

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 30

We are the competition.

ENTERTAINMENT TONIGHT



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AL 36112

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BLDG 1405
ROOM 122
AUL-SAS

12364 VIK NGV/87

36112

57th Year 1987

SUPERSTATIONS:
The added dimension

AT LARGE:
Mimi Dawson



MARVEL UNIVERSE



**AMAZING.
INCREDIBLE.
FANTASTIC.
IN OTHER WORDS,
MARVELOUS!**

New World Television presents
your all-time favorite superheroes...
now together for the first time!

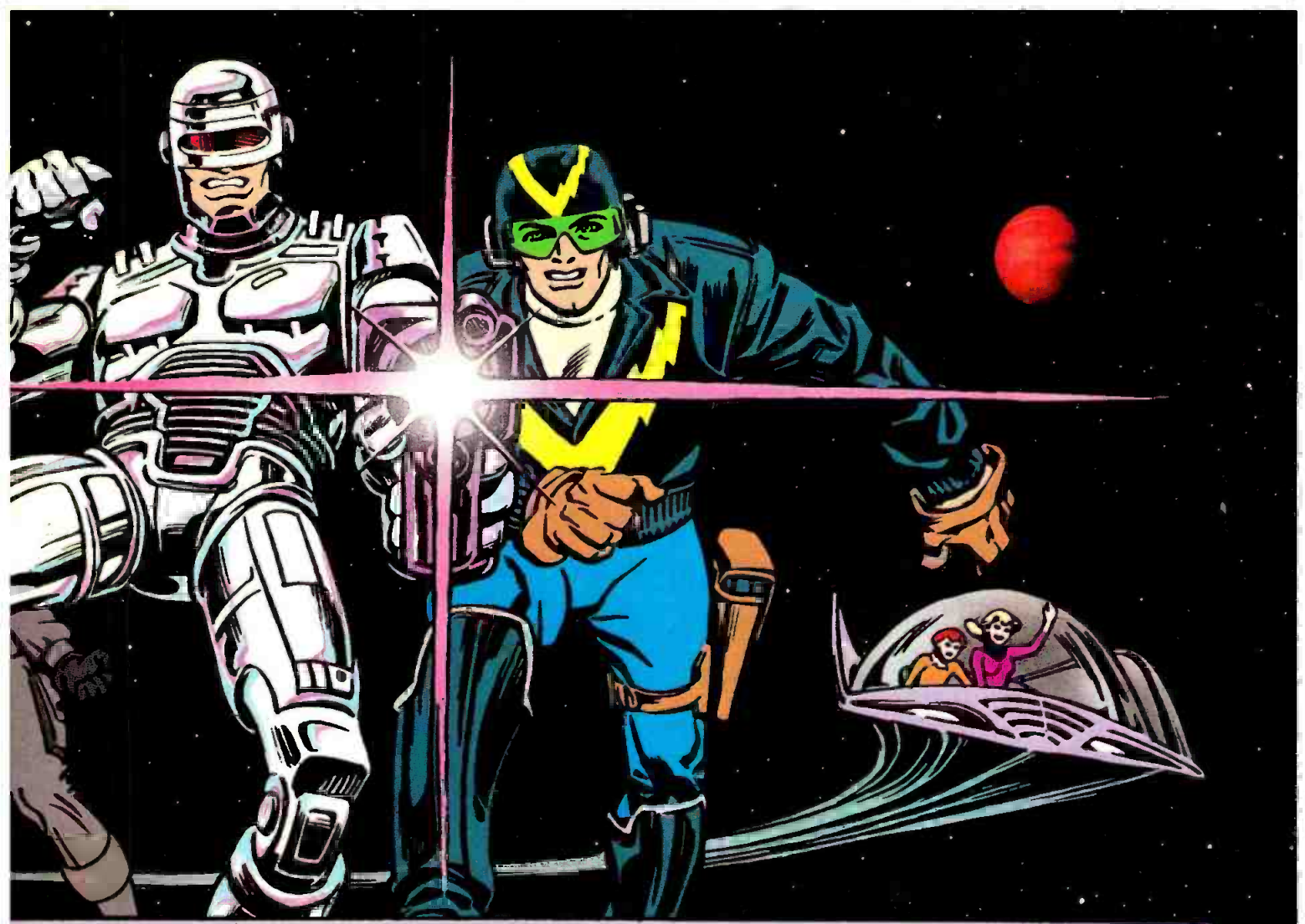
Available for fall of 1988.



NEW WORLD TELEVISION GROUP

16 West 61st Street, 10th floor, New York, NY 10023
(212) 603-7713, Telex: 428443 LCA, Fax: (212) 582-5167

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Why did Jim Glassman use Americom?

"We sold our six-station group through Americom. They found a potential buyer who was willing to pay top dollar and had the financial means to do it. They then worked hard to find me another group to purchase. They were successful, and we recently closed on a three-station group acquisition.

Their creativity in structuring sound financial deals and their ability to explain why a station has a certain value sets them apart. It's a pleasure to work with them."

Jim Glassman
Community Service Radio, Inc.



Which selling strategy helps you reach your objectives?

1 Confidential Marketing

Minimizes your station's exposure by personally pre-qualifying 15 buyers and selecting the five hottest buyers to review with you before re-contacting them with your station's details.

2 Americom Auction

Involves wide exposure of your property's availability, financial performance and operating information to maximize the pool of buyers and achieve the highest offer from the auction's most aggressive bidder.

3 Negotiated Bid

Your station's sensitive information is handled discreetly but public exposure of its availability is used to increase the pool of buyers to produce the highest possible offer.

Americom offers you a choice of selling strategies and the ability to get financing for buyers.

Americom's Financing Services

Because we work with leading lenders on a daily basis, we can provide you with financing over \$3,000,000 by structuring a loan package that may include senior debt, mezzanine layers and pure equity.

Refinancing: By reviewing your current debt structure, Americom can help you arrange refinancing if you anticipate debt service short falls. Call before your bank eliminates refinancing options.



Radio Station Brokerage & Financing

Spotlight on superstations...page 47.

NBC wins prime time sweeps victory...page 53.

Dawson's Fifth Estate predictions...page 58.

SUPERSTATIONS □ Once the mainstay of cable, superstations may now be threatened by host of factors, including royalty fees, satellite fees and diminishing channel space due to proliferating services. **PAGE 47**

AFTER MIDNIGHT □ FCC generally reaffirms its stricter policy regarding indecent broadcast adopted last April, but says "indecent" programing, if preceded by warning, will be between midnight and 6 a.m. **PAGE 51.**

STILL TALKING □ Discussions between NBC and Turner Broadcasting System are continuing, exploring NBC's possible purchase of up to 25% of TBS. **PAGE 51.**

FASTEN YOUR SEATBELTS □ As she prepares to leave her FCC commissioner seat for that of deputy secretary of transportation, Mimi Weyforth Dawson shares her vision of the television system of the future—it's going to be a bumpy ride. **PAGE 58.**

THE WESTERN SHOW '87 □ Nineteenth annual Western Cable Show begins Dec. 2 in Anaheim, Calif., taking hard look at tough issues facing cable business. Preview and agenda begin on **PAGE 74.**

OPEN FOR BIDDING □ Public Broadcasting Service has invited bids for replacement of its

10-year-old satellite system, which, with large number of options included in request for bid proposals, may cost between \$40 million and \$160 million. **PAGE 82.**

LIFE AFTER NCTA □ Since leaving presidency of NCTA three years ago, Tom Wheeler has moved to entrepreneurial side of town. **PAGE 88.**

SETTING THE PACE □ Five-year industry forecasts show cable TV growing to \$15-billion business by 1991—including some \$2 billion in cable advertising. **PAGE 94.**

OFF TO A GOOD START □ Although network radio sales for 1987 are expected to be slightly off or flat compared to 1986, radio executives are optimistic about next year's advertising outlook. **PAGE 110**

FEATHER FOR THE PEACOCK □ NBC is granted one-on-one interview with Soviet leader, Mikhail Gorbachev, scheduled to air in prime time today (Nov. 30). **PAGE 118.**

BIRDS GOTTA FLY □ Kevin Sharer began his career as an engineering officer on a nuclear submarine. As president of GE Americom, he now commands the largest domestic fleet of communications satellites worldwide. **PAGE 135.**

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50 rating, 75 share.*

* (We're lying...again!)



Coming for Fall '88.



Houses divided

Battle lines are being drawn for House fight to reinstate fairness doctrine. House leadership apparently has let White House know doctrine's restoration is nonnegotiable issue. Doctrine's proponents (led by Energy and Commerce Committee Chairman John Dingell [D-Mich.]) are expected to insert fairness as amendment to catch-all spending bill (continuing budget resolution), possibly this week. If House is unwilling to compromise on doctrine, it will be up to administration to make next move.

Clearing up Cosby

Viacom Enterprises will begin final steps to market *The Cosby Show* on Dec. 15th, when it rebids 22 markets where stations did not pursue show when it was introduced. Viacom hopes to have all of them sold by end of year. As for 31 additional one-station markets where show has not yet been sold, Viacom will close each through direct negotiations after first of year. Still unresolved is question of how show's barter units in syndication will be sold. Word has been that Viacom probably will ask barter sales organizations to submit guarantees of sales totals they think show's barter units can deliver. This is similar to way in which Viacom sold individual broadcast markets. Last week, Teletrib, which claims to be largest barter sales company, appeared unlikely to make offer. Teletrib president Al Masini said he was uncertain how well show's ratings would hold up over three or four years in syndication. As result, he said, guarantee was "too risky."

Black days ahead

NBC Radio network division, which has been losing money (it reportedly lost \$9 million last year), is expected to turn profit by end of first quarter 1988 according to nextwork's new owner Norm Pattiz, chairman of Westwood One. Company took over NBC Radio Networks last summer. Among reasons for quick financial turnaround, said Pattiz, are consolidation of certain operations with other radio divisions of Westwood, which also owns Mutual Broadcasting System, and "less restrictive" collective bargaining agreements. NBC's structure

involving television and radio "made it impossible to do some things internally that we can do as a radio company," said Pattiz.

Pool rule

NBC may have opened way for Cable News Network to participate fully in domestic TV news pools, but for time being CBS and ABC still stand in way. CNN already has access to U.S. and overseas pool footage, but domestically, its technical crews cannot produce for pool because of jurisdictional objections by broadcast networks' engineering unions. NBC's new technical contract, gained after four-and-half-month strike, wins right to cooperate with CNN in technical pool arrangements. ABC's prohibition, however, will probably continue at least until its next technical union negotiations in 1989, while CBS is in midst of far-reaching contract talks with its engineers.

Successor?

Dick Green, senior VP, engineering, Public Broadcasting Service, is rumored to be in line to succeed Thomas Keller as National Association of Broadcasters vice president of science and technology when Keller takes over NAB's new Broadcast Technology Center. Green told BROADCASTING that he had heard speculation, but has not been approached by NAB. "I'm happy in this job," Green said "But I'm always willing to talk on something like that. It's a key job in the industry." NAB said that list of candidates for Keller's replacement has been drawn up.

Looking ahead

Office of Technology Assessment at behest of House Energy and Commerce Committee Chairman John Dingell (D-Mich.) is working on broad study to examine impact of new technologies on current communications landscape. Begun last year, it is expected to be completed in fall 1988 and will examine trends affecting broadcasting (commercial and noncommercial), cable, satellite, film industry, telephony, home audio and video, magazine and newspaper publishing,

among others. OTA is soliciting information from various industry groups and is circulating draft outlining what report hopes to accomplish. Entire chapter would explore alternatives to current communications structure and study will also examine role of government in responding to new telecommunications developments. One section would look at communications and political process.

New player

Look for announcement soon of new production company, NAC Productions Ltd., Vancouver, B.C., (with offices in Los Angeles and Nashville), which plans to supply programming for cable, pay-per-view and home video. Initial thrust will be production of country music videos for placement on basic cable networks. Company also plans to branch out to other genres of nonrock music videos. First PPV/home video offering will be 90-minute program entitled *Crisis Investing in 1988*, to be produced in cooperation with financial newsletter publisher Douglas R. Casey. Michael Marcovsky, Los Angeles-based television and cable consultant, is chairman of NAC and Nyhl Henson is president. Company is considering initial public offering sometime in 1988.

British eyes on 'Prize'

First foreign broadcast of PBS/Blackside Inc. documentary series, *Eyes on the Prize: America's Civil Rights Years* will likely take place Jan. 3 at 8 p.m., London time, over BBC, barring hitches in music rights clearing process, according to Robert Lavelle, Boston-based Blackside's vice president for special projects. Blackside, one of whose producers used rough footage from program in American history course at South African university before original broadcast last January, would like to see series aired in that country. Six-hour, six-part documentary, which won TV Critics Association best program of season in competition with commercial programs, will air again on PBS for six Mondays beginning Jan. 25. Most funders of series have indicated desire to back next *Eyes*, to cover years 1965 to 1980 (scheduled for January 1990 release).

A promotional image for the TV series Star Trek: Enterprise. It features five main cast members in their uniforms, standing in a futuristic setting. From left to right: Travis Mayweather (Scott Bakula), Trip Tucker (Scott Bakula), Travis Mayweather (Scott Bakula), Trip Tucker (Scott Bakula), and Travis Mayweather (Scott Bakula). The text "THE HIT RENEWED" is overlaid in large, bold, white letters.

**THE HIT
RENEWED**



**OF '87.
FOR '88.**

The ratings say it all. "Star Trek: The Next Generation" is a hit in 24 out of 24 local markets. Compared to other shows in the same time period last year, we're up 133% in Household ratings, up 200% with women 18-49 and up a phenomenal 700% with men 18-49.* So when those figures were reinforced by a national NTI of 13.2,** there was only one thing left to do. Renew!

STAR TREK
THE NEXT GENERATION



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* NSI/OCT. 1986, OCT. 1987 ALL MARKETS **NTI, 11/2-11/8/87

Where Things Stand

A weekly status report on major issues in the Fifth Estate

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■ *Solid box denotes items that have changed since last issue.*

□
■ **AM-FM allocations.** FCC on Nov. 19 amended rules to allow approximately 800 AM stations on regional channels and 940 khz and 1540 khz to operate at night with 500 watts. Earlier, commission had authorized 21 of 41 AM's on foreign clear channel 1540 khz to operate at night. Actions are part of series of steps commission is taking to allow nighttime or service near lowest post-sunset power for 1,600-1,800 of country's 1,900 daytime-only AM stations. According to commission, more actions will follow to clear several hundred more AM's to operate at night. National Association of Broadcasters filed comments at FCC in July supporting authorizations, but saying FCC should authorize new nighttime service on interim basis until comprehensive review of AM interference standards in separate proceeding is completed. Others said FCC should defer action until review is completed and new interference standards are adopted.

In response to inquiry, NAB told FCC Aug. 31 not to permit FM stations to use directional antennas, claiming it would lead to "AM-ization" of FM band. However, several FM broadcasters commenting in proceeding took opposite position, contending directional antennas would benefit FM radio and public.

□
■ **AM stereo.** Principals in issue have been waiting for FCC action on recommendation Aug. 12 report by National Telecommunications and Information Administration that C-Quam AM stereo system's pilot tone be protected from possible interference. AM stereo issue was to be taken up at last week's FCC meeting, but was taken off agenda.

Multisystem radios receive signals generated by two incompatible systems battling to be de facto standard—C-Quam and Kahn Communications' single-sideband. NTIA report stated that while there is no inherent degradation of sound quality in multisystem compared to single-system radios, implementation of multisystem technology is not feasible because of lack of support among radio manufacturers and dominance of single-system, C-Quam system in international marketplace.

Kahn Communications has responded by petitioning NTIA "to finish its job" by undertaking direct comparison of two systems and publish definitive study to determine which is superior. It has also submitted comments to FCC saying that pilot tone protection is "unnecessary" and that it "clearly contradicts the administration's and the FCC's avowed support of the free marketplace." Meanwhile, Motorola is claiming that standards battle is over and that new integrated circuits in radios to be released in 1988 will solidify C-Quam and stereo in general in

AM marketplace.

□
■ **Antitrafficking.** Senate Commerce Committee adopted revenue-raising package aimed at reducing trafficking of broadcast licenses (BROADCASTING, Oct. 26). A 4% transfer fee would be levied on broadcast licenses transferred within three years of last sale. Congressional interest in reinstating FCC's antitrafficking rule has been building, with legislation offered earlier this year in House and Senate that would resurrect rules requiring broadcast stations to be owned three years before sale.

□
■ **Cable regulation.** National Cable Television Association unveiled survey that found cable rates rose 6.7% in first six months of 1987. Results from 598 cable systems found that basic rates rose, on average 10.6%, while pay rates declined 2.5%.

On Capitol Hill, survey may crop up when House Telecommunications Subcommittee convenes oversight hearings (probably next year) on status of cable industry three years after deregulation. Subcommittee postponed hearing scheduled for Oct. 29 as result of Wall Street's sudden turn for worse to make time for private briefings on matter.

As for cable's standing in courts, two federal judges in northern district of California in decisions issued one week apart in September, ruled that cities' cable franchise provisions requiring cable operators to provide access channels and universal service and to build and maintain "state-of-the-art" cable systems are unconstitutional violation of First Amendment rights of cable operators. At FCC, agency has opened rulemaking to define more narrowly those television markets where the rates of cable systems cannot be regulated because the systems are subject to "effective competition," from cable systems. Upshot of rulemaking is that fewer cable systems are likely to escape rate regulation.

□
■ **Children's television.** In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC has launched broad inquiry into children's advertising. Among questions to be addressed: Should FCC reimpose time limits on children's advertising similar to those dropped in 1984 and are children's programs based on toys no more than so-called "program-length" commercials and, if so, should they be somehow restricted?

U.S. Court of Appeals in Washington set stage for inquiry when it remanded to FCC its 1984 elimination of time limits on children's advertising on ground that FCC had failed to justify action with either facts or analysis.

Some of impetus behind FCC inquiry came from Capitol Hill, where House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and Representative Terry Bruce (D-Ill.)

have introduced bill to limit children's advertising.

□
■ **Compulsory license.** FCC is conducting inquiry into cable compulsory license and, in view of FCC Chairman Dennis Patrick on subject are any guide, inquiry could lead to recommendation that Congress abolish license. Patrick's latest comment on license came earlier this month when he said FCC's proposal to reimpose syndicated exclusivity rules are based on assumption that license is "flawed."

In comments on license inquiry, cable supported retention of license, while program producers opposed it. National Association of Broadcasters softened its long-standing opposition, arguing that license should be left alone for time being.

□
■ **Crossownership.** Should telephone companies be allowed to offer cable service within their telephone service areas? That's central question in FCC proceeding that could lead to dropping of FCC rules barring such crossownership and recommendation to Congress that it do same.

Prohibitions have been in place for nearly two decades. FCC's telco-cable crossownership rules were adopted in 1970 and codified by Congress in 1984.

In initial round of comments, telcos said competition between telcos and cable would spur technological developments and cable subscriber fees to drop. Cable groups, opposed to letting telcos into their markets, said that telcos would be unfair competitors because of telcos' control of poles and underground conduits and their ability to crosssubsidize.

Even if FCC and Congress drop prohibitions, seven Bell operating companies would still be prevented from entering cable business by Judge Harold Greene's modified final judgment in consent decree that led to breakup of AT&T and creation of seven operating companies.

□
■ **Direct broadcast satellites.** High-power DBS, which would use Ku-band spectrum set aside for it, has foundered in U.S. because of high start-up costs and programing dearth. But European governments have gone ahead with launching systems. Nov. 20 Arianespace launch of TV-Sat 1, first in French-West German DBS series, appeared flawless, but German operator, ERNO, had failed to deploy outermost solar panel as of last week. Although move from transfer orbit to final orbit was on schedule, full deployment of solar array remained undone, threatening operation of satellite. When or if four-channel TV-Sat 1 becomes operational, West Germany will use two channels for public television and turn over other two to commercial broadcasters. Even when DBS becomes operational there, incompatible transmission-

She's Played In Cities Large And Small.



Watch Her Take Off!

The Power
of the Next
Generation.

The Power of the Show.

Double Dare is proven. A game show for kids with so much built-in appeal, Nickelodeon's time period ratings more than tripled.

The Power of the Kids.

They're bored with animated superheroes. *Double Dare* gives them something completely fresh and different. And, *Double Dare* attracts teens and young adults. That adds up to a remarkable early fringe franchise.

The Power of the Partnership.

Viacom, Fox Television and Nickelodeon have joined forces to bring you the next generation of children's programming.

The Power of the Future.

Double Dare will change the future of children's programming in your market beginning February 22, 1988. Be there.

The logo for the game show "Double Dare" features the words "DOUBLE" and "DARE" stacked vertically in a bold, red, stylized font with blue outlines. The letters are slanted and have a dynamic, energetic feel. A yellow and white striped banner-like shape is behind the text.

Fairness doctrine update

Broadcasters are awaiting House action on the fairness doctrine possibly this week (Dec. 3), when Congress returns from its Thanksgiving recess. The doctrine is expected to be reported out of the Rules Committee as part of a catch-all spending bill (the continuing resolution) thus making it impossible to strip it from the resolution. The spending bill is being targeted because it is viewed as veto proof. Meanwhile, pending in the Senate is a revenue-raising package (adopted by the Commerce Committee 12-5) that would also codify the fairness doctrine. The National Association of Broadcasters has embarked on a major initiative to defeat both efforts and says it already has commitments from majority of Senate to oppose package.

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

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

reception problems remain.

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

■ **Equal employment opportunity.** FCC has amended its broadcast equal employment opportunity rules and reporting requirements. Every station's EEO program will be subject to review at renewal time regardless of employment profile, but FCC said review will focus more on EEO efforts than numbers. Stations with five or more employees are required to file detailed reports.

FCC has adopted rules implementing EEO aspects of Cable Communications Policy Act of 1984. Under broadcast license renewal legislation offered by Congressman Al Swift (D-Wash.), same EEO formula in Cable Act would apply to broadcasting.

■ **Federal Trade Commission.** Ongoing Antitrust investigation of National Football League television rights contracts now includes testimony from top network executives including ABC President Daniel Burke, CBS Sports President Neil Pilson, NBC Sports President Arthur Watson and Fox President Jamie Kellner, as well as NFL Commissioner Pete Rozelle. Contradictory claims about negotiation process for Monday night games from Kellner and Val Pinchbeck, NFL broadcasting director, are among central issues ("In Brief," Nov. 9).

In related development, league's contract with ESPN for package of Sunday-night games was subject of Senate hearing. Senators Arlen Specter (R-Pa.) and Howard Metzenbaum (D-Ohio) are expected to ask Justice Department to examine impact of NFL's antitrust exemption

as it applies to cable and to look at ABC's ownership of ESPN and possible antitrust implications (BROADCASTING, Oct. 12).

■ **High-definition television.** FCC involvement in future of HDTV grew with first meeting of "blue ribbon" advisory panel on Nov. 17. Panel of top executives of TV industry is upper tier of FCC's Advanced Television (ATV) Services Advisory Committee. Lower tier is made up of three subcommittees that are divided into working parties. ATV committee will produce its first set of recommendations for commission, involving spectrum allocations, on May 17, 1988. Committee was formed as part of July 16 FCC order that also included notice of inquiry into HDTV systems. First round of comments received revealed that opinion of broadcast and cable industry is that some form of advanced TV standard should be adopted and that system compatible with NTSC receivers is preferable.

Executive committee of National Association of Broadcasters has approved formation of Broadcast Technology Center dedicated to HDTV research. Center will be under control of NAB Technologies Inc., for-profit subsidiary.

Advanced Television Systems Committee's T3 group voted Sept. 30 to approve formal document outlining standard devised by working group of SMPTE on high-definition electronic production. Standard will next be voted upon by entire ATSC membership. Standard sets parameters for HDTV production at 1,125 lines, 60 hertz field and 16:9 aspect ratio. SMPTE's full membership must also approve standard after which it will be submitted to American National Standards Institute.

■ **International Telecommunications Satellite Organization.** In dramatic end to investigation by U.S. attorney for District of Columbia, former Intelsat director general, Richard Colino, and business associates in July pleaded guilty in U.S. district court to criminal fraud and conspiracy charges growing out of what prosecutors said was siphoning \$4.8 million from Intelsat during construction of addition to its headquarters building. Colino and Deputy Director General Jose L. Alegrett were fired by Board of Governors in December 1986 after

outside lawyers and auditors submitted report indicating their possible involvement in financial irregularities. And in September, U.S. District Judge Gerhard A. Gesell, saying loss to Intelsat had been \$4.5 million, sentenced Colino to six years in minimum security prison and ordered him to make restitution of \$865,000. Colino began serving his sentence on Oct. 31 in Petersburg, Va., prison camp. One associate was sentenced to three years and fined \$100,000; other was sentenced to two years. Intelsat in May filed civil suit against Colino, claiming his activities resulted in damage to organization of \$11.5 million (BROADCASTING, May 25). His attorneys filed response contending that court lacks jurisdiction over suit.

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

■ **International telecommunications satellite systems.** President Reagan in November 1984 determined that separate U.S. systems providing international communications satellite service are in public interest, provided restrictions are imposed to protect economic health of International Telecommunications Satellite Organization. Thus far, eight systems have received conditional authorization from FCC, but proposal of only one, Pan American Satellite Corp., which has secured Peru as foreign correspondent, has been consulted with Intelsat. Assembly of Parties, acting on recommendation of Board of Governors, approved consultation at its extraordinary meeting in April 1986. PAS satellite is scheduled for launch in March 1988 aboard Arianespace rocket.

■ **Land-mobile.** In response to petition from the Association of Maximum Service Telecasters, National Association of Broadcasters and other broadcast groups, FCC has said to delay decision on reallocation of UHF channels in eight markets in land mobile until completion of its study on advanced television systems (ATV) (see "High-definition television," above). FCC wants to ascertain whether UHF channels in question will be needed for broadcasting ATV systems.

In related proceeding, FCC has proposed minimum mileage separations between new UHF television stations on channels 14 and 69 and existing mobile radio operations on adjacent channels. If new station cannot meet spacing requirements, the FCC also proposed, the station may try to negotiate settlement with mobile radio operator.

■ **License renewal reform.** At FCC, broadcasters may get some relief from groups that file petitions to deny broadcast stations' renewal or sale applications and demand payoffs from affected stations to withdraw them. Under proposed rules, now subject of FCC rulemaking, groups filing such petitions would be limited to recovering only costs involved in preparing and prosecuting their filings. In comments filed Oct. 26, most agreed with FCC proposal. Notably absent from list of commenters was National Black Media Coalition, which asked for extension of reply comment deadline. It has filed an FOIA request with commission for evidence of

The Season's Top Draw!

WIN, LOSE OR DRAW is a resounding success, and it's plain for everyone to see. Big audiences. Outrageous demos. Plenty to convince top stations in key markets to move ahead for a golden future.

The October and November ratings will only verify what everyone should know already: WIN, LOSE OR DRAW is the programmer's perfect (and only) choice for growth this season. Now's the time to join aggressive stations winning commanding positions in big-dollar dayparts. If you own WIN, LOSE OR DRAW, be sure it's upfront, holding a key early fringe or access position. If WIN, LOSE OR DRAW is open in your market, lucky you. Either way, now's the time to score with this season's syndicated phenomenon.

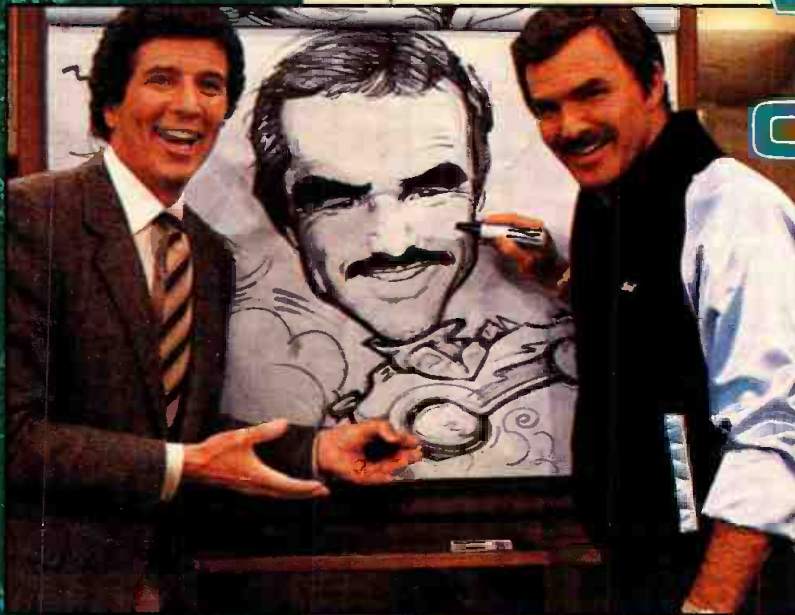
So, join all the stations who began the season with us as well as these new members of our WIN, LOSE OR DRAW family.

<u>MARKET</u>	<u>STATION</u>	<u>TIME PERIOD</u>
Philadelphia	WCAU	Access
Denver	KCNC	Early Fringe
Baltimore	WBAL	Access
San Diego	KGTV	Access
Nashville	WTVF	Access
Greenville, SC	WSPA	Access
Greensboro	WXII	Access
Joplin	KSNF	Early Fringe
Wichita Falls	KSWO	To Access
Beaumont, TX	KFDM	Early Fringe
Topeka	WIBW	Access
Mason City	KIMT	Early Fringe
Utica	WUTR	To Access
Idaho Falls	KPVI	Access

**WIN,
LOSE
OR *Draw***



A BURT & BERT PRODUCTION IN ASSOCIATION WITH KLINE & FRIENDS ADVERTISING SALES CAMELOT



WIN, LOSE OR *Draw*

#1 New Adult Strip.

The overnight markets and the NTI tell the tale. Dramatic time period improvements with solid NTI growth *every* week since premiere. #1 performances, market after market. Powerful demos, too. The strongest young adult audience comp (69% adults 18-49) of *any* game show this season. More and more programmers agree: WIN, LOSE OR DRAW is a station's perfect (and only) choice for growth this season.

A BURT & BERT PRODUCTION IN ASSOCIATION WITH KLINE & FRIENDS ADVERTISING SALES CAMELOT



Disney's DUCKTALES

#1 Animated Strip.

Not just #1, but #1 by a huge margin, outperforming *every* new and returning series. With a 3.9 NTI and a generous 35% adult audience comp, DUCKTALES is clearly an all-family star. It's no wonder that 48 of the top 50 markets carry DUCKTALES in the golden 4-5PM hour. Of course, we're local winners too, with #1 performances in market after market. DUCKTALES brings new life to children's programming.

Advertiser Sales
CAMELOT
ENTERTAINMENT SALES



Unique Program Ideas. Big Entertainment Value. Top Quality Production. Aggressive Promotion.

These are constant Buena Vista values, attributes of every program we distribute. That's why WIN, LOSE OR DRAW and DUCKTALES work. And, that's why we believe each new program we distribute will work too.

Each of our programs is supported by the most aggressive, pervasive promotion in the business. Comprehensive, easy-to-use, top-notch station advertising materials. Innovative local-market promotions and station support programs. The highest standards of performance, for ourselves and for our licensed stations.

More DUCKTALES episodes are in development right now with new characters to keep the franchise strong and fresh, with good long legs for seasons to come. And there's more animation on the way: a whole new series, built around more classic Disney characters. Paired with DUCKTALES, it will be an unbeatable Disney all-family hour.

The same values will work for our new first-run, live Monday-Friday series starring Regis Philbin and Kathie Lee Gifford. A sterling success in New York (not to mention Regis in Los Angeles and on cable), Regis and Kathie will be a big hit in syndication. Together they join Gene Siskel and Roger Ebert and Bert Convy and Vicki Lawrence in our growing family of top entertainers.

Unique ideas. Entertainment value. Quality production. Programs that work come from Buena Vista Television.



shakedowns rules are meant to correct, absent which, it asserts, there is insufficient information upon which to comment

Legislation to reform comparative renewal process is pending in House and Senate, but fate of proposed measures is unclear. Latest renewal measure was offered last month by Representative Al Swift (D-Wash.) who would eliminate comparative renewal in exchange for public service obligations (BROADCASTING, Oct. 19). NAB board rejected measure when it was in draft form and now says it wants radio-only comparative renewal measure, something that appears to have little appeal on Capitol Hill.

Hill leadership has indicated that no broadcast legislation (at least any measure industry wants) will move until outcome of fairness doctrine is determined.

□

■ **Mergers.** Adams-Russell shareholders approved \$470-million sale to Cablevision Systems at special meeting Nov. 20. Deal is expected to close in mid-December. Cablevision will invest \$40 million in buy, with bulk of financing for deal coming from General Electric Credit Corp. GE-owned Kidder, Peabody & Co. will also provide \$125 million from private placement of senior subordinated notes.

□ Storer Television has closed on sale of first five TV stations to company 55%-held and managed by Gillett Corp., and closing on sixth station in Milwaukee is expected after license renewal in early December. FCC approved \$1.3 billion, six-station restructuring in October.

□ First quarter 1988 closing is expected for Continental Cablevision acquisition of American Cablesystems for \$481.7 million, or \$46.50 per share. Combined systems would have more than 2 million subscribers. U.S. Cable Corp., new group headed by ML Media principals, Martin Pompadur and Elton Rule, made \$233-million offer for Essex Communications, Greenwich, Conn.-based MSO with 135,000 subscribers. ML earlier bought C4 Media, Vienna, Va.-based MSO of about 65,000 subs for \$126 million.

□ Radio group broadcast Summit Communications is buying DKM Broadcasting for approximately \$200 million. Deal for DKM's eight AM-FM combinations is second-largest radio-only sale. Closing is expected in early 1988.

□ Closing is expected next February or March for Adams Communications purchase of Forward Communications' five TV stations for \$126.5 million from Wesray Capital Corp., which bought group in 1984 for \$95 million.

□ Deals called off in wake of stock market decline so far include: proposed merger of cable system operators United Artists and United Cable, and \$114-million TV station sale by United Broadcasting Corp. to ML Media Partners. Also in question is proposed sale of Storer Cable's 1.4 million-subscriber cable systems for \$2.5 billion-\$3 billion, particularly with evaporation of high-yield bond market, favored financing tool of Storer-parent Kohlberg Kravis Roberts & Co.

□

■ **Must-carry.** Group of cable operators, including United Cable and Daniels & Associates, have asked U.S. Court of Appeals in Washington to find FCC's new must-carry rules unconsti-

tutional—a violation of cable operators' First Amendment rights—just as it did old rules in summer of 1985. New rules, less onerous than original ones, are product of compromise between cable and broadcasting industries.

At oral arguments before court in October, some observers felt judge's comments and questions indicated that rules might, at very least, be remanded to FCC to correct specific problems.

In House, Representative Edward Markey (D-Mass.) has introduced bill to repeal five-year sunset provision of rules that set guidelines for cable carriage of broadcast stations. Action on measure had been put on hold until Congress resolves fairness issue. Some observers say Congress is far less sympathetic to lending its support on must carry since abolition of fairness doctrine. Senate broadcast license renewal bill also would eliminate sunset. But that provision was attacked by Justice Department in letter to Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii). Justice argued that five-year sunset is needed to justify constitutionality of rules (BROADCASTING, Aug. 17). However, Justice sent out conflicting signal when it filed one-sentence brief with U.S. Appeals Court on must-carry in which it indicated department was neither supporting nor opposing rules (BROADCASTING, Aug. 17).

□

■ **Public broadcasting.** Oversight hearings this month in both Senate Communications Subcommittee (BROADCASTING, Nov. 16) and House Telecommunications Subcommittee (BROADCASTING, Nov. 23) featured pleas from public broadcasting executives for reliable and adequate source of funding. Corporation for Public Broadcasting Chairman Howard Gutin, CPB President Donald Ledwig, Public Broadcasting Service President Bruce Christensen, PBS board member Sharon Rockefeller, National Public Radio President Douglas Bennet and host of station general managers told Congress that system works but could work better with expanded, long-term funding.

That funding could come from Senate Commerce Committee's revenue-raising package that would create Public Broadcasting Trust Fund supplied with money raised from FCC license transfer fee, although commercial broadcasters are confident that that initiative would be defeated if it came to the floor. (BROADCASTING, Nov. 16).

Replacement of satellite interconnection system is major item on agendas at both PBS and NPR, with current Western Union satellite space due to expire in 1991.

Searches for new presidents of National Association of Public Television Stations (Baryn Futa is acting president) and American Public Radio (Bruce Theriault is acting president) continue. With new CPB chairman, Gutin, and president, Donald Ledwig, in place—as well as new board members William Lee Hanley, Archie Purvis, Marshall Turner and Sheila Tate—two openings remain on CPB board; still under consideration are former Tennessee First Lady Honey Alexander (not yet official nominee) and Charles Lichenstein, latter controversial for reportedly advocating cuts in CPB funding.

□

■ **Scrambling.** Bill that would regulate home

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satellite marketplace was adopted by Senate Commerce Committee two weeks ago (BROADCASTING, Nov. 23). It would mandate that cable programmers permit any qualified third party—inside and outside the cable industry—to distribute their services to backyard dish owners. Major fight over bill is expected on Senate floor later this year, where Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) has promised to oppose it. Controversial nature of legislation is evident by revisions accepted by Commerce and those yet to be made.

On other front, House legislation (H.R. 2848) that would permit satellite distribution of broadcast signals—superstations—to backyard dish owners, was focus of hearing two weeks ago. Broad coalition of industry groups is backing bill, however, modifications suggested by motion picture industry did not go over well at hearing and could fracture support.

■ **Syndex.** In comments to FCC, cable operators opposed and broadcasters and program pro-

ducers supported FCC proposal to reimpose rules requiring cable systems to black out syndicated programming on distant signals if it appears on local stations.

The cable industry argued that the FCC lacks jurisdiction to reimpose syndex, that absence of rules over past seven years has not harmed broadcasters and producers and that rules would violate cable operators' First Amendment rights.

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

■ **Unions.** After two-week series of meetings between members of labor relations department of CBS and office of president of technical union, International Brotherhood of Electrical Workers, union decided to take network offer to membership for ratification vote. Offer differs

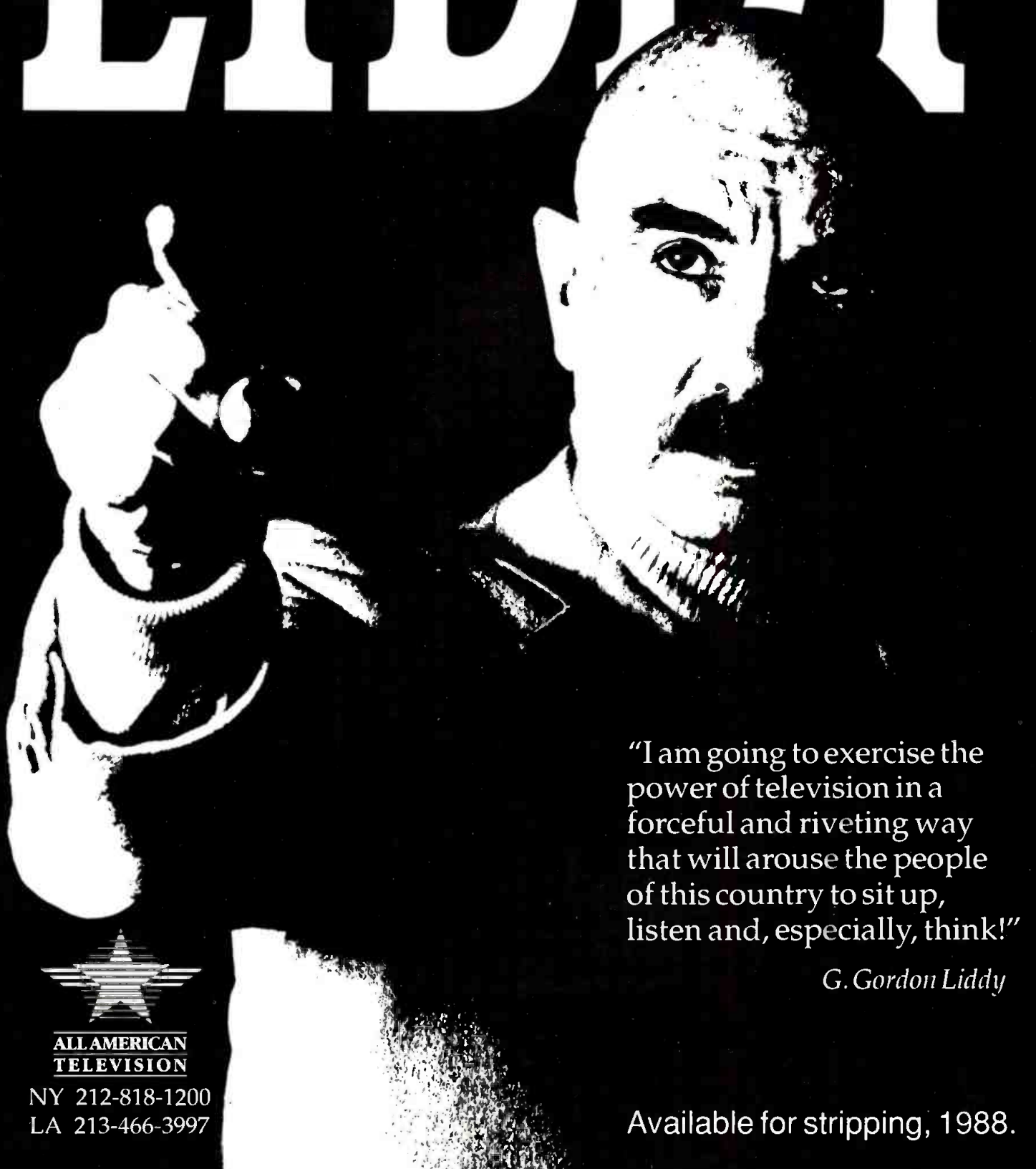
little from terms offered during October meetings with federal mediator. Among provisions of earlier offer were 3% raises for each of three years of contract and unlimited use of daily hires. Affected are 1,500 technicians at CBS-owned stations in seven cities, who have been working without contract since Sept. 30.

Directors Guild of America members have overwhelmingly ratified separate three-year staff contracts with ABC, CBS and NBC, as well as freelance contract covering about 500 additional directors at three networks. Vote at ABC was 83 to 46 in favor; CBS, 68 to 33, and NBC, 94 to 20. New staff contracts, covering news, sports and operations personnel, provide 3% across-the-board raises; minor layoffs in automated control area; and more network control over editing functions. DGA came out slightly ahead at NBC, with network providing few more bonuses in seniority, editing jurisdiction and severance pay areas. Guild members also approved pact covering low-budget theatrical feature productions, 2,155 to 144, and commercials, 2,180 to 106.

