is preparing orders affecting several other television stations.

Compulsory License

FCC is conducting inquiry into cable compulsory license, and may have "front burner" item ready for action in late summer or early fall. If views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license, although Patrick has acknowledged that abolishing it for carriage of local stations would create some practical problems.

Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered legislation (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure in June (BROADCASTING, June 20). NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must-carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its longstanding opposition, arguing that license should be left alone for time being.

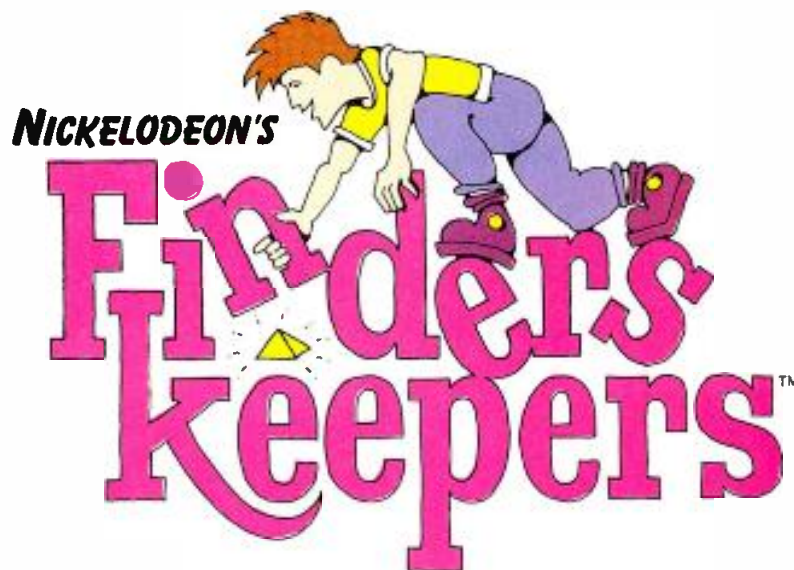
Crossownership

Telco-cable—FCC has tentatively concluded it should recommend Congress lift cross-ownership ban on telephone companies providing cable television service in their service areas. Commission, which made proposal at its meeting Wednesday, July 20, will seek comments on subject, as well as on separate considerations to loosen its own regulatory restrictions on crossownership. FCC move follows National Telecommunications and Information Administration report on cable television regulation that recommended that telephone companies be allowed to serve as transporters of others' programming in telcos'

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Charleston	WCHS
Chicago	WGN
Cleveland	WEWS
Denver	KUSA
Detroit	WDIV
Flint	WNEM
Fresno	KFSN
Greensboro	WGHP
Greenville	WLOS

Shreveport	KTBS
Toledo	WNWO
Tulsa	KTUL
West Palm Beach	WPEC
Wichita	KAKE

Geraldo ranks #2 in:

Baltimore	WBAL
Charlotte	WBTV
Columbus, OH	WSYX
Dallas	KDFW
Harrisburg	WHP
Honolulu	KGMB
Raleigh	WRAL
Seattle	KOMO

Geraldo outperforms Donahue in these key markets:

Albuquerque	KOAT
Atlanta	WSB
Baton Rouge	WBRZ
Charleston, SC	WCSC
Indianapolis	WTTV



Jacksonville	WTLV
Kansas City	WDAF
Little Rock	KARK
Los Angeles	KCBS
Memphis	WMC
Miami	WPLG
Minneapolis	KSTP
Mobile	WEAR
New Orleans	WVUE
Norfolk	WAVY
Oklahoma City	KTVY
Omaha	WOWT
Orlando	WFTV
Pittsburgh	WPXI
Richmond	WWBT
Rochester	WROC
Sacramento	KCRA
Salt Lake City	KUTV
San Antonio	KSAT
San Francisco	KRON

Jacksonville	WTLV
Orlando	WFTV
Pittsburgh	WPXI
Rockford	WREX
San Antonio	KSAT

- Geraldo has scored impressive share gains in new markets over February 1988 time period programming: Boston (WCVB), +38%; Los Angeles (KCBS), +45%.

- Geraldo has made dramatic gains over its own performance in the identical time period in markets from coast to coast.

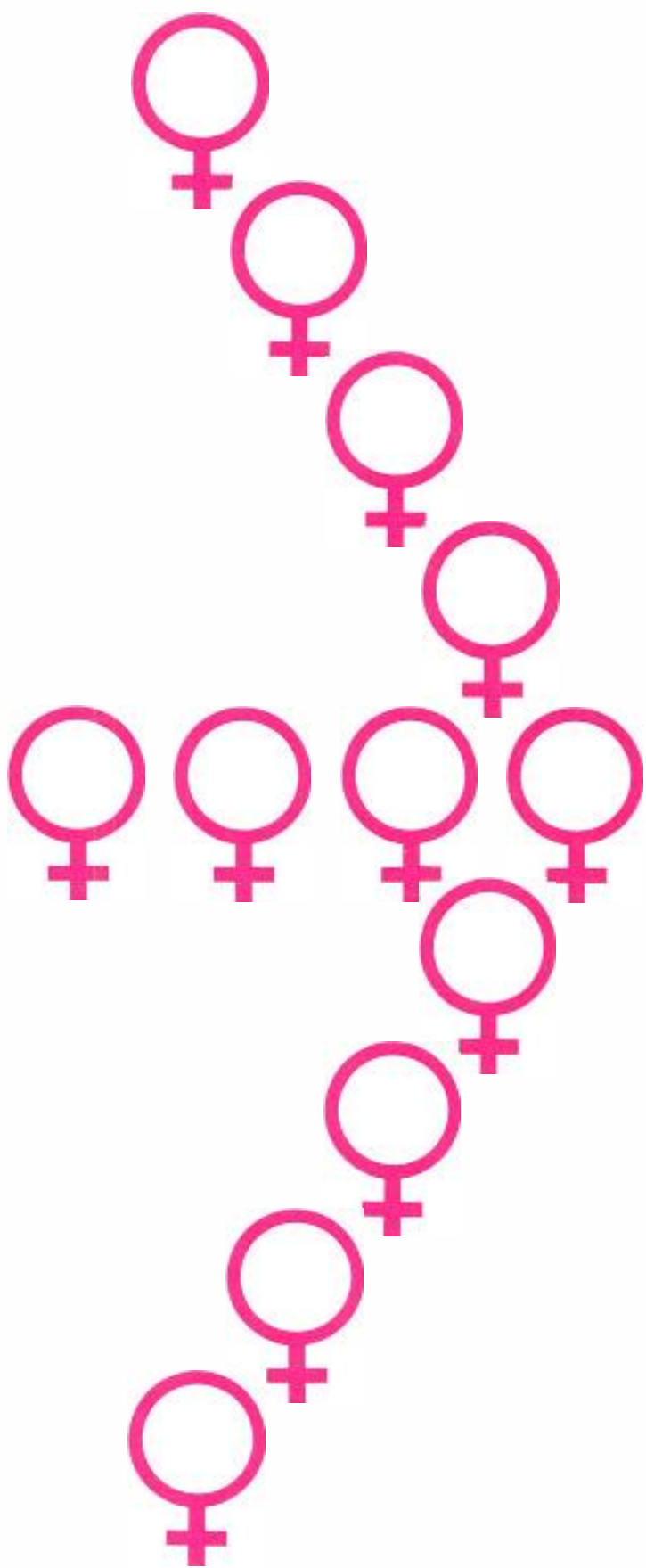
Source: NSI, May 1988

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own service areas (BROADCASTING, June 20). They should be allowed to provide "video dial tone" to anyone with program to offer, though not programming of their own, in NTIA's view. At present, not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T is seen as barrier to such crossownership by seven Bell operating companies. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC entry into information services, including cable. President's Cabinet-level Economic Policy Council is considering legislation that would deregulate BOC's. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban.

National Cable Television Association and California Cable Television Association have asked three FCC commissioners to review staff's April 12 decision to waive telco-cable crossownership rules and allow GTE to build cable system in Cerritos, Calif.

Duopoly/one-to-a-market—FCC officials, speaking at NAB convention (April 9-12), said record in duopoly and one-to-a-market rule-making supports some relaxation of rules. But officials indicated that opposition from Hill to any FCC initiative involving liberalization of broadcast ownership rules makes action on rules unlikely at this time.

Broadcast-newspaper—Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers

of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

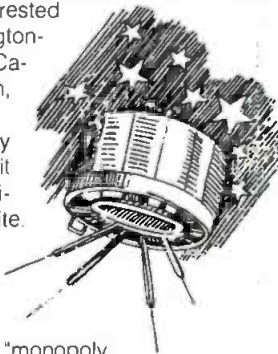
Direct Broadcast Satellites

April 8 round of applications at FCC brings current total to nine U.S. firms holding or seeking DBS construction permits—four new applicants, three requests for construction permit modifications and one request for four-year extension.

One applicant, Advanced Communications, and interested party, Washington-

based Wireless Cable Association, filed petitions June 17 to deny construction permit to another applicant, Tempo Satellite. Petitions argued that Tempo's parent company, Tele-Communica-

tions Inc., has "monopoly power" and that "horizontal concentration of ownership within cable" means firms like TCI "can use their leverage over cable program suppliers to impede development of competitive technologies." National Association for Better Broadcasting and Telecommunications Research and Action Center, in filing prepared by Media Access Project, also filed to deny



Tempo, citing 1985 jury decision that TCI violated antitrust laws. National Black Media Coalition also reportedly filed equal employment opportunity-related petitions to deny construction permits to several applicants.

Dominion Video, granted 1986 construction permit for 16 DBS channels, announced finalizing deal to purchase one, possibly two, birds from GE Astro-Space, proposing to launch one by spring 1989.

TCI backing may indicate that high-power, Ku-band direct-to-home delivery of entertainment programming, already dominant mode of program distribution in Japan and moving fast in Europe, may be on verge of becoming reality in U.S. DBS's value rests on high-power signals delivered to small earth stations. Death of West Germany's start-up DBS bird, TV-Sat1, in February left two state-owned programmers and two commercial programmers without home. Other European DBS birds with similar, if not identical, design—Germans' TV-Sat2 and France's TDF-1—are still scheduled for Arianespace launch within next year (although French government postponed launch of TDF-1 from May 1988 until September 1988). European eyes are turned to less powerful, 16-channel Astra bird, owned by Luxembourg interests and scheduled for Arianespace launch next November.

Equal Employment Opportunity

FCC's enforcement of broadcast equal employment opportunity rules and reporting requirements along with agency's implementation of EEO section of Cable Act were subjects of House Telecommunications Subcommittee hearing in May (BROADCASTING, May 23). FCC's decision not to launch formal investigation of Mass Media Bureau's EEO branch in wake of allegations leveled by branch employees of lax enforcement of cable EEO rules, mismanagement and unfair hiring and promotion practices; was called "sham and mockery," in letter from National Treasury Employees Union on behalf of branch employees.

FCC has amended its broadcast equal employment opportunity rules and reporting requirements. Every station's EEO program will be subject to review at renewal time regardless of employment profile, but FCC said review will focus more on EEO efforts than numbers. Stations with five or more employees are required to file detailed reports. Under broadcast license renewal legislation offered last year by Congressman Al Swift (D-Wash.), cable EEO rules based on Cable Communications Act of 1984 would also apply to broadcasting.

Federal Trade Commission

It is going to be difficult for Congress to answer FTC's \$67,503,000 fiscal 1989 budget request, said Representative Neal Smith (D-Iowa), chairman of House Commerce Subcommittee, which held March 28 hearing on FTC appropriations. House and Senate, Smith said, are proposing freeze plus only 1% across-board increases for 1989; FTC request is 1.9%, \$1.26-million increase over 1988. \$700,000 of increase, said hearing witness, FTC Chairman Daniel Oliver, is attributable to

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slate and salary matters; \$500,000 is due to miscellaneous inflationary increases.

Results of preliminary antitrust investigation of National Football League television rights contracts for 1987-88 have yet to be released.

High-Definition TV

■ Second congressional hearing of summer on HDTV scheduled by Telecommunications Subcommittee for Aug. 3 has been rescheduled for Aug. 10. HDTV was focus of two House subcommittee hearings in June, one held by Telecommunications and other by Science, Research and Technology. At Telecommunications hearing, chief executives of three major TV networks emphasized need for broadcasters to have sufficient spectrum to allow terrestrial HDTV transmission and called for single HDTV transmission standard for all TV media. Telecommunications Subcommittee is also sponsoring HDTV equipment demonstration on Capitol Hill, Sept. 8-9.

Blue ribbon committee of FCC's Advanced Television Systems Committee has approved final version of its first interim report and has submitted it to FCC. Report outlines plans for devising future terrestrial transmission system and concludes that commission should set full HDTV broadcasting standard, either at once or through evolutionary EDTV system as first step. Later this summer, commission is expected to release second inquiry on advanced TV with questions based on issues raised in report.

Charles Rhodes of Philips Labs has been named chief scientist of Advanced Television Test Center (ATTC), project co-sponsored by NAB, ABC, NBC, CBS, PBS, Association of Maximum Service Telecasters and Association of Independent Television Stations. Rhodes has been charged with finding suitable site for ATTC's headquarters. Center will provide facilities for Advanced Television Systems Committee (ATSC) and FCC's ATS Advisory Committee to test HDTV and ATV systems. 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.

Cable industry is still considering participation in ATTC, but operators may put any dollars available for study or testing of HDTV into Cable Television Laboratories Inc. (Cable Labs), newly created research and development consortium of major cable operators. Cable Labs is expected to start up later this year with annual operating budget of \$7.5 million.

Indecency

■ Senate last week approved amendment to spending bill that would require FCC to enforce its indecency policy for radio and television broadcasts throughout day (24 hours) not just between 6 a.m. and midnight. Amendment was offered by Senator Jesse Helms (R-N.C.) and was adopted by voice vote (see "Top of the Week"). Provision is not in House version of appropriations bill and broadcasters are expected to elicit support to strike language when House-Senate conference

committee meets to reconcile differences between two bills.

FCC, by 2-1 vote, took action June 23 against Media Central's kzkc-TV Kansas City, Mo., for station's May 1987 prime time broadcast of "Private Lessons," declaring film "indecent" and imposing \$2,000 fine. It was first time television had been fined for indecency. Media Central has said it will not pay fine, and will take matter to court.

In deciding to crack down on broadcast indecency last April, FCC adopted standard based on broader definition of indecency than seven dirty words at issue in 1978 *Pacific* 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" programming can be broadcast because of perceived minimal risk of children in audience.

Other than kzkc-TV case, only other indecency-related action FCC has taken since adoption of new policy is dismissal in April of indecency complaints against two television stations and three radio stations.

Meanwhile, oral arguments were presented in U.S. Court of Appeals in Washington in May by coalition of broadcast groups and citizen groups pressing First Amendment challenge of commission's anti-indecency policy.

Low-Power TV

FCC's nine-day "window" for LPTV applications closed June 24, but not before between 1,500 and 1,800 applications were received.

It was second such filing window for LPTV in as many years. Window in June 1987 attracted 1,600 applications. FCC granted permits to bulk of them and is now conducting series of lotteries to select tentative permittees for mutually exclusive ones. FCC will follow same process in processing latest batch.

Public Broadcasting

PBS presented ideas to stations for streamlining program acquisition process and called for reinstatement of some common carriage to aid in promotion during annual Program Meeting (formerly Program Fair) in San Francisco last week. PBS would like to expedite Station Program Cooperative process, in part by gaining authority to negotiate with producers and to strengthen link between national programming decisions and PBS schedule needs.

NPR board, meeting July 13-14, adopted procedures for mainstreaming new programs into stations' dues structure. "Unbundled" performance and news packages of NPR programming will be offered for first time Oct. 1. Board also adopted 1989 capital budget of one million dollars and announced a distribu-



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tion fee reduction of over 20%.

CPB board, meeting July 11-12, named former Storer Communications government affairs head, Walter Threadgill, vice president, government relations. Board reiterated its opposition to Senate amendments to 1991-1993 CPB reauthorization bill, S. 2114, Tuesday, June 28. Amendments to that bill would shift 80% of CPB national program funding directly to public stations; codify division of federal money between CPB and stations; cap CPB administrative expenses at 4% of previous year's budget; cap CPB system support budget at 6% of current budget; limit CPB funding of any program to four years maximum, and require that CPB-funded programs meet criteria related to underserved audiences and innovation. System support cap would begin in FY 1989; all other measures would go into effect in FY 1990.

House Telecommunications Subcommittee version of reauthorization contains language that would create new program fund specifically for independent producers and to "expand diversity and innovativeness of programming." One independent producer said separate fund would probably reach \$6 million in production money and \$2 million in promotion money over three-year authorization. Other House amendment would direct CPB to appoint separate overall programming review board to report to Congress annually "in respect to serving the needs of minority and diverse audiences."

Each bill authorizes CPB \$304 million in 1991, \$345 million in 1992, \$404 million in 1993 and \$200 million over those three years for replacement of satellite interconnection system due to expire in 1991. Administration has recommended freeze at 1988 level, \$214 million.

Senate was slated last week to act on appropriations measure which included funding for CPB of \$245 million for FY 1991, with additional \$57.5 million earmarked for replacement of satellite interconnection system.

If Senate amendments pass, said CPB President Donald Ledwig, recently adopted CPB resolutions may prove moot. Package of resolutions, in future budgets; would "focus CPB's resources on limited number of higher priority issues," with "measurable" contribution to programming as single criterion for each budget decision. Board also resolved to extend use of all appropriate programming for educational purposes and approved radio program fund top priority of creating "major new services and series."

NPR board of directors is scheduled to meet July 13-14 to address 1989 capital budget, satellite interconnection costs, program access policy and public radio expansion plans.

Scrambling

Due to latest developments on Capitol Hill and in marketplace (BROADCASTING, July 4), prospects for passage (in House and Senate) of legislation regulating home satellite industry are considered dim. For starters, House bill (H.R.1885) passed Telecommunications Subcommittee by narrow vote, 13-11, indicating that action in parent Energy and Commerce

Committee might not be forthcoming. Moreover, momentum behind measure is believed to have slowed because of announcement that National Rural Telecommunications Cooperative (noncable distributor serving dish owners) had closed deals with five leading cable programmers, move many observers feel will persuade lawmakers that congressional intervention is unnecessary. Moreover, NRTC, which is one of legislation's chief proponents, says it is no longer going to push for Hill action.

Despite NRTC deals, Senator Al Gore (D-Tenn.) believes there is still need for legislative action and is poised to move his satellite measure this week or next. Both House and Senate bills would mandate that cable programmers permit any qualified third party to distribute their services to backyard dish (TVRO) owners. Gore will offer measure as rider to another bill because of problems he encountered trying to gain time agreement to bring up legislation. Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) is legislation's chief opponent.

On other front, last week House Copyright Subcommittee passed legislation (H.R. 2848) to permit satellite distribution of broadcast signals—superstations—to backyard dish owners. However, bill's future is unclear because it has become entangled in jurisdictional dispute between copyright and House Energy and Commerce Committees (BROADCASTING, July 11). Commerce is likely to request referral once bill moves from parent Judiciary Committee, which will slow down legislative process at time when there are fewer than nine weeks on congressional calendar.

Syndex

At May 18 open meeting, FCC adopted unanimously new syndicated exclusivity rules empowering television stations to enforce exclusivity of their syndicated programming against cable systems.

FCC released order last week detailing rules. One point cleared up in order was liability for substitute programming. According to order, cable systems forced to delete programs from distant signal broadcasts may substitute other distant signals without incurring additional copyright liability. Order set Aug. 18, 1989, as effective date of rules. With release of order, opponents of rules may now begin challenging them in courts.

In adopting rules, which are similar to those dropped by agency eight years ago, FCC said they would end "the reign of re-runs" on cable and increase the diversity of programming on broadcast and cable. They would also make television marketplace fairer by allowing television station to contract for true exclusivity as cable programmers do, FCC said.

Today, typical cable system imports several distant broadcast signals; some of syndicated programming on signals duplicates that on local television stations. Under syndex rules, stations can force cable systems to delete duplicative programming.

The FCC acknowledged that cable systems would suffer increased costs from having to delete and, if they wish, substitute programming, but said benefits outweigh costs. What's

more, FCC added several provisions to mitigate impact of rules. Rules will not take effect for one year and systems with 1,000 or fewer subscribers are exempt. Also, exclusivity in existing contracts may not be immediately enforceable.

Broadcasters applauded decision. They say syndex will restore equity within marketplace and that consumers will benefit.

Cable, on other hand, was not pleased. United Video, common carrier for superstations WGN-TV Chicago, WPIX(TV) New York and KTVT-TV Dallas, says it will appeal decision, and National Cable Television Association is promising to do same.

TV Stereo

Starting in fall 1988, CBS-TV will transmit all programming in stereo—network has been averaging about two hours per month of stereo programming. About one-third of CBS-TV's 200 affiliates are equipped to transmit in stereo. NBC-TV has 139 affiliates capable of stereo delivery. This season, NBC's prime time schedule except for *Night Court*, half-hour sitcom, has been broadcast in stereo. Along with late-night programming and some sports telecasts, NBC averages 29 hours per week in stereo. ABC-TV, with 42 stereo affiliates, has 10 prime time stereo shows with average of seven hours per week.

Wireless Cable

Having completed financing, Microband Companies Inc., New York, has begun marketing wireless cable service in Washington. In addition to off-air signals from Washington and Baltimore, service features 10 cable programming services, including Home Box Office. With some cooperation from FCC, Microband hopes to increase number of cable services to 21 by end of year.

Wireless cable, which uses mix of ITFS and MDS channels to broadcast multiple cable programming services to subscribers, is now available in several other large markets. Microband operates systems in New York and Detroit.

Wireless Cable Association, trade association representing wireless cable operators, has elected Robert Schmidt president. Schmidt is former president of National Cable Television Association. WCA believes cable industry is unfairly denying wireless cable operators programming.

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 also alleged three cable programming services affiliated with Cablevision—SportsChannel New York, American Movie Classics and Bravo—have refused to deal with Microband in effort to weaken Microband's ability to compete.

A commentary on broadcasting and the First Amendment from Tim Dyk, Wilmer, Cutler & Pickering, Washington

Why broadcasters should continue the fight for full First Amendment rights

As readers of this publication are painfully aware, the courts traditionally have afforded broadcasting a lesser degree of First Amendment protection than the print press. That view may be changing. In 1984, the Supreme Court for the first time held an aspect of broadcast content regulation unconstitutional, striking down a ban on editorializing by public broadcasters. This was followed in 1986 by the District of Columbia Circuit's decision in TRAC, broadly suggesting that it is time to reconsider the existing constitutional approach. The FCC last year held the fairness doctrine unconstitutional, and that decision is now before the District of Columbia Circuit, in a case in which I and others representing broadcasters support the commission.

While much attention has been given to the question of the constitutionality of the fairness doctrine and related issues, less attention has been given to the consequences to the industry of a Supreme Court decision holding the fairness doctrine unconstitutional. When the issue has been addressed, the view has been expressed both by some of broadcasting's supporters as well as its opponents that the sky will quickly fall if the fairness doctrine is invalidated. The theory apparently is that if the fairness doctrine goes, so will equal time, reasonable access and the content-based renewal expectancy itself. The entire broadcast industry is said to be only an instant away from losing all its licenses to a phalanx of new applicants boasting of 100% integration of ownership and management, the absence of other media interests and minority and female ownership. Some have even begun to question whether broadcasters, in seeking full First Amendment protection, are asking for something that they do not want. My doubts as to that doomsday scenario are expressed in an article, "Full First Amendment Freedom for Broadcasters: The Industry as Eliza on the Ice and Congress as the Friendly Overseer," recently published in the *Yale Journal on Regulation*.

To be sure, the commission, while invalidating the fairness doctrine on other grounds, expressed its "preferred view" that broadcasting be treated as the equal of the print medium for First Amendment purposes. That preferred view, often advocated by this magazine as well, is not, of course, before the Court of Appeals. And even if it were, it apparently would take a Supreme Court decision to establish the equality of the print and broadcast media. The pending case involves only the constitutionality of



Timothy B. Dyk is a partner in the Washington law firm of Wilmer, Cutler & Pickering, a position he has held since 1969. Before joining the firm in 1964, he was a special assistant to the Assistant Attorney General of the tax division of the Justice Department. Prior to that he was law clerk to Chief Justice of the United States Earl Warren. He has taught communications law courses at Georgetown University Law School, the University of Virginia Law School and Yale University Law School.

the fairness doctrine under the existing First Amendment standard for broadcasting.

If the fairness doctrine falls, other specific program requirements may or may not be invalidated in other future cases. To date, the commission simply has not made the factual findings that would support invalidation of equal time, reasonable access or the renewal expectancy. In my view, the renewal expectancy in particular may be distinguishable. The responsive programming requirement, which is now the heart of the renewal expectancy, appears not to chill speech in the same way as the fairness doctrine; is far less content-specific, and involves less government oversight. It requires only that a broadcaster's speech relate to the community problems, needs and interests that the broadcaster itself has determined to exist. Indeed, even the commission, in expressing its preferred view as to parity, was pointedly reserved on the question of the renewal expectancy.

But the doomsayers ask: What if the Supreme Court ultimately affirmed the commission's "preferred view" and held all broadcast-content regulation unconstitutional, including the content-based renewal expectancy? In my view such a holding can't mean that the commission action to allocate and assign frequencies is unconstitutional; that satisfies even a compelling interest standard. It also doesn't mean that existing owners would lose out to new applicants.

The commission might well refashion the renewal expectancy to eliminate consideration of content, as it appears to propose in its recent notice of inquiry. And if the commission declined to take this step, Congress could help. In fact, it could adopt pending proposals to bar competing applications unless the renewal applicant were held unqualified.

Could broadcasters expect much help from Congress? Right now perhaps not much, unless broadcasters were willing to compromise on a variety of issues. But a Supreme Court decision recognizing full First Amendment rights could radically alter the balance.

In my view the critical question is not whether securing expanded First Amendment rights will make broadcasters more vulnerable to Congress, but whether failing to secure greater First Amendment protection will continue a vulnerability that now exists.

The existence of that vulnerability can hardly be questioned. Congress has assumed an active role in framing communications policy and is not willing to leave that role to the commission. Congress believes, based on current Supreme Court precedent, that it has extensive regulatory power over broadcasting, which extends to program content, structure and other areas. Congress evidently now believes that such regulation presents no First Amendment problems.

I can't imagine that Congress would be immune to the legal and moral force of a Supreme Court decision recognizing full First Amendment rights for broadcasters. Securing equal First Amendment protection would not only materially alter the congressional view, it would call into question a host of regulations that impose special requirements on the broadcast press. And it's hard to conceive of Congress's having the desire or the legal authority to strip existing broadcasters of their licenses just because they succeeded in establishing First Amendment protection.

There may be dangers in pursuing broader First Amendment rights, but I believe that those dangers are largely theoretical. There is nothing theoretical about the difficulties that broadcasters now experience as the result of their second-class citizenship. ■

■ indicates new listing

This week

July 30-Aug. 6—TV meteorologist short course, offered by *Lyndon State College*. Lyndonville, Vt. Information: (802) 626-9371.

July 31-Aug. 3—*Cable Television Administration and Marketing Society* annual conference. Westin Copley Place, Boston. Information: (202) 371-0800.

Aug. 5-7—*Minnesota Broadcasters Association* annual convention. Radisson Duluth, Duluth, Minn. Information: (612) 926-8123.

Aug. 6-8—*Georgia Association of Broadcasters* 54th annual convention. Callaway Gardens, Ga. Information: (404) 993-2200.

Aug. 6-13—TV weathercaster workshop, offered by *Lyndon State College*. Lyndonville, Vt. Information: (802) 626-9371.

Also in August

Aug. 9—*Society of Cable Television Engineers, Chattanooga chapter*, meeting. Perimeter North Inn, Macon, Ga.

Aug. 11—Demonstration and discussion of high-definition television, sponsored by *Academy of Television Arts and Sciences*. Copacabana, New York.

Aug. 15—Deadline for entries in Women at Work broadcast awards, sponsored by *National Commission on Working Women*. Information: Sandra Porter (202) 737-5764.

Aug. 15-18—Republican national convention. New Orleans.

Aug. 18—*New York Television Academy* luncheon. Speaker: David L. Meister, president, Financial News Network, Copacabana, New York.

Aug. 19-20—*Utah Broadcasters Association* annual convention. Cliff Lodge at Snowbird resort, Utah. Information: (801) 328-8400.

Aug. 24—*USA Network* affiliate marketing seminar. Chicago O'Hare Marriott. Information: Lou Dekalo, (312) 644-5413.

Aug. 24-28—13th annual National Association of Black Journalists newsmakers convention. Adam's Mark hotel, St. Louis. Information: (703) 648-1270.

Aug. 25-27—*West Virginia Broadcasters Association* fall meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 27—Nontelevised portion of the 40th annual prime time Emmy Awards, primarily for creative arts categories. Pasadena Exhibition Hall, Pasadena, Calif. Information: (818) 763-2975.

Aug. 28—40th annual prime time Emmy Awards telecast (by Fox Broadcasting Corp.), sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

Aug. 30—Presentation of Community Service Programming and Public Service Announcements Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Marriott hotel, New York. Information: (212) 586-8424.

September

Sept. 5-7—*Satellite Broadcasting and Communication Association* trade show Opryland hotel, Nashville. Information: (703) 549-6990.

Sept. 6-9—Fourth *Pacific International Media Market*, film and television market. Old Sydney Parkroyal hotel, Sydney, Australia. Information: (03) 500-9311.

Sept. 7—*New York Television Academy* luncheon. Speaker: Pat Fili, senior vice president, programing

and production, Lifetime Television. Copacabana, New York.

Sept. 7—*Association of Maximum Service Telecasters* second conference on high-definition television. Four Seasons hotel, Washington. Information: (202) 457-0980.

Sept. 7-9—Eastern Show, sponsored by *Southern Cable Television Association*. Atlanta Market Center, Atlanta. Information: (404) 252-2454.

Sept. 8—Presentation of news and documentary programming Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Waldorf-Astoria, New York. Information: (212) 586-8424.

Sept. 8-10—*National Association of Broadcasters* TV 100-plus exchange. Dallas. Information: (202) 429-5356.

Sept. 9-11—*Radio Advertising Bureau* radio sales university. Boston. Information: (212) 254-4800.

Sept. 9-11—*Massachusetts Broadcasters Association* annual convention. Ocean Edge conference center. Brewster, Mass. Information: Robert Mehrman, (617) 439-7636.

Sept. 11-13—*National Association of Broadcasters* TV Hundred Plus Exchange. Dallas-Fort Worth Hyatt, Dallas. Information: Carolyn Wilkins, (202) 429-5366.

Sept. 12-15—Nebraska Videodisk Symposium, sponsored by *Videodisk Design/Production Group of KUON-TV/University of Nebraska-Lincoln*. UN-Lincoln. Information: (402) 472-3611.

Sept. 13-16—*International Institute of Communications* 19th annual conference. Westin hotel, Washington. Information: Eduard Berlin, (212) 559-3419.

Sept. 14—*New York Television Academy* luncheon. Speaker: Ruth Otte, president-chief operating officer, The Discovery Channel. Copacabana, New York.

Sept. 14-17—Radio '88, sponsored by *National Association of Broadcasters*. Convention Center, Washington.

Sept. 15—Sixth annual Everett C. Parker Ethics in Telecommunications lecture. Speaker: Mary Alice Williams, VP, CNN. Interchurch Center, New York.

Sept. 15—*Philadelphia Advertising Club* meeting. Speaker: Sally Jessy Raphael, ABC-TV talk show host. Franklin Plaza hotel, Philadelphia. Information: (609) 234-7930.

Sept. 16—*Society of Broadcast Engineers, Central New York chapter*, 16th annual regional convention. Sheraton Convention Center. Liverpool, N.Y. Information: (315) 437-5805.

Sept. 18-20—*Kentucky Cable Television Association* annual convention. Marriott Resort, Lexington, Ky.

Sept. 21—*New York Television Academy* luncheon. Speaker: Kay Koplovitz, president-chief executive officer, USA Network. Copacabana, New York.

Sept. 21—*Oklahoma Association of Broadcasters* sales seminar. Oklahoma City. Information: (405) 528-2475.

Sept. 22—*Oklahoma Association of Broadcasters* sales seminar. Tulsa, Okla. Information: (405) 528-2475.

Sept. 22—*IRTS* Newsmaker Luncheon featuring FCC Chairman Dennis Patrick. Waldorf-Astoria hotel, New York. Information: (212) 867-6650.

Sept. 22-25—Third annual *Society of Broadcast Engineers* national convention. Convention Center, Denver. Information: John Battison, (614) 888-3364.

Sept. 23—*Southern California Cable Association* eighth annual dinner dance. Theme: "Cable Goes Hollywood." Streets of the World, Universal City, Calif. Information: (213) 463-2186.

Sept. 23-27—*International Broadcasting Convention*, sponsored by group of electronics engineers associations. Metropole conference and exhibition center, Grand hotel and Brighton Center, Brighton, England. Information: (01) 240-1871 (London).

Sept. 23-30—Cinelex, international film and television conference, market, festival and industry expo, created by *American Film Institute* and presented jointly by *Interface Group of Companies* (conference producer). Las Vegas. Information: Bill Mahan, (617) 449-6600.

Sept. 24—*Radio-Television News Directors Association* region one conference. Marriott hotel, Portland, Ore.

Sept. 25-28—*National Association of Telecommunications Officers and Advisors* eighth annual telecommunications conference. Miami. Information: Paul Berra, (314) 622-3533.

Sept. 27—Third annual fall forum luncheon sponsored by *National Academy of Cable Programming*. Sheraton Center, New York. Information: Steven Schupak, (202) 775-3611.

Sept. 27-29—Great Lakes Cable Expo. Cobo Hall, Detroit. Information: Steve Smith, (517) 351-5800.

Sept. 27-28—*Public Service Satellite Consortium* conference on telecommunications policy. "Forging a New Telecommunications Strategy: Choices for the Next Administration." National Press Club, Washington. Information: (202) 863-0890.

Sept. 25-28—*National Association of Telecommunications Officers and Advisors* meeting. "NATOA '88: Hot Topics in Telecommunications." Doral Hotel On-the-Ocean, Miami Beach, Fla. Information: Catherine Rice, (202) 626-3160.

Sept. 28—Fifth annual *Walter Kaitz Foundation* dinner, honoring Ralph Baruch. Hilton hotel, New York.

Sept. 28-29—"Urban Markets: Directions for the 90's," seminar sponsored by *National Cable Television Association* and *National Association of Minorities in Cable*. Keynote: Amos Hostetter, chairman-CEO, Continental Cablevision. Waldorf-Astoria, New York. Information: Ann Dorman, (202) 775-3690.

Sept. 30—Deadline for applications for Ohio State Awards program competition honoring excellence in educational, informational and public affairs broadcasting. Information: Phyllis Madry, (614) 292-0185.

October

Oct. 2-4—*New York State Broadcasters Association* and *Pennsylvania Association of Broadcasters* joint annual convention. Speaker: FCC Commissioner Patricia Diaz Dennis. Hershey Lodge, Hershey, Pa. Information: (518) 434-6100 or (717) 233-3511.

Oct. 2-4—Joint annual meeting of *Oregon Association of Broadcasters* and *Washington State Association of Broadcasters*. Jantzen Beach Red Lion, Portland, Ore. Information: (206) 625-0714.

Oct. 2-6—*Southern Educational Communications Association* conference. Hyatt Regency Louisville, Louisville, Ky. Information: Jeanette Cauthen, (803) 799-5517.

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

Oct. 6—*Caucus for Producers, Writers and Directors* general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

Oct. 7—*Radio Broadcasters of Chicago* 10th annual Windy Awards honoring excellence in creative use of radio as advertising medium. Hotel Nikko, Chicago. Information: Susan Kraus, (312) 329-9002.

Oct. 9-11—*Women in Cable* management conference. Swiss Grand hotel, Chicago. Information: Rhonda Christenson, (815) 962-4400.

Oct. 9-11—*Illinois Broadcasters Association* annual convention. Eagle Ridge-Galena, Ill.

Oct. 11—Presentation of Engineering Emmy Awards for Outstanding Achievement in the Science of Television Engineering, sponsored by *National Academy of Television Arts and Sciences*. Sheraton Center, New



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York. Information: (212) 586-8424.

Oct. 11-16—*National Black Media Coalition* 15th anniversary conference. Adam's Mark hotel, Houston. Information: (202) 387-8155.

■ **Oct. 12-14**—*World Teleport Association* general assembly conference and exhibition. Theme: "New Impacts for City Development and Initiatives for New Telecommunications Services." Congress Center East, Cologne, Germany. Information: Holly Kobran, (202) 333-7400.

Oct. 12-15—*American Association of Advertising Agencies* Western region convention. Hyatt Regency, Scottsdale, Ariz. Information: (212) 682-2500.

Oct. 13-14—*Alaska Broadcasters Association* 24th annual convention and engineering conference. Hotel Captain Cook, Anchorage, Ala. Information: (907) 258-2424.

Oct. 13-16—*National Broadcast Association for Community Affairs* convention. Copley Plaza hotel, Boston. Information: Valerie Navy, (617) 449-0400.

Oct. 14-18—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

Oct. 15—*Radio-Television News Directors Association* region 12 "super regional" conference. Sheraton Center hotel, New York.

Oct. 15-19—*Society of Motion Picture and Television Engineers* convention 130th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York.

Oct. 16-18—*Wireless Cable Association's* Wireless Cable '88 annual conference and equipment exhibit. Hyatt Regency Crystal City, Arlington, Va. Information: (202) 347-4253.

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

Oct. 18-20—*Mid-America Cable TV Association* 31st annual meeting and show. Hilton Plaza Inn on Country Club Plaza, Kansas City, Mo. Information: (913) 841-9241.

Oct. 19—*International Radio and Television Society* newsmaker luncheon featuring Laurence Tisch, CBS president/CEO. Waldorf-Astoria hotel, New York. Information: (212) 867-6650.

Errata

List of **MCA-TV first-run syndication** in July 11 Hollywood Special Report should have read: *Charles In Charge*, entering its fourth year (one year on network, third year in syndication); *Out Of This World*, entering its second year; *My Secret Identity*, entering its first year; *The Munsters Today*, entering its first year, and *The Morton Downey Jr.* show, entering its first year of national syndication. *The Street, Bus-tin' Loose* and *Puttin' On The Hits* have not been renewed.

□

July 25 story on Cable Television Administration & Marketing Society's upcoming convention misspelled name of **David Van Valkenburg**, president of Paragon Communications.

■ **Oct. 19**—Seventh annual Telecommunications Career Day, sponsored by *James Madison University, department of communications*. University campus, Harrisonburg, Va. Information: (703) 568-6221.

Oct. 19-21—*Indiana Broadcasters Association* fall conference. Viscount hotel, Indianapolis.

Oct. 19-22—*Intelevent '88*, seventh world conference on future of "international telecommunications policy and regulatory issues through the views of the world's leaders in industry and government." "Global Telecommunications: Strategic Pathways to the 21st Century." Cannes, France. Information: (703) 556-7778.

Oct. 20-22—*Friends of Old-Time Radio* 13th annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 248-2887.

Oct. 20-22—*National Religious Broadcasters, Eastern chapter*, convention. Sandy Cove conference center, North East, Md. Information: Sue Bahner, (716) 461-9212.

Oct. 21-23—*Radio Advertising Bureau* radio sales university. St. Louis. Information: (212) 254-4800.

Oct. 21-23—*Missouri Broadcasters Association* fall meeting. Tantara, Lake Ozark, Mo.

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

Oct. 25-28—*Community Broadcasters Association* annual conference and exhibition. Caesars Palace, Las Vegas. Information: (214) 631-1278.

November

Nov. 3—Presentation of 1988 Radio Broadcasters' Award, sponsored by *Center for Population Options*, "designed to acknowledge the role radio plays in educating teens and adolescents on sexuality issues." Four Seasons hotel, Los Angeles.

Nov. 3-6—*Audio Engineering Society* 85th convention. Convention Center, Los Angeles. Information: (212) 661-8528.

Nov. 4-6—*Radio Advertising Bureau* radio sales university. Orlando, Fla. Information: (212) 254-4800.

Nov. 6-9—*Canadian Association of Broadcasters* and *Western Association of Broadcast Engineers* joint annual conference and trade show. Winnipeg Convention Center, Winnipeg, Manitoba. Information: Elmer Hildebrand, (204) 324-6464.

Nov. 9-11—*International Film & TV Festival of New York*. Sheraton Center hotel, New York. Information: (914) 238-4481.

Nov. 13—*Academy of Television Arts and Sciences* installation ceremonies for *Television Academy Hall of Fame*. 20th Century Fox Studios, Los Angeles. Information: (818) 763-2975.

Nov. 16-18—*Private Cable Show*, sponsored by *National Satellite Programming Network*. Denver Tech Center, Denver. Information: (713) 342-9655.

Nov. 21—International Emmy Awards gala, sponsored by *International Council of National Academy of Television Arts and Sciences*. Sheraton Center, New York. Information: (212) 308-7540.

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

Major Meetings

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 convention, sponsored by the *National Association of Broadcasters*. Convention Center, 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. Information: (609) 848-1000.

Oct. 11-16—*National Black Media Coalition* 15th anniversary conference. Adam's Mark hotel, Houston. Information: (202) 387-8155.

Oct. 14-18—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

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. 24-27, 1989—*NATPE International* 26th annual convention. George Brown Convention Center, Houston.

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. 2-5, 1989—*Radio Advertising Bureau's* Managing Sales Conference. Loews Anatole, Dallas.

Feb. 3-4, 1989—*Society of Motion Picture and Television Engineers* 23d annual television confer-

ence. St. Francis hotel, San Francisco.

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

April 9-12, 1989—*Broadcast Financial Management Association* 29th annual meeting. Loews Anatole, Dallas. Future meeting: April 18-20, 1990, Hyatt Regency, San Francisco.

April 9-11, 1989—*Cabletelevision Advertising Bureau* eighth annual conference. Waldorf-Astoria, New York.

April 21-26, 1989—25th annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Cannes, France.

April 29-May 2, 1989—*National Association of Broadcasters* 67th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: 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.

May 21-24, 1989—*National Cable Television Association* annual convention. Dallas Convention Center, Dallas.

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

June 21-25, 1989—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 33d annual seminar. Renaissance Center, Detroit.

Aug. 20-23, 1989—*Cable Television Administration and Marketing Society* annual conference. Marriott, Chicago.

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December

Dec. 7-9—Western Cable Show, sponsored by *California Cable TV Association*, Anaheim Convention Center, Anaheim, Calif. Information: (415) 428-2225.

Dec. 13—Presentation of Women at Work broadcast awards, sponsored by *National Commission on*

Working Women, Capital Hilton, Washington. Information: Sandra Porter (202) 737-5764.

January 1989

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



Reregulation request

EDITOR: As a former broadcast journalist (I've been news director of a small television station and two radio stations), I still follow communications issues in BROADCASTING, especially broadcast deregulation. I read with particular interest the story in the July 11 issue concerning the Gillett stations being on the market. Now that the stations have been milked for all they are worth and there may not be another buyer willing to pay a higher price, the owners are worried they may have trouble servicing the large debt incurred to buy stations.

Since deregulation, the word "service" is seldom heard among station owners. The only important thing is: "How much can we sell the station for in the shortest amount of time?" When General Electric took over RCA as a white knight, it soon dumped NBC Radio because it couldn't milk enough money from it. Forget 60 years of tradition and service; the bottom line is all that matters.

Cable also needs to be reregulated. Since deregulation, the cable company serving the West San Fernando Valley of Los Angeles (Cablevision Industries) has increased basic (not pay) rates almost 50%. In April, my basic cable bill increased just under 40% with no increase in service (unless additional teletext ad channels count as new services). Of course, the cable service doesn't carry all the local signals even though they have a de facto monopoly since reception over the air isn't that great.

I feel that the FCC or Congress needs to regulate the broadcast and cable industries. I am not against free enterprise and making a profit, but the "public interest, convenience and necessity" need to be considered also—*Craig Bryan, Chatsworth, Calif.*

Confused

EDITOR: It isn't surprising that in this industry sometimes you get the feeling that you're living in never, never land. A struggling UHF station in Kansas City gets fined by the FCC for showing a movie considered to be indecent. Meanwhile in the same house on a different set anybody—adult or child—can be watching a cable channel with the most outrageously foul comedy material available. If the public's sensitivity is really what's at stake, this situation makes no sense at all. It's time the commission and the Congress really understood what's going on in this world—*Robert C. Wiegand, executive vice president and general manager, WPEC(TV) West Palm Beach, Fla.*

Taking issue

EDITOR: The recent "Monday Memo" (BROADCASTING, July 4), "Television is the Key to Baby Boomers' Buying," by Michael R. Smythe, made interesting reading. However, I am appalled to see a representative of America's so-called major and dominant medium make such comments as "Attempting to entice clients by punching push buttons in a radio while in rush hour traffic...is not worth the investment."

I'm sure Mr. Smythe, like us at the RAB, takes seriously his assignment to promote the use of his advertising medium. It seems to me that Mr. Smythe has many positives to sell representing America's so-called dominant medium, so why does he resort to such cheap shots? Clients are much too intelligent to buy such thinking.

Television is a great, effective medium, and used properly, so is radio. Shame on you, Mr. Smythe.—*William Stakelin, president and CEO, Radio Advertising Bureau, New York.*

In conclusion

EDITOR: Thank you very much for publishing my commentary on HDTV in your June 13 "Monday Memo" column.

While I took issue with the cost effectiveness of NHK's MUSE system to achieve a high resolution 16:9 aspect ratio, NTSC noncompatible transmission system for TV, part of my concluding paragraph was edited out, probably due to space considerations. I would appreciate it if you could print this section as it could change the tonality of my piece.

The last paragraph should read:

"In the final analysis, it is not a case of U.S. technology vs. other technologies. Rather, it is a case of finding the most cost-effective way to provide enhanced performance television to the public. I would much rather have a \$10-billion solution to providing HDTV to the public, regardless of which country makes the TV sets, than to create a \$200-billion solution because we impose the wrong standard. The latter simply would not work. Let's all focus our energies on the right target. With the continuing advances being made in high density memory and digital signal-processing integrated circuit chips, it will not be too long before all television transmission will be digital. Let the futurists among us start to look at that transition in standards."—*John J. Sie, senior vice president, Tele-Communications Inc., Denver.*



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Vol. 115 No. 5

TOP OF THE WEEK

NBC goes to newspaper ranks for news chief

Network chooses Michael Gartner to replace Larry Grossman

Lawrence Grossman's four-year command of the NBC News division ends today, Aug. 1, shortened by his not-so-quiet fall from the graces of NBC president, Robert Wright. Differences between the two men were personal and philosophical and were exacerbated by the division's change to a leaner organization, by means over which Wright and Grossman disagreed. In the end, said the latter, "It just wasn't fun any more."

Wright had already begun negotiating with Grossman's replacement before the latter even knew his tenure was over. That replacement, taking over today, is Michael Gartner, a visible name in the world of print journalism, with long-standing ties to Dow Jones, Gannett (which owns one of the largest NBC affiliate groups) and the media world of Des Moines, Iowa, itself rocked by takeover battles and budget cutting in which Gartner has played a key role.

Gartner brings to the job a view of journalistic quality taught at "serious" newspapers and his experience trying to maintain that quality in meager economic times. He has overseen newsgathering organizations employing more people than NBC news and has experience at bringing new technologies to the newsgathering process. He has little or no television production experience.

What NBC will present to Gartner is a different medium through which to report the news; an operation that has more competition and is more dependent on other operations, and whose successes or failures are instantly measurable and newsworthy themselves. His ascendancy comes at a time of the reported ascendancy of Tom Brokaw, news managing editor and anchor of *NBC Nightly News*, whose influence is widely reported to extend above the division president to Wright and even to Jack Welch, chairman of General Electric, NBC's owner. Gartner told *The Washington Post* how he first met Brokaw: "Anybody who has ever been a newspaperman in Iowa gets to know some of the TV people who descend on the state every four years [for the presidential campaign caucuses]. I'd guess I first met Tom about eight or 12 years ago."

Gartner's new tasks will include improv-

ing the ratings of *NBC Nightly News*, currently in third place; maintaining the Grossman-led ratings success of *Today*, and helping develop other shows over which the division can spread some of its fixed costs. He will also be responsible for continuing to keep spending growth from topping the current budget of close to \$270 million (roughly \$300 million including election news ex-

penses). NBC's long-term plan reportedly calls for next year's budget to be cut an additional \$10 million with staffing to be reduced over the next 18 months by more than 100, to 1,000.

Gartner began his 28-year newspaper career at the *The Wall Street Journal*, where he started out as a copy editor and ended up as page one editor. In 1974 Gartner went to the Des Moines, Iowa, *Register and Tribune* where, within two years, he was named editor. At that same time he was given management responsibilities at the paper's parent company, of which he was named president and chief operating officer in 1978.

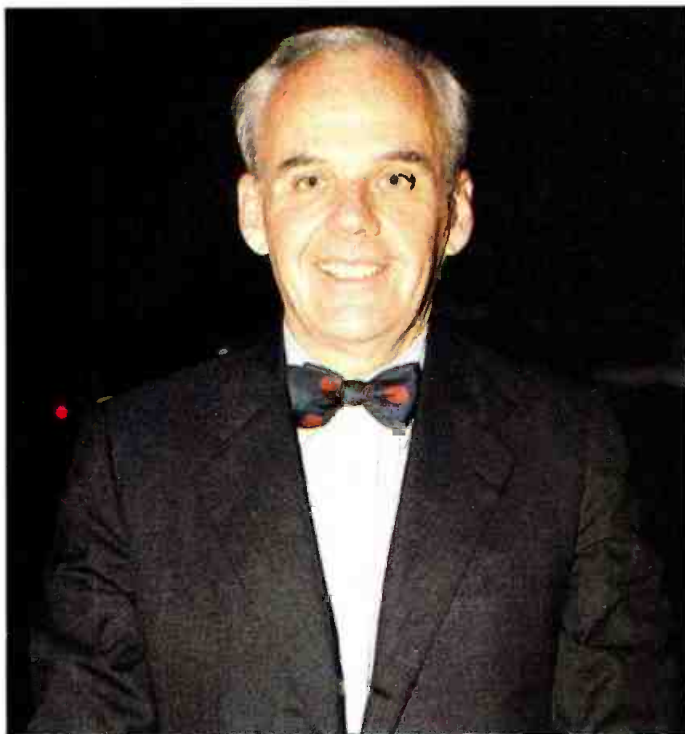
It was that same year that the Des Moines Register and Tribune Co. bought NBC affiliate, KHON-TV Honolulu from a company controlled by Arthur McCoy, whose daughter, Barbara Jeanne, Gartner had met and married while at the *Journal*. One year earlier, in 1977, the Register and Tribune Co. had purchased WQAD-TV Moline, Ill.

