

STV shuts down. Satellite Syndicated Systems has announced it will close down its Tulsa, Okla., subscription television service, effective Oct. 31, in the face of continuing financial and subscriber losses for the program service, aired over UHF station KGCT-TV. SSS spokeswoman Terry Jump told BROADCASTING last week the service peaked two years ago at about 10,000 subscribers and currently has about 3,700 paying viewers. She disclosed that, during 1983, the Tulsa STV service had before-tax losses of \$1.9 million on revenues of \$2.45 million. For the six-month period ending June 30, 1984, operating losses totaled \$501,000 on revenues of \$687,000. She attributed the service's demise to growing competition from cable, pointing out that Tulsa has one of the highest penetration rates in the U.S. KGCT-TV, jointly-owned by Tulsa-based SSS with Green Country TV Inc., will expand its nonscrambled family-oriented and religious program schedule to fill the time vacated by the STV service.

Jump emphasized that the closure does not affect the STV service provided by SSS over its fully-owned WHTV-TV Ann Arbor, Mich., which she claims is profitable with its current subscriber-ship of 14,000.

In a separate announcement, SSS said it has reached purchase agreements for acquisition of cable systems in DeQueen, Ark., and Wright City, Okla., from Television Cable Co. The two systems collectively pass about 2,300 homes.

work perspective, mainly bringing in a limited number of nationally attractive games to our national audience, which the Big Ten/Pac 10 did." Pilson said the rights fees amounted to "less than \$11 million," with roughly an additional \$3 million in production costs.

As far as NFL football was concerned, CBS Television Network President Anthony Malara said: "We are on target, on budget and our pleased with our sales effort."

Not only has CBS "reduced its cost structure" to cover NCAA football, it also used some sports techniques to cover the political conventions this summer, according to Van Gordon Sauter, executive vice president in charge of CBS Television Stations and CBS

News, who said the resultant reduction in costs was the most important lesson from the conventions: "We did not build any on site facilities; we used mobile units. As a result our costs were considerably lower than our competitors and that's the way we will do it in the future.

"In terms of the editorial coverage, there was no need for gavel to gavel coverage," Sauter told an amused audience, "and some people would have argued there was no need for what we did." He added: "You have to operate under the assumption that if two primaries had gone slightly different, by less than a 10% vote margin, we could have had a highly contested Democratic convention."

The CBS executive vice president told

BROADCASTING he was not worried about the impact of a possible libel trial involving CBS and Gen. William Westmoreland would have on the credibility or ratings of CBS News. While U.S. District Court Judge Pierre Leval has not ruled on CBS's motion for summary judgement (dismissal) in the \$120-million libel suit, he has informed counsel in the case to be ready for trial Oct. 9. A trial would be expected to last about four months, according to a spokesman for CBS, and CNN has requested permission to televise the judicial proceedings should they occur.

Sauter noted that in the defamation action of *Carl Galloway M.D. vs. CBS, et al.*, the ratings of *CBS Evening News* were not affected, although the case was televised nationally on CNN.

CBS will have less controversial exposure this Tuesday when it hosts a reception at the National Portrait Gallery in Washington to introduce its *American Portrait* series: 130 one-minute programs, each presented by a well-known personality and focusing on "little known and uncelebrated" individuals to honor their "courage, energy and vision." Previews that were screened at last week's meeting included actor Jack Lemmon narrating the story of a Cambodian refugee who, five years after her arrival, made it to the finals of the national spelling bee; former President Jimmy Carter talking about Lillian Carter, and cartoon character Charlie Brown, saluting the founder of the American Society for Prevention of Cruelty to Animals. The one-minute spots will run nightly at 8:58, beginning Sept. 24.

Reportedly one of the factors motivating CBS to consider involvement with direct broadcast satellites was the potential of high definition television and the opportunity to keep HDTV from developing as a medium for taped programming. Now CBS has abandoned active consideration of DBS and James Rosenfield, whose responsibilities included technology, said it seems HDTV will develop first as a tape medium: "It could start out in tape for some period of time, then when there are screens that could accommodate HDTV, then broadcast could come along." Rosenfield added he is convinced HDTV will arrive in the next five years and that initially its main use will be for motion pictures and sports.

As for teletext, Rosenfield said it is a "technology that is developing slower than we expected. It has less marketability than we expected and yet it is a medium that we think will develop over time. For the moment we are in a wait-for-the-technology-to-catch-up-with-us mode. We are spending very little money to keep it alive and waiting until it is built into the television set, something that is coming, to our surprise, about three years ahead of schedule. Once digital chassis become the norm—it will take about two years for that to happen—then teletext decoders will be easily built into the set for 25 to 35 dollars." For the CBS executive vice president these developments are leading to a home entertainment center that will include stereo TV, by 1988; VCR's, radio and digital records.

One securities analyst asked CBS Entertainment President Bud Grant if the network

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