NBC takes nine in a row

Nielsen	Net		AGB	Nielsen	Net		AGB
1.	31./47N	Cosby Show	1.	34./52	36.	13.8/25A	20/20
2.	28.2/43N	Different World	2.	30.5/46	37.	13.7/22A	MacGyver
3.	26.4/41N	Cheers	3.	27.8/43	38.	13.7/22N	Highway to Heaven
4.	26.1/40N	Night Court	4.	26.4/42	39.	13.4/24A	Dynasty
5.	23.2/35A	Growing Pains	7.	23.1/34	40.	13.2/24C	Equalizer
6.	23.2/37C	60 Minutes	8.	22.2/34	41.	13./23N	St. Elsewhere
7.	22.8/33C	Murder, She Wrote	6.	24.5/37	42.	12.9/20N	Our House
8.	22.1/35A	Who's the Boss?	11.	21.9/34	43.	12.2/21C	Beauty and the Beast
9.	21.7/37N	Golden Girls	5.	24.5/39	44.	12./18C	Jake and the Fatman
10.	21.3/33N	Mon.Night Movies	9.	22.1/34	45.	11.6/19A	Slap Maxwell Story
11.	21.2/37A	Monday Night Football	18.	19.4/34	46.	11.6/20A	Thirtysomething
12.	20.9/32C	Sun. Night Movie	12.	21.9/35	47.	11.6/18C	Wiseguy
13.	20.3/34N	L.A. Law	19.	18.8/34	48.	11.5/19C	Cagney & Lacey
14.	19.7/30N	ALF	10.	22./32	49.	11.3/17C	Frank's Place
15.	19.2/30A	Moonlighting	21.	18.4/28	50.	11.3/18N	Year in the Life
16.	18.9/27N	Family Ties	20.	18.8/28	51.	11./19C	Law and Harry McGraw
17.	18.5/30N	Tues. Night Movie	15.	19.8/31	52.	10.9/18A	Buck James
18.	18.3/35N	Hunter	16.	19.7/35	53.	10.8/18A	I Married Dora
19.	18./31N	Amen	13.	20.8/35	54.	10.8/17C	Tour of Duty
20.	17.5/28A	Head of the Class	34.	14.6/24	55.	10.8/17C	Houston Knights
21.	17.5/29A	Perfect Strangers	32.	14.7/24	56.	10.8/18N	Rags to Riches
22.	17.5/26N	Valerie's Family	17.	19.6/28	57.	10.3/17A	Mr. Belvedere
23.	17.5/30N	227	14.	20.2/33	58.	10.3/18A	Full House
24.	16.8/27N	Miami Vice	26.	16.7/28	59.	9.8/16C	Oldest Rookie
25.	16.3/28N	Facts of Life	22.	18.1/30	60.	9.7/17N	Private Eye
26.	15.7/23A	Dolly	24.	17.7/26	61.	9.5/18A	Hotel
27.	15.7/25C	Dallas	25.	16.9/28	62.	9.3/14A	Disney Sunday Movie
28.	15.5/26C	Knots Landing	33.	14.6/27	63.	8.9/15C	CBS Saturday Movie
29.	15.5/23C	Newhart	23.	17.8/25	64.	8.7/15A	Ohara
30.	14.7/24A	Hooperman	42.	13.4/23	65.	8.4/14A	Pursuit of Happiness
31.	14.6/24C	Magnum, P.I.	36.	14.4/25	66.	7.8/15C	West 57th
32.	14.5/22N	Sun. Night Movie	29.	15.7/25	67.	6.9/11A	Sledge Hammer!
33.	14.3/21C	Designing Women	31.	15.4/22	68.	6.8/10A	Charmings
34.	14.3/21C	Kate and Allie	27.	16./23	69.	6.7/11A	Thurs. Night Movie
35.	14.2/25C	Falcon Crest	37.	14.3/27	70.	6./10A	Sable
							28. 15.9/30
							44. 12.9/19
							30. 15.5/26
							55. 10.7/21
							43. 13.1/25
							40. 13.8/27
							38. 14.2/23
							35. 14.5/25
							39. 13.9/21
							63. 9.2/16
							53. 11./19
							46. 11.9/19
							45. 12.6/20
							41. 13.6/20
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							51. 11.2/19
							58. 10.2/18
							60. 9.9/17
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							57. 10.5/16
							59. 10.2/17
							66. 8.9/15
							61. 9.8/16
							64. 9.1/16
							68. 7.7/12
							67. 7.9/12
							69. 7.3/12
							70. 6.9/11

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This week

Dec. 1—Deadline for entries in 18th annual National Educational Film & Video Festival. Festival is scheduled for April 29-May 1, 1988. For entry form, call or write: NEFVF, 314 East 10th Street, Oakland, Calif., 94606; (415) 465-6885.

Dec. 2—Reply comments due in FCC proceeding (docket 87-266) on telephone company-cable cross-ownership rules. FCC, Washington.

Dec. 2-4—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Dec. 3—*American Sportscasters Association* fourth annual Hall of Fame Awards dinner. Marriott Marquis, New York. Information: (212) 227-8080.

Dec. 3-4—Technology studies seminar, sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

Dec. 4—*Southern California Broadcasters Association* Christmas party. Hollywood Roosevelt hotel, Los Angeles. Information: (213) 466-4481.

Dec. 4-6—*Foundation for American Communications* conference on Pacific Rim economic questions. Conference, "aimed at educating the nation's journalists about issues involving news organizations." Is funded by grant from *Gannett Foundation*. Sheraton Miramar, Santa Monica, Calif. Information: (213) 851-7372.

Also in December

Dec. 5—"Disasters: New Challenges for the Media" and "Media and the Law: Your Rights and Restrictions," seminar sponsored by *Associated Press Television-*

Radio Association of California-Nevada. Woodlake Resort and convention hotel, Sacramento, Calif. Information: (213) 746-1200.

Dec. 6-9—"Computer Graphics for Design," fall conference sponsored by *Pratt Center*. Grand Hyatt, New York. Information: (914) 741-2850.

Dec. 7—Technology and audience study group, sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

Dec. 7-11—Video Expo Orlando, sponsored by *Knowledge Industry Publications*. Buena Vista Palace hotel, Lake Buena Vista, Fla. Information: (914) 328-9157.

Dec. 8—*Federal Communications Bar Association* reception/dinner honoring FCC Chairman Dennis Patrick. Washington Marriott hotel, Washington.

Dec. 8-9—*Radio Advertising Bureau* day-long sales seminar, "How to Close More Sales." Dec. 8: Registry hotel, Los Angeles, and Dec. 9: Westgate hotel, San Diego. Information: 1-800-232-3131.

Dec. 10-11—"Telecommunications: Current Developments in Policy and Regulation," sponsored by *Practising Law Institute and Federal Communications Bar Association*. Omni Shoreham, Washington. Information: (212) 765-5700.

Dec. 17—*International Radio and Television Society* Christmas benefit. Waldorf-Astoria, New York.

Dec. 31—Deadline for entries in 13th annual Commendation Awards, sponsored by *American Women in Radio and Television*, for "positive and realistic portrayal of women in all media forms." Information: (202) 429-5102.

January 1988

Jan. 6-9—*Association of Independent Television Stations* annual convention. Theme: "Independents '88: The Real Superstations." Century Plaza, Los Angeles.

Jan. 7-10—International winter consumer electronics show, sponsored by *Electronic Industries Association*. Las Vegas Convention Center, Las Vegas. Information: (202) 457-4919.

Jan. 8—Deadline for entries in Alexander Hamilton/Ohio State Awards program competition, sponsored by *Ohio State University Institute for Education by Radio-Television*. Information: (614) 292-0185.

Jan. 12—*International Radio and Television Society* Second Tuesday seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

Jan. 13—*International Radio and Television Society* newsmaker luncheon, "Super Bowl XXII." Waldorf-Astoria, New York.

Jan. 13—"Investigative Reporting: What's the Real Story?" session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

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

Jan. 15—Deadline for entries in Angel Awards for "most outstanding productions of moral and/or social impact in communications." Beverly Wilshire, Los Angeles. Information: (213) 387-7185.

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

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

Jan. 15-22—*National Association of Broadcasters* joint board meeting. Hawaii.

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

Jan. 20—*Federal Communications Bar Association*

Penn., Pittsburgh.

June 8-12, 1988—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 32d annual seminar. Bonaventure, Los Angeles. Future meeting: June 21-25, 1989, Renaissance Center, Detroit.

June 18-21, 1988—*American Advertising Federation* annual convention. Century Plaza, Los Angeles.

July 31-Aug. 3—*Cable Television Administration and Marketing Society* 15th annual meeting. Westin Copley Place, Boston.

Sept. 7-9, 1988—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta.

Sept. 14-17, 1988—Radio '88, sponsored by the *National Association of Broadcasters*. Washington. Future meetings: Sept. 13-16, 1989, New Orleans; Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

Sept. 23-27, 1988—*International Broadcasting Convention*. Metropole Conference and Exhibition Center, Grand hotel and Brighton Center, Brighton, England.

Oct. 14-19, 1988—*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.

Nov. 30-Dec. 3, 1988—*Radio-Television News Directors Association* annual international conference and exhibition. Convention Center, Las Vegas. Information: (202) 659-6510.

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

Major Meetings

vention Center. Las Vegas. Future conventions: Las Vegas, April 29-May 2, 1989; Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

April 10-12, 1988—*Cabletelevision Advertising Bureau* seventh annual conference. Waldorf-Astoria, New York.

April 10-13, 1988—Public television annual membership meeting of *Public Broadcasting Service* and *National Association of Public Television Stations*. Marriott Crystal Gateway, Arlington, Va.

April 17-20, 1988—*Broadcast Financial Management Association* 28th annual meeting. Hyatt Regency, New Orleans. Future meetings: April 9-12, 1989, Loews Anatole, Dallas, and April 18-20, 1990, Hyatt Regency, San Francisco.

April 28-May 3, 1988—24th annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Palais des Festivals, Cannes, France.

April 30-May 3, 1988—*National Cable Television Association* annual convention. Los Angeles Convention Center.

May 18-21, 1988—*American Association of Advertising Agencies* 70th annual convention. Greenbrier, White Sulphur Springs, W. Va.

May 18-22, 1988—*National Public Radio* annual public radio conference. Adam's Mark hotel, St. Louis. Information: (202) 822-2000.

June 8-11, 1988—*American Women in Radio and Television* 37th annual convention. Westin William

Dec. 2-4—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 6-10, 1988—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles. Future convention: Jan. 4-8, 1989, Century Plaza, Los Angeles.

Jan. 23-25, 1988—*Radio Advertising Bureau's* Managing Sales Conference. Hyatt Regency hotel, Atlanta.

Jan. 29-30, 1988—*Society of Motion Picture and Television Engineers* 22d annual television conference. Opryland hotel, Nashville. Future meeting: Feb. 3-4, 1989, St. Francis hotel, San Francisco.

Jan. 30-Feb. 3, 1988—*National Religious Broadcasters* 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Future meetings: Jan. 28-Feb. 1, 1989, and Jan. 27-31, 1990, both Sheraton Washington and Omni Shoreham, Washington.

Feb. 10-12, 1988—19th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Association*. Opryland hotel, Nashville.

Feb. 17-19, 1988—Texas Cable Show, sponsored by *Texas Cable Television Association*. Convention Center, San Antonio, Tex.

Feb. 26-28, 1988—*NATPE International* 25th annual convention. George Brown Convention Center, Houston. Future convention: Houston, Feb. 24-26, 1989.

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

April 9-12, 1988—*National Association of Broadcasters* 66th annual convention. Las Vegas Con-

luncheon. Speaker: Judge Kenneth Starr, U.S. Court of Appeals for D.C. Circuit. Marriott, Washington.

Jan. 22-23—*Colorado Broadcasters Association* winter meeting and awards banquet. Hyatt Regency Tech Center, Denver.

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

Jan. 24—Ninth annual ACE (Awards for Cable Excellence) Awards presentation, sponsored by *National Academy of Cable Programming*, on HBO.

Jan. 24-25—*California Broadcasters Association* radio and television management conference. Palm Springs Plaza hotel, Palm Springs, Calif.

Jan. 26-28—*South Carolina Broadcasters Association* winter convention. Columbia, S.C.

Jan. 29-30—*Society of Motion Picture and Television Engineers* 22d annual television conference. Opryland hotel, Nashville

Jan. 30-Feb. 3—*National Religious Broadcasters* 45th annual convention and exposition. Sheraton Washington, Washington. Information: (201) 428-5400.

February 1988

Feb. 2-3—*Arizona Cable Television Association* annual meeting. Hyatt Regency, Phoenix, Ariz. Information: (602) 257-9338.

Feb. 3-7—*International Radio and Television Society* faculty/industry seminar. Roosevelt hotel, New York.

Feb. 4—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Feb. 9—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York.

Feb. 10—"Success in Radio and TV Sales," session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of

Broadcasters. Washington. Information: (202) 659-3494.

Feb. 10-12—19th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Association*. Opryland hotel, Nashville.

Feb. 12—*Southern California Broadcasters Association* 3d annual Sunny Creative Radio Awards presentation. Registry hotel, Los Angeles. Information: (213) 466-4481.

Feb. 16-17—*Wisconsin Broadcasters Association* annual convention and legislative reception. Madison, Wis.

Feb. 17-19—Texas Cable Show, sponsored by *Texas Cable Television Association*. Convention Center, San Antonio, Tex. Information: (512) 474-2082.

Feb. 18-19—*Broadcast Financial Management Association* board of directors meeting. Intercontinental hotel, San Diego.

Feb. 18-20—"Minorities and Communications: A Preview of the Future," conference sponsored by *Howard University School of Communications*. Howard Inn and Blackburn Center, Howard University campus, Washington. Information: (202) 636-7491.

Feb. 24—*Federal Communications Bar Association* luncheon. Speaker: Diane Killory, FCC general counsel. Marriott, Washington.

Feb. 25-28—*NATPE International* 25th annual convention. George Brown Convention Center. Houston.

March 1988

March 3—*International Radio and Television Society*

Gold Medal banquet. Recipient: CBS's *60 Minutes*. Waldorf-Astoria, New York. Information: (212) 867-6650.

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

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

March 9-10—*Association of National Advertisers* television advertising workshop. Plaza hotel, New York.

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

March 15—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

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

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

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

Errata

In Nov. 9 "Open Mike" letter from Robert Blauvelt, call letters of station should have been KVZK-TV Pago Pago, American Samoa, not KVSX-TV.

□

Douglas Knight, new manager, Central West division, Viacom Enterprises, Chicago, briefly served as Midwest account executive, Republic Pictures, Los Angeles; did not decline position with Republic as reported in Nov. 9 issue.

□

In Aug. 10 "Fates and Fortunes," **Kathleen Mary Tucci's** previous post was listed as director, creative affairs, Fred Silver Co. Tucci was **director talent relations, NBC, Los Angeles**, prior to her promotion to VP. She was associated with Fred Silverman Co. earlier in her career.

□

In Oct. 19 "Fates and Fortunes," **Max Sklower** was listed as **VP and general manager**, McKinnon Broadcasting Co.'s KOAT-TV Albuquerque, N.M. **KOAT-TV is owned by Pulitzer Broadcasting Co.**, St. Louis.

□

Figures in cable equity chart (BROADCASTING, Nov. 23) **should have three zeros (000) added to them.** Correct subscriber figure for C-SPAN is 33.6 million.

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In this candid, practical guidebook, communications "superlawyer" Erwin Krasnow (former General Counsel for the National Association of Broadcasters) strips away the mystique surrounding the legal profession to show broadcasters and cable operators how to:

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More than 1,000 Community Programming Centers

The CPRD lists cable systems, access studios, schools, local governments and other organizations managing local cable channels—local origination, P-E-G and leased access. Provides detailed information about type and amount of programming produced and acquired, as well as budget, staff, equipment and other data.

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April 10-13—Public television annual membership meeting of *Public Broadcasting Service* and *National Association of Public Television Stations*. Marriott Crystal Gateway, Arlington, Va. Information: (202) 739-5082.

April 1988

April 8-10—*Broadcast Education Association* convention. Las Vegas. Information: (202) 429-5355.

April 10-12—*Cabletelevision Advertising Bureau* sev-



Presidential praise

EDITOR: I want to thank you for your support of the recent actions that have been taken regarding the fairness doctrine.

I've had my share of disagreements with the way events and opinions are presented in the broadcast media, but my veto of the "Fairness in Broadcasting Act of 1987" was not a difficult call. Freedom and competition are the best and only guarantors of true fairness in the public forum.

I'm glad you agree with my decision on this bill and with the Federal Communication Commission's subsequent vote to abolish the doctrine. I support the commission's action and am firmly convinced it will enhance, not inhibit, the vigorous and open debate of issues upon which our democratic system depends.—*Ronald Reagan, President of the United States, Washington.*

Close call

EDITOR: A statement attributed to NPR President Douglas Bennet [in testimony before the Senate Communications Subcommittee] in your Nov. 16 article entitled "Public Broadcasters looking for a sure thing" was very misleading. You wrote that Mr. Bennet said NPR "is encouraging its listeners by mail to support the proposed license transfer fee." National Public Radio is a membership organization, like the NAB, and provides information to its member stations about legislation and other matters affecting their future. But we assure your readers that National Public Radio would not do anything to jeopardize our most valuable asset—credibility with our listeners.—*Cate Cowan, director, promotion and public affairs, National Public Radio, Washington.*

Editor's note: According to the hearing transcript, Bennet includes in his closing remarks in support of the transfer fee the following statement: "And I think we are in a skirmish on it now, and I hope that we will be successful. We are doing everything we possibly can. You are going to find that every public broadcasting listener is aware of the leadership that you are showing here."

Counterpoint

EDITOR: The NAB may find it necessary to "pussyfoot" around Senator Hollings in order to "keep peace" with him, but in light of his comments in the Novem-

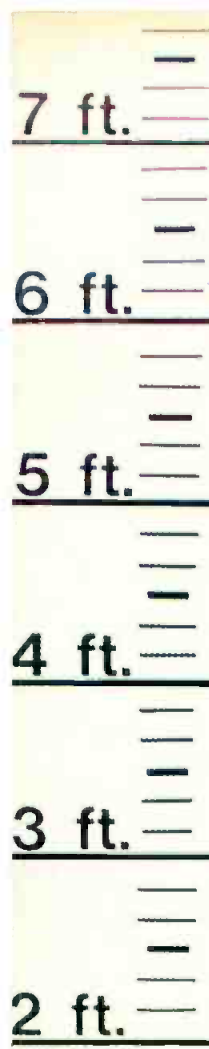
ber 16 issue of USA Today, I'd say the only one interested in "keeping the peace" is the NAB. The good Senator expressed righteous outrage that the NAB would choose to defend itself from his slings and arrows and accused them of deception and distortion of the truth. He then proceeded to deceive and distort with almighty fury.

"License holders are permitted to capture the value of a public resource—the airwaves—and they don't pay a dime for the privilege," he said. The implication was left that no cost is involved to the broadcaster and yet the knave later sells it for a profit. How many broadcasters got a station without paying dearly for it?

According to the Senator, "Hit-and-run opportunists come in, fire the news staff, double the ads, then sell out for a quick profit." That leads to "trashy programming" according to Mr. Hollings. How does one double the ads by firing the news staff we are left to wonder? Is there any way to "double the ads" without firing the news staff? Why are there still stations out there with news staffs if they could double their ads by letting that staff go? The answer was left out of the article.

His 2% fee proposal, the Senator said, was "on par with the roughly 2% transfer fee one pays when selling a house." Broadcasters are not reasonable he said and pointed out that they have "mobilized a shock force of well heeled lobbyists to try to block my proposal." This from a member of the same body that recently proclaimed that the NAB couldn't lobby itself out of a paper bag. It is also hoped that the Senator doesn't get into an in depth discussion with his constituents on the fees involved with selling a house lest he find himself out of touch with reality.

Senator Hollings should look within before deciding that having a broadcast license is the "next best thing to owning the keys to the U.S. Mint." He pays the lowest unit rate for his political ads and enjoys all of the privileges that come from his position at the expense of the taxpayer. All the while we are left to helplessly watch the tax and spend policies of Congress destroy this economy. I for one am not so sure that the "keys to the U.S. Mint" are worth much Senator and I suggest that Congress fire their news staff and double their ads.—*Tom Joyner, president, Joyner Communications Inc., Cary, N.C.*



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6 ft. —



87% more teens and kids

During the school year, most teens and kids can't watch Cagney & Lacey because it's on too late. But during vacations, the number caught watching nearly doubles! Add to that our loyal men and women viewers, and you have success across the board. Put Cagney & Lacey in your lineup. To settle for anything less is a crime.

7 ft. —

6 ft. —

5 ft. —



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Cagney & Lacey
ORION
 TELEVISION SYNDICATION

Opposing points of view about superstation viewing from Preston Padden, INTV, and Robert Alter, CAB

Two sides of the story on superstations

The independents' side

One of the great frustrations of life is to read a pie-shaped chart and realize that someone else is eating your slice of the pie. Independent television stations are all too familiar with this experience since the confusion over the way Nielsen reports national television viewing shares has tended to obscure the true size of our audience.

For example, the Oct. 12 BROADCASTING Special Report, "The Shifting Balance of Power," focused on national television audience shares for July 1987. For that month, Nielsen reported a combined 58% share for the three networks, a 23% share for independent television stations, a 12% share for advertising-supported cable origination and 7% for pay services. And yet, despite our 23% share—the largest nonnetwork audience segment—the BROADCASTING story (and pie chart) credited independent television with only a 16% share. Was that a mistake? Unfortunately, the answer is the same one given by the college student who dated Siamese twins and



Preston Padden is president of the Association of Independent Television Stations, Washington. Before joining INTV in 1985, he was assistant general counsel in Metromedia's Washington office, where he worked for 12 years.

when asked by his roommate whether he had a good time, responded honestly by

saying: "Yes—and no."

Some, but not all, Nielsen reports take all of the audience of five of the strongest independent stations, and report that audience separately under the heading "superstations." The superstation share figure includes all viewing to WTBS(TV) Atlanta, WGN-TV Chicago, WPIX(TV) New York, WWOR(TV) New York and KTVT(TV) Fort Worth, Tex.—whether that viewing occurs off air via rabbit ears or over cable. In these Nielsen reports, the independent television share figure does not include any of the reported viewing to these five strong independents. Instead, users of these Nielsen reports are expected to add the superstation and independent television share figures to yield the total independent audience.

As a result of this confusion, BROADCASTING depicted a 16% share for independent television and a 7% share for superstations instead of using the total 23% share for independents. BROADCASTING readers and other observers of

Continues on page 42

Cable television's side

It seems that superstations are becoming the "Baby M" of television with different parents fighting over who the rightful mother and father is, and who should get ultimate custody. In reality, the marketplace will decide.

The real issue here is not the label we put on a program source or which column we put its audience in, but the willingness of television—both cable and broadcast—to help advertisers understand, in relation to their needs, the dramatic changes taking place in the distribution of programming.

Up until this year, CAB had reported superstations as a subcategory of basic cable. This practice grew out of historical precedent set by WTBS(TV) Atlanta when it was the only superstation. It positioned itself as a cable service. However, as more superstations came on-line, it became apparent that the superstation audience included home market over-the-air audience as well as audience delivered by satellite outside the home market.

Because present Nielsen practices mix broadcast and satellite-delivered audiences in the superstation category, neither cable nor independents can properly claim the category wholly, even though 72% of all superstation au-

dience is cable delivered. This is why in all of our reports released so far this year concerning 1987 audience information, CAB has displayed Nielsen superstation data as a separate category, additive to neither cable nor independents.

We are not alone in this. Current media guides published by Grey Advertising, N.W. Ayer, Saatchi & Saatchi DFS



Robert H. Alter is president and CEO of the Cabletelevision Advertising Bureau. When he assumed the CAB presidency at its founding in 1981, he had been executive vice president of the Radio Advertising Bureau, an organization he served for more than 20 years.

Compton, Bozell & Jacobs Kenyon & Eckhardt, and BBDO, as well as information published in the trade and business press, list superstations as a separate category.

There are good reasons for this, from the advertiser's perspective, that have their roots in the way television is planned and bought. Including a superstation's cable-delivered viewership outside of its home market as part of the local independent audience distorts totally the size of the independent audience in the markets they are licensed to serve. When superstation viewing is added in with local independents, it obscures the fact that the local independent is seriously underdelivering the cable household in its market. Yet an advertiser in that market can't buy the superstation to deliver the cable homes.

As the satellite-delivered segment grows and more superstations become actively interested in selling their national audiences, the distinction between off-air home market and "outside" audiences will become more important. For example, WTBS has been on the national Nielsen meter since 1981 and this year WGN-TV Chicago released national ratings for its baseball games.

Moving superstations to neutral

Continues on page 42

**THIS TEAM
HAS WON MORE
ACADEMY AWARDS[®]
THAN TRACY/HEPBURN
REDFORD/NEWMAN
AND BOGART/BACALL
COMBINED.**



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AND TOM & JERRY WILL WIN OVER A LOT OF NEW VIEWERS FOR YOU!

*No matter how you judge it,
"Tom & Jerry" delivers an award-
winning performance...*

P*roven, a hit in syndication for
ten years.*

F*lexible, allowing you to create
fresh, exciting kids blocks in any time
period. You can mix and match them
with each other or with other cartoon
classics from our vast Turner library.*

P*rofitable, because they're avail-
able for cash.*

Q*uality animation and storylines,
Tom & Jerry are the kind of
cartoon characters that kids and
grown-ups have loved for years.*

**Call your TPS account executive
now and put this award winning
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*Offices in Atlanta, New York, Los Angeles and Chicago.
Phone (404) 827-2085 in Atlanta.*

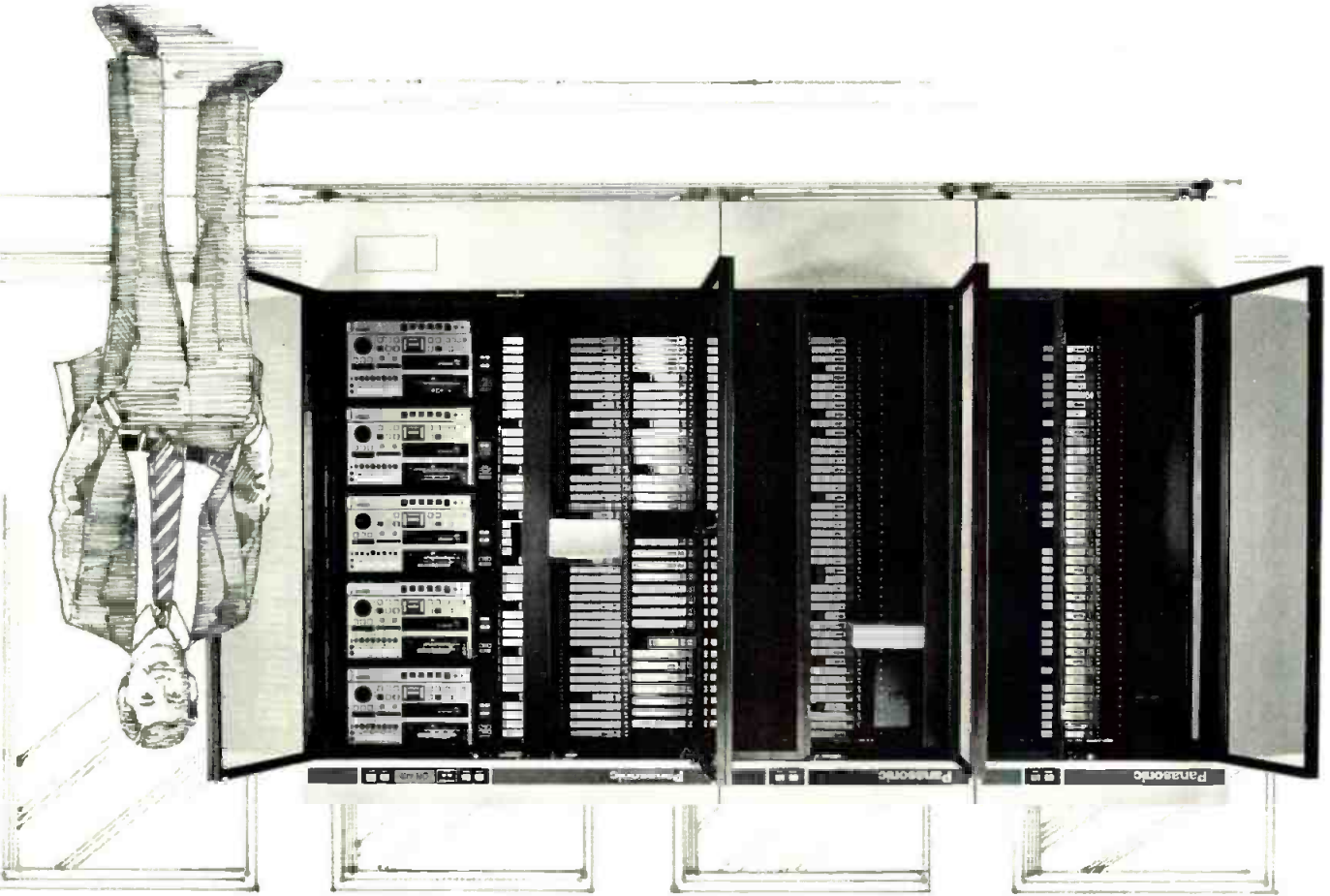
*Academy Award® winning Tom & Jerry cartoons (For
Best Animated Cartoon): "Milky Way" 1940, "Yankee
Doodle Mouse" 1943, "Mouse Trouble" 1944, "Quiet
Please" 1945, "Cat Concerto" 1946, "The Little Orphan"
1948, "The Two Mouseketeers" 1951, "Johann Mouse"
1952.*

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3 ROTARY LIBRARIES,
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THE ABILITY TO PLAY
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CONTINUOUSLY,
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ANSWER: THE MII M.A.R.C. SYSTEM CART MACHINE.



It's probably the most technologically advanced cart machine ever created. So advanced, we doubt the competition will have anything like it for a long while to come. But the really impressive thing is: it's available now. So give us a call if you'd like a demonstration, or to be put on our priority delivery program. Remember, if you're looking for high broadcast quality, overall cost reductions and the finest support programs in the industry, look into MII from Panasonic. The broadcast system that makes business sense.

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"The Survey Says:"
BRING BACK

**FAMILY
FEUD**

FAMILY FEUD reigned in syndication as America's #1 game show, setting records for ratings even in its final year.* And it was dominant among Women 18-49 in its nine-year network run.**

Announcing the return of a winner: **FAMILY FEUD** . . . an *all-new* **FAMILY FEUD** for early fringe/prime access stripping in 1988.

It's the same comedy-based game, the same Mark Goodson production that millions flocked to day after day, week after week when it ran simultaneously for nine years on the network, eight years in syndication.

Now, those loyal legions have yet another reason to watch. He's **Ray Combs**, an appealing new personality whose lightning wit makes *this* FEUD even faster and funnier.

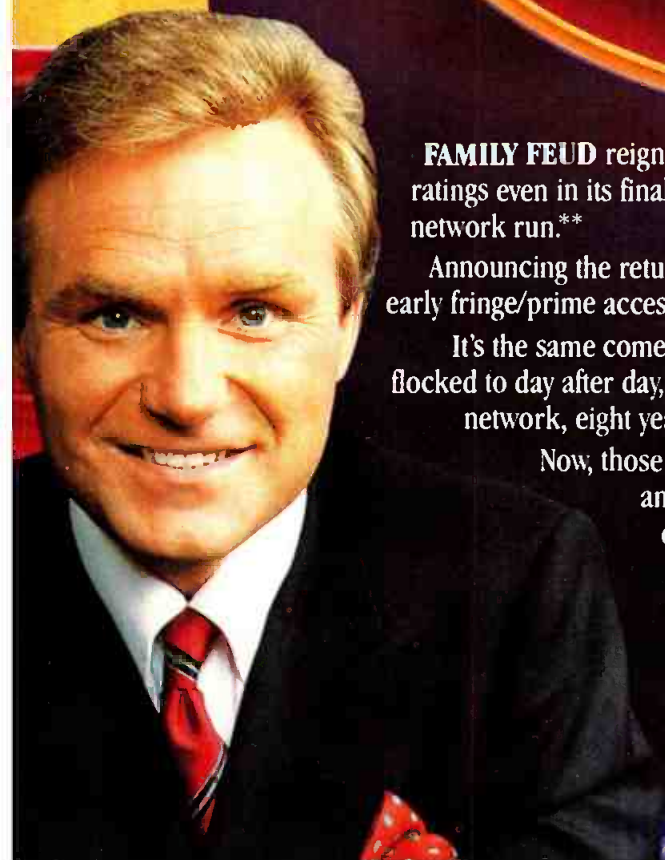
FAMILY FEUD. #1 is ready to do battle again!

AVAILABLE FALL '88, FROM MARK GOODSON PRODUCTIONS



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this data could not possibly be expected to know that the 16% share figure attributed to independents did not include any of the viewing to five of our strongest stations. The result of Nielsen's artificial division of the independent audience has been to obscure the size of our market strength.

But the question remains, just who is savoring that slice of the pie that rightfully belongs to us? For the answer, we must check in on the masters of statistical illusion at the Cabletelevision Advertising Bureau. CAB has taken royal advantage of the Nielsen confusion to produce reports that understate the independent share of viewing and overstate the significance of cable programming. In the CAB publication, "1987 Cable TV Facts," CAB not only denies us credit for five of our strongest stations, it actually credits all of the viewing of these stations to cable. Millions of viewers watching independent television on rabbit ears, who have never even heard of cable, are credited by CAB as "cable."

Another portion of "1987 Cable TV Facts" contains historical trend lines purporting to depict viewing to "advertiser-supported cable" and "independents." The lines show independent audiences declining and ad-supported cable audiences increasing. To produce this effect, CAB took advantage of the historical process by which five independent stations were placed on satellite circuits. Each time an additional independent station went on the satellite, CAB arbitrarily took all of the audience to that station, removed it from the inde-

pendent line and added it to the advertiser-supported cable line.

Based on this flimflammy, as WPIX, WWOR, KTVT and WGN-TV become more popular and their audiences grow, the CAB line for independents will decline and the line for advertiser-supported cable will increase. Leaving aside arguments about the positioning of WTBS as a cable service, it is clear that WGN-TV, WWOR, WPIX and KTVT are not ad-supported cable—they are independent television stations. It is hard to resist a certain amount of sympathy for the poor folks at CAB who must reach out and claim the audiences of independent stations in an effort to manufacture a positive story for advertiser-supported cable.

In Nielsen's new peplemeter service, all of the audience to independents, whether delivered off air or via cable, is credited to an aggregate total for independent television. This is precisely the same procedure that Nielsen follows in crediting the networks with all of the viewing to their programs—whether delivered off air or via cable. Nielsen's other products should be revised to include an aggregate audience total for independents. There is no rational basis for distinguishing between network programs delivered by cable and independent programs delivered by cable. When all of our audience is reported in a single column, it is clear that the independents represent the largest nonnetwork audience segment. For example, according to the Nielsen peplemeters, this fall network prime time audiences have declined four share points compared to last season. Independent stations have picked up three of those four lost net-

work share points, rising from a 14 share last October to a 17 share in October 1987. The independent audiences far exceed the combined viewership of all ad-supported cable program services.

Fortunately, many major advertisers have worked their way through the ratings confusion and are voting for independent television with their checkbooks. Prominent examples include the \$10-million Procter & Gamble commitment to Tribune Plus, the nonwired network buys placed with Katz and other rep firms, the explosive growth of barter, the advertising revenues pouring into the Fox Program Service (a reported \$100 million in the 1987 upfront season) and the innovative one-stop shopping provided by the Independent Television Network (\$37 million in 1987 revenue and projections of more than \$50 million for 1988).

Smart advertisers know that with network audiences dropping under an aggregate 60% share, media plans must be revised to correct for network underdelivery. Cable, available in only 50% of the nation's homes, can't be the answer. Independent stations, commanding a 23% share nationwide, have become the obvious choice for consistent delivery against key demographics in all TV homes. It's no wonder that Television Bureau of Advertising figures show independent television spot growth outpacing total spot growth by a healthy margin in 1987.

If we can just get Nielsen to stop dividing our slice of the pie (and get CAB to stop eating it), even more advertisers will be able to discover independent television—the number one nonnetwork market segment.

"Cable" continued from page 34.

ground is only an interim step toward providing advertisers data that more closely fits their media planning needs. CAB has requested that Nielsen change current reporting procedures to segregate the audience into categories that reflect the realities of the marketplace by breaking down superstation audiences into "home market" and "distant satellite-delivered" categories.

Another realistic breakdown is between "active" and "passive" superstations. As an outgrowth of our discussions with Nielsen, CAB will be reporting WTBS viewership with basic cable, as virtually all of its audience is in cable households. That is how WTBS reports its own audience, which is its prerogative. Passive superstations will be reported as a subcategory of independents as well as included in independent totals.

It is no longer appropriate to fit yesterday's definitions to the reality of how programming is now distributed. In today's dynamic television environment, historic labels don't always fit. For example, an "affiliate" has commonly

been considered to be a television station that distributes network programming to the local market it serves, while an "independent" draws on nonnetwork program sources. If we cling to old definitions, it could be argued that viewing to stations affiliated with the Fox network should be moved from the "independent" to the "affiliate" category.

Thus, the debate over definitions is academic. Cable doesn't have to redefine or try to claim any audience but its own to demonstrate its growing vitality. The November Nielsen universe estimate shows cable in 45 million households, 50.5% household penetration. This is a gain of 1.5 million households in just the past 4 months.

In cable households, viewing to basic cable programming (including WTBS) in the first nine months of 1987 increased 16% as compared to the same period a year ago. At the same time, pay increased 11%. Combined, basic and pay enjoyed a 35 share of viewing in all cable households and a 42 share of viewing in pay households.

There are serious concerns being expressed by advertisers about whether television's role as a medium will be di-

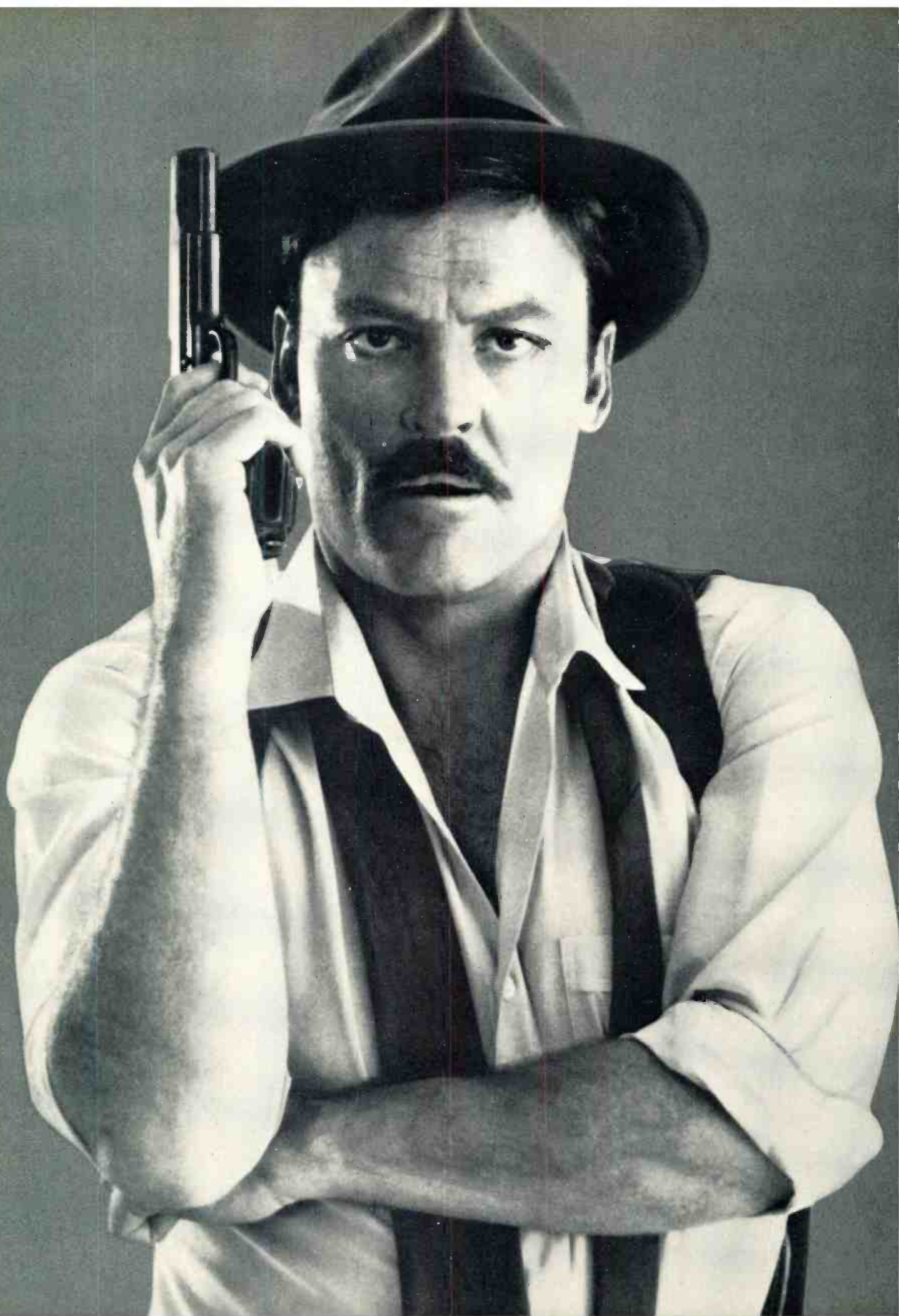
minished by rising costs, clutter and segmented viewing. In the face of this possible lessening of confidence by advertisers, there is nothing to be gained by engaging in semantics, turf battles and name calling. Rather, all segments of the television industry should have as a goal working towards helping advertisers maintain the effectiveness of television as a marketing tool. If not, we will see more and more of our dollars being shifted to merchandising, pricing and promotion strategies and other media.

The recent upsurge in interest by advertisers in combining cable networks with local television stations, as exemplified by one of the recent Procter & Gamble buys, should serve as a model. CAB is currently exploring with cable networks, advertisers, agencies, broadcasters and their reps possible collaborative efforts. This could result in larger cable budgets as well as allowing TV stations to tap into a new pool of national revenues.

So let's not allow a senseless battle to distract us from the real challenges we face. For all the reasons outlined above, I'm sure the advertising community prefers that there be joint custody.



She's coming soon from
MCA TV



WHO'S CABLE'S TOP GUN?

If your answer is USA Network, you hit the bull's-eye. USA has shot right to the top as cable's most-watched network, and we're strengthening our leadership position by adding even more exclusive and original programming to a schedule that's already cable's best.

And we're using heavy artillery. *The New Mike Hammer* joins USA's lineup directly off network for the cable debut of this popular action series. The Ace Award-winning *Ray Bradbury Theater* comes aboard with off-pay episodes plus brand-new episodes produced exclusively for USA.

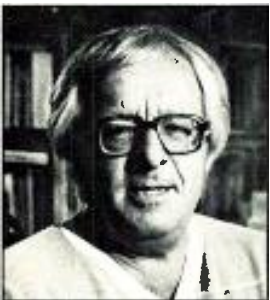
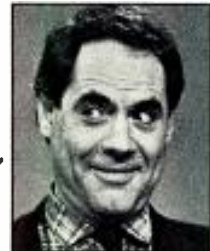
That's two direct hits so far, and we've got plenty of ammo left.

Alfred Hitchcock Presents returns for a second season of all-new episodes. *Robert Klein Time* begins its second season with a fresh new look and all-new laughs. The laughter continues with Don Adams in *Check It Out!*, now entering its third season of new and exclusive episodes. *Airwolf* takes off on new adventures. And everyone's a winner with our original new game shows.

It's this commitment to original and exclusive programming that has made USA Cable's Flagship Network. The one network built on the kind of quality entertainment that adds value to your entire cable package. All of it supported by free billstuffers, ad mats, program guides, the most comprehensive local ad sales program in the business and major consumer promotions.

So while you're aiming for satisfied subscribers, remember, no one helps keep you on target like USA Network.

So while you're aiming for satisfied subscribers, remember, no one helps keep you on target like USA Network.