Gartner oversaw the broadcasting group, which also included a handful of radio stations, during his six-year tenure as president. The vice president of broadcasting in the early 1980's, Richard W. Gilbert, told BROADCASTING that Gartner would regularly watch the stations' news tapes: "He would comment on

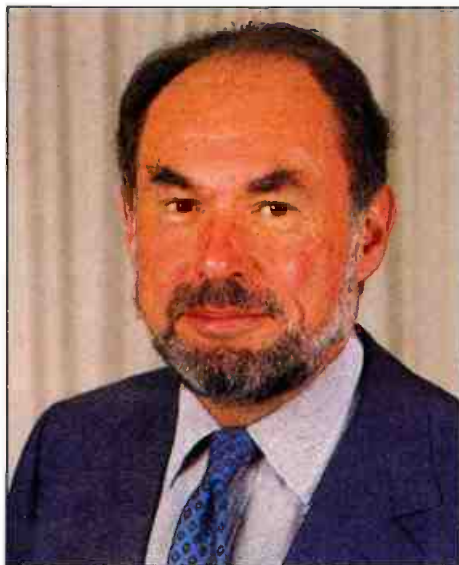
them, not as a talent scout saying this anchor is 'hot,' but rather 'This story is well written...This story could be improved by this kind of writing or by focusing on these questions...This story didn't answer the question it said it would.' He is a newsman first and foremost, and he gets excited about news."

If Gartner is a newsman first, he is also adept at managing, particularly in situations of the kind that currently face NBC news: a large operating budget supported by slow revenue growth. In the early 1980's, problems in the farm economy led the company to close the Des Moines afternoon paper, *The Tribune*. The corporate slimming down was aided by the introduction of new computer and electronic editing systems. As a result, full-time employment at the *Register* fell from 1,117 in 1981 to 815 in 1984.

Wright, in his announcement last week, referred to the economic and technological changes NBC News was going through. He acknowledged Grossman's contributions



Gartner



Grossman

FCC wins qualified victory on indecency in court

Appeals court sends case back to commission for consideration

The U.S. Court of Appeals in Washington last week handed the FCC a substantial, if far from complete, victory in the agency's effort to expand its policy banning the broadcast of indecent material. But the decision of the three-judge panel on Friday (July 29) remanding in part the commission's ruling on indecency constituted an unqualified setback for Senator Jesse Helms (R-N.C.) in his effort to compel the FCC to adopt rules extending its ban on indecency to 24 hours.

The panel affirmed the commission's explanation for its April 1987 order modifying its regulatory approach to indecency. The commission now measures material against a generic definition of indecency rather than relying on the repeated use of the seven dirty words in the George Carlin monologue that the commission, in *Pacifica Foundation* in 1975, found indecent, a decision the Supreme Court upheld in 1978. Nor did the

panel accept the complaint of those challenging the ruling that the commission's use of the term "indecent" was unduly "vague," although the panel did not appear to regard it as crystal clear. It noted that the Supreme Court in the Carlin case had cited a dictionary definition of the word. It also rejected the contention that the generic definition of indecency is overbroad.

But the panel, in the opinion written by Judge Ruth B. Ginsburg, found that the commission had erred in offering what Ginsburg said was an inadequate explanation for its more restrictive channeling approach—that is, its curtailment of the hours when nonobscene programs containing indecent speech may be broadcast. The use of 10 p.m. as the start of a "safe harbor" ending at 6 a.m. was moved back to midnight. Accordingly, the panel sent the case back to the commission with instructions to hold a hearing aimed at determining the times "at which indecent material may be broadcast."

And the key to a channeling rule, Gins-

and told BROADCASTING, "The job is a very tough one. It is extremely demanding. Four years as president of a news division is a lifetime at other jobs."

In 1984, Gartner led an unsuccessful attempt to take the Register and Tribune Co. private with the backing of Dow Jones. The bid caused some acrimony between Gartner and the company's chairman and chief executive officer.

Gannett shortly thereafter hired Gartner, first as a general news executive, and later, in July 1986, to run the newly acquired *Courier Journal* papers in Louisville, Ky. He oversaw the closing of the afternoon paper and, according to published reports, "redesigned" the *Courier Journal*. Most recently he has consulted for Gannett on its other papers, including *USA Today*.

From his home base of Des Moines the 50-year-old Gartner pursues a variety of industry and professional activities including writing occasional columns for *The Wall Street Journal*. Among the 10 columns written in the past six months, several have focused on First Amendment issues: "Video Privacy Act Is Absurd Attempt to Outlaw Gossip," "Dial-a-Porn Ban Is Obscene" and "Freedom of Speech Stops at the Schoolhouse Gate." He is often asked to comment about politics and, according to one friend, described himself as "Ted Koppel's token Midwestern expert."

At a time when new ownership at the networks has caused some people to wonder whether traditional broadcasting First Amendment battles might be sacrificed to profit concerns, Gartner told BROADCASTING that he will be an advocate: "I have spoken about it a lot... [I have] long been a believer that television should have a full share of First Amendment rights." Gartner will have the analytical and rhetorical skills

to press that argument: He holds a law degree and bar membership in both New York and Iowa. In his most recent *Journal* column, "Advertising Ban Could Be Hazardous to Smokers' Health," he wrote that cigarette advertising should not be forbidden; rather, smoking could be more effectively reduced if the government created anticigarette advertising: "This time though, they shouldn't be forced on the networks. (Why should broadcasting have to pay for the nation's social problems?) Instead, the

government should purchase the ads."

Gilbert, now publisher of Pioneer Press, gave some additional insights into Gartner's management style: "He is a big one on what he used to call water cooler management...sitting down and thinking out loud with you." Gilbert also said Gartner would talk at length with lower level executives. "After station managers would make their presentations to senior management, they would also have half an hour alone with him, even though they were my direct reports. I think that conveys to the organization that the president cares enough about you and is available if you want an opportunity to talk with someone one rung above you."

Another Gartner management trait described by Gilbert is his method of choosing executives: "He has a unique way of looking at people, at their makeup as opposed to their resume." Several of the broadcasting executives Gartner recommended to run stations, including Gilbert himself, had never been inside a station before: "At the time Oliver Gillespie was named general manager of WQAD-TV, he was a director of the Living History Farms [museum] and before that he was at the forest service. Gillespie is still running that station for *The New York Times*."

Gartner's predecessor, Grossman, did not have a background in commercial network TV or news when he was chosen by NBC in December 1983, leaving a job as president of the Public Broadcasting Service at the request of then NBC chairman, Grant Tinker. As of last week, he said he had no plans for his next move but would return to NBC for a while after taking a vacation. Several of those in the industry expressed displeasure at the way his services were terminated. Said the chairman of one NBC affiliate group: "They handled Grossman badly; he had done a fantastic job for the network." □

Exit interview

Larry Grossman remarked last Thursday that his tenure as president was the longest that NBC has had since news became a separate division in the mid-1960's. On his last day as news division president, he discussed recent news events and issues:

■ On his lack of news experience: "That is a perfectly legitimate and serious concern. I would have been a lot better off if I had experience in news; Michael Gartner would have been a lot better off if he had had more experience in television. It really is not, however, a fundamental concern. Dick Salant, who was president of CBS news for so many years and had been a lawyer, told me the important thing is to have concern about people and an interest in the world, and don't let the journalistic priesthood get you down. By the way, Edward R. Murrow had no journalism experience when he started broadcasting from London."

■ On the differences with Wright: "I don't want to get into that...The emphasis and the interests that seemed to be manifest by this group are somewhat different compared to their predecessors so that it hasn't been as much fun as it used to be."

■ On Tom Brokaw's influence in the news division: "The network anchor is inevitably the frontline person for the news organization. That person is not only in charge of the flagship program, but is also in charge of the crisis coverage and is the spokesperson for the news division in a public way. So clearly they should have a strong voice, and there is nothing wrong with that."

■ On bottom line pressures on the news division: "Whether it loses some money or makes some money or breaks even is irrelevant. But particularly with this management and in this day and age in an increasingly competitive environment where you want management...to provide the capital and resources that are necessary, you will have a much better reception...if you are more or less self-sufficient...if you are not hemorrhaging dollars."

burg wrote, is determining what "will most effectively promote parental—as distinguished from government—control." Then she said: "A securely grounded channeling rule would give effect to the government's interest in promoting parental supervision of children's listening, without intruding excessively upon the licensee's range of discretion or the fare available for mature adults and even children whose parents do not wish them sheltered from indecent speech." Ginsburg wrote. "Such a rule would present a clearly stated position enabling broadcasters to comprehend what is expected of them and to conform their conduct to the legal requirement."

The opinion allowed all sides to the controversy to claim victory. FCC Chairman Dennis Patrick, for instance, said he was "delighted" that the court had affirmed the commission's authority to regulate the broadcast of indecent material, "permitting parents to control their children's access to sexually explicit programming," and had held that the commission's use of "indecent" was not "vague." He also noted that the court had confirmed the commission's view that indecent broadcasts cannot be banned, only channeled to hours when children would not be expected to be in the audience. And as for the court's remand order on that point, Patrick said he would respond "promptly" to the remand order "by recommending the initiation of a commission proceeding."

Timothy Dyk, lead counsel for those seeking to overturn the commission's policy on indecency, called the decision remanding the case to the commission "a big victory." "The only government interest in the area is in allowing parents to decide what their children will hear or view," he said. Since "indecent material" cannot be denied to adults, he added, the commission must establish "a reasonable safe harbor" in which it can be broadcast. And to Peggy Charren, head of Action for Children's Television, one of the parties that challenged the commission's policy statement, the panel's opinion is important in view of the Senate vote approving the Helms amendment barring the commission from creating any safe harbor in connection with its indecency policy. "I believe the strength of the court opinion on the side of free speech is going to give the House an excuse to vote down Helms's idiotic incursion into free speech." A Helms aide said the senator had not yet reviewed the opinion, so could not comment on it.

One clear winner in the dispute was Commissioner Patricia Diaz Dennis. Ginsburg's opinion reflects and even quotes the position Dennis took in a statement concurring with the commission order on reconsideration of the policy statement. At the time, she called for a rulemaking to define and support the safe harbor the commission would carve out of the broadcast day. "The fact is," Dennis wrote, in language quoted by Ginsburg, "the commission has no scientific body of information that conclusively establishes one time as more appropriate than another as the critical hour after which to permit broadcast of indecent speech." Last week, she said, "The court recognized that government by guesswork isn't good enough."

The commission policy statement that broadcaster and citizen groups challenged came in response to complaints, largely of fundamentalist religious groups, that there had been a substantial increase in the amount of what they considered indecent programming. The commission, in its April 1987 decision, abandoned the narrow definition of indecency it had been applying—repeated use of the seven "dirty words" in the Carlin monologue—and substituted for it a broader one: "material that depicts or describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs." At the same time, the commission reduced the safe harbor it had established in 1975 by two hours.

The commission statement was issued in connection with three decisions, each of which declared "indecent" material which would not have been identified as such under the previous definition. One involved a Howard Stern talk show program on Infinity

Broadcasting Corp.'s WYSP(FM) Philadelphia that airs between the hours of 6 and 10 a.m. Monday through Friday. The other cases involved broadcasts on Pacifica's KPFK(FM) Los Angeles (the airing of a play, "The Jerker") and the University of California's KCSB(FM) Santa Barbara, Calif. (the broadcast of a song, "Makin' Bacon").

Although affirming in large part the commission's indecency policy, the panel sought to make clear the agency was treading in a sensitive area. "Broadcast material that is indecent but not obscene is protected by the First Amendment; the FCC may regulate such material only with due respect for the high value our Constitution places on freedom and choice in what the people say and hear," Ginsburg wrote. And although the panel concluded that the commission's definition of indecent broadcast material, "though vagueness is inherent in it, is not constitutionally defective." But, she added, the panel also found that the commission had not "implemented its authority to channel such material in a reasonable manner." □

Court opinion may sidetrack Helms's indecency amendment

Rider to appropriations bill would order commission to enforce 24-hour prohibition and cement crossownership rule

Last week the Senate passed a bill by voice vote that would force the FCC to abandon the midnight-to-6 a.m. "safe harbor" provision of its anti-indecency policy for radio and television broadcasts, effectively banning indecent broadcasts. The directive was added as a rider to a fiscal 1989 appropriations bill and would require the FCC to establish rules enforcing indecency prosecutions 24 hours a day.

But by week's end, the threat of the legislation becoming law had diminished due to a U.S. Appeals Court decision that basically upheld the concept of a safe harbor (see page 28). A coalition of broadcast groups and citizen groups had challenged the commission's anti-indecency policy on First Amendment grounds.

Broadcasters feel the court's action will bolster their efforts to kill the rider when a House-Senate conference committee confers on the appropriations bill. Henry (Jeff) Baumann, executive vice president and gen-

eral counsel for the National Association of Broadcasters, agreed. He thinks the decision gives broadcasters "ammunition" to fight the legislation. "I think this decision makes clear that any ban has to be narrowly drawn and that a safe harbor is absolutely essential," Baumann said.

The amendment is the handiwork of Senator Jesse Helms (R-S.C.). Other provisions of the bill prohibit the FCC from tampering with existing regulations on station cross-ownership and minority preferences and from permitting VHF-UHF swaps among commercial and noncommercial broadcasters.

Despite the court's action last week, Helms's indecency measure was headed for trouble anyway, according to FCC General Counsel Diane Killory. "Based on Supreme Court precedent," said Killory, who has constructed the legal underpinnings for the FCC's current enforcement policy, "there is a grave risk that it could be found unconstitutional."

"Although our goal is generally the same as Congress's, we are concerned that an outright ban on indecency would actually hinder rather than advance our enforcement



Hollings



Helms

efforts because we think a court might enjoin the commission's effort altogether," she said. Two federal courts have already enjoined the FCC from enforcing the indecency portion of a law aimed at stemming dial-a-porn, she said.

The bill funds the FCC and other agencies. It also prohibits the commission from relaxing its broadcast-newspaper cross-ownership rules that prohibit acquisition or formation of common ownerships of newspapers and TV stations in the same market. Unlike legislation that was enacted last year and in that part overturned by the appellate court, the commission could still grant waivers to the rules. Another section deals with a proposal to allocate \$7.5 million for the establishment of a "TV Marti" service that would broadcast U.S. government programming to Cuba (see "In Brief"). Those instructions were approved by the Senate Appropriations Committee in June (BROADCASTING, June 13 and 20).

The House version of the measure does not include any of those requirements or an indecency provision.

Helms's move caught broadcasters by surprise. "It came out of the blue," commented one industry source. NAB hopes to strip the language from the spending bill when the House-Senate conference committee meets to negotiate differences between the two versions.

The Helms amendment would require the FCC to "promulgate regulations in accordance with Section 1464, Title 18, of the United States Code," which applies to obscenity and profanity. The rules would have to be issued by Jan. 31, 1989.

Broadcasters, said Baumann in a statement prepared after the Senate action, have never "quarreled with the prohibition against the airing of obscenity which is not protected by the First Amendment. By its action, the Senate seeks to preempt a judicial proceeding aimed at determining, once and for all, the constitutional reach of the federal criminal code prohibition on indecent speech," he said.

There was little debate on the Helms amendment. Only four senators were on the floor, including Ernest Hollings (D-S.C.), who chairs the Appropriations Subcommittee and Commerce Committee, which have jurisdiction over the FCC. Hollings endorsed the Helms amendment.

"Pornography and garbage at any hour is pornography and garbage," said Hollings. "You have convinced me," he added.

Last year, in a move to crack down on broadcast indecency, the FCC adopted a policy based on a broader definition of indecency than the seven dirty words at issue in the 1978 Supreme Court *Pacific* decision. Then last November, the commission reaffirmed its policy but also created the midnight-to-6 a.m. safe harbor, a time when children are less likely to be in the television audience.

for NTIA's public telecommunications facilities program): \$66.9 million for the Federal Trade Commission; \$227.1 million for

As for funding, the bill would appropriate \$100.66 million to the FCC; \$35.2 million to the National Telecommunications and In-

formation Administration (\$21.59 million the Board for International Broadcasting, and \$881 million for the U.S. Information Agency (of which \$65 million is for VOA's

radio modernization program: VOA operations get \$170.1 million with \$38.5 million for Worldnet and \$11.2 million for Radio Marti). □

Mediator sets more talks between writers, producers



Striking writers picketing CBS in Los Angeles

Further talks between the negotiating committees for the Writers Guild of America and producers were scheduled by a federal mediator for last Friday (July 29) at 2 p.m., and were expected to last well into the weekend. Those talks were scheduled after marathon talks that began the weekend before broke off last Tuesday (July 26) after what some sources described as "a little progress."

The rumor mill has cranked up considerably since a media blackout was declared by federal mediator Leonard Farrell, barring those involved in the talks from discussing them with the press. It is virtually impossible to confirm with any certainty reports that negotiations have taken a turn in one direction or another.

And for every source (none of whom would be quoted by name) who is encouraged by what took place in the previous round of discussions, there is another who says no progress was made at all.

Residual payments, both domestic and foreign, continue to be the issue that resists resolution. Last week reports surfaced in Hollywood that both sides were exploring some way of combining the two residual payments, which are now paid separately and are based on fixed fee formulas. One report indicated the two sides were considering some sort of initial fixed payment upfront, which would be enhanced later with a percent-of-revenue payment once sales reached a certain level. Two well-connected sources contradicted each other on the accuracy of the report, one confirming it, the

other saying it was largely inaccurate.

"The problem with commenting on what went on in terms of proposals today or yesterday or the day before," said one source, "is that what was offered then may be out the window tomorrow."

But most with knowledge of last week's talks refused to comment at all on what was discussed. Those who did talk refused to offer much in the way of detail, either characterizing the reports as incomplete, misleading or totally off base.

One development was temporary good news for the guild. A strong dissenting faction within the union, known as the Writers' Coalition, had threatened to break ranks, apply for "financial core status" and go back to work, if the strike were not settled by July 28. But the coalition extended the deadline because of the rescheduling of talks by the federal mediator. Financial core status enables guild members who want to work during a strike but continue membership in the guild to resign from active and voting participation but continue to pay dues and still be covered by the financial benefits of the guild. So far, no WGA members have applied for financial core status.

A leader of the coalition, Lionel Chetwynd, said last week the group has about 300 "hard core" backers who want to accept the producers' current offer and go back to work. But, said Chetwynd: "We support the mediation process" and hope the talks scheduled for last weekend will bring the two sides together and end the strike. □

FCC to suggest dropping network-cable ban

Commission will also suggest eliminating two-year contract terms between network, affiliates

The FCC is chipping away at the rules governing the three major broadcast TV networks.

The same week the agency received comments on whether it should repeal the rule prohibiting the networks from representing affiliates in the spot advertising market (see story, page 31), the word was out that it planned to reopen a proceeding at next week's open meeting (Aug. 4) to eliminate the ban against networks' owning cable systems and launch a new proceeding to strike the rule limiting the term of network-affiliate contracts to two years.

It is uncertain how far the FCC will go in lifting the restrictions on the networks, but it is likely that it will stop short of the real core of network regulation—the financial interest and syndication rules and the prime time access rules. The FCC was badly bloodied in a failed effort to eliminate the fin-syn rules a few years ago, and FCC Chairman Dennis Patrick is disinclined to lead another assault on fin-syn or the almost-as-controversial PTAR rules.

The FCC is taking some political risk in reviewing the cable-network crossownership ban. Congress has been keeping a close eye on deregulatory moves by the FCC ever since the agency crossed key congressmen and senators by repealing the fairness doctrine a year ago. Congress has passed legislation blocking the FCC from tampering with the newspaper-broadcast crossownership ban.

Larry Irving, senior counsel to the House Telecommunications Subcommittee, said Chairman Edward Markey (D-Mass.) will be "watching closely" and has no immediate problems as long as there is "no rush to judgment." He said Markey would prefer the commission to tackle the network rules as a whole, rather than piecemeal.

Over the past year, top executives of CBS and NBC have called for the lifting of the network rules, particularly the financial interest and syndication rules and the prime time access rule. CBS President and CEO Laurence Tisch, speaking in Washington last fall, said the network rules were anachronisms, no longer warranted today when the networks face stiff competition from cable, independent broadcasting and home video (BROADCASTING, Nov. 9, 1987).

In another Washington forum last June, NBC President Robert Wright said the rules "stand like an aging colosseum" hampering the networks' ability to compete with other media. "We're looking over the walls at all the young lions who have been set free to enjoy the open marketplace," he said. "The fresh breeze of deregulation has blown much over the networks" (BROADCASTING, June 6).

FCC Commissioner James Quello said the crossownership question is likely to be "very contentious" and that he is not pre-

judging it. "Down the line, we don't know which way we will go with this."

If the networks acquire large numbers of cable systems, he said, they may have an extra incentive to produce for cable use programing that they can own and syndicate. The fin-syn prohibitions apply only to programing that is first aired on the networks.

Only one network was publicly applauding the prospect of eliminating the crossownership ban. Betty Hudson, NBC vice president, corporate and media relations, said last week that the FCC crossownership proceeding is "a step in the right direction." The absence of the ban would "widen the latitude to evaluate and plan for the future." NBC is planning to launch a cable programing network in January, CNBC, which will offer consumer-oriented business news and sports. ABC and CBS had no comment.

The prospects of the networks owning cable systems make some affiliates nervous. Ben Tucker, chairman of the CBS affiliates group and executive vice president of Retlaw Broadcasting, said the affiliates would feel "a certain amount of trepidation if they

saw the network putting major dollars into cable and not broadcast properties." However, he said he does not know whether that concern would translate into a position against lifting the ban.

National Cable Television Association President Jim Mooney declined comment on the FCC initiative until after this week's meeting.

The origin of the FCC crossownership proceeding is a 1981 report by the FCC Office of Plans and Policy that proposed elimination of the ban (BROADCASTING, Nov. 9, 1981). All three networks filed comments supporting elimination (BROADCASTING, Jan. 25, 1982).

The proceeding aimed at lifting the two-year limit on affiliation contracts was seen by some network lobbyists in Washington as part of the FCC's continuing efforts to clear out the regulatory "underbrush"—that is, eliminate rules that have outlived their usefulness. One lobbyist said the proceeding would probably be a "mixed bag" for affiliates. Although some may want to keep the two-year cap, he said, others may prefer the security of longer agreements. □

Two sides to the rep question

ABC, CBS, NBC assert FCC prohibition against networks representing affiliates should be dropped, but reps, stations resist

The three major television broadcast networks urged the FCC last week to repeal its rule prohibiting them from representing their affiliates in the spot advertising market, saying the move would benefit affiliates while harming no one. The rule is "yet another unnecessary regulatory constraint on the freedom of broadcasters to establish productive business relations," CBS said in comments on the FCC proceeding looking at repealing or modifying the rule.

But the Station Representatives Association, the Association of Independent Television Stations and a host of broadcasters including the ABC Television Affiliates Association argued for keeping the ban in place.

In addition to considering whether to readmit the three major broadcast networks to the rep business, the FCC rulemaking proposes carving out an exemption to the rule for small "emerging" networks like the Spanish-language Univision (formerly SIN). There was little opposition to that proposal, and Univision filed comments in support of it. Under waivers to the rule, Univision said, it and Telemundo, another Spanish-language network, have been able to develop a healthy advertising base for Spanish-language programing. At the very least, it said, the FCC should make the waivers permanent since it has "received no evidence that these waivers have led to any anticompetitive behavior or even potential

abuse."

Although CBS and NBC have denied instigating the rulemaking aimed at repealing the rule, they vigorously supported the effort in their comments.

"We are aware of no public interest that would be adversely affected by repeal of the network representation rule," CBS said in comments on the FCC's proceeding in which the agency is considering repealing the rule. "A network company's affiliates are its partners. There is no incentive and even less inclination by either network or affiliate to abuse the close and long-cultivated relationship between them, whether that relationship extends into national sales representations or into any other area that might be mutually productive. The only profit-maximizing strategy available to a network company as sales representative is to be the best sales representative it possibly can be."

NBC said repeal of the ban would benefit affiliates, providing each with "one new option in choosing a spot sales representative." The fear of anticompetitive conduct by the networks that prompted adoption of the rules in 1959 was unfounded, it said. "Whatever may have been the case in 1959, however, it is clear that massive changes in the television industry in the years since leave no reasonable basis for any such apprehension today."

Although ABC currently has no intention to enter the rep business, ABC said, it should not be foreclosed from doing so in the future. "Given the growth in the number of media outlets competing for the national advertising dollar, and the corresponding array of choices for the national advertiser in

any given market, any attempt by a national organization to manipulate spot advertising rates would likely fail," it said. "Moreover, diversity of viewpoints would not be threatened, in view of the vast number of information sources in local markets across the country."

The Station Representatives Association, which represents 10 major rep firms that would be directly affected by the entry of the networks into their business, agreed that the television market has changed since 1959, but not the factors that led to the adoption of the rule. "Indeed, the rule is more needed today because of the substantial programing role independent reps now play in counseling their affiliate clients on network program preemptions, and in participating in the development of new nonnetwork programing in competition with the networks."

The networks are still too powerful to be unloosed into the rep business, the SRA said. "While new competition, notably from cable, has eroded some of the networks' huge audiences, their overwhelming dominance in the national television market continues, and they continue to control the vast majority of most wanted programing," it said. "Their dominance with respect to their affiliates has actually been increased by the great growth in the number of independent stations and the resulting increase in the importance to affiliates of retaining their affiliation."

"Were the networks to reenter the national spot market for affiliates, independent reps, already struggling in the face of mushrooming costs and declining commission rates, would be injured, some mortally," the SRA said.

The SRA comments were echoed by INTV. "The networks continue to occupy a uniquely dominant role that absolutely precludes the wholesale abandonment of the commission's network rules," the trade association said.

The ABC affiliate group underscored INTV's point. The rule is needed "to protect affiliates from the disparate influence networks potentially have over their affiliates," it said. "There is no question but that in the absence of the rule, the major networks would be in a position to exercise greater influence and control over the decisions of local stations to clear or not clear network programs."

Lining up with SRA, INTV and the ABC affiliates were Jefferson-Pilot Communications Co., Multimedia Broadcasting Co., Pulitzer Broadcasting Co. and Westinghouse Broadcasting Co. (Group W owns its own rep, Group W Television Sales; the others use independent reps).

In a joint filing, the group broadcasters said that the rep rule has "guided the successful growth of the television broadcast industry for three decades." The system works well and encourages competition, they said. "If ever there was an unnecessary and unwarranted rulemaking proposal advanced by the commission, this is probably it." Because of the rep rule, they said, "the advertising and programing marketplaces are more competitive than they otherwise would have been." □

AGB merges, shuts down U.S. operations

**British parent is purchased by
Mills & Allen, which discontinues
AGB TV Research peoplemeter service**

AGB Television Research said last week that it will "suspend" its national peoplemeter television rating service following its "merger" with Media Mark Research (MRI). The merger gives MRI's parent, the British research and finance firm, Mills & Allen, a majority stake in AGB, the British parent of the American division of AGB Television Research, and a greater market share in the international business of television ratings.

MRI is 70%-owned by M&A and 30%-owned by Timothy Brown and Alain Tessier, MRI's chairman and president, respectively.

The MRI-AGB deal ends weeks of doubt surrounding the future of AGB's American arm as a result of what it said was lack of commitments from the broadcast and cable networks and advertising agencies (BROADCASTING, June 20). An extension of AGB's only contract with a broadcast network, CBS, ended today (Monday, Aug. 1). CBS vice president of marketing, David Poltrack, has been outspoken about the need for AGB to distinguish itself from Nielsen's national peoplemeter ratings or CBS would drop AGB. On the day before last Friday's (July 29) merger announcement, Poltrack said that he would probably ask for another contract extension given a July 18 announcement by the parent company that trading of AGB shares on the London Stock Exchange had been suspended because of "advanced negotiations" concerning the company's future. Poltrack had said he would need to see

proof of the financial security of AGB Television before resubscribing.

Although MRI termed its first decision concerning the American service a "suspension," there is reason to believe that it could be all over for AGB's American arm. Tessier said that plans to close AGB Television Research had been drawn up and that M&A estimated it would be able to take a write-off of 29 million pounds (about \$50 million). Of the 29 million pounds, 19 million would be paid to limited partners who provided \$32 million in American money in start-up costs for AGB Television Research. The other 10 million were attributed to costs including the removal of 3,500 peoplemeters from U.S. homes.

MRI operates a consumer survey database through which 20,000 adults supply information on their media use and product purchases. Were MRI to keep the AGB peoplemeters in operation, the company could step into "single source" ratings information—television ratings and monitoring product usage—in a big way.

The demise of AGB Television Research can be laid to too much expense and too little revenue. Along with the \$32-million limited partnership, the American AGB division spent \$17 million on a peoplemeter test in Boston in addition to first-year costs of \$67 million that resulted in an \$18-million deficit. Another problem that contributed to the deficit was unexpected technical alterations to the peoplemeter units to handle the large number of broadcast and cable channels and VCR's not encountered in the 20 other countries in which AGB operates its rating services. □

Corday slated for CBS program post



Corday

Barbara Corday, once one of the highest ranking female studio executives in Hollywood, will join CBS as executive vice president of prime time programs, becoming, according to CBS, the highest ranking female network programing executive in the history of the medium.

Corday joins CBS Entertainment as the number-two programing executive (under CBS Entertainment President Kim LeMasters), in charge of prime time, including series development, production and current programs, as well as movies, mini-series and specials. In effect, sources said, if the deal is struck, she would fill the post LeMasters had when Bud Grant was president of CBS Entertainment. Since LeMasters moved up to the top spot, the number-two program post has been vacant.

Corday was president of Columbia/Embassy Television until the merger last fall of that unit, which was part of Coca-Cola's entertainment wing, with Tri-Star Television. The resulting company was renamed Columbia Pictures Television, and Corday's

position was eliminated in the reshuffling. Previously, she had been president of Columbia Pictures Television, since 1984.

In a related matter, it was also understood that Pat Faulstich is being upped from vice president, drama development at CBS Entertainment, to vice president in charge of

made-for-television movies and mini-series. That leaves the network's two top prime time development posts open. Gregg Maday resigned as vice president, comedy development, last month. It is expected that the Faulstich reassignment will be announced this week. □

casting System, defended his decision to colorize a portion of his MGM film library, including the recent tinting of "Casablanca" at the press tour. Of his critics, Turner said: "If the worst thing that I'm remembered for is colorizing films, well, that's not too bad." He added: "I put up over \$1 billion for those films, more money than people said they were worth; nobody loves those films more than I do."

"What cable subscribers want from basic cable is original programming, and we think that TNT can address that need," said Gerry Hogan, president of TBS Entertainment Network. Indeed, TNT will eventually offer at least two to four hours of original programming on 260 days out of the year.

The network will launch Oct. 3 with a broadcast of "Gone With The Wind." Two days later, it will carry the *The Making of a Legend: Gone With The Wind*, an original

Cable networks show their fall colors

Programers see opening for further broadcast audience defection in wake of writers' strike

If last week's cable press tour in Los Angeles were any indication, the writers' strike has put little crimp in that industry's style. Cable networks, in their presentations to television critics, were putting the emphasis on the new premieres and original productions that will dot their lineups this fall, while the news, game shows, sports, documentaries, theatricals and off-network fare that are the bulk of cable programming remain unaffected by the strike.

■ Lifetime announced it signed an agreement with the producers of *Molly Dodd* to continue producing new episodes of that series. NBC aired 26 episodes of the so-called "dramedy" over the last two seasons as a short flight spring/summer series. Lifetime acquired the off-network episodes and will air them in the order they ran on NBC (the show has continuing plot lines) starting next January. They will lead into the fresh episodes, which will debut next spring. Lifetime has committed to a minimum 13 new episodes and has an option for an additional 26. The show is produced by You and Me, Kid Productions, a partnership of Jay Tarsis, the executive producer of *Dodd*, and Brillstein Productions. The production company has already signed an interim agreement with the striking Writers Guild of America. At a press conference last week, Tarsis said the Lifetime version of the program will be produced at the same level of quality as the NBC version. "There will be no scale back," he said. "Otherwise we wouldn't do it." The program will air on Friday and Saturday nights in prime time.

Lifetime also announced that its long-running series, *What Every Baby Knows*, will in its fifth season, starting next July, air what amounts to a season-long documentary, which will track the growth of a child's first three years of life through the experiences of 12 families.

■ Disney will introduce its new fall programming during a free preview weekend Aug. 26-28, available to both cable systems and satellite dish owners. On Saturday, Aug. 27, at 7-9 p.m., Disney presents *A Friendship in Vienna*, the story of a Jewish and a gentile girl whose friendship endures in pre-World War II Austria. Another Disney film, *Ollie Hopnoodle's Haven of Bliss*, premieres Sunday, Aug. 28, at 7 p.m. The comedy film is about a family's vacation and the young son's recollections of the trip.

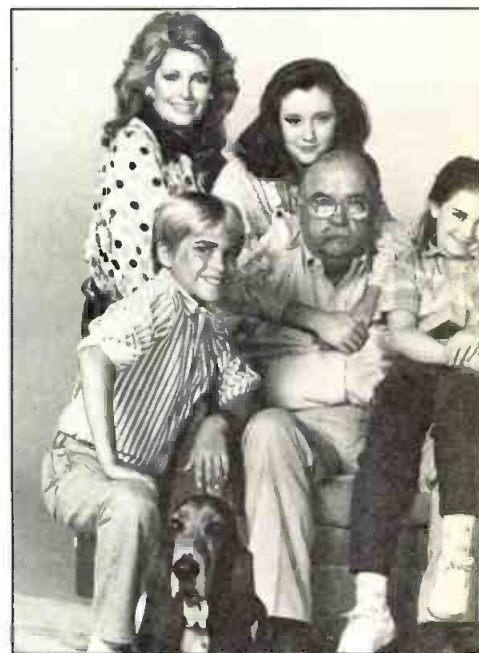
Among the list of specials on The Disney Channel this fall is *A Conversation With Carol*, a two-hour special featuring Carol Burnett engaged in a question-and-answer

dialogue before an audience at the MGM-Disney studios at Walt Disney World in Orlando, Fla. *A Conversation With Carol* was produced by Burnett's production company, Kalola Productions, and will premiere on Disney on Sunday, Aug. 28, at 9 p.m.

Disney will launch the new *Mickey Mouse Club* this fall. The show, which does not feature Annette Funicello, is geared for children ages 6 to 12, and will loosely



Lifetime's 'Molly Dodd'



CBN's 'Our House'



Turner's 'Casablanca'

follow the format of the original, which ran from 1955-59. The new weekday show, airing for a half-hour Monday-Friday, will allow viewers to participate in some of the show's activities by calling a toll-free 800 number.

■ Ted Turner, chairman, Turner Broad-

documentary that will trace the making of the movie.

■ The Discovery Channel will premiere two new shows in the fall, *World Monitor* and *Homeland*. *World Monitor* premieres Sept. 12 and is produced by the Christian Science Monitor in Boston. Anchored by

former NBC correspondent John Hart, World Monitor will air weekdays from 7 to 7:30 p.m. Premiering on Sept. 11 is *Home-land*, a 12-part series that takes a look at the attitudes and cultures of Americans and Soviets through each other's eyes. The series is produced jointly by Stanley Maligian-Odle and the Central Documentary Studio of Moscow.

■ MTV Networks will offer a variety of new programming on MTV, VH-1 and Nickelodeon this fall.

Nickelodeon programming includes *Kid's Court*, *Don't Just Sit There* and *Kids Pick the President*. *Kid's Court*, premiering in September, chooses young members of the audience to "reenact cases," such as a dispute between brother and sister, before a kid's jury. The show is hosted by comedian Paul Provenza. *Don't Just Sit There* is a talk/comedy/information show hosted by four teen-agers, aged 13-15. The show discusses trends relevant to young teens. *Kids Pick the President* uses comedy while educating kids about the political process.

Leading the way this fall on Nick at Nite will be a new original animation series from Ralph Bakshi, titled *Tattertown*. The series will premiere as a holiday special, and will total 39 episodes.

VH-1 will premiere two new shows this fall, *Watch Bobby Rivers* and *Flicks*. *Watch Bobby Rivers* is a half-hour talk show with VH-1 video-jockey Bobby Rivers interviewing entertainment, news and publishing personalities. The show will premiere on Sept. 6. *Flicks* is a half-hour weekly series focuses on the movies.

Among the specials on MTV this fall are, *Yo! MTV Raps*, a one-hour show premiering Aug. 6, at 10 p.m. The special looks at rap music's newest stars. MTV will premiere a new series this fall titled *MTV's Half-Hour Comedy Hour*. The half-hour show features young comedians on the rise and premieres tomorrow at 7:30 p.m.

Showtime will offer a number of specials this fall, relying on star-studded musical performances. The largest of the specials is a 12-hour telecast of *Free the Children: The Bishop Tutu World Peace Concert*, the last three hours of which will be aired live. On Sunday, Sept. 11, the day after the live telecast, Showtime will air the concert in its entirety, beginning at 7:30 a.m. The concert, to be held at the Los Angeles Coliseum, will feature artists from rock, reggae, pop, gospel, blues, jazz and Latin music. Additional specials on Showtime include *An All Star Tribute to Woody Guthrie*. Premiering on Sept. 17, the one-hour show features musical stars like John Mellencamp, Bruce Springsteen, Willie Nelson and U2, among others. *The Boys* is a one-hour comedy special done by the *It's Garry Shandling's Show* producers, Bernie Brillstein and Brad Grey. The cast of the show, about an all-male club recently forced open to a woman, includes Norm Crosby, Norman Fell, Michael Lerner, Jackie Gayle and Lionel Stander. The show premieres on Saturday, Sept. 10, at 10 p.m.

The CBN Family Network's new fall offerings include *Rin Tin Tin K-9 Cop*, *Bonanza* and *Our House* (see page 67).

Countdown to TNT lift-off

Turner network prepares for Oct. 3 debut with largest promotion in history of company

Ted Turner plans to launch Turner Network Television with a multimillion-dollar bang. Last week, Turner Broadcasting officials announced a multimedia marketing and launch support effort for the broadly based entertainment network that will debut Oct. 3.

The campaign includes a 25-cents-per-subscriber launch allowance for cable operators, the largest promotional kit the company has ever put together, and a newspaper and consumer magazine campaign that will total \$4 million to \$5 million. Turner expects to launch TNT with 10 million homes, which means the 25 cents launch support will mean another \$2.5 million.

This is "the biggest promotion campaign for a new basic cable service," said Robert Thalman, vice president, marketing, Turner Cable Sales.

The aim of the campaign is to create awareness of TNT on a variety of levels. "The biggest thing we need to do is to operate on two levels," said Scott Sassa,



Sassa



Thalman

executive vice president, TNT. "One is to generate broad-based overall consumer awareness," he said, thereby helping operators to "get nonsubscribers to sign up for cable."

Sassa said the campaign is also designed to reach both "the upscale people that don't watch TV" and the viewers "that like network TV so much they don't need cable." Turner will also be looking at driving cable viewers to TNT, who may have the greatest propensity to watch TNT, Sassa said.

"You've got to develop a mindset for what your product is. Otherwise, it will get washed away," Sassa said. Turner intends to create that mindset by highlighting the individual programs, specials and personalities on TNT. "We're targeting events by the potential that it defines the service," he said. Ads will highlight the personality of the network by showcasing Charlton Heston in "A Man for All Seasons" and Jim Henson in *The Muppets*.

Since most of TNT's initial programming will not be original, the network faces the dilemma of creating excitement for a channel whose full punch will not be delivered for several years, a problem Turner officials acknowledge. "What we've got to do is develop a position that allows us to bridge

the gap of time and get people interested," said Sassa. But he does not see the early TNT schedule as a liability. "I'd rather have good programs that are dated than to have new programs that are mediocre or poor," he said.

The launch allowance is in line with money provided for other TBS launches, Thalman said. CNN's was 30 cents, WTBS(TV) Atlanta's, 25 cents, and Headline News's, 15 cents. But unlike earlier launches, when less than 50% of operators took advantage of the offer, Thalman expects 90% of the operators to take the money. Operators spend the money upfront, and are reimbursed by Turner, he said.

The media plan includes newspaper buys in all 207 ADI's, with greater attention to the "top 10 TNT markets," Turner said. Ads will also be placed in *USA Today*, *Time*, *People*, *TV Guide*, cable guides and on outdoor billboards. No decision has been made on using television. Sassa said radio may come later, when ratings become more important. Thalman said it was possible that local cable operators would buy radio to supplement print campaigns in their local markets. The target audience for the print ad drive, which will run three months, is adults, 25-54.

There will also be a merchandising campaign featuring characters in TNT programming. An affiliate catalogue is being put together, and its items will include, for example, a Kermit the Frog (*The Muppets*) wristwatch with the TNT logo.

The network has lined up widespread, but not universal, support in the cable industry. Last week, it signed American Television & Communications (3.8 million subscribers), the last of the MSO's on the TBS board to sign, and Cooke Cablevision, which has 630,000 subscribers and will launch TNT on its Tucson, Ariz., system on Oct. 3.

Already signed for TNT are Tele-Communications and its affiliated companies, United Cable, United Artists, Heritage and Daniels & Associates; plus Continental; Warner Cable; Jones Intercable; Times Mirror; Sammons; Rogers, and the National Cable Television Co-Op, which represents two million subscribers. It is expected that Paragon Communications, 50% owned by ATC, will follow ATC's lead and carry the service. Storer, which is being purchased by TCI and Comcast, has not signed, but Comcast executives have spoken warmly of TNT.

But a number of major MSO's have not signed for the service and may not by Oct. 3. They include Cox Cable, Cablevision Systems, Viacom, Newhouse and Century. Turner reports that some operators are waiting to see how programming shapes up before making a launch commitment.

One advantage TNT executives see is the opportunity with the writers' strike for cable services to draw away still more network viewers. Thalman said one of the trailers that will be used in the promotion campaign is: "Looking for a new show? How about a new network?" □

In today's television production marketplace, the meow of MTM's kitten is as loud as the roar of MGM's lion. Smaller, independent production studios are providing more and more of the programming on network television. That despite a marketplace that has become increasingly unforgiving, with rising production costs, huge deficits and growing market fragmentation. Studios such as MTM, Stephen J. Cannell, GTG and New World are providing a large portion of the product that the networks will schedule this fall. Of the 23 series that independent studios will produce for the networks' schedules, many of the remaining shares are among the highest rated shows on television. Shows such as Carsey-Werner's *The Cosby Show* and *A Different World*; MTM's *Newhart*; Witt-Thomas's *Beauty and the Beast* (in association with Republic Pictures), and New World's *Tour of Duty* and *The Wonder Years* all will return for the 1988-89 season following successful runs on the networks last year. In addition to the returning series, independent studios will be producing many of the shows that will debut this fall. GTG, for example, in its first year of production, will produce three shows for the fall, *TV 101*, *The Van Dyke Show*, and *Close to Home*, all for CBS.

Whether major or independent, the production house draws its strength from the creative talent within. "It's not so much who is in the show any more, but who is writing and producing it," said Tom Tannenbaum, president, Viacom Productions. "Some of these [independent studios] have signed the finest people available, and the networks want the finest people to helm their shows," Tannenbaum said. "When you look at MTM, for example, they have probably a better record in the comedy field than anybody, and that's because they start with some of the best writers," he said. "This company's creative direction is dictated by the writers here," said Bill Allen, senior vice president, creative affairs, MTM Television.

"It is a business of people, not companies," said Stephen J. Cannell, chairman, Stephen J. Cannell Productions, "and I think that as long as the networks believe that you will give them quality film, not something that looks like it was shot in someone's back yard, but convince them that as a company you'll be giving them what is considered network quality film, then what it comes down to is: How good are the writers/creators that you have under contract?"

The trend toward consolidation discussed in part one of this report (BROADCASTING, July 11) continues, with Aaron Spelling Productions following the lead of other production companies that have merged with or have been acquired by companies within the industry. On Monday, July 25, it was announced that Spelling Productions would be combined with Great American Communications, formerly Taft Broadcasting. Pending completion of the deal, Spelling Productions will become a holding company, Spelling Inc.,

which will be the parent for Spelling Productions and another Great American subsidiary, Worldvision Enterprises Inc. Worldvision distributes TV programming in the United States and overseas. Earlier this month, MTM Enterprises was acquired by Britain's Television South, which had been handling MTM's foreign distribution.

Consolidations are one way production companies have found to cope with a marketplace that is expanding but at the same time becoming more hostile to survival. "The business has become more and more difficult with every year that I've been in it," said Cannell. The reasons, he said, are that "the marketplace is fragmenting, network shares are being cut into by cable. On the one hand there are more potential outlets for a supplier to sell his wares to, but on the other hand, all of those outlets seem to have less money, and the cost of production has not gone down."

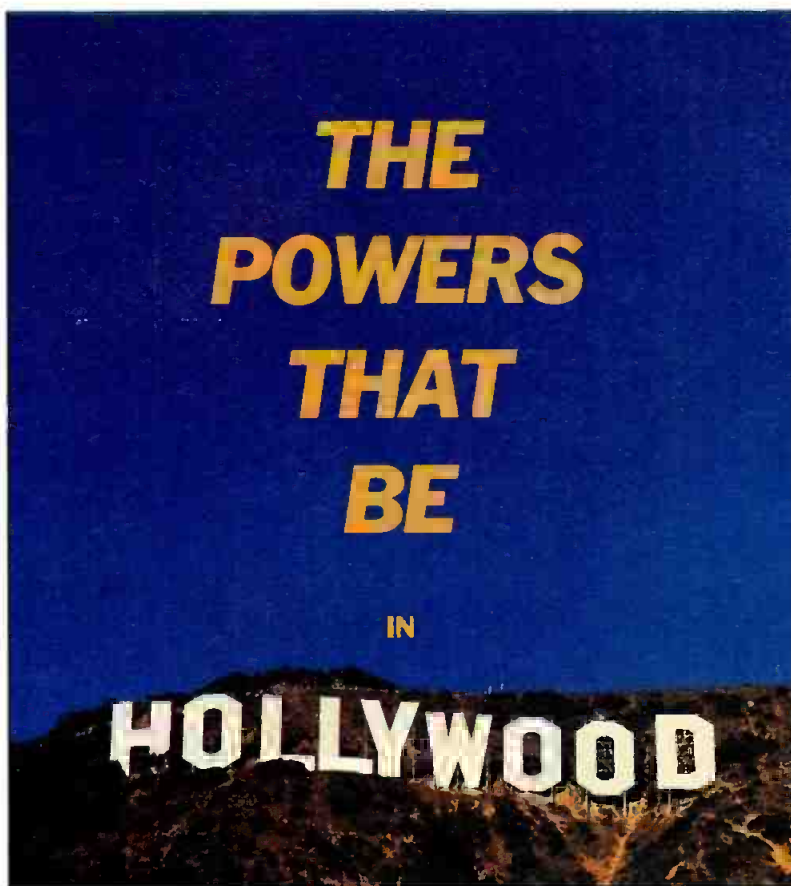
The economics of the marketplace are causing some independent studios to change the way they do business. Not only are the producers conducting business with a keener eye on costs, but program strategies are being affected as well. The recent emergence of so-called "reality-based" shows, such as *Unsolved Mysteries*, *America's Most Wanted* and *George Schlatter's Funny People*, are more cost-effective than other series, explained by the economics of the business.

The current soft market for hour-long programs has not significantly curtailed the production of those shows, but producers are more sensitive to the kinds of hour-longs they are making. "I think in all areas of television production, there's a premium for containing your costs," said Russell Goldsmith, chairman and chief executive officer, Republic Pictures Corp. "The business changes rapidly, and just as hours fell out of favor, I think hours have the potential to come back into favor," he said. Goldsmith pointed to the success of *Bonanza*, a show that Republic distributes, as proof that "if you have an hour show that is really strong, it endures."

Stephen Cannell Productions, known primarily as an hour-long program developer, is making an effort to produce half-hours as well. "We haven't had any success with them yet," said Cannell. "We have to establish some credibility for the half-hour format."

Another measure being used more frequently to offset escalating production costs is co-ventures with foreign production companies. New World, for example, is producing *A Fine Romance* in association with London Weekend Television, a British production firm. "We'll still receive the license fees," said Ed Gradinger, president, chief executive officer, New World Television Group. "without taking the kind of deficits that are going to kill us."

This special report was produced by chief correspondent **Stephen McClellan** and staff writer **Steve Coe** of BROADCASTING's Hollywood bureau.



Part Two



How to get your first break in show business.

You've got a sure-fire cable TV programming idea. But you're not sure how to get your show on the road. Or, in your case, on the air.

That's where we come in. We'll use our satellites and business savvy to help you get started. And get rich and famous.

Even if you have lots of good ideas, you might not have lots of money. Our innovative contract options help you stretch every dollar you spend on distribution.

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You won't be the first programmer we've helped make it to the big time. Superstars such as American Movie Classics, Arts & Entertainment, Cinemax, CNN, ESPN, HBO, Playboy Channel, The Learning Channel and USA Network got their start on the Satcom system.

And we've already given a whole new generation of cable services its first big break. Thanks to programmers like Home Sports Entertainment, Movietime, NetLink USA, Prime Time 24, QVC Network and The Travel Channel, subscribers have more reason than ever to tune in cable.

To find out more about how we can make you look good when you make your debut, contact Vice President Commercial Services, 4 Research Way, Princeton, NJ 08540.



GE American Communications
We make you look good.

CANNELL

The Cannell Studios
7083 Hollywood Boulevard,
Hollywood, Calif. 90028
(213) 465-5800

Few people achieve what Steve Cannell has achieved since starting his own production company in 1979. Almost overnight, Cannell, who had the modest dream of retaining "creative control" of the programs he created, turned a small independent shop into one of the top suppliers of prime time network television programs. To date, The Cannell Studios has produced more than \$700 million worth of programs, and employs more than 1,500 people (pre-strike) in the U.S. and Canada.

Since 1980 when Cannell Productions put its first series on the air (*Tenspeed and Brown Shoe* on ABC), the company has produced 13 other shows, including *A-Team*, which debuted in 1983 to become one of NBC's mass-appeal building blocks in its climb to first place in prime time.

Currently, Cannell has four programs on the air—*Hunter* and *Sonny Spoon* on NBC, *Wiseguy* on CBS, and *21 Jump Street* on Fox Broadcasting. The company also has a commitment for a fifth show, *City Court*, on FBC, scheduled to debut next fall.

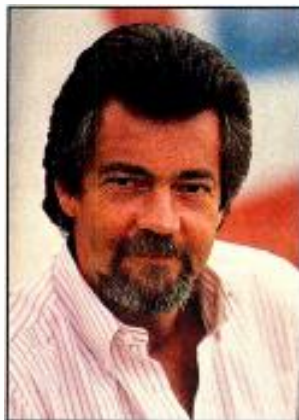
The company has so far made its mark exclusively as a one-hour action/adventure shop, although plans are in the works to broaden that menu. Many of Cannell's shows contain humorous elements, which has varied from the understated wit seen in *Sonny Spoon* to the exaggerated slapstick of *A-Team*. The humor, whatever its form, is by design, sort of. When pressed, Cannell is hard put to explain why so many of his programs have hit a chord with viewers. There is no way of predicting a hit, he has said, "but I sure know what makes me laugh."

Before starting his own company, Cannell worked for Universal for eight years, creating such hits as *The Rockford Files* and *Baretta*. In his 22 years in the business, Cannell has created 20 shows, a record, written more than 200

episodes and executive produced more than 500 episodes.

Cannell recruited a number of associates from his Universal days to join him at his own company, including Cannell Studios president, Michael Dubelko. Dubelko was Cannell's business manager when he was writing and producing at Universal. A year after Cannell formed his own company, Dubelko came aboard to put the business side in order, and has been there ever since. Jo Swerling, senior VP, Cannell Studios, was a fellow producer at Universal. Swerling now supervises production at all the company's divisions.