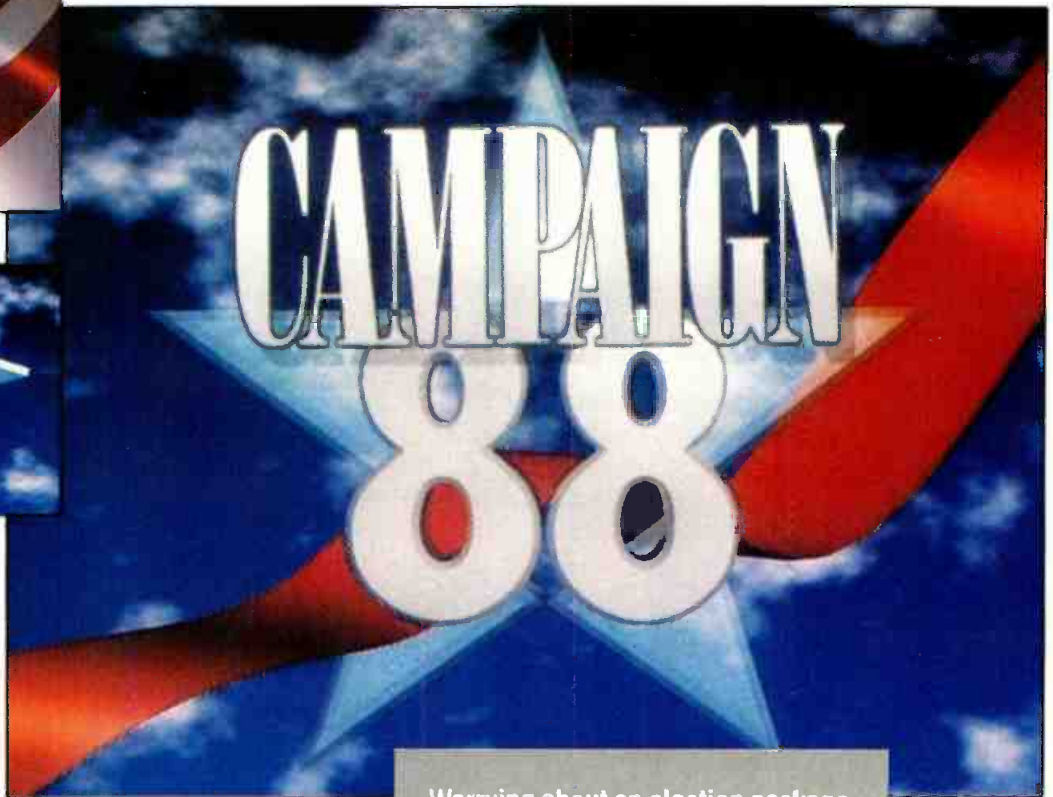
USA[®]
NETWORK
AMERICA'S ALL ENTERTAINMENT NETWORK

Sources: NTI NCAR Special Report May 1987 Avg. Weekly HH Cume, Feb. 1987 NHL. Excluding superstations.

Affiliate Relations Regional Offices: Eastern—Betsy Dimberger (212) 408-9170, Central—Carolyn McCrory (312) 644-5413, Western—Barbara Kirbach (213) 277-0199

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Worrying about an election package on top of covering all the campaigns can make anyone sing a sad song. So we've created a comprehensive package to take you from the first caucus through the last acceptance speech. It features 3-D animation, Paintbox graphics and flexibility to work with your station's format. Priced by ADI. Contact Teddy Teller (617) 739-6400. And start whistling a happy tune.

Broadcasting **Nov 30**

Vol. 113 No. 22

TOP OF THE WEEK

The Superstations

*Between a rock and a hard place,
and doing just fine*

Threat of syndicated exclusivity, saturation of cable capacity, satellite fees and copyright all add to negatives impeding growth; but they still work

The superstation, a cable industry stalwart, may have become an endangered species.

For at least a quarter of a century, distant signals imported and retransmitted by cable systems, have been a cornerstone of the wired nation.

They began regionally, with stations brought in over microwave networks or simply picked up off air to play a key role in keeping cable alive in the 1960's and early 1970's. And national satellite-delivered superstations led by Ted Turner's WTBS(TV) Atlanta (then WTCG) helped fuel cable's explosive growth over the last decade.

Nevertheless, while the number of satellite superstations available to cable systems has increased dramatically over the past year, there is mounting evidence that the tables may be turning.

For while the national superstations, laden with movies, baseball and other major sports, are still among cable's most popular services, cable operators are thinking twice about them, and especially about the new ones, for other reasons:

- Satellite fees cable operators must pay to receive the superstations.
- Copyright royalties they have to pay to carry them.
- Tightening channel capacity and the proliferation of other cable services.

At the same time, the FCC is threatening to bring back the syndicated exclusivity rules, which would force operators to black out superstation programs that duplicate programs on local stations. If it does, the superstation could have no future at all.

WTBS may be the exception to the table turning. Most expect that Turner's heavy promotion and investment in programming will insure the Atlanta superstation a place on most cable systems.

Paradoxically, the number of satellite-

SuperStation
TBS
GREAT AMERICAN TELEVISION

WGN... Chicago
Superchannel



WWOR-TV

DALLAS • FORT WORTH
KTVT
the
Super Ones

delivered superstations has risen from five to 18 over the past year. But that growth has little to do with increased demand by cable systems for distant signals. Rather, broadcast signals are being put on satellites because falling satellite transponder prices have made the birds at least as economical as terrestrial microwave networks. What's more, the two million owners of backyard earth stations have developed an appetite for broadcast signals on the birds and have shown they are willing to pay for them.

□

The era of the satellite or national superstation began in 1976 when Turner put his Atlanta independent on RCA Americom's Satcom 1 with the novel notion of disseminating the signal not just to cable systems in the Southeast, but to cable systems throughout the country.

To comply with FCC rules, Turner created Southern Satellite Systems to distribute the signal via satellite and sold it to Ed Taylor for \$1. Charging cable systems up to 10 cents per subscriber per month to receive the satellite feed of WTBS, Taylor and SSS prospered.

Under the corporate umbrella of Tempo Enterprises, Taylor used some of the WTBS dollars to expand into cable programming (Tempo Television) and several minor services. But its bread and butter has always been the superstation. In 1986, the fees collected from cable systems amounted to \$13 million, or 48% of Tempo's total revenue. The business is lucrative enough to attract the attention of Tele-Communications Inc., the nation's largest MSO, which agreed to pay \$46 million for the company earlier this month (BROADCASTING, Nov. 16).

WTBS's (and hence Tempo's) place in cable is relatively secure. Reaching 41.6 million homes, the superstation is the second largest service behind ESPN and is an integral part of most cable system lineups. WTBS carries the Atlanta Braves, NBA basketball, college football, plus documentary specials and films from the MGM library.

Tempo has its own TVRO package it is marketing to that universe, and it re-

ports 50,000 subscribers for its packages, which include superstations WTBS and WWOR(TV) New York. That market holds some promise, Tempo officials say, but it won't have a major impact on the company's bottom line.

□

United Video was created in 1965 as a



Bliss

subsidiary of United Cable to deliver broadcast signals to cable systems via terrestrial microwave. Its reach stretched from Chicago to New Orleans and distributed 15 to 20 signals to as many as two million cable subscribers. United Video also distributed HBO via terrestrial microwave for a time in the mid-70's.

United began distributing WGN-TV Chicago to cable systems nationwide via satellite in 1978 and put WPIX(TV) New York and KTVT(TV) Dallas on satellite in 1984. All have baseball in common. WGN-TV carries the Chicago Cubs, WPIX the New York Yankees and KTVT the Texas Rangers. In addition, United Video has added a number of text and pre-view services to its lineup, including Cable Sports Tracker, EPG and EPG jr.

Since March, United Video has been marketing the signals of WDIV(TV) (NBC), WJBK-TV (CBS), WXYZ-TV (ABC) and WTBS(TV) (PBS), all Detroit, to cable systems in the U.S. A Canadian company, Cancom, had been distributing those signals to cable systems in Canada for a number of years, and UV, with a back-office in place, stepped in to handle the marketing chores for those signals south of the border. Its principal business is with small cable operators in the central and eastern U.S. The signals are carried on about 100 systems, representing 150,000 subscribers. The cable systems are so small that 90% do not have the minimum revenue levels that would require them to pay fees to the Copyright Royalty Tribunal, one reason UV has gotten to 150,000 so quickly.

Roy Bliss, executive vice president and chief operating officer of United Video, says "we're making a little money" in the Detroit operation. "The returns are not that great," says Rick Maxwell, national services manager, "but neither are the liabilities," since

Cancom handles the transponder costs. UV also remits some of its revenues to Cancom.

United Video is moving aggressively into the home satellite market. Its Super-Star Connection package of its three major distant signals is being marketed for \$36 per year, or \$99 for three years. In August, WWOR was added to the mix, with the four-station package retailing for \$44 for one year. United Video added CBN on an a la carte basis on Nov. 1.

United Video Sales Manager Jack Reilly says the TVRO marketing has gone "extremely well," reporting that 190,000 TVRO homes are taking one or more superstations and noting that 50% of the sales have come through third-party packagers. "All of us are scrambling to gain control of the distribution network," he said.

□

Eastern Microwave, owned by Newhouse Broadcasting, was created in the mid-1960's to carry the signals of 16 broadcast stations to unserved areas in the Northeast. It followed SSS's and United Video's lead and put WWOR New York with its sports and movies on a satellite in 1979. The signals Eastern Microwave distributes regionally now reach between one and two million homes. WWOR, sent out over Galaxy 1, reaches about two million cable homes via microwave beyond the New York market and another 10 million via satellite.

WWOR is a part of TVRO packages being offered by United Video and Tempo, and National Marketing Manager Gil Korta describes TVRO as "a nice new market we're very excited about." Korta said Eastern Microwave is talking to other packagers about including WWOR-TV in their packaging schemes. "We're moving very cautiously, just to make sure we're pricing our product fairly to these people," he said.

□

Netlink USA, now principally owned by Tele-Communications Inc., has had six Denver stations (three network affiliates, two independents and a Public Broadcasting Service affiliate) on Satcom I-R for the past year and is making the signals available to cable systems and dish owners alike. Netlink defines its cable market as the cable systems in the Mountain time zone that lack a full complement of broadcast signals or that are now receiving them by microwave through another TCI-affiliated company, Western Tele-Communications Inc. It defines its TVRO market as the homes throughout the nation that are unserved or underserved by broadcasters.

Netlink estimates that 1% of all U.S. TV homes, or upwards of one million homes, cannot receive off-air signals of network affiliates. Today, the real market is much smaller than that. Of the two million dish owners, only about 250,000 have the Videocipher II descrambler needed to receive Netlink's scrambled satellite signals.

□

Satellite Broadcast Networks, a small independent company, put three network affiliate signals on the satellite last year—WXIA-TV (NBC) Atlanta, WABC-TV (ABC) New York and WBBM-TV (CBS) Chicago—to backyard earth station owners. Its principal market is dish owners that cannot receive all three network affiliate signals. SBN is hoping that enough dish owners will be willing to pay \$50 a year to receive its three-signal package to make its service a viable business.

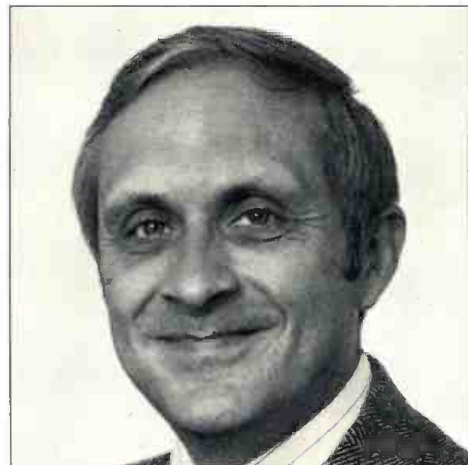
SBN's biggest problem today stems not from the marketplace, but from the courts. It is being sued by the broadcast networks, which are alleging that SBN's distribution of affiliate signals directly to homes is a violation of the copyright laws. SBN maintains that such distribution is covered by cable compulsory license.

□

The satellite carriers see the copyright royalties as the biggest handicap to sales. Cable systems, as a whole, are currently paying more than \$60 million a year in copyright fees to carry distant signals. (That could escalate to more than \$100 million if the copyright holders succeed in reversing a 1986 district court decision that imposes a new formula for calculating the fees.) One of the most troublesome aspects of the royalty rate schedule as it is now written is that many cable systems have to pay 3.75% of their basic cable revenues for each additional distant signal.

Because of the cable fees, says Eastern Microwave's Korta, "it doesn't seem prudent to sell signals to the cable universe right now." That has tended to freeze the levels of penetration superstations have in relation to one another. WTBS is in 41.6 million cable homes, WGN-TV in 22 million, WWOR 10 million, WPIX a little over two million and KTVT slightly under two million. Four years ago, WTBS had 27 million, WGN-TV 11 million and WWOR six million.

WWOR "is growing at a steady rate," says Korta. It is strongest in the Southeast. Florida, Texas and California. And



Liptak



Maglio

the programing future looks bright, says Korta, now that the station is owned by a major Hollywood programmer, MCA. In addition to the movies and sports (WWOR carries the New York Mets, Rangers and Knicks and Big East basketball) MCA has made major investments in programing, including the *Cobsey Show*, *Kate & Allie* and *Silver Spoons*.

"It's not only copyright" that is slowing the growth of superstations," says United's Reilly, "it's a channel limitation problem. We're hopeful that the compulsory license will be perpetuated and that syndex will not be reimposed," he says. If syndex were reimposed, he believes, "it would just devastate the superstation business." But he feels that the diversity United Video has undertaken will insure the company's survival if syndex returns. And although adding other signals is a possibility, there are a number of barriers to entry, says Reilly, principally transponder costs and channel capacity.

□

"The superstation continues to be among the most popular offerings we have on cable systems," says Greg Liptak, group vice president, operations, Jones Intercable, ranking second only to pay services in Jones's research on customer satisfaction. The copyright fee "is absolutely the most difficult problem we have to deal with," says Liptak. One Jones system, he says, has been paying over 10% of its gross basic service revenue in copyright fees because of the number of superstations it carries, a situation Jones is reviewing. "We simply can't stand that type of price," says Liptak.

Jerry Maglio, executive vice president of marketing at Daniels & Associates, says superstations "have always occupied a major position" in the industry, especially on systems that are far away from urban areas. And their larger reach helps them acquire better programing, such as Turner's NBA package.

But there is evidence that the hold of superstations is waning. To Bob Clasen, president of Comcast Cable, superstations "are less important than they were five or seven years ago. It's nice to have

a general purpose broadcaster," he says, "because the format is something the subscriber is comfortable with. But they are less valuable to us because so many of the syndicated shows are migrating to other cable delivered services." Even sports, says Clasen, are migrating to ESPN or regional cable sports services.

Larry Higby, senior vice president, marketing for Times Mirror Cable agrees. "They still are an important part of our programing, but I don't think we live and die by them," Higby says. "There is some programing that's still unique to those services, particularly with WTBS and some of their basketball and some of their film properties that make them a valuable piece of programing. And in our subscriber surveys they continue to score quite well as one of the better-liked services." But Higby does not see superstations proliferating. "Channel capacity is so tight," he says, and "we're looking for unique breakthrough programing that's clearly differentiated right now. I'm not sure how strongly the superstations fall into that category."

The fate of superstations on cable will largely be determined by what happens at the FCC in terms of reinstating the syndicated exclusivity rules. (A court challenge is likely if reinstatement occurs.) Even the prospect of their return leaves cable operators outraged. All agree it would be a nightmare to explain to subscribers.

Liptak is adamant on what the return of syndex would mean. "There is nothing in the history of the industry that has been as disruptive to the public as syndex. It's difficult if not impossible for the cable system to explain to subscribers what's going on. The problem is so immense, so difficult to communicate, so tough to insert programing that the best solution might be to remove those signals—then, as an industry, to create program services to replace them," Liptak says.

Colony Communications has looked at the specifics of what the return of syndex would mean. According to Charlie Townsend, president of Colony, 80% of WPIX would qualify for duplication, as would probably 50% to 60% of WTBS in Colony's New England systems. (Colony is dropping WWOR on Jan. 1 and adding WTBS). "All the prime time stuff goes," Townsend says. "My guess is that if stations require us [to blackout programing], we'd drop all the distant independents," he says. That may not be a popular decision since those stations traditionally are ranked first or second in Colony's subscriber satisfaction surveys. "The varied formats don't rate as high," he says.

Daniels would also lean towards dropping signals. "Subscribers don't like the blackout," says Maglio, and the prospect of syndex's return would force Daniels to look at "what we might elimi-

nate."

But the prospect of blacking out portions of signals is not a universal anathema. Notwithstanding a lawsuit, if syndex returns, Clasen says "I would imagine we'd be back in the substitution business." There would be some consideration to dropping service, he says. But with advances in satellite technology, Clasen adds, "I think cable would be able to do it [blackout programing] much more efficiently." There is plenty of product available to substitute, he says. But even with those changes and new additions, he says, "It would be very difficult to explain to the consumer."

□

"We're very pleased with the business so far," says SBN President Kazie Metzger. "There's a huge market need for network signals." The company's three-network package retails for \$49.95 per year, with dish dealers getting a 10% discount and equipment distributors a 20% discount. It sells to third party packagers, such as the National Rural Telecommunication Cooperative. Although most of its business is directed toward the TVRO market, SBN has sold its package to some small rural cable systems. The cable operator pays roughly 15 cents per subscriber per month for each signal.

SBN takes the affiliate signal off the air in New York, Chicago and Atlanta and uplinks them to Satcom F-2. The three networks and their affiliates have



Metzger

suits pending in New York and Atlanta charging SBN with copyright infringement. Papers have been filed for summary judgment in the New York case, and the parties are awaiting the judge's decision, SBN says. The Atlanta case is still in the discovery stage.

Metzger, in describing SBN's first year of operation, says "there was a great deal of confusion in the consumer marketplace concerning scrambling, and that's clearing up. The good strong, professional dish dealers are doing well," she says, as are the distributors. But Metzger does not see a further increase in superstations, affiliate or independent, beyond those being carried today.

"There's a nice complement of independents already up there," says Metzger. And between the Netlink and SBN packages, network programming is widely available.

The prospect of marketing broadcast signals and cable services to TVRO owners, in addition to cable systems, is what's driving Netlink's satellite program package. "Our analysis was that there only enough homes on cable to pay for the cost... Even with the WTCI being converted over, it still needs TVRO to make this thing a business," says Brian McCauley, vice president and general manager. The "thing" is Netlink's 13-signal package it is marketing to cable systems and white-area dish portions of the country. The package, which cable operators can retail for between \$11 and \$15, includes ESPN, WTBS, CBN, CNN, Headline News, USA, WWOR plus the six Denver Netlink signals—KCNC-TV (NBC), KUSA-TV (ABC), KMGH-TV (CBS), KRMA(TV) (PBS), KDVR(TV) (Fox) and KWGN-TV (independent). The Denver signals had been distributed via terrestrial microwave by Western Telecommunications Inc. to cable systems in the mountain states. Netlink, which is owned 40% by WTCI, 40% by Telecommunications Inc. and 20% by Rock Associates, will eventually supplant the microwave delivery system with satellite delivery of the signals to cable systems. In addition, it offers the TVRO package, handling the back-office chores of ordering, billing, etc., for cable operators.

Netlink has been taking orders since early last month from TVRO owners across the country. The original plan, says McCauley, was for concentration west of the Mississippi river. The service has been broadened to the entire country and McCauley says the response has been strong. "We've got tons of subscribers east of the Mississip-

pi," he says.

One thing Netlink found in its initial marketing, says McCauley, was that "cable operators wanted to be able to offer our package at a little lower price. The only way to do that was to drop some programming." What got dropped from the original plans were superstations WGN-TV, WPIX and KTVT, the three signals distributed by United Video. Those signals are a part of UV's SuperStar Connection package to TVRO owners, and that separate offering was confusing some TVRO owners, says McCauley. Netlink decided to end the confusion and lower the price of the package at the same time, he says.

Despite the proliferation of distant signals in the TVRO market, McCauley thinks it may have hit the high water mark there as well. "It's very expensive to pay for uplinking and transponder time and there is a limited market out there. I especially don't think you'll see additional networks. I think we and SBN are as many as will ever go up," he says.

Netlink is trying to avoid the legal traps that have ensnared SBN. It has an agreement with NBC by which it will make its NBC signal (KCNC-TV) available only to homes that cannot receive an NBC off air or off cable. Netlink has been trying to hammer out a similar deal with ABC and CBS.

The extra reach of WGN-TV's signal is a benefit to some advertisers, says WGN-TV General Manager Dennis Fitzsimon, but others, who are doing local promotions, for instance, don't want that promotion to spill out into other markets. Being a superstation doesn't matter much in programming matters, says Fitzsimon, except for barter syndicators that get a wider reach through superstations.

WGN-TV's superstation status costs its parent company money. In 1985, major league baseball began charging teams

whose games are carried on superstations an annual fee, and divided it among the league's 26 teams. Tribune Co. owns WGN-TV and the Chicago Cubs, which are featured on the station. Under its arrangement, Tribune is paying MLB around \$3 million a year.

WGN-TV sells national ads on its Cubs broadcast, Fitzsimon says, but whether the revenues from the ads are enough to cover the \$3 million payout cannot be determined. WGN-TV does not break out figures on local versus national revenue.

According to Lev Pope, president of WPIX, that station can't really exploit its superstation reach—11 million homes regionally, including the seven million it reaches off-air in New York. The extra reach does help barter advertisers, he says, "because they get credit wherever the homes are." The superstations made it possible for Tribune to produce the Capone specials on a barter basis. Tribune also markets Independent Network News nationwide, and the superstation status helps in the Nielsen national ratings.

WPIX carries the Yankees games and extra payments the team has to pay MLB are included in the station's rights pact, one of the largest in the industry. The MLB payment is based on the percentage of subs reached, and since Yankees get some of the money back, Pope thinks the exchange was close to even.

Pope points out that syndicated exclusivity is not necessarily in all program contracts today, and cited the Cosby Show as an example. "I don't think its going to happen," says Pope, in gauging the chances for syndex's return, "because it would turn the marketplace upside down all over again."

Satellite-delivered superstations have had a good run and, absent any radical changes in the compulsory license, they should be around for many years more. Their importance to cable, however, may have peaked. The expense of importation and the rise of more and better nonbroadcast cable services have cable operators thinking twice about adding them to their mix.

Reinvigorating the superstation concept to some extent is the growing home satellite market. Owners of backyard earth stations have demonstrated a willingness to pay for broadcast signals from distant markets. That willingness combined with low satellite costs could encourage the creation of even more superstations.

The worst news of all would be the reimposition of syndicated exclusivity, a regulatory silver bullet that could consign all superstations to history. But even if it's fired, judicial appeals are likely to keep the concept alive for several years to come.

In the end, some superstations could turn out to be the video equivalent of the DC-3: practical, reliable and indestructible.

Superstation universe at a glance

Superstation	Cable households	Carrier	Satellite
WTBS(TV) Atlanta	41,600,000	Southern Sat.	Galaxy I
WGN-TV Chicago	22,500,000	United Video	Galaxy I
WWOR-TV New York	10,100,000	Eastern Micro.	Galaxy I
WPIX(TV) New York	2,200,000	United Video	Satcom IV
KTVT(TV) Dallas	1,900,000	United Video	Telstar 303
WXIA(TV) (NBC) Atlanta	N/A	SBN	Satcom II-R
WBBM-TV (CBS) Chicago	N/A	SBN	Satcom II-R
WABC-TV (ABC) New York	N/A	SBN	Satcom II-R
KCNC-TV (NBC) Denver	N/A	Netlink	Satcom I-R
KUSA-TV (ABC) Denver	N/A	Netlink	Satcom I-R
KMGH-TV (CBS) Denver	N/A	Netlink	Satcom I-R
KRMA(TV) (PBS) Denver	N/A	Netlink	Satcom I-R
KDVR(TV) (Fox) Denver	N/A	Netlink	Satcom I-R
KWGN-TV (ind.) Denver	N/A	Netlink	Satcom I-R
WDIV(TV) (NBC) Detroit	150,000	United Video	Anik D-1
WJBK-TV (CBS) Detroit	150,000	United Video	Anik D-1
WXYZ-TV (ABC) Detroit	150,000	United Video	Anik D-1
WTVS(TV) (PBS) Detroit	150,000	United Video	Anik D-1

FCC creates adult country: midnight-6 a.m.

Indecency ruling narrowed to allow 'indecent' programming, if preceded by warning, in late night-early morning time period

The FCC has created a window of opportunity for the broadcast of programming it might otherwise ban as "indecent." The chosen hours: between midnight and 6 a. m.—and even then, only when preceded by a warning.

At its open meeting last Tuesday, the FCC generally reaffirmed its stricter policy regarding indecent broadcast adopted last April, but it also specified midnight as the hour after which broadcasters would be free to air indecent programming.

"All the commission said in this decision is that we would expect that after midnight we will rely on parents to supervise any children that remain in the audience," FCC General Counsel Diane Killory told a press briefing following the vote. "If a program is an adult program, not obscene, but an adult program, and appropriate warnings are put on with the programming then it can be aired after midnight."

Under the April policy, she said, the

burden was on broadcasters to demonstrate that "there was not a reasonable risk of children in the audience."

Killory suggested that the safe harbor ends at 6 a.m. The FCC warned WYSP(FM) Philadelphia last April about what it felt was indecent material in disk jockey Howard Stern's morning show that begins at 6 a.m., she said. "I think you've got that case to show that at least at six o'clock children are considered back in the audience."

The creation of the safe harbor is designed to make the FCC's policy more sound constitutionally. In petitioning the FCC to reconsider the policy, broadcasters asserted that the policy was so vague as to constitute, in practice, a ban on indecent speech at all times, she said.

Indecent speech is protected by the First Amendment, she said. It can be "channeled" to times of day when children are not likely to be listening or watching, but it cannot be banned, she said.

After years of inaction on the indecency front and under intense political pressure from anti-pornography groups, the FCC last April issued warnings against three radio stations—WYSP, KPFK(FM)

Los Angeles and KCSB-FM Santa Barbara, Calif.—and, in doing so, established a stricter indecency policy.

Under the new policy, the FCC said it would go beyond the "seven dirty words" the Supreme Court determined were "indecent" in *Pacifica* in enforcing the statutory prohibition against airing indecent material. It said it would apply the broad definition of indecency approved by the court in *Pacifica*—"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." The FCC also said it would no longer recognize the 10 p.m. safe harbor that had previously been in effect.

The new policy was promptly challenged by a long list of broadcasters and organizations that charged the new policy was unconstitutionally vague and asked for more specific guidelines.

For the most part, last week's action was a reaffirmation of the April policy and a rejection of the broadcasters' concerns and suggested remedies.

The FCC declined to come up with a definitive list of prohibited words and

Talks continue on NBC-Turner front

The pace of discussions between NBC and Turner Broadcasting System, exploring the General Electric Co. subsidiary's possible purchase of up to 25% of TBS, has quickened in recent weeks, sources close to the talks said last week. Meetings began several weeks ago among representatives of NBC, TBS and the minority owners of TBS, which include the nation's two largest cable MSO's, Tele-Communications Inc. and Time's American Television & Communications Corp. Another meeting among those parties is scheduled this week.

Sources confirmed that discussions have centered on NBC paying as much as \$400 million for a 25% stake in TBS. "Those figures are in the ball park," said one source, adding that "perhaps they're a little on the high side."

A deal of that magnitude would allow TBS to clear up some debt and add a programer to its corporate ranks that could

There was no official comment from TBS last week, but sources there did not think a deal was imminent. The board, at its Nov. 15 meeting, was briefed on the NBC talks.

One of the keys to the talks is an agreement by the major parties—Turner, NBC, Time, TCI and the other MSO's on the TBS board—on the role of each. NBC and TBS came close to a deal earlier this year, before a consortium of cable operators stepped in to supply TBS with more than \$500 million to redeem preferred shares that were threatening TBS President and Chairman Ted Turner's control of the company.

Although NBC lost out to cable operators earlier this year in buying into TBS, network President Robert Wright, a former president of Cox Cable in Atlanta, and Turner are longstanding friends and talk regularly, sources say.

Among the questions being addressed in the talks is what NBC role would be acceptable to the cable operators on the TBS board? Can Time Inc. and NBC, both of which have expressed an interest in CNN, come to an agreement over the 24-hour news network? What would an infusion of cash from NBC do to Turner's ownership percentage?

Response from NBC affiliates to the discussions was positive, with some words of caution that any deal should be crafted so that affiliates somehow benefit.

Said Bruce McGorrill, executive vice president, Maine Broadcasting, owner of NBC affiliate WCHS-TV Portland, Me.: "It's too early to make a specific response, but in practical overall terms I think that any network looking to the future must see where they can generate new revenues—without hurting the singular unique television distribution system they have." It is possible, he said, for NBC to get involved in a cable venture and not hurt its core business.

Indeed, he said, the network's earlier, albeit aborted, effort to launch a 24-hour cable news channel, represented one such venture. "It's to our [affiliate's] advantage to have a live, viable, financially sound network to do business with."



Wright



Turner

supply product for Turner's proposed network, Turner Network Television. Additionally, NBC may be able to disseminate some of its news product over TBS's CNN and CNN Headline News.

Any deal that NBC makes would be subject to approval by the GE board.

The sense of sources last week was that the deal was not far enough along to happen this week. "There are so many players involved it's almost like a UN discussion," said one source.

pictures. "You have to look at the context and the specific factual setting of each broadcast to determine whether it meets the definition of indecency," Killory said.

The FCC also said it would not adopt the broadcasters' proposal to impose sanctions only where the material in question had previously been found indecent. "Such a policy," the FCC said in a prepared statement, "would effectively read the indecency prohibition out of the criminal code."

The FCC said it would not consider the "reasonableness" of the station's judgment in determining if programming is indecent, but that it would consider it in determining what, if any, sanctions should be imposed. Indeed, it said, "the demonstrable reasonableness" of the three stations that received warnings last April led to the FCC's decision not to impose sanctions against them.

The FCC also said it would not interpret the "contemporary community standards" to mean local standards. It said it would judge indecency cases by employing the standards of "an average

adult broadcast viewer or listener." In making indecency determinations, it also said, the individual commissioners would draw upon his or her "general expertise in broadcast matters."

Although the FCC adopted midnight for the safe harbor, FCC Commissioner Patricia Dennis thought a more reasonable hour would be 11 p.m.—the end of prime time. If it is true that parents can monitor their children's viewing and listening at midnight, she said, it is equally true at 11 p.m.

Commissioner Mimi Weyforth Dawson dissented from the majority on the question of community standards. "I am troubled by this commission judging what is indecent for the nation," she said. "I think the question of whether certain broadcast material is indecent ... is more appropriately determined by competent local authorities."

Although some broadcasters have charged that the FCC's April policy has already had a "chilling effect" on programming decisions, the full impact of the policy will not be known until the FCC resolves the indecency complaints now

pending before it.

According to Chuck Kelly, chief of enforcement for the Mass Media Bureau, there are "less than 50...potentially actionable complaints—that is, complaints supported by transcripts or tapes that the FCC can evaluate."

With the FCC's policy now firmly set, Killory said she expects the staff to begin acting on the complaints "very shortly." The staff will dismiss some, but will ask stations to respond to others, she said.

Before the vote, Commissioner Dennis expressed concern that "we give broadcasters as much information as possible as to what is OK, and so I hope we will soon issue decisions which tell broadcasters what isn't indecent so we can more fully flesh out the parameters of our indecency decision."

Indecency is not a popular subject at the FCC. "No one at this commission enjoys being involved in making these judgments involving content," said FCC Chairman Dennis Patrick. "It is difficult, but we have a [statutory] obligation...."

FCC's clarification no winner in field

Many lawyers, broadcasters find 'indecency' revision still vague

The FCC's reinstatement of a safe harbor (midnight to 6 a.m.) during which stations may broadcast "indecent" programming—while otherwise reaffirming its stricter indecency policy adopted last April (see page 51)—drew little if any enthusiasm from the broadcast industry and the parties involved in the initial ruling. Overall, broadcasters thought the FCC's decision was still too "vague" and that it would continue to have a "chilling impact" on the industry.

"At least the FCC saw fit to establish a safe harbor of midnight that gives some guidance to broadcasters," said Jeff Baumann, senior vice president and general counsel for the National Association of Broadcasters. However, Bau-

mann expressed concern as to "whether or not the FCC's indecency policy is too vague, and we will have to examine the document very carefully to determine whether legal action is in order."

The FCC had to put the safe harbor back in place, said Ken Stevens, general manager of Infinity Broadcasting's classic rocker WYSP(FM) Philadelphia, one of the three stations cited in the commission's indecency ruling, because it was in "a grey area of constitutionality." Infinity had been cited last April for material aired over its morning show, hosted by Howard Stern. Stevens said he believes the FCC does not have authority to ban indecent programming from the airwaves. He said Stern is aware of the FCC's policy on indecency and that the air personality has been more "particular" about his choice of words. "But he

has not toned down his show," Stevens said. "We have always been in absolute compliance with the FCC."

Steven Lerman, of the Washington-based law firm of Leventhal, Senter & Lerman and counsel to Infinity, said last week's FCC's action didn't add a "scintilla" of help toward analyzing indecent speech for morning drive personalities (most so-called "shock radio" personalities are in morning drive) as well as for dramatic works aired during peak listening periods.

"There's a feeling within Pacifica that we were vindicated by the FCC's move (to reinstate a safe harbor) said David Salniker, Pacifica Foundation executive director. Pacifica's KPFK(FM) Los Angeles was one of the station's cited by the FCC for airing a review along with excerpt readings of *The Jerker*, a play about homosexuality and AIDS. That show, said Salniker, was aired after 10 p.m., which was the existing safe harbor period until the FCC's ruling in April.

"Nonetheless," said Salniker, "we are disappointed by the FCC's failure to come up with a standard for airing serious contemporary literature and/or drama during a time when most of the audience can hear it." Salniker said the FCC "essentially rejected all efforts" by the industry to get the ruling clarified.

Infinity and Pacifica both have appealed the commission's April order. Infinity's counsel, Lerman, and Pacifica's, William J. Byrne, of Haley, Bader & Potts, were unable to say whether the appeals would be pursued. They said that decision would not be made until they and their clients reviewed the text

Commission kills Carroll

The FCC voted unanimously last week to abolish the Carroll doctrine and the UHF Impact Policy, which required the FCC to consider the competitive impact of proposed new stations on existing stations before authorizing the new stations. "If competition is fair," said FCC Chairman Dennis Patrick, "the notion of ruinous competition is an oxymoron." Although the Carroll doctrine has never been the basis for denying a new station application, said the FCC's Doug Minster, Carroll doctrine claims by existing stations have delayed the startup of new stations.

The basis of the Carroll doctrine—that new stations can be "ruinous" to incumbents because of the limited amount of advertising dollars—is no longer valid, he said. Indeed, the entry of new stations tends to increase the amount of available advertising. The UHF Impact Policy was established in 1960 to help UHF television in its infancy by considering the impact of new and improved VHF service on UHF stations. The economic and technological disparity between the services has been reduced to such an extent, said Minster, that it is "no longer necessary to promote UHF development at the expense of the VHF service."

of the commission order. However, their initial reaction did not suggest a readiness to drop the litigation.

Concern over what she called the vagueness of the commission's position was expressed by Donna Lampert, of the Washington Center for Public Policy Research, who served as counsel for Action for Children's Television. ACT participated in a joint petition for reconsideration prepared by Timothy Dyk of Wilmer, Cutler & Pickering. Lampert felt the agency had failed to clarify its policy... "programers still don't know what they can do." Lampert thinks the FCC "wanted to leave the door open," in case it is again made to feel pressure from "right-wing" groups. "I think this will really have a chilling effect," said Lampert. Dyk also was disappointed with the commission's action. The policy, he said, "still seems muddled." He

found it "puzzling" that the FCC did not provide more guidance.

"There are appropriate times explicit material can be aired," said Malcolm Gault-Williams, general manager for the University of California's KCSB(FM) Santa Barbara, Calif., the remaining station cited by the FCC in its April indecency proceedings. The station was cited for airing *Makin' Bacon*, a sexually explicit song by a British group called the Pork Dukes, after 10 p.m. The commission's safe harbor action last week doesn't affect KCSB, said Gault-Williams. Since the FCC's ruling, the station voluntarily delays broadcasts for any material considered objectionable until midnight to 6 a.m., he said. "But we feel that the requirement of channeling explicit material doesn't apply to frank discussions of sexuality," he said, noting that the station continues to air *Speaking of Sex*

every Wednesday evening at 6 p.m. "This is part of our public affairs programming effort...and our mission as an educational licensee."

But Gault-Williams chief worry is: "Will the FCC ruling in April have any long-term chilling effect on programming, especially for noncommercial stations?"

Brad Curl, co-chairman of the National Decency Forum, saw the FCC's action as an overall positive. "You don't reaffirm your ability to take action and then not take the action. I think you can expect action against the most obvious violations in the coming weeks."

Curl was not particularly disturbed by the six-hour safe harbor. "If people continue to complain, it's possible that the FCC might take action against things even after midnight....I don't think they were giving the open door to everything after midnight."

NBC sweeps up again

Preliminary November figures show network viewing sliding, but networks attribute much to shift to peplemeters

NBC won the November sweeps, its 11th consecutive prime time sweeps victory, which ties the record of consecutive sweeps victories set by ABC in the mid-1970's.

At deadline, with three days left to go in the sweeps, none of the networks expected the results to be dramatically different from the final results. The preliminary outcome in the Nielsen peplemeter household race: NBC, 16.8/27, down 4% from a year ago; CBS, 13.9/23, down 13% and ABC, 12.4/20, down 13%.

Executives at all three networks agreed that the major news emerging from this sweeps period is the fall-off in the three network viewing levels. The three-network rating for the sweeps was a 43.1, by the Nielsen peplemeter count, down about 10% from the figure Nielsen's old system reported last November.

All three networks have maintained that most of the drop is due to the transition to peplemeters, but admit that alternative viewing options, such as cable and syndication are factors.

Just how much a factor the change in ratings methodologies is having may be determined when Nielsen's local sweep measurements become available in about a month. Ordinarily, said Gerry Jaffe, an NBC research vice president, Nielsen's national averages for the sweeps have been "pretty close" to the market-by-market averages that follow. Usually the two averages are within three- or four-tenths of a rating point, he said.

If the local ratings are significantly different from this year's national November averages, he said, that would support the view that the switch in systems



is responsible for the fall-off in viewing. "The real story will come when the local numbers come out," he said.

Adding further confusion to the picture this season is a new Nielsen competitor—AGB. That service reported a combined network rating of 44 for all but the last three days of the sweeps, about 2% higher than the combined network rating reported by the Nielsen peplemeter (NPM), but 9% lower than the 47 rating reported by Nielsen a year ago.

However, broken out by network, the differences become much more significant when comparing NPM to AGB. According to AGB, NBC averaged a 17.4/29, about 3.6% higher than the rating reported by NPM. CBS received an average rating that was about 6.5% higher according to AGB—14.8/25, and ABC was about 5% lower by AGB's count, with an 11.8/20.

According to David Poltrack, vice president, marketing, CBS Television Network, the big issue is, "who is right." He said CBS will press both services to demonstrate the accuracy of their ratings. He also said further telephone studies probably will be necessary. "We are convinced that a substantial amount of the decline is the change in methodology," he said.

One of the big questions this season continues to be whether ABC will succeed in narrowing the gap with CBS or overtaking that network for second place. If the November sweeps numbers are any indication, ABC appears to be making headway. For example, ABC's Larry Hyams, notes that for regularly scheduled programs, NPM reports ABC closing the gap by a full rating point compared to a year ago. That puts CBS in second with a 13.4 rating compared to ABC's 12.3 for regularly scheduled shows, while NBC remains way ahead with a 16.9.

But Poltrack points out that AGB painted a very different picture for November. According to that service, CBS remains a solid second, for the sweep period, with an average 14.4 rating, compared to ABC's 11.8 rating for regularly scheduled shows. NBC leads the pack with a 17.3.

The one constant appears to be NBC's firm grasp on first place. In the household race and by all the key demographic categories, the network continues to dominate. NBC had six of the top 10 programs, 13 of the top 20 and 18 of the top 30. Its Thursday night lineup of *The Cosby Show*, *A Different World*, *Cheers*, and *Night Court* continues to lead the program list as the top four shows—according to both NPM and AGB. It also had five of the top 10 movies.

Pay cable may be overrepresented in the NPM and AGB samples, but if HBO is an indication, pay channels are not attracting viewers in droves. In November, HBO ratings fell 7% to an average 7.0.

In the important late news lead-in period from 10:30-11 p.m., NBC averaged a 14.8/27, while ABC and CBS tied with a 13.8/25, according to NPM. By AGB's count, NBC delivered a 14.2/27, CBS, a 13.9/26 and ABC a 12.3/23.

New CPB board begins to take shape

More talk than action at Washington meeting, but patterns begin to emerge

Among the many issues tackled at last week's board meeting of the Corporation for Public Broadcasting, current congressional legislation, CPB's public and congressional relations, allocation of an increased 1989 budget (up \$14 million from 1988) and public broadcasting's approach to program-acquisition guidelines surfaced as top concerns.

"CPB support of the Senate Communications Subcommittee's public broadcasting trust fund proposal, without comment on means, has been proper," said missions and goals committee member Lloyd Kaiser. But, he added, "those who lobby against being taxed are hardly the authorities on appropriate means" to achieve equity. CPB President Donald Ledwig expressed "strong support" for the Senate proposal because it would fulfill "the need for long term, permanent financing." Ledwig joined Kaiser in his wish to see "a war room here in Washington where our organizations could meet every day on this concern."

One problem in convincing legislators of public broadcasting's needs, and a reason to expand CPB's corporate communications efforts, said Chairman Howard Gutin, is that "even people on the hill...in positions of responsibility aren't sure what PBS, NPR and CPB are or where the money goes."

Ninety percent of the proposed \$248.3-million 1989 budget (\$205.2 million) goes, by law, directly to TV (\$153.9 million) and radio (\$51.3 million) stations via community service grants (CSG's) and direct program support. New figures represent CPB additions of \$7.1 million to TV CSG's, \$3.1 million to radio CSG's, \$400,000 to CPB strategic planning and special allocations of \$236,000 (CPB), \$267,000 (PBS) and \$180,000 (NPR) toward satellite replacement support money.

Although the budget proposal was presented for action, the board took no vote after lengthy discussion of its elements. Director Daniel Brenner asked that members rethink the current system which has the "great majority of appropriations from the hill already spent by formula. I would like to see more [post-

appropriation] discretion" left up to the board, he said. As an example, Brenner expressed concern that any number of what Gutin described as "the wealth of fine programs produced and/or broadcast by local stations and worthy of national airing" can founder at the starting line. Why not, he asked, channel funds from corporate communications to "tune-in" projects designed to promote existing programming?

Other members, willing to consider the general suggestion, rejected the specific example on grounds that a real tune-in effort for even a single program would mean "buckets and buckets of

money," in the words of Kaiser. The CPB has a variety of low-cost, market-maximizing projects now underway, according to Mildred Morse, director of human resources and development. "The people at the stations," she said, "in many cases, do not know how to reach their target audiences."

Archie Purvis, appointed to the board last June and currently its only black member, expressed dismay at no proposed increases in either human resources and development projects or targets for acquiring minority programming. Reminded by Gutin that CPB "is truly removed from programing decisions," Purvis stressed that line items defining specific areas of programing already exist in the budget.

Boesky license questioned

FCC administrative law judge will assess whether Boesky made unauthorized transfer of his interest in Oklahoma City TV station to his wife

Following a lengthy investigation, the FCC decided last week to launch an administrative hearing to determine whether a company controlled by the wife of arbitrageur Ivan Boesky should be stripped of its license for KGMC-TV Oklahoma City because of an unauthorized transfer of control last December and other infractions of the FCC rules.

Revocation of the license would be costly. Broadcast station brokers estimate that the Oklahoma City UHF independent is worth between \$7 million and \$9 million.

The FCC acted at a closed-door meeting to send the case to an administrative law judge. Chuck Kelly, chief of enforcement for the FCC's mass media bureau, said the action stems from Ivan Boesky's transfer of his 85% interest in Oklahoma City Broadcasting Corp. to his wife, Seema, on Dec. 31, 1986, without FCC approval. OCBC, of which KGMC-TV general manager Ted Baze owns the remaining 15%, is the parent of Seraphim Corp., the licensee of KGMC.

Boesky had applied to the FCC on Dec. 16 to transfer control of his interest and wanted to close the deal before the end of the year to reap certain tax benefits, Kelly said. Because the application raised questions in the FCC's mind, he said, the FCC felt it could not approve the transfer in time to meet Boesky's timetable.

On April 23, 1987, Boesky pleaded guilty to securities violations in connection with an insider trading scheme. Kelly was not sure whether Boesky's conviction would be a factor in the KGMC-TV case since he may no longer have an interest in the station. "I think one of the significant questions will be what his relationship to this company is at this time," Kelly said.

Kelly said that designating a station



Boesky

for hearing occurs infrequently, but is not unusual. He said there are probably less than six such cases currently pending. Usually, stations that become ensnared in hearings for unauthorized transfers fall into such transfers because they are in financial trouble and looking desperately for someone to bail them out, he said. "That, as I understand it, is not what happened here."

In addition to the Dec. 31 transfer, the FCC administrative law judge will also consider another apparent unauthorized transfer of control from Boesky to his wife on Sept. 3, 1986, and misrepresentations in connection with a voting trust agreement about Boesky family members going back to 1983 when Boesky first bought into the station. Kelly also said there are "questions concerning basic character qualifications" of the station's owners.

According to Kelly, the hearing should be concluded by the end of 1988. But he suggested the case could drag on much longer if the station loses and appeals to the FCC review board, the full commission, the U.S. Court of Appeals and the Supreme Court.

License revocation is not the FCC only sanction. According to Kelly, the FCC could also impose a fine of up to \$20,000.




Kaiser



Purvis

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TO WOMEN.**

A wooden pencil is positioned horizontally, cutting through the text from the right side. The pencil is oriented diagonally, with its tip pointing towards the left. The wood grain of the pencil is clearly visible, and it appears to be actively slicing through the words 'TALK SHOW' and 'CUTS THROUGH'.

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Kathie Lee Gifford because their chemistry brings out the best in guests. And the best in their viewing audience. Their special brand of entertainment, celebrity interviews and just plain fun wins again and again, sweep after sweep.

Now LIVE WITH REGIS & KATHIE LEE is available in your market. So you can share in the success of the celebrity talk show that's been sweeping women off their feet. LIVE WITH REGIS & KATHIE LEE.



Regis & Kathie Lee



LIVE
Regis &
Kathie Lee





Get on board for the future

Mimi Weyforth Dawson, an FCC commissioner for six eventful years, will soon become the deputy secretary of transportation. Anticipating that change, a BROADCASTING editorial team sat down with her for what turned out to be a visionary "exit interview." Among its many facets: a bold assertion that the television system of the future will be via fiber optic cable, owned either by telephone companies or cable operators, and that the over-the-air television spectrum may become obsolete for the Fifth Estate. Her advice to the present generation: make peace with the next.

One of the reasons I find going to the department of transportation interesting is because it's a service industry and it has the same kinds of problems that the telecommunications industry has—the economic deregulation transitions, concentration, choice. They're further along in some respects than is telecommunications, and not as far along in others. These are the industries that really impact people's lives. Talking on the telephone, taking a bus, taking an airplane, communicating

and traveling are going to be things that people will always need to do. So there is a great commonality.

And I love telecommunications: it is a great industry. And I can't imagine an industry having been more generous, fair, receptive; I've never had any trouble in dealing with any of the industries that we regulate. And you would think that: "Well, of course—she's a commissioner, they're going to be nice to her." But there have been a lot of times when I've really

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**PREMIERING
JAN. 17, 1988!**

strongly disagreed with a lot of folks, be it broadcasting or common carrier. But I've really found them to be just terrific people to deal with. Those are some of my better memories. When I felt I wasn't getting the full picture of what I needed, I could count on some folks in the industry to come in and give me an education about their bias. I really believe this is a special industry.

In the broadcasting area, particularly, I played more of an adversarial role. I have certain strong views about the shaping of the video marketplace, and those haven't always been consistent with the past chairman, who was here most of my time at the commission. So if it was financial interest and syndication or a 12-station rule, I have had a lot of conversations with industry shaping those positions. In that way, I could take what I believed the real world was doing and match it with what I thought philosophically made some sense. And what I philosophically wanted to do wasn't always what should have been done. When you come to a job like this, no matter how much you know about the subject area, if you're a thinking person, those are somewhat altered while you're here. You are impacted by the environment you're in, and the world was really black and white for me when I came here, and it became much greyer as I went on. I don't think I lost any of my fervor in some areas, but I think I lost a hard edge in terms of other peoples' points of view, and the real world versus theory.

Can you give us a for instance?

Yes—ownership. I can remember a conversation with Mark Fowler after one of my first commission meetings, and he said to me, "We really have to get rid of these ownership rules." He was talking about the seven-station rule at the time. And I said: "Absolutely, it has to go." And my views on that changed.

How did your views change?

One, we didn't eliminate it. There were some folks that came in quite enthusiastically about eliminating the rule altogether. I wasn't willing to eliminate the rule for everyone—I felt there had been an inequity in how you counted properties and the impact of what you counted. Sorting through all that was a real learning process for me.

On the other hand, my views on content regulation became more and more strong the longer I was here. As did my disdain for intrusions in the comparative process as to what kind of programming promises you might make. And there are a lot of sacred cows that you break through there in terms of trusteeship, and if we don't have that, where do we go for protection? And that became for me almost a mission that I felt strongly about.

I said a couple of years ago that I felt the only content regulation which should hold to broadcasting is what is in the statute. And I continue to feel that way.

Is there undue concentration in the cable area? Is that a worry?

It depends on how you want to measure it, which markets are relevant. Let's put it this way: Is there a reason for me to be concerned: am I individually concerned? Yes. I am concerned when someone has enough subscribers that they can say to a potential programmer that unless I own a piece of your product, you don't have access. So yes, I'm planning to stress that.

I don't think this commission—from an analytical point of view—knows in depth what's going on in that market or what the developments are. As you know, I felt that our best and most valid position to take in the must-carry decision was that we do a full-scale economic inquiry in the marketplace, and if the marketplace showed us that there was not a reason for must carry from the standpoint of a diversity of ideas or economic marketplace perspective, then let's don't do it. And if it said that something is needed, then let's figure out what is needed and do something about it.

I've always thought that it was somewhat gratuitous for us in must carry to say: "Well, if we eliminate must carry, the market will be fine. It will be marketplace." Well, it won't be marketplace. There are government intrusions in this market from restrictions on telcos, restrictions on broadcasters pro-

moting cable systems, copyright liability. There are a lot of things that need to be righted before those of who shout "free market!" can take any solace in this marketplace.

So I felt that we really should have moved forward with this kind of inquiry. And I hope that the commission will because we tend to look at that market piecemeal. Now I have no problem with vertical integration, if a cable system wants to be in program production. My concern is when that cable system is the only entree into a home. That can be dangerous.

There are those who say that cable is a substitute for terrestrial broadcasting; I think it is, to an extent. Just as letter writing is a substitute for making a telephone call. And it is just about as much of a substitute. But to suggest that one over-the-air signal that is competing for advertising is a perfect substitute for a cable system with 54 channels of programming is just not realistic. If broadcasters had another way to get into the home, or if satellite programmers had another way to get into the home, then I would say to everyone: "Take your chances." That's why I'm so strong on telco entry.

I did an interview for the Association of Independent Television Stations about what I thought broadcasters' problems were in these areas, and I told them I thought they had an extraordinary lack of vision. I care deeply about the future of terrestrial broadcasting, but broadcasters crave the status quo. As someone who does care about them, I am concerned that they are sticking their heads in the sand and are saying, "Oh, must carry, please don't go away!" Well, it is going to go away, period. I just do not believe it will exist in several years. And if must carry goes, then what is their game plan?

And if now is the time to be talking about the video marketplace, what are broadcasters doing to try to shape their future? They come in here and they say, "Oh my gosh, we don't want telcos in this environment." That seems so counter-intuitive that I can hardly deal with it as a response. Why would I not want another conduit, pipe, access into my audience? And the answer I get is, "Well, they could then be monopolistic," and I say, "Well, what do you have now? What would be the difference?" The difference is, telcos are regulated; at least you'd have a regulated monopoly.

And I don't say this in a begrudging way, or to suggest I don't think cable is providing wonderful services. I think it is: I'm just hard-pressed to see it as an entrant in this market that is nondominant and that can't exercise market power. Because in most markets I think it can.

And so you go back to broadcasters, and they say "Now we really need HDTV," and all the kinds of little machinations they do around broadcasting—when the world is passing them by.

And I asked the INTV folks, are you providers of programming or are you spectrum holders? What is it you're selling? And if you're selling programming, then I'd be more concerned about the most cost-effective way to get my product to my audience than how I got it there. And they might want to look in the future to wire delivery of their product.

I don't think they're addressing those issues: I think they have a lot of real competitive promise ahead, and I think they would be well served to hire economists to start looking at what this market will look like and how they'll fit into it. I don't think they can stop the change; it's a matter of adjusting to it.

Isn't HDTV an example of broadcasters trying to look 10 years down the road and make sure they're a part of the future? They're not trying to stop it; they're trying to be a part of it.

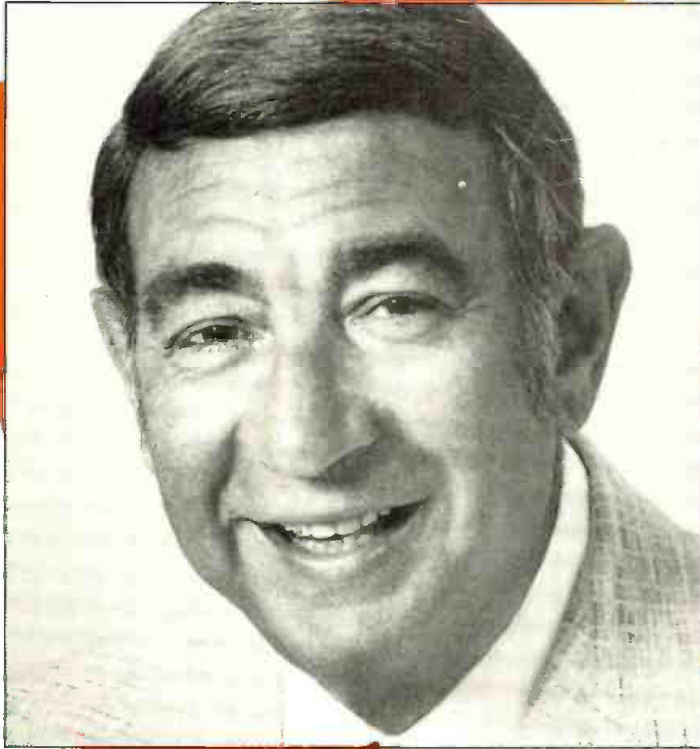
Do you think that crusade would have begun if we hadn't had UHF sharing? It was the beloved spectrum attack that initiated HDTV. I hadn't heard anything about HDTV in years.

Don't cable and broadcasters have the same concern about preserving the status-quo as you say, preserving their franchise?

Oh, it's classic. Imbedded entrants don't like new entry. Of course that's their position. That was the same position taken by John DeButz when he was chairman of AT&T. One might suggest that if he had followed a different course we would not have a divested telecommunications system in this country.

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All I'm suggesting is that there is no way you're going to have status quo. There is no way the world is going to remain as we know it today in telecommunications. It just isn't going to happen.

I can't even say that I have a sense of how it will change. Will networks decide they don't want to use terrestrial broadcasting for delivery of their product? And we have a lot of cost conscious chief executives now. We have a lot of folks in that industry who have a greater knowledge of cable and its capabilities.

All right. Here comes CBS CEO Laurence Tisch and he says: "The world is changing. Liberate me from the financial interest and syndication rule." What do you say to him?

I don't mind vertical integration when I have several players that are vertically integrated. But when you have folks who are able to control any of the discreet markets within that chain, I am concerned. In other words, if the networks have enough concentration so that no one else is able to garner enough stations so that they've got 75% reach, so they can get national advertisers to come in so they can be in that buyer's market for first run product. That concerns me.

I'd like to see six or seven terrestrial folks able to do that—not necessarily as a network, not necessarily for all prime time programming. It can be ad hoc, product by product. And I don't mind if MSO's vertically integrate as long as there are other distributors, there are other folks who act as an access point, and there are other producers who have those same capabilities.

Can we get specific about what it's going to be in 10-15 years? Or what you think it's going to be?

I think in 10 to 15 years, if things proceed, we may see all relevant advertiser competitive programming provided by wire.

Whose wire?

Cable's.

Not a common carrier wire?

If broadcasters continue to join cable in keeping telephone companies out of the business, yes. If indeed broadcasters are able to have the cable restrictions lifted for telcos—not unrestricted, but the restrictions lifted—and the broadcast restrictions lifted, then I think that there will probably be some joint venturing either with the networks or with some group owners, and you'll have a different entrant going into the homes by wire.

But either way, terrestrial broadcasting is dead?

The Congress may feel that there is a kind of free, over-the-air television that ought to be preserved. And if the Congress says, "Cable isn't the problem; the problem is that there are some programs we feel Americans have a right to see free." Now from there, I can give you a whole lot of scenarios as to the kind of legislation that would evolve, if common carriers were involved. That, much as you have a universal service concept for voice communications, you would have one for video communications. You would pay a little extra money on your monthly telephone bill and you would have a wire into your home.

To get the World Series?

To get the World Series, Olympics, news programs—the kinds of things that the Congress deems it important for the American people to have access to.

Does that invite the Congress into content regulation?

Congress is already in content regulation.

We're trying to get them out, not encourage them to come in even more.

Well, this is what you see in the year 2000.

Among certain thinking people there seems to be a quiet consensus that within 10-15 years both broadcasting and cable as we know them will be superceded, that the telephone company will be providing a wire into every home, and the software will be left to programing entrepreneurs.

It's a 500-pound gorilla. I think it's fine if you want to live with that gorilla, just as long as you know that gorilla isn't going to grow.

That's like the broadcasters' response to cable, that it's a 500-pound gorilla, but it's a 500-pound gorilla they own. And my comment was that that gorilla isn't going to grow any more, and you're going to be around.

From the local broadcasters' point of view, you have a lot of big players—cable MSO's, Hollywood, etc. If it's no longer in their economic self interest to use local broadcasters as the means of getting out their product, they won't use them, period. Now, what are the local broadcasters represented by the National Association of Broadcasters doing to make sure that doesn't happen? Or to insure that however that product is distributed in the local community, they will do it. So as that spectrum becomes more and more valuable, and there are alternatives means to get signals into the home, you have to wonder what they'll be.

Don't you mean as the spectrum becomes less valuable?

You're talking about what's put over that spectrum, not the spectrum itself. Think if Bell Atlantic paid many, many dollars for that spectrum in Washington, if they could use it to have a cellular service in this town.

There are many uses out there and a lot of demands out there, and I use cellular because one day everyone in this country will have a cellular phone; it will just be natural to have a phone in your car. From mommy's calling home and running errands to daddy stopping at the grocery store on the way home from work to find out what the family needs, it will be an every day part of our lives. And so for those things where it is not a substitute, and as consumers demand them, that spectrum is going to become more and more valuable.

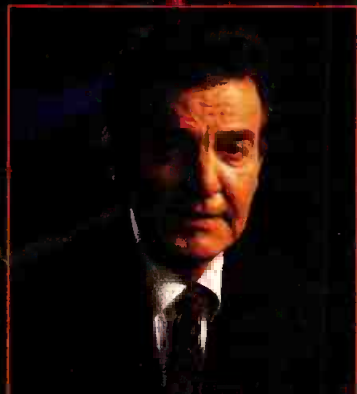
More valuable than as a video medium?

It will be less valuable to a broadcaster because it becomes irrelevant. In my mind, that spectrum is irrelevant to them

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III

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down the road.

And I don't diminish the enormous change that's going to be required on their part. Look at common carrier. The corporate culture of common carrier is changing from a regulated to a competitive environment, and it's been an extraordinary effort to have that happen.

As with the broadcasters who have been in the business for years, who have grown up in this business, who are truly committed to their local community and local programming and have a good affiliate relationship with the network. It's family to them, and spectrum is a way of life. That's a lot of change.

What reassurance can you offer to broadcasters that they can live with the telephone company in that kind of environment? What can you do to encourage one person out there to say: "I'm going to be the first broadcaster to make a deal with the phone company and cut down the tower?"

Well, take broadcasters' response to telephone entry into cable, which at the moment is no. Now if I were interested in shaping a future, I would say, "I want more than one entrant to be able to go into the home, but I am somewhat concerned about the way this entrant gets in. So rather than taking a zero position, I am going to work with the telephone companies to fashion a compromise that would suggest they can joint venture with me, that they would somehow do it through a separate subsidiary."

There are a number of scenarios one could play out that would give them an ability to work with the phone company, to insure that the phone company wasn't offering carriage in a way or at a rate they would find unreasonable.

But how do you get multiple phone companies? Or are you doomed to deal with a single supplier?

But you don't have a single supplier—you have a cable company and a phone company. That's two suppliers.

And you think cable can survive the phone company competition? What if one of those puts the other out of business very quickly? As I'm sure the cable people would anticipate, that the telco has all the advantage. It is going into every home already.

That's what broadcasters said about cable, and I would expect cable to say that about the telcos. It is a standard response of someone who is already in the market and doesn't want someone else in.

Of course, there are concerns you want addressed. But the dialogue isn't even going in that direction. The dialogue is: "No." And that was broadcasters' response to cable.

Can anyone stop it?

No. That's what I told the INTV. I think the technology is driving this market.

Is this fiber optic technology?

Cerritos [a reference to Cerritos, Calif., where GTE is proposing an experimental cable service using copper wire, coaxial cable and optical fiber]. I think that Cerritos will drive this market. The consumers are growing into the technology. The telephone companies want to be able to put in fiber, but they don't want to make an enormous investment until that demand matures. It's not quite there yet, as we saw with some of the AT&T experiments early on. So they want to be able to hedge their bets. Now a great way to hedge bets is to go with cable.

Joint venture?

That's right. Now where does that leave the broadcasters in the long term?

So you think it's wise today for broadcasters to join with the telcos in knocking down these prohibitions?

Absolutely. It is in their own self interest. My belief is that if there is a market with no barriers to entry, that anyone can get in, and if technology is unimpeded, people will choose what they want. And if someone tries to take advantage, I think other entrants will come back in and provide an alternative.

Have you just described your video marketplace?

I don't think that my view of the video marketplace is a result. It's a matter of the events that I think will happen that are going to shape what it is. And if those things were put into place, then let the chips fall where they may. I think there would be some government caviats, in terms of certain free programming to which I think the Congress will always want the American people to have access, and the more you see cable buying up important sporting events, then the more I think the Congress will want to take some action.

As to must carry, I think the courts will settle that.

By ruling it out?

Yes.

And what do you think the FCC will do in response?

Nothing. I don't mean it in a negative sense, but what *should* the FCC do at that point? And my answer is: nothing. You know, I heard a lot of criticism of our must-carry order because the rationale was so soft. I think the commission found itself with an industry compromise that could not be sustained under a traditional diversity analysis, for constitutional purposes.

I cannot sustain must carry for all the players in the market who are most likely to be carried. I could have sustained must carry with an INTV-like proposal, where new entrants, religious broadcasters and public broadcasters were protected for a period of time. I could more easily defend that on constitutional grounds, but not a compromise where all of the big players get carried and those who are least likely to get carried by the marketplace are not carried.

It's going down?

That is my view. I think it is not likely to survive.

And the broadcaster will have to learn to live without it?

My view is that if must carry goes down, so many things are put into a crisis mode. Copyright liability, the Preferred case, access, syndicated exclusivity. There is a whole host of issues that all of a sudden rush to the floor. And you say: "Wait a second, we can't deal just with must carry, we've got to deal with this whole market."

From my perspective, that's terrific. Because we *should* be looking at the whole market and if must carry's going down is what precipitates that, I say hooray. Because we need to do it, and I don't think it's in anyone's best interest to live an unreal world.

What about the copyright issues? You have an inquiry on the compulsory license and a rulemaking on syndicated exclusivity. How do you feel about them?

Well, I don't believe in compulsory licensing; I believe in full copyright liability. And I am sympathetic to the chairman's view of contractual rights. But I think the chairman's interest in contractual rights is somewhat an expression of what the commission does with one piece of this puzzle that we can deal with? What we really need is a summit to deal with all the issues.

A summit of whom?

Of those decision-makers who impact one piece of this puzzle, to all get together and to try and see how it can be integrated.

What are the other key events that formulate this marketplace?

Hollywood. I think Hollywood is assessing now where it wants to be in this marketplace. Is it going to be an MSO? Is it going to move into terrestrial broadcast ownership? Where does it want to play and how does it want to play?

I think a lot of folks are trying to forecast what the industry will look like—where they want to play and how they want to play. Which is why I think it's good for just the plain, old vanilla local broadcasters to all get together at the NAB and decide how they want to play.

Other key events are elimination of cable ownership restrictions on broadcast and telco's, fiber, the demand for information services as well as entertainment services.

Why don't those crossownership restrictions fall? Does

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there have to be a petition or does someone have to go for it?

Well, the interesting thing is that I tried to get broadcasters and the telephone company interested several years ago when I wrote a cable bill that had the telco prohibition in it, and I suggested to several groups like the NAB and U.S. Telephone Association that they ought to be concerned about that because basically it was something that was just done, no one thought very much about it, they were just codifying a restriction we had. Well, at that particular time, we were about to bring that restriction up and eliminate it. I would never suggest that the NCTA doesn't have the brightest leadership in town; so in the course of pursuing the public interest, NCTA made sure that that provision was in the cable bill.

Clearly, if I were defending their interest, I might have done the same thing. But in order for something to happen now, I think the commission needs to send a legislative proposal to the Hill saying we have had a rulemaking and we have eliminated our crossownership rules because we do not find them to be in the public interest.

Across the board?

I was talking about telco cable and broadcast cable. I don't know about network TV yet, probably, but I haven't looked at it in a couple of years.

The first thing I would do right away is eliminate the 12 station ruling and make it a 25% ruling, and when you had enough folks up to 25% I'd eliminate the rule. I want more big guys in there.

Isn't that at odds with your feeling about cable?

No.

That's what they're trying to do, to get up to 25%.



Economic concentration serves the consumer, although there is a point that you should not go past, because then it becomes undue concentration.

As it is, we see folks running around and cutting deals, having to sell these three stations and doing the most peculiar deals just to stay within the number of stations.

I don't care if it takes 60 stations [to get to 25%]; that should not be what's relevant.

What has to take place for that to happen?

One, I think the Congress will have to have an appreciation of what technology is moving us toward in broadcasting and what their commitment is and view is of traditional over the air broadcasting and its future. If cable goes unfettered and if terrestrial broadcasting goes unfettered, terrestrial broadcasting will not be as we know it today.

I must say, I don't ascribe any devious motives or unkind characteristics to anyone in cable; I think they're pursuing what they ought to pursue, their business interests. So I don't suggest that from the business point of view what they're doing is wrong. I just think it's incumbent upon those people whose responsibility it is to look at the video marketplace and to be sure that there is a diversity of viewpoint and an economic diversity to know what's happened and what may happen.

You spoke at the outset about the parallels between the transportation job and the telecommunications area. We run into those parallels a lot. Usually, a speaker will get up and say, "Let's talk about deregulation. We saw what it did to the airline industry, and now these idiots have brought it over to broadcasting." And then they say both those industries should be reregulated. Now I don't think broadcasting ought to be but I sure wonder about those other guys. I'm inviting you to reflect on deregulation.

I think it's always easy to sit in the middle of a plane half full with 10 stewardesses taking care of your every need with a nonstop flight to two of the most remote cities in America and say, "I really like regulation."

I've never had one of those. I get the three-stops-to-Hollywood-ones.

There is a presumption that as you deregulate, that there will be no adjustment, and there is always adjustment. In my mind, it's the government's responsibility to manage those adjustments. I don't think we've even begun to deregulate broadcasting.

So I think what you see in the airline industry are adjustments. Understand there were 31 carriers prederegulation and 131 carriers today. At the beginning of deregulation there was enormous expansion, there was a lot of cost-cutting, there was a lot of entry. And now we're seeing a normal period of consolidation.

That gets us back to the 31 where we began?

Consolidation leads to economic concentration that can work to the benefit of consumers. And then people start looking at the quality end of the market, much like we saw MCI and Sprint and those folks who came into the market as resellers. The quality wasn't terrific, it's not terribly good transmission, and then they got quality transmission and now they're moving to compete in the quality end of the market.

Do you feel there is going to be a pendulum effect toward reregulation?

My feeling has always been that if you achieve some deregulation, and then stick your head in the sand and say, there are no problems, that you do a disservice. Because there are some problems, and they can be faced and they can be dealt with, and it may require some monitoring. It may, as our chairman says, require some reregulation for an interim period, of particular aspects of policies, and then you move forward. And if you approach it from that perspective, I don't think there will be a pendulum swinging because you will have proved that the policy works.

You don't have a Congress in accord with the FCC in terms of its recent deregulation and there seems to be a vindictive-

4xIV

I. HIT SQUAD

PREMIERES
JANUARY 11, 1988

II. HOWARD COSELL:
SPEAKING of EVERYTHING

AIRING
JANUARY '88

III. CRIMES of the CENTURY

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ness building up on the Hill toward the industry and the FCC.

My view is that the Congress of the United States likes for you to have some reasons for what you're doing. If it is a new policy direction, they like you to proceed incrementally, and they like you to tell them what you're doing, and they like you to tell them the results of what you have done. And they like you to be willing to have an open mind, that if there are problems, you will address them, and if they are insurmountable, that you will take remedial action. And I find that's not an unreasonable request.

You say that the FCC has not even begun to deregulate broadcasting, but as a practical matter, has it done all it's going to do?

I think that Dennis Patrick has the capability to do and be the most extraordinary chairman this commission has ever had. I am not pessimistic about the amount of time left, and I am optimistic because of his intelligence and because of his willingness to examine everything carefully. I think he has great vision, and I think that there will be opportunities for him to pursue things that he thinks are worthwhile in both common carrier and in broadcasting.

There will be important new initiatives out of the FCC in the next year?

I would hope so.

On crossownership?

I would be surprised if they weren't.

Is this the end of your association with telecommunications?

Oh, absolutely not. One of the things I'm looking forward to is speaking to a lot of the forums and conferences in town, talking about deregulation in general in a lot of industries. This is an industry that I enjoy, and it's an industry that I would hope to be able to be involved in from a policy perspective for a long time, whether that's in a government role or the private sector or in whatever way.

How would you contrast the two chairmen you've worked with, Mark Fowler and Dennis Patrick?

I think that telecommunications had a long way to come in my mind, in catching up with the technology that was going on in all of these interesting and exciting opportunities, and the government was well behind that curve. And I think that Mark Fowler's personality was such that he was the right person to frame that debate, and that through the strength of his rhetoric, he forced the debate toward his position. And we probably moved much further than we might have with a less confrontational approach. It takes a special kind of personality to go home at night and have everyone mad at him and yet think he did a good job that day.

How does he differ from Patrick? Is Patrick a can-do guy, in your estimation?

To say that Dennis Patrick is a can-do guy is a total diminishment of his talents. I think he's probably one of the brightest chairmen I've ever seen. He works well with his colleagues, he listens, he enjoys input, and those things are rather important.

But nonconfrontational. Is he going to be as successful as Fowler in pushing ahead the agenda?

Well, rather than contrasting them, I'm giving you what I think are each of their strengths. I think that much of the regulation, deregulation that was done during Mark Fowler's term was pre-economic deregulation. Other than the 12-station rule, he brought longer license terms, paperwork reduction, less onerous restrictions on the broadcaster, more freedom to interpret their roles. I think we're now moving into a very tough era of economic deregulation. You asked me earlier about broadcasting, and I said we've just begun. Things like must carry, more elimination of ownership, cross ownership restrictions, content deregulation, renewal—those are economic issues.

Our readers will not miss the irony in your remarks about

Dennis Patrick, against whom you competed for the chairmanship. Is there no disappointment in the way things turned out?

No, not in the way things ultimately worked out. I'll always have a special affection for communications. It might have been different if Dennis and I didn't work so well together.

Would you have been a different kind of chairman than he?

Probably, but just because we're different people. But I think we value the same strengths; I think he would have been as comfortable with me as I am with him, as I said, because we both value the same kinds of characteristics.

Were you now the chairman, and especially in light of this scenario of the video world and broadcasting that you hold, what would your agenda be for the FCC?

I would issue a notice of inquiry for the total content deregulation of broadcasting, and I would have the comments go to what is the necessity for government to intrude, what is it accomplishing, and is it the least amount of intrusion? And isn't it justified that we should at least be able to meet the O'Brien test for broadcasting, and I don't think that we can.

I would move to do all local ownership rules by market size alone and have no restrictions in the largest markets, and more restrictions in the lesser size markets, and probably a lot more restrictions again in the very smallest of markets.

I would propose a concentration index. There are some folks in the market, that if they acquire two or three pieces of property, that would enhance competition, while there are some folks who if they bought two or three pieces of property in the market, that would impede competition.

I would hope I would convince the Congress of my sincerity in pursuing the competitive course. In the strongest terms, I would begin an economic inquiry on the video marketplace to see if cable indeed does have market power in certain kinds of markets, and if it does, what should the government do about that, which would not necessarily be a reregulation or asking Congress for authority to reregulate—have the local communities reregulate—but what are the other restrictions that definitely need to be taken off other players that that market can have some equilibrium?

That is how I'd approach broadcasting.

What would you do on common carrier?

Exactly what Dennis is doing. I think he is following a very sure course.

What about your colleagues?

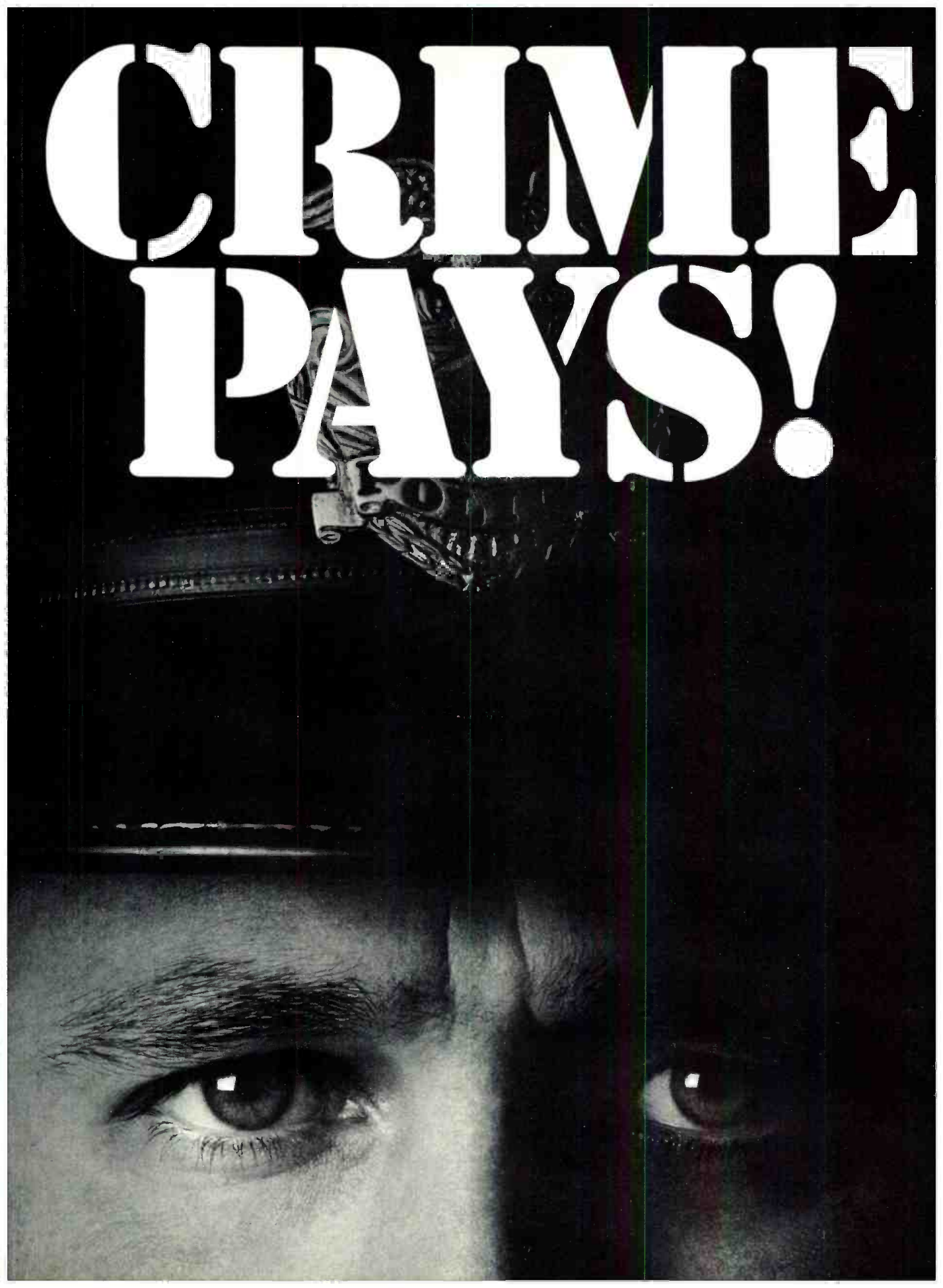
I've been through a lot of colleagues at the commission. I once remarked that I felt the reason the policies were changing at the commission was not so much philosophical as generational. People in my generation are not depression oriented. They're not oriented toward the government protecting people from business. They're more risk oriented, they're much more oriented to get out there and compete, and they're really a kind of good times generation—economic times generation. And I thought our policies were a reflection of that.

I see that trend from the commission that I originally joined, and I've seen it change as we've gone through to the present commission.

This sounds terribly romantic, but I have liked all of my colleagues, and I think all of them brought a special talent. There have always been folks that you could go to on different kinds of issues, and know that you would get sound thinking. Whether it was Joe Fogerty and how he handled local telephones or Anne Jones with her vision on joint board, or Abbott Washburn on satellites and the international area, or Jim Quello with broadcasting, and Henry Rivera who always served as the conscience of the commission, which was not an easy role.

They all brought something to it. And I think of Dennis Patrick and Patricia Dennis—we've gotten along quite well, and I think of them almost as a new generation. Jim Quello, of course, who will be here forever as an institution. The man is the greatest survivor I have ever known. He always manages to cut through all the crap and tell you what the bottom line is.

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TELEVISION SYNDICATION

Western Cable Show ready to roll

On tap for cable's second largest show: pay cable, HDTV, international cable, fallout from stock market crash and new technologies

The California Cable Television Association will put on its biggest convention in four years when the 19th annual Western Cable Show gets under way Wednesday (Dec. 2) for an in-depth look at what lies ahead for the business. Based on pre-registration figures for the three-day meeting in Anaheim, Calif., attendance will jump 5% to 6% over last year's total of 8,500 participants. Floor space will also increase, with 214 companies purchasing a total of 108,100-square-feet at the Anaheim convention center. In 1986, there were 200 booths covering 104,500-square-feet.

The cable show has experienced continued growth for the last three years. Before that, it suffered several years of declines in attendance and exhibitors during a period of consolidation, according to CCTA.

Leading off the industry's second-largest yearly gathering, cable and commercial television heavyweights will gather to discuss the future of the entertainment marketplace. Examining new technologies and programming for cable will be Ted Turner, Turner Broadcasting System; Viacom chief executive Frank Biondi; TCI President John Malone, and NBC's John Agoglia, who heads the West Coast business affairs department of the network's entertainment and in-house production divisions.

Agoglia's participation on the panel comes at a time when NBC President Bob Wright is holding discussions with

cable operators, including Turner, about joint ventures. The NBC Productions unit is also expected to soon conclude a production agreement with an unnamed cable network.

During the opening general session, Malone is expected to discuss high-definition television, while Biondi will concentrate on pay cable. Agoglia, meanwhile, will address the major differences between cable and broadcast television and Turner will look to the options that lie ahead for the cable industry.



Other panels will follow up on the themes raised during the opening session, and examine numerous management, marketing, financial and legal issues. Topics to be covered include positioning basic cable for the future, a debate on what lies ahead for pay programmers, a look at the international cable marketplace, competing technologies, life after deregulation and the fallout from October's Wall Street crash.

Although the cable industry appears to have initially weathered the stock market fall, members of the financial community will examine if it can hold on. Panelists will also discuss system acquisitions, financing options, legal questions arising from telephone company

crossownership of cable systems and deregulation. Business matters related to deregulation, specifically pricing strategies and consumer satisfaction, will also be discussed.

Pay programmers such as HBO Chairman Michael Fuchs, Showtime/The Movie Channel Chairman Winston (Tony) Cox, Disney Channel President John Cooke and Playboy Video Distribution President Que Spaulding will discuss how multipay packages can be marketed successfully, how low rates must go before subscribers will take pay services, pay TV and VCR's and how much original programming pay services can afford to produce. Reacting to their statements will be Robert Clasen, president of Comcast Cable Communications, and Charles Townsend, president of Colony Communications.

Two sessions will feature pay-per-view topics. PPV programming, marketing and operations will be probed in one session, while another will offer a how-to guide for planning, establishing and maintaining a profitable PPV operation.

Cable executives will square off on positioning basic cable for the future, seeking to answer questions about how cable programming services can compete with established services for placement and position; strategies cable operators should use to deliver the right programming mix and if there is a key ingredient to increasing basic penetration.

Comedian Robert Kline, who appears on the USA Network, will speak on differences in producing for cable and commercial television networks and provide an entertainer's perspective of the industry.

Walking through Western Cable

Tues, Dec. 1

Exhibit floor opens. 3 p.m.

Wednesday, Dec. 2

1-2:30 p.m., Anaheim Hilton, California Pavilion: "The Future of the Entertainment Marketplace."

Moderator: Burt Harris, president, Harris Cable. Panelists: Frank Biondi, chairman, Viacom International; John Agoglia, executive vice president, business affairs, NBC-TV and NBC Productions; Ted Turner, Turner Broadcasting System; John Malone, president, Tele-Communications Inc.

2:45-4 p.m., Room 2, Anaheim Convention Center: "Positioning Basic

Cable for the Future."

Moderator: Trygve Myhren, chairman and chief executive officer, American Television and Communications. Speakers: James Gray, president, Warner Cable Communications; Tom Freston, president, MTV Networks; Ruth Otte, president, The Discovery Channel; Nickolas Davatzes, president, Arts & Entertainment Cable Network; Robert Wussler, executive vice president, TBS; John Sie, executive vice president, TCI; Robert Johnson, president, BET.

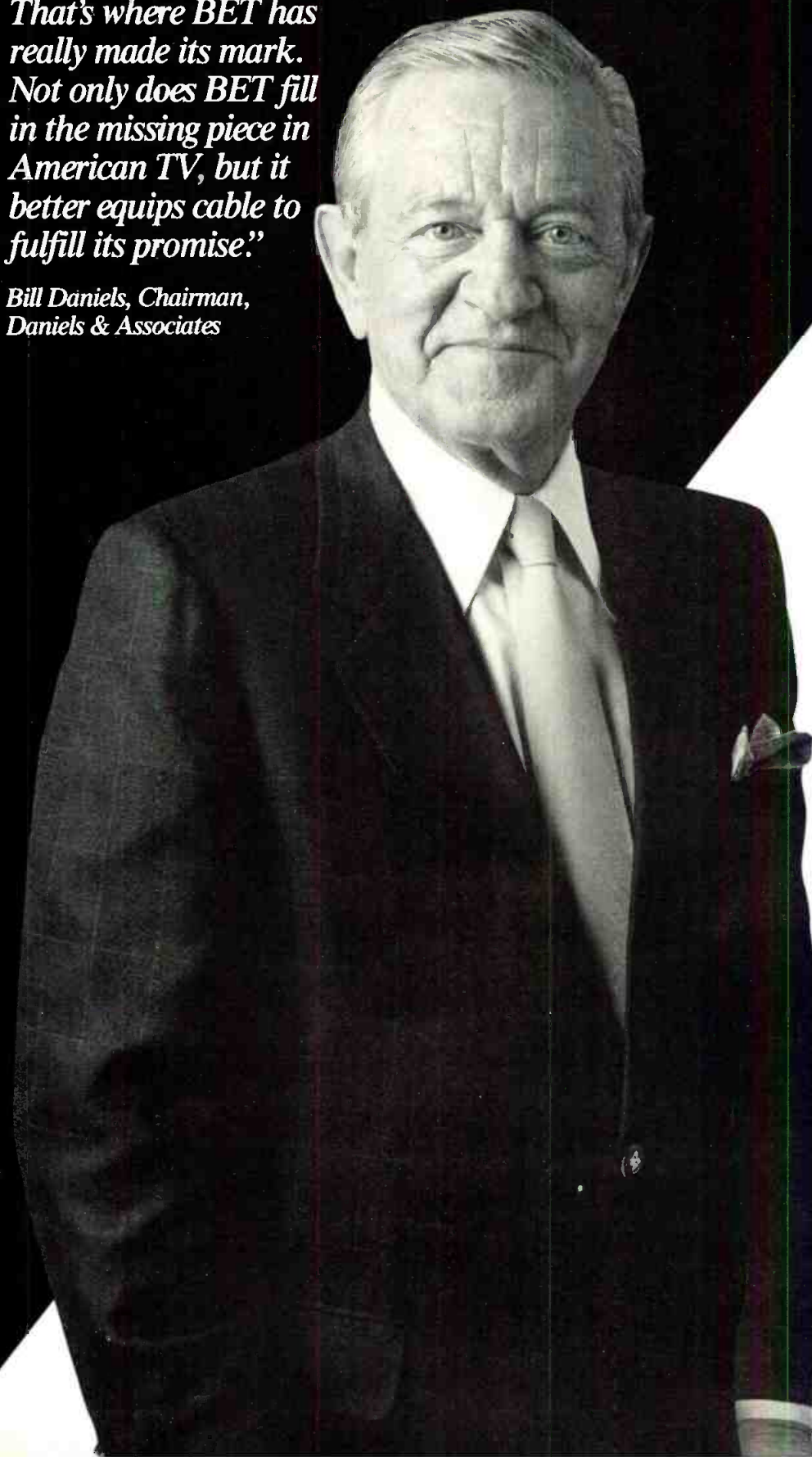
2:45-4 p.m., rooms 5, 6, Anaheim Convention Center: "Cable Advertising: It All Adds Up in Major Markets."

Moderator: Bruce Braun, regional vice president, advertising sales, USA Network. Panelists: Ron Reilly, senior vice president, media director, Ogilvy & Mather; Penny Taylor, general manager, Northwest Cable Interconnect; Alan McGlade, acting general manager, Cable Advertising Partners, LA Interconnect; Lester Wintz, senior vice president, Great Western Savings & Loan.

2:45-4 p.m., room 3, Anaheim Convention Center: "Program Promotion

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*Bill Daniels, Chairman,
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The word "Brawo" is written in a highly stylized, cursive script. The letters are filled with a gradient of colors, transitioning from red at the top to blue at the bottom. The text has a 3D effect with a dark shadow underneath. To the right of the word, a portion of a rectangular object, possibly a pen or a stylus, is visible, also featuring the same red-to-blue gradient. The background is a vertical rainbow gradient, transitioning from red at the top to blue at the bottom. Below the rainbow, there is a blue sky with white, fluffy clouds. The bottom portion of the image is a solid, light-colored rectangular area.



HBO, SHOWTIME, CINEMAX, AND THE MOVIE CHANNEL ARE SOMEWHERE UNDER THE RAINBOW.

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for Increasing Viewership Loyalty."