One top Cannell executive



Cannell

came from outside the studio business—Peter Roth, who as president of Stephen J. Cannell Productions oversees production of the current on-air shows and is responsible for program development. Roth was with ABC for 10 years, and met Cannell in 1980 when the latter put his first show on network television—*Tenspeed and Brown Shoe*.

Roth joined the company two years ago, with a mandate to develop programs, particularly shows outside the one-hour action genre that have become the company's signature, for network, syndication and cable. One cable project being discussed with a basic service is a mystery anthology

series.

To date, Cannell Productions has produced three half-hour comedy pilots for the networks, none of which have been picked up.

Cannell is a leading company in so-called "off shore" production. Two of its four programs on the air are produced in Canada—*Wiseguy* and *Jump Street*. The company has just broken ground on a new 20-million studio in Vancouver, expected to take a year to complete.

Asked to explain his success in placing programs on network television, Cannell explains: "There is no formula...I love television, so I'm doing something I really care about."



"I'm not in television waiting for a movie." In fact, he said he turned down an offer to do a feature film just last week, "because I just didn't have a feel for it."

Cannell says it is important for him to have fun with the projects he takes on. "I go home and watch a lot of television. I'm absolutely a viewer, and all I try to do is come up with ideas that I would go home and watch." He tries to come up with projects that are not only fun, but also "things I haven't done before. I look for things that feel fresh."

- ☆ **Stephen J. Cannell**
chairman/CEO
- ☆ **Michael J. Dubelko**
President
- ☆ **Jo Swerling Jr.**
Senior VP
- ☆ **Peter Roth**
President, Stephen J.
Cannell Productions

Down the road, says Cannell, his company needs to diversify—and not only in the types of programs it does. He also wants to buy into a program exhibition outlet. "I have a fantasy about sitting on both sides of the desk and selling programs to myself," he says.

"I would love to figure that one out."

Cannell also says he wants his company to be known as "a great place for writers to work and one of them will hopefully be me. I want it to remain a supportive environment" with little interference. And, he adds, "I'm taking it one day at a time. I just want to be very conservative and make a little more money each year than the last." And if the strategy works, one day The Cannell Studios will be a "really large entertainment company."

GTG Entertainment
The Culver Studios
9336 West Washington Boulevard
Culver City, Calif. 90230
(213) 836-5537



TV programming veterans are hard pressed to recall the last time, or any time, a startup independent production company such as GTG Entertainment got off to such a fast start, on either the network or syndication side of the business, let alone both.

The company, formed as a partnership in December 1986 by Grant Tinker and the Gannett Co., has licensed four programs scheduled to debut next fall: three new CBS prime time series (*The Dick Van Dyke Show*, *TV 101* and *Close to Home*) and the syndicated *USA Today: The Television Program*. The last has been sold, for a two-year license period, in markets covering more than 90% of the country, almost unheard of for a syndicated program without a pilot.

But the real test comes this fall (or winter, depending on the duration of the writers' strike and how long the new season is delayed) when GTG's first programs go to air.

The company's customers—CBS and stations around the country—have taken a calculated risk. They are betting

on the track records of President Grant Tinker and the small band of colleagues he has recruited from past associations. Tinker, of course, is no stranger to the entrepreneurial world of independent production—he co-founded MTM Enterprises in 1970, producing such programs as *The Mary Tyler Moore Show*, *Newhart* and *Hill Street Blues* before he left the company to become chairman of NBC in 1981.

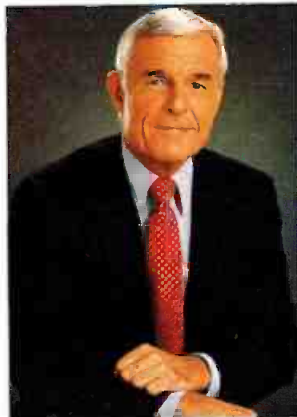
Among the cadre of senior executives Tinker has tapped to run GTG are Stuart Erwin, executive VP, who in the 1970's and early '80s was Tinker's chief lieutenant at MTM. Tinker also brought four-time Emmy-winning director Jay Sandrich on board as creative head of GTG Entertainment. Sandrich won Emmys for best comedy director for *The Mary Tyler Moore Show* in 1971 and 1973, and more recently for *The Cosby Show* in 1985 and 1986.

Based in GTG's New York offices are two executives who served under Tinker at NBC—Steve Friedman, president GTG East and M.S. (Bud) Rukseyer Jr., senior VP, GTG Enter-

tainment. Friedman, former executive producer of NBC's *Today*, has a mandate to produce reality and news programming for the company and is overseeing the production of the first project in that area, *USA Today*.

Rukseyer, former NBC executive VP, was one of Tinker's closest advisers at the network. His responsibilities at GTG are broadly defined. Tinker has said they are "literally as wide ranging as our corporate goals and ambitions."

Also in New York is Robert Jacobs, president of GTG Mar-



Tinker

- ☆ **Grant Tinker**
President
- ☆ **Stuart Erwin Jr.**
Executive VP
- ☆ **Jay Sandrich**
Senior VP
- ☆ **M.S. Rukseyer Jr.**
Senior VP
- ☆ **Richard Katz**
VP, business affairs
- ☆ **Jack Clements**
VP, production.

keting, who is responsible for the marketing and sale of GTG shows in syndication. Jacobs, who met Tinker through Jay Sandrich (having served as producer's agent for two of the comedies Sandrich directed, *Cosby* and *Golden Girls*), is credited with helping create the market for first-run comedies in syndication. In 1984 his company sold reruns of *It's A Living* in syndication, where it did so well that the company decided to put it back into production to create more episodes for its syndication run.

USA Today: The Television Program has now been picked up by 150 stations covering more than 91% of the country. The one minute of barter time in the show is about 90% sold, according to GTG Marketing president, Bob Jacobs. He declined to list any advertisers, suggesting they want to keep quiet through upfront network negotiations. It is believed, however, that Bristol Myers will have a major presence in the show. Bristol Myers executives would not confirm or deny whether the company has bought time in the show. Steve Friedman, who will be the show's executive producer, said the television program and the newspaper will share about 25% of the same information.

Meanwhile, on the latest GTG East project, a talk show with host Beverly Sills being prepared for the 1989 syndication season. Jacobs reports that a pilot is to be shot this month. Terms for that program are not set, but it will definitely include some barter time, according to Jacobs.

MTM

**MTM Enterprises
Studio Center
4024 Radford Ave.
Studio City, Calif. 91604
(818) 760-5000**

On July 6, Arthur Price, president of MTM Entertainment, announced that Britain's Television South (TVS) had purchased MTM for \$320 million, subject to shareholder approval. The acquisition, characterized as a merger by Price, will give MTM productions a formidable presence in the European markets. MTM's senior executive staff will remain intact after the sale. Mel Blumenthal, MTM senior executive VP; Tom Palmieri, executive VP, and Price have signed seven-year contracts with TVS to continue with MTM. In addition, Price and Blumenthal will have seats on the TVS board.

The sale, which is subject to shareholder approval, will benefit both companies. For MTM, the deal will give the company easier access to foreign markets, freeing MTM from tough European Economic Community restrictions. TVS will now have a production presence in the United States, and usage of the Ardmore studios in Dublin, Ireland, of which MTM owns an interest. MTM also is co-owner with CBS of the CBS/MTM Studios, located in Studio City, Calif. The relationship between MTM and TVS began in 1984, when the two companies co-produced a television movie for NBC. In 1986, TVS purchased Gilson International, the foreign distributor for MTM productions. Talks between TVS and MTM regarding the acquisition began last year, after MTM made an attempt to go public by offering a 22% stock interest in the company. The company withdrew the offer after the October plunge.

Although MTM is not the biggest production company or the largest producer of prime time programming, the company is one of the most heavily awarded production companies. Since its inception in 1969, MTM has garnered more than 85 Emmy awards, numerous Golden Globe and People's Choice awards, a Peabody Award and The First Amendment Award. In a reference to MTM, Brandon Tartikoff, presi-

dent of NBC Entertainment, said that his description of a quality television show is one that "begins with low ratings and ends with a cat meowing."

MTM has come a long way in the 19 years since the company was founded to create and produce *The Mary Tyler Moore Show*. In that time, MTM has produced such hits as *The Bob Newhart Show*, *Rhoda*, *Lou Grant*, *WKRP in Cincinnati*, *Hill Street Blues*, *Remington Steele*, *St. Elsewhere* and *Newhart*. For the 1988-89 season, MTM comes full circle, when it produces a new (untitled) Mary Tyler Moore series for CBS.

Arthur Price, president of MTM since 1981, co-founded

creative affairs for 20th Century Fox Television, responsible for the development of all Fox television projects.

Bill Allen, senior VP, creative affairs, MTM Television, is responsible for all creative aspects of programming emanating from the MTM Television division. His duties include developing new series for network and cable television as well as overseeing MTM programs already on the air. Before coming to MTM in 1986, Allen spent seven years with CBS in a number of positions, the last as director of CBS's comedy program development department. After joining MTM, Allen was instrumental in strengthening MTM's lineup



Indelli, Blumenthal, Price and Grad

of the company with Mary Tyler Moore and Grant Tinker (Tinker, while president of NBC's entertainment division, divested himself of his interest in MTM). From 1966 to 1969, Price was a partner and founder of the personal management company Bernard, Williams & Price, which handled the careers of Mary Tyler Moore, Bob Newhart, Jack Jones and The Osmond Brothers.

Peter Grad, president, MTM Television, has been with the company since March 1987. Grad began his career in the industry with Paramount Pictures as its Los Angeles-based director of movies and mini-series. Prior to joining MTM, he was executive VP,

of writers and producers. Some of the creative comedic talent that he brought to MTM included Burt Metcalfe from *M*A*S*H*, Larry Tucker from *Bob and Carol and Ted and Alice*, Allan Burns from *The Mary Tyler Moore Show* and Linda Bloodworth from *Designing Women*.

Heading up MTM's distribution group is Joseph Indelli, who joined the company in June 1986. Before coming to MTM, Indelli spent six years with Columbia Pictures Television Distribution, first as VP of sales, and eventually he was named president, Columbia Pictures Television Distribution in January 1985, the position he held before coming to MTM.

- ☆ **Arthur Price**
President
- ☆ **Peter Grad**
President, MTM Television
- ☆ **Joe Indelli**
President, MTM Enterprises
- ☆ **Bill Allen**
Senior VP, creative affairs, MTM Television
- ☆ **Mel D. Blumenthal**
Senior VP, MTM Enterprises

Mel D. Blumenthal, senior executive VP, began his career as an attorney with MCA/Universal Studios in 1968. In 1969, he joined the law firm of Hertzberg & Childs. Blumenthal became a partner in the firm in 1973, with the responsibility for the MTM companies. Blumenthal joined MTM in 1974 as VP, business affairs and was named to his current position in 1987.

MTM will have two hours of programming on the networks this fall. Returning for its seventh season on CBS is *Newhart*. Moved from its 9-9:30 slot of last season, *Newhart* will air at 8-8:30 p.m. on Monday and is produced solely by MTM. Two new programs from MTM on this fall's lineup are *Tattlingers* and the untitled Mary Tyler Moore show *Tattlingers*, airing on NBC at 10-11 on Wednesday, is done by the same production team that made *St. Elsewhere* a successful series for six seasons. The show is produced by MTM in association with Bruce Paltrow, John Masius and Tom Fontana, and is described as a drama about a savvy New York restaurant owner.

The Mary Tyler Moore show, which stars Moore and Edward Moore (no relation) will be seen on Wednesday at 8:30-9 on CBS, and is produced solely by MTM. In the show, Moore plays a divorced woman who marries a widowed engineer (Edward Moore), and they combine their families.

NEW WORLD

New World Entertainment Ltd.
1440 South Sepulveda Blvd.
Los Angeles, Calif. 90025
(213) 444-8100



In the less than four years since its development, New World Television, a division of New World Entertainment Ltd., has become one of the largest producers of prime time programming; for the 1988-89 season, New World is fourth. New World Entertainment began operation in February 1983 as New World Pictures, and New World Television was started in 1984. New World was purchased by entertainment lawyers Lawrence Kuppin and Harry Evans Sloan from Roger Corman in 1983. The company has made great strides since then. Kuppin and Sloan purchased New World for \$2 million in 1983, and the company posted \$8 million in revenue that year. For fiscal 1987, New World had in excess of \$400 million in revenue. The company went public in 1985.

Edward Gradinger was named president/CEO of New World Television Group in July 1986. Prior to joining New World, Gradinger spent six years at 20th Century Fox, as senior executive VP/COO of the television division, responsible for all facets of production as well as business affairs and financial planning. During his time at 20th Century, Gradinger was involved in the launching *The Fall Guy*, *Mr. Belvedere* and *L.A. Law*. He came to 20th Century Fox after spending five years as senior VP, business affairs, at Columbia Pictures Television. While at Columbia, Gradinger's involvement in production

ranged from soaps such as *Days of Our Lives* and *The Young and the Restless* to the prime time series *Police Story*.

Reporting directly to Gradinger is Jon Feltheimer, president of New World Television Productions. Feltheimer oversees all aspects of New World Television development, production and network sales. Prior to being named to this position in May 1987, Feltheimer served as executive VP of New World Television, helping launch the division in 1984.

George Reeves was named executive VP, New World Television Group, in February 1987, after joining New World in 1986. He is responsible for overseeing and directing business, legal, and administration affairs for New World Television and New World Television Distribution. Prior to joining New World, Reeves held positions with ABC, as senior VP, television and theatrical affairs, and as a writer-producer with Warner Brothers Television and Fred Silverman Productions.

Heading New World's video division is Paul S. Culberg, president and general manager of New World Video. He joined New World in November 1984 as executive VP of the video division and was named to his current position in December 1985. Before joining New World, Culberg held positions with Paramount, as director of sales, Paramount Home Video, and as VP of marketing and sales at Media Home En-

tainment. In 1987, New World Video shipped almost two million cassettes throughout the U.S. and Canada. The company expects to see significant increases for 1988, due to a recent agreement with Empire Pictures to release all of Empire's films on video.

Entering the 1988-89 season, New World Television will produce three-and-a-half hours of prime time programming for the networks. Returning from last season's schedule are *Tour of Duty* (coproduced with Zev Braun), seen on CBS from 9 to 10 p.m. on Saturday, and *The Wonder Years* (produced with Marlens-Black, the show's creators and writers), a mid-season replacement that quickly built a following in its six-episode run. *The Wonder Years* will air on ABC from 9 to 9:30 on Wednesday. In 1985, New World acquired the rights to *Santa Barbara*, the one-hour daytime serial on NBC, and has produced and distributed the soap since then.

New World series that premiere this season include *A Fine Romance* and *Murphy's Law*. *A Fine Romance* was produced by New World in association with London Weekend Television, a British company. New World is exploring a number of co-ventures with foreign producers to decrease the deficit financing of those productions. *A Fine Romance* is an hour-long romantic comedy, airing on ABC on Sunday from 8 to 9. *Murphy's Law*,

- ☆ **Robert Rehme**
Chairman/CEO
- ☆ **Edward B. Gradinger**
President/CEO, New World Television Group
- ☆ **Jon Feltheimer**
President, New World TV Production
- ☆ **Paul S. Culberg**
President, New World Video
- ☆ **George Reeves**
Executive VP, New World Television Group

starring George Segal as an unconventional insurance investigator, will be seen on ABC, on Saturday nights from 8 to 9.

New World also has a 13-episode commitment from ABC for *The Robert Guillaume Show*. ABC has not decided when the show will launch—either fall or spring—or the time slot it will occupy when it does air. New World is the sole producer of the comedy, which stars Guillaume as a marriage counselor with two children who becomes involved in an interracial romance.

New World is expecting to do a series of *Incredible Hulk* movies for NBC next season, returning Bill Bixby and Lou Ferrigno in their original roles. Last season, the company produced the two-hour movie *The Incredible Hulk Returns* for NBC.



Culberg, Gradinger, Feltheimer and Reeves

ORION

Orion Pictures Corp.
711 Fifth Avenue
New York, N.Y. 10022
(212) 758-5100

In 1985, Orion became the first production company to produce the Oscar winner for best picture ("Amadeus") and the Emmy winner for best dramatic series (*Cagney & Lacey*) in the same year. Orion duplicated the feat in 1986 with "Platoon" and *Cagney & Lacey*, which won the Emmy again. Although Orion will not be represented on the networks during prime time for the 1988-89 season, the company will be producing and distributing its fair share of first-run and off-network programs.

Heading Orion Television Syndication as president is J. Scott Towle. Towle oversees Orion's syndicated television product from the New York, Los Angeles, Chicago and Atlanta offices. Towle began his career in the industry as an advertising salesman with *Milwaukee* magazine. He eventually moved to New York where he was an account executive for ABC Films (now known as Worldvision Enterprises). In 1977, he moved to Atlanta as VP, Southern division, Time-Life Television. A year later, Towle joined Filmways Enterprises as Western division sales manager. In 1984, he was appointed senior VP after Filmways was acquired by Orion Pictures Corp. Towle was appointed to his current position in January 1986.

During the 30 years that



Richard Rosenbloom has been in the television business, he has been responsible for many series, pilots and made-for-television movies. Rosenbloom began as a production manager at CBS Television in 1954. From 1964 to 1969, he worked at MGM in several capacities including program executive at MGM-TV. In 1969, he joined Four Star International as VP and producer. After a stint as executive producer at Filmation Studios for various CBS animated series, he joined Filmways Productions Inc. as president. While at Filmways, he produced the movie-pilot for *Cagney & Lacey*. As president of Orion Television, Rosenbloom has been responsible for the production of the *Cagney & Lacey*, *Kay O'Brien*, *Adderly* and *Hollywood Squares*, as

well as made-for's including *Will There Really be a Morning?*, *Murder By the Book*, *Beverly Hills Madam* and *The Murder of Mary Phagan*.

As senior VP of Orion Television, Gary Randall supervises the development and production of Orion's television series, pilots and made-for's. Beginning his career in the mailroom at The William Morris Agency, Randall worked his way up to agent, leaving William Morris in 1979 to begin a management and production company. From 1979 to 1982, he managed the careers of numerous actors and writers and was also responsible for the CBS *Hallmark Hall of Fame* production, *Welcome to Success: The Marva Collins Story*. In 1982 he joined Warner Brothers Television as director of current programming. In that capacity he was involved in the production of *Scarecrow and Mrs. King*, *Alice* and *Night Court*. In 1984, he was named VP of dramatic development for Embassy Television. In May 1985, Randall joined Orion Television as VP of development, where he supervised the *Kay O'Brien* series. In 1986, he was named senior VP of development for Orion Television and in 1987 he was named to his current post where he has been responsible for *Beverly Hills Madam*, *To Heal A Nation*, *First Impressions* and *Sister Ruth*.

In December 1985, Larry Hilford was named to oversee

- ☆ **Arthur B. Krim**
Chairman
- ☆ **Eric Pleskow**
President/CEO
- ☆ **J. Scott Towle**
President, Orion Television Syndication
- ☆ **Richard Rosenbloom**
President, Orion Television
- ☆ **Larry Hilford**
Chairman/CEO, Orion Home Entertainment
- ☆ **Gary A. Randall**
Senior VP, Orion Television

the formation of Orion Home Entertainment, Orion's home video division. Before joining Orion, Hilford was president/CEO of CBS/Fox Video in 1983-85. Prior to that, he served as senior VP of Columbia Pictures Industries from 1979 to 1981. From 1972 to 1979, he held positions with Cartridge Rental Network, as president, and was executive VP and director at Viacom.

Orion Television Syndication currently produces and distributes *High Rollers* and *Hollywood Squares*. Orion is also syndicating *Cagney & Lacey* (125 episodes). Orion also holds the distribution rights to *The Avengers*, *Green Acres*, *Saturday Night Live*, *The Beverly Hillbillies*, *The Addams Family*, *Mr. Ed* and *Petticoat Junction*. In addition to the productions of *High Rollers* and *Hollywood Squares*, Orion has co-produced (with Atlantis Productions), *Sister Ruth*, a mini-series for HBO.

Orion also recently announced a three-year agreement with Worldvision for the sale of barter time. Under the agreement, Worldvision will handle all barter sales for Orion IV, a 22 title feature-film package including Orion productions such as "No Way Out," "The Three Amigos," "Robocop" and "Throw Mama From the Train." As part of the agreement, Orion and Worldvision will cooperate in the development of future projects.



Towle, Hilford and Rosenbloom

REPUBLIC

Republic Pictures Corp.
12636 Beatrice Street
Los Angeles 90066
(213) 306-4040

In 1986, The Paragon Group, an investment partnership specializing in the entertainment business, of which Russell Goldsmith was general partner, purchased Republic Pictures, best known for its production of B-movies in the 1940's and 50's. In 1987, one year after the acquisition by Paragon, and after a hiatus of nearly 30 years, Republic Pictures re-entered the television production business with several made-for-TV movies and a series. In addition, in 1987, Republic also entered the first-run syndication market for the first time and also strengthened and expanded its home video division.

Goldsmith is the chairman and chief executive officer of Republic Pictures Corp. Prior to founding The Paragon Group, Goldsmith was the chief operating officer and director of Lorimar Inc. At Lorimar, Goldsmith was involved in all of the company's activities as well as acquisitions. Before joining Lorimar, he was a founding partner in Sanders, Barnett, Goldsmith & Jacobson, a professional corporation, where he had an entertainment law practice, based mainly in the areas of television and motion pictures.

In June 1987, Goldsmith brought Charles Larsen to Republic as president of domestic television distribution. He is responsible for all domestic syndication activities. Larsen, who reports directly to Goldsmith, was previously executive VP of D.L. Taffner Ltd. While at Taffner, he managed all of the company's syndication activities, as well as administering the national sales force. Prior to joining Taffner, Larsen was president of ALMI Television Productions, where he was responsible for acquisitions, marketing and sales for all television and nontheatrical markets. His industry experience also includes program director positions at WABC-TV and WNBC-TV in New York, and as president of NATPE International in 1982.

Another former Paragon

Group executive now at Republic is Steven Beeks, who was brought over from Paragon by Goldsmith in October 1986. Beeks, VP of Republic Pictures, reports to Goldsmith and is involved with all financial and operational activities of the company, including exploring potential product acquisitions. Before joining The Paragon Group, Beeks was director of operations planning for Walt Disney Pictures.

Also reporting to Goldsmith and heading up the home video division is Vallery Kountze, senior VP, sales and marketing for Republic Pictures Home Video. Prior to her appoint-

ment, Republic has made its presence felt with a number of TV movies and one series, *Beauty and the Beast*. Produced in association with Witt/Thomas Productions, *Beauty and the Beast* will enter its second season on CBS in the fall, after posting the highest ratings of any new CBS show for the 1987-88 season. Paul Witt and Tony Thomas, the co-producers of *Beauty and the Beast*, are also the executive producers of NBC's *Golden Girls*. *Beauty and the Beast* will return to its Friday night, 8-9 p.m. slot.

On the first-run syndication side, Republic will premiere



Kountze, Goldsmith, Larsen and Beeks

ment, Kountze had been VP of marketing. Before joining Republic, Kountze was VP, marketing, for RCA/Columbia Pictures Home Video.

Sydney Levine, VP, acquisitions and development, Republic Pictures Corp., is principally responsible for the acquisition of theatrical and television productions for distribution through Republic's home video division. Prior to joining Republic in April 1987, Levine was director of acquisitions at Karl-Lorimar Home Video. Prior to that, he was director of marketing for ABC Video Enterprises, a subsidiary of ABC-TV.

Although relatively new to the television production busi-

ness, Republic has made its presence felt with a number of TV movies and one series, *Beauty and the Beast*. Produced in association with Witt/Thomas Productions, *Beauty and the Beast* will enter its second season on CBS in the fall, after posting the highest ratings of any new CBS show for the 1987-88 season. Paul Witt and Tony Thomas, the co-producers of *Beauty and the Beast*, are also the executive producers of NBC's *Golden Girls*. *Beauty and the Beast* will return to its Friday night, 8-9 p.m. slot.

On the first-run syndication side, Republic will premiere

Among the movies that Republic has produced for television are *Promised a Miracle*, which starred Judge Reinhold and Rosanna Arquette, and aired on CBS on May 19. *Promised a Miracle* was produced jointly by Republic and dick clark productions.

Last season, Republic also produced *Eye on the Sparrow*, a two-hour movie starring Mare Winningham and Keith Carradine, which was seen on NBC. *Eye on the Sparrow* was produced by Republic in association with Sarabande Productions. Republic also produced *Mistress*, a two-hour made-for, starring Victoria Principal, and *Family Since*, starring James Farentino and Jill Eikenberry.

For the upcoming season, Republic has begun production of a remake of the Cary Grant and Ingrid Bergman classic, "Indiscreet" will be produced by HTV Limited and will be shot on location in London, Bath and at HTV's studio in Bristol, England. The executive producer of the film is Karen Mack, who signed an exclusive television production agreement with Republic in May 1987. Republic will have worldwide distribution rights, with the exception of Great

Republic is in pre-production with a two-hour movie based on Liberace. It has not announced which network will carry the movie, and no actors have been signed.

- ☆ **Russell Goldsmith**
Chairman/CEO
- ☆ **Charles Larsen**
President, domestic TV syndication
- ☆ **Steven Beeks**
VP
- ☆ **Vallery Kountze**
Senior VP, sales and marketing, Republic Pictures Home Video
- ☆ **Sydney Levine**
VP, acquisitions and development

SPELLING

Aaron Spelling Productions
1041 North Formosa Avenue
Los Angeles 90046
(213) 850-2413

Aaron Spelling holds the "Guinness Book of World Records" record for most prolific television producer. He has produced more than 2,495 hours of programming. The total covers more than 200 hours of made-for-TV movies and television series dating back to 1959, when he created and produced his first show, *Johnny Ringo*, a half-hour western about an ex-gunslinger turned sheriff.

A former actor, Spelling has emerged as a quintessential Hollywood wheeler-dealer. One of the wealthiest men in Hollywood, he has made mil-

lions producing programs over the years. Two years ago he took his company public and last week answered how the company would achieve its goal of expanding into syndication—a merger with Great American Broadcasting's Worldvision.



lions producing programs over the years. Two years ago he took his company public and last week answered how the company would achieve its goal of expanding into syndication—a merger with Great American Broadcasting's Worldvision.

The merger agreement (subject to board and stockholder approval) is structured so that Worldvision will be spun out of Great American, and along with Aaron Spelling Productions, put under a new umbrella company, called Spelling Inc. Aaron Spelling and Jules Haimovitz will run the combined company as chairman and president, respectively,

the titles they currently hold at Spelling Productions.

The merger will cost Spelling about \$82.5 million in cash and securities as well as control of his company. He currently holds about 57% of the voting stock of Spelling Productions. Great American will hold 50% of the stock of the new company, with Spelling holding about 30%. The rest will be publicly traded.

Observers last week were of the opinion the merger made sense for both companies, combining Spelling's expertise in network program production with Worldvision's major presence in the syndication

business. The Worldvision library includes all the Hanna-Barbera animated product, the first-run game show, *Trivial Pursuit* and the first-run sitcom, *Throb*.

Spelling arrived in Hollywood in 1953, became an actor and appeared in more than 50 television shows and a dozen films. In 1956 he sold his first television show script, to Dick Powell, for *Dick Powell's Zane Grey Theatre*.

For the next nine years he worked as Four Star's most prolific producer, creating and producing such programs as *Kaiser Presents the Lloyd Bridges Show*, *The Smothers Brothers Show*, *Burke's Law*,

The June Allyson Show and *Honey West*.

In 1965 Spelling created his own production company and entered into a joint production venture with Danny Thomas, after Thomas split from former partner Sheldon Leonard. Over the next three years Thomas/Spelling produced programs including *The Danny Thomas Hour*, *Guns of Will Sonnett* and *Mod Squad*.

In 1971 Spelling formed an alliance with Leonard Goldberg, now head of film production at 20th Century Fox. Spelling-Goldberg Productions created such programs as *Charlie's Angels*, *Starsky and*



Spelling

Hutch and *Fantasy Island*.

With Esther and Richard Shapiro, Spelling created and continues to produce the second longest prime time soap, *Dynasty*. (A spin-off, *The Colbys*, was canceled two years ago.)

Spelling and two long-time colleagues, Douglas Cramer and Duke Vincent, serve as co-executive producers of the company's various programs. Last December, Jules Haimovitz joined Spelling Productions as president and chief operating officer. Haimovitz, former head of Viacom's entertainment group, first met Spelling through William Hayes, a Spelling attorney and member of the board of directors.

In addition to *Dynasty*, the company is producing *Hotel* and *Heartbeat*, both for ABC,

- ☆ **Aaron Spelling**
Chairman/CEO
- ☆ **Jules Haimovitz**
President/COO
- ☆ **Douglas Cramer**
Executive VP
- ☆ **E. Duke Vincent**
Senior VP

and has an order from Fox Broadcasting to produce a new hour for it next fall, *Angels '88*. A two-hour pilot aired on NBC recently, called *Nightingales*, which, if not for the current writers' strike, would have continued as a summer series on NBC. In the made-for genre, the company has *Day One* on CBS for next fall.

In 1986, Aaron Spelling Productions went public and branched out into the theatrical film business ("Night Mother," "Surrender," "Three O'Clock High"). In 1987, Spelling's years-long exclusive production agreement with ABC became non exclusive, with the network agreeing to purchase five two-hour pilots, five new series and five made-for-television movies over the next four broadcast seasons.

Also last year, Spelling signed a deal with CBS in which the network committed to one, possibly two, new series, and four hours of mini-series or made-for's over the next two seasons. As of last April, "first look" rights to all new Spelling television series rotate among the three networks and Fox Broadcasting Co. The company also expects to expand into production for cable and domestic first-run syndication.

As for syndication of its existing product, Warner Bros. has the worldwide rights to all of Spelling's recent shows except *Dynasty*. That agreement has been extended to the end of this year, after which it is expected that Worldvision will syndicate the Spelling library.

VIACOM

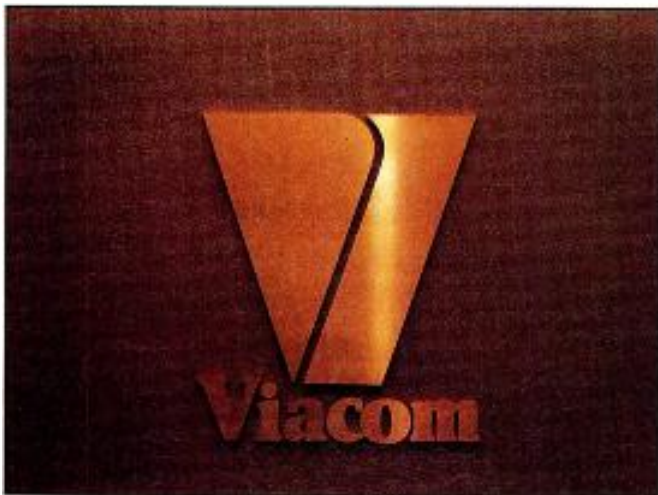
Viacom Productions
10 Universal City Plaza
Universal City, Calif. 91608
(818) 505-7500

In terms of production for various television media, Viacom may have more fingers in more pies than just about any independent production company, and rivals many of the major studios as well. The company was created in 1970 when the FCC adopted rules prohibiting television networks from selling TV programs in the domestic syndication market or from owning cable television systems, forcing CBS to sell its syndication arm.

Last year, the company was merged into National Amusements Inc., principally owned by Sumner Redstone. Redstone, who retains the title of chairman, tapped then Coca-Cola Entertainment executive VP Frank Biondi to run the company. Among those reporting to Biondi is Henry Schleiff, chairman and chief executive officer, broadcast and entertainment groups, which includes the television and radio station groups and the Hollywood production and worldwide program distribution divisions. Biondi recruited Schleiff from Home Box Office.

Reporting separately to Biondi are Winston H. (Tony) Cox, chairman/CEO of Showtime/The Movie Channel Inc. Cox worked for Biondi as the executive in charge of Cinemax when the latter was chairman of Home Box Office. Heading Viacom's basic cable group is Tom Freston, president/CEO, MTV Networks. Freston, a long-time MTV veteran, also reports directly to Biondi.

Viacom Productions, based in Universal City, Calif., is responsible for the production of the company's network series and long-form output, as well as many of its first-run programs. *Matlock*, produced in association with Fred Silverman, will enter its third season on NBC next season. The sledding was a little tougher for both of Viacom's series on CBS last season—*Frank's Place* and *Jake and the Fatman*. Neither was picked up to start next season. But in both cases, CBS has said it wants



the programs to return in mid-season. A 13-episode order has been placed for *Frank's Place*, and the two companies are currently negotiating a back-up order for *Jake and the Fatman*.

The company is also one of the more active producers of programming for first-run syndication, with many of those efforts initiated by one of Viacom's group of cable networks. *DoubleDave*, for example, started as a game show for children on Nickelodeon. Viacom subsequently struck a deal to syndicate the show nationally. Those episodes will be produced jointly by Viacom and the Fox Television Stations group, which will carry the new show. Nickelodeon has developed a second game show—*Finders Keepers*—targeted for first-run exhibition next fall. Another new first-run effort scheduled to debut next fall is a new weekly series, *Superboy*, from the producers of the first two "Superman" movies.

As important as its production efforts in first-run are, Viacom's most valuable property by far is the syndication of *The Cosby Show*, to which it owns exclusive worldwide broadcast, cable and home video off-network distribution rights. In domestic syndication alone, *Cosby* will generate more than \$500 million in revenue from station fees and barter advertising.

Showtime, another Viacom-owned cable service, has produced a number of its own programs, including *It's Garry Shandling's Show*, which was licensed to the Fox Broadcasting Co. earlier this year. Fresh episodes will continue to run first on Showtime and then to FBC. The cable network also produces live sports and musical events. Another Viacom cable service, MTV, also produces programs the company has taken into syndication, including music specials and a countdown show.

West Coast production, under the Viacom Productions banner, is devoted almost solely to development of broadcast network product. Heading up the Viacom Productions unit is President Tom Tannenbaum. In addition to the three network prime time series the company has orders for, Tannenbaum oversees production of mini-series and made-for-television movies, including the *Perry Mason* series of made-fors and the *Father Dowling* mysteries, both on NBC.

Tannenbaum started his career with MGM in 1952, subsequently putting in stints at Seven Arts, David Wolper Productions, Paramount Productions and Universal Television. In 1984 he joined Viacom Productions.

Tannenbaum reports to Gus Lucas, who was named president of West Coast operations

- ☆ **Sumner Redstone**
Chairman, Viacom International
- ☆ **Frank Biondi**
President/CEO, Viacom International
- ☆ **Henry Schleiff**
Chairman/CEO, Broadcast and Entertainment Groups
- ☆ **Thomas Freston**
President/CEO, MTV Networks
- ☆ **Winston (Tony) Cox**
Chairman/CEO, Showtime/The Movie Channel Inc.
- ☆ **Thomas Tannenbaum**
President, Viacom Productions
- ☆ **Gus Lucas**
President, West Coast Operations, Viacom International

for Viacom International in 1987. Before that Lucas spent 16 years in various posts at ABC, the last as executive VP of ABC Entertainment and assistant to the president of that division, Brandon Stoddard. In addition to overseeing the activities of Viacom Productions, he is in charge of Viacom Enterprises and all West Coast-based staff functions for various Viacom operating units.



Tannenbaum

Press gets taste of syndicators' wares

New game shows, talk shows, series showcased at Synditel

Fourteen syndication companies participated last week in Synditel, that part of the Television Critics Association press tour in which suppliers of first-run syndicated programming get to display their wares. Among the highlights:

- *Wheel of Fortune* producer Nancy Jones said last week the "bonus round" of the popular King World-distributed syndicated and daytime network game show will be reworked for next season to make it less predictable. She said several alternatives are being considered. Also, Mattel Toy Co. has developed an interactive hand-held game that will allow viewers at home to play along with the syndicated version of the show. Puzzles played on the air are activated by a cue supplied through the vertical blanking interval to a hand-held device (suggested \$75 retail price) so that up to three viewers at home can join in the game. The home game can also be loaded with puzzles not used in the TV program for noninteractive at-home play. The search has begun for the successor to Pat Sajak on the network version of *Wheel*. Sajak, who'll continue as host of the syndicated show, will leave the network version at the end of the year to do a new late night talk show scheduled for launch in January on CBS-TV. Jones said the new network host will be on board by Nov. 1. Vanna White, the letter turner for both programs, is signed to continue her present role on the show through 1992.

- LBS was also on hand to promote its revival of *Family Feud*, once the number-one program in syndication with host Richard Dawson, which will compete next season directly against *Wheel of Fortune* in some markets. The new host is Ray Combs, who got his start in 1986 doing a comedy stint on *The Tonight Show*. Johnny Carson invited Combs to sit for a chat on the show, a signal that he had arrived. Combs credited NBC Entertainment President Brandon Tartikoff with making key calls to talent agencies seeking a program vehicle for him, leading to the *Feud* role. Combs also has a feature film project in development, is associated with dick clark productions on the *TV Bloopers and Practical Jokes* specials and will continue to do stand-up comedy club acts.

- Marc Summers, the host of Viacom's *Double Dare*, the children's game show, may host a new talk show for syndication for the 1989-90 season. He declined to provide further details, but suggested that an 80's version of Mike Douglas is what the producers (unnamed) have in mind. Summers also said he'll be producing and hosting a project for this fall. An announcement from Viacom

is expected this week. The project could be *Family Double Dare*, recently canceled by Fox Broadcasting Co., which he hosted. Summers would not confirm what the project was, but encouraged reporters to speculate. "I wouldn't be surprised if it [*Family Double Dare*] comes back," he said. Summers charged that FBC canned the show "in desperation," and said he believed it was a viable television property. One other *Double Dare* sidelight: two home videos due out shortly—*Messiest Moments in Double Dare* and *Double Dare: The Inside Stop*.

- Paramount's *Star Trek* will add a new wrinkle next season with the addition of a new set, designed as a lounge area on the Starship Enterprise where characters go to relax and schmooze. "This will give us a way of telling the viewers more about the personal lives of the characters," said Rick Berman, co-executive producer of the program. *Trek* is strike delayed, and Berman said it will take two months to get the show on the air once the strike is settled. He ruled out using scripts from the old *Star Trek* as too outdated and in need of too much rewriting to be of use for the current show. But a new science fiction adventure series from Paramount, *War of the Worlds*, will debut on schedule in the fall. Scripts from the show, said an executive with the program, will come from "various sources." The series picks up 35 years after aliens on earth were destroyed by bacteria; a radiation source kills the bacteria, reviving the aliens. Premiere week is Oct. 5.

- GTG officials were on hand to promote *USA Today: The Television Program*. The one minute of barter time in the show is about 90% sold, according to GTG Marketing president, Bob Jacobs. He declined to

name any advertisers, suggesting that the company wants to keep quiet through up front network negotiations. Agency sources, said, however, that Bristol-Myers will have a major presence in the show. Bristol-Myers executives would not confirm or deny the company has bought time in the show. GTG East president, Steve Friedman, who will be executive producer of the show, said the television program and the newspaper will share about 25% of the same information. Meanwhile, on the latest GTG East project, a talk show with host Beverly Sills for the 1989 syndication season, Jacobs reported that a pilot is to be shot this month. Terms for that program aren't set, but it will definitely have some barter time, Jacobs said.

- Taft Entertainment subsidiary, Hanna-Barbera, announced last week that Greg Burson has been named to be the new voice of Yogi Bear, succeeding Charles Dawson Butler, who died earlier this year (BROADCASTING, May 30). Burson, whose primary career is doing voices for commercials, studied voice impression under Butler, who conducted a weekly workshop on the subject. The company is launching a new *Yogi Bear Show* in syndication this fall. The updated series will feature new characters, such as Labamba Bear, and new episodes, such as, "The Attack of the Ninja Racoon." Also in development is a Yogi Bear feature film for 1989. Another Taft Entertainment company, Worldvision, was on hand to promote its new sitcom, *Starting from Scratch*, with Connie Stevens and Bill Daily. The show has a pilot in the can and six scripts to work with and plans to debut in September. It will be shot in Montreal.

- Lorimar was there to talk about three of

Disney spin-off. In a move signaling an expanded production effort in first-run domestic syndication, network daytime as well as original programming for foreign markets, Buena Vista Television has been split, with its program production unit spun off into a separate division. James S. Bennett will continue to head the operation, now called Buena Vista Television Productions, with the title of senior vice president.

Bennett, who used to report to Robert Jacquemin, senior vice president, Buena Vista Television, now reports directly to Richard Frank, president, The Walt Disney Studios. Buena Vista Television, under Jacquemin, will now focus primarily on distribution of programs. However, the two Buena Vista senior vice presidents will work together on the development of first-run programs for domestic syndication.

Buena Vista Television Productions (BVTP) currently produces *Siskel & Ebert*, the movie review show, *Live with Regis and Kathie Lee*, the talk show, syndicated and daytime network versions of *Win, Lose or Draw* and the animated *Duck Tales*, with another animation project, *Chip 'n' Dale's Rescue Rangers*, soon to go into production. Development projects will focus on those formats as well, Bennett told BROADCASTING last week.

Bennett also said that in addition to expanding domestic television program product, an equal priority would be the development of original foreign programs to take advantage of the growing privatization of TV channels around the world and accompanying demand for product.

For example, Bennett noted that he was involved in the development of a new game show this year for Japanese television called *Hot Team Disney*. He also said Disney has produced children's and family-oriented *Disney Club* programs in France and Portugal.

its upcoming new shows, including *Family Medical Center*, *Fun House* and *A Nightmare on Elm Street: Freddy's Nightmares*. *FMC* will deal in dramatized form with various health problems. Asked about the viewer appeal of medical shows, executive producer Jay Feldman said "the stakes are high. You're often dealing with life or death." A person's health is also a major day-to-day concern, he noted. Acting as medical adviser on the show is Dr. Walter Dishell, who previously held that position for programs including *Medical Center*, *Trapper John, M.D.* and *M*A*S*H*. As for *Fun House*, executive producer Scott Stone credited the success of *Double Dare* on Nickelodeon with making it easier to launch children's games show in syndication. But the two shows are different, noted Stone. In *Fun House*, contestants challenge each other and not a clock, and the stunts are more "challenging" and not just "messy." *Freddy's Nightmares* has enough scripts on hand—eight—to start production this month. The late night, one-hour, weekly anthology, based on the horror films, pre-

mieres the first week of October. The company said last week it had signed Robert Englund to reprise his role in the TV series as the sinister Freddie Kruger.

■ MCA TV promoted *The Morton Downey Jr. Show* and *The Munsters Today* at the tour. For those interested in the origin of a favorite Downeyism—"Pablum puker"—here it is. One night many years ago, Downey was working a talk show on a Florida radio station. A caller enraged Downey by citing a piece in the *New York Times* to support his argument. Downey recalls blurted out the expletive, so often heard on his current show. Pablum, said Downey, because it was a cereal product for babies that the infants would often regurgitate, only to have mom "scoop it up and spoon it back in." In Downeyese, a Pablum puker is one who mindlessly accepts as true some fact read or heard in the media and who then "regurgitates" it on Downey's program. Downey is not the only colorful offering. The Munster family will for the first time be seen in color. The 1960's original was black and white.

■ Richard Reid (executive producer) and host Charles Nelson Reilly were on hand to talk about the new game show they are doing for Multimedia, debuting Sept. 12. It's been described as a cross between the *Newlywed Game* and *To Tell the Truth*. Three couples tell a celebrity panel a story about how they met. Only one of the couples is a real couple with a true story. The others are faking it. One twist—viewers will be able to participate by calling one of three 900 numbers with their vote for the real couple. AT&T will randomly select 50 of the callers who select the correct number from each segment, who will be put into a pool with other winners each week for a major prize drawing.

■ Harmony Gold executives talked about an upcoming syndication mini-series, *King of the Olympics: The Lives & Loves of Avery Brundage*. Company president Frank Agrama said stations get two runs in a month window from Aug. 15 to Sept. 15. Agrama reported that that mini-series and another, *The Man Who Lived at the Ritz*, a Nazi spy saga, have been sold to Turner

Syndication Marketplace

Showtime and MTV have reached an agreement with syndicator **Radio Vision International** for the first airing of *Pink Floyd Live*, an 80-minute concert film shot during the group's highly successful 1987 "Momentary Lapse of Reason" concert tour. RVI acquired worldwide TV distribution rights to the telecast for a January 1989 availability. Showtime will telecast the program before the end of the year, followed by MTV. RVI also announced an exclusive deal with the Disney Channel to air *The 1988 Prince's Trust Allstar Rock Concert*.

The Los Angeles-based distributor, which has specialized in long-form music TV programming on the international market, is now attempting to build its domestic business, according to Kevin Wall, chief executive officer. Following its U.S. syndication in June of *Freedomfest—Nelson Mandela's 70th Birthday Celebration*, which aired for six hours live on the Fox Broadcasting network, Wall said the company is in discussions with ABC, CBS and NBC about projects including both special event music and concert-variety programs and is talking with two of the networks about late night rock series. RVI is also discussing with the networks licensing of a live rock-opera-MOR music event in Barcelona, Spain, next October to celebrate the city's hosting of the 1992 summer Olympics, as well as plans for a live, 14-site Amnesty International concert featuring Bruce Springsteen and Sting, among other major recording artists.

□

All American Television has reached an agreement with Britain's Granada Television International to co-develop and for All American to distribute Granada products, including Emmy Award-winning mini-series *The Jewel in the Crown* and *Brideshead Revisited*. Both shows have already sold in New York to independent **wwor(tv)** for the 1988-89 season ("Closed Circuit," July 18). New York-based All American said re-formatted episodes of Granada's documentary series, *Disappearing World* and *World in Action*, will also be developed for the U.S. market. The two companies also plan to produce this summer a pilot for an unnamed comedy series based on the British series, *The Grumbleweeds Show*.

□

Game show *Relatively Speaking* has reached 74% national coverage, according to syndicator **Select Media Communications**. The latest addition to the 86 stations carrying the show is NBC-owned **kcnc-tv** Denver. A joint venture of SMC, Atlantic/Kushner-Lock and The Maltese Companies, *Relatively Speaking* is an all-barter property with a split of four minutes local and two-and-a-half minutes national.

□

KTLA(tv) Los Angeles, **wphl-tv** Philadelphia and **kbhk-tv** San Francisco are among stations agreeing to carry *Learning the Ropes*, an **Action Media Group** sitcom starring former National Football League player Lyle Alzado and members of the National Wrestling Alliance. Seventy-seven stations, including 22 in the top 25 markets, will carry the show, which launches in first-run syndication the week of Sept. 26. *Learnings the Ropes* is being taped in Toronto with executive producers Robert Halmi Jr. of Qintex Entertainment and David Patterson of Cineplex Odeon Films.

□

Peregrine Film Distribution said second-year renewals for its *The Spectacular World of Guinness Records* have reached 85 markets covering 66% of the U.S., including New York's **wncb-tv** for the first time. Barter for the weekly show is being handled by International Ad Sales.

□

The Dr. Fad Show, from **Fox/Lorber**, has cleared 70% of the U.S. with 68 markets, including nine of the top 10. The latest additions to the list of stations picking up the first-run children's show are **wusa(tv)** Washington, **wcco-tv** Minneapolis and **wsb-tv** Atlanta. The show is produced by **wcbs-tv** New York and Joanne Roberts Productions.

□

Wheel of Fortune plans a nationwide promotional contest Sept. 12-16 featuring a trip for two to New York, breakfast with hosts Pat Sajak and Vanna White and tickets to the taping of **King World's** number-one syndicated game show at New York's Radio City Music Hall Oct. 27. Stations participating in the promotion will broadcast one puzzle for five nights, with winners selected from mailed entries.

Multimedia is planning a 900 telephone number promotion for home viewers with its new game show, *Sweethearts*. The 900 number will allow viewers to play along in choosing the one true "sweetheart" couple from the three on each show. *Sweethearts* has cleared in 75% of the country and will premiere Sept. 12.

□

Group W's station image campaign, *Time to Care*, has been bought by the Post-Newsweek Television Station Group, which brings clearances to 34 stations covering more than 31% of the country, including stations in 15 of the top 30 markets.

Broadcasting System for cable.

■ Orbis Communications officials were on hand to discuss *Public People/Private Lives*, a co-venture with Kelly Entertainment, but without host/interviewer Sarah Purcell, who had a conflicting interview with singer/actress Olivia Newton-John. The show has much the same format as a Barbara Walters interview special, said Orbis's Leslie Lerner.

■ Genesis Entertainment was on hand to trumpet its new *Great Escape* travel show. The weekly program features one trip each to an exotic international locale and a domestic site. Michele Russell and Bob Chandler are hosts. She's been doing all the international reports so far, he the domestic. "There's a lot of room for honesty on this show," said Russell. Although Chandler offered that any serious panning of places or accommodations is likely to be accom-

plished "by omission," rather than saying this or that place is bad. Another Genesis show, *The Judge*, is going into its third season.

■ A major Hollywood producer, admittedly on a whim, decides he wants to "do something in Ireland." So he establishes an animation house there, where there is no tradition and few practitioners of the craft. That's what D.L. Taffner did, according to Al Guest, who with wife, Jean, run Taffner's Emerald City Productions, outside Dublin. But attracting employees was no problem—want ads asking, "Can you draw?" did the trick. Hundreds applied. "We have the most dedicated staff," said Guest. "They work for nothing on the weekends because of their interest in their work." Emerald City is a boutique animator that puts out a handful of *Family Animated Classics* each year.

■ The Gong Show is alive and well and in

production in Burbank, Calif. The revived show, from Barris/Guber-Peters, has a new host—Don Bleu. Company president Jeff Wald said the CBS station group, at one point, said it would take the show "over Gene Jankowski's dead body"—a group deal with the CBS-owned stations has been completed. The show is going on a 17-city contestant search in the fall. Chuck Barris is no longer directly involved with the show's production, but his name recognition is expected to help the new version get sampled. Wald offered what he described as one "frightening thought." Chuck Barris's name has a viewer recognition factor of 97% in some surveys. A smaller percentage of people in the country know who the President is.

The same company is also offering next fall *The All New Dating Game* and *The New Newlywed Game*. □

Producers make first-run for roses in strip syndication

Some off-first-run sitcom series have collected enough episodes to be offered for stripping

Lorimar and MCA, the two leading producers of first-run sitcoms, are pitching the relatively new program form in a big way now that some of the shows have accumulated enough episodes for strip syndication.

The expanded sales effort also comes in the wake of initially positive results from a first-run sitcom strip on Philadelphia's TVX-owned WTXF-TV (formerly WTAF-TV), which climbed to second in the 6:30 p.m. time slot by airing Lorimar's *It's a Living*.

The first-run sitcom business, born as a station alternative to the higher-priced off-network sitcom form, suffered a battering early last season after the NBC-owned stations failed to make a go of a first-run sitcom checkerboard schedule in access (BROADCASTING, Dec. 21, 1987).

But both Lorimar and MCA already have substantial stakes in the program form. Lorimar has three of the top four ranked first-run sitcoms on the air, including the number one *Mama's Family*, and MCA expects to become the leading producer of first-run sitcoms next season with four on the air.

Lorimar's syndication sales for *It's a Living* have currently brought it about 60 markets, most of which plan to begin airing the reruns next September. Airing *Living* in top



'Mama's Family'

markets are independents WWOR-TV New York (licensed to Secaucus, N.J.), KHI-TV Los Angeles and WGOB-TV Joliet, Ill.