Moderator: Virginia Westphal, Viacom Cable. Panelists: Fred Dressler, vice president, programming, ATC; James J. Gabbert, president, TV 20; Chris Forgy, vice president, marketing, Times Mirror Cable Television; Ron Harris, vice president, advertising, CNN.

2:45-4 p.m., room 4, Anaheim Convention Center: "A Question of Value: What Price System Acquisition?"

Moderator: Merrill Brown, editor, *Channels* magazine. Panelists: David Wagner, associate, Narragansett Capital; John Waller, president, Waller Capital Corp.; Gordon Crawford, senior vice president, Capital Guardian Research Co.; Robert Lewis, vice president, corporate development, TCI.

2:45-4 p.m., room 7, 8, Anaheim Convention Center: "Courting Freedom or Courting Disaster? Recent Legal Battles on Franchising the Cable Act and Copyright."

Moderator: Frank Lloyd, attorney, Mintz, Levin, Kohn, Ferris, Glovsky & Popeo. Panelists: Diane Killory, FCC general counsel; Wesley Heppler, attorney, Cole, Raywid & Braverman; Robert St. John Roper, attorney, LeBoeuf, Lamb, Leiby & MacRae; Nicholas Miller, attorney, Miller & Young.

Thursday, Dec. 3

8:30-9:45 a.m., room 3, Anaheim Convention Center: "Pay Per View: The Pros' Perspective."

Moderator: Bill Mechanic, senior vice president, video, Disney Channel. Panelists: Gustave Hauser, chairman and chief executive officer, Hauser Communications; Phil Lind, chairman, Rogers US Cablesystems; Robert Klingensmith, senior vice president, video distribution, Paramount; Scott Kurnit, president, Viewers Choice; Steven Rosenberg, Paul Kagan & Assocs.

8:30-9:45 a.m., rooms 5, 6, Convention Center: "The International Cable Market."

Moderator: Craig Ehrlich, Hutchison Telecommunications, Hong Kong. Panelists: Rick Siemens, Hutchison Telecommunications; Brian Lawrence, BT Vision; Jaakko Hannuksela, vice president, planning and development, Sanoma Corp.; Takashi Kobayashi, chief executive officer, Japan Cable TV.

8:30-9:45 a.m., room 2, Convention Center: "Channel Realignment and Customer Satisfaction."

Moderator: Bruce A. Clark, vice president and director of operations, Colony Communications. Panelists: George Douglas, senior vice president, marketing and programming, American Cablesystems of Calif.; Ajit Dalvi, senior vice president, marketing and programming, Cox Cable Communications; Paul Lenberg, senior vice president, ASI Market Research; Roger Williams, vice president, affiliate relations, ESPN; Josh Sapan, president, national services, AMC/Bravo.

8:30-9:45 a.m., room 4, Convention Center: "Crossed Connections: Do Utilities Have a Place in Cable?"

Moderator: Daniel Brenner, director, communications law program, UCLA School of Law. Panelists: Tom Gillett, GTE; Michael Morris, vice president, congressional and regulatory affairs, CCTA; Benjamin Stansbury Jr., mayor, City of Beverly Hills; Robert Stengel, vice president, programming, Continental Cablevision; Jim Chiddix, vice president, engineering and technology, ATC.

10-11:15 a.m., room 3, Anaheim Convention Center: "Price and Product in a Deregulated Market."

Moderator: Garrett Girvan, senior vice president, California operations, Viacom Cable. Panelists: Thomas Rackerby, president, national division, ATC; James "Trey" Smith III, senior vice president, group operations, Times Mirror Cable Television; Frank Intiso, chief operating officer, Falcon Cable of Northern California.

10-11:15 a.m., rooms 5, 6, Convention Center: "Stopping CSR Turnover."

Moderator: Jerry Presley, vice president operations and customer service, Daniels & Associates. Panelists: David Keefe, senior vice president, operations, American Cablesystems; Robert McCleary, vice president, customer service, ATC; Don Sutton, director, associate development, Jones Intercable.

10-11:15 a.m., room 2, Convention Center: "Positioning Pay Cable for the Future."

Moderator: Jim Cownie, president, Heritage Communications. Panelists: Michael Fuchs, chairman, Home Box Office; Tony Cox, chairman and chief executive officer, Showtime/The Movie Channel; John F. Cooke, president, Disney Channel; Que Spaulding, president, Playboy Video Distribution Co. Reactors: Robert B. Clasen, president, Comcast Cable Communications; Charles Townsend, president, Colony Communications.

10-11:15 a.m., room 4, Convention Center: "Overbuilds: Real Competition, Greenmail or Hype?"

Moderator: Paul Kagan, Paul Kagan Associates. Panelists: Samuel Book, president, Malarkey-Taylor Research; Art Harding, attorney, Fleischman & Walsh; Dan Danser, associate general counsel, ATC.

12-1:45 p.m., Marriott hotel, North Hall: Luncheon speaker: Robert Klein, host, *Robert Klein Tyme*, USA Network.

2:30-3:45 p.m., room 2, Convention Center: "Pay Per View: A Nuts and Bolts Primer."

Moderator: Robert McRann, senior vice president, general manager, Cox Cable San Diego. Panelists: Geri Duckworth Andrus, marketing director, Monterey Peninsula Cable TV; Nancy Anderson, national PPV manager, Rogers Cable TV; Dave Archer, director, business development, Viacom Cable; Steve Rockabrand, director PPV operations, NYT Cable TV.

2:30-3:45 p.m., room 4, Convention Center: "Capitalizing on Cable's Future: Financing Options In a Changing Environment."

Moderator: Marc B. Nathanson, president, Falcon Holding Corp. Panelists: Julian Brodsky, Comcast Corp.; Steven Rattner, managing director, Morgan Stanley & Co.; Arthur Phillips, first vice president, Drexel, Burnham & Lambert; Glenn Jones, president, Jones Intercable.

2:30-3:45 p.m., rooms 5, 6, Convention Center: "Election '88: A Chance to Increase Community Involvement."

Moderator: Tony Acone, president, Daniels Cablevision. Panelists: Shaun Sheehan, vice president, Washington, Tribune Broadcasting; Robert Alter, president, Cabletelevision Advertising Bureau; Tom Schaeffer, general manager, Southland Cablevision; Randy Watson, director of programming, ATC, Charlotte, N.C. division; Eric Kronen, Viacom Cablevision.

2:30-3:45 p.m., rooms 7, 8, Convention Center: "Cable Advertising: It All Adds Up in Smaller Markets."

Moderator: Connie Pettit, vice president, Dimension Media Services. Panelists: Toni Ekas, general manager, MAP-TV; Art Breyfogle, general manager, Monterey Peninsula Cable TV, Western Communications; Liza Field, Rogers Cablesystems U.S.

2:30-3:45 p.m., room 3, Convention Center: "Today's FCC: Current Issues Current Agenda."

Friday, Dec. 4

9:45-11 a.m., room 3, Convention Center: "Segmentation Marketing in the Urban Melting Pot."

Moderator: William Cullen, president, United Cable TV of Los Angeles. Panelists: Starret Berry, general manager, Galavision; Chris Derick, president, Choice TV; Tim Rea, director of marketing, Viacom Cablevision; Chuck Morrison, Coca-Cola.

9:45-11 a.m., room 4, Convention Center: "Challenges Facing the Independent Operator."

Moderator: Joseph Gans Sr., president, Cable TV Co. Panelists: Jim

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Hirshfield, president, Summit Communications; James Monroe, vice chairman, DCA Cablevision; Barbara Vraspir, vice president, marketing, King Videocable.

9:45-11 a.m., rooms 7, 8, Convention Center: "Ancillary Services: Making Money Off Impulse, LAN's, and Other Business Plans."

Moderator: David Katz, director of financial services, Gill Cable. Panelists: Hal Krisbergh, vice president, general manager, Jerrold; Don Mathison, vice president of marketing/programming, Media General Cable; John Rivenburgh, Corporate Product Manager, Rogers Cable TV; Rob Mechaley, marketing manager, Telaction Corp.

Roundtable Sessions

Friday, Dec. 4

8:15-9:30 a.m. (all sessions), Anaheim room, Convention Center (all sessions).

"Understanding Co-op Marketing."

Facilitator: Bill Haggarty, director of marketing, Hearst Cablevision; Kris Cook, district marketing manager, United Cable TV.

"The Ins and Outs of Telemarketing."

Facilitators: Doug Montandon, Telemarketing director, Comcast Cable Communications; Lee Braun, director of sales, Jones Intercable; Charles Rosenberg, associate marketing manager, HBO Inc.

"How to Operate a Classified Ad Channel."

Facilitators: J. Brown, general manager, The Classified Channel, Gill Industries; Dave Large, senior vice president, engineering, Gill Industries; Joe Slavin, ad manager, Palmer Cablevision.

"Franchising Renewals, Modifications and Other Cable Act Issues."

Facilitators: Frank Lloyd, attorney, Mintz, Levin, Cohn, Ferris, Glovsky & Popeo; Wesley Hepler, attorney, Cole, Raywid & Braverman.

"Copyright, Syndex and Compulsory Licensing."

Facilitators: Robert St. John Roper, attorney, LeBoeuf, Lamb, Leiby & MacRae; Paul Glist, attorney, Cole, Raywid & Braverman.

"Access to MDU's."

Facilitator: Ray Perkins, attorney, LeBoeuf, Lamb, Leiby & MacRae.

Technical Sessions

Wednesday, Dec. 2

1:30-3 p.m., room 1: "Fiber Part I: Fiber Optics: Building Fiber Super Trunks Today."

Moderator: Jim Chiddix, vice president, engineering and technology, ATC. Panelists: Al Johnson, Synchronous Communications, "economics"; John Holobinko, American Lightwave Systems, "path design"; Douglas Truckenmiller, Heritage Communications, "construction and operations"; Tom Jokerst, Continental Cablevision, "testing and operations."

3:30-5 p.m., "Fiber Part II: Fiber in CATV Tomorrow."

Moderator: Jim Chiddix, vice president, engineering and technology, ATC. Panelists: Dave Pengrac, ATC, "fiber backbone: an evolutionary architecture"; Lawrence Stark, Ortel, "analog lasers and detectors today and tomorrow"; Jack Koscinski, General Optronics, "AM video on fiber."

Thursday, Dec. 3

8:30-10 a.m.

"FCC Update: Signal Leakage and Other Regulatory Issues."

Moderator: Steve Ross, chief, cable branch, FCC. Panelists: Robert V.C. Dickinson, president, Dovetail Systems, "signal leakage"; Wendell Bailey, vice president, science and technology, NCTA, "industry update"; William Riker, executive vice president, SCTE, "SCTE update"; John Wong, engineer, Mass Media Bureau, FCC, "AB switches".

10:30 a.m.-12 p.m.: "Cable Consumer Interface Issues."

Moderator: Joe Van Loan, vice president, engineering, Viacom Cable. Panelists: Dave Large, senior vice president, engineering, Gill Industries, "consumer interface: baseband and stereo interconnection"; Walter Ciciora, ATC, "EIA multipoint"; Vito Brugliera, Zenith Electronics Corp., "pay per view: comparison of IPPV fulfillment system"; Alex Best, Cox Cable, "STSC: a progress report."

1:45-3:30 p.m.: "HDTV Part I: HDTV Production and Transmission (Technical)."

Moderator: Dave Large, senior vice president, engineering, Gill Industries. Panelists: Terry R. Smith, David Sarnoff Research Center, "ACTV: a single channel, NTSC compatible, wide screen EDTV system"; Masao Sugimoto, NHK, "transmission systems: the Muse system technical description"; Bill Guerinet, North American Philips, "transmission systems: the North American Philips HDMAC-60/HDWTSC compatible system"; Ben Crutchfield, NAB, "a status report on the Advanced Television Systems committee and experiments in over-air broadcasting of HDTV."

4:45 p.m.: "HDTV Part II: HDTV, EDTV and Cable: Demonstration and Discussion."

Moderator: Dave Large, senior vice president, engineering, Gill Industries. Panelists: Rupert Stow, CBS, "HDTV presentation"; Paul Heimbach, HBO, "the HBO viewer perception tests, a status report"; Paul Perez, Recotron, "ED-BETA and Super VHS, today's EDTV competition. A description, market assessment and demonstration"; Nick Hamilton-Piercy, Cablesystems Engineering, "transmission via cable: the NCTA HDTV subcommittee activity report."

Friday, Dec. 4

8:30-10 a.m.: "Antenna Technology."

Moderator: Norman Woods, account executive, Hughes Microwave. Panelists: Gerald Robinson, principle engineer, SA, "Ku on C-band antennas"; Claude Baggett, ATC, "Ku flat panel antennas"; Peter Petrovich, manager of engineering, Viacom Cable, "frequency reuse microwave CARS band"; Helmut E. Schwarz, vice president, engineering and technology, Vertex Communications Corp., "Ku-band TVRO installation considerations"; Don Garlick, engineering manager, Scala Electronics, "VHF/UHF multipath resolution."

10:30-1 p.m.: "BCT/E Certification Examinations (in all seven categories)." Pre-registration at the SCTE booth or at the test site—room 1, Convention Center.

Arianespace sends first European DBS into orbit

French-German launch called flawless, but satellite operations remain in doubt

Arianespace, Western Europe's commercial answer to NASA, put West Germany's TV-Sat I into an elliptical transfer orbit on Nov. 20, but trouble with the

five-transponder direct broadcast satellite's solar array last week threatened the bird's ability to attain its permanent geostationary orbit and its ability to broadcast four channels of programming to viewers with dishes smaller than one meter in diameter.

Dr. Udo Pollvogt, president of ERNO

U.S.A., which built the satellite, said the outermost solar panel that supplies the on-board rocket that boosts the satellite into geostationary orbit failed to deploy. However, he said, another section of the solar array was used for the first of the engine's three firings 36 hours after launch. Pollvogt said he was optimistic

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that the back-up panel would suffice for the two other firings and that the satellite would achieve its proper orbit on schedule.

Even if the satellite achieves orbit, the panel's failure could affect the transmission capability, he said. But not until sometime after the final apogee engine burn would the fate of the satellite become discernible, he said. An attitude control "software fix" on the ground could be the answer, he said.

TV-Sat1 is the first satellite of a seven-year-old French-West German project, reportedly involving the most powerful direct broadcast satellites (DBS) yet designed (BROADCASTING, Nov. 2).

The launch from Arianespace's pad in Kourou, French Guiana, had been scheduled for Nov. 17, but was postponed due to test failure of an electronic rocket guidance component. After a replacement component tested successfully, the launch occurred with "absolutely no problems," said Arianespace's manager of external relations and administration, Joanna Oldfield. Other sources refused to speculate on whether any aspect of the launch or launch vehicle could be blamed for satellite malfunction.

Any lingering doubts about Arianespace or its launch vehicles will affect GTE Spacenet, whose Spacenet III-R is next on the Arianespace manifest, scheduled to lift off in January (BROADCASTING, Sept. 21). And success or fail-

ure of TV-Sat1 itself will affect plans for February's launch of the identical TV-Sat2 (set for use in French broadcasting, with one or possibly two transponders reserved for West Germany).

Eventual deployment of TV-Sat1 will resolve only one set of worries for West German viewers. According to Jeorg Merkel of German Information Center in New York, programming will be transmitted over TV-Sat1 and TV-Sat2 using the D2-MAC signal format, which is technically superior to the current 625-line PAL format, but incompatible with the PAL sets in use in West Germany. Despite the "successful" demonstration of the new system last September in Berlin, according to Merkel, German manufacturers of television sets have yet to begin marketing either sets or converters/decoders capable of receiving the new system's signals. Limited manufacture will allow Germany's cable companies to translate D2-MAC to PAL immediately, but at a loss in picture resolution.

German law prohibits individual ownership of home dishes capable of receiving low power satellite transmissions, which are authorized only for cable operators and large housing projects. But individual ownership of DBS-receiving earth stations will be permitted, and those dishes are already on the market. Purchasers are apparently counting on the eventual mass manufacture of the new sets—a development encouraged by government officials like Schwarz

Schilling, federal minister of the post and telecommunications, who has, according to Merkel, delivered stinging criticism of manufacturers for not yet making the move.

Desire on the part of West Germany's government, said Merkel, "to spread programming to all German-speaking people"—specifically viewers in East Germany—will also be thwarted by the reception problem.

As for the other transponders on TV-Sat1, one of them will be used by non-commercial ARD (organization of television networks in eight of Germany's 11 states, each the rough equivalent of a state public television network in the U.S.). Noncommercial station ZFD (the rough equivalent of a superstation) will use another. Two other transponders will be used by commercial broadcasters (for the most part operated and cross-owned by publishers) SAT1 and RTL.

Bids invited on new PBS satellite system

New earth stations and possible switch to Ku-band will cost service from \$40 million to \$160 million

The Public Broadcasting Service, whose 10-year-old satellite system comes to the

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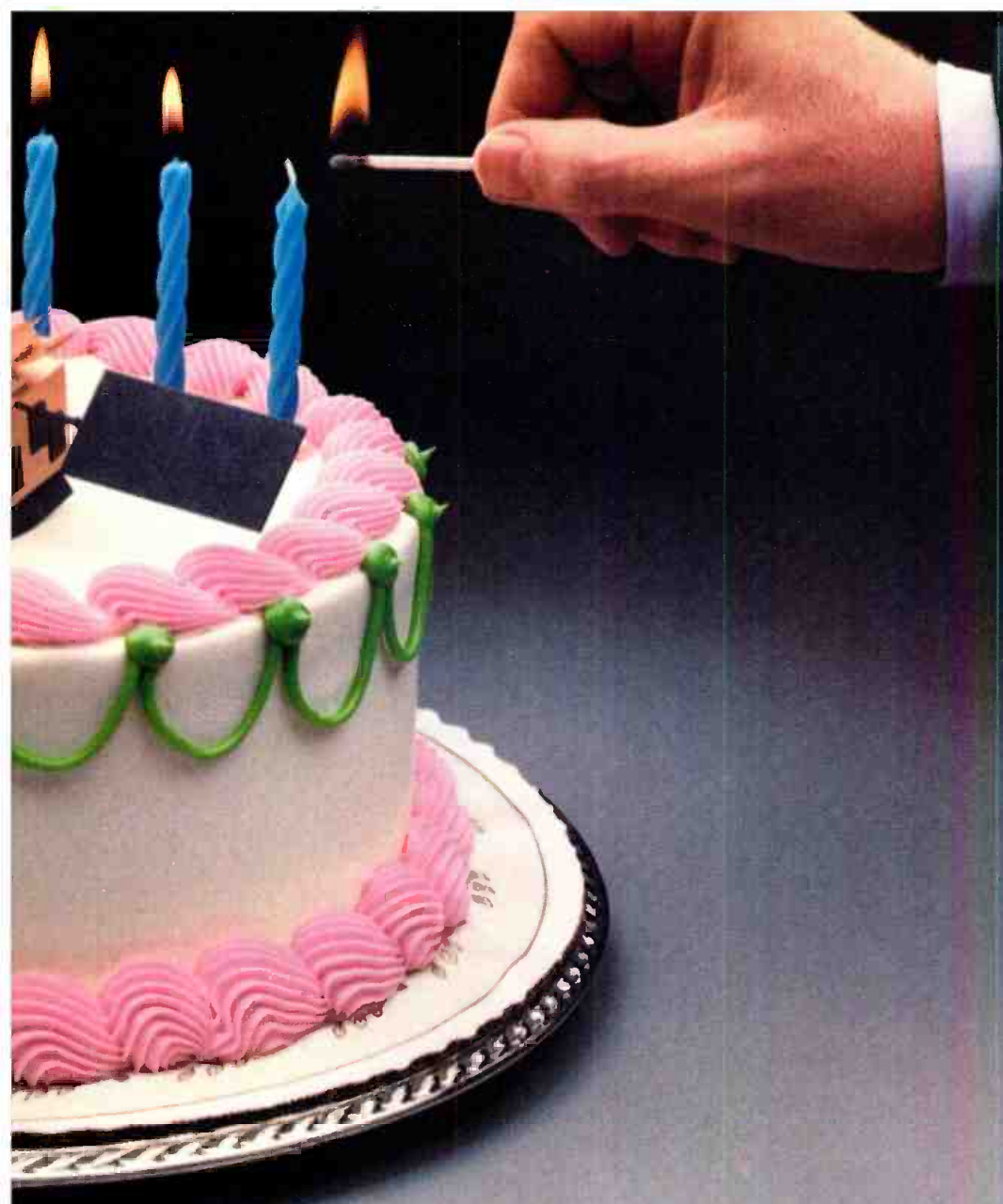
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the Western Cable Show. You'll eat cake, make noise, and remember how it feels to be six years young again.



GE American Communications

end of its useful life in mid-1991, has issued a request for proposals (RFP) for its replacement last Wednesday (Nov. 25). Bids are due 60 days thereafter.

Because of the large number of options in the RFP, including a possible switch to Ku-band transmission (from four C-band transponders on Western Union satellite Weststar IV) and a possible expansion of capacity, cost estimates vary from \$40 million to \$160 million. The Office of Management and Budget has requested \$200 million between 1991 and 1995 to replace the satellite systems for public television and radio.

Although PBS is not discounting satellite resale services, according to Jacqueline Weiss, deputy general counsel and manager of PBS's satellite replacement office, satellite operators are seen as the principal bidders. Western Union, GTE Spacenet, GE Americom, Comsat, Hughes Communications, Crimson Satellite Associates (a joint venture of HBO and GE Americom) and AT&T received requests for information on the contract from PBS last February, she said. Representatives from the carriers met with PBS in February and March as it was formulating its RFP. (At that time, fiber optic networks were ruled out as not yet capable of fulfilling all of PBS's needs.)

The age of PBS's earth stations may play the biggest role in determining the option of choice, especially concerning a switch to Ku-band. If the entire downlink system is to be replaced, the smaller Ku-band dishes could make it possible to eliminate more than 60 remotely located dishes which require microwave connections.

A switch to Ku-band would open still another option to PBS. Weiss said the broadcast system is assuming that its National Narrowcast Service is being taken care of by an agreement with GTE Spacenet to provide Ku-band delivery.

Other options include use of a hybrid C- and Ku-band satellite; continuation of C-band-only transmission until the existing earth station and microwave network ceases functioning, and sharing the interconnection system with state public broadcasting networks and/or National Public Radio (which also is considering replacement of its satellite system at an estimated cost of \$30 million to \$67 million—with a switch to Ku-band among its options). We have a very good system, said Weiss, and the whole point of having a satellite replacement office is to insure that we have the ability to look at all options and make the best choices for the next generation.

A year or more may pass before any contract is signed. The technical considerations involved in responding to this week's RFP may have to take a second seat to political considerations involving the Congress and the administration, as evidenced by debates in last week's Telecommunications Subcommittee oversight hearings (BROADCASTING, Nov. 23).

NCTA study shows that post-dereg rates up average 6.7%

Survey will be presented on Hill to back NCTA position that rate deregulation has not proved undue burden on subscribers

The National Cable Television Association unveiled a survey last week on cable rates after deregulation that showed operators had raised fees an average 6.7% in the first six months of 1987. The survey, compiled by the accounting firm Arthur Andersen & Co., found that rates for basic services increased 10.6% in the first six months under rate deregulation, while rates for pay services decreased 2.5%. The survey is expected to be a major centerpiece to NCTA's arguments before Capitol Hill that rate deregulation has not been onerous to subscribers.

NCTA sent questionnaires to 2,577 cable systems, selected at random from A.C. Nielsen research data. A total of 598 survey forms were returned to Arthur Andersen, representing a 23% response rate, a high rate of return for a mail survey, according to NCTA. Andersen tabulated the results and summarized the data for NCTA. The 598 systems represented 8% of all cable systems, but 16% of all subscribers (7,150,000 homes), attributable to the higher proportion of larger systems that responded to the survey. The data com-

pared December 1986 figures with those of June 1987. The average size of the system responding was 12,180 subscribers, and 90% of those who responded said their rates were deregulated.

The average monthly cost of basic service rose from \$11.85 to \$13.11, which was accompanied by a 5.9% jump in channel number, from 27.3 to 28.9. The average monthly revenue for pay services declined from \$7.88 to \$7.70, or a 2.5% drop. The basic revenue per subscriber rose 11.2%, from \$12.17 to \$13.53, with the difference explained in that some operators report ancillary revenue in the basic category. Adding that to the pay figures (\$7.88 and \$7.70), the overall total revenue increased from \$21.59 to \$23.04. The discrepancy in the figures stem from other revenue sources, such as second-set hookups and pay-per-view dollars, which are included in total revenue but not any of the individual categories.

Of the pay services, prices for the Disney Channel dropped the most, 3.0%, followed by Showtime 2.1%, HBO 1%, Cinemax 0.6% and the Movie Channel 0.4. That served to both increase the number of systems carrying those services and the number of subscribers, except for the Movie Channel, which showed a net drop. The number of systems offering the Disney Channel rose 9.6%, Cinemax 5.6%, Showtime 3.5%, The Movie Channel 2.1% and HBO 1.4%. Among the universe surveyed, the number of HBO subscribers grew from 2,491,614 to 2,567,684, Showtime from 827,776 to 860,640, Cinemax from 798,109 to 833,221 and Disney Channel from 584,765 to 598,874. The Movie Channel sub count dropped from 395,566 to 363,557. That may have been

NTIA looking ahead to the 21st century. The Commerce Department's National Telecommunications and Information Administration last week announced the start of a massive study of U.S. domestic and international communications policies, a study aimed at laying the groundwork for decisions affecting communications into the 21st century. NTIA administrator Alfred Sikes told a press conference Friday that there is a "need to make sure that American business has the 'electronic tools' it needs to stay competitive in world markets." He also cited the need to assure the public of the access to information goods and services.

Sikes said communications is "a sector of the economy where government policies have a major—sometimes decisive—impact." And "domestically," he said, "we have too many outmoded regulations and other constraints that affect our communications industry's strength." In that regard, Sikes said he is not interested in dealing with current controversies but wants to look to the future. Still, he said, "certain broadcasting regulations dealing with what networks can and can't do, and copyright preferences, need assessment." Sikes said the NTIA study also will draw on other resources including government agencies, including the FCC and the State, Justice and Defense departments.

The "Telecom 2000" study will be divided into two parts. The first will consist of a survey of conditions in some 20 different communications and information industry markets or submarkets—from local telephone service to consumer electronics, radio and television broadcasting and computer services. The second phase will focus on identifying existing and future challenges, as basis to make national policy recommendations. The report is expected to be completed in the late summer or early fall.

Sikes noted that the last time the executive branch undertook a major review of communications policies was 1968, the final year of the Johnson administration. The resulting Rostow Report, released in 1969, had a substantial impact on communications policy. Among other things, it recommended the "open skies" policy of authorizing domestic satellites, and urged liberalization of U.S. telephone regulation.

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a result of its pricing, which dipped only slightly. The average price for that service remained higher than Showtime in the universe surveyed. TMC dropped from \$10.50 to \$10.46, while Showtime dropped from \$10.64 to \$10.42. HBO's average rate dropped from \$10.76 to \$10.66, Cinemax's from \$9.98 to \$9.92 and Disney's from \$9.87 to \$9.57.

There was good news in the survey, NCTA said, on churn, especially for the pay services. In the first six months of 1987, pay dropped from 33.8% to 32.5%. Basic churn dropped from 20% to 18.8%. The smallest systems, those with under 500 subscribers, had the lowest basic (10.8%) and pay (11.7%) churn. The largest systems, those above 50,000, had the highest churn rates, 29.4% in basic and 65.1% in pay. NCTA said the churn rates were a result of moves in the population, nonpayment of bills and subscriber dissatisfaction.

Overall, the ratio of premium to basic units increased from 81.6% to 82%. The level of penetration remained the same, NCTA said. The increase in the number of homes passed (3.3%) matched the increase in subscribers.

The survey results reflected the tier meltdowns that have occurred since deregulation. The average number of basic tiers declined 4% and the number of systems offering two or more tiers of service dropped from 180 to 151.

Overall, NCTA cable rates increases have fallen below the consumer price index. NCTA said that between 1976 to 1986, cable rates increased 65%, while the CPI rose 93%. NCTA cited figures that movie ticket prices rose 75% and general entertainment expenditures by 71.5% in the past 10 years.

Although other studies have indicated cable operators' rate hikes are higher than NCTA's data, the association points out that its figures were even higher than those gathered by the Bureau of Labor Statistics. BLS found cable rates rose 5.3% in the first six months of the year. Its data is collected from a stratified small sample of cable operators.

Tom Wheeler: From high visibility to high tech

Former NCTA head now runs cable advertising and information service

It has been just over three years since Tom Wheeler left the presidency of the National Cable Television Association to try his wings at free enterprise. It has been a period during which some have asked: "What ever happened to Tom Wheeler?" Now it can be told.

Immediately following his eight-year



Wheeler

stint with NCTA, Wheeler stormed the private sector as chief executive of Nabu, a Canadian-based software company that sought to deliver computer programming via cable. Before most in the industry had figured out how to spell the name, the U. S. Nabu was put into bankruptcy and Wheeler was in search of a new career. That was the bad news. The good news, he says now, was that the Nabu association introduced him to the principals with whom he established NuCable Resources Corp.: Arthur Eshe Jr., who with Wheeler cofounded NuMedia Corp. (which evolved into NuCable), and Barbara Ruger, NuCable vice president for sales and marketing.

The former NCTA chief is now chairman and chief executive office of NuCable, which operates (a) "in the black" and (b) out of strikingly handsome offices in the Washington Square complex of the Nation's Capital. The company is billed as a computer controlled and created advertising and information service for cable operators, and offers a variety of services. Among them:

- The Cable Ad Channel System offers cable operators the ability to provide video classified advertising at prices said to be competitive with print. CACS is a one-time hardware/software purchase, ranging from \$9,000 to \$63,000. With the CACS equipment, cable operators provide clients with a personalized, full color, still photo ad. The entire process takes three to five minutes and the creation and scheduling of the ad can be handled by one person. In its first year on the market, over 90 CACS systems have been sold, averaging between eight and 10 new clients a month.

The CACS system also enables cable operators to replace text-only channels with pictures. The text-only channels, used mainly for community service announcements, provide information with text and pictures.

- The NuCable Satellite Service uses

technology similar to that of CACS to create a national interconnect for the insertion of information and commercial messages into unsold local advertising availabilities on cable systems. NSS installs the proper equipment at each cable system and through a satellite feed, directs a previously programed laser disk, pulling the appropriate commercial and directing it to the slot into which it should be inserted. Because the satellite network is digital, cable systems can be addressed individually.

Does Wheeler miss his former life? Only the "bully pulpit" aspect of it, at which he was so successful. But having spent so many years defending the free enterprise system for others, he now rejoices to be taking his chances—for good and bad—on the entrepreneurial side of town.

NBC in Maui: Smiling faces, tough talk

Olympic avails and news windows high on list of concerns at affiliates board meeting in Hawaii; network agrees to add 30 seconds to prime time, local news window

The tone was congenial when the 12-member NBC-TV affiliates board of directors concluded a four-day meeting with network executives in Maui, but both sides held tough and reported little movement on several key issues heading an otherwise light agenda. NBC, however, relented slightly on one front: it agreed to add 30 seconds to the one-minute local news window between 8 and 9 p.m. during next year's summer Olympics.

"We thought we could provide a little more time" for availabilities and local news during the early evening portion of the Olympics, said Pierson Mapes, president of NBC-TV, who had previously opposed such an increase.

But the affiliate board had little success in its attempt to have the network lengthen the floating three-to-five-minute window between 10:30 and 11:30 p.m., or to move half-hour local late news from midnight to 11 p.m. The affiliates complained about giving away viewer sampling at 11 p.m. to competing stations' news programs, fearing it may be hard to regain the audience following the Olympics. Mapes countered by pointing to local ABC stations, which experienced a 22% increase in late news ratings at midnight during the 1984 summer Olympics.

The affiliate board, according to Chairman James Sefert, president of Cosmos Broadcasting, also was unsuccessful in getting the network to increase compensation payments during the Olympics. He said NBC is "holding steady" at half compensation, while the

COVER STORY

"LOVE CONNECTION" GIVES "WHEEL" A SPIN FOR ITS MONEY IN L.A.!

"Love" ties "Wheel"!

In its fifth year on the air, "Love Connection" proved the power of "Love" by tying "Wheel of Fortune" in access at an 8 rating, 13 share. While KHJ-TV's "Love" soared in L.A., "Wheel" went flat. Head to head with "Love," "Wheel" lost 27% in rating and 28% in share from its October '86 performance.



"Love" rolls over "Wheel" to win young demos!

The true strength of "Love" is in the demos. "Love" passed "Wheel" in every significant demographic group—Women and Men 18-34, 18-49, 25-54, teens and kids.

Beats all competition with young women!

Pat and Vanna weren't the only ones to fall victim to the charms of Chuck Woolery. As "Love" boosted its time period rating by 166% and its share by 160% over last October's "Dating Game," it passed everyone of its competitors in Women 18-49 and 25-54. These included "Entertainment Tonight," "Family Ties," "Silver Spoons," "ABC News" and the KCBS-TV local news.

"Love" blossoms over lead-in!

"Love's" performance over "Wheel" and company is all the more spectacular when you realize that to tie Pat and Vanna, "Love" had to improve over its lead-in 100% in rating and 86% in share.

"Love" conquers all!

In access, late night and early fringe, "Love" is making headlines with its sensational growth and success. Stay tuned. This story isn't over!



Source: NSI/Cassandra, October 1987



"Love Connection" is an
Eric Lieber Production in association with

LORIMAR
SYNDICATION
A LORIMAR TELEPICTURES COMPANY

affiliates are "going for all we can get." Sefert, however, appears hopeful that some progress can be made on the compensation issue in time for the annual affiliates convention next June.

NBC's aversion to boosting compensation or changing news windows was matched by the affiliate board when it came to daytime clearances. NBC Entertainment President Brandon Tartikoff, who appealed for an end to daytime game show pre-emptions, pointed to the poor clearance level in the daypart.

Clearances have dropped from an average of 92% in 1985 to 90% this year—and into the mid-80% range in some specific instances.

Tartikoff put the blame for the network's third-place daytime standing on the affiliates' shoulders. He said NBC's daytime schedule is strong enough for the first time in eight years to land in second place with full clearances. In the week preceding the meeting, Tartikoff told reporters, "We are heading in the right direction but its just that they

haven't played fair ball with us. We're putting the ball in their court."

Sefert said affiliates will want to see "one or two more ratings books" before they decide whether to drop some syndicated off-network hour series from the daypart. Many of the programs, he said, have generated adequate numbers so far. Complicating matters, he said, is the fact that many stations are tied up in the second year of expensive *Magnum P.I.* contracts and have no other slots available in which to schedule it.

Satellite Footprints

Deadline dates. The FCC last week announced deadlines for petitions, comments and replies concerning applications filed Sept. 15 to build and launch 18 new communications satellites (BROADCASTING, Sept. 21).

Petitions to deny and initial comments must be filed no later than Jan. 19, 1988; oppositions to petitions and replies to initial comments must be filed no later than Feb. 23, 1988, and reply comments to oppositions must be filed no later than March 7, 1988. The applicants and their proposals:

GE Americom—Seeking launch of 16-transponder, Ku-band satellite at 99 degrees, in February 1993 and hybrid 24 C-band/16 Ku-band satellite, at 101 degrees, in 1991 (at \$542 million total).

Hughes Communications—Seeking launch (four years after FCC approval) of 24-transponder, C-band satellite (Galaxy V) at 101 degrees, as well as two, 24-transponder Ku-band satellites (Galaxy C, at 101 degrees, and Galaxy D, at 89 degrees), planning to operate Galaxies V and C as hybrid (\$544 million total).

GTE Spacenet—Seeking to replace its Spacenets I and II in 1993 with two hybrids at 120 degrees and 69 degrees and to replace GSTAR I at 103 degrees with a third hybrid in 1994. All three will carry 24 C-band and 22 Ku-band transponders (\$545.2 million total).

AT&T—Seeking to build three hybrid satellites and launch two: Telstar 401 at 101 degrees in 1992 and Telstar 402 at 93 degrees in 1993, each carrying 24 transponders on each band (\$489 million total).

American Satellite Co. (Contel ASC)—Seeking to build three hybrids, carrying 24, C-band and 16, Ku-band transponders, and launch two: Contelsat I at 101 degrees in July 1993 and Contelsat II at 128 degrees in 1993 (\$456 million).

National Exchange Inc.—Seeking to build three, 24-transponder hybrids and launch two at 101 and 93 degrees, respectively, each Spotnet bird carrying Ku-band transmitters and receivers purportedly four times more spectrum efficient than conventional satellites (\$563.2 million total).

Alascom Inc.—Seeking to launch 24-transponder, C-band satellite at 142 degrees, replacing Aurora I, capable of transmitting only to Alaska on 12 transponders.

Sold. Comsat closed last week on \$38-million sale of Comsat International Communications Inc. (less its multi-purpose earth stations) and VSAT business to Contel ASC, following FCC's unconditional approval of deal.

Phased out. "All earth stations currently licensed to transmit Ku-band signals in the 14 ghz band are now authorized to use the entire 14.0 to 14.5 ghz bandwidth," according to an FCC public notice released last week. The change is the result of the commission's phasing out protective primary status for U.S. government users who have now been moved to another bandwidth. The FCC expanded use and will not burden licensees with a requirement to apply for modification of existing licenses.

Feeds for food. All reportedly went smoothly for complex Nov. 14 international teleconference, "Ending Hunger: The Era of Opportunity—An Opening for Action and a Time for Empowerment," which originated from the Felt Forum, Madison Square Garden, New York. Four-hour live broadcast went to 18 countries, including Australia, China, U.S.S.R., U.S.A., India, Japan, Zambia, Kenya and Denmark. Domestically, live broadcast was seen in closed circuit forums in 49

cities from Boston to San Francisco.

Both production and distribution for the teleconference, sponsored by nonprofit organization, The Hunger Project, were coordinated by Foundation for Global Broadcasting, two-year-old Washington-based organization whose past efforts have centered on disaster relief projects. Intelsat waived space segment charges and COMSAT, which booked foundation's needs with Intelsat, waived user fees.

GE Americom and Western Union were domestic satellite service providers; IDB Communications in Los Angeles provided C/Ku-band turn-around; Private Satellite Network provided European coordination through British Telecommunications and, all told, seven satellites—three domestic, three international and one Australian domestic—were involved.

Broadcast speakers included U.N. Secretary General Javier Perez de Cuellar, singer/songwriter and Hunger Project co-founder, John Denver, and Global Water Inc. president, also former U.N. assistant secretary general, Peter Bourne.

Walking the plank. General Instrument Corp.'s VideoCipher division announced last week that U.S. District Court Judge Charles Hardy has ordered Ralph William Heller of Phoenix, Ariz., to pay \$47,376 in damages, legal fees and investigative costs to General Instrument, resulting from civil suit filed against Heller in January 1987. Judge Hardy earlier this year found Heller in contempt of court for violating permanent injunction ordering him to stop marketing and selling "pirate decoders" which, judge found, violated Federal Communications Act and infringed copyrighted material of General Instrument subsidiary Cable/Home Communications and other parties to civil suit. "This sends the message to the pirates and potential purchasers of pirate satellite descramblers," said Terry Luddy, VideoCipher Division director of security, "that General Instrument is intent on pursuing, and the courts will punish, persons in this illegal interception of encrypted satellite TV programing."

Trans-Pacific translating. General Instrument also reported that it has introduced variation of VideoCipher II system, VideoCipher Plus, enhanced to permit export of system to Japan and TV sets there using standard Japanese characters. System has been designed to protect signals to be transmitted on Japan's first communication satellites set for launch in 1989 by Japan Communication Satellite Co. (JCSAT) and Space Communications Corp. Japanese trading company Itoh & Co., joint owner of JCSAT with General Instrument, will continue to market their services via demonstrations like those held at Hotel New Otani, Tokyo, attended by 300 potential Japanese users week of Oct. 12.

Mutual Benefit. Dallas-Fort Worth Teleport, and Electra Communications Corp., both of Irving, Tex., have joined forces. Although DFWT developed microwave and fiber optic local area network in Dallas, Electra's Texas-wide fiber optic network will provide users outside Dallas with fiber optic access to teleport. Electra, whose network presently serves Dallas, Waco, Austin, San Antonio and Houston, will benefit in form of users able to access its service via DFWT's domestic and international C-band and Ku-band gateway facility in Las Colinas and Irving. Agreement, set for no definite time period and involving no monetary transaction, will also allow Electra to use more of its bandwidth, transmitting video signals via DS3 compressed video level unused by nonvideo traffic.

Never underestimate the competition.

SHARE COMPARISON OCTOBER 1986 VS. OCTOBER 1987

MARKET	STATION	DAYPART	HOUSEHOLDS	WOMEN 18-34	WOMEN 18-49
Los Angeles	KNBC/N	Access	+11%	+100%	+ 38%
San Francisco	KRON/N	Access	+27%	+ 29%	+ 18%
Boston	WNEV/C	Late Night	+18%	+140%	+130%
Detroit	WXYZ/A	Access	+12%	N/C	+ 11%
Dallas	WFAA/A	Late Night	+24%	+ 29%	+ 27%
Washington, DC	WJLA/A	Access	+20%	+ 33%	+ 33%
Cleveland	WEWS/A	Late Night	+18%	+120%	+ 85%
Minneapolis	KARE/N	Access	+33%	+122%	+ 20%
Miami	WSVN/N	Access	+11%	+ 5%	+ 14%
Pittsburgh	WPXI/N	Access	+22%	+ 36%	+ 17%
Hartford	WFSB/C	Late Night	+ 5%	+ 32%	+ 25%
Kansas City	WDAF/N	Access	+ 5%	N/C	+ 16%
Milwaukee	WITI/C	Access	+23%	+ 78%	N/C
Nashville	WTVF/C	Late Night	+14%	+ 35%	+ 29%
New Orleans	WDSU/N	Access	+ 6%	+ 15%	+ 54%
Providence	WJAR/N	Access	+14%	+100%	+ 95%

SOURCE: ARB OCTOBER 1986, 1987

ENTERTAINMENT

T O N I G H T

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CBS's \$3 billion: more stations, more dividends?

Wall Street wonders what company will do with excess cash from sale of record division and other assets

The agreement to sell CBS Records to Sony Corp. for \$2 billion earlier this month (BROADCASTING, Nov. 23) has drawn considerable speculation on Wall Street over how the broadcaster plans to use \$3 billion in cash it has amassed from that and other divestitures. After-tax profit from the Records transaction should be in the \$1.4 billion-\$1.6 billion-range.

Some analysts expect CBS to step up pursuit of new television broadcast properties to fill out its four-station group. Said Wertheim & Co.'s Francine Blum: "In view of the network's weakening competitive position in prime time and daytime, we would be reassured by the purchase of additional TV stations that would expand CBS's audience reach."

If, on the other hand, cash from the sale were paid out to shareholders in a special dividend payment, some observers said it might lend credence to the argument that Tisch was dismantling the company to realize its underlying value.

Most analysts agreed the \$2 billion price tag was probably a good one, particularly in light of the 20% or more that was sliced off CBS's stock value following the Oct. 19 stock market crash and with the division peaking this year on the strength of releases by superstars Michael Jackson, Bruce Springsteen and others.

But the sale may have been premature, believes Mabon, Nugent's Ray Katz, who said that even in a recession, the division still had the potential for "healthy growth," particularly in the compact disk market, where lower-priced mid-line disks are beginning to hit the market and CD player shipments are expected to add substantially to the existing base of installed units.

One analyst suggested that Tisch's reasons for selling had not only to do with his reported perception of a lack of predictability in the record business, but also lack of control exercised over the operation in the presence of current Records President Walter Yetnikoff, who will remain in the post under Sony ownership.