MCA, meanwhile, is focusing its syndication sales efforts on the sitcom, *Charles in Charge*, now in its third season of production as a first-run show. *Charles* has been sold for stripping in 58 markets, just under half the number that clear it for the current weekly first run. Among the takers—Tribune Broadcasting stations in the top three markets and stations in 23 of the top 25 markets, all of which purchased back-end syndication rights when they originally bought the show for its first run.

According to Dick Robertson, office of the president at Lorimar Telepictures, his company began moving into first-run sitcom production three years ago because of what he said was the need for an alternative to increasingly expensive off-network sitcoms,

fewer of which were reaching the 100-episode level required for syndication.

Robertson said the company felt successful syndication of off-network sitcoms was too unpredictable since their prime time ratings and demographic success could not always be replicated in the other dayparts in which stations would strip them.

By contrast, Robertson argued that because most first-run sitcoms appear in the same daypart as strips as they do in their first run, primarily the 5 p.m.-8 p.m. period, their ratings and demographics are easier to forecast. In fact, they can do better, he argued, because the same demographic groups watching the weekly show on weekends are available in larger numbers during the weekday stripping.

But the preliminary Philadelphia results were the first numbers the industry has seen for a first-run strip, and, claimed Robertson, "This could really change the market, if [*It's a Living*] does close to this elsewhere."

WTXF-TV, which took the show from WPHL-TV after its first-run airing, used the half-hour to climb from fifth last year to second behind ABC-owned WPVI-TV in the 6:30 p.m.-7 p.m. time slot during last May's ratings sweeps.

According to Lorimar, the show, programmed between two episodes of the off-network sitcom, *Family Ties*, had an Arbitron household rating of 6 and a 12 share



'Charles in Charge'



'It's a Living'

against network news programming on CBS and NBC affiliates. First place went to *ABC World News Tonight*.

Because the sitcom cost the station far less to purchase than would an off-network sitcom—\$20,000 per episode against \$35,000 per episode for *Facts of Life*, for instance—Robertson said that selling commercials at the same cost-per-point would leave the less expensive show with the better return on investment to the station.

But, according to station rep Katz TV executive John Von Soosten, the Philadelphia results are far from conclusive. "One market doesn't a ratings history make," said von Soosten, who added that "intelligent scheduling" may have made the program appear stronger than it might otherwise be.

Agreeing that the first results were not enough was Dick Kurlander of rep firm Petry. "Philadelphia is an isolated instance. You're looking at a very lucky set of circumstances."

Robertson believes, however, the news from Philadelphia will bode well for Lorimar's next first-run strip syndication, *Mama's Family*, its highest rated first-run sitcom, going into syndication March 1989 with 110 episodes.

MCA TV Enterprises President Shelly Schwab also expressed confidence in the ongoing syndication sales of *Charles*, which the company is planning to strengthen with a promotional campaign next month.

The sitcom, which Schwab said has a year-to-date household rating of 5 and is the number-one first-run sitcom among, combined, young women, teen-agers and children, goes into syndication next January

with 100 episodes guaranteed.

Lorimar's Robertson argued, with concurrence from Schwab, that if strong performances continue for first-run strips, the programs would not just be viable for independents or for affiliates in fringe, but for top 50 market affiliates in access as well.

Sitcoms are not now found in access on top 50 affiliates, other than with the NBC first-run checkerboard experiment, because the FCC's prime time access rule prohibits those stations from running off-network fare during that daypart.

"The jury is still out on stripping," said Schwab. "[And] it's such a new form. But a program is a program. If done well and with the same production values, I see no reason why not" for affiliates to use first-run sitcoms in access.

Katz's Von Soosten recalled that one of the original selling points for top-50-market affiliates to become involved in first-run product was that if successful, it would provide material for stripping in access.

"It was a terrific concept," said Von Soosten. "But in actual practice, I haven't seen any [first run sitcoms] that are really strong hits. Some are stronger, but not strong enough to strip in access." Von Soosten said the first-run product in its weekly slot has generally proved just "average and less than average" relative to other shows in the time period.

According to Petry's Kurlander, "I don't see any reason for top 50 affiliates to get into that game. There is nowhere to go. Why get into [first-run] sitcoms when you're up against all the top guns of off-network sitcoms? Why finagle yourself into sitcoms

when you can't have the best?"

Kurlander said that in typical markets, first-run strips would have to compete in access with such hits as *Wheel of Fortune*, *Jeopardy!*, *Family Feud* and *A Current Affair*, or potential hits including *USA Today*, *The Cosby Show* (on top market independents), as well as a handful of other off-network sitcoms such as *Who's the Boss?* and *Growing Pains*.

Von Soosten also noted that for affiliates bringing in their first sitcom at 7 p.m. or 7:30 p.m., following local or network news, it would be difficult to win over audiences that have been viewing competing independents' sitcom blocks starting at 5 p.m. or 6 p.m.

"If the checkerboard had been successful," said Kurlander, "then it would have been a different story. We would see stations continue to run checkerboards, then roll them into potential strips."

Schwab said: "What affiliates have to do is learn from independents. [Affiliates] have lost share because indies have been more aggressive in pursuing new forms" of programming.

"It's the obligation of stations to recognize what's going to happen if we [the studios] choose not to invest in first-run sitcoms," cautioned Schwab. "If stations don't come forward and support [first-run] in strip, off-network becomes the only choice."

Supporting the new form is to the stations' advantage, Schwab added, because with so few off-network sitcoms coming to market, the few that do come with "enormous price tags." □

Dems take Dukakis, NBC takes week

Nielsen	Net	AGB	Nielsen	Net	AGB
1.	15.6/33 N Golden Girls	1. 17.5/37	30.	8.4/19 A Perfect Strangers	32. 8.3/18
2.	15.3/33 N Hunter	6. 14.4/30	31.	8.3/18 C Beauty and the Beast	33. 8.1/18
3.	15.3/31 N Cosby Show	2. 16.8/33	32.	8.3/15 C Blue Skies	24. 9.5/18
4.	14.5/32 C 60 Minutes	5. 14.4/33	33.	8.0/15 N NBC: Convention, Thu.	25. 9.4/18
5.	14.2/25 N NBC Sunday Movie	11. 13.0/23	34.	7.8/15 A ABC: Convention, Tue.	35. 7.6/14
6.	13.8/27 C Murder, She Wrote	4. 14.4/29	35.	7.5/16 C Tour of Duty	51. 5.8/12
7.	13.7/29 N Amen	3. 14.5/30	36.	7.0/14 A MacGyver	52. 5.7/11
8.	13.4/27 A 20/20	7. 13.5/27	37.	7.0/13 A Why on Earth?	36. 7.5/14
9.	13.4/24 C CBS Sunday Movie	8. 13.3/24	38.	7.0/15 C West 57th	37. 7.4/16
10.	12.5/24 N ALF	12. 12.8/24	39.	6.9/13 A ABC: Convention, Wed.	40. 6.9/13
11.	12.1/22 A ABC Sunday Movie	14. 11.6/21	40.	6.7/13 A ABC: Convention, Thu.	48. 6.3/12
12.	11.7/26 N 227	10. 13.0/29	41.	6.7/13 C CBS: Convention, Wed.	38. 7.2/14
13.	11.1/22 N Heart and Soul	9. 13.1/25	42.	6.7/13 C CBS: Convention, Tue.	41. 6.9/13
14.	10.8/21 A Who's the Boss?	13. 12.1/27	43.	6.5/13 N NBC: Convention, Wed.	34. 7.8/15
15.	10.8/22 N Miami Vice	22. 10.5/21	44.	6.4/13 C CBS Friday Movie	42. 6.8/14
16.	10.7/20 A Full House, Tue.	17. 11.2/21	45.	6.4/13 C CBS: Convention, Thu.	39. 7.0/14
17.	10.4/22 A Mr. Belvedere	16. 11.2/23	46.	6.3/14 A Supercarrier	54. 5.3/12
18.	10.1/20 A Growing Pains	18. 11.0/21	47.	6.2/11 N NBC: Convention, Mon.	43. 6.7/13
19.	9.9/20 A I Married Dora	23. 10.0/20	48.	6.1/13 A Ohara	47. 6.5/13
20.	9.9/19 N Matlock	15. 11.3/21	49.	5.9/14 C Kate and Allie	44. 6.7/16
21.	9.8/19 A Head of the Class	21. 10.6/20	50.	5.9/13 N Rags to Riches	50. 6.0/14
22.	9.6/20 N Family Ties	29. 8.9/18	51.	5.8/11 C CBS: Convention, Mon.	49. 6.2/11
23.	9.4/22 N Facts of Life	19. 10.6/25	52.	5.7/12 A Hotel	53. 5.5/12
24.	9.2/18 N My Two Dads	26. 9.3/18	53.	5.7/10 A ABC: Convention, Mon.	46. 6.5/12
25.	9.0/17 C Jake and the Fatman	20. 10.6/20	54.	5.7/11 N Down Delaware Road	45. 6.5/12
26.	8.7/17 N NBC: Convention, Tue.	27. 9.2/18	55.	5.4/12 A Disney Sunday Movie	57. 4.8/11
27.	8.6/18 A Full House	28. 9.0/19	56.	5.0/10 C CBS Summer Playhouse	56. 5.2/10
28.	8.6/19 N Best of TV Bloopers	30. 8.8/19	57.	4.9/11 C Frank's Place	58. 4.7/10
29.	8.5/17 N Miami Vice, 9 p.m.	31. 8.3/17	58.	4.8/10 A Divided We Stand	55. 5.3/10

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CBS Radio's Bob Hoskings: Looking back, moving ahead

In this, radio's new age of entrepreneurial operators and company consolidations, CBS's radio division has, unlike some of the traditional broadcast companies, weathered the storm with few major changes of course. And with the changing of the guard within CBS Inc.'s upper echelon over the past few years, that resilience has come amid growing speculation concerning the division's future. Under the steady hand of Robert Hosking, who occupied the presidency of CBS Radio for the past seven-and-a-half years, the division established a second network service, RadioRadio, as well as a program syndication unit; combined CBS's two national radio rep companies into one larger rep force, and increased the company's radio properties by five.

Hosking, a 30-year CBS veteran whose career spans both radio and television, retired from his post as president of the CBS Radio division last Friday, July 29, opting for CBS's early retirement package. Before his departure, the CBS executive sat down with BROADCASTING editors to reflect on the changes in radio over the past three decades and CBS's role in the medium.

With consolidations occurring in both the network radio industry and the national radio rep industry, will there be a CBS Radio division one year from today?

The answer to that is, of course. There has been consolidation at the network level today and the rep level over the past several years. It is virtually completed at the rep level. They were both brought about by economic demands. The radio network—let me talk about that one. Radio networking had four consecutive years of sales growth in the 15%-20% level, and, of course, you had significant expansion because of it.

Last year and this year, the growth rate has been flat. It's been zero and you had some overexpansion. In a situation like that, the first effort is consolidation. If the networking business doesn't improve, then you'll see a cutback in services or, conceivably, a cutback in a number of networks.

I don't think the consolidation is finished, for the simple reason that the network business is still in the doldrums. I personally think the network business will improve in the next year, but I don't see it improving much this year.

CBS as a division is enjoying record sales, record profits. The idea of consolidation, which in that case would be reducing it in size, there's no need for it. It's doing very, very well. If anything, in my opinion it will go the other way. You'll see expansion.

As far as the rep consolidation is concerned, that really started in the 70's, initially precipitated by cigarette ads leaving and national sales being, in general, soft at that point in the mid-1970's.

That's pretty much over. You have two megareps and, excluding the regional reps, I guess three other rep firms. CBS Radio Representatives is doing very well. As a matter of fact, national business is strong this year. They're doing nicely. We certainly hope that Eastman continues to be in business because I think there's a real need for the boutique rep as well as the megarep.

If anything, if the national spot business continues to grow, you may see additional rep programs being formed by some of the large, new, or relatively new, radio groups. I could see a couple of groups getting together who don't have a lot of market conflicts and forming their own rep and having a boutique rep that would service just them. Now, I think a lot of that will be either precipitated or aided by how strong the national sales marketplace is, or will be.

If you believe there will be more consolidation in the network radio field, where would that come from?

What I said was that unless the marketplace strengthens, you'll probably have more consolidation and perhaps, following that, the diminution or reduction of services by some of the current networks.

Keep in mind now that the universe is not just the four major networks, but the syndicators are, by today's standards, networks as well. So are you going to have a consolidation of syndicators and networks? Are any of the current networks going to be offered for sale? I believe so. I believe there's one available now. Will it be sold in all or in part? Who knows?

Tell us about the changes you've seen in radio over the last 30 years.

I actually got into radio in 1959, but as I look back to the 1960's, it was really a chaotic period for radio. Network radio was in big trouble. Many thought it would not survive. Collectively, it was losing money. As a matter of fact, nobody was really profitable at that time.

On the AM side, radio was still faring well, but not improving, and storm clouds were gathering, although not too many people saw it. As for FM, back then it was not a factor. It was not until 1968 or 1969 that the FCC forced stations to separate their programming. FM was given so little chance by so many people of surviving that one major broadcaster gave all her stations away to colleges. As a matter of fact, CBS came very close to doing the same thing.

However, if you look at the whole thing at that time, you could conclude at the end of the 60's that radio might not even be a viable business in the future. It certainly looked bleak. But often out of desperation comes innovation, and I was thinking back on the innovation that took place then and what's come of it since.

In the beginning of the 60's, you had the beginning of talk radio: KABC Los Angeles and KMOX St Louis, the CBS station. In the mid-1960's, Westinghouse launched all-news radio—CBS followed shortly thereafter—and in the late 60's, ABC, which was experiencing incredible difficulties with its network, decided that since one network didn't work, it would try four. Most people thought the idea

was lunacy.

And when FM radio started, a lot of it was counterculture music, protest—remember, it was during the Vietnam War—and you really had the beginnings of true narrowcasting, targeting to a very narrow audience. . . . All radio was dealt an incredible blow when cigarette advertising was banned in 1971. That not only hit stations very hard, but rep firms were hit very heavy with it, and it precipitated what turned out to be the consolidation and the closing of many rep firms. During that time, FM began to make serious inroads and advertisers began to be attracted to the concept of narrowcasting and of targeting an audience, really targeting narrowly.

AM music radio in the 70's and AM all-things-to-all-people formats were experiencing substantial decline, although all-news and news-talk and talk radio continued to flourish. The networks, basically static and really still floundering, were hard pressed except, as you got into the later 70's, the ABC concept began to take hold, and ABC began to exert a posture of leadership in the networking business.

By the end of the 70's, I would say the outlook for radio was favorable, but it was a very low-profile business. As we got into the 80's, the great resurgence of this medium really got under way.

In 1980-1981, satellites became a reality, an inexpensive way of reaching the entire country. There was an explosion of networks, an incredible increase in syndicated and network services.

And the interesting thing about that is, they created the marketplace. You didn't have somebody reacting to a marketplace. The simple expansion created a much better, much more attractive situation for advertisers, and, of course, we know how the networks have flourished in the 80's.

FM became king. It was probably 67% of the listening in 1980; it is now 75%. AM radio, news-talk, heavy-service stations continued to do fine. One of the reasons for that was that more advertisers found older demographics attractive, which was not the case in the 60's and 70's.

Other AM formats are having their problems, but I'm convinced that out of the current, if you will, desperation of a lot of AM radio will come another round of innovation just like we saw in the 60's and the future of AM may be more viable than many people think.

As for the reps, the shake-out is over. There aren't many left; those that are left are strong and capable of doing the job. And of course, the value of stations has simply skyrocketed in the 80's to really unbelievable heights.

That brings us to today, where radio is stronger—over all as an industry it is stronger than it's probably been since the early 1950's. I think the outlook is very bullish.

Traditional broadcast companies like NBC are exiting the radio business. Will we see the day that radio properties will be solely in the hands of entrepreneurs and independent companies?

Well, that day is really here. . . . You have to remember that NBC never had, surely in the last decade, the commitment to radio that CBS and ABC did. They had considerably fewer stations, and they seemed to be neither fish nor fowl. They weren't expanding. They were just kind of going along.

How has CBS positioned itself in this era of consolidation and joint ventures?

We have expanded on the ownership side up to 18. We've added five stations. We've expanded on the network side. But I wish we had started sooner.

That is the formation of RadioRadio?

That's correct, and Radio Programs. Technically, we have four networks because our sports commitment is so great today. It is virtually a separate network. While we don't label it as such, we have the CBS Radio Network, CBS Sports, RadioRadio and CBS Radio Programs.

Didn't you recently reposition the CBS Radio Network?

Considerably. It was a long time coming. We made probably the greatest change that's taken place in a radio network since the change way back when of getting out of the long-form programming in the 60's. And to date, it has been incredibly successful.

Can you elaborate on these changes?

There were two major changes and a number of ones that followed. The major change was putting Charlie Osgood on four times in the morning. We did that because we felt it would be well received b

our affiliates and that there was a need for an additional personality in morning AM radio.

It has been very warmly received by the affiliates; it is a success. Some people thought that Charlie could not sustain four features a day. Few, if any, would argue that point today. In a more esoteric area, we got into the wild spotting of our commercials and that is also working very well.

What exactly is the CBS Radio Division composed of today?

We have our 18 radio stations, our networks, our rep firm and a bunch of ancillary smaller businesses: the leasing of our side bands of our FM stations; the leasing of slogans, and other small revenue producers. We're also in the business of selling access to some of the old radio scripts that go way back, scripts that CBS has title to that people want to use for movies, for Broadway plays, etc., and it is sort of a series of small, side, revenue producers.

Is CBS Radio turning a profit today?



Oh indeed, significantly so.

Do you see CBS radio forming any alliances with other networks in the future?

Well, having just gone over the changes of the last few decades, it's pretty tough to project too far in the future. When you say, "forming alliances," such as a partnership with Satellite Music Network or what have you, yes, we have a marketing vehicle called CBS Radio Programs where we not only market our own programs but those of others too. We can do that by either being the distribution arm, being the sales arm, or being both, and we've looked at opportunities in the past. We've examined a number of them. While we haven't gotten into that business yet, with one exception, we will in the future. I'm quite confident of that.

What about the future of the radio business? What changes do you see on the horizon and where would CBS Radio fit into those changes?

I think the future is a bright one. As the business changes—and it will—networks will have to react quickly to that and provide the services needed by the stations—not the services they necessarily want to do. They will have to be very reactive to the universe out there at the stations.

If anything, the radio business will increase in competitiveness as local cable becomes more of a factor, which it is in some markets.

Cable has been compared to radio in that both are very targeted mediums. Do you see both media working more closely?

No. I don't. If it happens, I think it is far down the pike, because they will be—and are in some cases today—extraordinarily competitive. They are both going after the same advertising dollar.

Teaming up? Maybe from a sales standpoint at some time in the future, but surely not in the near future.

How has Wall Street's recent interest in the radio business changed the industry?

Their incredible interest in the 80's has allowed many, or probably most, of these entrepreneurial efforts to take place. I think it would have been rather difficult to borrow sufficient money back in the 70's to go out and buy radio stations.

By entrepreneurial efforts, do you mean radio-only companies?

Well, whether they'll continue to be radio-only, I don't know. When

you look at the list of major players today, both in networks and in stations, many of them didn't exist a decade ago. They're new players, and they were allowed to get in and become big players because of Wall Street's interest in the media. Wall Street's been very bullish on radio, although I sense a slackening of that, simply because of the prices that are now being established in the marketplace.

What is your view on the FCC's 24-station limit? Should there be a limit in station ownership?

I think the idea of 12 AM's and 12 FM's is an anachronism. If they want a limit on stations, it should be a limit on stations, period meaning any combination of AM's or FM's to get to 24.

Are you concerned with any other regulatory issues today?

Yes. First, the FCC has gone on record as saying they want to undertake efforts to assist "the plight of AM radio." To date, I've seen no positive efforts in that regard. As a matter of fact, as they continue to try to shoehorn stations into the spectrum—there are over 10,000 commercial radio stations today—it seems to me that they are being counterproductive to the efforts they are trying to undertake.

One of the major problems with AM radio has been a problem created by the commission, and that is to shoehorn in so many stations that the reception of AM radio is vastly inferior to that of FM. Yet they persist in trying to fit more water into the bottle.

Also, I'm concerned about that on the FM side as well. They're starting to go at it on FM and I'm concerned that they will do to the FM band what they've already done to the AM band.

In addition, now they're trying to extend the AM band up to 1740 or 1710 on the dial in order to fit in more stations. That worries me. When I can't hear a 50,000 w clear channel station 40 miles from New York at night because of all the interference on it—40 miles away being the basic service area—I'm concerned.

It would be nice if the FCC would also look and encourage the use of one dial to assist AM. That is, instead of having to switch from AM to FM, having all [of them] on one dial. That, in my opinion, will help AM.

And obviously, the absurdity of what's transpired with AM stereo. When I came back to radio in 1980, this was an issue that hopefully the FCC was going to resolve. I'm leaving in '88, and it's a bigger mess now than it was when I came.

Does it still make sense for large broadcast conglomerates like CBS to own AM stations today particularly as the audience continues to erode?

I think so. First of all, the types of AM stations that we have are doing very well and are very profitable. We are blessed by the fact that many years ago, back in 1967, Mr. Paley [CBS Chairman William Paley] urged the radio division go all-news and news-talk with its AM stations. But, as I said earlier [on] the plight of the other AM stations, I think that out of that there will be innovation and I think that the future of AM radio will improve. But there's got to be a lot of changes.

Any idea what the innovations may be?

No. I'm just citing what transpired back in the 60's when ABC couldn't get there from here with one network so it tried four—a revolutionary concept. Somebody decided that two-way talk radio could work—a revolutionary concept. All-news radio: How could that possibly succeed? A revolutionary concept. They all worked very well.

And we have a lot of people in this business who are pretty innovative, and some people are going to recognize that AM stations can be purchased relatively inexpensively, and they will come up with innovative ways to program them that will attract the listener.

What is the difference today between the networks and the syndicators?

Actually, you can argue that there are no differences. I can give you the historic definition. A network was a full-service organization with instantaneous transmission and advertiser-supported. Pre-satellite, the syndicators were advertiser-supported, but the material was sent out on tape and they were not full service. They didn't provide news, public affairs and all that.

Today, syndicators use satellites. Granted, they don't have news operations, but does that mean they're not a network? No, it has really merged, and become quite blurry.

your year career at CBS went from radio to television and back to radio again. How do the two media compare?

From a management perspective, one versus the other, television appears to be a lot more complicated. It really isn't. It's really a giant radio station.

If you're the manager of an affiliated station in television, you have considerably less flexibility because the network is giving you, let's say, 110 hours a week of programming, so you really have responsibilities for certain syndicated purchases and news. And, of course, when you get involved in syndicated purchases, they become long-term, expensive contracts, so once you buy it, you have it, and it's very, very difficult—in the short term—to make significant changes at a television station when you compare it to radio.

A radio station is, as much as any business I can think of, management-driven. The station is a reflection of the manager, and it has incredible latitude and flexibility to make changes at the station which can result in either the station prospering or faltering.

Do you enjoy working in one medium over another in your 30-year career?

Well, I enjoyed each one while I was there. I'm glad I had the television experience because I always wondered what it is like. It's

a lot of fun running a television station. It's a lot of fun being involved in radio. Broadcasting is a wonderful business.

Looking back over your years as president of the CBS Radio division, what would you say was your biggest accomplishment?

The launching of a second network [RadioRadio]. We were very late in getting into the business and most people thought it would fail, and it didn't. It's alive and well.

Is there anything that you wanted to accomplish but you didn't get a chance to do?

I would have loved to have left the division with 24 stations and a greater expansion in the network area.

What are your immediate plans once you leave CBS?

Well, I'll be moving from New York. My wife will be leaving her position with the district attorney's office and we'll be living up in the Catskills hopefully until a year from September. We plan a lot of travel. This fall, I'll be applying to colleges and universities for a teaching position, and I've also been offered an opportunity to do some lectures and some seminars in sales training, hiring, that type of subject. ■

On Radio

Regional radio networks use collective reach to attract national advertisers

Improved satellite transmission methods and better programming are increasing membership and national ad support of state networks

State radio networks date as far back as 50 years, but it is only in recent years that the form has proliferated. Advancements in satellite delivery and improved programming over the past few years have translated into profits for the networks, and they are banding together as never before to attract national advertisers.

"The state radio network is really a young industry; most of the stations in the Southeast are less than 12 years old," said Mike Chafin, an Atlanta-based independent contractor handling national sales for the National Association of State Radio Networks (NASRN). The association contracted with him a year ago, and many of the 24 member networks are now carrying national campaigns from such advertisers as Motel 6 and Chevrolet.

Chafin is reluctant to call his sales operation a national rep firm ("not until we have offices in five states," he said), but by his terms, he is approaching it. He already has offices in Atlanta and Chicago, and said he will be opening additional offices in Dallas and New York in 1989.

The 24 state networks reach 26 million listeners each week, according to Chafin, who bases his estimate on Arbitron data. At \$5,000 for one spot on all the networks, he admitted that his rates are probably higher than those at the national networks. NASRN's advantage, said Chafin, is the ability to sell specific states. Chevrolet, he said, advertised its trucks on 21 of the networks last year, and so was able to "cherry-

pick the states where they wanted deeper penetration."

Said Chafin: "National advertisers are looking more and more in the direction of regional advertising." Advertising for the state networks has traditionally come from such statewide sources as local politicians, banks and insurance companies. Regional ads continue to account for as much as 90% of some statewide networks, but many report that the gap between local and national accounts is narrowing.

Most state news and sports networks are available on a strictly barter basis through Westar IV and cover most of the counties in their respective states. Many offer news feeds from about 6 a.m. to as late as 11 p.m. (local time) on weekdays, with shorter hours on the weekend. News staffs generally are not much larger than a half-dozen people, with occasional reports delivered by phone

from affiliated stations.

"The affiliates have a hard time keeping qualified news guys in a small market," said Steve Mayes, general manager of the news division for MissouriNet and Radio Iowa. He added that increased wire service costs have become prohibitive for small stations, noting that "\$15,000 to \$18,000 is a lot of money out-of-pocket."

MissouriNet, which has been in business since 1975, has 73 affiliates. Radio Iowa, which was launched a year ago, now has 35 affiliates. Both total about 25% of the annual income at Learfield Communications, Jefferson City, Mo., according to President Clyde Lear. The privately owned company also runs the Brownfield agricultural network (about 19% of its income), a collegiate sports division that carries events from the University of Missouri, Kansas University, Iowa State and Oklahoma State (about 46%



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Lear



Warner

Sports programming can be especially costly, according to Tim West, vice president and general manager of the Sooners Network, which features sports events from the University of Oklahoma. He said that it costs the network, which is heard on 50 stations in Oklahoma and on an additional 20 stations out of state, more than \$500,000 for rights fees. The network charges affiliates a broadcast rights fee to help absorb the cost of broadcasting the games. "I think a lot of the other state networks are becoming a lot more aggressive in pursuing sports," said West.



West



Tomlinson

of its income), and a satellite division that distributes programming for other syndicators.

Mayes said a problem that state networks still need to overcome is convincing some affiliates that barter is the only feasible arrangement to receive their feed. "They are concerned that they will lose some local business," he said, adding that a cash price for the service would be unaffordable for small AM stations.

But American Network Group, Nashville, which feeds news and sports events to almost 210 stations, charges from \$400 to \$2,500 per year for programming, according to Phyllis Jenny, ANG vice president of administration. "We have provided the affiliates with very expensive satellite equipment," said Jenny, explaining her company's choice of cash over barter arrangements. "Plus, our programming is worth something."

Traditionally owned by small companies, state networks have been attracting major players in the radio business. For example, Clear Channel Communications, San Antonio, Tex., took over the Oklahoma News Network in October 1984, and Cincinnati-based Jacor Broadcasting purchased the Georgia Radio News Service in 1986.

"The Georgia Network," as it will be called as of Sept. 1, has attracted 142 affiliates since its launch in 1980. Affiliate stations are required to pick up at least 22 minutes of commercials each day. General manager Richard Warner said the network grosses about \$2 million, and roughly 20% falls to the bottom line.

"The state networks are in much better shape than they were three years ago, in terms of profits and gross billings," said Al Mangum, general manager of Capitol Radio Networks, Raleigh, N.C. He attributed rising success in part to the increased quality of state broadcasts, beginning in the early 1980's with a changeover from low-grade phone line transmission to satellite delivery.

"Now that satellite technology is affordable, we sound just as good as the national networks," Mangum said. Capitol has six networks: North Carolina News Network, with 94 affiliates; Virginia News Network, with 56 affiliates; North Carolina State University sports network, with 52 affiliates; Duke University sports network, with 30 affiliates; University of Virginia sports network, with 36 affiliates, and Winston Cup motor racing, with 111 affiliates in a five-state region since beginning in 1987.

Profits are "modest," said Mangum, who would not release sales figures but was quick to note that running a state network is a "very costly, very labor intensive business."



The Texas State News Network celebrates its 50th anniversary in September.

He said that the Sooners Network is valuable because it draws modest revenue and promotes two other news services offered by the company. As part of a package deal, affiliates signing on to the sports network are also required to sign on to the Oklahoma News Network and Oklahoma Agrinet. The news networks are heard on 45 affiliates primarily in Oklahoma, but also in parts of New Mexico, Kansas and Arkansas.

"Our signals blanket the state of Oklahoma," said West, adding: "We have a map we show people [that] we call the spaghetti map which shows the interlinking signals."

Although the new breed of state radio networks are reporting profits, state networks have a history of mixed success. According to Bill Riggell, vice president of the Baton Rouge-based Louisiana Network (69 news affiliates and 51 agricultural news affiliates) and president of NASRN, state radio networks in the past suffered from undercapitalization and high phone line costs. The industry changed, he said, as bigger players entered the market and as

other networks followed his 1983 jump from phone line to satellite transmission.

But there's at least one state network that has survived from radio's early days. The Texas State News Network, Dallas, is celebrating its 50th anniversary next September with 141 affiliates.

The network is presently owned by Metropolitan Broadcasting Co., New York (formerly Metromedia Radio), along with Texas Agribusiness Network, with 64 affiliates; Dallas Cowboy Radio Network, with 14 stations, and Spanish Information Service with 35 stations. The Texas network is the longest running of the members of NASRN.

The National Association of State Radio Networks was founded in Dallas in 1972 to share ideas among the existing networks and the rash of newcomers that began to surface at that time. The association's members bound by an unmistakable comradery, have mixed emotions about the national networks.

John Tomlinson, president of Lansing, Mich.-based Great Lakes Media Group (which runs Michigan News Network, with 62 affiliates; Detroit Pistons and other sport events, and Michigan Entertainment Network), said state and national networks "complement" each other. Others, like Capitol's Mangum, see the relationship between state and national networks as more competitive: "The [national] networks are diminishing, and that is spurring our growth more."

Chafin acknowledged that while some of the state networks are offering national new and are attracting national advertisers with regional campaigns, comparing state and national networks is premature.

"We're small," Chafin said in describing the state networks. "When we have our convention, we only have to rent 50 rooms."



World rights for Westwood

Westwood One has obtained worldwide radio rights to the *Human Rights Now! World Concert Tour*, including a live broadcast of the show on an as yet unspecified date.

The six-week worldwide tour, which begins in London on Sept. 2, features Bruce Springsteen and the E Street Band, Peter Gabriel, Sting, Tracy Chapman,

Youssou N'Dour and others. Underwritten by Reebok International Ltd., the tour is a celebration of the 40th anniversary of the adoption of the Universal Declaration of Human Rights by the United Nations. Westwood One has planned an extensive lineup of national and local radio promotions in connection with the tour.

The event is being produced by the Concerts for Human Rights Foundation in support of Amnesty International.

On the up and up. National spot radio business continued its upward trend with billings for June 1.1% ahead of June 1987 to \$83,422,100. That's according to Radio Expenditure Reports, which collects financial data each month from leading rep companies. Year-to-date (January through June), spot billings are pacing 3.8% ahead of the comparable period a year ago to \$445,424,300.

Fox adds affiliates to round out top 100 markets

'wenty-seven and counting

"The Breeze" has just signed its 27th affiliate, WOTB(FM) Providence, R.I., according to parent company, Progressive Music Network, Minneapolis. The contemporary jazz station will pick up satellite-fed service from 6 a.m. to 6 p.m. and all weekend. "The Breeze" is a new adult contemporary format that the company said appeals primarily to the 25-49 group.

Media's antidrug campaign

The Media-Advertising for a Drug-Free America partnership has announced the results of a survey for its year-old antidrug advertising campaign. The partnership-sponsored survey of 7,000 people showed increased negative attitudes about illegal drug use since the program began. The three major broadcast television networks and 13 cable networks have participated. Reported the partnership, with Capital Cities/ABC contributing 658 commercials worth \$22.1 million. Thirteen radio networks have scheduled more than 3,350 spots valued at more than \$6.3 million, the partnership added. "As long as there is interest and momentum, we'll continue," said Thomas A. Hedrick Jr., executive director of the partnership.



L-r: Fox Chairman and CEO Barry Diller, Pappas, Kellner

At FBC press tour, network talks about possible future late night programing and new Saturday night science show

Fox Broadcasting announced last week a new affiliation agreement with Pappas Telecasting involving two new markets and an affiliate switch in the Greenville-Spartanburg, S.C.-Asheville, N.C. market. The Pappas station there, WHNS-TV, replaces WAXA(TV), which FBC president Jamie Kellner said has been giving the network only partial coverage of the market.

Pappas brings FBC coverage to two new markets (the last two holes in the top-100)—KMPH-TV Fresno/Visalia, Calif., and KPTM-TV Omaha. That brings FBC's coverage to 88% of the continental U.S., with 122, mostly UHF, affiliates. Harry Pappas, president of the company that bears his name, appearing at the FBC press tour in Los Angeles last week, praised FBC as a "pioneering effort." Meanwhile, it is understood that Fox is close to signing two new affiliates in Portland and Minneapolis, where two United Television Stations, KPTV(TV) Portland and KMSP-TV Minneapolis, are not renewing affiliate agreements. Those stations are KTDZ-TV Portland (Alden Television) and KITT(TV) Minneapolis (Nationwide Communications). Two weeks ago the company also confirmed it switched Hubbard's WTOG(TV) Tampa out of the lineup for Scripps Howard's WFTS(TV) Tampa (BROADCASTING, July 25).

FBC has renegotiated all 122 of its affiliation agreements (or recorded new ones in the cases above) for the next renewal cycle, 1988-1990. Kellner said that only six affiliates received letters this time around indicating FBC has problems with their carriage patterns (in Greenville's case, a market coverage problem) and might not renew affiliation. In two of the cases, which Kellner wouldn't identify, the problems were re-

solved and those stations remain on board for two more years.

"We are not going to be married on a part time basis" to affiliates, Kellner said last week at the press tour. Affiliates must carry the prime time schedule, both Saturday and Sunday nights, and other nights when expansion occurs, he said, without exception. Late night, he said, was a different matter, and would not be considered in judging, for now, whether an affiliate is toeing the line.

Kellner confirmed FBC is testing other late night program concepts in the event the decision is made to pull the plug on the latest incarnation of *The Late Show*, with Ross Shafer. Asked if Shafer would be back after January, he replied, "we don't know." FBC is planning two prime time *Late Show* specials in August to give the show greater exposure.

The company also confirmed reports it was developing a new Saturday night science and technology show, called *Beyond Tomorrow*, an adaptation of the popular Australian program, *Beyond 2000*. It's scheduled to debut Saturday, Sept. 10, at 9 p.m., after *The Reporters*, the new news magazine show that debuted July 30 at 8 p.m.-9 p.m.

In fact, the reporters on *The Reporters* were on hand at the press tour last week to field questions from critics after a screening of the pilot program. The on-air team includes Steve Dunleavy, Krista Bradford, Rafael Abramovitz, Steve Dunlop and Jim Paymar. They took some heat from the critics for injecting their own opinions into stories on the program, which has been labeled as "tabloid television journalism," not unlike Fox's *A Current Affair*.

Basically, the reporters told the critics if they didn't like journalism with opinions, they could lump it. "Who says I can't share my impression of an individual in a story?" asked Dunlop. Abramovitz accused the critics of dealing in "pseudo-distinctions." □

Rep Report

WWKX(FM) Providence, R.I.—To Republic Radio from Kadetsky Broadcast Properties.

□

WWOOD(AM)-WKZZ(FM) Lynchburg, Va.—To Republic Radio (no previous rep).

□

KGTO(AM)-KRAV(FM) Tulsa, Okla.—To Christal Radio from Torbet Radio.

□

KWLN(FM) Memphis—To Christal Radio from Torbet Radio.

□

WPET(AM)-WKS(FM) Greensboro, N.C.—To Republic Radio (no previous rep).

□

WLJT(FM) Pittsburgh—To Durpetti & Associates from CBS Radio Representatives.

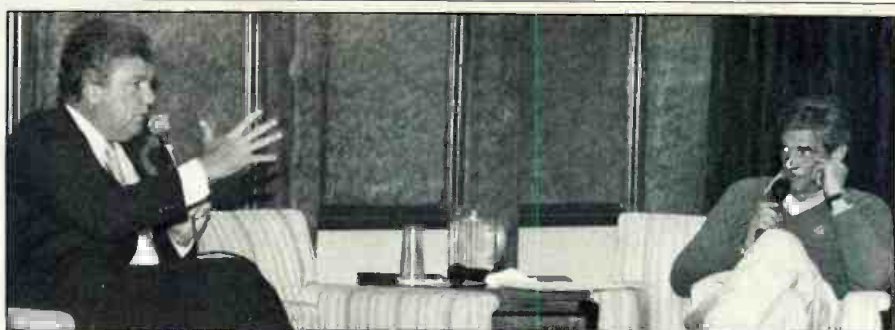
Hill unit says minority ownership generates more diverse programming

The ownership of broadcast properties by minorities and women "results in a greater degree of minority programming," according to a Congressional Research Service report released last week. CRS also says the FCC's license preference policies have fostered minority ownership. And the report concluded: "To the degree that increasing minority programming across audience markets is considered adding to programming diversity, then, based on the FCC survey data, an argument can be made that the FCC preference policies contributed, in turn, to programming diversity."

The CRS study was requested by House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), who in a statement released with the report, said he expects the FCC to use the data to defend its minority ownership rules which are currently being challenged in court.

"The commission now has the record it says it needs to support policies which have benefitted all Americans," stated Markey.

Last March, the FCC in following congressional instructions in an appropriations bill, reaffirmed its policies aimed at enhancing minority ownership, but Markey wants



Meeting in New York. The "future of syndication" animated the discussion of King World Chairman Roger King (l), and his interviewer, *Current Affair* host Maury Povich, at this year's New York State Broadcasters Association (NYSBA) executive conference. King told the assembled broadcasters that the future for *Wheel of Fortune* is a long one—he has a "go" on the game show until the year 2000. Other presentations at this year's conference, held at Kiamesha Lake, N.Y., included a speech by NAB President Eddie Fritts and the fourth presentation of the NYSBAs "New Yorker of the Year." This year's recipient was U.S. Attorney Rudolph W. Giuliani, who was praised in a presentation speech by New York Governor Mario Cuomo, the award's first recipient.

to make sure the commission sticks with that action before the federal appeals court. Briefs are due Sept. 16 on the *Winter Park* and *Steele* cases in which the constitutional validity of the FCC's distress sale and minority and female preferences are being challenged. The oral arguments are slated for Nov. 21.

Earlier, an FCC brief to the court expressed strong reservations with the policies. Markey's statement quotes the FCC brief as stating that "no record has ever been developed to support the critical, underlying assumption (on which the minority and fe-

male ownership policies are based) that the racial or gender characteristics of a station owners will have a significant effect on station's programming."

Now, Markey stated, the FCC has a "clear record," which "proves conclusively that everyone, except the FCC, knew intuitively that minority owners are most likely to broadcast programming of interest to minorities or about minorities."

The CRS study analyzes data collected by the FCC from 8,720 of the 11,000 stations surveyed concerning ownership and programming.

Journalism 4

The question mark of convention coverage

Television networks begin soul searching over how to handle 1992 gatherings in light of poor ratings this year

As the Democrats last week continued to celebrate what to them was a successful national convention, and the Republicans were completing preparations for theirs in two weeks, one question being thrown into relief is what is the media's—primarily the television networks'—responsibility in covering such events. If ratings—as a measurement of the public's interest—are a guide, the soul searching going on within the higher echelons of ABC and NBC (CBS seems committed to the present kind of coverage) is not surprising. The audience for total coverage of the four nights was down 10% from that of the Democratic convention in 1984 (BROADCASTING, July 25).

Then there is the issue of whose agenda is to be followed. As Donald Fowler, the South Carolina advertising man who served as chief executive officer of the Democratic national convention, put it: "Our agenda is to sell the party, the networks' is to get the

ratings and make money." But he also said that as those who "control the public airwaves, the networks have an obligation to broadcast significant news events." (The only network executive who talked of an "obligation" to continue the kind of coverage that has been provided was Laurence Tisch, CBS's president and chief executive officer.) Although Fowler expects the networks to continue covering conventions, he is not prepared to predict the kind of coverage that would be provided in four years. "That decision will be made in light of circumstances in 1991 and 1992," he said.

As the networks, and journalists generally, put it, their agenda is to cover the news. But their concern in covering conventions, as they have evolved, is what amounts to the parties' surrender to television. The gatherings are designed and scripted with a view to promoting the ticket and to projecting an image of unity and competence. To the extent possible, controversial issues are resolved out of sight of the cameras. Mike McCurry, the Democratic National Committee's communications director, blames the networks for the kind of packaged shows

conventions have become. Because the networks schedule only a couple of hours of prime time for their coverage each night, he said, "we try to make these things as visually gripping as possible." But a by-product of such planning, as critics complained, is dull television. The Democrats, normally more rambunctious than Republicans, proved that.

Jesse Jackson's speech energized the convention, and the nomination of Michael Dukakis and his acceptance speech provided emotional highs. But the pre-convention series of meetings between Dukakis and Jackson culminated before the start of the convention in the joint press conference at which the two leaders declared they had resolved their differences and promised to work together for victory in November. Journalists all over Atlanta—and there were some 9,000 of them, plus several thousand technicians—saw the one chance for a good story evaporate. There would be no conflict, no drama. "It's done," said one. And that for a convention that once seemed to hold the promise of being of the old-fashioned "broadened" variety. "We thought this was going

be fun," said one disappointed network executive.

Then there was the production of the invention itself, in the Omni Coliseum, normally a basketball arena. The show, as we termed it, was the work of Smithsonian Productions Inc. of Hollywood. At the production numbers that some of the press coverage had indicated might be in store never materialized. ("Why do people assume Hollywood is show business and not just a place?" asked Gary Smith. "Hollywood is so responsible for sensitive material.") Instead, there were muted colors (azure, eggshell white and salmon), an effort (not always successful) to keep the convention moving at a brisk pace, some entertainers singing musical numbers and a humongous odium rising almost three stories with walls that opened to reveal a stage reaching out into the audience and toward a camera tower. Some experts in such things praised the design, saying, admiringly, that the hall had been transformed into a giant television studio.

Such things did not disturb even the purists among the journalists. They even seemed impressed by Dukakis's ascent to the podium to deliver his acceptance speech: surrounded by aides and secret service, moving slowly and shaking hands, all to the strains of Neil Diamond's "America." But most of the videos the convention planners had produced to introduce speakers failed to ignite much enthusiasm among the network news people who had screened them in advance. "Bland and self-serving," said Jane Venardos, executive producer of special events for CBS News, of a film on former President Jimmy Carter, one of several packaged pieces CBS and the other networks chose not to air. "We are not a propaganda arm of the Democratic party," Venardos said.

Far more troubling—because the broadcasters were at the mercy of the convention producers—was the lighting. Smith, who controlled the lights and sound from a position atop the camera stand opposite the podium, acknowledged that the networks were not comfortable with lighting turned down during speeches. But, he said his aim was, "in a sense, to orchestrate the lighting," and

that lighting that was turned up only when the audience cheered speakers "was in the best interest of the Democratic National Committee and drama."

For all of the criticism and complaints about a convention so organized and structured that it seemed bloodless to some, the journalists in Atlanta, ironically, focused on it as a sign of the Democrats' chances of success in the fall. Hal Bruno, ABC News director of political coverage, said "the story" at the convention was whether the Democrats would project the image of competence he said they need if they hope to see Dukakis elected in November. They had not projected such an image in four of their last five conventions, Bruno said, and had lost those four elections. "Thus far," he said on Wednesday—with reporters so hungry for a story at the convention that they besieged CBS with requests for interviews with Dan Rather and Walter Cronkite—"they're looking pretty good."

So the Democrats accomplished their agenda. As for what Fowler said was the networks' quest for ratings, that, of course, was another story. CBS reported that the three networks' total coverage for the four nights achieved a 20.8 rating and a 40 share. Four years ago, they achieved a 23.2/45. The winner for the four nights was NBC with a 7.4/14, followed by ABC with a 6.9/13 and CBS with a 6.5/13. CBS attributed the rankings to the relative strength of the three networks' lead-in programs. For its part, NBC pointed out it was the only one of the networks to have improved its rating over 1984, when it recorded a 6.8/14.

So much for the networks' efforts to put as favorable as possible a light on numbers all agree were dismal. There were other numbers to consider in attempting to anticipate the three networks' plans for 1992. In 1976, when the question as to the value of gavel-to-gavel coverage was first raised, coverage of the Democratic convention was available on at least one of the big three over a period of 31 hours. Four years later, the number was 24 hours. And in 1984, it was 13. That figure was trimmed to 12 hours and 34 minutes two weeks ago, about 40% of what it had been in 1976. Will it—can it—be trimmed further four years hence? □

Revealing source costs \$700,000

Jury rules in favor of PR man who says two newspapers deliberately breached agreement of confidentiality

Two Minnesota newspapers that deliberately broke a promise of confidentiality must pay \$700,000 to the man involved. Dan Cohen, a public relations man, said the separately owned *Minneapolis Star and Tribune* and the *St. Paul Pioneer Press* had broken what amounted to an oral contract with him. The Hennepin County jury, in a 5-1 verdict, awarded Cohen \$200,000 in actual damages and \$250,000 in punitive damages from each paper.

The case grew out of Cohen's effort to help a client, Wheelock Whitney, an Independent Republican candidate for governor in 1982. Cohen gave reporters covering the

campaign documents showing that Marlene Johnson, then a Democratic-Farmer-Labor candidate for lieutenant governor, had admitted shoplifting \$6 in merchandise several years earlier. The documents were provided on the understanding the source would not be revealed.

Reporters for the newspapers accepted the condition, but they were overruled by their editors. The editors said concern about misleading readers and about the importance of keeping readers fully informed about election developments outweighed the commitment to maintain a source's confidentiality. But the day the stories appeared, Cohen was fired from his \$35,000-a-year job as a public relations executive with an advertising agency, according to his attorney. Cohen also said he subsequently had trouble earn-

ing a living.

The case raised the question as to whether promises of confidentiality constitute a contract. Reporters normally regard maintaining a source's confidentiality a matter of ethical and practical importance, without considering whether a contract is involved. Some have gone to jail rather than violate a commitment. Whatever other considerations are involved, the loss of sources is seen as an inevitable consequence of such a violation.

Cohen thanked the jury and burst into tears when the verdict was announced. "This has to do with the relationships between people and the relationships between corporations and individuals," he said. "It's very important to keep your word. That's the hard currency of journalism. That's the hard currency of politics. When that currency is devalued, we all suffer."

Neither newspaper has decided whether to appeal, but a spokesman for the *Pioneer Press* said an appeal was likely.

Timothy Dyk, a partner in the law firm Wilmer, Cutler & Pickering, who specializes in media and First Amendment cases, appeared to take a positive view of the jury decision. "I don't know whether the suit has merit," he said. "But it will put pressure on the press to keep confidences. So it may serve to broaden First Amendment purposes," Dyk said.

Floyd Abrams, another specialist in First Amendment law, said the newspapers' actions cannot be defended on "moral or journalistic" grounds. But he was troubled by the possible consequences of transforming "a moral error into a lawsuit." He said the jury decision could open the door to lawsuits by those unhappy with the manner in which they are quoted in the press. □

Remote request

The Radio-Television News Directors Association has again asked the National Oceanic and Atmospheric Administration to establish specific standards for the licensing and operation of remote sensing satellites for news and information purposes. RTNDA, in a letter to NOAA, says a Supreme Court decision last month supports the argument that, without such guidelines, a danger exists that "unlawful prior restraints and content-based restrictions will be imposed on the press."

RTNDA was referring to the *City of Lakewood v. Plain Dealer Publishing Co.*, in which the high court held city's ordinance governing the placement of newsracks on public property to be unconstitutional since it failed to spell out standards the city would use in granting or denying license requests (BROADCASTING, June 27.) RTNDA and a number of other media organizations petitioned NOAA in April to set standards for licensing and operating remote sensing satellites for news purposes that were compatible with those the courts have established for protecting the press's First Amendment rights. But NOAA's remote sensing rules finally adopted, RTNDA said in its letter, "unlawfully fail to articulate any standards at all for such licensing decisions." □

Stock Index

	Closing		Net	Percent	P/E	Market	Market											
	Wed	Wed					Change	Change	Ratio	Capitali-	Change	Change	P/E	Capitali-				
	Jul 27	Jul 20				(000,000)	Jul 27	Jul 20				Jul 27	Jul 20			Ratio	(000,000)	
BROADCASTING																		
N (CCB) Capital Cities/ABC ...	309	1/4 317	- 7	3/4	-02 44	18	5,003											
N (CBS) CBS	157	157 5/8	-	5/8	-00 39	8	3,709											
A (CCU) Clear Channel.....	13	1/2 13 1/4	1/4	01 88	24	52												
O (JNFTA) Infinity Broadcast...	30	1/8 29 7/8	1/4	00 83	94	250												
O (JCCR) Jacor Commun.....	5	3/4 5 7/8	-	1/8	-02 12	-13	56											
O (LINB) LIN	57	3/4 58 1/4	-	1/2	-00 85	37	2,984											
O (MALR) Malrite	8	3/8 8 3/4	-	3/8	-04 28	-11	114											
O (MALRA) Malrite 'A'	8	8 1/4	-	1/4	-03 03	-11	109											
O (OBCCC) Olympic Broad.....	3	1/2 3 1/2			00 00	8												
O (OSBN) Osborn Commun.....	6	1/2 6 1/2			00 00	-5	33											
O (OCOMA) Outlet Commun...	24	1/4 23 1/4	1	04 30	-9	158												
A (PR) Price Commun.....	9	1/4 8 7/8	3/8	04 22	-7	89												
O (SAGB) Sage Broadcasting	4	3/4 4 3/4			00 00	-7	18											
O (SCRIP) Scripps Howard	83	85	- 2	-02 35	66	857												
O (SUNNC) SunGroup Inc.....	2	1/8 2 1/8			-3	5												
O (TLMD) Telemundo	9	1/2 8 3/4	3/4	08 57	-1	72												
O (TVXG) TVX Broadcast	2	3/4 2 1/2	1/4	10 00		16												
O (UTVI) United Television	29	1/2 30 1/2	- 1	-03 27	48	323												
BROADCASTING WITH OTHER MAJOR INTERESTS																		
N (BLC) A.H. Belo	28	29 3/8	- 1	3/8	-04 68	11	295											
O (ASTV) Amer. Comm. & TV	3/32	3/32			00 00	7												
N (AFL) American Family.....	13	1/8 12 3/4	3/8	02 94	11	1,062												
O (ACCMA) Assoc. Commun.....	25	25 1/4	-	1/4	-00 99	238												
O (BMAC) Bus. Men's Assur.....	33	34 3/4	- 1	3/4	-05 03	89	345											
N (CCN) Chris-Craft	23	23 5/8	-	5/8	-02 64	51	501											
N (DNB) Dun & Bradstreet.....	47	7/8 47 1/2	3/8	00 78	18	7,277												
O (DUCO) Durham Corp.....	32	3/4 33 1/2	-	3/4	-02 23	27	276											
N (GCI) Gannett Co.....	30	1/2 32 1/8	- 1	5/8	-05 05	15	4,938											
N (GY) GenCorp	20	7/8 21 1/4	-	3/8	-01 76	2	662											
O (GMXC) GMX Commun.....	3/32	3/32			00 00	2	662											
O (GACC) Great Amer. Comm...	10	1/2 10 7/8	-	3/8	-03 44	10	276											
N (JP) Jefferson-Pilot	33	1/8 33 7/8	-	3/4	-02 21	14	1,307											
N (KRI) Knight-Ridder.....	40	5/8 41 1/4	-	5/8	-01 51	15	2,310											
N (LEE) Lee Enterprises.....	28	3/8 27 3/8	1	03 65	20	705												
N (LC) Liberty	39	3/8 39 3/8			00 00	15	365											
N (MHP) McGraw-Hill	61	3/4 64 5/8	- 2	7/8	-04 44	18	2,977											
A (MEGA) Media General	40	7/8 41 3/4	-	7/8	-02 09	27	1,152											
N (MDP) Meredith Corp.....	29	5/8 29 3/8	1/4	00 85	12	569												
N (MCG) Mich. Energy.....	30	1/2 30 5/8	-	1/8	-00 40	20	82											
O (MMEDC) Multimedia.....	72	1/2 73	-	1/2	-00 68	70	797											
A (NYTA) New York Times.....	26	1/4 26 1/4			00 00	13	2,152											
N (NWS) News Corp. Ltd.....	17	3/8 18 1/8	-	3/4	-04 13	9	4,629											
O (PARC) Park Commun.....	28	3/4 29 1/2	-	3/4	-02 54	23	396											
O (PLTZ) Pulitzer Publishing...	29	1/2 29 1/2			00 00	20	308											
N (REL) Reliance Group Hold...	6	5 5/8	3/8	06 66	6	450												
O (RTRSY) Reuters Ltd.....	26	1/2 28 3/8	- 1	7/8	-06 60	18	22,002											
T (SKHA) Selkirk	24	1/4 24	1/4	01 04	20	196												
O (STAUF) Stauffer Commun...	144	144			00 00	48	144											
N (TMC) Times Mirror	30	1/4 31	-	3/4	-02 41	14	3,914											
O (TMC) TM Communications	1/2	5/8	- 1/8	-20 00	2	3												
O (TPCC) TPC Commun.....	1/8	1/8			00 00	1												
N (TRB) Tribune.....	36	1/2 36 3/4	-	1/4	-00 68	20	2,784											
A (TBSA) Turner Bcstg. 'A'	16	15 3/8	5/8	04 06	-2	696												
A (TBSB) Turner Bcstg. 'B'	16	1/8 15 1/2	-	5/8	04 03	-2	351											
A (WPOB) Washington Post ...	193	3/4 196 3/4	- 3	-01 52	13	2,488												
PROGRAMING																		
O (SP) Aaron Spelling Prod...	7	3/4 6 5/8	1	1/8	16 98	6	142											
O (ALLT) All American TV.....	2	1 3/4	1/4	14 28	2													
O (BRRS) Barris Indus	9	1/4 9 1/2	-	1/4	-02 63	-4	72											
N (KO) Coca-Cola	37	1/8 37 1/2	-	3/8	-01 00	15	13,937											
A (CLR) Color Systems	3	3/4 4 1/4	-	1/2	-11 76	-2	20											
N (KPE) Columbia Pic. Ent.....	10	10 1/4	-	1/4	-02 43	142	1,097											
O (CAVN) CVN Cos.....	12	5/8 13 3/8	-	3/4	-05 60	10	219											
A (DEG) De Laurentiis Ent.....	1	1/2 1/2			00 00	5												
O (dcp) dick clark prod.....	4	4 1/8	-	1/8	-03 03	10	33											
N (DIS) Disney.....	60	7/8 62 7/8	- 2	-03 18	18	8,070												
N (DJ) Dow Jones & Co.....	33	33 5/8	-	5/8	-01 85	15	3,178											
O (EM) Entertainment Mktg	3	3/4 3 3/4			00 00	12	46											
O (FNNI) Financial News	7	1/2 8	-	1/2	-06 25	34	90											
A (FE) Fries Entertain.....	1	5/8 1 5/8			00 00	7	8											
N (GW) Gulf + Western	41	3/4 42 1/4	-	1/2	-01 18	7	2,509											
O (QNTX) Hal Roach	3	3 1/4	-	1/2	-14 28	-6	20											
A (HHH) Heritage Entertain...	3	1/4 3 1/4			00 00	3	14											
A (HSN) Home Shopping Net.....	4	1/8 4 1/2	-	3/8	-08 33	18	359											
N (KWP) King World	20	1/4 21	-	3/4	-03 57	13	584											
O (LAUR) Laurel Entertain.....	2	1/4 2 1/4			00 00	5	5											
A (LT) Lorimar-Telepictures	13	3/8 13 3/4	-	3/8	-02 72	-4	619											
N (MCA) MCA	40	3/4 43 1/8	- 2	3/8	-05 50	22	2,963											
N (MGM) MGM/UA Commun... ..	12	1/2 13 7/8	- 1	3/8	-09 90	-7	626											
A (NHI) Nelson Holdings	7/16	7/16			00 00	-4	11											
A (NWE) New World Enter.....	2	5/8 2 1/2	1/8	05 00	7	28												
PROGRAMING																		
O (NNET) Nostalgia Network...	1	13/16 1			18 75	-1												
N (OPC) Orion Pictures.....	15	15 1/8	-	1/8	-00 82	13	25											
O (MOVE) Peregrine Entertain...	1	3/4 1 5/8	1/8	07 69	-58													
N (PLA) Playboy Ent.....	14	1/4 14 3/8	-	1/8	-00 86	15	13											
O (QVCN) QVC Network.....	10	5/8 11 1/8	-	1/2	-04 49	-22	10											
O (RVCC) Reeves Commun.....	5	3/4 5 3/4			00 00	28	7											
O (RPICA) Republic Pic. 'A'	7	1/2 8	-	1/2	-06 25	83	3											

Broadcasters report slow second quarter

Weak national ad growth holds down profits

Softness in the national spot TV advertising market has dragged down the second-quarter results of publicly held station group owners. Most of those reporting last week said broadcast television revenue increased by no more than a low single-digit percentage over the same period one year ago. Among those that have just released financial results are A.H. Belo, Gannett, LIN Broadcasting, The Washington Post Co., Knight-Ridder, The New York Times Co., Multimedia, Media General and Pulitzer.

Operating profit at A.H. Belo in the second quarter dropped 22% to \$18 million, on flat revenue of \$101.2 million. Belo said that on a comparable basis, revenue increased 3% above the second-quarter last year. "Each of the company's [five] television stations except KOTV(TV) Tulsa had increased revenue for the quarter." One reason cited for the decline in earnings was increased... programming costs."

For Knight-Ridder, broadcasting revenue was up 3% to \$28.7 million, in the second quarter. Total company operating profit fell 0% to \$79.3 million, in part because of soft national television advertising."

Broadcasting revenue for Multimedia inched up 1% to \$38.9 million, while operating cash flow (defined as operating profit plus depreciation and amortization, and amortization of stock awards and stock options) grew 5% to \$16.2 million. For Multimedia Entertainment, revenue was up 13% to \$15.8 million, and cash flow was flat at \$7.1 million. Respective numbers for the cable division were \$25.1 million, up 11%, and \$12 million, up 15%. Second-quarter net earnings of Multimedia included a \$1.7-million gain on the sale of stock in WZTV(TV) Nashville and Multimedia Entertainment Co. of Tennessee.

Second-quarter revenue of the Post-Newsweek television stations was flat, said the Washington Post Co., while cable division revenue increased 17%. Operating profit for the company as a whole declined 1%.

Pulitzer Publishing said revenue from its broadcasting division was up 3% to \$27.4 million. Cash flow from Pulitzer's television stations increased by 5% to \$10 million, but was offset by a 53% plummet in cash flow, to roughly \$600,000, from the company's two Phoenix radio stations, "... as a result of ratings declines in 1987. There was a substantial improvement, however, in the radio stations' ratings during the second quarter of 1988."

"Continuing softness in national spot television advertising" held operating profits of The New York Times Co. broadcasting/ca-

ble TV division to a 7% increase, despite 8% growth in both basic and pay cable subscribers. Revenue for the division increased 8% to \$27.6 million. The company also cited "costs associated with the repositioning of WQXR-AM-FM [New York]."

Gannett said that on a comparable basis with the prior-year period, broadcasting revenue inched up 1% while division earnings were "... impacted by weak national sales and the company's continuing investment in GTG Entertainment."

LIN Broadcasting's media division revenue, consisting of roughly 90% of television revenue, was "essentially flat" as were the division's operating profits before depreciation. The group owner added its TV stations' third-quarter pacing was "... running

slightly behind the prior year."

Media General said several factors caused broadcasting revenue to decline 13% to \$57.6 million, and operating profit for the division to fall 16% to \$4.7 million: "Nationally, spot television sales are sluggish and Media General's properties are still feeling the lingering effects of the... Florida advertising tax, even though it was repealed last year. In addition, the change of the network affiliation for our UHF Jacksonville station from NBC, with its number-one national ranking, to ABC, had a greater adverse effect than we had expected due to confusion in the marketplace." The Richmond, Va.-based company added that Media General Broadcast Services was still "operating at a loss." □

Spelling, Worldvision merge

Production company and distributor hope to complement each other; Spelling hopes to expand into half-hour comedies, first run

Aaron Spelling Productions and Worldvision Enterprises agreed to join hands last week, in a strategic merger that bore the imprint of Carl Lindner. The Cincinnati investor could end up owning half of the holding company housing the Los Angeles-based production company and the New York-based distribution subsidiary of Great American Communications Co. (GACC). Another 30% of Spelling will be owned by Aaron Spelling, founder, chairman and chief executive of Spelling Productions, with the remainder held by other current shareholders of Spelling Productions.

Executives from the Los Angeles-based production company and from the parent of the TV distributor portrayed the merger as an appropriate fit of the two units. "This is one of those rare combinations of two companies that are perfectly complementary to each other," Lindner said.

Acquiring or starting up a distributor has been a strategic goal of Spelling Productions since President Jules Haimovitz joined the company in December, according to Spelling Productions Executive Vice President Ronald Lightstone.

"There's going to be a spate of mergers and acquisitions among smaller production companies and distributors," commented Harold Vogel, vice president at Merrill Lynch Capital Markets. "A lot of the programmers need distribution, and it's too expensive to set it up themselves."

Under the terms of the proposed arrangement, stockholders in Spelling Productions would receive one share of stock in the new holding company in exchange for each share

of stock they possess in Spelling Productions. Lindner already holds 10.7% of Spelling Productions' 7.7 million shares of Class A stock. He would also get additional Spelling Inc. shares through Great American's receipt of approximately \$82.5 million in cash and convertible preferred stock, plus shares of common stock in the holding company. Assuming conversion of the convertible stock, Lindner, who, in addition to his holdings in GACC, would end up controlling about 50% of the voting stock of the new company.

Aaron Spelling owns all 10.5 million of the company's Class B shares, which are convertible on a share-for-share basis into Class A common stock.

The price of Spelling Class A shares rose \$1.125 to \$7.75 on the day of the announcement, and closed at \$7.875 a day later. Those shares sold at \$14 when Aaron Spelling Productions went public in 1986.

Whether either Spelling or Lindner will agree to limit his holdings to the current estimated amount was not disclosed. Lightstone dismissed speculation that Lindner would completely dominate Spelling in control of the company. The two men would share control, he said.

Spelling programming is currently handled by several distributors, including Warner, Columbia, Fox and Worldvision. Having a distributor in-house, among other advantages, "gives you a better feel for the value of your product," especially in foreign markets, Lightstone said. But any distribution arrangements between the two subsidiaries would not cover Spelling's current shows, *Dynasty* and *HeartBeat*, or its forthcoming *Angels 88*.

Through Worldvision, Lightstone added, Spelling was hoping to expand into half-hour comedy and first-run syndication. The

distribution arm of the company, he said, would help attract new talent to the company. Worldvision distributes product such as Spelling Productions's *The Love Boat* and animated programing from GACC subsidiaries Hanna-Barbera Productions and Ruby-Spears Enterprises. It has 4,000 hours of programing for the domestic TV market and 7,000 for international distribution.

The executive staffing of the holding company has yet to be announced. Among possible candidates would be Spelling, Lightstone, Haimovitz and John Brady, senior vice president for finance. President and CEO of Worldvision Enterprises is John D. Ryan. Bert Cohen is executive vice presi-

dent and chief operating officer. The management of both the production and distribution operations will remain unchanged, according to Charles S. Mechem, president of GACC.

The merger of Spelling Productions and

Worldvision is subject to execution of a definitive merger agreement as well as the approval of each company's board of directors and the stockholders of Aaron Spelling Productions. The final deal will be worked out within a few weeks, Lightstone said. □

CTAM expects full house in Boston

Attendance is up 300 at four-day conference of cable executives

The Cable Television Administration and Marketing Society will be bursting at the

seams this week in Boston. Attendance for the society's annual convention, July 31-Aug. 3 at the Westin Copley Place hotel, is approaching 1,700, up 300 over last year's show in San Francisco.

"The attendance looks enormous," said CTAM President Margaret Durborow last week, who will be overseeing her first convention as president. The increase appears to be across the board, coming from various areas within cable companies and programers, she said, and has forced some last-minute logistical changes to increase room sizes for various events. The three main hotels are sold out, and the overflow has spilled over into two others. A by-invitation-only master class on competitive strategies, which runs Monday and Tuesday afternoons, has been sold out at 40, and Durborow said "we could have sold it twice." The class, open only to senior management, will probably be held again, she said.

Durborow attributes the attendance increase to "the strength of the program." The convention's theme is "Serving Tomorrow's Consumer Today," and has been put together by David Van Valkenburg, president of Paragon Communications and chairman of this year's convention.

In addition to the scheduled events, 70 top corporate cable executives will tour the Massachusetts Institute of Technology media lab on Monday afternoon for demonstrations on various topics including fiber optics and high-definition television. There will also be a presentation of the new Cable Labs, with a question-and-answer session with MIT's Carlo Negroponete. That evening, the executives will have dinner at the John F. Kennedy Library.

Monday will kick off with futurist author John Naisbitt keynoting the opening session. He will be followed by five mini-general sessions that will be repeated on Tuesday morning. They include sessions on leadership, information, consumer marketing, future technology and a customer service presentation by the Walt Disney Co. Durborow said the sessions on information and marketing demographics have been particularly popular among pre-registrants.

Monday's luncheon speaker will be Major League Baseball Commissioner Peter Ueberroth. Monday and Tuesday afternoon will be devoted to 22 sessions on "nuts and bolts" topics.

Tuesday's special events include a Hollywood producers panel with Ron Howard, Brian Grazer, Linda Gottlieb and Gary Smith, with cable reactors Frank Biondi, chief executive officer of Viacom International, and Glenn Jones, chairman and chief executive officer of Jones Intercable.

The society's annual awards program will take place at lunch on Tuesday. □

Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
A.H. Belo	Second	\$101,233	—	\$6,065	-30	\$0.30
Burnup & Sims	Year	\$207,305	3	\$7,143	7	\$0.52
Centel	Second	\$37,795	17	\$2,105	NM	\$0.08
Chris-Craft	Second	\$67,500	5	\$8,641	52	\$0.37
Dow Jones	Second	\$413,838	32	\$49,478	1	\$0.51
Dun & Bradstreet	Second	\$1,059,175	15	\$116,404	4	\$0.62
FNN	Third	\$14,029	28	\$1,280	27	\$0.08
Gannett	Second	\$846,944	7	\$97,526	9	\$0.60
General Instrument	First	\$312,875	12	\$21,364	78	\$0.64
Gulf + Western	Second	\$1,121,200	13	\$53,300	1	\$0.45
Interpublic	Second	\$282,598	13	\$24,172	19	\$1.10
King World	Third	\$55,411	47	\$9,185	112	\$0.36
Knight-Ridder	Second	\$545,585	3	\$44,998	5	\$0.78
LIN	Second	\$72,430	18	\$22,356	-52	\$0.42
Media General	Second	\$196,590	5	\$16,158	28	\$0.56
MGM/UA	Third	\$75,214	142	(\$8,272)	NM	(\$0.16)
Multimedia	Second	\$114,285	7	\$8,221	96	\$0.67
New York Times	Second	\$456,377	7	\$45,073	2	\$0.55
Orion Pictures	First	\$111,248	32	\$2,517	-16	\$0.14
Park Communications	Second	\$42,268	9	\$5,735	13	\$0.42
Prism Entertainment	First	\$5,024	-20	\$402	-24	\$0.18
Pulitzer Publishing	Second	\$100,037	6	\$6,385	28	\$0.61
QVC Network	First	\$38,125	241	\$1,032	NM	\$0.07
TCA Cable TV	Second	\$17,011	13	\$2,052	57	\$0.17
Warner Communications	Second	\$1,022,083	33	\$127,580	22	\$0.80
Washington Post	Second	\$346,249	2	\$49,305	16	\$3.83

Chris-Craft's second-quarter income from investment in Warner Communications grew to \$12.1 million, up 29% from 1987's corresponding returns. ■ Second-quarter revenue increase, according to **Dow Jones & Co.**, "largely resulted from the consolidation of the financial results of Telerate Inc. into those of Dow Jones, which owns 56% of Telerate." ■ **Dun & Bradstreet** figures for second quarter of 1987 were restated to reflect May 1988 acquisition of IMS International. Company took one-time loss of eight cents per share related to acquisition. Nielsen Marketing Research and Nielsen Media Research reported revenue gains. ■ **General Instrument** said that first-quarter results reflect "improving margins from cost-reduction programs and continuing strength in markets for our cable television equipment, VideoCipher products, power semiconductors and military electronics." ■ Entertainment revenue at **Gulf + Western** rose 12% to \$394.5 million, while operating income for that area dropped 19% to \$44.1 million. ■ **King World** said record third-quarter revenue and earnings reflect "strong performance" of syndicated *Wheel of Fortune*, *Jeopardy!* and *The Oprah Winfrey Show*. ■ **MGM/UA** theatrical distribution revenue jumped to \$65.3 million from \$9 million for previous corresponding quarter. Combined television distribution, home video and pay TV revenues increased 87% to \$79.7 million. MGM/UA's operating expenses increased 98% to 163.2 million for same period. Net loss for previous third quarter was \$27.5 million. ■ **Orion's** interest expenses doubled to \$10 million from the previous first quarter. Increased borrowing, company said, was partially required by delayed cash flow in change from licensing arrangements with HBO to exclusive agreement with Showtime/The Movie Channel. ■ **Fox/Lorber**, Prism's TV syndication and foreign sales subsidiary, posted 45% sales increase over last year, according to company, while sales in Prism's primary business, videocassette sales for rental market, declined approximately 37%. ■ Revenue increase for **TCA Cable TV** resulted primarily from decrease in interest expenses, due to conversion of \$28.5 million in convertible debentures into 1,370,136 shares of common stock in August 1987. ■ **Warner's** cable and broadcasting division reported \$20.1 million in operating income, up 60% from year before. Filmed entertainment division, including sales to pay TV and home video, posted operating income of \$51.5 million, up 18%.

TCI takes issue with 'Cable Siberia' channel placement

says ratings from its regional sports service in Pittsburgh show that higher channel designation does not automatically translate to lower program ratings

le-Communications Inc. may be following a policy of placing broadcast stations on air on-channel spectrum assignment, but it does not mean it believes broadcaster aims that services placed at higher channel assignments reach fewer viewers. It says its cable sports channel in Pittsburgh, KBL, which carries Pirates baseball games, has occasionally beaten the network affiliates ad-to-head, even though its channel assignments range from 15 to 36 on five different area systems.

"During the current deliberations between the broadcast and cable industries, broad-

casters have been continually concerned over cable operators moving broadcast stations up to so-called 'Cable Siberia,'" said TCI Senior Vice President John Sie. "The huge ratings success of KBL clearly refutes the broadcasters' claim that programming must be located on the VHF band to acquire an audience."

Sie said the key to attracting viewers is promotion and programming, not channel location. "TCI promotes KBL extensively in its Pittsburgh program guide, *Cabletime*, and on the basic cable networks' local avails through its regional interconnect," Sie said. "We spend a lot of money, but the end result proves the effectiveness of quality programming and frequent use of tune-in promotion." Sie said TCI would welcome local broadcasters "to promote their stations on our cable channels and in our program guides."

TCI said in five telephone coincidental

surveys during Pirates. KBL scored a 7.5 rating/17 share, while the 18 basic cable networks scored a 7.2/15.2 and the three network affiliates scored a 7.2/15.5. The survey was conducted among 1,000 homes.

KBL said a June 21 Pirates-Mets game scored a 9.9/23.1 in its survey, exceeding the individual scores of all three network affiliates. The Pirates are in the midst of a pennant race for the first time in many years, increasing viewer interest. Gilbert Lucas, KBL manager, said: "While you can't discount the fact that the Pirates' performance has helped the ratings, KBL has enjoyed a strong audience even during last year's season, which wasn't very good for them."

KBL also carries 20 Pittsburgh Penguins hockey games and college basketball games of the Big East, Atlantic Ten and Ohio State. □

Wireless cable, telco cooperation good for consumer

Wireless cable welcomes the possible entry of the telephone companies into the world of cable, said Mark Foster, chairman of the Microband Companies Inc., speaking to the National Academy of Television Arts and Sciences.

Foster said Microband would "embrace" telco entry because of what he pictures as the opportunity for the two to work together. In particular, he said cooperation between the two communications entities is especially suited to "the hundreds of thousands of multiple dwelling units which would be ideally served by wireless cable and a telco."

Foster said "VHF, UHF and SHF can accommodate high-definition television and can be linked with return telephone lines to provide a wide range of transactional services." SHF is the microwave band used by wireless cable operators.

Another reason for cooperation between the two is a result of what each can bring to the other. "AT&T and local telcos already offer ANI transaction service for pay per

view and some videotex-type services. We believe wireless cable makes sense as the telephone companies seek a video path into the home." Foster singled out pay per view twice in his speech as a "perfect joint opportunity for the telcos."

Telco-wireless cooperation, Foster later explained, would be based on economic advantages for both parties. Telcos could forego laying cable to multiple dwelling buildings by taking advantage of a roof-top antenna owned by a wireless company to bring signals into the building. The telco would then have to wire the individual apartments only. Such wiring of apartments could be done with fiber optic cable which would provide both TV and telephone service.

Asked whether the telcos might be encouraged to get into the wireless business themselves, Foster said that would not be a problem. "We don't want to be operational in all cities," he said. However, telco competition through wireless technology in the

cities that Microband is in—New York, Detroit and Washington—is prevented by the exclusive rights to programming services that it has locked up, he said.

Foster's optimism about a wireless-telco relationship contrasted with some of the difficulties he said wireless cable has faced since coming on the market. Specifically, he mentioned the efforts of the "cable monopoly" in fighting wireless at the FCC and on Capitol Hill. Also, he said that "as a result of pressure from large MSO's, individual programmers withdrew their programs from us or they offered programs to us at discriminatory prices."

Foster said a current example of such programming difficulties can be found in Sportschannel, which has been "dragging its feet on granting Microband the rights [in New York], we believe, because Sportschannel's parent, Cablevision Systems, has hardly begun the wiring of their long-held franchised areas in Brooklyn and the Bronx." □

Fifth Estate's foreign trade: more than fair

El book says television and film businesses do well overseas and could do better if there were changes in international barriers

Although the U.S.'s international trade deficit remains a seemingly intractable problem, there are some bright spots in the trade picture: services in general and motion picture and video entertainment, in particular. For 30 years, foreign markets have constituted about one-half of the sales of America's major movie and television producers. And the movie-video industry shows a surplus of up to \$1.5 billion. Still, some authorities in international trade matters say the surplus would be greater but for a number of trade barriers.

The barriers and suggestions for dealing with them are the subject of "International Trade in Films and Television Programs," one in a series of eight books on trade in services that have been published by the American Enterprise Institute for Public Policy Research in cooperation with Ballinger Publishing Co. The books, released at a press briefing at AEI last week, appear at a time when trade in services is being discussed in Geneva among members of the General Agreement on Tariffs and Trade (GATT). The negotiations are aimed at developing multilateral rules for trade in such services as entertainment, telecommunications and banking.

"International Trade in Films and Television Programs" says the U.S. motion pic-

tures and video entertainment industry in 1983 sold about \$1.7-billion worth of material abroad, almost 32% of the industry's total sales of \$5.3 billion. Most of the foreign sales—\$1.1 billion—was attributed to theatrical rentals. But \$135 million came from TV network and syndication rentals and pay television transactions. Videocassette sales accounted for \$450 million. Given those figures, the book describes the U.S. as the largest exporter of television programming, as well as films, "by far." (But although foreign television programming accounts for a small amount of the material viewed in the U.S., the book cites "an important recent phenomenon," the increase in foreign-produced Spanish-language programming on U.S. cable systems and Span-

ish-language television stations.)

The U.S. success in selling films and television programming is attributed largely to the fact it is the largest component of the English-speaking market, which is the wealthiest and most populous in the world. But the book says American producers and distributors encounter a variety of barriers that prevent even greater sales. There are "active barriers," such as screen quotas, import quotas, local work requirements and restrictions on repatriation of film earnings. Then there are restrictions resulting from a lack of government action, all of them involving copyright infringement—the toleration of film print and broadcast signal theft, the presentation of unauthorized films and piracy of videocassettes.

As for recommendations, the book notes that there is little the U.S. can do to improve an already considerable access to its market as a means of persuading foreign countries to increase access to theirs. "The U.S. market is already open to imported films and television programs," it says. Accordingly, its recommendation for dealing with "active" restrictions is to have the U.S. reduce its barriers on the importation of goods of other countries. Such a negotiating position, it says, "recognizes that different nations possess different comparative advantages—not only in the production of various goods but in services as well." The proposed trade-off, it adds, also "introduces new voices of influence that provides incentives to persuade foreign policy-makers to participate in code-conditional service agreements."

As for the restrictions resulting from government inaction, the book calls on U.S. policymakers to incorporate issues of intellectual property into emerging trade regimes. Specifically, it says the United States should:

- Establish worldwide cooperation in identifying and reducing trade barriers in video products wherever they exist.

- Establish intellectual property theft and copyright infringement as barriers to trade to be remedied under GATT or a new regime governing trade in services.

- Establish the right of foreign corporations to respond to intellectual piracy and

copyright infringement through access to local law enforcement authorities as well as through multinational trade forums.

- Resolve disputes that result from differences in copyright law among nations through formal dispute resolution procedures in GATT.

- Allow market access and condition, right of establishment as needed to respond to intellectual property theft and to explore commercial opportunities.

The book was written by Steven S. Wilman, an economist with the consulting firm of Economists Inc., and Stephen E. Siwek, a senior consultant with that firm.

Changing Hands

WPCC-TV Charlotte, N.C. □ Sold by Channel 36 Partners to Providence Journal Broadcasting for approximately \$40 million-\$50 million. **Seller** is subsidiary of Odyssey Partners, New York-based group of four TV's headed by Michael Finkelstein. **Buyer** is subsidiary of Providence Journal Co., publisher of *Providence (R.I.) Journal-Bulletin*, headed by Steve Hamblett, president and CEO. Broadcast group owns three TV's and cable systems in 14 states. WPCC-TV is NBC affiliate on channel 36 with 2,100 kw visual, 210 kw aural and antenna 1,310 feet above average terrain. **Broker: The Ted Hepburn Co.**

KBJR-TV Duluth, Minn. □ Sold by RJR Communications Inc. to Granite Broadcasting for \$12,235,000 (plus tax certificate). **Seller** is principally owned by Robert J. Rich, who has no other broadcast interests. **Buyer** is principally owned by W. Don Cornwell, former investment banker with Goldman Sachs, who is black; Stuart Beck, New York attorney; Beck's father, Martin Beck, principal in Beck-Ross Communications, Rockville Centre, N.Y.-based group of three FM's, and James Greenwald, chairman of Katz Communications. It recently bought WEEK-TV Peoria, Ill., for \$33 million ("Changing Hands," May 30). KBJR-TV is NBC affiliate on channel 6 with 100 kw visual, 20 kw aural and antenna 1,010 feet above average terrain.

WERE(AM)-WCNX(FM) Cleveland □ Sold by Metroplex Broadcasting to Metroplex Communications Inc. for \$11.6 million. **Seller** is owned by estate of Harvey Deutch and Loraine Golden and Jim Harper. It sold WDTX(FM) Detroit ("Changing Hands," March 21). **Buyer** is Cleveland-based group of four AM's and six FM's owned by Norman Wair and Robert C. Weiss. WERE is on 1300 khz full time with 5 kw. WCNX is on 98.5 mhz with 16 kw and antenna 960 feet. **Broker: Gary Stevens & Co.**

KMLE(FM) Chandler, Ariz. □ Sold by Chandler Communications Co. to Shamrock Broadcasting Inc. for \$8 million. **Seller** is subsidiary of Ostrander-Wilson Group, Seattle-based group of three AM's and one FM owned by Richard B. Ostrander and G.A. Wilson. **Buyer** is Burbank, Calif.-based group of five AM's, eight FM's and one TV owned by Roy E. Disney and family. KMLE is on 107.9 mhz with 100 kw and antenna 1,000 feet above average terrain.

WVRT(FM) Reform, Ala. □ Sold by Salem Media of Louisiana Inc. to Beasley Broadcasting of Louisiana Inc. for \$3.4 million. **Seller** is subsidiary of Salem Media, Camarillo, Calif.-based group of nine AM's and five FM's owned by Edward G. Attsinger and Stuart Epperson. **Buyer** is subsidiary of Beasley Broadcasting, Goldsboro, N.C.-based group of nine AM's and 12 FM's, owned by George G. Beasley and family. WVRT is on 101.7 mhz with 25 kw and antenna 450 feet above average terrain.

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Assee, Fla. □ Sold by HVS Partners to Gary Burns Inc. for \$1,250,000. **Seller** is owned by Gisela Huberman. Stations are being run off to accommodate purchase of WBGW-AM Tallahassee, Fla. and WSBY(AM)-OHQ(FM) Salisbury, Md., which were bought with WGUS-AM-FM Augusta, Ga., and WWOQ(FM) Wilmington, N.C. from Woolfson Broadcasting for \$11.4 million. ("Changing Hands," Dec. 14, 1987). **Buyer** is owned by Gary Burns, who also has interest in WWIQ(FM) Christianssted, Virgin Islands. Wlvw is on 105.5 mhz with 3 kw and antenna 390 feet above average terrain. WMNX is on 95.9 mhz with 3 kw and antenna 300 feet above average terrain.

KEZC(AM)-KJOK(FM) Yuma, Ariz. □ Sold by Robert (Casey) Meyers to James N. Stowe for \$645,000. **Seller** has no other broadcast interests. **Buyer** is stations' general manager and has no other broadcast interests. KEZC is on 1400 khz full time with 1 kw. KJOK is on 13.1 mhz with 100 kw and antenna 80 feet above average terrain.

KATA(AM) Arcata and KFMI(FM) Eureka, both California □ Sold by Signal Associates to Aerit Broadcasting Corp. for \$620,000. **Seller** is headed by Jerry Levin and has no other broadcast interests. **Buyer** is owned by Jeffrey B. Martin and family. It also owns WTE(AM) Redding and KARZ(FM) Burney, both California. KATA is on 1340 khz full time with 1 kw. KFMI is on 96.3 mhz with 30 kw and antenna 1,580 feet above average terrain.

WJZM(AM) Clarksville, Tenn. □ Sold by WJZM Radio Inc. to Hope Hines and Thorold Ramsey for \$420,000. **Seller** is owned by John

Bailey and Charles Malone, who have no other broadcast interests. **Buyer** Hines is sportscaster at WTVF(TV) Nashville. Ramsey owns WBCM(AM)-WTRZ(FM) McMinnville, Tex. WJZM is on 1400 khz full time with 1 kw. *Broker: The Thorburn Co.*

WSCR(AM) Scranton, Pa. □ Sold by WSCR Inc. to Gore-Overgaard Broadcasting Inc. for \$250,000. **Seller** is Beacon, N.Y.-based group of three AM's and two FM's owned by brothers, Robert and Alford Lessner. **Buyer** is owned by Harold W. Gore, Cordell Overgaard, William McMaster and Sharon Carara. It also owns WTMR(AM) Camden, N.J., and recently purchased WMJI(AM) Cleveland for \$845,000 ("Changing Hands," June 13). Overgaard has interest in WGTO(AM) Cypress Gardens, Fla. WSCR is on 1320 khz with 1 kw day and 500 w night.

CABLE

System serving Memphis □ 49% sold by Tele-Communications Inc. to American Television & Communications Inc., owner of remaining stock, for \$144 million. **Seller** is publicly traded, Denver-based MSO headed by Bob Magness, chairman. It is largest MSO with 5.2 million subscribers in 39 states. **Buyer** is publicly traded, Englewood, Colo.-based MSO (in process of moving offices to New York area) headed by Joe Collins, chairman. It has 3.7 million subscribers in 31 states. System passes 285,000 homes with 137,500 subscribers and 2,750 miles of plant.

For other proposed and approved sales, see "For the Record," page 69.

Bottom Line

Emerging from merger. Campbell-Mithun and William Esty said they have agreed to merge, effective Oct. 1, producing combined billings of roughly \$800 million. Bill Dunlap, chairman and chief executive officer of Minneapolis-based Campbell-Mithun, will become chief executive officer of merged agency, to be called Campbell-Mithun-Esty Inc. Joe O'Donnell, chief executive officer of Esty will become chairman of merged agency.

LIN litigation. LIN Broadcasting said New York State Supreme Court appellate division overruled lower court finding that granted LIN right to purchase interest of its partner, Metromedia, in cellular telephone systems in New York and Philadelphia. LIN had claimed that purchase right of first refusal was triggered when Metromedia initially agreed to sell interest in two systems to Southwestern Bell. LIN said it was considering whether to file for new hearing of suit before appellate division.

Picture this. Shamrock Holdings Inc., group owner privately held by Roy Disney family, made hostile takeover bid for Polaroid Corp. July 20. Stock in Polaroid jumped \$6 to close at \$40 per share that day, when Shamrock disclosed it owned 4.9 million shares, or 6.8%, of camera and film manufacturer. Shamrock also filed suit to block Polaroid's recent issuance of shares to employ stock ownership plan, apparent antitakeover measure.

TV up, radio down. Tribune Co. reported second-quarter earnings of \$63.6 million, up 31% from same period in 1987. Television station revenue and that for entertainment both rose 7% to \$113 million and \$27 million, respectively. Radio revenue fell 6% to \$11 million.

Savannah loan. Hilton Head Television, wholly owned subsidiary of American Communications & Television Inc., received approval of \$4.8 million loan to refinance existing debt, build new broadcast tower and construct new facilities for its WTGS(TV) Hardeeville, S.C. (Savannah, Ga.).

Gartner purchase. Saatchi & Saatchi accepted for purchase 95.7% of shares of Gartner Group common stock in recent tender offer. Saatchi paid \$22.50 each for 3.3 million shares of market research company.



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Limited telco entry not enough, says NTIA

Agency asks FCC to overrule Judge Greene, allow telcos to provide all information services; NCTA, others object

With the support of several regional Bell operating companies, the National Telecommunications and Information Administration has reiterated its call for the FCC to challenge federal District Court Judge Harold Greene's jurisdiction over the BOC's and declare that they be allowed to provide a full slate of "information services."

The NTIA first made the call for the declaratory ruling last November. The FCC received comments on the proposal early this year, but last month asked for an additional round in light of Greene's March 7 order permitting the BOC's to offer a limited number of information services—videotex gateways that interconnect information providers and users, voice storage and retrieval services, electronic mail and electronic "white pages" directories.

"While a step in the right direction, that ruling does not go far enough and thus neither invalidates the substance of the

NTIA petition nor addresses its concerns," the NTIA said in its latest filing.

Not all commenters supported NTIA. The National Cable Television Association said nothing has occurred since NTIA first filed its petition "that in any way alters the conclusion that, as a legal matter, the petition is completely without merit and should be denied." And, it said, "as a matter of public policy," the restrictions on information services imposed on telcos by the modified final judgment issued by Judge Greene in the antitrust case that broke up AT&T "remain necessary because...regulatory safeguards would not effectively prevent BOC's from anticompetitively discriminating against information services competitors and disadvantaging consumers."

The NCTA also pointed out that NTIA itself no longer believes the BOC's should be able to offer all information services. In a report released in June, the NCTA said, the NTIA concluded that telephone companies should be barred from offering cable television—considered an "information service"—in their telephone service areas.

NCTA was joined by MCI Telecommuni-

cations Corp., the North American Telecommunications Association and the American Newspaper Publishers Association in opposing the NTIA petition. Said NATA: "Since the court has greatly lessened the restrictions on the RBOC's provision of information services, it is even less appropriate for the commission to grant the NTIA petition." Said MCI: "There is simply no need for the FCC to consider substituting its judgment for that of [the]...court, particularly in view of the substantial jurisdictional and constitutional questions raised by such action."

"The current level of allowed BOC participation in the information services market is sufficient to address the regulatory and policy concerns underlying the NTIA petition, if such participation...is encouraged by the commission," the ANPA said. In light of the March 7 action, it said, the FCC assertion of jurisdiction would serve no purpose "other than to undermine the comity achieved between the commission and the antitrust court."

Greene assumed a quasi-regulatory role over the BOC's after presiding over the Justice Department's antitrust case against AT&T. The case was settled in 1982 with the issuance of a consent decree (or modified final judgment) spinning off the seven BOC's from AT&T and putting limits on the businesses they could engage in. Greene's partial lifting of the ban of information services came as part of his three-year review of the consent decree.

In its latest comments, the NTIA once again attacked Greene's jurisdiction. "The district court lacks the direct congressional mandate given to the commission to develop and implement telecommunications policy," the NTIA said. "Further, the district court is acting under the narrow prism of antitrust laws, not the broader public interest standard the commission is mandated to address."

And, according to NTIA, the continued prohibitions on information services are not in the public interest. They will "over time create two classes of customers, the 'information rich' and the 'information poor,' with the latter class being all those depending on the [BOC's]," it said. "It retards the modernization of the public switched network plant and squanders resources by denying the public the optimal use of its \$170 billion investment."

Southwestern Bell reaffirmed its support for the NTIA petition, saying the March 7 ruling did not "eliminate the need nor the appropriateness of a ruling by the commission that BOC provision of information services is in the public interest."

BellSouth also reiterated its support for NTIA, calling the March 7 liberalization of the prohibitions "inadequate." For a mass

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ormation services market to develop. ere must be a critical mass of subscri-," it said. "The electronic directory ser- es that the BOC's could provide absent : MFJ restrictions could play the role of a nch Minitel system. The MFJ court's thorization to provide a limited electronic hite pages' directory and absolute pro- hition against providing an electronic 'yel- v pages' deprive the fledgling informa- n services market of a potentially nificant critical mass component." The continuing prohibitions also "prevent : BOC's from providing information ser- es, such as cable television, that may be ential if technologies such as broadband tching are to be economically deployed d if fiber optic transmission systems are to extended to the home." BellSouth said. Ameritech said the March 7 ruling "does t diminish the need" for the declaratory

ruling. "The court's decision precludes the BOC's from a key segment of the informa- tion services market even though the com- mission has developed effective safeguards to prevent anticompetitive conduct by the BOC's in their provision of content."

The BOC's were not unanimous in sup- porting NTIA. Pacific Telesis, which is moving to exploit the opportunities created by the March 7 ruling, was neutral, saying only that the FCC should "continue to evalu- ate the issues raised by the NTIA's petition as the BOC's begin their entries into infor- mation services."

Pacific Telesis also, however, lamented the regulatory uncertainties surrounding the budding businesses. "A blanket of public policy uncertainty still hangs over the feder- al regulation of information services. The question of ultimate jurisdiction...is still open and the development of a consistent telecommunications policy...is still needed."

NYNEX said it was disappointed that the court chose to continue prohibition of the BOC's involvement in "content creation," but it advised the FCC to steer clear of a jurisdictional dispute with the court. "This is not the time to sharpen the conflict between the commission and the court," it said. "Rather, NYNEX firmly believes that the commission's and the entire industry's time and resources are better spent if we proceed vigorously down the road of implementation [of permissible services] so that ultimately the consumer has the greatest possible scope of information at his fingertips."

The National Telephone Cooperative As- sociation, which represents 450 small, rural telephone companies, said it agrees with NTIA's intent, but not its method. Instead of challenging the court's jurisdiction, it said, the FCC should develop a record to support a recommendation to Congress that the re- maining prohibitions be removed. □

TCI accepts syndex rules

OO Sparkman says MSO also supports must carry and compromise on compulsory license

C. Sparkman, executive vice president and chief operating officer, Tele-Communications Inc., told a group of broadcasters and cable operators that TCI favors "strong and vibrant local broadcasting" and will work for the "orderly" implementation of the FCC's newly imposed syndicated exclu- sivity rules.

"TCI did not vigorously oppose the reim- position of syndicated exclusivity and the strengthening of network nonduplication rules announced earlier this year by the FCC," Sparkman said in the speech pre- pared for delivery July 24 at a panel session in Sun Valley, Idaho, sponsored jointly by the Idaho cable and broadcasters associa- tions. "Now that these rules are on the books and pending implementation, we intend to help them work in an orderly fashion."

TCI's acceptance of the syndex rules, which were adopted last May by the FCC, sets the nation's largest cable operator apart from many of its fellow operators. The National Cable Television Association, which represents the bulk of operators, has vowed to challenge the rules in court.

The syndex rules empower television sta- tions to enforce their exclusive local rights to syndicated programing against cable systems attempting to import duplicative programing on distant broadcast signals. The NCTA and many of its members argue that the rules, if allowed to stand, would cause cable systems to black out programs on distant signals or simply drop the signals. Either way, they say, less programing would be available to consumers.

TCI also recognizes that the compulsory copyright license that facilitates the impor- tation of distant signals "should probably be phased out over time," he said. "We would support such a phase-out as long as it took place over a sufficient period of time and made special provision for service to under- served areas," he said. "Some accommoda-

tion should also be made for smaller cable companies that would be disproportionately hurt by the disappearance of the... license."

TCI supports must-carry rules, which would require cable systems to carry local broadcast signals. Even though the courts have struck down the FCC rules, he said, TCI is adhering to them and supports efforts to bring them back through legislation.

TCI's acceptance of syndex, its willing- ness to compromise on the compulsory li- cense and its support for must carry stems from its belief in local broadcasting, Spark- man said. "Our business interests are best served when our subscribers are satisfied with local television stations and we are not forced to spend money for common carriage and copyright fees in order to import distant signals." □

April, 1988

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Meredith among many in news media supporting fairness repeal

They argue that doctrine chills speech and take issue with scarcity rationale

Meredith Corp. and half a dozen major news organizations filed briefs with the U.S. Court of Appeals in Washington last week supporting the FCC's order repealing the fairness doctrine as a violation of the First Amendment. They attacked the scarcity argument—made by the Supreme Court in 1969 in affirming the doctrine's constitutionality—as no longer viable. And they argued that there is substantial evidence that, instead of promoting robust speech, the doctrine chills it. Furthermore, said CBS, in a brief in which it was joined by five other intervenors, "As the history of the First Amendment and decisions of the Supreme Court make clear, insuring the fairness of debate is not a legitimate purpose of government."

NBC in a separate brief endorsed the legal arguments of those filings. But its purpose, as it was in a filing with the court two years ago, was to illuminate the real-life consequences of being subjected to fairness doctrine complaints. It detailed four cases in which it has been involved between 1969

and 1977 in an effort to show the problems—financial and other—that broadcasters can encounter in attempting to deal with controversial issues of public importance.

And Ernie Schultz, president of the Radio-Television News Directors Association, one of the organizations joining in the CBS brief, used the filing as an occasion to call on broadcasters to reject what he says is the deal, members of Congress are offering: acceptance of the doctrine in return for congressional passage of license-renewal reform, must-carry legislation and "any other legislation" broadcasters want. He noted that the "pressure to swallow the doctrine is coming not just from from Congress...but from within the ranks of broadcasting as well." Acceptance of what he sees as a deal, Schultz said, would place broadcasters on a slippery slope.

The case grows out of the fairness complaint brought by the Syracuse Peace Council against Meredith's WTVH(TV) Syracuse after it had carried a number of commercials in the early 1980s promoting the construction of a nuclear power plant in the area. The commission—despite a conclusion in a report on the fairness doctrine issued in August 1985 that the doctrine disserved the public interest—found that the station had violated the doctrine. And a three-judge panel of the appeals court in the District of Columbia agreed—but it sent the case back to the commission with instructions to consider Meredith's contention that the doctrine violates the First Amendment. The commission last August, on the basis of comments it had requested and the report it had issued on

the doctrine, concluded not only that the doctrine no longer served the public interest but that it violated the First Amendment, also vacated the ruling against WTVH.

For the most part, the briefs filed by Meredith and CBS (with RTNDA, the American Newspaper Publishers Association, Freedom of Expression Foundation, National Association of Broadcasters and Committee for Freedom of the Press) followed the trail blazed by the commission in its 1985 report on the fairness doctrine and in the order declaring the doctrine to be a violation of the First Amendment.

Meredith, for instance, said the "explosive growth of different forms of media throughout the country makes clear that there is no need for a governmentally compelled means of assuring the public's access to a diversity of views. CBS said the evidence indicates the doctrine does not satisfy the Supreme Court's requirement that any content-based restraint be "narrowly tailored to further a substantial government interest." Both made much of the commission's conclusion that the doctrine inhibited rather than encourages the discussion of controversial issues of public importance. "The inhibitory effect of the doctrine," said CBS, "fell most heavily on those broadcasters who present 'unorthodox, unpopular or unestablished views,'" as the commission put it in its 1985 report.

The briefs also endorsed the commission's conclusion that the doctrine, as Meredith put it, "provides a dangerous opportunity for governmental abuse." Both referred to commission findings that the Kennedy, Johnson and Nixon administrations had used the doctrine to advance their political agendas. And both said the doctrine was not supported in the *Red Lion* decision and can not be supported now on the theory that insuring press fairness is a substantial government interest. "The very importance of the broadcast press as a critical source of information for the American public," said CBS, "should lead courts to greater, not less, protection from governmental intrusion into editorial decisionmaking."

The four fairness doctrine cases chronicled in the NBC brief included three news or public affairs programs and one set of commercials carried by NBC stations. NBC ultimately prevailed in each of the cases. But, it says in its brief, the cases "graphically illustrate the intrusive nature of the government's inquiries and judgments in fairness doctrine cases."

Schultz, in his statement accompanying the brief RTNDA joined, saw broadcaster making a Faustian deal. "Broadcasters now face a test of raw power," he said. "Because certain influential members of Congress want the fairness doctrine so badly, will broadcasters agree to the restoration of a policy that disserves the public and abridges their own rights?" Then he added, "Where does the road end? Can we not expect legislation requiring programming about AIDS, drugs, pollution? How long will the list become once broadcasters have surrendered the principle involved here? Will the government be programming our radio and television stations 10 years from now? And how credible will our news product be?"

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BN name change

BN will change its name to the CBN Family Channel on Sept. 3 as a reminder of its "dedication to positive values as well as setting standards for the entire television industry." Tim Robertson, president of CBN, made the announcements in New York last week. CBN also said that its goal is to program the channel entirely with all-



Robertson

original first-run programming by 1990. With the debut of the new name and logo on-air this fall, CBN will also launch a new schedule that will still include off-network and first-run dramas and comedy specials. On Sundays at 7 p.m. and 11 p.m., a contemporary treatment of the popular 1950's series *Rin Tin Tin*, called *Rin Tin Tin in K-9 Cop*, will air. Other new programs will include a one-hour anthology series of miraculous stories called *No Earthly Reason*, produced by CBN Productions; the second season of *Crossbow*, the medieval saga of William Tell, and *Stand-up Comedians Take a Stand*, a two-hour special Sept. 16 and Sept. 23) starring Steve Allen and John Ratzemberger that will benefit United Cerebral Palsy. Off-network productions debuting on CBN in the fall are *Bonanza—The Lost Episodes*, 120 episodes not seen since their original airing, and 46 episodes of *Our House*, the ABC series canceled this year.

New chapter for Fashion Channel

The Fashion Channel has filed for Chapter 11 protection in U.S. bankruptcy court, while the home shopping service reorganizes its corporate structure. Chief Financial Officer Phil Manasse said last week that talks continue with parties that would bring some financial relief to the service, but disclosed no further information. The Fashion Channel lost \$5.24 million in the quarter ending April 30, and \$18.7 million for the year ended Jan. 30. At the time it said its liabilities were in excess of \$15.6 million, while the book value of its assets were \$10.4 million.

Topol on HDTV

Sidney Topol, chairman of Scientific-Atlanta Inc. and the Electronic Industries Association's Committee on Advanced Television, said last week that advanced television, or, as it is more widely known, high-definition television, could have the same impact on cable television as satellite communications and addressable converters have had. HDTV promises to deliver "35 mm quality" to the home, he said in a speech before members of the Washington Metropolitan Cable Club.

According to Topol, the EIA committee, which has met three times since its formation earlier this year, is dedicated to finding an HDTV system that is not only compatible with conventional television stations and cable systems, but also with the 140 million television sets now in use.

Although the committee comprises representatives of companies based in Japan and Europe as well as the U.S., he said, it is committed to make sure that U.S. companies are "heavily involved" in developing the system for use in the U.S. and that HDTV sets are manufactured in the U.S. by either U.S. or foreign

companies.

The committee's chief concern is how "flexible" to make the HDTV sets, Topol told a reporter following the speech. The manufacturers want the sets to be as simple and straightforward as possible, he said. "If they're too flexible, they can't make money."

An alternative to the "flexible" or "open architecture" sets is sets with inputs for the various media—broadcast, cable, satellite broadcasting and home video, he said.

Scientific-Atlanta grew into a major corporation in the late 1970's and early 1980's by supplying satellite communications equipment to the cable industry, Topol said in recounting the history of satellites and cable.

Asked about the future of satellite broadcasting in the U.S., Topol said that there may be such a service, but that it would be complementary to cable and the other media. "I feel all the alternative systems can co-exist."