CBS Chairman and founder William Paley, who was believed to have resisted

Fifth Estate Earnings

COMPANY	PERIOD	REVENUE (000)	% CHANGE	EARNINGS (000)	% CHANGE	EPS
Centel Cable	Third	\$32,500	43	(\$662)	NM	
Century Comm.	First	\$39,691	112	(\$2,020)	NM	(\$0.07)
Chris-Craft Industries	Third	\$56,356	9	\$747	(82)	\$0.03
Interpublic Group	Third	\$217,641	14	\$4,873	23	\$0.22
Jones Intercable	First	\$8,014	24	\$1,297	3045	\$0.10
3M	Third	\$2,466,000	10	\$249,000	16	\$1.09
Park Comm.	Third	\$37,207	11	\$3,886	18	\$0.28

Net loss for quarter by **Centel Cable** was worse than \$269,000 net loss in year-ago period due to higher interest expense associated with acquisitions, company said. Operating cash flow before depreciation and amortization was up 59% to \$11.6 million, with monthly revenue per subscriber up to \$21.77 from \$20.77 year ago. Cash flow margin was 36%. Company went public in October, using proceeds to retire \$88 million in notes, leaving debt at \$72 million, 22% of total capital. ■ **Century Communications'** operating income before depreciation and amortization and federal income taxes was 55% of total revenue, 112% over year-ago period. ■ Decline in net income for **Chris-Craft** was due to expense incurred in connection with early retirement of debt, decline in nonoperating income and increase in effective income tax rate, company said. Earnings from TV division rose 28% for quarter; income associated with company's investment in Warner Communications Inc. rose 23%. ■ Earnings of **Interpublic** were favorably affected by overall performance of international operations and weaker U.S. dollar, according to advertising company. ■ Increases for **Jones Intercable** in first quarter, company said, are primarily result of fees earned by company from sale of cable TV properties owned by limited partnerships of which company is general partner, as well as management fees received from managed limited partnerships. Operating cash flow increased 79% to \$5.4 million. ■ Operating cash flow for **Park Communications** was up 19% to \$7.1 million.

the CBS Records sale after the initial Sony bid last September, said in a prepared statement following the CBS board decision to divest that the decision was in the "best interests of the corporation and its shareholders. In addition, since CBS Records has contributed so importantly to the history of music in our times, I am pleased to note that Sony has earned a global reputation for excellence and is a company with which CBS

has had a long and productive relationship."

Laurence Tisch, CBS president, said in the same statement: "After long discussions and very careful review, our board concluded that this is a very attractive offer in terms of value to the shareholders, while it also provides an important source of capital and allows us to focus all of our energies and resources on our core business of broadcasting."

Another Spanish buy for Hallmark

Company, along with First Chicago, which purchased SIN stations earlier, now adds Univision production firm

Hallmark Cards and First Chicago Venture Capital have reached an agreement in principal to buy Spanish-language program network Univision from holding company Univisa for what a source close to the deal said was under \$300 million.

The purchase, subject to a definitive agreement expected in the next few weeks, includes a long-term, non-exclusive program contract with Univision's major program supplier Protele Inc. Protele is an affiliate of Mexican broadcasting giant Televisa, which also has com-

mon ownership with the U.S.-based Univisa.

Hallmark/First Chicago, which bought its five Spanish-language UHF-TV station group earlier this year from Spanish International Communications Corp., sees the purchase of the Univision network as a way to "enhance our flexibility and control over programming," Hallmark president and chief executive officer, Irvine O. Hockaday Jr., said in a prepared statement.

The program deal with Protele, said the source, could be for as long as 10 years and may include a clause giving Univision "favorable access" to TV product, although no exclusivity. The only other major Spanish-language TV

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LOS ANGELES

(DMA RATINGS)



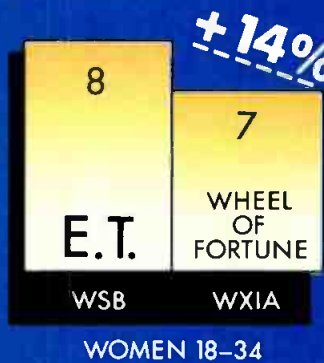
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(DMA RATINGS)



ATLANTA

(DMA RATINGS)



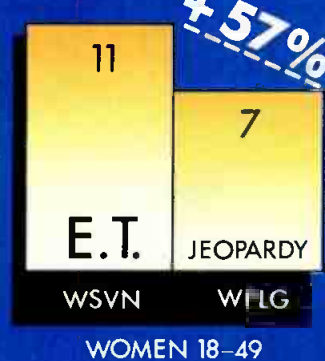
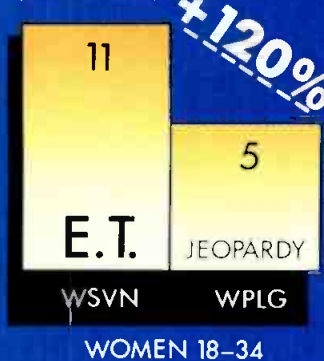
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(ADI RATINGS)



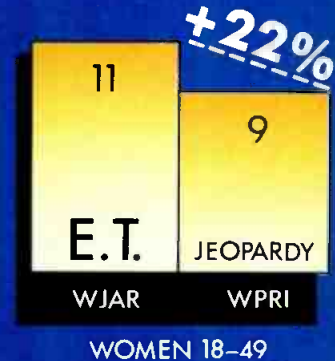
MIAMI

(DMA RATINGS)



PROVIDENCE

(ADI RATINGS)



In these markets, Entertainment Tonight outdelivers Wheel of Fortune and Jeopardy in key young female demographic ratings.

SOURCE: NSI, OCTOBER 1987
(EXCEPT ARB FOR TAMPA AND PROVIDENCE WHERE NSI IS NOT AVAILABLE)

ENTERTAINMENT TONIGHT®

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group in the U.S., owned by Reliance Group, does not get programming from Univision.

The 24-hour Univision network, formerly known as Spanish International Network (SIN), currently reaches 4.4 million households, or 82% of U.S. Hispanic households. The sale to Hallmark would include the network, news operations and production facilities in Los Angeles and nearby Laguna Niguel. Univision has about 300 employees.

Viacom talks to potential partners

Company has begun meeting with those interested in equity in Viacom's programming entities; among suitors: TCI

The first serious discussions on outside equity participation in Viacom's programming entities, particularly the pay cable service Showtime/The Movie Channel, are now being held, Viacom Chairman Sumner Redstone told a New York press briefing last Tuesday.

Two or three meetings with potential partners have taken place in the past month and Redstone said he expects further meetings this week. Redstone had previously "put off" approaches on co-ventures until the new Viacom management team was in place. He said that most, but not all, of those expressing interest in Viacom partnerships are in motion picture or cable businesses and that they have approached Viacom, not the other way around.

According to new Viacom President Frank Biondi Jr., one leading contender for an equity partnership is top cable system operator Tele-Communications Inc., although he said TCI would not be alone in any deal. Biondi also said Coca-Cola, where he worked until Redstone hired him away last summer, has "put in abeyance" discussions on the Viacom venture while it undergoes restructuring of its Entertainment Business Sector and Columbia Pictures with Tri-Star Pictures.

Biondi said the company hopes to have an equity deal in place in early 1988, well before the company's first \$200-million debt amortization payment comes due.

None of the companies approaching Viacom have tried to tie a deal on pay cable services to interests in one of the company's basic cable program services, including MTV Music Television, VH-1 or Nickelodeon, despite more positive indications on the growth of the basic cable network business.

Viacom also is not looking to sell its broadcast group, which includes five TV and eight radio stations, Biondi said, but might consider deals allowing the company to trade for other broadcast facilities.

Cable growth accelerates

Five-year industry forecasts, based on data from 370 public and private media companies, see cable advertising hitting \$2-billion mark by 1991

Cable television will grow to a \$15-billion business by 1991, exceeding the pace of radio and television broadcasting and the made-for-TV program production industries, according to five-year forecasts developed for New York-based media investment bankers Veronis, Suhler & Associates.

The cable industry has already outstripped broadcasting and entertainment programming sectors over the last five years in the growth of operating cash flow, operating income, revenue and assets, according to separate VS&A historical data on fiscal trends between 1982 and 1986.

The firm's forecast of a \$15-billion cable industry in 1991 includes some \$2 billion in cable advertising, which is expected to grow at an 18.5% compounded rate from 1986's \$1.2 billion, as well as basic and pay subscription fees together totalling approximately \$13 billion.

TV and radio network and station businesses by 1991 will reach \$45.1 billion in domestic spending (primarily from advertisers), registering a compound annual growth at 9.7% over the five-year period, according to figures supplied to BROADCASTING by VS&A.

For the entertainment sector, which includes major motion picture studios and independent producers and distributors, total domestic spending by TV program buyers is expected to reach \$10.4 billion by 1991, a 9.2% compound annual rate of growth.

With the addition of home video and theatrical box office, this area is projected to grow at a 13.6% compound rate and take in gross expenditures of \$28.4 billion by 1991.

The forecasts, a summary of which will be available from VS&A in its fifth annual *Communications Industry Report* in December, were prepared for the firm by the New York-based economic research firm Wilkofsky Gruen Associates with data from some 370 public and private media companies. Historical data on the 1982-86 period, representing the bulk of the 200-page report, used figures from 267 publicly traded companies.

According to VS&A's John S. Suhler, president and co-chief executive officer, the firm's analysis shows that while past television revenue growth has largely reflected network growth patterns, network dollars in the future will represent a smaller part of the TV business.

Network affiliates will increasingly program their own day, cable and home video will grow and independents will continue adding an disproportionate share of advertising dollars, Suhler argued.

"There is a lot of pressure out there on

the networks on the viewership side," said Suhler. "On the advertising dollar side, the general trend is to make regional and local purchases more so than in the past. There are more dollars in spot and local TV, and also more dollars in the newspaper business."

For broadcasting's next half-decade, the forecast shows the largest growth will be for television stations, with compound annual growth at 11% and total spending projected at \$21.8 billion by 1991. TV networks, by contrast, can only expect 6.8% compound annual growth, with gross expenditures at \$11.9 billion in 1991. Between 1982 and 1986, TV stations had been growing at a rate of 12.3%, with networks growing at 8.3%.

Radio's growth will remain in double digits for both networks and stations, the figures show. Radio stations can expect to continue only slightly off their 10.4% growth for 1982-86 with 10.3% growth through 1991, reaching a total of \$10.7 billion. Network radio's growth will slow, however, from 13.3% between 1982-86 to 10.1% from now until 1991.

Total broadcasting expenditures over the 1982-86 period reached \$28.4 billion on compound growth of 10.6%.

For filmed entertainment, Suhler said the biggest historical change in the Hollywood production industry is that the traditionally hit-driven industry now has far greater consistency of revenue growth because volatile theatrical box office no longer determines the total revenues as much as it sets the tone for videocassette rentals and TV sales, both of which serve to cushion the hit-and-miss impact of box office performance.

The filmed entertainment industry still has serious problems, however, keeping costs under control, Suhler added. "A growing asset base is driving smaller profits [and] there will be an impending disaster" if growth tapers off, he said. Helping to boost growth, however, may be increasing VCR penetration, which Suhler believes will reach 70% in 1991.

Home video will set a 23.6% pace to bring in \$12.4 billion dollars by 1991, although it has slowed from its blistering 69.6% growth rate of the past five years. Theatrical box office will grow at a 7.2% rate to \$5.6 billion in 1991.

On 1982-86 trends, the report analyzes growth for radio and TV broadcasting, cable and entertainment programming on the basis of assets, revenue, pretax operating income and operating cash flow and also ranks leading individual companies by size, growth and performance for both the full five-year period and for 1986 alone.

Cable's compound annual growth in operating cash flow over the 1982-1986 period, for instance, was 26.2%, compared to entertainment programming cash flow growth of 13.8% and broadcasting cash flow growth of 13.3%.

Cable also reached a five-year high in

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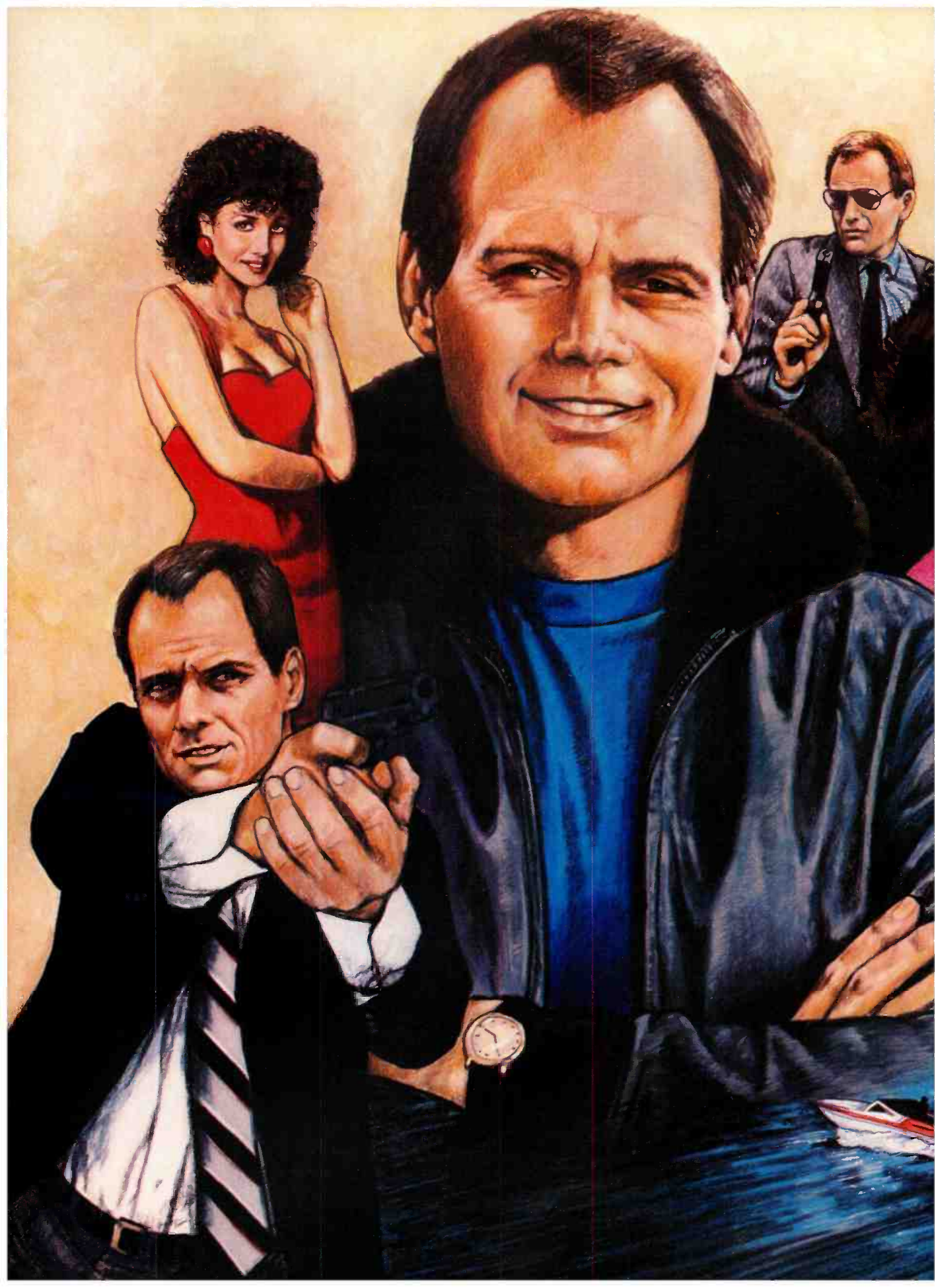
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Stock Index

	Closing		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)	Market					
	MON Nov 23	Wed Nov 18					Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)	Net Change	Percent Change
BROADCASTING												
N (CCB) Capital Cities/ABC.....	323	315	1/2	7	1/2	02.37	22	5,221				
N (CBS) CBS	163	1/4	176	-12	3/4	-07.24	10	3,852				
A (CCU) Clear Channel.....	11	3/8	11		3/8	03.40	21	36				
O (INFTA) Infinity Bcstg.....	18	1/2	19	-	1/2	-02.63	-142	155				
O (JCOR) Jacor Commun.....	5	5	1/8	-	1/8	-02.43		28				
O (LINB) LIN	39	39				00.00	20	2,090				
O (MALR) Malrite.....	6	1/4	6	1/2	-	1/4	-03.84	-8	85			
O (MALRA) Malrite 'A'	6	1/4			6	1/4	03.84	-8	85			
O (OBCCC) Olympic Bcstg....	4	1/2	4	1/2		00.00		11				
O (OSBN) Osborn Commun....	4	1/4	4	1/2	-	1/4	-05.55	-3	17			
O (OCOMA) Outlet Commun....	7	1/2	8		-	1/2	-06.25	49				
A (PR) Price Commun.....	8	1/2	9	1/2	-	1	-10.52	-4	73			
O (SCRIP) Scripps Howard	76	1/2	77		-	1/2	-00.64	25	790			
O (SUNN) SunGroup Inc.....	1	1/2	1	1/2		00.00	-2	3				
O (TLMU) Telemundo.....	5	1/4	5	1/2	-	1/4	-04.54	-1	30			
O (TVXG) TVX Broadcast.....	4	3/4	4	1/4		1/2	11.76	-3	28			
O (UTVI) United Television.....	21	21				00.00	35	230				
BROADCASTING WITH OTHER MAJOR INTERESTS												
N (BLC) A.H. Belo.....	48	47	1/2		1/2	01.05	15	516				
A (AAR) Adams Russell.....	41	3/4	41	3/8	3/8	00.90	695	278				
O (ASTV) Amer. Comm. & TV..	1	1/8	3/32		1/32	33.33		9				
N (AFL) American Family	13	5/8	13		5/8	04.80	13	1,097				
O (ACCMA) Assoc. Commun....	22	22				00.00		209				
O (BMAC) Bus. Men's Assur... 23	1/2	33	1/2			00.00	-13	350				
N (CCN) Chris-Craft.....	15	7/8	15	3/4	1/8	00.79	18	320				
N (DNB) Dun & Bradstreet	52	1/2	53	1/8	-	5/8	-01.17	21	7,983			
O (DUCO) Durham Corp.....	22	23	1/4		-	1/4	-05.37	12	187			
N (GCI) Gannett Co.....	35	1/4	35	3/4	-	1/2	-01.39	19	5,696			
N (GY) GenCorp.....	68	3/4	69	1/2	-	3/4	-01.07	11	1,535			
O (GCOM) Gray Commun.....	153	153				00.00	26	76				
N (JP) Jefferson-Pilot.....	31	1/4	29	3/4	1	1/2	05.04	11	1,255			
N (KRI) Knight-Ridder.....	39	5/8	39	5/8		00.00	15	2,274				
N (LEE) Lee Enterprises.....	24	1/2	24	5/8	-	1/8	-00.50	14	609			
N (LC) Liberty.....	37	7/8	38	1/4	-	3/8	-00.98	13	362			
N (MHP) McGraw-Hill.....	53	1/4	55	1/2	-	2	1/4	-04.05	17	2,690		
A (MEGA) Media General.....	31	1/4	32	1/2	-	1	1/4	-03.84	45	881		
N (MDP) Meredith Corp.....	25	3/4	26		-	1/4	-00.96	13	494			
O (MMEDC) Multimedia.....	44	3/4	45		-	1/4	-00.55	4475	492			
A (NYTA) New York Times.....	26	5/8	28	1/2	-	1	7/8	-06.57	14	2,181		
O (NWS) News Corp. Ltd.....	14	1/4	14	7/8	-	7/8	-05.88	8	1,774			
O (PARC) Park Commun.....	25	1/2	25	1/2		00.00	22	351				
O (PLTZ) Pulitzer Publishing ...	27	1/2	30		-	2	1/2	-08.33	22	288		
N (REL) Reliance Group Hold. 5	7/8	6	1/8		-	1/4	-04.08	6	440			
O (RTRSY) Reuters Ltd.....	46	1/2	48		-	1	1/2	-03.12	21	19,304		
T (SKHK) Selkirk.....	19	5/8	21	1/4	-	1	5/8	-07.64	42	159		
O (STAUF) Stauffer Commun. 130	135				-	5	-03.70	21	130			
A (TO) Tech/Ops Inc.....	24	1/4	24	3/8	-	1/8	-00.51	9	52			
N (TMC) Times Mirror.....	67	1/2	68	1/4	-	3/4	-01.09	13	4,353			
O (TMC) TM Communications 1	1	1/4	1/4		-	1/4	-20.00	5	7			
O (TPCC) TPC Commun.....		1/4	1/4			00.00		2				
N (TRB) Tribune.....	34	7/8	35	1/2	-	5/8	-01.76	13	2,748			
A (TBSA) Turner Bcstg. 'A'	10	10	3/8		-	3/8	-03.61	-1	217			
A (TBSB) Turner Bcstg. 'B'	8	8	1/8		-	1/8	-01.53	-1	174			
A (WPOB) Washington Post....	180	189			-	9	-04.76	19	2,312			
PROGRAMING												
O (SP) Aaron Spelling Prod....	4	3/4	5	1/8	-	3/8	-07.31	4	87			
O (ALLT) All American TV.....	1	1/4	1	3/8	-	1/8	-09.09		1			
O (BRRS) Barris Indus.....	6	7/8	7	1/8	-	1/4	-03.50	3	61			
N (KO) Coca-Cola.....	39	39	1/8		-	1/8	-00.31	14	14,741			
A (CLR) Color Systems.....	4	1/4	3	1/2	3/4	21.42	-2	21				
O (CAVN) CVN Cos.....	9	3/8	9	7/8	-	1/2	-05.06	-28	171			
A (DEG) De Laurentiis Ent.....	2	1/4	2	1/2	-	1/4	-10.00	-1	25			
O (dcpl) dick clark prod.....	4	1/2	4	5/8	-	1/8	-02.70	11	37			
N (DIS) Disney.....	53	1/4	55		-	1	3/4	-03.18	18	6,995		
N (DJ) Dow Jones & Co.....	32	33	1/2		-	1	1/2	-04.47	15	3,098		
O (EM) Entertainment Mktg....	3	5/8	3	5/8		00.00	12	44				
O (FNNI) Financial News.....	6	7/8	6	3/4	1/8	01.85	42	80				
A (FE) Fries Entertain.....	2	7/8	2	7/8		00.00	12	15				
N (GW) Gulf + Western.....	68	1/8	68	1/2	-	3/8	-00.54	15	4,139			
O (HRSI) Hal Roach.....	5	1/4	5		1/4	05.00	-12	36				
A (HHH) Heritage Entertain....	3	3/4	3	3/8	3/8	11.11	3	17				
A (HSN) Home Shopping Net.....	5	3/4	6		-	1/4	-04.16	15	494			
N (KWP) King World.....	15	16	3/4		-	1	3/4	-10.44	15	448		
O (LAUR) Laurel Ent.....	1	1/8	1	3/8	-	1/4	-18.18	2	2			
A (LT) Lorimar-Telepictures	9	5/8	9	5/8		00.00	-7	440				
N (MCA) MCA.....	36	1/4	36	1/2	-	1/4	-00.68	17	2,754			
N (MGM) MGM/UA Commun.	6	6	1/8		-	1/8	-02.04	-7	300			
A (NHI) Nelson Holdings.....		5/8	3/4		-	1/8	-16.66	-6	16			
A (NWE) New World Enter.....	3	3	5/8		-	5/8	-17.24	2	32			
PROGRAMING												
N (OPC) Orion Pictures.....	8	1/2	8	5/8	-	1/8	-01.44	13	146			
O (MOVE) Peregrine Ent.....	1	7/8	2		-	1/8	-06.25	-62	4			
N (PLA) Playboy Ent.....	11	1/8	11		1/8	01.13	-7	104				
O (QVCN) QVC Network.....	7	7				00.00		45				
O (RVCC) Reeves Commun.....	5	3/8	5	7/8	-	1/2	-08.51	537	67			
O (RPICA) Republic Pic. 'A'	4	3/4	5		-	1/4	-05.00	52	20			
O (RPCB) Republic Pic. 'B'	6	1/2	6	1/2		00.00	46	4				
A (RHI) Robert Halimi.....	1	5/8	1	3/4	-	1/8	-07.14	6	36			
O (SMNI) Sat. Music Net.....	3	1/2	3		1/2	16.66	-87	31				
O (TRSP) Tri-Star Pictures.....	11	3/8	11	5/8	-	1/4	-02.15	20	350			
N (WCI) Warner.....	27	1/8	26	1/4	7/8	03.33	16	3,392				
O (WWTW) Western World TV		3/8	3/8			00.00	2					
O (WONE) Westwood One.....	15	3/4	15	1/2	1/4	01.61	21	195				
SERVICE												
O (BSIM) Burnup & Sims.....	8	1/8	7	3/8	-	3/4	10.16	-16	129			
O (CVSI) Compact Video.....	2	1/4	2	3/8	-	1/8	-05.26	-1	14			
N (CQ) Comsat.....	26	3/8	26	3/8		00.00	-10	483				
N (FCB) Foote Cone & B.....	40	1/2	43	7/8	-	3	3/8	-07.69	12	168		
O (GREY) Grey Advertising.....	93	93				00.00	13	112				
O (IDBX) IDB Communications.....	7	8			-	1	-12.50	28	28			
N (IPG) Interpublic Group.....	28	5/8	29	3/8	-	3/4	-02.55	14	635			
A (MOV) Movielab.....	6	3/4	6	3/4		00.00	11					
O (OGIL) Ogilvy Group.....	23	1/4	23	3/4	-	1/2	-02.10	12	321			
O (OMCM) Omnicom Group.....	17	17	5/8		-	5/8	-03.54	-77	416			
O (SACHY) Saatchi & Saatchi	19	18	1/4	3/4	3/4	04.10	10	2,768				
O (TLMT) Telemation.....	1	3/4	1	3/4		00.00	7	8				
A (TPO) TEMPO Enterprises... 6	7/8	7			-	1/8	-01.78	22	39			
A (UNV) Unitel Video.....	8	5/8	8	7/8	-	1/4	-02.81	12	18			
CABLE												
A (ATN) Acton Corp.....	14	1/4	14	1/2	-	1/4	-01.72		16			
A (ACN) American Cable.....	42	5/8	42	1/4	3/8	00.88	-83	400				
O (ATCMA) Amer. TV & Comm. 19	1/2	20	1/8		-	5/8	-03.10	75	2,133			
A (CVC) Cablevision Sys. 'A' ...	21	1/2	22	3/8	-	7/8	-03.91	-37	452			
N (CNT) Centel Corp.....	36	3/8	36	3/4	-	3/8	-01.02	14	1,054			
O (CCCOA) Century Commun. 13	3/4	14			-	1/4	-					

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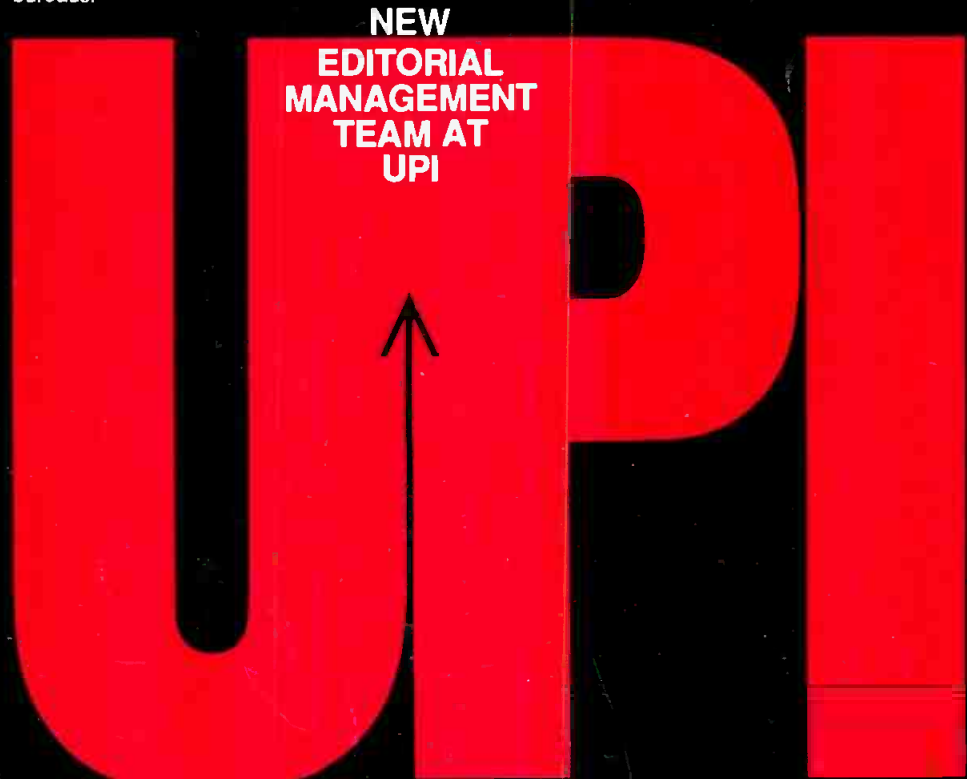
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con-ven-tion \kən-'ven-chən\ *n* **a:** the summoning or convening of an assembly **b:** an assembly of persons met for a common purpose

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Editorials

McLuhan's revenge

The vision of the video future sketched by FCC Commissioner Mimi Weyforth Dawson in this issue's "exit interview" with our editors comes as a shock, no matter how many seminars and panels on fiber optics one has attended in the last 20 years. The prospect of going from a broadcast-based to a common carrier-based universe boggles far more than the mind. It goes to the very foundations of the nation's communications tradition.

Our shock would be more total had we not heard the same view expressed by a number of other leading lights in telecommunications in the last months. Indeed, if there are ideas whose time has come, this would appear to be one. In a remarkably short time, an impressive number of important people have come to hold the same view. Typically, it's expressed this way:

By the turn of the century, or thereabouts, fiber optic technology will have advanced to the point that every home in America can be wired with a video pathway capable of carrying more than a hundred channels of programming. At that point, the theory goes, it will no longer be necessary or efficient to use the over-the-air broadcast spectrum to reach those same homes—and there will be a question as to whether cable's coaxial lines should be abandoned as well.

It's dangerous to read too far ahead in the scenario, but one strong possibility is that the telephone companies might be selected as the chosen instruments to run and own the wires, but not to program them, while today's broadcasters and cablecasters—and anyone else—could negotiate with the telcos to provide video services. What that would mean, of course, is a separation of the message from the medium, and the conversion of all nontelco players in the video universe into software providers.

The next step, following this script, would be for the existing television spectrum to be handed back for other purposes—perhaps, in the commissioner's example, for cellular radio.

Taking a shorter view, it's a little early to sell the antenna farm, or to disband the Association of Maximum Service Telecasters. While technology may be driving much of the planet, economics is a player, too, and will certainly be a factor in a telco decision to "wire the last mile." And even those who agree with the plausibility of the Dawson scenario recognize other possibilities: direct broadcast satellites, for example, or a move of the broadcast band into higher frequency space. Nevertheless, the pressure to co-opt the VHF and UHF spectrum broadcasters now enjoy will not lessen with time.

Commissioner Dawson is dead right about one thing: the need to open an early and earnest dialogue with those on the common carrier side of things to understand what they're up to and what the future might bring for both. This is no time for an adversarial relationship or for circling the wagons. Ultimately, nothing less than survival of the Fifth Estate is at stake.

□

Footnote to the above. It's worth noting that all these considerations involve television, not radio. The accepted wisdom concerning that medium is that it will continue to grow—and prosper—independent of television and immune from all the technological turmoil of its sister medium. The way things look now, those towers—and that magic—will be standing forever.

Unwarranted intrusion

A home satellite bill has emerged from the Senate Commerce Committee, altered somewhat from the original offering yet still ill-fitting a free marketplace.

The legislation, S.889, would force cable programmers to accept third parties, within or without the cable industry, to distribute the programmers' services to dish owners. That provision was clarified in committee to "allow reasonable programmer judgments to be made in qualifying distributors." Those programmers could be pardoned for finding little solace in the latitude given them to decide among government appointed business partners. The bill is an unnecessary intrusion into the business decisionmaking of cable programmers. And while it is in the best interests of all parties to work out an equitable distribution of cable signals to dish owners, marketplace forces, not government edicts, are the answer.

In the "small consolation" department, absent from the bill as reported—and wisely so—was language that would have required the FCC to establish a single decoder standard. This page is not one to discourage the FCC in its standard-setting role when the marketplace has failed to produce one. But such is not the case with decoders. General Instrument's Videocipher II is the accepted de facto standard. A possibly lengthy FCC procedure resulting in a rubber stamp of that standard would be a complicating redundancy; a procedure producing another standard would generate needless confusion.

But those amendments to the original bill serve only to put a somewhat better face on what is still a bad bill. Fortunately, many have recognized the bill's inherent flaws.

For starters, the FCC, in conjunction with the National Telecommunications and Information Administration, concluded in a study released earlier this year that government intervention in the home satellite marketplace was not warranted, and that "the market is developing, and will continue to develop, in a manner that will provide home satellite dish owners with reasonable access at competitive prices." The Justice Department's antitrust investigation into cable has not given the FCC any reason to revisit that decision (an option it had left open). Add to that the bipartisan show of nonsupport for the bill coming from the committee leadership itself—committee Chairman Daniel Inouye (D-Hawaii) and ranking Republican Bob Packwood from Oregon were both against the bill as reported from committee—and its fate should be clear.



Drawn for BROADCASTING by Jack Schmidt

"It looks like right about here is where your creative activities peaked."

Iam and Vincent Young, principals of Adam Young Inc., New York-based station rep, **have bought KLFY-TV Lafayette, La., for just over \$50 million** from Texoma Broadcasters Co. Station was reported sold last year for \$60 million to Harvey Grace, but deal fell through. Iam Young bought WLNS-TV Lansing, Mich., and WKBT-TV La Crosse, Wis., last year for \$72 million. R.C. Crisler brokered sale.

NAB and Broadcast Financial Management Association have released survey on salary compensation at television stations. As of March 31, general managers had average base salary of \$90,650; followed by general sales managers, \$75,801; news anchors, \$49,722; news directors, \$45,675; account executives, \$42,082; chief engineers, \$37,464; program directors, \$37,381; news reporters, \$24,203, and producers/directors \$22,884. Half of 1,004 stations surveyed responded.

FCC has awarded President Bruce Christensen \$30,000 bonus for his service ending June 1986 for extraordinary service overseeing PBS's recovery from 1984 fire that destroyed former headquarters. Bonus, however, has raised concerns about statutory limits for top PBS executives compensation, and is being reviewed at CPB. Before bonus, Christensen's salary was at 1986 salary cap of \$86,200 (now \$99,500) mandated in Public Broadcasting Act. Violation of cap, according to CPB, would prohibit CPB from distributing funds to PBS "unless assurances are provided to [CPB] that no officer or employee... will be compensated at an annual rate of pay which exceeds the rate of pay in effect." The majority of CPB funding goes directly to stations, but some special PBS projects are supported by corporation. In view of PBS, CPB does not violate cap since it was compensation apart from salary. Bonus was awarded by PBS board of directors after service is rendered. Therefore, it was not part of expectation or promise of compensation for the year, according to PBS. Alfred Stern, PBS board chairman, said he believed that under circumstances, bonus "was perfectly appropriate." CPB President Donald Ledwig said: "We ask and receive annual assurances from both PBS and NPR" of com-

pliance with the act, last week. Questions raised about compliance, he said, "are now under legal review at CPB."

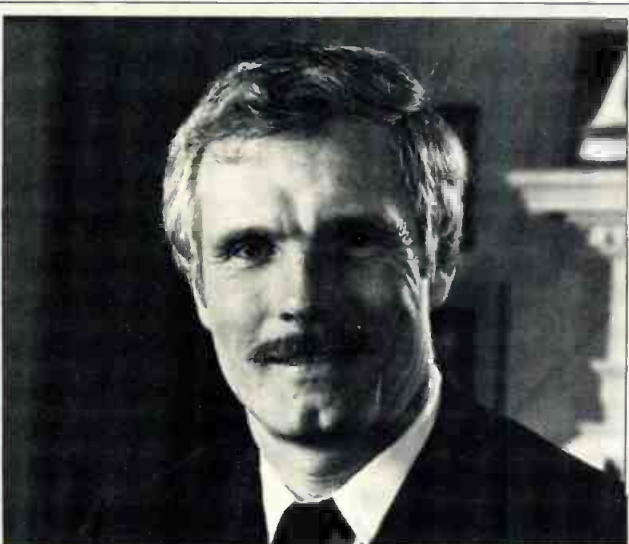
Tri-Star Chairman Victor Kaufman, who becomes president of Columbia Pictures Entertainment once planned merger between Coca-Cola and Tri-Star is completed, **has reportedly turned down leveraged buyout offer by Coca-Cola Telecommunications Chairman Herman Rush** and other key executives of first-run production and distribution unit. Possibility of CPE starting up new first-run distribution unit has not been ruled out. Coca-Cola, meanwhile, revealed in proxy filing last week that fourth quarter net income will be reduced by \$12 million—2 or 3 cents per share—as result of \$100-million reserve set up for restructuring costs such as employee layoffs and write-downs for canceled TV and movie projects. In same period last year, Coca-Cola reported net income of \$314.5 million, or 82 cents per share.

Margaret Durborow has accepted position of **president and chief operating officer of Cable Television Administration and Marketing Society.** She is VP, director of marketing services, at United Cable in Los Angeles. She succeeds Victor Parra who resigned last summer.

Florida legislature's special session on 5% tax on services—including advertising—has been moved back from Dec. 1-11 to Dec. 8-11. House Speaker John Mills and Senate President John Voght agreed to postponement last week after talks with legislators convinced them consensus on kind of bill that could be enacted was lacking. Mills and Voght favor retaining existing measure, but in revised form—among other things, dropping advertising from it. Legislature passed that kind of bill in special session last month, but Governor Bob Martinez vetoed it. He had originally powered tax bill through legislature. Then, after it caused a storm of controversy, he called for its repeal.

Upcoming launch of two sports-oriented cable services in Florida has developed into what some are calling "open warfare" for subscribers. In one corner is SportsChannel Florida, Boca Raton, which plans to launch Dec. 29 as basic cable service. Ron Ryan, VP/GM of service insists it has better programming with its agreements with University of Miami, University of South Florida and Sunshine State Conference Schools. In other corner is Jacksonville-based Sunshine Network, which plans to launch next spring as sports-public affairs service and already claims more than 1.5 million subscribers. Sunshine—which is linked with Home Sports Entertainment in Houston—comprises major cable operators in Florida. It originally was launched last year as Sunshine Cable Network by Continental Cablevision. Dave Reid, director of community relations for Continental in Jacksonville says he doubts there is room in the state for both services. Says Reid: "Whoever does the best job will win out."

In letter to FCC last week, **Cablevision Systems Corp.**, Woodbury, N.Y.-based MSO, said it **is trying to line up MMDS and ITFS channels in New York so it can offer wireless cable service in competition with Microband Companies Inc.** Microband has launched six-channel services and hopes to expand to as many as 14 channels (BROADCASTING, Nov. 23). Letter was petition asking FCC to prohibit Microband from rolling out its service and to expedite grant of certain MMDS and ITFS channels that Cablevision plans to lease for delivery of its service. By responding affirmatively to its requests, Cablevision said, FCC will insure that "all entrants... have an equal place at the starting gate." According to Cablevision, grants of MMDS and ITFS channels it wants are hung up in interference disputes among various licensees and would-be licensees. It endorsed proposal of one licensee that FCC call meeting of all parties to settle differences. Cablevision has begun construction of conventional cable system in parts of outer New York boroughs that Microband has targeted for its service. Microband called Cablevision's letter "transparent effort to continue forestalling independent competition to [its] and other cable monopolies in the New York market.... [The] request that the FCC prevent Microband from providing wireless cable would be a disservice to the millions of New Yorkers who have waited 20 years for cable programming."



Ted Turner, chairman of the Turner Broadcasting System, will receive the Sol Taishoff award presented by the National Press Foundation for excellence in broadcast journalism. Turner launched the 24-hour Cable News Network in 1980, which is now seen in over 41 million U.S. homes and is distributed worldwide. The NPF will also present its distinguished contributions to journalism award to Fred Friendly, former president of CBS News, and the Edward R. Murrow professor emeritus of Columbia University's Graduate School of Journalism. The awards will be presented at a black-tie dinner Feb. 24 at the Sheraton Washington hotel, with the proceeds benefiting the foundation. The Sol Taishoff award honors the late founder and editor of BROADCASTING magazine.

As anticipated, **Group W Radio has acquired NBC's talk WMAQ(AM) Chicago** ("In Brief," Sept. 28). Purchase price was not disclosed, but it is said to be about \$13 million. After takeover of station, Group W will switch WMAQ format to all-news, giving market two all-news outlets. (CBS' WBBM(AM) is all-news.) Group W currently operates all-news stations in New York, Philadelphia and Los Angeles. Sale of WMAQ is part of previously announced restructuring of NBC Radio ("In Brief," June 29).

Last week **NAB announced winners in first round of elections to association's radio board**. They are (* denotes incumbent board members): District 4 (Va., Md., Del., and Washington D.C.) William Eure of WKEZ-FM Yorktown, Va.; District 10 (Indiana) *Jeffrey Smulyan, Emmis Broadcasting, Indianapolis; District 14 (Iowa and Wis.) William Sanders, KICD-AM-FM Spencer, Iowa, and District 20 (Mont., Idaho, and Wyo.) *James Fox, KWIK(AM)-KPKY(FM) Pocatello, Idaho. Eight other radio board seats will be decided in run-off race: District 2 (N.Y., and N.J.) Richard Novik, WKIP(AM) Poughkeepsie, N.Y., and Philip Spencer, WCSS(AM) Amsterdam, N.Y.; District 6 (N.C. and S.C.) C.J. Jones, WWHT-AM-FM Charleston, S.C., and William McElveen, WNOK-AM-FM Columbia, S.C.; District 8 (La. and Miss.) Roger Cavanaugh, KISY-FM Pineville, La., and *Art Suberbielle, KANE(AM) New Iberia, La.; District 12 (Kan. and Mo.) George Spicer KXEN(AM) St. Louis, and Robert Templeton, KAYS(AM) Hays, Kan.; District 16 (Colo. and Neb.) Lee Larsen, KOAI(AM) Denver and Rusty Shaffer, KBOL(AM) Boulder, Colo.; District 18 (south Texas) John Hiatt KMMX-FM and *L. Lowry Mays, Clear Channel Communications, San Antonio, Tex.; District 22 (Ariz., Nev., Utah, and N.M.) *Ronald Sack, KNMQ-FM Santa Fe, N.M., and Russell Wood, KSL(AM) Salt Lake City, and District 24 (southern California, Hawaii, Guam, and American Samoa) Pat Michaels, KQLH(AM)-KWRM(FM) Corona, Calif., and Dan Speare, KPMC(AM) Bakersfield, Calif.