Topol said he sees no role for S-A in satellite broadcasting. The small rooftop earth stations necessary for that service are consumer products, which S-A does

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Class picture. Three of the four FCC commissioners whose votes in the 1977 Artec decision (permitting importation of Baltimore distant signals into the Arlington market, which had previously been prohibited by FCC regulation) made possible what is now Cable TV Arlington (Va.) were honored at a reception marking the 10th anniversary of that system. L to r: former commissioner Margita White, now president of the Association for Maximum Service Telecasters; John Evans, president of Cable TV Arlington (and president of Hauser Communications); Commissioner James H. Quello; former commissioner Joseph Fogarty, now an attorney with Rooney, Barry & Fogarty, and Thomas Richards, vice chairman of Arlington Cable Partners. Former FCC chairman Richard E. Wiley, the fourth vote, arrived after this picture was taken; he is now with Wiley, Rein & Fielding.

not manufacture, he said.

Topol declined to comment on whether S-A is trying to convince the cable industry to drop General Instrument's Videocipher II for the scrambling of programmers' satellite feeds and replace it with S-As B-MAC system. The Videocipher II code has been broken, and GI acknowledges that up to 42% of the home descramblers now in use have been illegally modified to receive programming without authorization.

Asked if the B-MAC system had been broken, Topol did not respond directly. But, he said, the system is being widely used for business television and for the distribution of special events such as the the Tyson-Spinks heavyweight boxing match.

Cable viewing gains

The Cabletelevision Advertising Bureau said an analysis of Nielsen data from October 1987 through June 1988, compared to a year earlier, shows viewing gains by cable networks at the expense of the broadcast networks.

CAB said that in prime time, average quarter hour (AQH) ratings on basic cable was a 7.3/12, a 31% increase over last year's 5.6/9, resulting in a gain of 1,544,000 homes. Pay services scored a 3.6/6, or a 23% increase over its 2.9/5 a year earlier, reflecting a 598,000-home increase.

On a 24-hour basis, the basic cable networks averaged a 4.2/14, an 18% increase over a 3.6/12, reflecting a gain of 562,000 homes. Pay services scored a 1.8/6, reflecting a 22% increase (291,000 homes) over last year's 1.2/5.

CAB said the three broadcast networks dropped 5% in prime time, or 2,474,000 homes, scoring a 42.4/71, down from the year before's 45.8/75. On a 24-hour basis, the networks scored an 18.4/62, off 5% or

820,000 homes from a 19.5/65.

CAB said Nielsen's July 1988 cable penetration figure of 52.8%, or 47,042,000 homes, projects to cable penetration reaching 54% by year's end.

Getting out the vote

The Cable Television Public Affairs Association and the National Cable Television Association have put together a 1988 voter Awareness Campaign for cable operators and programmers to use to encourage viewers to register and vote in November.

Cable operators will be charged a nominal fee for the campaign kit that includes ad slicks, color wall posters, "how-to" guides, news releases and television public service announcements. Cable program personalities from Black Entertainment Television, Home Box Office, Lifetime, Showtime/The Movie Channel and The Nashville Network have taped spots encouraging viewers to register and vote. The kit also provides advice on how local cable systems can cover fall elections.

In addition to the registration and voting push, the campaign will highlight the cable networks, such as the Cable News network and C-SPAN, where viewers can follow the issues and candidates of the political campaigns. And the Cabletelevision Advertising Bureau has provided information on how systems can promote the use of local cable advertising among candidates and parties.

Antitheft

The Southern California Cable Television Marketing Council and the Southern California Cable TV Association will launch a month-long theft-of-service campaign

today (Aug. 1). It will be the largest in the group's history, covering 53 systems and 1.7 million subscribers, or about 80% of the Los Angeles ADI, said Richard Lyness, president and executive director of the council. Estimates are that there are 400,000 to 600,000 illegal subscribers in the entire area.

The campaign will kick off with a press conference with Los Angeles County District Attorney Ira Reiner and City Attorney James Kenneth Hahn, who are supporting efforts to cut down on cable pirates. Penalties include up to \$10,000 in fines and jail sentences. Both Reiner and Hahn will appear in a PSA and the council has enlisted Fox Broadcasting to write and produce three theft-of-service spots using John Walsh, host of Fox's *America's Most Wanted*.

The campaign also includes marketing and promotional kits for operators, radio and TV spots and print ad slicks. Illegal subscribers will be offered a "no questions asked" amnesty campaign. How long that will run will be up to the individual operator.

"The campaign is as much benefit to a classic operator as it is to a large urban new-build system," said Lyness, and more than offsets the investment. Lyness pointed out that several parties, in addition to cable operators, are losing money on theft of service. More paying subscribers would mean more money for the city through the 5% franchise fee and more money for the cable program suppliers in Hollywood. The campaign costs will be borne by both the council and operators.

Four-in-hand

Greater Media Cable of Philadelphia has unveiled a new split-screen cable channel that allows viewers to watch four channels simultaneously. The channel is only available on the company's 75-channel new build in Philadelphia, where it has 30,000 subscribers.

The channel programs soap operas during the afternoons, news in early evening and sporting events in the evenings. According to Al Stendal, chief engineer, "The sporting events have generated the most interest." Typically, the system will canvass the cable channels first to program sports events. In the summer, baseball is the prime feature, with Greater Media able to draw Phillies games from Prism, New York Mets from WWOR-TV New York and the Atlanta Braves from WTBS(TV) Atlanta. The fourth quadrant is devoted to a character generator service, Sports Tracker. The audio feed of each is rotated every 30 seconds. Subscribers can use remote control to switch to the full-screen of any of the four channels. In each quadrant, the service title and channel number is graphically displayed.

The key piece of hardware that brings the channel together is a \$20,000 Videoplex unit, said Stendal. The system takes the various programming feeds at its headend, feeds them into converters, which in turn feed them into the Videoplex unit. The unit compresses the vertical sync of the signal into the four quadrants, said Stendal.

is compiled by BROADCASTING July 20 through July 27 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; l.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; c.—critical hours.; chg.—change; CP—construction permit; —day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; —kilowatts; lic.—license; m—meters; mhz—megahertz; —miles; MP—modification permit; mod.—modification; —night; pet. for recon.—petition for reconsideration; PSA—sunrise service authority; pwr.—power; RC—remote control; A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transfer power output; U or unl.—unlimited hours; vis.—visual; —watts; *—noncommercial. Six groups of numbers at end of entries changes items refer to map coordinates. One meter equals 3.28 feet.

Ownership Changes

WVRT(FM) Reform, AL (BALH880629HV; 101.7 mhz; 25 kw; HAAT: 450 ft.)—Seeks assignment of license from Salem Media of Louisiana Inc. to Beasley Broadcasting of Louisiana Inc. for \$3.4 million. Seller is Camarillo, Calif.-based group of nine AM's and five FM's owned by Edward G. Attsinger and Stuart Epperson. Buyer is Goldsboro, NC-based group of nine AM's and 12 FM's, owned by George G. Beasley and family. Filed July 1.

KMLE(FM) Chandler, AZ (BALH880628HY; 107.9 mhz; 100 kw; HAAT: 1,000 ft.)—Seeks assignment of license from Chandler Communications Co. Inc. to Shamrock Broadcasting Inc. for \$8 million. Buyer is Burbank, CA-based group of five AM's, eight FM's and one TV owned by Roy E. Disney, Patricia A. Disney, Stanley P. Jold, James R. Mixon, Karen K. Merrell and William Clark. Filed June 28.

KEZC(AM)-KJOK(FM) Yuma, AZ (AM: BTC880701-3B; 1400 khz; 1 kw-U; FM: BTCH880701EC; 93.1 mhz; 100 kw; HAAT: 80 ft.)—Seeks assignment of license from Robert (Casey) Meyers to James N. Stowe for \$645,000. Seller has no other broadcast interests. Buyer is station's general manager who has no other broadcast interests. Filed July 1.

KATA(AM) Arcata and KFMI(FM) Eureka, both California (BAL880701ED; 1340 khz; 1 kw-U)—Seeks assignment of license from Signal Associates to Merit Broadcasting Corp. for \$620,000. Seller is headed by Jerry Levin and has no other broadcast interests. Buyer is owned by Jeffrey B. Martin and family. It also owns KHTE(AM) Redding and KARZI(FM) Burney, both California. Filed July 1.

WFXW(AM) Geneva, IL (BTC880701EF; 1480 khz; 1 kw-D; 500 w-N)—Seeks assignment of license from Bennett Gamel to Louis Lane for \$175,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed July 1.

WMLX(AM) Florence, KY (BAL880701EA; 1180 khz; 1 kw-D)—Seeks assignment of license from Florence Broadcasting Co Inc. to WMLX Inc. for \$350,000. Seller is principally owned by James Stitt, president. Buyer is principally owned by Jay Hoker. It also owns KCFX(FM) Kansas City, MO; WLLT(FM) Cincinnati, and WRXJ(AM)-WCRJ(FM) Jacksonville, FL, and WDTX(FM) Detroit. Filed July 1.

WLVW(FM) Salisbury, MD and WMNX(FM) Tallahassee, FL (WLVW: BALH880701GE; 105.5 mhz; 3 kw; HAAT: 390 ft.; WMNX: BALH880701GH; 95.9 mhz; 3 kw; HAAT: 300 ft.)—Seek assignment of license from HVS Partners/Salisbury to Gary Burns Inc. for \$1,250,000. Seller is owned by Gisela Huberman who recently bought seven stations from Woolfson Broadcasting (BROADCASTING, Dec. 14, 1987). Buyer is owned by Gary Burns, who also has interest in WVJQ(FM) Christiansburg, VA. Filed July 1.

New FM Roscommon, MI (BAPH880630HW; 101.1 mhz; 3 kw; HAAT: 328 ft.)—Seeks assignment of license from Lakes Advertising Inc. to Dewitt Radio Inc. for \$3,792. Seller has no other broadcast interests. Buyer is owned by William S. Gannon and family. It has no other broadcast interests. Filed June 30.

WOKX(AM) High Point, NC (BAL880627EA; 1590

khz; 1 kw-D)—Seeks assignment of license from Agape Ministries Inc. to Club Towers Broadcasting Inc. for \$70,000. Seller is nonprofit corporation headed David Roddick. It has no other broadcast interests. Buyer is owned by Charles A. Poole, John W. Thomas III and P.A. Thomas Jr. It also owns WTHP(FM) Thomasville, NC. Filed June 27.

WSCR(AM) Scranton, PA (BAL880630EA; 1320 khz; 1 kw-D; 500 w-N)—Seeks assignment of license from WSCR Inc. to Gore-Overgaard Broadcasting Inc. for \$250,000. Seller is Beacon, NY-based group of three AM's and two FM's owned by brothers, Robert and Alford Lessner. Buyer is owned by Harold W. Gore, Cordell Overgaard, William McMaster and Sharon Carrara. It also owns WTMR(AM) Camden, NJ and recently purchased WMJI(AM) Cleveland. Overgaard has interest in WGTQ(AM) Cypress Gardens, FL. Filed June 30.

WJAK(AM) Jackson, TN (BAL880607ED; 1460 khz; 1 kw-D)—Seeks assignment of license from Zamar Inc. to Vision Enterprises for \$70,000. Seller is headed by Jimmy Duke. Buyer is owned by Raymond R. Haney and Janet Thompson, who have no other broadcast interests. Filed June 7.

Actions

WQBQ(AM) Leesburg, FL (BAL880526EC; 1410 khz; 5 kw-U)—Granted assignment of license from Stoehr Communications Corp. to Hugh McComas for \$500,000. Seller is owned by Robert Stoehr, who is applicant for new FM in Silver Springs, FL, and has no other broadcast interests. Buyer also owns WOSO(AM) San Juan, PR. Action July 12.

WSUZ(AM) Palatka, FL (BAL880606EA; 800 khz; 1 kw-D)—Granted assignment of license from WSUZ Inc. to Stevans Communications for \$300,000. Seller is owned by W. Don Sports, who also owns WCLA-AM-FM Claxton, GA. Buyer is owned by Lyle R. Evans and Wayne Stenz, who also own KIID(TV) Huron, SD, WWRS-AM-TV Mayville and KFKQ(FM) New Holstein, both Wisconsin, and WAPR(AM) Avon Park, FL. Action July 13.

KRNT(AM)-KRNQ(FM) Des Moines, Iowa (AM: BAL880525ED; 1350 khz; 5 kw-U; FM: BALH880525EE; 102.5 mhz; 100 kw; HAAT: 1,248 ft.)—Granted assignment of license from Stauffer Publications Inc. to Saga Communications Inc. for \$3.25 million. Seller is Topeka, KN-based publisher and station group of four AM's, three FM's and nine TV's owned by Stanley Stauffer. Buyer is Detroit-based group of three AM's and five FM's owned by Ed Christian. Action July 15.

WMJI(AM) Cleveland (BAL880523EE; 1260 khz; 5 kw-U)—Granted assignment of license from Jacor Communications Inc. to Gore-Overgaard Broadcasting Inc. for \$845,000. Seller is publicly owned, Cincinnati-based group of five AM's and seven FM's headed by Terry S. Jacobs, chairman, and Frank E. Wood, president. Buyer is owned by Harold W. Gore, Cordell Overgaard, William McMaster and Sharon Carrara. It also owns WTMR(AM) Camden, N.J. Action July 14.

KFIX-FM Ada, OK (BALH880426HS; 96.7 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from De-

brine Communications Inc. to Pontotoc County Broadcasting Inc. for \$280,000. Seller is owned by Fred Debrine, who has no other broadcast interests. Buyer is owned by Katherine M. Hoover and Roger R. Harris. It also has interest in KADA(AM) Ada, OK. Action July 14.

KOMA(AM)-KRXO(FM) Oklahoma City (AM: BAL880523EC; 1250 khz; 50 kw-U; FM: BALH880523ED; 107.7 mhz; 100 kw; HAAT: 1,027 ft.)—Granted assignment of license from Price Communications Corp. to Diamond Broadcasting for \$4,650,000. Seller is New York-based group of five AM's, four FM's and nine TV's headed by Robert Price, president. It recently sold WWAY(TV) Wilmington, NC. ("Changing Hands," May 16). Buyer is owned by Seth Mason and Danny Lee. Mason owns WXTR(FM) Chicago, where Lee is general manager. Action July 7.

KIXI(AM)-KMGJ(FM) Seattle (AM: BAL880524EG; 880 khz; 50 kw-D; 10 kw-N; FM: BALH880524EH; 107.7 mhz; 100 kw; HAAT: 1,194 ft.)—Granted assignment of license from StarGroup Communications to Noble Broadcast Group for \$15.9 million. Seller is owned by C.T. Robinson and William C. Moyes, who also own KMGK(FM) Minneapolis and Transtar Radio Network. Buyer is San Diego-based group of five AM's and six FM's headed by John Lynch. It recently purchased WHME(FM) Toledo, OH; KMQJ(FM) Houston, and KMJM(FM) St. Louis ("Changing Hands," May 9). Action July 12.

New Stations

El Dorado, AR (BPH880630MJ)—William J. Wynne seeks 93.3 mhz; 0.9 kw H&V; 168 m. Address: NBC Plaza, #308, El Dorado, AR 71730. Principal has no other broadcast interests. Filed June 30.

Seaside, CA (BPH880629MC)—The Dunlin Group seeks 103.5 mhz; 3 kw H&V; 100 m. Address: 1141 Fremont Blvd., Seaside, CA 93955. Principal is owned by Evelyn R. Rogers and Morris A. Rogers. It has no other broadcast interests. Filed June 29.

Marianna, FL (BPH880629MJ)—Sheila Ann Adams seeks 93.3 mhz; 3 kw H&V; 100 m. Address: 314 S. Jefferson St., Marianna, FL 32446. Principal has no other broadcast interests. Filed June 29.

Champaign, IL (BPH880630MU)—Lucille S. Bill seeks 100.3 mhz; 25 kw H&V; 100 m. Address: 625 19th St. NW, Rochester, MN 55901. Principal has no other broadcast interests. Filed June 30.

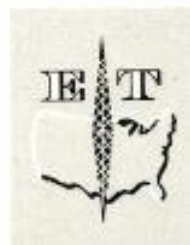
Champaign, IL (BPH880630NB)—Spacecom Inc. seeks 100.3 mhz; 23.5 kw H&V; 103 m. Address: 444 Pine St., St. Paul, MN 55101. Principal is owned by S.W. Richey, W.E. Barsness, Deane Johnson, W.B. Hockensmith, M.W. McDonald, D.G. McNeely and Joe Dewit. It also owns KOSO(FM) Patterson and KTHT(FM) Fresno, both California. Filed June 30.

Champaign, IL (BPH880630MR)—R. Sherri Stern

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seeks 100.3 mhz; 25 kw H&V; 100 m. Address: 608 W. Green, #3, Champaign, IL 61820. Principal has no other broadcast interests. Filed June 30.

■ Champaign, IL (BPH880630MD)—Benjamin L. Stratemeyer seeks 100.3 mhz; 25 kw H&V; 100 m. Address: 600 E. Campus St., Apt. 2-B, Carbondale, IL 62901. Principal has no other broadcast interests. Filed June 30.

■ Champaign, IL (BPH880630MC)—Janet P. Bro seeks 100.3 mhz; 25 kw H&V; 100 m. Address: R.R.1, P.O. Box 133, Carlock, IL 61725. Principal has no other broadcast interests. Filed June 30.

■ Champaign, IL (BPH880630MV)—Holiday Broadcasting Inc. seeks 100.3 mhz; 3 kw H&V; 100 m. Address: One Sleepy Hollow, Mt. Vernon, IL 62864. Principal is owned by Kathy J. Withers, Dana R. Withers and Judy A. Cooper. It has no other broadcast interests. Filed June 30.

■ Larose, LA (BPH880630MP)—Electronics Unlimited Inc. seeks 100.3 mhz; 3 kw H&V; 100 m. Address: P.O. Drawer 1350, Larose, LA 70373. Principal is owned by Jerry Gisclair and Linda Gisclair, who have no other broadcast interests. Filed June 30.

■ Larose, LA (BPH880630MK)—Bonne Broadcasting Inc. seeks 100.3 mhz; 3 kw H&V; 100 m. Address: 602 W. 159th St., Galliano, LA 70354. Principal is owned by Corey J. Callais and Theresa D. Callais, who have no other broadcast interests. Filed June 30.

■ Avon, NY (BPH880630MW)—Calcutta Broadcasting Corp. seeks 93.3 mhz; 3 kw H&V; 100 m. Address: 1066 Pixley Rd., Rochester, NY 14624. Principal is owned by Rene Montenegro Jr., who has no other broadcast interests. Filed June 30.

■ Avon, NY (BPH880630MH)—Vanessa L. Lang seeks 93.3 mhz; 1.8 kw H&V; 126 m. Address: 204 Prospect St., Newark, NY 14513. Principal has no other broadcast interests. Filed June 30.

■ Avon, NY (BPH880630MA)—William J. Kimble seeks 93.3 mhz; 3 kw H&V; 100 m. Address: 1722 Maplewood Dr., Canandaigua, NY 14424. Principal has no other broadcast interests. Filed June 30.

■ New Paltz, NY (BPH880630MX)—Don Kelly Radio seeks 93.3 mhz; 1 kw H&V; 176 m. Address: 39 Mayberry Rd., Chappaqua, NY 10514. Principal has no other broadcast interests. Filed June 30.

■ New Paltz, NY (BPH880630ML)—Telecommunications Network Inc. seeks 93.3 mhz; 0.35 kw H&V; 289 m. Address: 3088 State Hwy. 27, Kendall Park, NJ 08824. Principal is owned by Adolph N. Weiss, Harvey N. Weiss, Ira Magod, Stephen M. Weiss, Morris M. Freed and Carol Magod. It has no other broadcast interests. Filed June 30.

■ New Paltz, NY (BPH880630MS)—Jeffery Busch seeks 93.3 mhz; 0.45 kw H&V; 234 m. Address: 1755 York Ave., Apt. 8D, New York 10028. Principal owns WRAV-FM Ravena, NY. Filed June 30.

■ Barnesville, OH (BPH880630MZ)—W. Grant Hafley seeks 93.5 mhz; 3 kw H&V; 100 m. Address: 63021 Ridgewood Dr., Cambridge, OH. Principal owns WILE-(AM)-WCMJ-FM Cambridge, OH. Filed June 30.

■ Pawleys Island, SC (BPH880630ME)—Audrey R. Morris seeks 100.3 mhz; 3 kw H&V; 100 m. Address: Rte. 2, P.O. Box 118, Pawleys Island, SC 29585. Principal has no other broadcast interests. Filed June 30.

■ Pawleys Island, SC (BPH880630NA)—Robert R. Hilker seeks 100.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box 888, Belmont, NC 28012. Principal also owns WJJI(AM) Christiansburg and WVVV(FM) Blacksburg, both Virginia; WDIX(AM)-WORG(FM) Orangeburg, SC; WSTX(AM-FM), Christiansted, VI, and has interest in WEGO(AM) Concord and WCGC(AM) Belmont, both North Carolina. Filed June 30.

■ Pawleys Island, SC (BPH880630MY)—Pawleys Island Broadcasting General Partnership seeks 100.3 mhz; 3 kw H&V; 100 m. Address: 7221 Coachmaker Rd., Columbia, SC 29209. Principal is owned by William L. McElveen, Frank L. Baker. McElveen has interest in WNOK-AM-FM Columbia and WHTK(FM) Port Royal, both South Carolina. Filed June 30.

■ San Diego, TX (BPH880627MB)—Brent Epperson seeks 105.9 mhz; 3 kw H&V; 100 m. Address: 121 Laurel Dr., #10, Madison Heights, VA 24572. Principal has no other broadcast interests. Filed June 27.

■ Petersburg, VA (BPH880630MM)—Woody Limited Partnership seeks 100.3 mhz; 3 kw H&V; 100 m. Address: 2812 E. Grace St., Richmond, VA 23223. Principal is owned by Esseline G. Woody, who has no other broadcast interests. Filed June 30.

■ Petersburg, VA (BPH880630MQ)—Sandra M. Adair Vaughan seeks 100.3 mhz; 3 kw H&V; 100 m. Address: 2017 Dodson Rd., Petersburg, VA 23805. Principal has no other broadcast interests. Filed June 30.

Actions

■ Tucson, AZ (BPED880120MK)—Returned app. of Arizona Board of Regents for University of Arizona for 89.1 mhz; 0.9 kw H&V; 170 m. Address: KUAT Modern Language Bldg., University of Arizona, Tucson, AZ 85721. Principal is nonprofit corporation headed by C. Diane Bishop, Esther Capin, Donald Pitt, Donald G. Shropshire, Edith S. Aushlander, Herman Chanen and Joseph Mikitish. Action July 11.

■ Long Beach, CA (BPED880427MC)—Returned app. of Perez-FM Long Beach Educational Foundation Inc. for 88.1 mhz; 30 kw H&V; 129 m. Address: P.O. Box 90277, Long Beach, CA 90809. Principal is nonprofit corporation headed by Diane R. Perez. Action July 11.

■ Oxnard, CA (BPH880505OS)—Returned app. of Channel Islands Sound for 102.1 mhz; 3 kw H&V; 136 m. Address: 3946A Utah St., St. Louis 63116. Principal is owned by Sherry R. Holmes and Brian Costello. It has no other broadcast interests. Action July 13.

■ Sacramento, CA (BPH87110MD)—Dismissed app. of Sacramento FM Inc. for 103.5 mhz; 3 kw H&V; 100 m. Address: 4560 Francis Court, Sacramento, CA 95822. Principal is owned by Jerry McKenna and Gregory Gentling. Action July 11.

■ Sacramento, CA (BPH87110NA)—Dismissed app. of Spacecom Inc. for 103.5 mhz; 3 kw H&V; 100 m. Address: 444 Pine St., St. Paul 55101. Principal is owned by S.W. Richey, W.E. Barsness, Deane Johnson, W.B. Hockensmith, M.W. McDonald, D.G. McNeely and Joe Dewit. It also owns KOSO(FM) Patterson, CA, and KTHT(FM) Fresno, CA.

■ Monticello, FL (BPH870918MH)—Granted app. of Hyden Broadcasting Co. for 101.9 mhz; 3 kw H&V; 76 m. Address: 1275 S. Jefferson St., Monticello, FL 32344. Principal is owned by Jack P. Hyden and Opal R. Raines, who also own WMFL(AM) Monticello, FL. Action July 12.

■ Ft. Wayne, IN (BPH880421NV)—Returned app. of Ft. Wayne Broadcasting Co. for 92.3 mhz; 3 kw H&V; 100 m. Address: 4529 Innsbruck Dr., Ft. Wayne, IN 46835. Principal is owned by Marianne Centlivre, who has no other broadcast interests. Action July 13.

■ Appleton, MN (BPED840604IA)—Granted app. of Minnesota Public Radio Inc. for 91.3 mhz; 75 kw H&V; 75 kw-V; 1159 m. Address: 45 Eighth St., St. Paul, MN

55101. Action July 14.

■ Center Moriches, NY (870415MA)—Returned app. JJ Communications for 96.1 mhz; 3 kw H&V; 328 Address: 3 William Ellery Place, Providence, RI 0294 Principal is owned by John Neuhoff and Neysa Furey, who have no other broadcast interests. Action July 13.

■ Crestline, OH (BPH880125MR)—Granted app. Morbak Communications A General Partnership for 98 mhz; 3 kw H&V; 100 m. Address: 954 NE 86th St., Mia 33138. Principal is owned by Lawrence R. Baker and Jo E. Morris, who has no other broadcast interests. Action July 13.

■ Shadyside, OH (BPH871103MC)—Granted app. Shadyside Wireless for 95.7 mhz; 3 kw H&V; -42 Address: 4433 Wells Pkwy., University Park, MD 2077 Principal has no other broadcast interests. Action July 13.

■ Shadyside, OH (BPH871104MH)—Returned app. Getz Broadcasting Inc. for 95.7 mhz; 1.87 kw H&V; 128 Address: 4301 SW 35th Terrace, Topeka, KS 66614. Principal is owned by Gerald A. Getz and Ricky A. Pursley, who has no other broadcast interests. Action July 14.

■ Elgin, TX (BPH871124MB)—Returned app. of William Robert Lundgreen for 92.5 mhz; 3 kw H&V; 100 m. Address: Rt. 1, P.O. Box 589, Elgin, TX 78621. Principal has no other broadcast interests. Action July 15.

■ Center Rutland, VT (BP871130AF)—Returned app. Harvest Broadcasting for 870 khz. Address: P.O. Box 10 Hinsdale, NH 03451. Principal is owned by Brian Dodge who also owns WTUJ(AM) Roxbury, NH, and has interest KTIJ(AM) Elk City and KTTL(AM) Alva, OK. Action July 12.

■ Richlands, VA (BPH880104MS)—Granted app. Clinch Valley Broadcasting Corp. for 100.7 mhz; .65 k (H&V); 215 m. Address: P.O. Box 838, Richlands, VA 24641. Principal is owned by Charles D. Lawson and Mai W. Lawson. It has no other broadcast interests. Action July 12.

Facilities Changes

Applications

AM's

■ Burbank, CA. KRCK. 1500 khz—July 5-Mod of C (BP-20.111) to increase power to 14 kw night/50 kw day; change TL to: Tujunga Wash, 2.3 mi. W of Sunland in Los Angeles County near Cottonwood Ave. and Wentworth St Los Angeles Co., CA; make changes in ant. sys.; 34 16 09 118 20 31W.

■ Cypress Gardens, FL, WGTO, 540 khz—July 6-Application for CP to increase night power to 50 kw; change class of license to Pine Hills, FL; change TL to Lake County, FL, and make changes in ant. sys.; 28 22 52N 81 47 31W

■ Chicago, WJJD, 1160 khz—July 1-MP (BP800814AE for nighttime augmentation, also to reduce nighttime power to 5 kw.

■ Urbana, IL, WJTX, 1580 khz—July 6-Application for CP to increase day power to 1 kw; change hrs. of oper. 1 untd. by adding night service with 500 w; change TL to Urbana, IL, and make changes in ant. sys.; 40 09 27N 88 0 33W.

■ Canonsburg, PA, WWCS, 540 khz—July 15-Application for CP to increase daytime power to 7.5 kw; change nighttime pattern and tower mod. to shunt feed.

■ Haymarket, VA, WDAW, 1530 khz—July 1-M, (BP861202A1) to make changes in ant. sys.; DA to NE decrease twr. height; also reduce day power to .5 kw an change power to 0.39 kw.

FM's

■ Paso Robles, CA, KDDB, 92.5 mhz—June 24-Application for CP to change ERP: 4.8 kw H&V; HAAT: 452 m H&V; TL: Cuesta Ridge, 7.2 km N of San Luis Obispo, CA change antenna-supporting structure height.

■ Dunnellon, FL, WTRS-FM, 102.3 mhz—June 22-Application for CP to change ERP: 50 kw H&V; HAAT: 149 m H&V; TL: near SR 328, 16 km NNE of Dunnellon, Mariori Co., FL; change antenna-supporting structure height change class to C2 (per docket #87-301).

■ Fort Myers, FL, WSOR, 95.3 mhz—June 23-Application for CP to change ERP: 97 kw H&V; HAAT: 138 m H&V; TL: approx 1.2 km NNW of Pine Island Center, Lee Co., FL.

■ Melbourne, FL, WVTL, 107.1 mhz—June 28-Application for CP to change ERP: 98.6 kw H&V; HAAT: 288 m H&V; TL: WAYK-TV Tower, 7.5 mi. WNW of Fellsmore



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evard Co., FL; change to class C1 (per docket #87-233).

Pensacola, FL, WTKX, 101.5 mhz—June 23-Mod of (BPH870728IC) to change ERP: 100 kw H&V; HAAT: 3 m. H&V; TL: WTKX transmitter site, 1.9 km W of Ilton, Santa Rosa Co., FL.

Pocatello, ID, KSEI-FM, 104.9 mhz—June 27-Application for CP to change HAAT: 316 m. H&V.

Chicago, WOUJ, 88.9 mhz—June 28-Application for (BPH870728IC) to change TL: 3300 S Federak, Chicago, Cook Co., IL.

Keokuk, IA, KOKX-FM, 95.3 mhz—May 5-Application for CP to change ERP: 50 kw H&V; FREQ: 96.3 mhz; change class to C2; HAAT: 150 m. H&V; TL: SW 1/4 of SE 4 of Sec. 9, Township 65 North, Range 5 West, Jackson tp., Lee Co., IA.

Clarksdale, MS, WKDJ, 96.5 mhz—June 28-Mod of P (BPH85112MB) to change HAAT: 56.1 m. H&V.

New Albany, MS, WTMX, 106.3 mhz—June 24-Application for CP to change ERP: 33.1 mhz; HAAT: 183 m. H&V; TL: on N side of Wallerville Rd., 0.3 mi. SW of Hwy. 18, New Albany, Union Co., MS; change class to C2; REQ: 106.7mhz (per docket #87-58); 34 27 44N 88 56 W.

Vicksburg, MS, WCKO, 98.7 mhz—June 22-Mod of P (BPH870227IE) to change HAAT: 298.5 m. H&V; TL: Palestine Rd., 1 mi. N of Palestine Church, Hinds Co., MS; change class: C1.

North Las Vegas, NV, KJUL, 104.1 mhz—June 28-Mod of CP (BPH810909AH) to change HAAT: 360 m. H&V; TL: 4 km SW of Henderson, NV Post Office; 36 00 31N 115 00 2W.

Henrietta, NY, WBER, 90.5 mhz—June 8-Application for CP to change community of license from Henrietta, NY, to Rochester, NY.

Houghton, NY, WJSL, 90.3 mhz—June 20-Application for CP to change antenna type.

Clyde, OH, WHVT, 90.5 mhz—June 9-Application for P to change ERP: 2.676 kw H&V.

Evansville, WI, 105.9 mhz—June 27-Mod of CP to change ERP: 1.2 kw H&V; HAAT: 154 m. H&V.

Milwaukee, WDJT-TV, ch. 58—July 7-Mod of P (BPH870227IE) to change ERP vis.: 2800 kw; HAAT: 63 m; ANT: Andrew Corp/ATW25H2-HTC-58; 43 02 20N 7 55 04W.

Actions

FL

Fort Myers, FL, WHYS, 1350 khz—July 15-Application (BPH880203AF) returned for CP to increase daytime power to 5 kw.

Williston, ND, KQSR, 660 khz—July 14-Application (BPH870630AE) granted for MP (BPH81120AE) to change net. sys. (incl. incr. in hght. of tower); TL: NE 1/4 of Sec 22, 155N, R101W, 7.5 km N Williston, ND; 48 14 20N 103 39 1W.

GA

Leone, AS, WVUV-FM, 101.1 mhz—July 11-Application (BPH8709171B) dismissed for Mod of CP to change HAAT: 414 M (H) and 411 M (V); ERP: 0.612 kw (H) and 1.306 kw (V).

Hollister, CA, KHIP, 93.5 mhz—July 15-Application (BPH8706151B) granted for CP to change TL: Fremont Peak Communications Site, 13.7 km, 221 degrees true from Hollister, CA; ERP: 0.058 kw H&V; HAAT: 688 m. H&V; 36 45 23N 121 30 05W.

Forsyth, GA, WFXM-FM, 100.1 mhz—July 14-Application (BMPH880302ID) denied for MP to relocate main studio outside community of license to: 369 2nd St., Macon, GA.

Van Buren, IN, WMRR, 99.3 mhz—July 14-Application (BMPH880309IA) granted for MP (BPH850711ML) to change TL: 91 meters S of SR 218, 0.7 km E of Huntington/Wabash County Line in Huntington Co., IN; 40 10 01N 85 37 50W.

Kansas City, KS, KUDL, 98.1 mhz—July 11-Application (BPH870227MW) granted for minor change application; change TL: Wallace Ave., S of 27th St., Kansas City, MO; HAAT: 303 m. H&V, and make changes in ant. sys.: 39 14 23N 94 29 06W.

Elkton, KY, WOAM, 1070 khz—July 18-Application (BPH81106AA) granted for CP to increase power to 0.5 kw.

Beaverton, MI, WMRX-FM, 97.7 mhz—July 14-Application (BMPH871211IG) denied for MP to relocate main studio outside community of license to: co-locate with WMPX(A m.), Midland, MI.

Iron Mountain, MI, WJNR-FM, 101.5 mhz—July 13-Application (BPH870226IC) granted for CP to change ERP:

100 kw H&V.

Plattsburgh, NY, WGFB, 99.9 mhz—July 5-Application (BMPH870331PZ) dismissed for MP to change ERP: 66.1 kw H&V; HAAT: 238.2 m. H&V; change to class C1.

Cincinnati, WCNF, 90.1 mhz—July 13-Application (BMPED880107IA) dismissed for Mod of CP to change TL: 600 ft. N. of Bond Rd. and 1200 ft. E of Brooks Rd., Harrison, OH; ERP: 4.47 kw H&V; HAAT: 78 m. H&V; 39 12 37N 84 48 52W.

Ponce, PR, WRIO, 101.1 mhz—July 11-Application (BMPH860716IA) dismissed for MP (BPH800925AA) to change TL: Carretera #388, km 5 Finald Barrio Jaguas, Penuelas, PR; ERP: 39.81 kw H&V; HAAT: 1644 ft. H&V: 18 06 15N 66 43 08W.

North Charleston, SC, WXLV, 102.5 mhz—July 14-Application (BPH860902IC) granted for CP to change HAAT: 985 ft. H&V.

Parris Island, SC, WBHH, 92.1 mhz—July 11-Application (BPH871127IH) dismissed for CP to change TL: on St. Helena Island, 320 m SE of intersec. of Land's End Rd. and Hwy. 195, Beauford Co., SC; ERP: 3 kw H&V; HAAT: 100 m. H&V: 32 21 26N 80 35 27W.

Huron, SD, KOKK, 1210 khz—July 15-Application (BMP880328AH) granted for MP (BPH820305BA) to make changes in ant. sys. and reduce daytime power.

Canyon, TX, KAKS-FM, 107.9 mhz—July 11-Application (BMPH871030ID) granted for MP (BPH830419AI as mod) to make changes: TL: 2.2 km NNE of Givens Ave., Amarillo, Potter Co., TX; HAAT: 403 m. H&V: 35 20 33N 101 49 21W.

Whitehouse, TX, KEYP-FM, 99.3 mhz—July 14-Application (BMPH8602181B) dismissed for Mod of CP to relocate main studio outside community of license to: KDOK main studio and transmitter site in Tyler, TX.

Vernal, UT, KUIN, 92.7 mhz—July 14-Application (BMPH861212ID) granted for MP (BPH840319CD) to change FREQ: 105.9 mhz; ERP: 3.015 kw H&V; HAAT: 412 ft. H&V.

Cape Charles, VA, WIAV, 96.1 mhz—July 15-Application (BMPH860829IE) granted for MP to change TL: 0.64 km S of Mason Ave. on Rte. 642, Cape Charles, VA; HAAT: 147 m. H&V: 37 15 46.5N 76 00 46.5W.

Fredericksburg, VA, WFLS, 93.3 mhz—July 14-Application (BPH880324AD) granted for CP to change ant. sys.

Pullman, WA, KPNN, 99.5 mhz—July 11-Application (BMPH870331IA) dismissed for MP (BPH841009IC) to change TL: Paradise Ridge, 3.1 mi. SSE of Moscow, ID; HAAT: 277 m. H&V; reclassify C1: 46 40 52N 116 58 19W. Application is reinstated and accepted for tender.

TV's

Panama City, FL, WPGX, ch. 28—June 16-Application (BMPCT880606KE) returned for MP (BPC820122KE) to change HAAT: 228.22 m; antenna-supporting structure height: 30 23 42N 85 32 02W.

Hazleton, PA, WWLF, ch. 56—July 8-Application (BMPCT880408KG) granted for MP to change HAAT: 329 m; ANT: Andrew ATW32G2-HSS-56 (DA).

Roanoke, VA, WVFT, ch. 27—July 12-Application (BMPCT880115KF) granted for MP (BPC870612KE) to change antenna-supporting structure height: 37 11 46N 80 09 16W; HAAT: 609.6 m; ANT: Dielectric TFU-25JDAS.

Actions

FCC Actions

FCC issues warning against theft of satellite programming—FCC is extremely concerned about continuing problem of theft of scrambled satellite programming and hereby issues strong warning to those involved in this activity. Persons who intercept and use scrambled satellite programming without authorization, and those who distribute or sell equipment or technology that is used to access such programming, are reminded that such actions can result in severe legal consequences.

Low-Power TV—Denied petitions for reconsideration of certain aspects of 1987 decision in Low Power Television and Television Translator Report and Order. (MM Docket 86-286 by MO&O [FCC 88-201] adopted June 14 by commission.)

Lewiston, ME—Upheld Review Board decision granting application of Kennebec Valley Television Inc. for new UHF television station on ch. 35 at Lewiston, and denying application of Sebago Broadcasting Co. Inc. (MM Docket 85-324 by MO&O [FCC 88-231] adopted July 11 by commission.)

Hayward, WI—Upheld staff action levying \$5,000 fine against Windsor Communications Inc. for broadcasting bingo ads in violation of FCC's rules prohibiting airing of information regarding nonstate-conducted lotteries. (By MO&O [FCC 88-233] adopted July 11 by commission.)

Authorization to transfer control of three TV stations from Lorimar to Goltrin Communications upheld—(Report MM-338, Mass Media Action.) Action by commission July 15 by MO&O (FCC 88-242).

Staff Actions

Sedona, AZ—Designated for hearing applications of Morris Courtright Jr. and Phyllis J. Courtright; Rap Broadcasting Corp.; Michael D. Mahaffey; Sinclair Telecable Inc., and Sedona FM Broadcast Limited Partnership for new FM station on channel 298C (107.5 mhz) at Sedona. (MM Docket 88-335 by order [DA 88-942] adopted June 20 by chief, Audio Services Division, Mass Media Bureau.)

Cookeville, KY—As requested by WHUB Inc. dismissed its reconsideration request for channel 253C2 at Cookeville. (By MO&O [DA 88-1109] adopted June 29 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

Baton Rouge—Designated for hearing applications of Real Life Educational Foundation of Baton Rouge Inc., Jimmy Swaggart Ministries and Radio For Blind & Print Handicapped Inc., for new noncommercial educational broadcast station on channel 203C2 (88.5 mhz) at Baton Rouge. (MM Docket 88-308 by order [DA 88-916] adopted June 15 by chief, Audio Services Division.)

Secaucus, NJ—Designated for hearing applications of WWOR-TV Inc. for renewal of license and competing applications of Garden State Broadcasting Limited Partnership and Whitley Communications for ch. 9 at Secaucus. (MM Docket 88-382 by order [DA 88-1077] adopted July 12 by chief, Video Services Divisions, Mass Media Bureau.)

Honeoye Falls, NY—Designated for hearing applications of Monroe-Livingston Radio Associates, Sima Birasch and HFH Communications Associates for new FM station on channel 297A (107.3 mhz) at Honeoye Falls. (MM Docket 88-309 by order adopted June 15 by chief, Audio Services Division.)

Waterloo, NY—Designated for hearing applications of Archon Broadcasting, Limited Partnership, and Lake Country Broadcasting for new FM station on channel 253A (98.5 mhz) at Waterloo. (MM Docket 88-336 by order [DA 88-943] adopted June 20 by chief, Audio Services Division.)

Greenville, NC—Designated for hearing applications of Karl H. Stoll and Coastal Plain Television Inc. for new commercial TV station on ch. 14 at Greenville, together with application of Community Service Telecasters to change facilities of WGT(TV) Greenville, from ch. 38 to ch. 14. (MM Docket 88-334 by order [DA 88-958] adopted June 20 by chief, Video Services Division.)

Fajardo, PR—Designated for hearing applications of Hector Nicolau; East Coast Telecasters Co. L.P., and Damaris de Jesus for new commercial TV station on ch. 34 at Fajardo. (MM Docket 88-327 by order [DA 88-913] adopted June 15 by chief, Video Services Division.)

Review Board Actions

Montecito, CA—Dismissed an appeal filed by Shawn Phalen from ALJ Walter C. Miller's ruling in Montecito FM proceeding, requiring production of documents. (MM Docket 87-426 by MO&O [FCC 88R-35] adopted July 13 by Review Board.)

Toledo, OH—Affirmed initial decision of ALJ Richard Sippel granting application of Dominion Broadcasting Inc. for new TV station on ch. 40 at Toledo, and denying applications of Pricilla L. Schwier and New Life Evangelistic Center Inc. (MM Docket 86-333 by Decision [FCC 88R-411] adopted July 7 by Review Board.)

ALJ Actions

By Joseph Chachkin on dates shown:

Killeen, TX (62 Broadcasting Inc. and Aida Barrera) TV Proceeding—Granted application of 62 Broadcasting Inc. for new UHF television station on ch. 62 at Killeen, and denied competing application of Aida Barrera for same facility. (By Initial Decision, FCC 88D-19, June 30, MM Docket 86-334.)

By ALJ John M. Frysiaak on dates shown:

Orlando, FL (Marlin Broadcasting of Central Florida Inc. et al.) TV proceeding—Granted request for partial summary decision by Sunshine Television 27 and resolved air hazard issue in its favor. (By MO&O, June 29, MM Docket 85-216.)

Lakeville, MN (Gayle M. Gjovik et al.) FM proceeding—Granted request by Gayle M. Gjovik and dismissed with prejudice application of Lakeville Broadcasting Foundation for failure to prosecute. (By order, June 29, MM

■ Dallas, PA (Telecommunications Network Inc. and Mountain Broadcasting) FM proceeding—Approved settlement agreement between Telecommunications Network and Mountain Broadcasting and dismissed with prejudice application of Telecommunications Network; granted application of Mountain Broadcasting for new FM station on channel 229A (93.7 mhz) at Dallas; and terminated proceeding. (By MO&O, June 27, MM Docket 88-227.)

By ALJ Edward Luton on dates shown:

■ Grass Valley, CA (Wade Axell et al.) FM Proceeding—Approved settlement agreement and dismissed with prejudice applications of Eric R. Hilding and Bernadita Paulino San Nicholas-Oberhauf; granted application of Wade Axell for new FM station on channel 257A (99.3 mhz) at Grass

Valley; and terminated proceeding. (By MO&O, July 5, MM Docket 88-120.)

■ Ringgold, GA (Marshall M. Bandy et al.) FM proceeding—By separate orders, dismissed with prejudice application of Werner Wortsman for failure to prosecute; approved settlement agreements and dismissed with prejudice applications of Ringgold Broadcasting Ltd. and Ringgold Associates; granted application of Marshall M. Bandy for new FM station on channel 270A (101.9 mhz) at Ringgold; and terminated proceeding. (By order and by MO&O, June 29, MM Docket 87-581.)

■ North Fort Polk, LA (Burwell Broadcasting et al.) FM proceeding—By separate orders, dismissed with prejudice application of NFP Broadcasting Co. for failure to prosecute; granted motion for summary decision by Burwell

Broadcasting and resolved air hazard issue in its favor approved settlement agreement and dismissed with prejudice application of William C. Monroe; granted application of Burwell Broadcasting for new FM station on channel 294A (106.7 mhz) at North Fort Polk; and terminated proceeding. (By orders and by MO&O, June 28, MM Docket 88-53.)

■ Fredericksburg, TX (Global Information Technology Inc. et al.) TV proceeding—Granted request for summary decision by Frontier Broadcasting Inc. and resolved hazard issue in its favor. (By order, July 5, MM Docket 87-250.)

Call Letters

Applications

Call	Sought by
New FM's	
WAFY	Barbara D. Marmet, Middletown, MD
WLJK	South Carolina Educational TV Commission, Aiken, SC
New TV	
KKAK	Arthur C. Kralowec, Porterville, CA
Existing AM	
WCLU	WKAY Roysce Radio Inc., Glasgow, KY
Existing FM	
WSKT-FM	WLSO RCR Communications Inc., Spencer, IN
Existing TV	
KUVN	KIAB-TV Univision Station Group Inc, Garland, TX

Grants

Call	Sought by
New FM's	
WMMC	Illini Broadcasting Inc., Marshall, IL
KLUH	Christian Educational Advancement Inc., Poplar Bluff, MO
KXPZ	The Stronghold Foundation Inc., Lytle TX
WAVI	St. Croix Wireless Co., Christained, WI
Existing AM's	
KCAF	KTIM Marin Broadcasting Corp., Sar Rafael, CA
WFRK	WWLW Starett Media Corp., Coleman FL
WXGL	WCOU Airborne Broadcasting Co. Inc., Lewiston, ME
WOLY	WCLS Frink Inc., Battle Creek, MI
WNEZ	WAKN CSRA Broadcasters Inc., Aiker SC
WXGM	WDDY WDDY Inc., Gloucester, VA
KBMS	KAAR Christopher H. Bennett Broadcasting Co. of Wash Inc., Vancouver, WA

Existing FM's

KKLU	KWBF Mark P. Guidotti, Colusa, CA
WCOO	WIKX-FM Naples Radio Inc., Immoklee, FL
WXGL-FM	WAYU Airborne Broadcasting Co. Inc. Lewiston, ME
WBOO	WVCA-FM Douglas H. Tanger, Gloucester, MA
WDFX	WDTX WDTX Inc., Detroit
KLTQ	KJLR James L. Gardner, Sparta, NC
WOFX	WLLT WLLT Inc., Fairfield, OH
KFNC	KSDW Murray County Broadcasting Inc., Sulphur, OK
WKXC-FM	WNEZ CSRA Broadcasters Inc, Aiken SC
WMXB	WEZS Ragan Henry National Radio L.P., Richmond, VA

Existing TV

WMTT	WSJA Dove Broadcasting Inc., Crossville, TN (TV)
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RADIO

HELP WANTED MANAGEMENT

Radio station manager. Must be strong in sales with experience in radio. 3 KW FM station in Cadillac, Michigan, resort area. Evenings 517-321-1763

Northern California S.M. for 100,000 watt FM and 5,000 watt AM. Must be professional, aggressive and friendly with stable employment history. Send resume to: KARZ/KHTE, P.O. Box 1918, Redding, CA 96099. No calls. EOE.

Solid, profit oriented general manager sought for West Coast AM/FM in top 25 market by major public broadcasting company. Must have strong sales background, ability to control expenses, strong budgeting skills, and stable employment history. Submit letter with career and salary history, along with current references to: Box K-66.

Sales manager. Medium market Texas, class C, C.H.R. needs motivator for sales team. We don't need just another good salesperson. We need someone to set goals and then teach others to be good salespeople. Good operation. Opportunity for future top ten position. EOE. Box K-79.

Midwestern full-time gospel station needs a general sales manager. Build and train your own sales force. Salary plus override. Our only competition does 2 mill. Box K-76.

Sales manager. Exceptional opportunity for experienced sales professional. Established regional AM/FM power house looking for aggressive, organized person to take charge of sales management. Please send resume, earnings history and references to Box K-81.

Station manager needed for northern Wyoming AM/FM combo. Sales oriented, experience preferred. Send resume to: D. Kehr, P.O. Box 22268, Billings, MT 59104. EOE.

General manager for small Midwest AM operation. Strong sales experience. Desk jockeys need not apply. You'll work for an aggressive growing company with lots of opportunities. No hype or blue sky. Send resume: Box K-2.

Team leaders: Tremendous opportunities for enthusiastic and motivated managers. We are looking for team leaders to operate FM station in Southeast. Seeking dynamic group managers with self motivation assets. Prior leadership experience in broadcasting necessary. Currently seeking general manager, general sales manager, program director and business manager. We are an equal opportunity employer. Box L-16.

General manager: Southeast, medium-market class A needs sales-oriented leader to build station. Solid cash flow but under performing. Community involvement. Replies confidential. Box L-12.

GSM: Small market OH combo needs sales manager with background in regional sales. Strong agency experience preferred. Good income. Send resume, sales philosophy to: Box L-11. All replies held in strictest confidence.

Station manager: Small market KY combo needs station manager with strong sales experience. Will carry list. Base and bonus. Send detailed resume, sales philosophy to: Box L-10. All replies held in strictest confidence.

Sales manager position available. Small market country station on the Eastern Shore of Maryland needs sales manager. Send resume to Box L-4.

General sales manager: Dominant combo in 5-station market. Central Texas. Salary plus commission/override. Great community university, and resort area. Resume to: President, P.O. Box 100, Brownwood, TX 76804. 915-646-3535.

Public radio program director. KRWG radio seeks creative individual who knows audience research, latest public radio programming practices, a variety of musics, and can lead a staff of veterans and novices. Teaches one class per semester. Requires MA degree in broadcasting or related field; 5-7 years of full time experience or part time with academic training in increasingly responsible positions in radio-public radio preferred. Knowledge of radio operations; equipment; regulations; many musical styles; audience research; news, public affairs, entertainment standards. Skills in translating knowledge into good programming; supervising staff. Salary: \$21,757 minimum. Starting date: September 15, 1988. Send cover letter, resume, 3 references, 5 minute audition tape including presentations of classical, jazz and folk or new age, plus public service interview to: General Manager, KRWG Radio, P.O. Box 3000, Las Cruces, NM 88003-3000. Deadline: 8/26/88 postmark. KRWG Radio/Nor Mexico State University is EOE. Women and minorities encouraged to apply.

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 Gothard 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 Gothard Street, Suite 201, Huntington Beach, CA 92647.

Station manager - KPBS Radio. KPBS-FM seeks an aggressive, highly qualified station manager for San Diego's public radio station with information and classical music format. KPBS-FM is also engaged in operating an SCA Radio Reading Service for the visually impaired, serving the Spanish speaking community; and producing performance and information programming for national distribution. The station manager is responsible for programming, promotion and production and works with staff and senior management in establishing short and long range plans. Qualifications: Applicants should have extensive, demonstrated experience in, and knowledge of, public radio, and be able to participate effectively in team management of KPBS-TV/FM joint licensee. Must be a creative self-starter, and possess good business management skills. Must have the ability to forge common goals with a professional staff of approximately 25 employees and with a large and active volunteer corps. Strong programming experience with a record as a team player. Must have strong personal skills to effectively represent the station in the community. Salary is competitive and commensurate with experience. Excellent fringe benefits. Apply: Submit resume and salary requirements, along with a request for employment application, directly to: San Diego State University Employment Office, 3rd Floor-Administration Building, San Diego, CA 92182. Submit completed applications to the above address no later than August 31, 1988. EEO/AA/Title IX employer.

HELP WANTED SALES

Beautiful Oregon - opportunity for a great lifestyle at one of the state's best stations. Proven success record and no personal problems. Send resume to Sales Manager, KRKT, 1207 E. Ninth St., Albany, OR 97321.

Immediate opening for experienced and aggressive AE. AM/FM combo on beautiful east coast of south Florida. Excellent earnings potential. EOE M/F. Box K-39.

Aggressive salesperson wanted for AM/FM combo in growing Midwest market. Illinois. Established list. If you're experienced, great! If not, you'll learn from us. Send resume to J. McCullough, WLPO/WAJK, PO Box 215, LaSalle, IL 61301. EOE, M/F.

Sales/BPB: Play-by-play for nationally ranked women's college basketball and local sales for 100,000 watt FM. Send BPB tape and resume to Charlie Boswell, K*FOX, PO Box 588, Lufkin, TX 75901. EOE.

Selling sales manager, 5kw AM fulltime, Texas. If you are a proven winner, send detailed resume to Box K-78. EOE/M/F.

Needed: Top salesperson for top list in Louisville, KY. Minimum of 3 years experience. Vast retail and agency experience a must. Only serious, hard working, dedicated people need apply. This is a tremendous opportunity to work for an outstanding radio station. EOE. Send resume and track record to Box L-3.

Salesperson Top AM/FM combo located in spectacular southern Calif. coastal market has rare opportunity for professional, experienced, successful & competitive sales rep. Strong account list available. Excellent compensation package including fringe benefits. Send resume & salary history to: William H. Johnson, Jr., President/Chief Operating Officer, KTMS/KHTY, P.O. Box 4458, Santa Barbara, CA 93140. EOE.

Account executive needed to handle existing list selling to both local and agency accounts. Experience and creativity a must, CRMC preferred. If you're looking for a fine current list and growth too, send your resume to: GSM, WCHV Radio, 1140 Rose Hill Drive, Charlottesville, VA 22901-3826. EOE, M/F.

Sales. Guaranteed: no rat race, short commute, clean air, 295 days of sunshine, low home prices, Great Rogue River fishing, great list. New owner. Todd Communications, is programming a powerful modern country music station for you to sell. Call Dick Good, KLAD AM/FM, 503-882-8833. EOE.

Sales oriented farm director, some on-air work, for S.I. Nebraska full service AM. Send resume to Station Manager, KWBE, Box 10, Beatrice, NE 68310

Attention sales executives. New and aggressive radio chain is now accepting applications for sales people who want to grow Major N.E. market. Send resume and commission history to: W.C.R.N. Inc., Box 142, Lincoln, NE 68501. An EOE.

Pennsylvania Growing group of eight stations seeks several experienced account executives. Unlimited growth and earning potential. Send resume to Rick Musselman HGF Media Group, 15th and Hamilton Sts., Allentown, PA 18102.

Beautiful Colorado. Account exec. - If you can prove an exceptionally good track record in radio sales, are eager to grow with a successful AM-FM combo, want to live and work in a healthy, aggressive, growing environment, you could be the one to join us in beautiful Colorado. Call us tell us about yourself only if you are prepared to document at least two years of outstanding radio sales performance. Phone: 303-482-5991. EOE.

Sales and promotion positions available with leading broadcaster. Creativity, intelligence, winning attitude and 2+ years experience required. Rush resume/materials to Gene Tognacci, Starstream, 9800 Richmond #300, Houston, TX 77042.

HELP WANTED ANNOUNCERS

Top-rated northern Indiana "full service station" needs afternoon communicator who can do more than intro records. 2-years minimum experience. EOE. Tape/resume WTRC, P.O. Box 699, Elkhart, IN 46515.

Radio announcer. University owned public radio station has immediate opening for versatile announcer-producer. Competitive entry level salary plus 12 days annual leave, paid holidays and paid retirement. Applicants should have good working knowledge of jazz, bluegrass and folk music. Classical background helpful. Send tape including news and music, resume, references to Dick Ellis, Directo WETS-FM, Box 21, 400A, East Tennessee State University Johnson City, TN 37614. ETSU is an equal opportunity/affirmative action employer and employs only U.S. citizens and aliens authorized to work in the United States.

Pennsylvania. Growing group of eight stations, country, CHR, AC, looking for professionals. Small, medium, and large market openings. Send tape and resume to Rick Musselman, HGF Media Group, 15th and Hamilton Sts. Allentown, PA 18102.

HELP WANTED TECHNICAL

Growing progressive Midwest broadcast group looking for engineer for AM/FM. Experience in automation/transmitter repair, installation of equipment helpful. Send resume and salary requirements. EOE. Box K-65.

Chief engineer needed at Keymarket's Gulf Coast FM station WIZD, Pensacola/Mobile. Two years FM experience required. Call 803-278-4646 or send resume to Lynn A Deppen, DOE, 804 Carolina Avenue, North Augusta, SC 29841. EEO.

HELP WANTED NEWS

DuPont Journalism Award winning radio station seeks reporter for sign-on shift (4:30a.m. - 12:30p.m.). Gather, write, edit and anchor newscast in morning drive time, produce stories for afternoon newscast and produce features and documentaries as assigned. Send audition tape, including newscast, at least one feature, and resume to Larry Strout, KOSU-FM, 302 PM Building, Oklahoma State University, Stillwater, OK 74078. Deadline August 5, 1988. No calls. KOSU is an AA/EEO employer.

Top ten market all newer needs well seasoned pros for reporter/anchor positions currently available. Only the best need apply. Resume and letter detailing qualifications to Box L-15.

News director for Virginia AM/FM. Great place to live and work. T & R to WLCC/WRAA, P.O. Box 387, Luray, VA 22835. Phone calls accepted. EOE.

Reporter/anchor wanted by news leader in upstate New York small market. Looking for someone with college degree or one year minimum commercial radio experience. Recent graduates should apply! Send only resume and letter detailing your interest to Box L-9.

Instable Broadcasting seeks news director for flag-ship WHLI/WKJY, 11th market Long Island, NY. First news airing in 3 years. Qualifications: 5 years minimum experience. Local news orientation. Ability to maintain award winning news and public affairs department. Tape/resume. Dean Anthony, Operations Director, WHLI/WKJY, Long Island, NY 11550. M/F - EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Morning show host wanted to work with established "Jeck" at leading CHR in the Southeast. Morning experience and use of phones a must. Send T & R and photo to: Brian Maloney, WKSF, P.O. Box 6447, Asheville, NC 28816. EOE.

Hard winning radio station seeks programmer/announcer to host daily classical music and/or jazz-new age programming. Need ability to interview, produce, and edit. \$1,269/mo. plus benefits. Send resume, references, and air check with sample arts feature to Craig Eby, KOSU-FM, 302 PM Bldg., Oklahoma State University, Stillwater, OK 74078. Deadline August 15, 1988. KOSU an AA/EEO employer.

Classical FM in California medium market seeks program director who can promote, market and program for ratings. Applicant must know music. Classical PD experience not required. Confidentiality assured. Send letter and resume, tape, to: Box K-75.

Radio producer. Produce news, music, variety, and special events programming for public radio. Conceive and implement new programming ideas. Requires a creative self-starter with knowledge and experience in the operation of radio broadcasting and recording equipment and excellent production skills. Knowledge of music, news, promotion and fundraising helpful. Resume and tape of on-air product and/or voice to Personnel, WMFE-FM, 11510 East Colonial Drive, Orlando, FL 32817. EOE.

Program director in the beautiful Napa Valley, 45 miles from San Francisco. We're losing our mid day female personality who will also program KVVN FM. Detail oriented. AC pro with sharp production skills. Cassette aircheck resume to Tom Young, 1124 Foster Road, Napa, CA 94558. EOE.

SITUATIONS WANTED MANAGEMENT

Experienced selling/programming GM seeks buy-in or part-time opportunity in Sunbelt. Medium or small markets. Looking for opportunity. References available. Currently unemployed. Box H-126.

General manager to lead your top 50 market FM or commercial. Currently employed GM, successful, stable. Major market sales, programming, start-up, management experience. Box K-61.

Buying my station. GM/GSM with 18 years experience seeks new challenge. 817-751-0749.

Free a part-time sales manager with full time experience. Help for the small to medium absentee or owner operator. Let's talk! East Coast. Al Wunder 201-538-1250.

3 year radio veteran, seeking programming or management position with small market country station in Midwest, Central or MidEast region. Call 301-957-4067.

High performing general manager, 19 years managing all markets. Expertise includes building sales & profits, heavy promotions, programming. No-nonsense hands on professional that leads by example. Want a quality leader. Write: Box L-14.

Controller/business manager with over 15 years experience in TV and radio. Wish to be part of your team. Box L-6.

Experienced broadcast married couple (both currently employed), management, sales and promotion, looking for opportunity to work together. Let us manage and promote our station to its highest profitability. Bottom line oriented. All markets considered. Box L-5.

SITUATIONS WANTED SALES

Experienced salesman/announcer! Community-minded professional seeks small market opportunity. List plus air hit! Box L-2.

SITUATIONS WANTED ANNOUNCERS

Announcing, sales, programming background! Love community minded, adult oriented, small market radio! Professional, versatile and affordable! Box K-54.

Christian now in secular radio seeks move to Christian broadcasting. 16 years experience in radio and television. Award winning news director. Telephone talk experience. Would like to relocate to Northeast. Call Carl 805-836-323.

Black male news anchor seeks change. 7 years experience including some in programming and production. Box L-7.

Much-experienced interviewer gets ideas popping, phones ringing! Have probed, instigated 2000 newsmakers on radio/TV. Chicago Emmy Award, MBA degree. Worked four years Asia, Middle East. Average income needs, no dependents. Over 50, EEO qualified. Mature, more experienced, more informed, more professional. And fast! Prefer Southwest. 602-888-4332.

Be a morning drive winner! Since morning drive schticks are either "shock or shock", most markets are prime for a change. I have a concept for an upbeat morning show that will put the "Zoos and Sterns" out of their misery. Writing, production and on-air. I can do it all. Interested? Call this current national TV host (who desperately misses radio) at 609-784-1678. Make me a part of your team and let's succeed together!

SITUATIONS WANTED TECHNICAL

Top quality engineer available for assignments anytime, anywhere. Call Bill Elliott, 413-442-1283.

SITUATIONS WANTED NEWS

Award winning sportscaster seeks college PBP. 16 year pro can also do news. 303-241-6452.

High-energy ND ready for the majors. Big sound, crisp writing, and positive attitude. Box K-63.

Sportscaster: Hockey PBP, three years major college experience, plus all sports expertise. Electrifying style - never miss a beat. Call now. Rob 312-348-4386.

Sportscaster: Professional, experienced team player. Super P-B-P - exciting, entertaining, informative. Will relocate anywhere for right position. Mike 803-576-8190.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Quality producer. Hard working perfectionist with solid production, PR and writing skills. Blade master. Strong music, news, sports and entertainment judgement. Supportive critiqueing capability. Currently director of Midwest news service. Seeking post with network, syndicator or station in major market. Box L-19.

CONSULTANTS

Number 1 management team can help you beat the competition! Call Bill Elliott, 413-442-1283.

Exciting new format! Confidentially contact: Consultant, Box 2741, Laurel, MD 20708 -- Where the numbers live!

TELEVISION

HELP WANTED MANAGEMENT

National sales manager. Excellent career opportunity available at three year old aggressive major market independent. Experience preferred. Send resume to Dave Smith, General Sales Manager, WOIO Television, 2720 Van Aken Blvd., Cleveland, OH 44120. EOE. M/F. No telephone calls, please.

WTSP-TV is searching for an outstanding community affairs director with a demonstrated record of accomplishment. This individual should also possess sound promotion, production and news skills. The position reports to the general manager. College degree required and prior related experience is a necessity. Send resume and tape to Vincent F. Barresi, Vice President and General Manager, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

Local sales manager. Strong independent in Ft. Myers, Florida, seeks aggressive, experienced leader to motivate and direct local staff. Must be strong on people skills with ability to train and motivate. Knowledge of ratings a must. Resume to Rod Hall, GSM, P.O. Box 150036, Cape Coral, FL 33991. No phone calls. EOE.

Promotion manager. Opportunity to join new broadcast company, Combined Broadcasting, Inc., in number 3 market. Three years experience in promotion and management with independent television station preferred. Send resume to: Steve Friedheim, General Manager, WGBO-TV, 875 N. Michigan Ave., Suite 3141, Chicago, IL 60611. No telephone calls, please. EOE. M/F.

Business manager. If you are #2 and want to be #1, or #1 looking for a new challenge, WDZL-TV in Miami/Fort Lauderdale is looking for a business manager to be responsible for all of the business and financial aspects of an independent TV station in the 16th market. Qualifications are: computer literate (LOTUS a must!), strong cash management, personnel, insurance, budgeting and cash forecasting skills. Knowledge of firm assets and liabilities a must. If qualified, contact General Manager, WDZL, 2055 Lee St., Hollywood, FL 33020 or call 305-925-3939. Equal opportunity employer.

HELP WANTED SALES

General sales manager. Burgeoning cable ad company with eight motivated, enthusiastic sales reps needs manager to create, organize, and support. At least three years of exceptional, verifiable performance in media sales required. Box 15434, Hattiesburg, MS 39401.

Growth company seeks highly motivated experienced TV sales representative to sell proven marketing systems to TV stations in Northeast. Draw against commission. Earning potential 60K+. Resumes to Tim Brown, Broadcast Resource Group, 210 25th Ave. N., Suite 818, Nashville, TN 37203.

Director - television membership: The National Association of Broadcasters is seeking a director of television membership to manage its nationwide recruitment efforts. Responsibilities include membership solicitation and maintenance and supervision of delinquent accounts. The successful candidate should have knowledge of the television industry, sales planning and selling experience and administrative capability. Please send resume, with salary history to Ann Miller, Director of Personnel, NAB, 1771 N St., NW, Washington, DC 20036.

Local sales manager: Coastal Southeast NBC affiliate seeks motivated, experienced pro who will generate enthusiasm, creativity and action. Resume and references to GSM, WCIV-TV, P.O. Box 10866, Charleston, SC 29411. EOE. No phone calls.

Group-owned, ABC affiliate needs general sales manager experienced in national, regional and local sales. Excellent compensation package. EOE. Send resume immediately to Bill Acker, KODE-TV, P.O. Box 46, Joplin, MO 64802.

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 Sq., Burlington, VT 05401. Attn: Brad Worthen. EOE.

HELP WANTED TECHNICAL

Chief engineer needed for Southwest medium market CBS affiliate. Good company benefits. Experience with VHF transmitter and studio equipment required. Computer hardware software experience desirable. Please respond with resume and starting salary requirements to Box K-11.

Maintenance technician: WTAE-TV is searching for an experienced maintenance technician for more than simple bench work. We seek an individual whose creative thinking and ability to assume responsibility will enhance our maintenance team. The candidate for this position must have at least two years experience in broadcast maintenance, a strong RF transmission background and an FCC general class license. If you are looking to be challenged by an aggressive, locally oriented station philosophy send your resume to: Ray Coleman, Personnel, WTAE-TV, 400 Ardmore Blvd., Pittsburgh, PA 15221. EOE. M/F.

Chief engineer: Medium market UHF independent. Experience with UHF transmitter and studio equipment required. Send resume and starting salary requirements to Box K-64.

Television engineer for well equipped closed circuit television production facility with both broadcast and industrial equipment. Immediate opening for person to service, maintain, and troubleshoot television studio and portable equipment to the component level. Responsible for studio supervision and participation in system planning and design. Cooperative working relationship with public radio engineer and A-V technician in same department. Must work well with students and faculty using television facility. Supervisory experience desired. Salary DOE. Letter of interest and resume with references to Mark Handley, Director, Communications Center, Salisbury State University, Salisbury, MD 21801. Position open until filled. Salisbury State University is an affirmative action equal opportunity employer. Qualified women, minorities and the disabled are encouraged to apply. Respond on or before August 24, 1988.

Television studio maintenance supervisor. Responsibilities include maintenance of network on-air and studio, audio, and video equipment. Position requires knowledge of Ampex 1", Sony 3/4", computer/timecode editing systems, RCA TK-47 cameras, Grass Valley switching systems, digital video systems, video and audio quality control techniques, excellent supervisor skills, four years experience in commercial or educational television maintenance/installation and appropriate FCC license. Send resume to Coy Simmons, Director of Engineering, Louisiana Public Broadcasting, 7860 Anselmo Ln., Baton Rouge, LA 70810. Please respond by August 19, 1988. The Louisiana Educational Television Authority is an EEO/AAEP employer.

If you're looking for a challenge, a growing station, a growing market (ranked 34) and a great opportunity, the #1 independent station in the Carolina's could be the place for you. Due to an expansion of our engineering department, we are seeking an experienced P.M. oriented broadcast maintenance engineer. First class license or equivalent required; must be experienced in both digital and analog electronics. If a position with a progressive station in a dynamic market interests you, send resume to Stephen C. Crook, Chief Engineer, WHNS-TV 21, 21 Interstate Ct., Greenville, SC 29615. EOE. M/F/H.

Experienced maintenance engineers needed for major state-of-the-art Sunbelt facility Production. ENG. SNG. Competitive compensation and excellent benefits. We are looking for highly skilled people to maintain the most sophisticated facilities in the area. EOE. Box L-1.

TV maintenance engineer: To maintain, install and repair station equipment including, but not limited to, Grass Valley switchers, 3/4" & 1/2" VCRs, DVE, Chyron 4200. Prefer four years technical experience in television broadcasting and an understanding of digital video theory and applications. Send resumes to Roman Hlohowskyj, KTUL-TV, P.O. Box 8, Tulsa, OK 74101.

Broadcast maintenance supervisor. KPTM-TV-42, the nation's #3 rated independent, is accepting applications for broadcast maintenance supervisor. Prefer 5-10 years broadcast television studio/transmitter maintenance experience with 3 years supervisory experience. Seeking a top-notch individual for our state-of-the-art facility. Resume to: Chief Engineer, KPTM-TV, 4625 Farnam St., Omaha, NE 68132. No phone calls, please. EOE. M/F/H.

Maintenance engineers for top 10 full power, high-band, university owned, PBS affiliate. Minimum 5 years experience desired in the installation, operation, and maintenance of audio, video, microwave, satellite, high-power transmitting, and support equipment. FCC general class license required and SBE certification helpful. Submit resumes to: Al Leverick, Chief Engineer, KUHT, 4513 Cullen Blvd., Houston, TX 77004. Please - no phone calls. Equal opportunity employer. Closing date September 1, 1988.

Chief engineer. Major market UHF independent seeks experienced engineer to maintain and supervise studio and transmitter maintenance, as well as, on-air operations. Previous broadcast management experience preferred. Send resume to Dennis Thatcher, General Manager, WOIO Television, 2720 Van Aken Blvd., Cleveland, OH 44120. EOE. M/F. No telephone calls, please.

Mtce. engr. Only those experienced in state-of-the-art equipment and technology need apply. Need video, audio, digital, RF experience, comm. license or SBE certificate. Contact J.D. Weigand, KFMB AM-FM-TV, P.O. Box 85888, SD, CA 92138. EOE.

Successful independent TV needs tape ops and air switcher. Send resumes to: Bob Hardie, P.O. Box 33223, Tulsa, OK 74153. No phone calls, please. EOE.

Maintenance engineer. KERA-TV & FM in search of person with four years experience maintaining, repairing and operating television broadcasting, production and related equipment. Ability to troubleshoot and repair equipment to component level. Must have formal electronics training. Must be able to work varied shifts. No phone calls. Send resume or letter to James Horn, 3000 Harry Hines Blvd., Dallas, TX 75201. EOE.

Vice president engineering and operations. WETA-TV, a public broadcasting station serving the metropolitan Washington, DC, area and a major producer of national programming for the Public Broadcasting System, is seeking a top professional manager with extensive experience in all phases of engineering and production. This candidate must possess experience in facilities construction and design, satellite technology, budget preparation, union negotiating, and all phases of production activity. Salary commensurate with experience. Send resume to: Personnel, P.O. Box 2626, Washington, DC 20013. 703-820-6025. EOE.

Television engineer/producer: Engineering and maintenance of facilities, assist in production of video projects, supervise students, and provide instructional support. Requires bachelors degree and/or appropriate certificate, television engineering and production experience in 3/4" format. Application deadline: Until filled. Salary range: \$17,500-\$20,500. Position available: Immediately. Apply to: Director of Human Resources Management, Northwest Missouri State University, Maryville, MO 64468. Affirmative action/equal opportunity employer. Northwest encourages women and minorities to apply.

Television maintenance engineer. Lifetime Cable TV seeks an experienced maintenance engineer for its new broadcast facility in Astoria, Queens, NY. Knowledge of Sony 1", 3/4", Beta SP and Betacast desired. Familiarity with V/G switchers, editors and FX a plus. Position will involve custom construction and routine maintenance. Available to work evenings. Salary commensurate with experience. Full benefits, 401K savings, discounts. Send resume with salary history to: Lifetime Cabletelevision, Attn: Personnel Department, 1211 Avenue of the Americas, New York, NY 10036. Telephone inquiries accepted by contacting Director of Engineering at 1-718-706-3509.

Maintenance engineer. Fox Television, WNYW 5, New York, has several openings for maintenance engineers. The selected persons will be responsible for all broadcast technical equipment associated with studio and master control facilities or ENG field/edit operations. Candidates should have a minimum 3 years experience with component level repair on various broadcast analog and digital systems plus a thorough understanding of broadcast technical standards and wiring practices. Electronics associates degree or higher required. Send resumes to: Fox Television Station WNYW, 205 East 67th St., New York, NY 10021. Attn: Bill Beam. Fox Television Stations, Inc. is an equal opportunity employer.

Chief engineer with UHF transmitter and studio maintenance experience. Hands-on technical ability a must. Send resume immediately to General Manager, KFWD-TV, 1720 Regal Row, Dallas, TX 75235. An equal opportunity employer.

Manager of television engineering operations. Reporting to chief engineer. Must have associates degree in electronics or equivalent, and 5 years experience in television operations and maintenance. Supervisory experience preferred. Please send resume and salary requirements to Personnel Department, WDTN-TV2, P.O. Box 741, Dayton, OH 45401. EOE.

Maintenance engineer: UHF independent seeks person experienced in operation and repair of broadcast facility. Must be able to work flexible hours. Must have valid FCC general class license. Send resume to WDCATV Engineering Department, 5202 River Rd., Bethesda, MD 20816. No calls, please.

HELP WANTED NEWS

Seeking anchor for national religious television magazine series. Must have both on-camera and field producer experience. Knowledge of and experience with the United Methodist Church essential. Requires 3-4 days/month; some travel. Send resume and demo reel: Nelson Price, UMCOT, 475 Riverside Dr., Suite 1370, NY, NY 10115.

Editors and writers: Headline News is looking for intelligent, creative people with good writing and copyediting skills and a strong knowledge of current events. Able to pay close attention to detail and transform sometimes routine copy into sparkling copy under extreme deadline pressure. Send resume and five re-writes of recent national and international stories from newspaper to Headline News, One CNN Center, P.O. Box 105366, Atlanta, GA 30348-5366. Attn: Editors. Include originals. No possibility of on-air work. Do not send tapes. Do not call.

Meteorologist: Network affiliate in fast-growing market is seeking an experienced meteorologist to anchor weathercasts. Send resume/tape and salary history to Personnel Department, Fairfield Dr., P.O. Box 24612, West Palm Beach, FL 33416-4612. Equal opportunity employer, M/F.

News producer with college degree in journalism or communications. At least one year experience in producing TV newscasts. Possess adequate writing and leadership skills. Reporting experience valuable. Send videotape and resume to Tim Larson, WIVB-TV, 2077 Elmwood Ave., Buffalo, NY 14207. EOE.

Anchor/news director for small market CBS affiliate. Excellent news staff needs creative can-do leader. Must be strong writer, mature team player. Very competitive market with unlimited growth potential for experienced person. Send tape and resume to Darrell Dorgan, KXMB-TV, P.O. Box 1617, Bismarck, ND 58501. No phone calls.

Reporter. Television station in 45th market looking for general assignment reporter with at least two years experience. Good writing ability a must. Demonstrated ability to do live shots a plus. Send resume and tape to: Personnel, WITF Communications Center, Box 2954, Harrisburg, PA 17105. EOE.

Sports photographer/reporter: An equal opportunity employer has exciting opportunity for individual to work in top-rated sports department. Minorities and women are encouraged to apply to this top 30's market station. Box K-71.

Reporter-producer-anchor. Major station in Hong Kong seeks news-oriented professionals with degree, three or more years of reporting, producing and anchor experience. Resumes, salary expected, references and returnable airchecks should reach Raymond R. Wong, TVB News, 77 Broadcast Dr., Kowloon, Hong Kong, no later than September 5. Short-listed candidates will be interviewed in late November in LA, SF, Vegas, Harrisburg, Toronto and Honolulu.

Leading Midwest news station, 60's market, seeking experienced anchorperson to complement our male anchor at 10PM. Must be strong journalist with reporting and live-shot experience. Send resume and salary requirements to Mary King, Box 10305, Des Moines, IA 50306. EOE.

Sports director/anchor/reporter. Resume & letter first. No tapes yet. Send to Lee Giles, WISH-TV, P.O. Box 7088, Indianapolis, IN 46207. EOE. M/F.

News co-anchor person to co-anchor evening newscast and do some general assignment reporting. Send tapes and resumes to Ms. Arles Hendershott, P.O. Box 123, Rockford, IL 61105. EOE.

General assignment reporter for central California's number one news department. Aggressive self-starter with two years experience including live shoots, and some anchoring. Send tape and resume to Gene Ross, News Director, KFSN-TV, 1777 G St., Fresno, CA 93706. No phone calls. Capital Cities/ABC, Inc., is an equal opportunity employer.

TV-radio news reporter: Western Alaska PBS station needs professional reporter-anchor. Experience preferred in editing and shooting. Good on-air radio-TV delivery. Bush living requirement. Salary \$23,000-25,000. Deadline: ASAP. Send resume, application letter, references and audition tape to: News Director, KYUK-AM-TV, Pouch 468, Bethel, AK 99559. KYUK is an AA/EOE.

Reporter with energy imagination, sound writing skills, persuasive on-air ability. Gulf Coast VHF. EOE. Box L-8.

General assignment reporter. Must have internship or experience. Tapes and resumes to Bill Hoel, News Director, WXOW-TV 19, P.O. Box C-4019, La Crosse, WI 54602-4019. Don't even think about calling!

TV reporter: Award winning cable station on Cape Cod seeks reporter (potential anchor to complement female anchor) for daily live newscast. Reporting, editing skills required; videography experience desired. Send tape (if returned) & resume to: General Manager, Cape Cod Communications, 1-Old Townhouse Rd., South Yarmouth, MA 02661. EOE.

Reporter/Modesto bureau: Seek qualified person to fill reporter vacancy in our Modesto bureau. Applicants should have at least three years experience in broadcasting related field, good writing skills, strong on-air ability necessary. Send resume, salary requirement, and non-returnable tape to: Bob Jordan, News Director, KCRA-TV 3 Television Circle, Sacramento, CA 95814-0794. No calls, please. EC M/F.

Reporter. WDTN, a top 50 TV network affiliate is looking for an applicant with three years experience in television reporting and live news experience, excellent communication skills, strong writing and organizational skills and thorough knowledge of reporting techniques. Communications/journalism degree preferred. Please send resume and salary requirements to Personnel Department, P.O. Box 741, Dayton, OH 45401. An equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Director for news in top 20 market network affiliate. Fast paced creative newscasts require experienced director with hands-on switching ability to work in state-of-the-art production facility. Great people in this Sunbelt state which must temporarily remain anonymous. You are not applying for your current job. All inquiries will be handled discreetly. If you are seeking a challenge, send your resume to Box L-17.

TV producer. State-wide PTV/ETV network is seeking experienced producer for a contract position to develop program concepts, produce field and post-production programs, write scripts and direct production/support personnel for cultural/public affairs and/or educational basic programming. Applicants should have a degree, 5 year broadcast TV production work experience with at least one year of supervisory experience. Submit letter of application, resume with three references and salary history prior to August 5th to: Personnel-AETN, Sessame St. and Doghaghy Ave., Conway, AR 72032. AETN is an AA/EO employer.

Studio operations supervisor for PBS station in Southwest. Requires master's degree in TV or related field plus three years professional experience in TV production. Must know production/editing techniques, lighting, set construction, production equipment operation. Will train and supervise student crews, supervise studio set-up, lighting, built sets, teach production class. \$19,960 minimum plus benefits. Send resume and names of three professional references to Jim Ficklin, KRWG-TV, Dept. 3TV22, Box 3000 Las Cruces, NM 88003. Deadline August 19, 1988. Offer employment contingent upon verification of individual eligibility for employment in United States. New Mexico State University is an EO/AA employer.

Promotion producer: If you're tired of producing the same old news promos with no budget, if you want creative freedom, and like to shoot film, this is the job for you. Affiliate in southwestern top twenty market. If you have strong writing and production skills and would like to be involved with a creative and innovative promotion department send demo reel and resume to Creative Service Manager, KTVK, 3435 N. 16th St., Phoenix, AZ 85016. EOE.

Telecommunications center producer/interactive microwave coordinator. Responsibilities: Developing/producing and directing instructional radio and television material. Coordinator of two way interactive teaching system among live campuses. Qualifications: bachelors degree required, masters degree or equivalent preferred; minimum of three years experience in mediated instruction; good communication skills with faculty members and student workers essential. Minimum salary: \$20,500. Available: September 1, 1988. Deadline: August 5, 1988. Letter and resume to: Paul Witkowski, Associate Director, Ohio University, 9 S College St., Athens, OH 45701, 614-594-4949.

Director. Fox Television, KRIV in Houston, is seeking qualified television broadcast director. The individual will be required to direct and technical direct assigned programs, spot announcements and remotes. 2 years experience directing television broadcast productions, college degree in communications or related field required. Hands-on experience in the operation of Grass Valley 30 switcher, DVEs, editing 1", 3/4" Beta formats. Please send resume and demo tape of directed projects to KRIV-TV, P.O. Box 22810, Houston, TX 77227, Attn: Production Manager.

producer/director-TV. West Michigan Public Broadcast- is looking for a producer/director. This position will be responsible for the production of at least two weekly studio-based program series as well as assignments on station fundraising, promotional, and special events. We are seeking for a person with a degree in broadcasting/communications with demonstrated ability in the areas of live and video programming. The selected candidate will be expected to shoot their own video, as well as edit the final project. Please apply please send a resume and cover letter to: David McIntyre, Production Manager, WGUV/WGVK-TV, 301 W. Fulton, Grand Rapids, MI 49504-6492. No phone calls, please. Deadline date is August 15, 1988. Grand Valley State University is an EEO/AA institution.

television producer. Must be exceptional journalist who is experienced in production and management experience, exceptional writing ability and knows how to create fast-paced, visual newscasts. People's skills also a must. Minimum three years television experience and a college degree preferred. Send resume and tape to Jim Holland, News Director, WTEN-TV, 341 Northern Blvd., Albany, NY 12204. We are an equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

attention bankers. Former TV network executive and investment banking/lending/brokering. Excellent references and track record. Self starter with great ideas. Will consider competitive inquiries. 212-486-2520.

SITUATIONS WANTED TECHNICAL

television engineering manager. 12 years chief engineer, 10 years total. Includes hands-on experience. Seeking professional challenge. VHF/UHF. Please reply Box K-30.

director of engineering/chief engineer. Excellent credentials and references. Please call Dennis Maddox 716-88-5700.

SITUATIONS WANTED NEWS

experienced newscaster in New York City suburb area who seeks on-air position in TV news. Tape available, willing to relocate. Call Adam at 212-874-6700.

iversity of Nebraska journalism graduate. Young, Hispanic female. Lack of experience may prove a plus for employer to create for specific needs. Prefer on-air, but able to shoot and edit 1/2" and 3/4". 402-435-4002.

weathercaster with meteorology degree, 1 year experience seeks position in medium market. Call Al 617-762-734.

assignment editor/managing editor: 9 years experience including top 30 work. Aggressive journalist, sound news judgments, good people manager. If you want a leader, call 314-843-4084.

talented newcomer. Creative college producer/reporter. Can also shoot and edit, looking for that big break in a small to medium market. I thrive on hard work, long hours, and news. Tom 201-984-5802; 76 Stockton Ct., Morris Plains, NJ 07950.

energetic, creative, athletic, male. 2 years sports reporting, shooting, editing experience in cable TV. 2 years major college basketball & baseball PBP. Looking for big break in mail to medium market. Will relocate and put in extra time at results in quality work. Neil, 714-524-9999; 1030 Acadia Dr., Placentia, CA 92670.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

air-a-docs: Father/daughter Ph.D.'s; hosts, feature, reporters, guests, psychology/intimacy issues. Top credentials/extensive TV/radio experience. 612-291-7547.

attention production managers: Creative pro with 3 years in #3 market seeks position in promotional/commercial production. Experienced in commercial, promotional and live sports production, A/B Roll, DVE, Chyron, stillstore and camera. Energetic, new ideas. Call Chris at 312-960-613.

have more important than \$\$. Freelance cameraman/producing director. 9 years experience-magazine, commercials + news. Call Richard 813-367-2546, FL.

television engineer who has become so obsessed with our C.G. he has tunnelvision, would like to do C.G. work somewhere. Stan Amster 802-863-3676 or 802-658-022.

extensive commercial production background. 16 years broadcast/cable, 10 years commercial producer/director. Seeking top 20 market TV cable agency. Anxious to relocate. 803-472-2887, Haden.

MISCELLANEOUS

rimo 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 06870-1116.

le on T.V. Many needs for commercials. Casting info. 1-805-687-6000 Ext. TV-7833.

Bill Slatter & Associates knows how to assemble a winning audition video tape. Call 312-328-3660 to see how they can help you.

ALLIED FIELDS

HELP WANTED SALES

Jingles sales. Experienced only, please, for America's hottest (and one of the oldest) jingle companies. 1-800-825-9595.

HELP WANTED NEWS

Tampa Bay production company needs lead photographer. No beginners - Minimum income \$40,000 per year. Send resume, no tape, to Video Techniques, Inc., P.O. Box 9649, Bradenton, FL 34206-9649.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Editors: Southern California post house needs editors. Two or more years client handling skills, digital effects and AB roll. CMX, Convergence or ACE background. Send resume and/or reel to V.P. Operations, 2796 E. Miraloma, Anaheim, CA 92803.

SITUATIONS WANTED SALES

Need somebody that knows how to sell? AM - FM - TV- cable experienced broadcaster. Anxious to be on the road again. Recently sold my radio station. No problems with booze, women, credit or otherwise. I am first class so don't call unless you are - 402-339-3477.

EMPLOYMENT SERVICES

Government jobs. \$16,040 - \$59,230/yr. Now hiring. Your area. 805-687-6000 ext. R-7833 for current Federal list.

Airlines now hiring. Flight attendants, travel agents, mechanics, customer service. Listings. Salaries to \$105K. Entry level positions. Call 1-805-687-6000 ext. A-7833.

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. 212-921-0774. Eckhart Special Productions (ESP).

Speech training. Speaking exercises on cassettes for better diction, emphasis, persuasion, clarity. \$19.95, free information. Chromolone, 1070B Detroit, Denver, CO 80206.

MISCELLANEOUS

Scanner frequency directories: Police, fire, federal, transportation, medical, etc. Free catalog. CRB, Box 56-BC, Commack, NY 11725.

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-best prices. We buy TV transmitters, towers, and transmission line. Bill Kitchen, Quality Media, 303-665-3767.

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

Want Panasonic 9600 editor deck; top dollar if like new. Call collect 809-946-4627, or, P.O. Box 100858, Ft. Lauderdale, FL 33310.

Wanted 1 or more SMC 352-RS carousels to interface with a Harris 9002 automation system. Gary Stinnard WEJL, 717-961-1842.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom, 215-884-0888. Telex 910-240-3856.

FM transmitters ** Harris FM25K (1983), AEL 25KG (1977). ** Harris FM20H3 (1976), RCA BTF20E1 (1983) ** Harris FM10H3 (1974), RCA BTF10D (1968), CCA 30000DS (1968) ** Transcom Corp. 215-884-0888, Telex 910-240-3856.

AM transmitters** CCA AM 10,000D (1970), Collins 820E (1978) **Gates BC-5P (1962) **Harris MW1A (1970), Harris BC-1H1, CSI T1A (1981), Bauer 707 (1970), Collins 20V3 (1968), **McMartin BA 2.5K (1981). **Transcom Corp. 215-884-0888, Telex 910-240-3856.

50KW AM** CCA AM 50,000D (1976), excellent condition- **Transcom Corp. 215-884-0888, Telex 910-240-3856.

Silverline UHF TV transmitters. New, best price and performance. 35 Kw, 70 Kw, 140 Kw, 280 Kw, also brand new air cooled 10 Kw klystron transmitter. Bill Kitchen or Dirk Freeman, Television Technology, 303-665-8000.

1000' Kline tower. Standing in Nebraska. Available immediately. Can move anywhere. Call Bill Kitchen, Television Technology 303-665-8000.

FM antennas. CP antennas, excellent price quick delivery, from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

Equipment financing: New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. David Hill 214-578-6456.

RCA UHF TV transmitter: 60 KW, mid-band Klystrons, available immediately \$85,000. Call Bill Kitchen or Dirk Freeman. 303-665-8000.

For sale: Remote unit, 28 ft box on 1985 Ford truck. Completely self-contained, 3 JVC Procams, 2-BVU 820's 16 input/3-ME swx, digital video, stereo audio, etc. Complete location package w/rip van available. \$225,000 O.B.O. Call 701-241-9073.

BVW40 Beta recorder/player. Clean unit. Available overnight. 813-746-4949.

For sale: Betacams BVW-40, 15, 10, BVP-3A camera/recorder, component Chyron RGU-2. Excellent condition. Available now. Call Jim Powell 202-333-3320.

Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes, \$6.49. Elcon evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video Inc. 301-845-8888, or call toll free, 800-238-4300.

RCA UHF TV transmitter: Parallel 60 kw, mid-band Klystrons, available immediately \$85,000. Call Bill Kitchen or Dirk Freeman. 303-665-8000.

Ampex 1" machines with TBC's, VPR6 in full console, one available. VPR 2Bs in console three available. VPR 6 in new condition. VPR 2Bs fully refurbished. All machines with 100% 30 day warranty. Call Video Brokers, 407-851-4595.

Ikegami cameras, in stock HL 79 E's, 79 A's four available. Also Ikegami 730 AP studio versions with studio viewfinders, full tripods and camera control units, one year old, in excellent condition. Call Video Brokers, 407-851-4595.

Sony VP 5000's, ten available in like new condition. Call Video Brokers, 407-851-4595.

Panasonic JVC 850 U, editing video tape recorders with controllers, four systems available. Call Video Brokers, 407-851-4595.

Ikegami black and white rack mount monitors sixteen available. Ikegami 14" and 19" color monitors. Call Video Brokers 407-851-4595.

Chyron dual channel character generator, model RGU2D with all accessories, in stock for immediate delivery. Call Video Brokers, 407-851-4595.

Video Brokers has numerous small items available including wave form monitors, vector scopes, routing switchers, sync generators, in both Tektronix, Hitachi, and Lenco. Call for pricing, 407-851-4595.

Audio equipment, including Lexicon, Tascam 8 track, Otari 2 track, Otari and Sound Craft mixers, Ramsa mixers, Orban equalizers, Yamaha mixers, Crown 2 track recorders, Tascam noise reduction systems, Yamaha reverb unit. Call Video Brokers for details and pricing.

Tripods and head, both Satchler and Oconnor, model 30 and 100 heads, also Oconnor hydro pod model 102-B, ITE Peds & fluid heads (4). Call Video Brokers, 407-851-4595.

Aurora 220 graphics system - Acquired in a facility buyout, only four months old - warranty balance applicable. IBM based includes floppy drives, hard drive, monitor display, Aurora Bit Pad, Ikegami and Sony picture and output display monitors. Extended software package including 3-D Paint. Priced at 50% less than new. Call Video Brokers - 305-851-4595.

RCA TCR-100 video cart machine - two TCR-100's are available with 3000 carts. For more info call WBRC-TV 205-322-6666.

Vital 114 (24 input/3ME) only \$3,000. Warehouse full, must move. Five RCA TK-44s, same situation, must move. We still need RCA TK-47s, TK-28Bs and late TK-29s. We now have VPR-2Bs and BVH-1100As in the teens. Also, HR-200Es, \$14,000. 5800/5850/440 systems, \$8500 each. Call for more information on many other listings. Media Concepts 919-977-3600 or FAX 919-977-7298.

Townsend 6KW aural transmitter - low hours, extra teletrode. 419-339-4444 Ray Tanner.

Kline tower - overall height is 645 feet with two platforms. Tower will be dismantled by July 31st. Excellent condition. Ready to sell, WBRC-TV, 205-322-6666.

Help Wanted Management

GENERAL MANAGER, COLLEGE RADIO STATION

Search Re-Opened

Under the Communications Department, help oversee construction and management of educational F.M. facility, WPCF-FM. Bachelor's degree; broadcasting experience; conversance with F.C.C. rules and regulations, especially those relative to educational F.M. operations; executive ability, leadership qualities, and willingness to work closely with students, staff and administration required. Knowledge of cable/current radio helpful.

Minimum starting salary: \$20,713.55 for this 12-month position. *William Paterson College, on a 250-acre suburban campus 20 miles from New York City, is an accredited state college offering 50 undergraduate and graduate programs. WPCF is an affirmative action/equal opportunity employer.*

Please forward applications by September 15, 1988 to:

**Dr. Diana Peck, Chairperson
Department of Communication
WILLIAM PATERSON
COLLEGE**

WPCF Drawer BRD
Wayne, NJ 07470

Help Wanted Management Continued

GENERAL SALES MANAGER

The Barnstable Broadcasting radio group is seeking an aggressive, take charge, General Sales Manager for our just-acquired Albany, NY AM/FM combo.

Applicants should be strong leaders with exceptional coaching and training skills. If you have a demonstrable track record of success and are ready to join a solid radio group that is known for quality broadcast operations, generous compensation packages and long term relationships, send your letter and resumé ASAP in confidence to:

Bob Putnam, V.P./G.M.
WOKO/WGNA-FM
Box 1077
Albany, NY 12201



BARNSTABLE BROADCASTING, INC.

Equal Opportunity Employer

Ampex ACE editor. One year old. Includes: Keyboard, 5 ILC's, GPI card, monitor, and dual 8" drives. As equipped will control any serial switcher, and any 8 serial VTRs. \$37,500. 919-833-8888.

Needed immediately: 5kw or 10kw amplifier for channel 47. For sale: Eagle editing system, \$10,775, new JVC CR-8504, CR-600U, RM-86U edit system, \$11,995. New Panasonic WV-3260/8AF CCD camera, \$1,395. Call Bob Pelletier, Golden East Communications, 919-977-2040.

Off-line edit package: Two (2) Sony BVU-800's, Sony Trinitrons, Shure audio mixer, speakers beautiful custom-made console. 518-393-0185.

Gates (Harris) BC-1J transmitter 1KW, 1280 KHz. In good condition. \$1000 or best offer. Contact Bob Thornburg - 602-278-5555.

Metrotech 3000 series automated music system. \$7,500. Will trade for 3/4" video editing equipment. Don Barnes 918-647-2337.

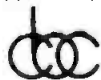
RADIO

Help Wanted News

RADIO NEWS DIRECTOR

for both the North Carolina News Network (94 affiliates) and top-rated WRAL-FM, Raleigh. Here is an opportunity to be employed by a quality broadcast group, Capitol Broadcasting Company, in one of the fastest growing markets in the U.S. Seeking a creative, energetic radio professional to direct a 10-person staff in producing adult contemporary-style news and sports programming, primarily in a 5-min. format. Must have at least 3 years experience in managing a news staff of five or more and some experience as an anchor/reporter on an AC or similar format. College graduate with journalism and management training is preferred. Network experience an asset. Send resume and air checks to:

Capitol Broadcasting Co., Inc.
Human Resources Dept.
711 Hillsborough Street
Raleigh, NC 27605
Attn: Al Mangum
Equal Opportunity Employer



Situations Wanted Management

General manager for medium market. I understand budgeting, assembling and training a winning staff, and motivating that staff to perform as pros. Latest success: Lead staff in turning a losing combo, in a very depressed market, into the top biller now operating profitably. Current employer has no room for advancement, so I want to bring my talents to your organization.

Box K-68.

GENERAL MANAGER

The station I manage in Daytona Beach just sold for a 2 million dollar profit in less than 2 years. I can do the same for you. Looking for equity/partnership.

Jim Davis
904-441-4700

SOUTHWEST 50KW GIANT: NEWS LEADER

Aggressive, energetic News Director/Anchor for Legendary, full-service Major Market Station, who --

- knows the audience
- exhibits and teaches structure and presentation
- compatibly leads
- knows what winning feels like
- can depend on the confidentiality of this ad

Team up with one of the best radio groups in America!

Resume, salary requirements to:
Box K-60.
EOE

COME HOME TO SOUTH DAKOTA Exceptional career opportunity WANTED

General Sales Manager KELOLAND RADIO GROUP

Rare opening at legendary four station group after previous GSM left to pursue ownership. Qualified candidates must have strong record of leadership skills. Training, coaching, and motivation expertise required.

Position requires active involvement in the community, and desire to have fun working and living in South Dakota.

Growing group owner committed to radio. We offer excellent benefits and a compensation package designed to keep you happy. Please submit your sales leadership philosophy in no more than two pages along with resume and compensation history.

- all required -
to:

W. Tom Simmons
General Manager
KELOLAND RADIO GROUP
500 South Phillips
Sioux Falls, SD 57102

EOE

This space could be working for you for a very low cost . . . and it reaches a most responsive audience.

**Trustworthy, Royal, Helpful,
Friendly Courtesans, Kinda
Obedient, Cheerful, Nifty,
Brave, Keen and...**

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(Picktwo)

**BRIAN WILSON
(B104, Z93, WABC, ETC.)
301-667-6338**

Consultants

YOUR RADIO STATION SHOULD BE A PROFITABLE INVESTMENT

**RULE #1: "Always make a profit."
RULE #2: "Never forget RULE #1."**
But it's getting tougher. Especially for some independents and non-broadcast investors. Tax-changes, depressed revenues, increased expenses, increased competition.

We can probably help.
We are a select group of successful radio-broadcasters who have teamed to help other broadcasters. Like you, we are radio station owners.

You will be pleased with our credentials and our track-records. But more than anything, you will be pleased with our results for your station.

If you are not satisfied with your station's progress, it costs nothing to talk.

PDM & Partners

Business Development/Broadcasting
5232 Via Nautia, Arlington, Texas 76017
(817) 467-6444

TELEVISION

Help Wanted News

FUTURE NEWS OPPORTUNITIES?

Looking for personnel with small market news experience. G. Dylan & Assoc. is putting together a list of anchors, reporters, producers, assignment editors, directors, writers, t.d.'s, graphic artists and videotape editors who think they are ready for bigger markets. Please send resume along with 6 professional/academic references. Anchors and reporters add VHS format tape (cannot be returned).

**G. Dylan & Assoc.
P.O. Box 37350
Denver, CO 80237-0350**

Chief Photographer

National award-winning local news operation seeks Chief Photographer to oversee operations and photography staff. Applicants should have experience in News Photography and management. Contact Jim Sweeney

CABLEVISION NEWS 12
28 Cross St., Norwalk, CT 06851
(No Calls Please)
Equal Employment Opportunity

TOP 20 INDY

- Winner of numerous awards - Needs top notch coanchor to work with present male anchor. Must have excellent reporting skills. No beginners. Send resume and salary requirements to Box L-18. NO TAPES. PLEASE. EOE.

Help Wanted Management

SALES VICE PRESIDENT TELEVISION

A start-up broadcast group is planning a major market TV station acquisition. We are looking for an aggressive, experienced Sales Vice President to round out the targeted station's management team. Major market broadcast sales and management experience preferred. Independent or specialty station sales experience a plus. We are offering competitive compensation with potential for equity. Submit resume and salary requirements to:

Box L-21.

Help Wanted Sales

RF SALES ENGINEERS

Midwest's RF Products Division is a leading supplier of satellite news gathering and satellite transmission systems for the broadcast industry. Our current expansion program has created openings for Regional RF Sales Managers in several locations throughout the U.S.

A major responsibility of the position is direct customer contact in the television broadcast industry in a three to six state area. Thorough technical understanding of both C and Ku Band satellite technology is essential. Prior sales experience is helpful, but not mandatory.

We offer excellent compensation and fringe benefits and a unique opportunity to grow with a dynamic organization. For prompt confidential consideration, please send your resume to: Midwest Communications Corporation, Personnel Department, One Sperti Drive, Edgewood, KY 41017. An Equal Opportunity Employer.



SALES PRODUCT MANAGER ADVANCED ORDER-TAKING TECHNOLOGIES

Leading NYC pay per view company has position available in their sales dept. for a product mgr. with sales/mktg expertise in advanced order-taking technologies. Individual must possess strong communication and interpersonal skills. Requirements include 3 years experience in cable industry College degree or equivalent preferred. Salary commensurate with experience. Excellent benefits. Please send resume and salary requirements to: Box L-20.



KTTV-Fox Television
Los Angeles

SALES MANAGER

Tremendous career opportunity at one of the country's premier major market television stations. Excellent salary and benefits. Contact:

KTTV/Director of Sales
5746 Sunset Blvd.
Los Angeles, CA 90028

EOE

Help Wanted Technical

Television Maintenance & Construction Engineer

The National Security Agency, a Department of Defense agency, located in Fort Meade, Maryland, has a specialized position for a hands-on engineer in a state-of-the-art TV production facility. A minimum of 5 years experience is required. Work with all types of studio and electronic field production equipment.

Responsibilities include: equipment installation, system maintenance, troubleshooting and assisting in system design and planning. FCC license or SPE certification preferred. Occasional travel required. Salary commensurate with experience. Extensive background investigation required. U.S. citizenship required for applicant and immediate family members.

To apply, please send your resume or SF-171 to:



**National
Security
Agency**

ATTN: M322 (BDL)
Fort Meade, MD
20755-6000

An equal opportunity employer

FUTURE OPERATOR & ENGINEER OPPORTUNITIES?