On television side, 12 candidates are running for six seats on television board: Raymond E. Carow, WALB-TV Albany, Ga.; Jerry P. Colvin, WUHQ-TV Battle Creek, Mich.; Michael J. Conly, KENS-TV San Antonio, Tex.; *William Duhamel, Duhamel Broadcasting Enterprises, Rapid City, S.D.; *Thomas L. Goodgame, Westinghouse Broadcasting, N.Y.; Duane Harm, KWTW-TV Oklahoma City, Okla.; *Benjamin McKeel, Nationwide Communications, Columbus, Ohio; Evans Nord, KELO-TV Sioux Falls, S.D.; *Hal Protter WVTW-TV Milwaukee; Harlan Weams, KSAS-TV Wichita, Kan.; *Patricia Smullin, KOB-TV Medford, Ore., and Scott Vaughan, KESQ-TV Palm Springs, Calif. **Final result will be released Jan. 12.**

Radio's listening levels have gained ground in 1987, according to Katz Radio Group study of Arbitron summer data. Persons using radio—percent of population listening to radio in average quarter hour—has increased by about 2% on overall basis (persons 12-plus, Monday to Sunday, 6 a.m. to midnight) when comparing summer 1987 to summer 1986 figures, Katz report said. Katz noted that summer 1987 survey provides "the first opportunity to investigate effects of Arbitron's daypart diary on year-to-year basis." Arbitron introduced its new daypart diary with summer 1986 rating period. It subsequently came under close scrutiny from radio research community, which questioned whether new design had caused slippage in persons using radio (PUR) measurement category (BROADCASTING, Jan. 12). Katz study showed that for hours surrounding different daypart components (5-10 a.m., 10 a.m.-3 p.m., 3-7 p.m. and 7 p.m.-5 a.m.) in new diary, PUR levels increased slightly "for the first time" since daypart diary was introduced in summer 1986. "Even though the hours surrounding the daypart breaks [such as 9-10 a.m. and 10-11 a.m.] did gain in PUR, the evidence suggests that listening levels are still being inhibited by the design of the daypart diary," Katz study said. "In each [daypart] time period, peak listening hours are concentrated within daypart, while hours surrounding daypart breaks show lowest PUR levels for respective period." Arbitron, meanwhile, has been conducting tests on daypart diary design, preliminary results of which are expected shortly. Company also instituted changes in its editing procedures of new diary earlier this year, which may contribute toward longer listening times for some individual stations.

Item on FCC agenda last week dealing with **National Telecommunications and Information Administration recommendation that C-**

Quam AM stereo pilot tone be protected was dropped at last minute because Chairman Dennis Patrick did not feel "the basic questions he had asked were answered in the item and he did not feel it was ready for presentation," according to FCC spokeswoman Sarah Lawrence. NTIA's R.T. Gregg said that his agency had "some discussion with them" having to do with pilot tone protection, but did not know what was behind FCC delay. Patrick's chief of staff, Pete Pitsch, said that commission would work expeditiously on AM stereo issue, but would not guarantee that issue would reappear on December FCC meeting agenda.

Arbitron has launched metered service in Atlanta, company's 14th metered market. November 1987 sweeps ratings reports will be Arbitron's first metered book for Atlanta. Station subscribers in market for Arbitron's metered service include NBC affiliate WXIA(TV), ABC affiliate WSB-TV and two independents, WGNX(TV) and WATL(TV).

Nielsen said it plans to expand national people meter service to Hawaii and Alaska effective September 1988. Company's now defunct national audimeter/diary service did not measure either of two states.

Based on performance of its first two airings, ABC has cancelled *Sable*. Series, ranked 72d for season in its 8 p.m. Saturday time period, replaced *Once A Hero* after it had a short run. On Dec. 5 ABC will move *Sable* to 9 p.m. Saturday and rotate *Ohara* into 8 p.m. slot. *Sable's* last airing will be Dec. 26, and no replacement has been named. Network has also ordered five additional episodes of *Mr. Belvedere*. NBC, meanwhile, has renewed *A Year in the Life* and *Crime Story* for remainder of 1987-88 season.

Viacom Enterprises acquired 82 one-hour episodes of **Hawaii Five-O** from CBS last week for syndication. Viacom will make 82 episodes never before seen in syndication, available as separate package from 200 hours that are now in syndication.

GTG Entertainment will begin production of half-hour show with working title *Encore* this spring for CBS. Show is part of multi-series, nonexclusive deal between CBS and GTG. GTG will produce 16 episodes of series which stars Dick Van Dyke and his son Barry playing roles of father and son. Jay Sandrich, director of shows including *The Cosby Show* and *The Golden Girls* will direct pilot Donald Todd, creator of *ALF*, created *Encore* and will be executive producer.

Tonight (Nov. 30) marks the debut of new Fox Broadcasting Co late night show, *The Wilton North Report*, as well as its first airing of the two-hour Television Academy Hall of Fame Awards ceremony. *Wilton North* executive producer Barry Sand has named Paul Robins, 29, and Phil Cowan, 30, formerly morning drive talk show host on KAER-FM Sacramento, as co-hosts of program. In Academy presentation, this year's inductees are Johnny Carson, Jacques-Yves Cousteau, Leonard Goldenson, Jim Henson, Bob Hope, Eric Sevareid and Ernie Kovacs.

Negotiating committees for **CBS and International Brotherhood of Electrical Workers** have concluded another round of negotiations and **IBEW will submit network offer to its membership**. Voting begins this week with results to be counted and released Dec. 15. While declining comment on whether union leadership was recommending approval, Jack Stanley at IBEW's Washington headquarters, said: "We really don't have an idea which way it's going to go right now." Contract talks began in late August, with first round ending on Sept. 30 with expiration of old contract. Since then, CBS technicians have been working without contract. Proposal offered then by network was not submitted to membership for vote, with union leadership instead seeking further talks. In October, meetings began in Washington with federal mediator. Latest CBS offer followed two-weeks of meetings this month. About 1,500 union members at seven locals will vote on proposal.

The highs and lows of Kevin Sharer

It is a long way from a nuclear attack submarine cruising some 400 feet below the surface of the ocean to a communications satellite orbiting 22,300 miles above it. But Kevin Sharer has managed to cover that distance in a little less than 10 years.

Faced with the prospect of having to spend half his time at sea for several more years, Lt. Commander Sharer, an Annapolis-educated engineer, resigned his commission in 1978 and signed aboard with AT&T. Several job and company changes later, Sharer emerged last April as the new president of General Electric's GE Americom, operator of the largest domestic fleet of communications satellites in the world.

GE acquired RCA Americom as part of its \$6.2-billion merger with RCA in 1986. When Sharer, a former GE corporate strategic planner, arrived last April to take the helm from departing Andrew Hospodor, GE began in earnest to absorb the company into the corporate family. A few months after Sharer's arrival, the name was changed to GE Americom.

Ensnared in his Princeton, N.J., office, Sharer reflects—reluctantly—on the qualifications that put him in the top rank of satellite communications industry executives before his 40th birthday. "I have some background in the markets this company serves," he said. "I have some familiarity with the technology and some experience as a general manager. If you mix all of those together you don't get a perfect match, but it's not a fish out of water either."

Sharer was among the Navy engineers who oversaw the construction of the USS Memphis, a Los Angeles-class nuclear-attack submarine, and for nearly a year after it was commissioned in December 1977, he served on board her as engineering officer in charge of all but the weapons systems, sonar and navigation systems. "It's an exciting job when you are 27 years old," he says.

After the Navy, Sharer was able to spend more time with his family, but his life was far from settled. While at AT&T, he worked in Washington as an engineering manager and later in Pittsburgh as national account manager and product manager for telemarketing services. He stayed in Pittsburgh long enough, however, to earn an MBA from the University of Pittsburgh.

The MBA helped win him a job in 1982 in the Washington office of McKinsey & Co., a management consulting firm. Nearly four years after leaving McKinsey, Sharer still adheres to the company



KEVIN WOODS SHARER—president, GE American Communications Inc., Princeton, N.J.; b. March 2, 1948, Clinton, Iowa; BS, aeronautical engineering, U.S. Naval Academy, 1970; MS, aeronautical engineering, U.S. Naval Postgraduate School, Monterey, Calif., 1971; MBA, University of Pittsburgh, 1982; various capacities (engineering manager, national account manager, product manager), AT&T, 1978-82; McKinsey & Co., Washington, 1982-84; manager, business development and planning, General Electric, Fairfield, Conn., 1984-86; GE Consulting Services Co., Washington, 1986-87; present position since April 1987; m. Fay McNey, Dec. 26, 1970; children: Heather, 15; Keith, 11.

policy of not naming clients. But he does allow that while there he explored for clients aspects of satellite communications and cable television, specifically pay-per-view. In retrospect, he says, McKinsey's conclusions about PPV may have been "a bit, but not too, optimistic."

Discovered by a headhunter, Sharer went to work in the front office of GE in 1984 in Fairfield, Conn., as manager, corporate strategy and business development. One of his first jobs was to consider whether GE should invest in United Satellite Communications Inc., an ambitious medium-power satellite broadcasting venture.

After taking a close look, GE told USCI it was not interested. A year later, the satellite broadcaster was out of business. "They had a number of problems," Sharer says. "They were undercapitalized. They did not have a satellite plan that was workable and they tried to go it alone in the face of the entire [cable] industry, so they were really starved for programing. The kind of money that it would have taken to bet on that business made it unattractive."

After two years in Fairfield, Sharer was rewarded with the top job at GE Consulting Services, a Washington-based company that writes custom computer software for large companies.

GE now operates seven in-orbit satellites (five C-band and two Ku-band) and has applied to the commission to build and launch another Ku-band satellite and a hybrid (both C-band and Ku-band transponders) in the early 1990's. In addition, it is a partner (with HBO) in Crimson Satellite Associates, which is building a Ku-band satellite for launch in 1989.

Like other satellite carriers, GE is currently faced with an oversupply of satellite capacity—the result primarily of most voice and a lot of data traffic migrating to fiber optic networks. Like other satellite carrier executives, Sharer hopes demand turns the oversupply into undersupply within the next few years.

Sharer sees four basic markets. For GE, one of the most important ones has been and will continue to be cable television, he says. Demand from cable programmers is apt to be slow, but it will remain "strong," he said.

The other markets are broadcasting (GE supplies NBC with Ku-band capacity for its distribution network and for satellite newsgathering), government services and corporate satellite networks.

GE is locked in a continuing battle with Hughes Communications to dominate the cable end of the market. Of late, the battle has centered on a C-band-versus-Ku-band debate. While Hughes has advocated that cable programmers stick with the tried-and-true C-band technology, GE and its partner in Crimson, HBO, have been trying to persuade them to "step up" to Ku-band technology that would allow them not only to reach cable and SMATV headends in urban areas but also to beam programing directly to homes with one-meter dishes—that is, the ability to enter the medium-power satellite broadcasting business.

Despite the emphasis on Ku-band, Sharer stresses that GE is not abandoning C-band, noting that GE has a C-band spare on the ground that can be launched if demand dictates and that it has applied for a hybrid with 24 C-band transponders.

Sharer has just moved his family from Washington to Princeton and he would just as soon stay put for awhile, especially for the sake of his two children, who have been uprooted more than most. Sharer says that if he agitates to move on it will not be from boredom. GE Americom, which plots business strategy around the 10-year lives of communication satellites, "is a very interesting company," he says. "We've got lots of opportunities, lots of challenges. I've got more on my plate right now than I know how to handle." ■



Shay

communications.

Thomas Shay, manager, corporate communications, Fuji Photo Film U.S.A., Elmsford, N.Y., named director of corporate communications.

E. Dorsey Weber, editor, Associated Press (AP), New York, named director of corporate

Allied Fields

Barry Wood, partner, Wiley, Rein & Fielding, Washington, named member Jones, Waldo, Holbrook & McDonough, Salt Lake City; **Ronald D. Maines**, Gordon & Healy, Washington, named associate.

Jerome S. Silber, associate, Fly, Shuebruk, Gaguine, Boros and Braun, New York, named member.

Richard J. Bednar, assistant judge advocate general for civil law, Department of Army, and director, government contracts program, The George Washington University, Washington, joins Crowell & Moring as counsel.

Michael J. Bergner, associate, corporate and tax department of Fawer, Brian, Hardy & Zatzkis, New Orleans, joins H.B. La Rue Media Brokers, New York, in same capacity.

Stuart B. Upson, chairman, co-CEO, Saatchi & Saatchi Advertising Worldwide and chairman, CEO, Saatchi & Saatchi DFS, New York, named chairman, Clio Advisory Board for 1988, New York.

Appointments to The Public Service Satellite Consortium's (PSSC) board of directors: **H. Rex Lee**, former FCC commissioner and governor of American Samoa, elected chairman emeritus; **Lee Frischknecht**, assistant general manager of telecommunications services at Arizona State University, Tempe, Ariz., to board chairman; **Robert Harrington**, representative, American College of Radiology, Reston, Va., to vice chairman; **Stan Huffman**, director of Learning Resources Center at Virginia Polytechnic Institute and State University, Blacksburg, Va., to secretary.

Michael G. Dalfonzo, program director, WSHE(FM), Fort Lauderdale, Fla., forms Radio Plus, personal consultancy firm, Ft. Lauderdale, Fla.

Kenneth L. Hatch, senior VP, Bonneville International Corporation, Salt Lake City, elected chairman, Television Information Committee, Seattle.

Eric Kronen, VP and general manager, Viacom Cablevision of Long Island, named president of the New York State Cable Association.

Robert G. Rullman, VP and chief scientist, American Telephone and Electronics Corp., San Francisco, named delegate to International Radio Consultative Committee, Geneva.

John C. Shapleigh, VP, legal and regulatory affairs, Williams Telecommunications Group, Tulsa, Okla., joins National Telecommunications and Information Administration, Washington, as associate administrator.

Annette F. Stepp, account executive, Nielsen Station Index, service of Nielsen Media Research, Chicago, named VP; **Peggy Crowley**, assistant spot buyer, Foote, Cone & Belding, Chicago, named client service assistant.

Hans (Lefty) Stern, senior VP, Brown-Forman Beverage Co., and executive director, Brown-Forman Media Services, Louisville, Ky., elected treasurer of Association of National Advertisers, New York.

Deaths



Flaherty

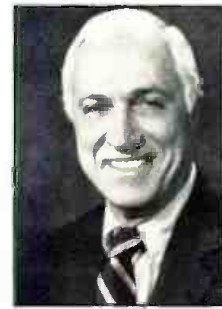
Joseph A. Flaherty, Sr., 81, pioneer broadcaster since 1922, died Nov. 12 of apparent heart failure in his home in Kansas City, Mo. He joined WDAF (AM) Kansas City, in 1925, becoming chief engineer in 1935. He was subsequently chief engineer at co-owned WDAF-TV Kansas City until 1958, when he accepted position in same capacity with Army's pictorial center in New York City, where he worked until his retirement in 1964. Flaherty designed WDAF-TV facilities, which began broadcasting in October 1949, as only prefreeze television station in Kansas City. He was responsible for several innovations in radio and television broadcasting during industry's early years. He was Life Fellow of Society of Motion Picture and Television Engineers (SMPTE) and 50-year member of American Radio Relay League (ARRL). Survivors include son, Joseph A. Flaherty Jr., vice president and general manager of engineering and development, CBS Inc., and daughter, Kathleen.

Franklin H. Small, 79, former VP and general manager, WNDR(AM)-WNTQ(FM) Syracuse, N.Y., died Nov. 13 of heart attack at his home in Syracuse. He began his career in 1932 at WBBC(AM) New York and was later program director at WLWL(AM), Rockingham, N.C. In 1939 he left WARD(AM), Pittson, Pa., to form The Burke Publicity Bureau in New York City. With Burke, he managed "Professor Quiz," among first network radio quiz programs, and Fred Waring's "Pleasure Time." He was also member of Radio Pioneers. Small retired from

WNDR(AM)-WNTQ(FM) in 1980. He is survived by his wife, Martha, and two sons.

Pearl Luttrell, 63, long-time employee of The Society of Professional Journalists/Sigma Delta Chi, died Nov. 17 of heart attack while on train to her Chicago office. She joined the organization in 1957 and held variety of job titles including office manager, circulation manager of "The Quill," director of chapter relations and, most recently, director of special projects. "Truth, Talent and Energy," history of SPJ/SDX, was dedicated to Luttrell when it was published on Society's 75th anniversary in 1984. She is survived by her husband, Robert, son and daughter.

Elizabeth Corday, 75, long-time executive producer of daytime drama *Days of Our Lives*, died of respiratory failure Nov. 16 at Cedars-Sinai Medical Center, Los Angeles. Corday created series, which was first color soap opera, with her husband, Ted, in 1965. In 1978 she won Emmy for her work on show. She is survived by two sons.



Saraceno

Don Saraceno, 62, general manager, KCRA-TV Sacramento, Calif., died Nov. 22 of apparent heart attack while playing handball. He began his career in mail room of WLS(AM) Chicago, then moved to series of sales positions with WNER-TV (now WLS-TV) Chicago and ABC-TV until joining Blair Television, New York, as account executive in 1953. He rose to president of station division there before leaving after 22 years to join KCRA-TV. Survivors include his wife, Rita, three daughters and one son.

J. Peter Brewer, 48, self-employed video producer and consultant, died of pneumonia Nov. 14 at Washington Adventist Hospital, Washington. A native of Germany, he was television production assistant at State University of New York at Binghamton from 1965 to 1968, and production manager, producer and senior director at WVIA-TV Scranton, Pa., from 1968-1978. In 1978, he joined Capital Broadcasting News, Washington, television news service for independent and network-affiliated television stations. In 1981, he began video production and consulting business, which he operated with his wife out of their home in Silver Spring, Md. He is survived by his wife, Sharon.

Evelyn H. Kobak, 96, widow of Edgar Kobak, former president of Mutual Broadcasting Network, died Nov. 10 of pneumonia at her home in New York City. She was head of Red Cross Unit at Metropolitan Hospital for many years and in World War II served in Woman's Auxiliary of Air Force. She also served as juror in Sobel spy case. Survivors include two sons.

Broadcasting, Los Angeles, named VP talent acquisitions.

Richard Smith, VP-associate creative director, Smith Burke & Azzam, Baltimore, named creative director.

Amy Adelson, director, mini-series and novels for television, NBC Entertainment, Los Angeles named director, motion pictures for television.

North Callahan, manager of advertising, NBC, New York, joins National Media Group-High Bar Productions, New York as director of media and corporate development.

John Goodman, producer of planning and promotion, "Good Morning America," ABC TV, New York, joins CBS News as senior producer for "CBS This Morning."

Jeffrey A. Hark, production manager for "Today," NBC News, New York, named coordinating producer.

Marlene Sanders, former principal correspondent for "CBS Reports," New York, joins PBS station WNET(TV) Newark, N.J., as host of "Currents."

Appointments at Transcontinental Television Network (TTN), Glendale, Calif.: **George Nordhaus**, chairman of executive committee of advisory board of Columbia National Bank, Santa Monica, Calif., named host, "Insurance World"; **Robert Harrison**, head golf professional, Brentwood Country Club, Los Angeles, named host, "Total Golf"; **Maggie Malooly**, freelance travel writer and consultant, named host, "Travelling." All shows debut March 1, 1988.

Peter Dean, midday host, WCLR(FM) Skokie, Ill., named director of creative services. He is replaced by **David McKay**, previously midday host for WLTJ(FM) Detroit.

John St. John, assistant program director, KFKF-FM Kansas City, Mo., named assistant program director.

John Ivey, music director and assistant program director, KQKQ-FM Council Bluffs, Iowa, joins KIIK(FM) Davenport, Iowa, as program director.

Darryl Clift, editor and video journalist, WTBS(TV) Atlanta and co-owned CNN there, joins Golden Gaters Productions (GGP), Corte Madera, Calif., as on-line editor.

News & Public Affairs

Appointments at United Press International, Washington: **Al Rossiter**, science editor, named executive editor; **Bill Ferguson**, managing editor-broadcast, named managing editor-national; **Leon Daniel**, international reporter named managing editor-international; **Michael Freedman**, director of UPI Radio Network, named managing editor-broadcast.

Wayne A. Lynch, managing editor, WMAR-TV Baltimore, joins WXEX-TV Pe-

tersburg, Va., as news director.

Reginald (Reggie) Hall, managing editor, WOLO-TV Columbia, S.C., named news director and 6 p.m. anchor.

Karen Burnes, principal investigative correspondent for "World News Tonight," ABC News, New York, joins CBS News' "West 57th" as correspondent.

Robert Hadlock, weekend anchor-reporter, KRCA-TV Sacramento, Calif., joins Gannett's KVUE-TV Austin, Tex., as 5 and 10 p.m. weekday anchor.



Montgomery

Anne Montgomery, sports director and anchor, WROC-TV Rochester, N.Y., joins KTSP-TV Phoenix as sports anchor and reporter.

Doug Ramsey, business correspondent for "NBC Nightly News," "Today," and "Sunrise," NBC News, New York, joins Financial News Network, New York, as anchor and managing editor.

Kenneth Charbat, senior account executive, Group W Cable TV, Dallas, joins Associated Press, New York as broadcast executive for New England; **Brian Horton**, photo enterprise editor, named

LaserPhoto network director.

Technology

Richard J. Anobile, story editor and writer for "Silverhawks," Lorimar-Telepictures Corp., Los Angeles joins Atlantic-Kushner-Locke Co., Los Angeles as VP, post production.

Viveca S. Bird, account executive and special projects coordinator, Dallas-Fort Worth Teleport, joins Horizon Satellite Communications as VP and co-owner.

K.H. (Dutch) Meyer, director of programs in Tactical Systems, E-Systems Inc., Dallas named VP-Surveillance Systems, Greenville, Tex., division.

Alvin Bowens, editor, Unitel Video, New York joins Framrunner Inc., New York, in same capacity.

Promotion & PR

Carolyn Roberts, senior promotion producer, KRBK-TV Sacramento, Calif., joins KDRV(TV) Medford, Ore., as promotion director.

Garen VandeBeek, producer-writer, KOAT-TV Albuquerque, N.M., joins WZZM-TV Grand Rapids, Mich., as promotion manager.

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Media

James T. Johnson, executive VP and board director, Balcor entertainment Co., Chicago, joins ITC Entertainment Group, Los Angeles, as executive VP and chief financial officer.

Richard Randall, chief financial officer, Heron Communications, New York, named executive VP.

Appointments, Gulf & Western Inc., New York: **Michael S. Hope**, executive VP and chief financial officer, named executive VP planning and operations; **Ronald L. Nelson**, executive VP of entertainment group, named senior VP and chief financial officer; **Donald Oresman**, executive VP and general counsel, adds duties as chief administrative officer.

John D. Martin, president and chief operating officer, Ohlmeyer Communications Co., Los Angeles, joins RJR Nabisco as executive VP.



Martin



Newman

Peter Newman, VP, administration, Group W Satellite Communications, Los Angeles, joins Viacom Enterprises, New York as senior VP, ancillary rights and special projects.

Appointments, Times Mirror, Los Angeles: **Dow W. Carpenter, Jr.**, senior VP, book and magazine publishing and cable television, retires; **Peter C. Goldmark, Jr.**, supervisor of Times Mirror's Eastern newspaper operations adds duties as senior VP; **Donald F. Wright**, president and chief operating officer, Los Angeles Times, named senior VP.

Peter D. Graves, VP, MGM-UA Communications Co., New York, joins Nelson Entertainment Group Inc., Los Angeles as senior VP.

Robert D. Hadl, VP and senior legal executive, MCA Inc., Universal City, Calif., named general counsel and head of corporate law department.

Michael D. Perry, VP and controller, A.H. Belo Corp., Dallas, named senior VP and chief financial officer.

Carol F. Sulkes, general attorney and as-

sistant secretary, Centel Cable Television Co., Oak Brook, Ill., named VP, general counsel, and secretary; **Michael J. Small**, assistant controller named VP finance and treasurer.

Paul C. Danitz, VP and general manager, co-owned KTAR(AM)-KLT(FM) Phoenix resigns. He is succeeded by **Bob Christopher**, who has been appointed interim general manager.

Stewart Nazzaro, general manager of Southern California cable cluster, Palmer Communications Inc., Des Moines, Iowa, named VP of Palmer Cablevision operations.

Kim I. Meltzer, VP and controller, Price Communications Corp. named VP-broadcasting.

Ellen Windemuth, director of acquisition, Fremantle International, international programing distributor, New York, named VP, business affairs and co-productions.

Marc Berman, general manager, co-owned WIXY(AM)-WAQY(FM) East Longmeadow, Mass., joins WHYN-AM-FM Springfield, Mass., as VP and general manager.

C. Wayne Godsey, VP and general manager, WISN-TV Milwaukee, Wis., joins KOAT-TV Albuquerque, N.M., as general manager.

Gail Brekke, general manager, WGBO-TV Joliet, Ill., joins KITN(TV) Minneapolis in same capacity.

Marketing

Allen Bohbot, president, Bohbot & Cohn Advertising Inc., New York, named chairman of board and chief executive officer. He succeeds **Jerry Cohn** in both positions. Cohn will continue as consultant.

Curvin O'Rielly, partner and creative director, O'Rielly, O'Brien, Clow-RSCG Inc., New York, retires.

Jay Schulberg, creative head, Ogilvy & Mather, New York, joins Bozell, Jacobs, Kenyon & Eckhardt, New York, as executive VP and executive director, special projects.

John M. Greening, group account director, DDB Needham Worldwide, Chicago, named senior VP; **Harlon Stewart**, director of information management, named VP.

Mark O'Brien, director, first-run Eastern sales, Lorimar Syndication, Culver City, Calif., named VP, first-run Eastern sales; **Nicole Sabathie**, director, first-run Southwest sales, named VP, first-run Central sales.

Bobbi Fisher, VP, station clearances, MCA TV Enterprises, New York, named senior VP, sales development and special projects.



Fisher



Donnellon

Kenneth P. Donnellon, VP, marketing and communication, Blair Television, New York, joins John Blair Communications Inc. there as VP, advertising and communications.

Douglas B. Fox, marketing executive, Tambrands Inc. of Long Island, New York, joins "Newsday" there as VP, marketing.

Edward P. Bee, Detroit office manager, Independent Television Sales, New York joins Mutual Telesales Inc., Atlanta as VP-general sales, New York.

Dave Recher, executive VP-administration, Eastman Radio, New York, joins Sconnix's WHDH(AM) and WBOS(FM) Boston as general sales manager.

Bob Dennis, sales manager, WDAF-TV Kansas City, Mo., joins KFKF-TV Kansas City, Mo., as general sales manager.

Louis S. Israel, VP, sales and marketing, First National Telecommunications, New York, joins LBS Communications there as VP and sales manager of LBS Distribution.

Programing



Merlis

Edward A. Merlis, VP, government relations, National Cable Television Association (NCTA), Washington, joins Telaction Corp., wholly owned subsidiary of J C Penney Co., Chicago, as president.

Lindsay Doran, VP, production, Gulf & Western's Paramount Pictures Corp., Hollywood, named senior VP, production; **David Nicksay**, VP, production named senior VP.

Dave Schulps, VP-production, MJI

**BOB KIMEL'S
NEW ENGLAND MEDIA, INC.**

SOUTHERN NEW ENGLAND
Clear Channel Daytimer with 24 hour authority. Single station market, FM safe, will bill \$465,000 in 1987. Offered at \$550,000, cash, (1.2 x sales) Call Mike Rice 203-456-1111.

8 Driscoll Dr., St. Albans, VT 05478
802-524-5963

Nationwide Media Brokers
**Chapman
Associates**

TOP 100 MARKET
Fulltime AM in midwest metro. Asking \$900,000 with terms available. Call:
**SHARON FISHER
312/490-0470**

**CONTRARIANS
TAKE NOTE**

Unusual AM facility with excellent coverage of top 15 ADI and obvious format opportunity for an AM station. This facility, as a "stand alone" AM, is one of the outstanding signals in this solid, stable market. Station would require format change, which eliminates the opportunity for traditional bank financing. Upside potential should be enormous for buyer who has faith that major AM signals with unique formats can survive. Asking price \$1,750,000. Box A-100.

NORTH CAROLINA
If you have ever dreamed of owning a beautiful station in a small, wonderful city, this little AM daytimer is your jewel. \$125,000 on the best terms.

SNOWDEN Associates

919-355-0327

**CARIBBEAN BEACON
STATION FOR LEASE**

690 Khz, 15,000 watts full time. 50,000 watts available. We operate facility, you provide programming by tape or satellite. Covers Virgin Islands. St. Martin, Antigua, St. Kitts, etc.

CALL GARY HAYES,
CARIBBEAN BEACON
1-800-542-5333 303-665-3767


**EARLY DEADLINE
NOTICE**

Due to the Christmas holiday, classified advertising for the December 28 issue is due at noon, EDT, December 18.

TOP 125 MARKET
\$200,000+ Cash Flow
\$1,850,000/terms
THE MONTCALM CORPORATION
311 Norton Bldg.
801 Second Ave.
Seattle, WA 98104
206-622-6236

MEDIA BROKERS • APPRAISERS
Put my over 30 years of service to work for you ...

BURT **SHERWOOD** INC.
3125 Maple Leaf Dr. • Glenview, IL 60025
312 • 272 • 4970



**SE NETWORK TV NEEDS
FACILITY UPGRADE**
Attractive, prosperous market

**Barry Sherman
& Associates, Inc.**
1828 L Street, NW Suite 300
Washington, DC 20036 (202) 429-0658

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.

Employment Services Continued

JOB HUNTING?

If you need a job, you need MediaLine. We give you job listings in news, weather, sports, production, programming, promotion, and engineering. For \$37.50 you get a daily report for 6 weeks. **1-800-237-8073** (In Missouri 314-442-3364). MediaLine, P. O. Box 10167, Columbia, MO 65205-4002.

MediaLine
THE BEST JOBS ARE ON THE LINE

Help Wanted Management

ADVERTISING MANAGER BROADCASTING EQUIPMENT

Broadcast Electronics seeks a creative individual to direct the company's total product promotion and space advertising program. Position reports to VP/Marketing.

Minimum requirements: 2 years industrial product/ad merchandising experience and BS or MS degree, preferably in journalism. Applicant must possess good writing skills, in addition to creativity and management ability. No exceptions to minimum requirements.

Salary commensurate with experience, education and abilities. Exceptional benefit package includes profit sharing plan. We are an equal opportunity employer. Please send resume in strict confidence to Director of Personnel.

BE BROADCAST
ELECTRONICS INC.

4100 N. 24th, P.O. Box 3606
Quincy, IL 62301
217-224-9600

Public Notices

Public Broadcasting Service (PBS) released RFP for space segment of public television's next generation satellite inter-connection system last week. Copies are available from Jacqueline Weiss, PBS Satellite Replacement Office, 1320 Braddock Pl., Alexandria, VA 22314; 703-739-5059. Deadline for responses is January 25, 1988.

Miscellaneous

CHANNEL YOUR PROBLEM COLLECTIONS INTO PRIME PROFITS!

Our collection services are tailored to your industry's requirements.

- Personalized/Professional Service
- Nationwide representation
- Competitive rates
- RESULTS

ALLEN FINANCIAL SERVICES
7100 Hayvenhurst Ave.
Van Nuys, CA 91406.
818-785-5500

AFS

Business Opportunities

TELEVISION

Well-known TV/Movie producer & director seeking joint venture partner to fund animated children's TV & video project. \$2M investment produces approx. \$5M cash flow short term. Pilot just completed. Contact: S.R. Chanen & Co., 3300 N. Central Ave., #2320, Phoenix, AZ 85012. 602-234-1411.

For Sale Stations

Hogan - Feldmann, Inc.
MEDIA BROKERS - CONSULTANTS
P.O. Box 146
Encino, California 91426
Area Code (818) 988-3201

Nationwide Media Brokers
Chapman
Associates

MIDWEST COMBO

Medium market AM/FM, profitable. Asking \$950,000 with terms. Call:

BILL LYTLE
816/932-5314

Full power UHF-TV CP's

- Mobile-Pensacola, Florida
- Des Moines, Iowa
- Oroville, CA

Television Technology Corp.
Bill Kitchen 303-465-4141

AM-FM COMBO Central Illinois

New terms! Asking \$420M. \$150M down. \$380M cash. \$110-120M cash flow. Some real estate. Two new Xmitters and dish. Less than twice gross. Must be able to offer financial references on phone.

Packerland Consultants 414-235-2625

Delmarva Urban
5Kw day/pre-Sunrise
Positive Cash Flow
\$800,000
Box A-108

For Sale Stations Continued

**BROADCAST
MEDIA
ASSOCIATES**
RENO • 702-789-2700 • SEATTLE • 206-643-2116

OWNER/OPERATOR OPPORTUNITIES

TX	FM/C	\$1,250,000
CA	AM/FM	1,000,000
CA	AM/FM	750,000
OR	AM	525,000
OR	FM/C	500,000
WA	FM/C	475,000
WA	AM/FM	475,000

CLIFF HUNTER
800-237-3777

NETWORK AFFILIATE ALMOST "START-UP" TV

Unusual opportunity to purchase a going business with significant upside potential at a price which could be considered "stick value". Station is fully equipped and has net revenues in excess of \$2,500,000. At \$16,000,000 the station will not support traditional senior or subordinated debt levels, and will require a strong equity oriented buyer. A strong buyer might assume the current debt structure, some of which is fixed and some at a "prime + " interest rate. Box A-99.

● 50,000 wans. 850kHz. Knoxville, TN. \$1.2 million. Exclusive listing.

- Cable systems in PA, MO, ND, KS. Ask for Jim Dick.
- AM/FMs including Class C's, TVs, cable and CPs. Call to get on our mailing list.

Broadcast Communications Division
BUSINESS BROKER ASSOCIATES
615-756-7635 — 24 Hours

THIS PUBLICATION AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,
Dept. P.R., Ann Arbor, MI 48106

CALIFORNIA COMBO Under-priced at \$4.7 million/cash THE MONTCALM CORPORATION

311 Norton Bldg.
801 Second Ave.
Seattle, WA 98104
206-622-6236

Class "A" FMs for sale in Medium Growth Markets SE & SW. Price range \$1.5-\$2 million. Excellent buys. Contact Norman Fischer & Associates, Inc., 1209 Parkway, Austin, Texas 78703. 512-476-9457.

CHIEF ENGINEER

NBC affiliate is seeking an individual with broadcast management experience as a Chief Engineer. Requires good organizational skills and a strong technical background.

We offer professional challenge, competitive salary and excellent benefits. For immediate consideration send your resume in confidence to:

BOX 300

an equal opportunity employer

Help Wanted News

WEATHER EXPANSION!!!

Our outstanding weather team needs an additional member. This key player will support our primary weather anchor with live remotes three days a week and handle weekend weather duties. We are a VHF, group-owned, affiliate in the sunny South. Our computerized weather tools are second to none! If interested, send your resume and salary history to Box A-59. EOE, M/F.

GREAT REPORTERS!!!

Our winning news team is growing again. We are looking for more strong reporters to join our award winning staff. If you have at least two years experience in a commercial television news operation, can "hit the street running", and handle any assignment the desk may throw at you...let us know!!! No beginners and no phone calls, please. Send your tape, resume, and salary history to Walter Saddler, News Director, WJTV(CBS), P.O. Box 8887, Jackson, MS 39204. EOE, M/F.

TALENTED TV TALKER!!!

Sunbelt, small market VHF affiliate is looking for a morning co-host to handle interview and weather duties on its top-rated early program. This is a great opportunity for the right person!! Send resume and salary requirements to Box A-60. EOE, M/F.

Help Wanted Programing, Production, Others

KYW-TV 3

Philadelphia, the 4th largest market is looking for an Evening Magazine studio wraps producer. Strong writing skills and good knowledge of studio production needed. Will also be responsible for some field production. A great opportunity for a creative, ambitious producer. Please send tape & resume to Program Department, KYW-TV, Independence Mall East, Phila., PA. 19106

EOE M/F

DIRECTOR

WNEV-TV, CBS affiliate in Boston, needs director for live daily magazine-format Kids' Show.

Contribute to concept, manage talent, pre and post production, blocking and visualization.

Requires demonstrated knowledge and ability in children's television production. Three to five years' directing experience a must. College degree preferred.

Send resume and reel to:
Robert D. Glover,
Producer, WNEV-TV, 7
Bullfinch Place, Boston,
MA 02114.

NO PHONE CALLS PLEASE



We are an Equal Opportunity Employer

PRODUCER

WORK FOR THE PUBLIC AFFAIRS CABLE NETWORK ON CAPITOL HILL

C-SPAN, the public affairs cable network covering current events as they happen, is seeking an in-house producer to develop program schedules and assure quality and objectivity of programing. The individual needs to be knowledgeable of public policy issues, have at least one year Washington experience, and be flexible to work different shifts. Send resume, cover letter, and salary requirement to Personnel, 444 North Capitol St., NW, Suite 412, Washington, DC 20001.

C-SPAN AMERICA'S NETWORK

CREATIVE SERVICES DIRECTOR

We're looking for a creative, take-charge individual to head up our creative services unit.

Person will be responsible for all station promotional efforts, our overall station design "look," and our sales promotion efforts. Person must be experienced in media buying, analyzing ratings books, and working with outside agencies.

If you are a team leader/player, a strong communicator, and a "people person," rush your tape, resume, and salary requirements to:

David Earnhardt
WTVF
474 James Robertson
Pkwy.
Nashville, TN 37219

5
WTVF

No phone calls, please.
M/F. EEOC.

PROMOTION PRODUCER WANTED:

WANT TO Switch NETWORKS?

We're an NBC owned station and a CBS affiliate, destined to switch affiliations by January 1989. Be a part of a dynamic department during an exciting, exacting year. We're looking for a creative writer/producer with strong conceptualizing and directing skills, and a flair for news and total station promotion. We'll give you the support you need to do your best work. If you're ready for a challenge, we'd love to see your promotion reel and resume.

Send them to: EDIE RENO
Director of Advertising & Promotion
WTVJ
316 N. Miami Avenue
Miami, Florida 33128
An Equal Opportunity Employer
M/F / H/V

ALLIED FIELDS

Employment Services

10,000 RADIO AND TV JOBS!

The most complete list of job openings ever published by anyone! Up to the minute, computer printed, and mailed to the privacy of your home. As many as 300 weekly. All formats, all market sizes, all positions! Many jobs for beginners and minorities. One week \$7.00 - SPECIAL SIX WEEKS \$15.95... SAVE \$20.00. MONEY BACK GUARANTEE. AMERICAN RADIO JOB MARKET, 1553 N. Eastern, Las Vegas, NV 89108.

RADIO

Help Wanted Management

Fast growing station in fast growing South Jersey market looking for General Sales Manager. Excellent growth opportunity. Letter and resume to: David Klahr, President, Clear Communications, Inc., 638 Landis Ave., Vineland, NJ 08360. EOE/MF

Situations Wanted Management

DOUBLE-BARRELED MEDIA EXEC

Attorney-broadcaster seeks strategic challenge in enl/media industry. 18 yrs in radio - turnaround, startup specialist - major mkt/corp to sm mkt owner. Top 10% law school class. member Cal bar, business litigator. 213-277-2579.

GENERAL MANAGER

Successful, bottom line, sales oriented general sales manager. 25+ years in major market AM/FM. Creative, promotional, innovative. No market too small, or too large. Respond only if you want good investment insurance for your properties. Good references on request. Box A-107.

GENERAL SALES MANAGER

Television. Heavy involvement in local. Training and development of local staff. Supervision of national. Medium southeast community with super growth and great place to raise family. Strong group ownership with great opportunity for advancement. Affiliate. Write Box A-91.

GENERAL SALES MANAGER

KDLT, NBC, Sioux Falls has an exceptional opportunity for an experienced professional who possesses local and national marketing savvy. Group owned by Heritage Media, Inc., 98th ADI. Blair repped. Outstanding local sales team. New facility. Computerized avails. Columbine traffic. EOE.

Resume and references to: Jack Donahue, GM, KDLT, 3600 Westport, Sioux Falls, SD 57116. Women and minorities are encouraged to apply.

101 WAYS TO CUT LEGAL FEES & MANAGE YOUR LAWYER

A Practical Guide for Broadcasters and Cable Operators

In this candid, practical guidebook, communications "superlawyer" Erwin Krasnow (former General Counsel for the National Association of Broadcasters) strips away the mystique surrounding the legal profession to show broadcasters and cable operators how to:

- Select the right lawyer
- Enter into the best fee arrangement
- Get the most out of a lawyer
- Control legal costs
- Monitor and evaluate a lawyer's performance
- Remedy problems with lawyers

Order your copy of this valuable book today. At \$29.95, it will pay for itself many times over.

MAIL THIS COUPON TODAY!

YES! I want to benefit from the cost-cutting, performance-boosting ideas in *101 Ways To Cut Legal Fees & Manage Your Lawyer*.

Send me ___ copies @ \$29.95 each

My check or money order payable to BROADCASTING is enclosed.

Name _____

Organization _____

Street _____

City _____ State _____ Zip _____

Mail to:

Broadcasting Book Division
1705 DeSales Street, NW, Washington, DC 20036
 Or charge by calling toll-free 1-800-638-7827

TELEVISION

Help Wanted Sales



REGIONAL MARKETER

Media General Broadcast Services, Inc., subsidiary of a Fortune 500 company, needs a regional representative with a minimum of three years broadcast experience. Heavy emphasis on telemarketing, limited travel required, excellent compensation package and company benefits.

To apply in confidence, send resume to:

Linda Hegner, Director/Human Resources, Media General Broadcast Services, Inc., 2714 Union Ave. Extended, Memphis, TN 38112.

EOE, M/F

Help Wanted Management

DIRECTOR OF OPERATIONS/MARKETING

Great opportunity for hardworking, creative person interested in the challenge of working for a quality production/promotion station. Must have bachelor's in Mass Communications or equivalency in education and experience and three years current, full-time, commercial television production, directing and broadcast marketing (promotion) experience. Salary based upon experience, education and demonstrated ability. Minimum \$770 per week. Application deadline December 12, 1987. EOE/AAF. Box 1100

For Sale Equipment

PRODUCTION/POST PRODUCTION EQUIPMENT FOR SALE

Premier Southwest facility selling part or all production, post production, and computer graphics equipment. Equipment complement includes:

CMX 340-X Editing System
 Grass Valley 300-2B Switcher
 Ampex ADO Digital Effects
 Sony Type C 1" BetaCam VTR's
 Aurora AU 75 Computer Graphics
 Ikegami HL-79 DA, BetaCam Cameras
 Tektronix Test & Measurement
 Grass Valley Distribution

For complete list of equipment, please call or write: Jeff Van Pelt, 501 N. I-35, Austin, TX 78702. 512-473-2020.

Production manager with eight years experience and degree in TV/film seeks position with progressive, growing facility. Highly creative, extensive hands-on experience in all phases of production. Effective management skills include building teamwork and loyalty, cutting costs while increasing productivity. Let me go to work for you. Box A-89.

MISCELLANEOUS

Primo People seeking newscast producers, executive producers and news directors, all market sizes. Send tape and resume to Steve Porricelli, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

Attention sportscasters! Forthcoming availabilities nationwide. Anchor/reporter/talk/ play-by-play. Media Marketing, P.O. Box 1476—PD, Palm Harbor, FL 34682-1476. 813-786-3603.

Career videos. Make an impact on potential employers. Let our major market broadcast team prepare your personal video resume tape. 312-272-2917.

Mobile unit. Serious interest in immediately available used sports production truck. No less equipment than 357's, 79's, Grass Valley switcher, and Ampex or Sony 1" VTR's. Purchase, lease with option, let's talk. Box A-98.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Buffalo State College seeks two faculty at assistant or associate professor for fall 1988 with teaching expertise in the following areas: BROADCAST JOURNALISM. Radio-TV newswriting and program production, broadcast copywriting, and ability to teach basic news reporting or issues-oriented departmental classes. Minimum five years broadcast news experience. BROADCASTING. Principles of broadcasting, basic radio or television production, broadcast copywriting, and introductory courses in mass communication or broadcasting. Minimum five years broadcast production or programming experience. Ph.D. preferred, or master's degree with significant professional experience, and prior college or university teaching. Attractive fringe benefits; salary based upon qualifications. Send application letter, resume, three reference names to Dr. Rik Whitaker, Chairman, Department of Journalism, Broadcasting and Speech, Buffalo State College, Buffalo, NY 14222. Application deadline November 16, 1987, or until position filled. Contingent upon approval by the State University of New York. An equal opportunity-affirmative action employer, applications from women and minority candidates are particularly encouraged.

Roy W. Howard Professor in journalism & mass communications research. The School of Journalism, Indiana University, invites applications for the endowed Roy W. Howard Professorship, a tenured, senior faculty position. The school is seeking a scholar and teacher with a distinguished research record in journalism and mass communications. The Howard Professor will engage in research, teach one course a semester, and select a nationally prominent scholar each year to present the Roy W. Howard Lecture at Indiana University. The expected beginning date of the appointment is August 31, 1988. Please send applications with curriculum vitae and names of three references by January 1, 1988 to: Trevor Brown, Dean, School of Journalism, Indiana University, Bloomington, IN 47405. Telephone 812-335-9249. Indiana University is an affirmative action, equal opportunity employer.