Master control, video, uplink, sng & maintenance. This may be the right time for you to move up to unlimited opportunities. If you have two or more years experience in any of these areas and are ready for new challenges, then forward a resume complete with references to:

G. Dylan & Associates
P.O. Box 37350
Denver, CO 80237-0350

**SuperStation
TBS**

TELEVISION ENGINEERS

Turner Broadcasting System, the leading News, Sports and Entertainment system in satellite communications, has career opportunities 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 resumes to:

Jim Brown, Engineering
Turner Broadcasting System, Inc.
One CNN Center
Box 105366
Atlanta, GA 30348-5366

TBS is an equal opportunity employer

FORMER NETWORK T.V. NEWS PRODUCER

Sought for a very lucrative (\$75K+) N.Y.C., Chicago- or Washington, D.C.-based position as a consultant to an expanding, high-powered TV publicity firm with national clients and contacts. We are a group of former producers doing TV publicity to high journalistic standards. We require the same commitment plus a good working relationship with the most influential contacts at the network TV news level. Work from your home year-round, on easy schedule. Send resume plus general outline of areas of media influence to:

PRIMETIME
240 MOUNTAIN VIEW LANE
MILL VALLEY, CA 94941

TNT WRITER / PRODUCER

We need great promo writer/producers, people who can cut everything from tight topicals to breakthrough image spots.

We're staffing TNT-Turner Network Television. If you want to work very hard in exchange for alot of creative freedom, send a reel and resume to:

Sandy Knox / TNT Creative Services
1050 Techwood Drive, Atlanta, GA 30318
Don't even think about calling.

EOE



M/F

Help Wanted Programing Production & Others



Two Marketing & Promotion Positions Available

**National Syndication:
Promotion Producer**

- Creative high energy environment
- State of the art production facilities
- News promotion experience preferred

**National Coordination:
Station Relations**

- Coordinating national media placement
- Scheduling media events and personal appearances
- Press relations & excellent writing skills required

If you have three years major market experience in on-air promotion or public relations, please send resume & reel or portfolio to: Lynn Lazaroff c/o GERALDO, 311 W. 43rd St. Penthouse, New York, NY 10036. Equal opportunity employer. No phone calls please.



**DIRECTOR:
GOOD COMPANY**

Experienced pro needed for our challenging daily talk/variety show. It's one hour of talk, live audience, fashion, cooking, live remotes and more. Show goes on full remote a dozen times a year. Must be familiar with all aspects of production. We want the best for our top-rated show. Please send letter, resume and tape to:

GOOD COMPANY
KSTP-TV
Attn: Jennifer Groen
3415 University Ave.
Minneapolis, MN 55414
Equal Opportunity Employer, M/F

**CLASSIFIED
ADVERTISING
IS YOUR
BEST BUY**

Production Opportunities (Cable TV)

We've Backed Our Commitment To Tomorrow With In-House Production Facilities Today.

At USA Network we're strongly committed to using the most advanced technology to provide quality programming. As the most-watched cable network in the country with over 42 million subscribers, it's what people expect from us today.

Right now, we're committing to the future too. We're building our own in-house, state-of-the-art computerized editing suites in midtown Manhattan, complete with advanced special effects capabilities.

If you're an experienced production professional and as committed to your future as we are to ours, we invite you to explore the following opportunities:

DIRECTOR, POST-PRODUCTION MAINTENANCE: To oversee and maintain operation of entire facility.

SENIOR EDITOR: For video/audio editing.

Additionally, we have positions available for **EDITORS, TAPE and CHYRON OPERATORS.**

Qualified candidates should send resume (salary history a must) to: Lisa Fuhrman, USA Network, Dept. PO-BR, 1230 Avenue of the Americas, New York, NY 10020. EOE. NO PHONE CALLS, PLEASE.



Cable's Entertainment Network

ALLIED FIELDS

Employment Services

WE PLACE ENGINEERS

CHIEFS, ASST. CHIEFS, MAINTENANCE
TECHNICIANS, EDITORS, GRAPHICS

America's Leading Source for a Decade

TV STATIONS, PRODUCTION FACILITIES, CORP. TV, MFG.

For information phone or write Mark Kornish



key systems

479 Northampton Street
Kingston, PA 18704

Employer
Paid Fees

(717) 283-1041

Miscellaneous

HOW GOOD IS YOUR SALES STAFF?

Your sales people are only as good as your commitment to their training.

1989 will be the most competitive year in broadcasting history. Now there is comprehensive, on-going and effective sales training available to your station.

Contact:


Broadcast Sales Training
1057 Red Oaks N.E.
Albuquerque, NM 87122
(505) 293-4323

Miscellaneous Continued

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For broadcasters
Sanders & Co.

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* Be above the Rest! *
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* Giant Blimps, Hot Air Balloons, Roof Top Balloons *
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* 800-235-2201 *
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We do carpentry, electrical, plumbing, paint, wall-paper, furniture, new buildings, walls moved

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Lum and Abner Are Back

...piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.

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Jonesboro Arkansas 72403 ■ 501/972-5884

For Sale Stations

PUBLIC SALE

Harris Enterprises, Inc. ("Harris"), the successor-in-interest to RG, Inc. ("RG"), will conduct a public sale ("Public Sale") of the following personal property ("Collateral") belonging to Rainbow Broadcasting Corporation pursuant to the provisions of the Uniform Commercial Code as adopted by the State of Colorado at 11:00 a.m. on August 17, 1988:

All of the equipment, fixtures, inventory and general intangibles formerly belonging to RG and used or useful in connection with the operation of the radio stations known as KFKA-AM and KFKZ-FM (currently known as KISF-FM) and the proceeds thereof.

The Collateral will be sold on an "as is, where is" basis without any representations or warranties, written or oral, express or implied, of any kind, including, but not limited to, those representations and warranties pertaining to TITLE; ABSENCE OF LIENS, SECURITY INTERESTS, ENCUMBRANCES OR CLAIMS; ABSENCE OF PATENT, TRADEMARK OR COPYRIGHT INFRINGEMENTS; CONDITION; MERCHANTABILITY; OR FITNESS FOR A PARTICULAR PURPOSE. The Collateral may be sold in parcels or in bulk. Harris reserves the right to cancel the public sale of any of the Collateral.

The Public Sale will be subject to the successful bidder's ability to be assigned the Federal Communications Commission ("FCC") licenses pertaining to the Collateral. The assignment of these licenses are subject to the approval of the FCC. Harris makes no representations or warranties regarding the FCC's willingness to assign the licenses to the successful bidder for the Collateral.

Harris will be entitled to bid at the Public Sale on credit or for cash or certified funds. All bids by other parties will be solely for cash or certified funds.

The public sale will be conducted at Rothgerber, Appel, Powers & Johnson, Suite 2800, 1200 17th Street, Denver, Colorado. Any party interested in inspecting the Collateral before the public sale should contact Roy Rowan of Blackburn & Company, Incorporated at 213-274-8151 or 9465 Wilshire Boulevard, Beverly Hills, California 90212.

Harris Enterprises, Inc.
616 First National Center
1 North Main Street
Hutchinson, Kansas 67501

PUBLIC SALE

Greeley Broadcast Associates, LTD. ("Greeley") will conduct a public sale ("Public Sale") of the following personal property ("Collateral") belonging to Rainbow Broadcasting Corporation ("Rainbow") pursuant to the provisions of the Uniform Commercial Code as adopted by the State of Colorado at 1:00 p.m. on August 17, 1988:

All of Rainbow's assets used or useful in connection with, or arising from, the operations of the radio stations known as KFKA-AM and KGBS-FM (currently known as KISF-FM) in Greeley, Colorado, including all equipment, inventories, fixtures, accounts, motor vehicles, goods and general intangibles, wherever located, and all cash and non-cash proceeds thereof or therefrom.

The Collateral will be sold on an "as is, where is" basis without any representations or warranties, written or oral, express or implied, of any kind, including, but not limited to, those representations and warranties pertaining to TITLE; ABSENCE OF LIENS, SECURITY INTERESTS, ENCUMBRANCES OR CLAIMS; ABSENCE OF PATENT, TRADEMARK OR COPYRIGHT INFRINGEMENTS; CONDITION; MERCHANTABILITY; OR FITNESS FOR A PARTICULAR PURPOSE. The Collateral may be sold in parcels or in bulk. Greeley reserves the right to cancel the public sale of any of the Collateral.

The Public Sale will be subject to the successful bidder's ability to be assigned the Federal Communications Commission ("FCC") licenses pertaining to the Collateral. The assignment of these licenses are subject to the approval of the FCC. Greeley makes no representations or warranties regarding the FCC's willingness to assign the licenses to the successful bidder for the Collateral.

Greeley and Harris Enterprises, Inc., (which possesses a security interest in Greeley's rights, title and interest in an to the Collateral) will be entitled to bid at the Public Sale on credit or for cash or certified funds. All bids by other parties will be solely for cash or certified funds.

The public sale will be conducted at Rothgerber, Appel, Powers & Johnson, Suite 2800, 1200 17th Street, Denver, Colorado. Any party interested in inspecting the Collateral before the public sale should contact Randy G. Bobier, Esq. of Holme, Roberts & Owen at 303-623-2764 or Suite 400, 102 N. Cascade Ave., Colorado Springs, Colorado 80903.

Greeley Broadcast Associates, Ltd.
1040 North Dallas Bank Tower
Dallas, Texas 75230

**Northwest Indiana
Daytime AM
250 Watts
Box L-13**

AUCTION TO THE HIGHEST BIDDER

**KFKA/KISF-FM
Greeley, Colorado**

The beautiful city of Greeley borders on the front range of the Rockies . . . just 60 miles north of Denver. The FM is a Class C with a full 100,000 watts, and covers over one million people. The AM offers 5kW-D/1kW-N (DA).

The local economy is strong, and water is plentiful for agriculture. The stations have had a past successful history. Currently, they are dark.

These valuable stations will be auctioned in Denver on August 17th. The stations are available for inspection in Greeley on August 6th and 7th.

For complete details call:

Roy Rowan
Blackburn & Company, Inc.
9465 Wilshire Boulevard, Suite 518
Beverly Hills, California 90212
(213) 274-8151

Nationwide Media Brokers
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MID-ATLANTIC COMBO
AM/FM in thriving medium mkt.
priced for quick sale. Asking
\$1.95 million, 1.3 million down.

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202/822-1700**

RADIO

OKLAHOMA
GREAT OWNER-OPERATOR
AM

FM POSSIBLE
\$350K

Contact Craig Chambers

**CLIFTON GARDINER
& ASSOCIATES INC**

Communications Brokers

433 Park Point Drive Golden, Colorado 80401 (303) 526-1458

**BOB KIMEL'S
NEW ENGLAND MEDIA, INC.**

MICHAEL F. STARR

New England Media, Inc., is proud to announce that MICHAEL F. STARR, ESQ., has joined our company. Michael is admitted to practice law. He has 19 years of broadcast experience as manager and owner of AM, FM, VHF-TV, UHF-TV, network and independents.

Michael can be contacted through our home office or at:

Michael F. Starr, Esq.
514 Beadle Drive
Carbondale, IL 62901
618-549-0543

8 DRISCOLL DR., ST. ALBANS, VT. 05478
802-524-5963

TELEVISION

TOP 45
SUNBELT INDY
READY TO TURN ON
\$1.65MM

Contact Craig Chambers

**CLIFTON GARDINER
& ASSOCIATES INC**

Communications Brokers

433 Park Point Drive Golden, Colorado 80401 (303) 526-1458

TELEVISION

TOP 50 NORTHEAST MARKET.
INDEPENDENT UHF.
FULL POWER. \$2.9 MILLION.

SNOWDEN Associates

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CLASSIFIED ADVERTISING IS YOUR BEST BUY . . .

This space could be working for you for a very low cost . . . and it reaches a most responsive audience.

Nationwide Media Brokers
Chapman
 Associates

CALIFORNIA FM
 Class A FM in beautiful high growth southern CA market. Asking \$1.3 million cash.

JIM MERGEN
 818/893-3199

RADIO

WEST TEXAS BOOMER
 AM / FM
 \$1.7MM

Contact Craig Chambers

CLIFTON GARDINER
 & ASSOCIATES INC
 Communications Brokers
 433 Park Point Drive Golden, Colorado 80401 (303) 526-1458

UTAH AM
 50 kw. non-directional. 1010 khz. Large market suburb

NEW MEXICO AM/FM
 Fulltime, non-directional AM, Class A FM with C2 upgrade CP

NEW MEXICO CLASS C FM
 Good opportunity for first station buy-in.

COLORADO CLASS A FM
 Unique, quaint mountain town.

MONTANA AM
 Fulltime, non-directional. Positive cash flow. Terms possible

ARKANSAS FM
 Class A. Owners retiring for health reasons.

AL PERRY (303) 239-6670

FLORIDA

AM 5KW SMALL MKT \$25K DN	\$200,000
AM 10KW MAJOR MKT C/F	\$2,000,000
AM 1KW MED-LG MKT TERMS	\$950,000
FM CLASS A NORTH FLA	\$750,000
FM CLASS A (MO) S/M \$50K DN	\$85,000
AM/FM FLA WEST COAST	\$2,300,000

DOYLE HADDEN BR. 407-365-7832

■ Fulltime in large SC city. Good real estate. This station sold for \$1.2 million a few years ago. Unusual circumstances. Owners will sacrifice for \$325,000. Terms.

■ Daytimer covering city in central Washington. \$84,000

Broadcast Communications Division
BUSINESS BROKER ASSOCIATES
 615-756-7635 — 24 Hours

Blind Box Responses

BOX ???
 c/o Broadcasting Magazine
 1705 DeSales St., NW
 Washington, DC 20036
 (No tapes accepted)

Attention

First Time Radio Station Owners
 10,000 watt AM Phoenix Market
 Low price - Terms Available
 Well-equipped - Inspection Invited
 P.O. Box 25302, Dallas, TX 75225

MONTANA
 Regional AM/FM combo
 100 KW Class C FM with powerful AM
 Steady sales growth, excellent facilities, well respected in the community. Terms to qualified buyers. Send inquiries to Box K-50

AUCTION
 The assets of KCLN AM/FM in Clinton, Iowa will be sold by silent auction. Details call 312-419-0149.

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted: Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch.

For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc. count as one word each. Phone number with area code or zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Media



Sokusky



Sosson



Taylor

Anna Mae Sokusky, VP, news and programming, CBS-owned AM stations, New York, named VP, CBS-owned AM stations. **George Sosson**, VP, operations, CBS-owned FM stations, named VP, CBS-owned FM stations.

Gregory Taylor, VP, marketing and sales,

Centel Business Systems, Chicago, named VP and general manager, Centel Cable, Riviera Beach, Fla.

Stan Mak, VP, radio, King Broadcasting Co., Seattle-based owner of three AM, three FM and five TV stations, named senior VP, radio. **Paul Clithero**, general manager, King's KINK(FM) Portland, Ore., named VP and general manager.

Jerdan Bullard, VP and general manager, WZZK-AM-FM Birmingham, Ala., adds duties as corporate VP, government affairs for parent, NewCity Communications, Bridgeport, Conn., owner of six AM and nine FM stations.

Ronald W. Johnson, VP and general sales manager, KWVL(TV) Waterloo, Iowa, adds duties as assistant general manager. **Mark C. Mathis III**, VP, promotion and marketing,

named VP, operations and programming.

Wallace Smith, VP, radio, WNYC Communications Group, New York, joins noncommercial USC Radio, Los Angeles, as president and also general manager, KUSC(FM) there.

David Leonard, VP, Western division operations, United Cable Television Corp., Denver, named president and general manager.

Michael Fischer, VP of marketing and research, Bob O'Connor and Associates, Chicago-based music consultancy, adds duties of operations manager and music director, WNUA(FM) there.

Caroline Devine, general sales manager, KEYI(AM)-KEYI(FM) Austin-San Marcos, Tex., joins KSMG(FM) Seguin, Tex., as general manager.

Vic Rumore, president, Sudbrink Broadcasting, West Palm Beach, Fla., owner of three AM and four TV stations, joins WLAC-AM-FM Nashville as general manager.

Tony Novia, VP, operations manager, WHYI-FM Fort Lauderdale, Fla., joins WXDJ(FM) Homestead, Fla., as general manager.

Donald Epstein, director, market forecasting and competitive analysis, CBS, New York, joins CBS-owned WCBS(AM) there as director, finance and administration.

Emily Barr, director, creative services, KHOU-TV Houston, joins WMAR-TV Baltimore as director, broadcast operations.

Mark Adamle, account executive, Katz Television, joins Harrington, Righter & Parsons Inc., Chicago, as account executive, green team.

Marketing

Elizabeth Hayes, associate creative director, Chiat/Day, San Francisco, named VP, associate creative director.

Alf Nucifora, president and general manager, Fahlgren & Swink, Atlanta, joins Earle Palmer Brown there in same capacity.

Pete Pepper, managing editor and weekly anchor, KNTV(TV) San Jose, Calif., joins Carter Callahan Advertising and Public Relations there as president and chief operating officer.

Arnie Berger, VP and management supervisor, Bozell, Jacobs, Kenyon & Eckhardt New York, joins Griffin Bacal Inc. there same position.

Marilyn Jaffe, local sales manager, WYOU(T) Scranton, Pa., named general sales manager.

Holly Shelton, national sales coordinator, WRKO(AM) Boston, named general sales manager, WRKO(AM)-WROR(FM) there.

Stephen Berger, senior account executive, WODS(FM) Boston, named local sales manager.

Charles Stuart, VP and national sales manager, KTTV(TV) Los Angeles, joins KTVU(T) Oakland, Calif., as local sales manager.

Dennis Welsh, sales representative, MM Sales Inc., Philadelphia, joins WPGH-TV Pittsburgh as national sales manager.

Barry Hirsch, sales manager, MMT Sal Inc., New York, joins WFLD(TV) Chicago national sales manager.

Joe Zaydon, account executive, WDZL(T) Miami, joins WAXY(FM) Fort Lauderdale, Fla., in same capacity.

Andy Hanley, director, marketing, Southern division, Capital Cities Cable/Post New week, joins Turner Cable Network Sales Atlanta, as account executive, Western region.

Carrie Trowbridge, account executive, WWAZ(AM)-WWLI(FM) Providence, R.I. joins WJIB(FM) Boston in same capacity.

Nance Phillips, account executive, WLTF(FM)-WRMR(AM) Cleveland, joins WPEN(AM)-WMGK(FM) Philadelphia, in same capacity. **Nelva Wright**, account executive, WCAU(AM) Philadelphia, joins WPEN(AM)-WMGK(FM) in same capacity.

Jack Bivens, manager of marketing, advertising and national sales, Century Broadcasting, Chicago, joins Brooks Advertising, Palo Heights, Ill., as account executive.

Beth Lesser, senior account executive, To bet Radio, joins CBS Radio Representative Dallas.

Tina Marie Castano, account executive, WDAK(AM)-WOTB(FM) Newport, R.I., joins WLNE(TV) New Bedford, Mass., in same capacity.

David Neal, founder and VP, Time Right Media and Marketing, Boston-based direct response advertising agency, joins WFTY(T) Washington as account executive. **Lis Cook**, graduate, James Madison University Harrisonburg, Va., joins WFTY(TV) as account executive.

Charles Brown, assistant sales manager, WBMX-FM Oak Park, Ill., joins WFMT(FM)



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The person you describe is the person we'll deliver.

Chicago as account executive.

Harry Goppman, national sales manager, WTXH(TV) Houston, joins KLTR(FM) as account executive. **Joy Mills**, account executive, KKBO-FM Houston, joins KLTR(FM) there in same capacity.

Programming



Simon

Perry Simon, VP, drama programs. NBC Entertainment, Burbank, Calif., named senior VP, series programs.



Wagner

Steven Wagner, VP, La Salle Advisors Ltd., New York, joins The Disney Channel there as VP, Eastern region. **Kevin Maguire**, senior marketing representative, The Disney Channel, named manager, affiliate marketing.

Delvyn Smith, VP, programming, Tribune Broadcasting Co., Chicago, joins Tribune Entertainment there in same capacity.

George Paris, manager, daytime programs, NBC, joins Tribune Entertainment as VP, programming, West Coast.

J. Jackson, music director and afternoon personality, KMPC-FM Glendale, Calif., adds duties of program director.

Randy Beaubien, program director, KNX-FM Los Angeles, joins WCXR(FM) Alexandria, Va., in same capacity.

Harold Schacher, program director, Tribune Broadcasting Co.'s WGN-TV Chicago, named director, program services, Tribune Broadcasting there.

Barbara Schobinger, programming supervisor, WFR-TV Rockford, Ill., named programming director.

Lee Roy Hansen, program director, MMX(FM) Terrell Hills, Tex., joins The WAVE Network, Chicago, as operations manager.

Andy Weiner, general manager, KRZY(AM)-RST(FM) Albuquerque, N.M., joins Waintrain Broadcasting Corp., radio program distributor, there as VP.

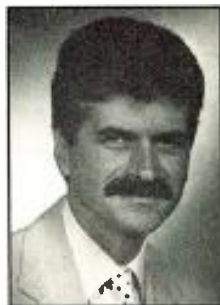
J. Lambert, regional manager, Drake-Whenault, Albuquerque, N.M., named general sales manager.

Jeff Gallop, account executive, Coca-Cola Telecommunications, joins Columbia Pictures Television, Burbank, Calif., as account executive, syndication, Western region.

Dan Gunn, most recently earning masters, University of Chicago, joins Bonneville Broadcasting System, Northbrook, Ill.-based radio syndication company, as account executive.

News and Public Affairs

Charles O'Neil, news director, WBZ-TV Boston, joins *The Christian Science Monitor* there as director, *World Monitor*.



Sherlock

James Sherlock, assistant news director, WGRZ-TV Buffalo, N.Y., joins WAND-TV Decatur, Ill., as news director.

Gary Wordlaw, assistant news director, WMAR-TV Baltimore, named news director.

Pia Winters Jordan, associate producer, WMAR-TV, named

public service producer.

Bart Feder, assistant news director, KOVR-TV Sacramento, Calif., named news director.

Perry Boxx, news director, KOCO-TV Oklahoma City, joins KTVI Saint Louis as assistant news director.

Mark Silberstein, assignment editor, KSNW(TV) Wichita, Kan., joins WLNE(TV) New Bedford, Mass., as assistant assignment manager.

Joe Townley, sports producer, WUSA-TV Washington, joins Madison Square Garden Network, New York, as producer, *MSG SportsDesk*.

Bob Jacobs, noon producer, WTSP-TV St. Petersburg, Fla., named 11 p.m. producer.

Ken Crawford, weekend news producer, WDIV(TV) Detroit, joins WUSA(TV) Washington as producer.

Steve Mencher, associate producer, *Carnegie Hall Tonight*, National Public Radio, Washington, named op-ed producer, *Performance Today*, daily arts information and music performance program.

Jill Ross, morning news editor, Pennsylvania Network, Philadelphia, named afternoon news anchor.

Bob Fitzsimmons, announcer, WABC(AM) New York, joins WNYW(TV) there as co-anchor, *Good Day New York*.

Alan Walden, senior correspondent, NBC Radio News, joins WBAL(AM) Baltimore as morning anchor.

Warren Williams, co-anchor, WAPT(TV) Jackson, Miss., and news director/morning anchor, WSLI(AM)-(FM) there, joins WKBW-TV Buffalo, N.Y., as noon co-anchor and general assignment reporter.

Jimmy Roberts, writer and features producer, ABC Sports, New York, joins ESPN, Bristol, Conn., as correspondent.

Thomas Eagleton, former U.S. Senator (D-Mo.), joins KSDK(TV) St. Louis as weekly news commentator.

Linda Gebhardt, graduate, Indiana University, Bloomington, joins WKJG-TV Fort Wayne, Ind., as news reporter.

Brian Banmiller, real estate editor, KCBS(AM) San Francisco, joins KTVU(TV) Oakland, Calif., as business correspondent.

Susan Gurevitz, advertising and marketing

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Thomas Keller, chief scientist and former head of science and technology department, National Association of Broadcasters, is leaving the association to join Broadcast Technology Partners, Greenwich, Conn. BTP holds the patent on the FMX stereo system, which is designed to reduce noise and increase coverage of FM signals. Keller, who invented FMX with BTP President Emil Torick, will "assist in the implementation of the FMX stereo system on FM broadcast stations worldwide." BTP has reached an agreement with 70 stations to install the system. Clients include all stations in CBS Radio, Gannett Broadcasting and Buckley Broadcasting groups.



Pollard

Veronica Pollard, manager, international affairs, Cosmos Public Relations Corp., Tokyo, Japan-based communications firm, joins Capital Cities/ABC Inc., New York, as director, corporate communications.



Blum

Julie Blum, coordinator, advertising and promotion, Columbia Pictures Television, Burbank, Calif., named manager, advertising and promotion.

Barbara Sobocinski, director, marketing and advertising, KGW-TV Portland, Ore., joins WTSP-TV St. Petersburg, Fla., as promotion manager.

Mark Lapidus, program director, WMJR(FM) Warrenton, Va., joins WCPT(AM)-WCXR(FM) Alexandria, Va., as promotion director.

Allied Fields

Joseph Jacobs, VP and general counsel, WU World Communications, Secaucus, N.J., joins Seyfarth, Shaw, Fairweather & Geraldson, New York law firm, as of counsel.

Robert St. John Roper, partner, LeBoeuf Lamb Leiby & MacRae, Washington law firm, joins Cohn & Marks there in same capacity.

David Maher, partner, Isham, Lincoln & Beale, Chicago, joins Sonnenschein Carlin Nath & Rosenthal, law firm there, in same capacity. **Samuel Fifer**, partner, Isham, Lincoln & Beale, joins Sonnenschein Carlin Nath & Rosenthal in same capacity.

Delin Graves, copywriter and media placement consultant, The Writers' Broker, joins Lars Clutterham Music, Lakeside, Calif.-based producer of promotional music for television and radio stations, as sales manager.

Stefan Klima, fine arts librarian, Beverly Hills Public Library, Beverly Hills, Calif.,

wood, Colo., as manager, corporate communications.

Susan Whitaker, producer, morning show, WLS(AM) Chicago, joins KKCW(FM) Beaverton, Ore., as promotion and marketing director.

joins Academy of Television Arts and Sciences, Burbank, Calif., as consultant, acemy library.

Appointments to board of directors, International Council, National Academy of Television Arts and Sciences, New York: **J. Holston III**, VP, business strategy and international development, NBC; **Biagio Agnelli**, director general, RAI Radiotelevisione Italiana; **Paul Fox**, managing director, Briti Broadcasting Corporation; **Pilar Milagro Ferrero**, general manager, Radiotelevisione Espana; **Herb Granath**, president, ABC Video Enterprises; **Larry Sugar**, executive V Weintraub Entertainment.

Deaths

Jack Clark, 62, television announcer for NBC's game show, *Wheel of Fortune*, died of bone cancer July 21 at St. Joseph's Medical Center in Burbank, Calif. He began his 40-year career as substitute radio announcer at KROW(AM) Oakland, Calif. Clark then joined CBS Radio, San Francisco, as station radio announcer. By 1952 he moved to New York where he became program announcer for several game shows including *Password*, *To Tell the Truth*, *Split Second* and *\$25,000 Pyramid*. He also acted as host for two game shows, *Dealer's Choice* and *T. Cross Wits*. He is survived by his wife Barbara, three daughters and one son.



Friedland

Lewis A. Friedland, 68, former VP-general manager, WICD(TV) Champaign, Ill., died of leukemia July 20 at Memorial Medical Center, Springfield, Ill. Friedland began his broadcast career in 1948 at WBKB-TV (now WBBM-TV) Chicago, where he eventually became national sales manager. In 1953 he became VP and general manager, WICS(TV) Springfield, Ill. From 1959-1980 he was VP and general manager, WICD(TV). Friedland also served as president of Illinois Broadcasters Association. In 1969, was member, NAB UHF Committee and member, UPI Advisory Board. He is survived by his wife, Ruth, and two sons.



Sherry

Martin J. Sherry, 42, VP and general manager, WFOX(AM) Gainesville, Fla., died after stroke July 25 at Crawfordlong Hospital, Atlanta. Sherry was with WFOX(FM) for 10 years. He had previously been with WSB(AM)-(FM) Atlanta as local sales manager, sales manager and general sales manager. He had also been an account executive with WZGC(FM) Atlanta. Sherry was president of Atlanta Broadcast Advertiser Club. He is survived by his parents and one sister.

columnist, *Philadelphia Daily News*, joins KYW(AM) Philadelphia as personal finance correspondent.

Brenda Stuart-Horwitz, consumer/general assignment reporter, KHGI-TV Kearney, Neb., joins KSNW(TV) Wichita, Kan., as general assignment reporter.

Technology

Gary Migdal, director, broadcast sales, Editel, Los Angeles, joins Post Group, postproduction service of Disney-MGM Studios, Orlando, Fla., as general manager.

David Fellows, head, strategic operations, network systems group, Scientific-Atlanta, Atlanta, named director of marketing-distribution, headend/earth station products.

Promotion and PR

Cynthia Swartz, director, corporate communications, AIRCOA, Denver-based hotel company, joins Jones Intercable Inc., Engle-

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It's all in the game or HBO's Seth Abraham

October 8, 1957. The day that Walter O'Malley and the shareholders of the Brooklyn Dodgers voted to pull up stakes and head for Los Angeles is still one of Seth Abraham's most poignant boyhood memories. "When you grow up in the real halcyon days of the Brooklyn Dodgers, you have to be a fan," says the former centerfield leechers regular and current senior vice president of programming operations and sports at HBO. For a Brooklyn "street kid" born a block from the ballpark, the flags flying at half staff that day seemed a fitting testimony to Brooklyn's tragedy.

What led O'Malley, together with New York Giants owner Horace Stoneham, to head to Los Angeles and San Francisco, respectively, was partly a result of a plan to sell the broadcast rights to their teams through "subscription television"—pay TV—an untested distribution method that both teams viewed as their future pot of gold.

Thirty years later could Abraham play as important a role in baseball history? When the next baseball contract is negotiated at the end of the current season, the conventional wisdom now is that it will include a role for cable network. ESPN's successful first-year carriage of eight National League Football games goes a long way in supporting that logic, say various sports executives. If HBO—a pay network—were to take a piece of the next baseball contract, would baseball viewers be removed yet another step from the free broadcast coverage that has already been eaten into by regional sports network coverage?

Eyeing the lithograph of Ebbets field on the wall of his corner office at HBO headquarters in New York, Abraham reflects: "Good businesspeople have an extra dimension—vision." Abraham's vision of the next baseball contract includes a role for HBO. Any disdain for O'Malley's move of the Dodgers to the West Coast has not reduced its respect for O'Malley the businessman. "For better or worse—and growing up as a kid in Brooklyn, I would say worse—professional sports is a business. Sometimes I think collegiate sports is a business. And sports on television is a business. O'Malley knew that. I hope, as a fan, that sports never migrates totally to cable. I think there should be a wide array of sports on TV. But the economics of sports are such that more and more sports will find their way onto cable."

Broadcast sports were a part of Abraham's youth. "I always seemed to do my homework with a television set" tuned to the particular sports on that evening. Still, the television set in his room, and a transistor radio often wired to his ear during school and tuned to Dodgers games, didn't keep



SETH GABRIEL ABRAHAM—senior vice president, programming operations and sports, HBO, New York; b. August 20, 1947, Brooklyn, N.Y.; B.A., journalism, University of Toledo, 1968; M.A., journalism, Boston University, 1969; stringer, *New York Times* Boston bureau, 1968-69; Facts on File, 1969-71; writer-editor, *Ski Magazine*, 1971-72; account executive, Hill & Knowlton, 1972-75; special assistant to president, Major League Baseball Promotion Corp., 1975-78; director of sports operations, HBO, 1978-1980; VP, sports programming, 1980-1983; present position since February 1983; m. Lynn Rubenstein, May 8, 1977; children—Sari Lisa, 2.

Abraham from graduating from high school at 15, a combination of completing grades seven through nine in two years and his birthday, which fell just inside the cut-off date for his class.

His age notwithstanding, the University of Toledo provided a campus setting that he liked, and the opportunity to play first base and left field for a college baseball team.

Following graduation, Abraham headed East to study for a masters in journalism at Boston University. When David Manning, the head of the program at that time, reviewed Abraham's transcripts and samples of his work, he recommended him to the *New York Times* Boston bureau as a stringer. Abraham covered politics and education for the paper. Abraham was so awed by the chance to work for the *Times* that to this day he has not cashed his first paycheck.

Following three years at the research service Facts on File (where he met his wife), Abraham touched base with sports once again. Through a friend he learned of an opening at the public relations firm of Hill & Knowlton, working on the Gillette account. The name Gillette meant one thing to Abraham—baseball. Gillette had been involved in sports promotion since 1903.

Abraham the journalist was not bothered by the move to public relations. "It was with an account I really wanted to work on," he says. Hill & Knowlton allowed him to devote his energies to the Gillette account exclusively. As the head of that account, Abraham represented Gillette in the office of

the Commissioner of Major League Baseball. That introduction to the major leagues in turn led to work as special assistant to the president of Major League Baseball Promotion, where he helped create such promotions as the Gillette all-star ballot.

Abraham's move to Time Inc.'s young cable channel, Home Box Office, in 1978 was made only after great agonizing. "I had a great job. I was going to baseball games with [Henry] Kissinger, [Presidents] Ford and Carter. It was like being a kid in a candy store." In fact, he says, "I felt like I owned the candy store."


It took David Meister, then vice president of sports at HBO (and now president of Financial News Network) "dozens" of calls and meetings over 10 months to get Abraham to consider HBO's offer. That despite commissioner Bowie Kuhn's advice to be patient, that there was a great future ahead for him at the front offices of the major leagues.

Abraham would later learn that at the time he was being approached by Meister, HBO and its parent, Time Inc., were considering cutting back on the sports on the schedule. HBO Chairman Michael Fuchs, then vice president of programming, managed to derail that train.

"Buttoned down" is how Fuchs remembers his first impression of Abraham. "Seth is always prepared." Fuchs's confidence in Abraham was also bolstered by the two men's respective zeal for sports (Fuchs is a Yankee fan who grew up in the Bronx near Yankee stadium). Fuchs's and Abraham's friendship allows for what the chairman describes as a sometimes "unstructured" working relationship. One example of that is an annual vacation in England that the two take for HBO's coverage of Wimbledon.

One of Abraham's projects has been turning HBO into a leading venue for live boxing, thanks particularly to a seven-fight \$26.5-million deal that it signed with heavyweight champion Mike Tyson in January. Abraham calls the "unification series" of fights (designed to unite the heavyweight division's three titles—World Boxing Association, World Boxing Council and the International Boxing Federation—his proudest accomplishment since joining HBO).

There is an elemental affinity between boxing and Abraham. As he puts it, survival in boxing's netherworld of promotion, hype and high-stakes negotiations requires the same sort of street smarts he picked up in Flatbush. But it is not without its intellectual challenges. "It's the ultimate chess game," he says.

Abraham is not about to lose in the television sports game, or any other for that matter. "I am a very bad loser. I'm not a sore loser. I think there's a difference. With the exception of my wife, and colleagues at HBO, I would say that everybody is the competition." 

MGM/UA Communications \$400-million deal announced earlier this month to spin off its MGM Studio as separate company partially owned by Barris Industries has fallen through. "We had a timetable to reach a mutually acceptable definitive agreement. It became very obvious that the trigger date wasn't going to be met," said company's senior VP for corporate development, Mary McCarthy. Company's announcement did not explain change in plans. One observer suggested Barris may have had second thoughts on long-term financial viability of MGM, in which it would have invested roughly \$100 million and been a 25% shareholder (BROADCASTING, July 18). MGM/UA is still looking for new investors, McCarthy said, but not necessarily for deal resembling last proposal, which would have raised \$230 million to help retire MGM/UA's bank debt. On top of that debt, company has \$400 million in outstanding notes and debentures.

NBC dominated prime time Emmy Award nominations last week, gathering total of 114, followed by CBS, 87; ABC, 75, and PBS, 27. Cable networks, eligible for first time, received 15—HBO and Showtime, six each, Disney Channel, two, and Turner Broadcasting System, one. Syndication received 13 and Fox Broadcasting took six. Biggest individual nominee was NBC's *L.A. Law*, with 19, followed by CBS's *Beauty and the Beast*, 12; NBC's *Cheers*, 11, and ABC's *thirtysomething*, 10.

FCC will release next "major step" in advanced television terrestrial transmission regulation during scheduled Aug. 4 regular meeting, according to William Hassinger, assistant chief, engineering, Mass Media Bureau. Tentative decisions, second notice of inquiry and rulemaking will be released based on comments from first advanced TV inquiry, spectrum studies and text of first interim report released by FCC's advisory committee on advanced television service. "It is a fairly fat item we're going out with," Hassinger said. Questions regarding changing rules on distance separation in UHF-TV band and other spectrum questions are expected to be included in document. Hassinger would not comment on what impact it will have on pending spectrum sharing proposal with land-mobile radio licensees and UHF TV broadcasters.

Times Mirror, United Artists and Tele-Communications Inc. termi-

nated agreement that called for swap of cable systems affecting approximately 300,000 subscribers. Times Mirror would have traded Phoenix system for UA properties in New York, Illinois and Massachusetts, and TCI systems in Nevada, California and Ohio. Separate agreement for Times Mirror purchase of TCI's Rock Island, Ill., system was also terminated. One source said differences in cash flow estimates contributed to complex deal falling through.

Senate voted in favor of Commerce Committee's 1991 CPB appropriation last week, including \$245-million operating budget, \$57.5-million satellite replacement fund and additional \$10 million for Stars Schools program to fund consortium to develop satellite-delivered educational programming.

Senate last week approved provision of \$7.5 million for start-up funds for TV Marti, television service that would broadcast to Cuba. But chairman of Senate Foreign Relations Committee, Claiborne Pell (D-R.I.), who has expressed doubts about project, obtained from principal backer of television provision, Senator Ernest Hollings (D-S.C.), **promise that additional funds would not be sought until Pell's committee holds hearings on matter.** (Total start-up and first-year operating costs have been estimated at \$40 million.)

Capital Cities/ABC will announce this week that **Mark MacCarthy**, professional staffer for House Energy and Commerce Committee, is joining network's Washington office as **VP for government relations** in September. MacCarthy is Commerce Committee Chairman John Dingell's top aide on telecommunications issues and succeeds Paul Myer, who left last month for Northern Telecom to become VP for public affairs (BROADCASTING, June 27). MacCarthy will work with Capcities/ABC's Gene Cowen, who heads network's Washington operation. MacCarthy has been with Commerce since 1981 and was previously with Occupational Safety and Health Administration during Carter administration as economist. David Leach, managing director of Orion Telecommunications, succeeds MacCarthy (although his duties are expected to encompass more than communications issues). Leach is former senior policy analyst

Sundlun sells Outlet stock, Henderson new CEO

Bruce Sundlun, who has led Outlet Communications since its inception, sold his 9% stake in the company last week and turned over the chief executive officer title to David Henderson, who had been president and chief operating officer. The sale came at the same time the two men settled their dispute with the group owner's majority owners, Wesray Capital and Mutual Benefit Life Insurance, which increased their ownership by buying Sundlun's stake. To some observers, the developments made uncertain the company's future course.

Last week's agreement between management and Wesray-Mutual called for both sides to suspend their claims on the other's stock (BROADCASTING, July 18); for management to give up its right of first refusal on some of the company's major properties, and for Wesray to fund the company's supplemental pension plan at roughly \$8 million. Asked why he didn't pursue management's option to buy out the Wesray stake, Sundlun said: "As CEO of the company, I had an obligation to run the company properly and not to tie it up in major litigation for two or three years, especially since the major economic advantage would be to myself." He is currently running for governor of Rhode Island.

Sundlun denied that his decision to step down as chief executive officer (he will remain chairman) and the sale of his stock were related to the Wesray/Mutual dispute: "Henderson has been around for a long time, and it was time for him to make

his move." Sundlun also said that although Outlet's stock was potentially worth close to \$30 per share on a liquidated basis, the fact that he sold his shares at \$23.75 made sense: "They [Wesray/Mutual] also bought my contract at \$2.3 million, which works out to an additional \$5 or \$6 per share." Sundlun will receive close to \$12 million from the sale.

Outside of Wesray and Mutual, the largest Outlet shareholder is now Sandler Associates, which continued to increase its holdings last week and at week's end was near 12%. Barry Lewis, general partner of the investment and brokerage firm, said he expects the company to be sold soon: "I view the sale by Sundlun of his Outlet stock as the first step in an orderly liquidation of Outlet by Wesray and Mass Mutual. I am basing this on several factors, one being Wesray and Mass Mutual agreed over nine months ago to sell by giving the management an option, and, second, Mass Mutual now owns well over 30% of the stock, an inordinately high amount of stock to be held by an insurance company. Third, Wesray's past history has indicated that they tend not to be long-term holders."

Last Thursday Outlet reported second-quarter revenue of \$20,017,000, up 15%, and a net loss of \$2.8 million, roughly equal to that of the same quarter in the prior year. Sundlun told BROADCASTING that independent WXIN(TV) Indianapolis, owned by an affiliate of Outlet, reported an operating profit for the first time in the station's history.

House Telecommunications Subcommittee under then-chairman Tim Wirth (D-Colo.), now in Senate.

BS/Broadcast Group President Howard Stringer is expected to announce this week the appointment of **George F. Schweitzer** as senior VP of communications. Schweitzer, currently with Young Rubicam, spent 15 years at CBS, and upon his return will be in charge of CBS's advertising, promotion and press relations operations.

Former president of National Association of Public Television Stations, **Peter Fannon**, has been chosen to be **executive director of Advanced Television Test Center (ATTC)**, which is being formed by three commercial TV networks, NAB, AMST, INTV and PBS to test advanced television systems for Advanced Television Systems Committee and FCC's advisory committee on advanced television. He will officially start today (Aug. 1), joining Charles Rhodes, who was named in June as chief scientist, on ATTC staff. Questions of where facility will be based and when testing will begin remain open. Until site is chosen, Fannon is maintaining office at PBS headquarters in Alexandria, Va., and Rhodes at NAB headquarters in Washington. Since leaving NAPTS in June 1987, Fannon has been involved in miscellaneous projects in both commercial and noncommercial TV, including advisory work for long-range planning at PBS. He described ATTC job as "an opportunity I couldn't pass up" and said HDTV is "fascinating development" which will have key part in future of television.

Rose L. Alegrett, former Intelsat deputy director general, is in **ederal holding facility in Alexandria, Va.**, under \$750,000 surety bond. Alegrett, who left country for his native Venezuela in January 1987 after being fired from his Intelsat post in midst of investigations by federal officials and Intelsat, was arrested two weeks ago in island nation of Aruba, off coast of Venezuela. He has been charged with conspiracy to defraud Intelsat of \$3.8 million. Alegrett is fourth person thus far charged in scheme of kickbacks, phony commissions and unauthorized payments said to have diverted more than \$5 million from Intelsat in connection with construction and financing of expansion of Intelsat headquarters in Washington. More than two-thirds of the money was said to have benefitted Alegrett and Richard Colino, former Intelsat director general. Over past year and a half, FBI agents and prosecutors have contacted him in Aruba, with view to concluding those talks and obtaining his return to U.S. Finally, according to sources, FBI agent who met with him two weeks ago presented him with international arrest warrant. Aruban authorities took him into custody and placed him on plane for Miami, where he was arrested by FBI.

Word within **Storer** cable operation is that **Michael Tallent**, VP, controller, **will head surviving cable company** once purchase of SCI Holdings by Tele-Communications Inc. and Comcast is completed. It's expected that purchasers will sign management consulting contracts with SCI Holdings, allowing for TCI and Comcast oversight of company's 1.5 million subscribers. One source inside Storer confirmed that staff at company's headquarters could be reduced to 40 or fewer from present 140. Cuts will likely be almost as deep at regional offices, Storer source confirmed. Company did not comment on cuts or appointments, but said there had been no terminations as yet, and that transition period would accompany changeover to new management.

U.S. Court of Appeals has affirmed district court ruling clearing way for New York Times to gain access to tape of voice communications from ill-fated Challenger space shuttle crew. NASA had released transcript of tape, but Times sought tape and filed FOI Act request. NASA claimed that tape would encroach on personal privacy of astronauts' families, but district court rejected argument, saying communication contained no personal information. Appeals court sided with district court. Judge Douglas Ginsburg dissented in case.

Rogers to head new NBC cable unit; Eskridge in charge of CNBC

NBC gave its cable programming efforts a structure last week by creating NBC Cable. Under newly named President Thomas S. Rogers, the new division will oversee the network's expansion into wired programming channels. NBC also named Michael L. Eskridge, executive vice president of NBC's Olympic unit since 1985, as president of the network's Consumer News and Business Channel, the newest creation of that division (BROADCASTING, July 25).

For Rogers, formerly vice president of policy planning and business development at the network, the new title will not represent any radical changes from his current duties. Rogers had primary responsibility for engineering the network's entry into CNBC through its lease arrangement with Tempo Television. He also has overseen the network's involvement in Arts & Entertainment (a partnership of Hearst, ABC and GE) and the Interactive Game Network, a partnership of various programmers, cable operators and hardware manufacturers to create state-of-the-art interactive broadcast and cable systems.

Eskridge is a former president of NBC Radio and executive vice president of NBC's owned television stations division. His current involvement with NBC's coverage of the summer Olympics in Seoul, South Korea, primarily involved planning, according to the network, and his supervisory presence will not be required when the games begin in September.

Rogers said that the formation of NBC Cable speaks to the importance of cable to the network these days. "There's no doubt we need to diversify," he said in reference to the relative downturn in the broadcasting side of the television business. Rogers declined to predict when NBC Cable might put another cable network on the air, but he did say that the new NBC division will attempt to be "opportunistic" in the future, in the same way that it was in getting into CNBC. NBC will eventually own that channel through a deferred payment schedule that allows Tempo and NBC to "avoid tax complications and other liabilities."

Radio-Television News Directors Association last week announced winners of **1988 Edward R. Murrow Awards** for excellence in electronic journalism. **Radio winners:** KYGO(FM) Denver (overall excellence); WTMJ(AM) Milwaukee (continuing coverage); WSM(AM) Nashville (news series/documentary) and WBBM(AM) Chicago (spot news coverage). **TV winners:** KING-TV Seattle (overall excellence); WCPO-TV Cincinnati (continuing coverage); WPLG(TV) Miami (investigative reporting); KPNX-TV Phoenix (news series/documentary), and KXLY-TV Spokane, Wash. (spot news coverage).

Justice Department last week (July 26) wrote Senate Majority Leader Robert Bryd (D-W.Va.) to express its **opposition on First Amendment grounds to children's television legislation** currently pending in chamber. Bill (H.R. 3966), which passed House in June, would limit amount of advertising during children's programming. No immediate action is planned on measure in Senate and Justice Department says it will recommend veto. Office of Management and Budget stopped short of recommending veto when legislation was before House (BROADCASTING, June 13).

Diana Lady Dougan, U.S. ambassador and assistant secretary of state, 1982-88, last Friday joined Center for Strategic and International Studies—research institute founded in 1962 to foster scholarship and public awareness related to emerging international issues—as senior adviser in international communications. Dougan was first U.S. coordinator for international communications and information policy under Reagan administration.

Editorials

The flag bearers

On Thursday, Aug. 4, it will be one year since the FCC repealed the fairness doctrine. A little in advance, the occasion was suitably marked last week by the submission of briefs supporting the FCC in its response to an appeal by the usual clique of lawyers who have made their livings or their reputations from litigating fairness cases. The briefs put the following organizations on the side of the First Amendment and the FCC: the Radio-Television News Directors Association, National Association of Broadcasters, American Newspaper Publishers Association, Freedom of Expression Foundation, Reporters Committee for Freedom of the Press, CBS and NBC. Not bad company.

That list may be long enough to persuade the Court of Appeals that both the Fourth and Fifth Estates honor the First Amendment and are prepared to defend it. Nor can the court ignore the eloquence of the arguments the intervenors made in refutation of those made earlier in the attack on the FCC's carefully reasoned finding that the fairness doctrine was on its face unconstitutional. The list may not be long enough, however, to derail the movement in Congress to enact another fairness law of the kind that the President repealed in June 1987. Clout, not eloquence, can be the decisive force when legislators of the stamp of the fairness doctrinaires are on the rampage.

If all goes well on the judicial front, the appellate court will uphold the FCC, and the Supreme Court will do likewise. If all goes well on the Hill, the Fourth and Fifth Estates will turn out in force to disappoint the Hollingeses and Dingells who have vowed to turn fairness into law, whatever the courts say about a fairness doctrine and the First Amendment.

Hodgepodge

The Senate passed an appropriations bill last week that represents egregious congressional interference in the FCC's authority to regulate the communications industry it was charged, by Congress, with overseeing. Political retaliation and moral indignation are the apparent engines of this latest regulatory thrust.

The FCC funding portion of an appropriations bill includes strings that would prevent the commission not only from repealing or changing but even from reexamining its policies on UHF/VHF swaps, minority preference and broadcast/newspaper cross-ownership. It is nothing short of ludicrous to legislate away the power of the FCC to examine its own rules, yet that is what some in the Congress are trying to do, to short circuit the regulatory process in service of their own parochial political agenda.

If that were not sufficient reason to oppose both the method and the madness of this bill, there is more congressional hubris in the grab bag. Nestled alongside such amendments as one providing for "a demonstration project for ram-resistant barrier gate security devices for U.S. diplomatic missions" is an amendment from Jesse Helms that would wipe out the midnight-6 a.m. "safe harbor" that was the only respite from the FCC's stepped-up indecency enforcement policy (read "censorship"). Fortunately, an appeals court last week (see page 28) should have effectively tabled such a move. The court, sadly, upheld the FCC's expanded indecency definition, although it ruled the commission had not adequately justified the choice of midnight to 6 a.m. as a "safe harbor" for indecent broadcasts. But it also confirmed the FCC's finding that it would be unconstitutional to proscribe indecent broadcasts entirely, as the Helms amendment proposes. "Broadcast material that is indecent but not obscene," concluded the

court "is protected by the First Amendment: the FCC may regulate such material only with due respect for the high value our Constitution places on freedom and choice in what people say and hear."

While that would seem to decide the matter, the dangers to freedom of speech posed by "morally outraged" legislators in election years cannot be overestimated. (Media posturing should by now be a required course in the political science discipline.)

The FCC funding measure also includes a few million for the TV Marti blimp that has captured the imagination and, some would argue, clouded the judgment of some legislators.

In short, there is a lot not to like in this appropriations bill. Fortunately, it is not yet law. There is still to come a conference to compromise differences with the House bill, which does not contain the indecency amendment and the broadcast-related baggage. The House version should be the final version.

Object lesson

CBS two weeks ago settled the challenge to its owned television station in Chicago, WBBM-TV, whose license has been valued at a staggering \$500 million-\$600 million. (No, that's not a misprint.) Having faced even the possibility of losing that license, CBS was understandably pleased with having *only* to pay the \$187,000 legal fees of challenger Center City. Still, considering that the presiding FCC administrative law judge had already denied the bulk of Center City's discovery requests with the comment that they were, in some respects, "nothing more than an unbridled fishing expedition," the payoff was still a creelful.

Although CBS and communications attorneys declared the settlement a victory for the network, the scenario remains a template for the possible abuses of the comparative renewal process that the FCC is trying to curb through its combined inquiry and rulemaking concerning that process. Although it is pointless to try and divine with certainty Center City's motives for challenging WBBM-TV's license, it is easy to envision a circumstance in which unscrupulous parties could file challenges with no other motive than to make themselves a nuisance worth buying off. Lawyers can make money that way. There may be no way to rid the license renewal process entirely of "fishing expeditions," but one step would be for the FCC to stop providing the bait.



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