Graduate assistantships in telecommunications M.A. Starting June, 1988. Half-time stipend 625/ month for 12 months, plus tuition waiver. Write for information: Director, Graduate Program, Radio-TV Department, Southern Illinois University, Carbondale, IL 62901-6609. AAE/EOE.

Graduate assistantships in radio, video production, ENG, sports, cable, and film-making. Contact: Dr. William R. Rabin, Head, Department of Communication Arts, Northeast Louisiana University, Monroe, LA 71209. 318-342-2144. EOE/AA.

Communication arts/broadcasting. Ohio Northern University seeks head of broadcasting program/teacher with a strong commitment to a liberal arts approach towards higher education. An awarded Ph.D. required for tenure track consideration. Candidate must have interest, capability, and experience in both radio and television broadcasting program. Manage university academic broadcasting services in addition to appropriate academic teaching instruction. Public relations background will be given strong consideration. Combined Department of Communication Arts with seven full-time faculty. Date of appointment: September 1, 1988. Rank: Instructor/Assistant Professor. Salary: Negotiable. Send letter of interest, resume, and references by January 15, 1988, to: Nils Riess, Chairman, Department of Communication Arts, Ohio Northern University, Ada, OH 45810. EOE/AAE. Will be interviewing at SCA.

Doctoral assistantships. The University of Tennessee seeks outstanding academics and professional broadcasters for doctoral study in communications. Coursework emphasizes theory/research core with broadcasting concentration, leading to research and university professorship positions. Applicants should complete coursework in two years. Persons with significant media experience plus bachelor's degree may be admitted directly into Ph.D. program. Teaching/research assistantships available. Complete application for fall 1988 due March 1. GRE required. Also, one-year M.S. program in media management for qualified applicants. Contact Dr. H. H. Howard, Communications, University of Tennessee, Knoxville, TN 37996-0313.

Instructor, telecasting. MATC's Public Television Division has a need for a telecasting instructor. Under the direction of the manager, public TV, the instructor will teach students in television production, direction, floor operations, editing and other phases of open and closed circuit television operations. Position requires bachelor's degree in broadcasting, communications or related field; two years experience in both studio and field production in an open circuit system or production house facility; two years teaching experience in a post-secondary institution; and demonstrated work experience in producing and directing television programs. Salary is based on training and experience. Excellent benefits package. To apply, please call 414-225-1800 for an employment application which must be returned by 4:00 p.m., December 11, 1987. Resumes and letters of application will not be accepted in lieu of a completed application form. (Minorities and females are encouraged to apply.) Milwaukee Area Technical College, 1015 North 6 Street, Milwaukee, WI 53203. EOE/M, W, H, V.

Assistant or associate professor: Ohio University School of Telecommunications is looking for an industry professional with significant experience and a master's or Ph.D. to teach courses such as broadcast and cable management, finance, economics and sales; communication policy and political economy of communications. Salary for a 9-month academic year \$22,000-\$33,000 or negotiable. Women and minority candidates are encouraged to apply. Application deadline is January 15, 1988. Position starts fall, 1988. Contact: Mike Mirarchi, Chair, Search Committee, School of Telecommunications, Ohio University, Athens, OH 45701. Affirmative action/equal opportunity employer.

HELP WANTED SALES

The Otis Conner Companies-Dallas based. Music production house, needs sales rep. Our clients include: McDonald's, Diet Coke, AMC Jeep, Sears, CBS, as well as major radio & TV stations coast to coast. Very little travel, must live or re-locate to Dallas. Prior broadcast experience in sales or programming a must. Send confidential resume to: The Otis Conner Companies, c/o Dan Frazier, 4801 Spring Valley, #105B, Dallas, TX 75244. Phone calls welcomed: 214-386-6847.

Miami: Salesperson. Growing company with a national reputation for quality has a great opportunity for an experienced street fighter with proven track record. Must be a self-starter and great closer. Sell complete radio/TV production services to Fortune 500 corporations. Work independently and earn big commissions. Show us how you can help us grow! Call Fran 305-625-4435 to arrange confidential interview. Complete resume and salary history required. Pat Appleton Studios is a non-sexist EOE.

PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo. P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

New Years Eve Special. "Big Band", 6 hours announced on 10-1/2" reels. Affordable quality. 602-267-8076 for demo.

EMPLOYMENT SERVICES

Government jobs. \$16,040 - \$59,230/yr. Now hiring. Your area. 805-687-6000 ext. R-7833 for current Federal list.

EDUCATIONAL SERVICES

On-air training: For TV reporters (beginners, veterans, cross-overs from print). Polish your delivery, appearance, writing. Practice with Teleprompter. Learn from former ABC Network news correspondent and New York local reporter. Make demo tape. Call 212-921-0774. Eckhart Special Productions, Inc. (ESP).

MISCELLANEOUS

For sale: MDS transmission line. Single channel MDS stations in San Antonio, Killeen, Victoria & Austin, Texas. Any time slot available for video and/ or data programs. For info call Judi at 512-223-6383.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash—highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media. 303-665-3767.

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856.

FM transmitters **Harris FM 25K(1986)-AEL 25KG** RCA BTF-10D** Harris FM-10H3(10KW)** - RCA 5B-RCA 3B-CCA3000D(3KW)** Syntronics 3.5 FM** Transcom Corp. 215-884-0888, Telex 910-240-3856.

AM transmitters **Transmitters** Harris BC-10H(10KW)** 5KW-Collins Power Rock (1978)** 1KW-Harris MW1A-Harris BC1H** Collins 20V2 Gates BC500** Transcom Corp. 215-884-0888, Telex 910-240-3856

50KW AM **Gates BC-50C (1966) on air w/ many spares, in STEREO.** Transcom Corp. 215-884-0888, Telex 910-240-3856.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303-665-3767.

1000' Kline tower Good condition. Standing in central U.S. Call Bill Kitchen 303-465-4141.

Silverline UHF transmitters new, best price, latest technology. 30kw, 60kw, 120kw, 240kw. Bill Kitchen or Dirk Freeman, Television Technology 303-465-4141.

FM antennas. CP antennas, excellent price - quick delivery, from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design - 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

980' zone A tower with Guy's, on ground, 12 bay antenna 93.1 MHZ, KQID/ Alexandria, LA. 318-445-1234.

Broadcast quality evaluated blank videotape. Big savings on all formats. Call 1-800-346-4669 or in New York 516-758-6116 to discuss details and receive price quotations on your specific requirements.

Equipment financing: New or used. 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. David Hill 214-423-6562.

Why buy used UHF TV transmitters? When brand new, fully warranted, expandable, 15Kw, 30Kw, 60Kw, 120Kw, 240Kw transmitters start below \$150,000. Call for best quote. Astre Systems Inc., Modesto, CA 209-575-1000.

Sony type 5 buy/ sell prices VP5000 450/800, VP5600 750/1,000 VO5800 1,800/2,300 VO5850 3000/3750 RM440 550/800 Prices vary with condition. Instaplay Video 212-355-7540.

Phelps-Dodge 12-bay antenna. 106.7 MHz. Prox. 850' 3-1/8" rigid transmission line. Misc. hangers. Very good condition. Engineers-WJQY 305-484-8107.

3/4" and 1" blank videotape. Evaluated tape, broadcast quality guaranteed. Sample prices UCA/KCA-5 minutes, \$4.99 each; KCS-20 minutes \$6.49; KCA-60 minutes, \$10.99; 1" - 60 minutes, \$37.99. Elcon evaluated, shrink wrapped, your choice of album or shipper and delivered free. Almost one million sold to professionals. For more info, call 1-800-238-4300; in Maryland, call 301-845-8888.

6 1/8" transmission line. 1100', 75 ohms, 20' sections. Very good condition. \$450 per section. Call Rusty Yost at 419-684-5311.

Ikegami HL-79A with Angenieux 9.5-142 lens for sale. Excellent condition. Best offer. Call Mari Geraci 212-757-0204.

Hitachi HRC100 1" portable (C") like new condition. Includes all accessories; batteries, AC, charger, color playback stabilizer, etc. Original list \$40,000+, Sacrifice \$6,900. Call Ed or Jeff 1-800-621-4354.

RCA TTU-60A UHF sixty kilowatt transmitter. Will deliver and set up on site to any channel between channels 31-49. Available immediately. If you need a UHF transmitter and are ready to deal then call us immediately. No one can touch our price on this system. Maze Broadcast 205-956-2227.

Used equipment pieces or packages we will buy for cash before the end of year. Call us with your list. Maze Broadcast. 205-956-2227.

SITUATIONS WANTED PROGRAMING PRODUCTION AND OTHERS

Cleveland/Pittsburgh: Jerry "DJ" Strothers. Production & promotion wizard! Station owners call: 1-800-327-5786, all others: 412-244-TV72.

PROGRAMING

Programing made easy and cost efficient for as little as \$250 a month. Major programmer and production/music pro will handle all programing music/airchecking-critique by phone and mail. Now all stations can sound and compete for major dollars and ratings. The future is here now. Reply Box A-74. Be a charter member before we go public; all formats.

TELEVISION

HELP WANTED MANAGEMENT

General manager. Multi-media Corporation is seeking a general manager for its top-ranked VHF independent station located in the Pacific Northwest. Candidate must have proven station management experience, with strong understanding of sales, programing and promotions. Please send resume to Box A-53. Equal opportunity employer.

National sales manager. #1 independent in the top 20 market seeking an aggressive, dynamic, results-oriented individual. Must have strong presentation and communication skills. Prior national television sales management strongly desired. Minimum three years television sales experience to be considered. Send resume and cover letter to: Personnel, c/o WPGH-TV, 750 Ivory Ave., Pittsburgh, PA 15214. No phone calls. EOE, M/F.

Director of development and marketing: Senior management position responsible for all development, marketing, and public information for community licensed PTV station. Individual should have experience in public broadcasting fundraising techniques including membership, underwriting, special events, auction, direct mail and telemarketing. Strong budgeting, marketing and management skills are essential. KNPB/Channel 5 is located in Reno, Nevada, an alpine desert community at the foothills of the Sierra Nevada Mountains, close to Lake Tahoe and a few hours from San Francisco. Send letter of interest and resume to: Linda Tabakin, Box 14730, Reno, NV 89507. Salary open. Excellent benefits. Material must be received by December 14. AA/EOE.

General sales manager: Needed for southern network affiliate. Must have 2-3 years prior television sales experience. State present salary. Box A-81.

National sales manager. NBC affiliate, Sunbelt top 60. Seeking a strong sales oriented person to handle this function. Must have 3-5 years television sales experience. Send resume to Box A-65.

TV production manager: Fast growing ABC affiliate in south Florida seeking individual to manage and administer all facets of station's production department. Send resume and salary requirements to: Personnel Manager, WPEC TV-12, P.O. Box 24612, West Palm Beach, FL 33416-4612. 305-844-1212. Equal opportunity employer, M/F.

Sales management: Midwest affiliate looking for highly motivated person for national sales manager. Local sales management background desirable. Possible GSM for qualified candidate. Apply Box A-96. EOE.

HELP WANTED SALES

Account executive. Spot sellers need not apply! If you are interested in creating marketing plans that satisfy sunny California advertisers' needs, send resume to Personnel Department, KMPH-TV-26, 5111 E. McKinley Ave., Fresno, CA 93727. Independent and sports franchise sales experience is preferred. Broadcast sales experience required. Applications will be accepted until December 15, 1987. No phone calls, please. An EOE, M/F/H.

General sales manager: KDLT, NBC, Sioux Falls seeks experienced and professional sales leader. EOE. Resumes and references to: Jack Donahue, GM, KDLT, 3600 S. Westport, Sioux Falls, SD 57116.

Account executive for WLIG-TV on Long Island, New York. Seeking successful, experienced local salesperson to help develop our expanding market. Outstanding opportunity with salary plus commission, full benefits, car. Resume with salary history to Bob Bee, GSM, WLIG-TV, P.O. Box 272, Woodbury, NY 11797. EOE.

Upper Midwest affiliate looking for a highly motivated and well-organized general sales manager. Good people skills a must along with solid background in direct local sales and computer traffic systems. Excellent salary, bonus, and fringe package. This station is an EEO employer. Send resume to Box A-102.

General sales manager wanted for small market affiliate. National and local sales experience required. EOE, M/F. Box A-104.

HELP WANTED TECHNICAL

Needed: Entry level broadcast maintenance engineer. Must have knowledge of basic electronics. Opportunity to learn studio and transmitter maintenance. Send resume to: J.R. Middleton, Drawer D, Hardin, MT 59034.

Master control operators: Rotating shifts including nights and weekends. Prior TV master control experience required. Send resume: Manager of Human Resources, WMHT-TV/FM, Box 17, Schenectady, NY 12301. EOE.

Maintenance technician: Installation and repair of studio and transmitter equipment. Some design, planning, and training responsibilities. Rotating shifts including nights and weekends. Requires associates degree in electrical technology or equivalent formal training, plus experience in electronic repair/troubleshooting. FCC license or SBE certification. Send resume: Manager of Human Resources, WMHT-TV/FM, Box 17, Schenectady, NY 12301. EOE.

Chief engineer: Great television station for the right person. Must be experienced, technically sound, good with people. Respond to: Duane Harm, KWTV, Box 14159, Oklahoma City, OK 73113.

Assistant director of engineering. Top 25 market network affiliate seeking experienced people-oriented engineering management professional. Design, planning, computer and budgeting skills should be as finely honed as your operations skills. BSEE or equivalent and seven years experience required. Include on a separate sheet a brief statement of what you think is necessary to put a station in the forefront technologically and to make station a vital contributor to broadcasting and its future. Equal opportunity employer, M/F. Send resume to T. Bentsen, Director of Engineering, WBAL-TV, 3800 Hooper Ave., Baltimore, MD 21211.

Engineer in charge: Major east coast mobile facility requires experienced EIC to maintain 48 foot television trailer. Must enjoy traveling. Equipment includes Sony BVH 2000's, Abakas A-52, GVG-1600 7G, Chyron 4100, HL '79 E's, and TK '47's. Resume to Tony Buemi, EJ Stewart Inc., 525 Mildred Ave., Primos, PA 19018. 215-626-6500. EOE.

Maintenance person with BVU experience. Work will include general studio and RF maintenance with emphasis on ENG & EFP. Send resume to: Al Scheer, WLEX-TV, P.O. Box 1457, Lexington, KY 40591 or call 606-255-4404. EOE.

TV maintenance engineer. WTVR-TV in Richmond, VA, is looking for a mature TV maintenance engineer with 3 years broadcast experience. Will be maintaining Sony 3/4", 1" tape machines, TCR, 2" Ampex 1200, as well as state-of-the-art switchers, TK-46 cameras, EFP and ENG equipment. Send resume to WTVR-TV, 3301 West Broad St., Richmond, VA 23230. Attn: Assistant Chief Engineer. EOE, M/F.

HELP WANTED NEWS

News director: Top market seeks aggressive manager. Must be able to combine top level competitiveness with superb people skills. We have all the tools along with the best staff in the region. Send resume, letter of philosophy, references and salary requirement to Box A-52. All replies will be handled confidentially. This position will be filled as soon as we find the right person so if you're that person, apply now! EOE, M/F.

Assignment editor: Our best is moving up so we're looking for an energetic aggressive person to guide our talented staff. If you're the best and want to join the best, then call today. Billye Gavitt 405-843-6641. EOE, M/F.

Meteorologist/weathercaster: Immediate openings for experienced and entry level forecasters with authoritative presentations. Rush tape & resume to Jeff Wimmer, P.O. Box 5452, Flushing, NY 11354.

Producer We need a newscast producer. We're looking for someone with excellent news judgement, superior writing and quality people skills. We've got state of the art technology and some of the best people in the business. We need someone who can put them together to produce a top-notch newscast. Resume to Box A-72. EOE.

News anchor: Seeking seasoned reporter/anchor with solid writing & producing skills. Will join female co-anchor for 6 & 10 casts at aggressive midwestern small market CBS affiliate. Computerized newscroom. No beginners. Resume and salary hopes to Box A-66. EOE.

Production company is now taking applicants for a full-time 5 and 10pm news director. Must have two years experience in technical directing with Ampex and DVE experience. Send resume and tape of sample work to Kenneth Hastert, P.O. Box 2229, Topeka, KS 66601.

Host/producer: For WBTW, Charlotte's PM Magazine to partner with veteran Bob Lacey on a show #1 for its 8 year history. Strong producing skills, love of travel, no contractual obligations past 2/88, a must. Send tape and resume to: Marion Meginnis, WBTW, One Julian Price Pl., Charlotte, NC 28208. No calls. An equal opportunity employer.

Reporter-special projects: Prepare special reports for newscasts, special event coverage, and news specials. Send resume, references and non-returnable videotape: Ken Middleton, News Director, WTSP-TV, Box 10,000, St. Petersburg, FL 33733. EOE. No phone calls, please.

Producer. Midwestern market leader looking for aggressive, experienced producer for 6pm newscast. Needs to be a team player and possess a creative approach to local news. Resume and writing samples only to News Director, WEEK-TV, 2907 Springfield Rd., East Peoria, IL 61611. An equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Station strong and getting stronger. Needs promotion/marketing manager to keep station positioned for creative and aggressive '88 and beyond. Write G.M., Box 3257, Port Arthur, TX 77643. KJAC-TV. A Price Communications station.

Commercial editor/director/manager for high-volume ABC affiliate. 3/4" editing, client relations and graphic skills necessary. Salary depends on experience. Send resume, credits and tape. KTXS, Box 2997, Abilene, TX 79604. EOE M/F.

Graphic design director: Top 35 market television affiliate seeks graphic design director. Position available first quarter '88. Electronic graphics experience, plus excellent original concepts and design skills required. Proficient in all areas of station advertising: on-air, print, sales material, special promotions. Superior management and organizational skills needed; able to direct/lead others. Send letter, resume, three letter-sized copies of work examples to Box A-49. EEO employer. All applications confidential.

Director: Looking for a versatile, aggressive and creative person to direct news, commercials, programing and promotion. Must have a minimum of two years experience with news background. Send resume and tape to: Production Manager, WKAB-TV, 3251 Harrison Rd., Montgomery, AL 36109.

SITUATIONS WANTED MANAGEMENT

Cable television regional/general manager seeking opportunity to use skills in industry to advantage of both of us. 25+ years radio/TV, 8+ years cable TV. Let's talk! Walt Tirschwell, 415-591-0288.

General manager &/or GSM. 25 year veteran of medium market broadcasting, 7 years senior management, seeks station. Strong budget control; programing and sales development. Record of community involvement and leadership. Write Box A-105.

SITUATIONS WANTED TECHNICAL

Chief engineer, thoroughly experienced in studio, transmitter and management. Will relocate, call Bill Taylor 601-366-7526.

Exp. audio recording engr., BSEE, former radio broadcast chief, seeking opportunity in television or related industry. G.B. 805-541-3105.

SITUATIONS WANTED NEWS

Sports producer: Recent college graduate, looking for that "first break", seeks an entry level sports producer position. Danny 818-340-8136.

You advised: Get internships! So I did! Seeking first paid break as reporter/field producer, magazine host-any size market/network experience. People-oriented, mature black male, master's prepared (includes communication) - 216-696-8239.

Network TV foreign correspondent tired of jet lag. Looking for new options in reporting or management. Stateside to consider possibilities over Christmas. Box A-94.

Ready to move up! Black woman, experienced anchor/reporter, articulate & attractive. Teens and 20's call 616-375-4632.

Dominate or emulate? Lead or follow! '88 is now! Brilliant news/journalist available. 1-800-356-7685.

Energetic black male seeks challenging opportunity with news organization. Reporting, anchor, media management experience. Aggressive and dependable too. 513-871-0867.

Meteorologist seeking 5 day a week weather position. Have almost 4 years TV and radio experience. Call Richard at 713-723-7507.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Dynamic computer animation specialist worked with computers 8 years. Have computer will travel. Call Dwight-704-264-2078.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

RADIO

HELP WANTED MANAGEMENT

Established radio-group operator seeks successful, bottom-line oriented general manager with top 25 market experience as GM and proven experience in budget management, expense control, sales, and programming. Will manage AM/FM in Midwest top 15 market and supervise two AM/FM top 25 market stations. History of stable, long-term employment a must. Submit a letter giving complete career and salary history and current references. Responses will be kept strictly confidential. Write to Box A-80.

Sales or general manager wanted: We're number one in the market and need strong sales oriented, responsible manager. Great opportunity to join young, growth oriented radio corporation. We're honest, real and looking for life long constituents. Must be willing to locate in Tennessee. Box A-61.

General manager: North Florida small market FM located near Tallahassee. Energetic, proven sales ability, able to hire, train, motivate. Resume, references, salary history. Contact Harry Hagan, 904-584-2373, P.O. Box 821, Perry, FL 32347.

Southern Connecticut GM. Successful community station in attractive location seeks well-rounded general manager. Reply in confidence to Box A-86. EOE M/F.

Radio manager for 100,000 watt FM, 5000 watt AM and LPTV in St. Ignace, MI. Strong in sales with experience in radio. Buy-in possibilities and profit sharing. 517-321-1763.

Radio station manager must be strong in sales with experience for 3kw FM station in Cadillac, Michigan. 517-321-1763.

Station manager, Buffalo, NY: The State University of New York at Buffalo seeks experienced, creative applicants for the position of general manager for its 20,000-watt, stereo, NPR/APR affiliated public radio station. Qualifications include five or more years experience in supervisory positions in broadcasting, bachelor's degree. Send letter of application, resume and three professional references by Nov. 30 to: Chair, WFBO Search Committee, 136 Crofts Hall, SUNY-Buffalo, NY 14260. The University is an affirmative action equal opportunity employer.

Looking ahead? Willing to learn? GM opening within year - or assistant to start. Need either sales skills, or technical, air, production or all. Prefer 2 to 4 years small market, settled person. Mid Atlantic. Box A-92.

HELP WANTED SALES

St. Louis radio station seeks experienced salesperson. Excellent potential with opportunity for advancement. Send resume in full confidence to Box A-68.

Number one or two on your staff and ready for advancement? Come grow with us in a top 100 coastal California market. If you believe your future is unlimited, convince us with your resume and follow up. Our expanding chain offers unsurpassed opportunities for winners. Box A-78.

Our sales managers are organized motivators propelled by enthusiasm, creativity and intelligence into general management positions in our rapidly growing chain. If you are convinced that systems, planning and team effort foster success and you desire an opportunity to prove it with a five person staff in coastal California, contact: Box A-79.

If you're good enough to work straight commission, contact America's best and hottest jingle company. 1-800-368-0033.

Sales manager. Growing market in North Central Illinois. Great city for your family and your career. Excellent pay, benefits. Send resume to WZOE AM/FM, Box 69, Princeton, IL 61356. EOE.

Going nowhere? Fast growing group with big 100,000 watt FM in Albuquerque, NM has need for two experienced sales people to add to present staff. We're spending big bucks to be number one. College - 3 years outside experience minimum requirements. Send resume with letter - sell us! Draw against commission, perks. Get in on the ground floor. Confidentiality respected. E.E.O. Box A-88.

Unique opportunity, start in N.Y.C. with a new, exciting broadcast group. We're looking for an ambitious salesperson. The right individual will have some local retail experience. If you are creative, bright, charismatic & retail oriented call Phyllis Mon-Fri 2pm-5pm at 212-586-5700.

The leading AM/FM combination in New York State's fastest growing county has an immediate opening for a qualified sales person. Excellent compensation package plus bonus program, benefit package, and ongoing training program. Send resume today to: Sandy Mittleman, WALL/WKGL-FM, One Broadcast Plaza, Middletown, NY 10940. EOE.

Sales manager for northwestern Pennsylvania, 50,000 watt contemporary FM. Package includes compensation as manager, commission on personal sales, expense and benefits. Responsible for recruitment, training and managing 8 person sales team for growing organization. Strong writing skills, local travel, and experience in sales and sales management. Send letter and resume to General Manager, 97 KYN, Box 777, St. Marys, PA 15857. EOE.

Rocky Mountain FM serving Colorado's premier ski areas looking for experienced AE for local retail and national sales. The right person will be a highly motivated media sales pro with a desire to create great campaigns for clients. Resume & letter to: KZYR, Box 5559, Avon, CO 81620. Attn: Don.

Sales manager. Great opportunity to grow with a new broadcasting group in the Mid-Atlantic states. Excellent benefits. Please send resume with references to Box A-101. EOE.

HELP WANTED ANNOUNCERS

AM radio host. Seeking morning personality to host news/talk format in #1 A.D.I. Highly competitive salary and benefits in exchange for informative person with distinguished style. If you're fresh and ready for challenge send tape to N. Weil, P.O. Box 551, WFAS-AM, White Plains, NY 10602. EOE.

Tony Rhondeil - You worked for us at WLNG AM & FM as DJ over 10 years ago. Please call Paul Sidney, President, General Manager, 516-725-2300.

In the Hamptons, experienced combo sales/DJ personality wanted. Rare opening at Eastern Long Island's most successful. Send resume, non-returnable tape: WLNG AM-FM, Box 2000, Sag Harbor, NY 11963. EOE.

The beautiful Napa Valley in California, 45 miles from San Francisco seeking top morning person for AC FM station. Presently number one music formatted station. Program director duties could go with position. Send cassette and resume to Tom Young, 1124 Foster Road, Napa, CA 94558. 707-252-1440.

HELP WANTED TECHNICAL

Chief engineer wanted for southern radio network to oversee engineering in five markets. Send complete information to Ron Harper, New South Communication, Inc., P.O. Box 5797, Meridian, MS 39302. EOE.

Chief engineers needed for Target Communications, a fast growing broadcast group with station in the Southeast, Midwest and Northeast. Two years experience required. Send resume and references to Target Communications, Director of Engineering, 344 Greene Street, Augusta, GA 30901. EEO.

Chief engineer to direct construction expanding multistation owner with consulting engineer firm division including AM-FM-TV, certification/type acceptance. Best equipped lab on West Coast with multiple spectrum analyzers and calibrated antenna test range. Excellent opportunity for aggressive self starter. Radio Engineering, P.O. Box 6066, Suite 406, Santa Maria, CA 93456.

Chief engineer. Immediate opening for Top 50 market AM/FM, familiar with 3 tower directional. SBE certified or General Class FCC license, two years experience required. Send resume/references. KOMA-AM/KRXO-FM, P.O. Box 1520, Oklahoma City, OK 73101, Attn: Jane E. Bartsch.

HELP WANTED NEWS

Broadcast meteorologist: NY area's largest weather forecast company has immediate opening for experienced forecaster with strong on-air delivery. Rush audio cassette & resume to P.O. Box 1122, Flushing, NY 11354.

News director for S.E.N.Y. AM/FM. Experience and good delivery a must. No beginners. Reply Box A-82.

News director. WLOH/WHOK, Lancaster, Ohio, seeking experienced person to head award-winning news department. Responsibilities include supervision of 3-person staff, and anchoring 5 newscasts daily. 2-3 years news experience preferred. Contact Greg Eyerman, WLOH/WHOK, N. Memorial Dr., Lancaster, OH 43130. EOE.

Radio news reporter/producer. Highly-rated Florida public radio station seeks aggressive, experienced news professional. Must produce in-depth radio news reports, develop features of state and national interest and train students. Excellent on-air delivery essential. Minimum requirements are a Bachelor's degree with a major in communications or English and one year of experience in radio or television production work. Successful candidate will have radio broadcasting experience as well as broadcast communications education. Salary \$16,182 to a maximum of \$17,000, commensurate with experience. Excellent fringe benefits. Send resume and cassette to Kathy Camp-ton, CEC, 4th Floor Stadium, University of Florida, Gainesville, FL 32611. Deadline extended to December 7, 1987. Refer to position ID# 20079 in order to guarantee consideration. Equal employment opportunity/affirmative action employer.

Leading FM/NBC network affiliate in the Catskills (90 mi. from N.Y.C.) seeks news director. Minimum 2 years news experience. Competitive salary and fringe benefits. EEO employer. Tape and resume to Stuart Johnson c/o WSUL Radio, 250 Broadway, Monticello, NY 12701. 914-794-0242.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Program director for full service AC in west coast major market suburb. Group operator of 25 years offers top pay and benefits. EEO. Box A-97

SITUATIONS WANTED MANAGEMENT

Medium market general manager seeks new challenge. 17 years radio, 10 years management. Great track record with profits, programming, sales and people. Under 40, family man, ready to relocate. Box A-77.

General manager: Experience in station turnarounds. Looking for new opportunity in top 100 market...preferably Southeast. Strong on sales. Programming. Station visibility. Dynamic people person...Catalyst for enthusiasm! Call Jack 305-465-2736.

Broad experience. Sales, promotional, bottom-line oriented. Prefer general manager. Medium-small Southeast market. 703-433-3833 (Jay).

Business manager looking for new management challenge. Experience includes budget preparation, financial controls, all phases of accounting, audit preparation, payroll and financial statement preparation. Computer background includes ten years with Columbine. Box A-95.

Experienced general manager of major market and medium market stations...23 years experience with roots in radio sales. Available soon! Prefer Sunbelt. Let's talk! Call John Rhea...205-880-1338 or 205-533-1450.

Twenty years of management, sales, promotion and programming seeks GM position. Prefer East or Midwest. Currently employed. Box A-22.

SITUATIONS WANTED SALES

Top 50 AM sales specialist! Looking for AM with growth potential. Call Don 301-742-1345.

SITUATIONS WANTED ANNOUNCERS

Seven years' experience, speech and writing background. Clean living college graduate, dependable, non-smoker. Gene - 804-253-5889.

SITUATIONS WANTED NEWS

Reporter, black male, medium market experience, college grad, excellent writer and aggressive with a desire to enterprise. 1-313-241-9667.

News director/editor/anchor. Management pro. All formats. Credible. Authoritative. Medium/major market inquiries only. Dave Brannen: 614-891-7373.

Four plus years experienced news/sportscaster seeks medium Midwest market challenge. Available immediately. Barney 614-439-2990.

Dominate or emulate? Lead or follow! '88 is now! Brilliant news/journalist available. 1-800-356-7685.

The art of conversation lives with this San Francisco show host. No "combat talk", just good two-way communication that is both evocative and thought provoking. Willing to re-locate, eager for the right offer. Steve Rosenberg, 415-751-9461.

TL: 1.4 km S of Rt. 10, Elsanor, FL; change ERP: 40 kw H&V; change HAAT: 429 m H&V. 30 35 18N 87 33 16W.

■ Clarion, IA, KRIT, 96.9 mhz—87116-Application (BPH870323IH) granted for Mod of CP (BPH860619ID) to make changes: TL: County Trunk P 59, Beaver Twpsh. IA; change HAAT: 176 m H&V. 42 40 18N 94 09 11W.

■ Sioux City, IA, KTFC, 103.3 mhz—871112-Application (BPH870306IC) granted for CP to change ERP: 100 kw H&V; change HAAT: 82.5 m H&V & change type of antenna.

■ Charlevoix, MI, WKHQ-FM, 105.9 mhz—871116-Application (BPH870206IF) granted for CP to change HAAT: 305.9 m H&V.

■ Los Lunas, NM, KBBU, 102.3 mhz—871113-Application (BMPH870327ID) dismissed for Mod of CP to make changes: TL: bosque Farms Rodeo Grounds, off the intersection of North Loop and Arena Rte. Bosque Farms, NM; change HAAT: -36 m H&V. 34 51 57N 106 42 14W.

■ Columbia, NC, WRSF, 105.7 mhz—871116-Application (BPH870302OE) granted for CP to change HAAT: 301 m H&V.

■ Portland, OR, KPQD-FM, 93.7 mhz—871110-Application (BPH870302IX) granted for CP to make changes: TL: 160 NW Miller Rd, Portland, OR; change HAAT: 476.2 m H&V. 45 31 17N 122 45 04W.

■ Bristow, OK, KREK, 104.9 mhz—871117-Application (BPH860919IA) granted for CP to make changes: change ERP: 2,643 kw H&V; change HAAT: 351 ft H&V; major environmental action as defined under Sec. 1.1305. +

■ El Paso, TX, KLTO, 94.7 mhz—871116-Application (BPH870302OH) granted for CP to change TL: Mt. Franklin, El Paso, TX; change ERP: 100 kw H&V; HAAT: 364 m H&V and make changes in ant sys. 31 47 34N 106 28 48W.

■ Richmond, VA, WRFK-FM, 106.5 mhz—871116-Application (BPE870302NZ) granted for CP to change TL: 0.87 km S of US Rt 60, 9.6 km WSW of Richmond, VA; change ERP: 7.6 kw H&V; HAAT: 376 m H&V and make changes in ant. sys. 37 30 14N 77 41 53W.

■ Ripon, WI, WYUR-FM, 95.9 mhz—871116-Application (BPH870311PU) granted for CP to make changes: change ERP: 2 kw H&V; change HAAT: 123 m H&V; change TL: on County Trunk M, 1.3 km N of Hwy 23, 4 km NW of Rosendale Village, in Rosendale Twpsh., Fond Du Lac County, WI; change freq: 96.1 mhz 43 49 10N 88 43 20W.

Actions

Commission Actions

■ Clovis, CA—Reopened the record in the Clovis, CA, TV Proceeding, added a misrepresentation issue against North Star Communications, Ltd., and remanded the case to the presiding Administrative Law Judge with instructions to issue a Supplemental Initial Decision. (BC Dockets 82-552-553 by MO&O [FCC 87-345] adopted Oct. 30 by the commission.)

■ FCC amends rules for AM stations to allow qualifying daytime-only stations to operate on a full-time basis—MM DOCKET 87-131 (Report DC-1045, Action in Docket Case) Amended AM technical rules to allow qualifying daytime-only AM stations on regional channels and on 940 kHz and 1550 kHz to operate full time, provided such operation complies with applicable interference protection requirements. Action by the commission Nov. 18 by R&O (FCC 87-356).

Staff Actions

■ Mt. Vernon, KY—Designated for hearing the applications of Coehran-Smith Broadcasting, Inc., William S. Daugherty III and Rockcastle Broadcasting for an FM station on Channel 275A (102.9 MHz) at Mt. Vernon. (MM Docket 87-497 by Order [DA 87-1590] adopted Oct. 30 by the Chief, Audio Services Division, Mass Media Bureau.)

■ Ferndale, CA—Designated for hearing, the applications of Betty Bennett and M. Keith Allgood for a new FM station on Channel 257A (99.3 MHz) at Ferndale. (MM Docket 87-513 by Order [DA 871644] adopted Nov. 9 by the Chief, Audio Services Division, Mass Media Bureau.)

■ Selbyville, DE—Designated for hearing, 10 mutually exclusive applications for a new FM station on Channel 250A (97.9 MHz) at Selbyville. (MM Docket 87-504 by Order [DA 87-1608] adopted Nov. 3 by the Chief, Audio Services Division.)

■ Sault Ste. Marie, MI—Designated for hearing, the applications of Twin City Broadcasting, Inc. and Central Michigan University for a new FM station on Channel 252A (98.3 MHz) at Sault Ste. Marie. (MM Docket 87-498 by Order [DA 87-1630] adopted Oct. 30 by the Chief, Audio Services Division.)

■ Nashua, NH—Designated for hearing, the applications of Nashua Educational Broadcasting Foundation and Family Stations, Inc. for a new noncommercial educational FM station on Channel 202A (88.3 MHz) at Nashua. (MM Docket 87-515 by Order [DA 87-1646] adopted Nov. 9 by the Chief, Audio Services Division.)

■ Gaston, NC—Designated for hearing, the applications of George W. Draper, Jr., Keith A. Smith and M & S Broadcasting for a new FM station on Channel 250A (97.9 MHz) at Gaston. (MM Docket 87-514 by Order [DA 87-1645] adopted Nov. 9 by the Chief, Audio Services Division.)

■ Edinboro, PA—Designated for hearing, seven mutually exclusive applications for a new FM station on Channel 250A (97.9 MHz) at Edinboro. (MM Docket 87-511 by Order [DA 87-1618] adopted Nov. 4 by the Chief, Audio Services Division.)

ALJ Actions

■ Denver, CO—Conditionally granted the application of Lomas de Oro Broadcasting for a new TV station on Channel 50 at Denver and denied the competing applications of Gali Communications, Inc., Urban Minority Broadcasting Institute, Inc., Stanly Group Broadcasting, Inc., David H. Wagner d/b/a Denver Communications, Continental Divide Television, Ltd., and Amador Broadcasting Limited. (MM Docket 86-180 by ID [FCC 87D-39] issued Nov. 9 by ALJ Joseph Stirmer.)

By the general counsel on date shown:

■ Austin, TX (Capital City Community Interests, Inc., et al.) TV Proceeding—Approved settlement agreement and dismissed the applications of Capital City Community Interests, Inc., Television 54 Corp., ATV Associates, Inc., and DB Broadcasting, Inc. Granted the amended application of Balcones Broadcasting Limited for a new commercial television station at Austin; and terminated the Proceeding. (By Order, Oct. 30, FCC 871-107) (MM Dockets 84-923, et al.)

By The Review Board on dates shown:

■ Omaha, NE (Omaha Channel 54 Broadcasting Group, Limited Partnership and Omaha Telecasters, Inc.) TV Proceeding—Scheduled oral argument for Dec. 4 at 10:00 a.m., Room 235, 2000 L St., NW, on exceptions to the Initial Decision of Deputy Chief ALJ James F. Tierney [FCC 87D-28, released Aug. 13, 1987] denying both the applications of Omaha Channel 54 Broadcasting and Omaha Telecasters for a new UHF television station on Channel 54 at Omaha. Each party has 20 minutes for argument and each may reserve part of that time for rebuttal. (By Letter, Nov. 3) (MM Docket 85-170).

■ Memphis, TN (Burwood Broadcasting of Memphis, Ltd., et al.) TV Proceeding—Approved settlement agreements and dismissed the applications of Burwood Broadcasting of Memphis, Ltd. and EAM Broadcasting Co. of Memphis;

granted the application of Kyles Broadcasting, Ltd. for a new commercial television station at Memphis; and terminated the proceeding. (By Order, [FCC 87R-61] Nov. 16) (MM Docket 85-205).

By Chief ALJ Thomas B. Fitzpatrick On Dates Show:

■ Oakhurst, CA (Larry Ward Gamble and Ranjack Radio) AM Proceeding—Approved settlement and dismissed with prejudice the application of Ranjack Radio; granted the application of Larry Ward Gamble for a new AM station at Oakhurst; and terminated the proceeding. (By MO&O, Nov. 10) (MM Docket 87-427).

■ Porterville, CA (Garcia Communications and Arthur C. Kralowec) TV Proceeding—Designated ALJ Joseph P. Gonzalez to preside in proceeding. Scheduled prehearing conference for Jan. 14 and hearing for Feb. 18, 1988. (By Order, Nov. 4) (MM Docket 87489).

■ Destin, FL (Sharon S. Smith, et al.) TV Proceeding—Designated ALJ Richard L. Sippel to preside in proceeding. Scheduled prehearing conference for Jan. 13 and hearing for Feb. 17, 1988. (By Order, Nov. 4) (MM Docket 87-488).

■ Solana, FL (Central Radio Communications, Inc., et al.) FM Proceeding—Designated ALJ Edward J. Kuhlmann to preside in proceeding. Scheduled prehearing conference for Jan. 11 and hearing for Feb. 10, 1988. (By Order, Nov. 5) (MM Docket 87-464).

■ Griffin, GA (WGRI Radio Incorporated [WGRI(AM)]) Show Cause Proceeding—Denied request by Metropolitan Broadcasting Corp. for extraordinary relief under distress sale policy; granted motion by the Mass Media Bureau and terminated hearing and certified proceeding to the commission. (By Order, Nov. 16) (MM Docket 87-351).

■ Casey, IL (Ford F.M., Inc. and Casey Broadcast Group, Inc.) FM Proceeding—Designated ALJ Walter C. Miller to preside in proceeding. Scheduled prehearing conference for Feb. 5 and hearing for March 21, 1988. (By Order, Nov. 4) (MM Docket 87-476).

■ Harbor Springs, MI (Running Rhodes, Inc. and Patricia Ann Mason) FM Proceeding—Designated ALJ John M. Frysiak to preside in proceeding. Scheduled prehearing conference for Jan. 13 and hearing for Feb. 17, 1988. (By Order, Nov. 4) (MM Docket 87-466).

■ New Prague, MN (Kingsley H. Murphy, Jr., et al.) FM Proceeding—Designated Chief ALJ Thomas B. Fitzpatrick to preside in proceeding. Scheduled prehearing conference for Jan. 12 and hearing for Feb. 11, 1988. (By Order, Nov. 3) (MM Docket 87477).

■ Indianola, MS (Walter Gray Gilbert and Minority Broadcasting Corporation) FM Proceeding—Designated ALJ Walter C. Miller to preside in proceeding. Scheduled prehearing conference for Feb. 5 and hearing for March 24, 1988. (By Order, Nov. 4) (MM Docket 87-492).

■ Las Vegas (Nevada Number One Radio Co., et al.) FM Proceeding—Designated ALJ Edward Luton to preside in proceeding. Scheduled prehearing conference for Jan. 12 and hearing for Feb. 16, 1988. (By Order, Oct. 30) (MM Docket 87-462).

■ Paris, TX (G & D Communications, Inc., et al.) TV Proceeding—Designated ALJ Joseph Stirmer to preside in proceeding. Scheduled prehearing conference for Jan. 19 and hearing for Feb. 18, 1988. (By Order, Nov. 3) (MM Docket 87-490).

By Deputy Chief ALJ James F. Tierney on dates shown:

■ Corydon, IN (PN Radio Company and Lifestyles, Inc.) FM Proceeding—Approved settlement agreement between PN Radio and Lifestyles, Inc. dismissed with prejudice the application PN Radio; granted the application of Lifestyles for a new FM station on Channel 243A (96.5 MHz) at Corydon; and terminated the proceeding. (By MO&O, Nov. 18) (MM Docket 87-237).

■ Ashland, KY (Harry J. Turner, et al.) TV Proceeding—Granted petition by Video Image Productions, Inc., and dismissed with prejudice the application of Harry J. Turner and Calvin Ross for failure to prosecute; granted the application of Video Image for a new UHF television station on Channel 50 at Ashland; and terminated the proceeding. (By MO&O, Nov. 9) (MM Docket 87-289).

By ALJ Joseph Chuchkin on dates shown:

■ Twentynine Palms, CA (John Michale Bosquez, et al.) TV Proceeding—Dismissed with prejudice the applications of John Michael Bosquez and Twentynine Palms Broadcasting Corp. for failure to prosecute. (By Order, Nov. 17) (MM Docket 87-448).

■ Enfield, CT (A.B.C.D. Broadcasting Company, et al.) FM Proceeding—Granted request by Manuel and Maria Angelo and dismissed their application with prejudice. (By Order, Nov. 18) (MM Docket 87-461).

■ Marco, FL (Rebecca Radio of Marco, et al.) FM Proceeding—Approved settlement agreement among Brenda R. Tanger, Susan G. and William R. Gaston, and Affirmative Broadcasting Corp. and dismissed with prejudice the application of Brenda R. Tanger. (By MO&O, Nov. 17) (MM Docket 87-244).

Summary of broadcasting as of Sept. 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,893	170	5,063
Commercial FM	3,999	418	4,417
Educational FM	1,283	173	1,456
Total Radio	10,175	761	10,936
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	463	222	685
Educational VHF TV	115	3	118
Educational UHF TV	203	25	228
Total TV	1,324	273	1,597
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

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Address: 416 Royal Tern Drive, Barefoot Bay, FL 32958. Principal has no other broadcast interests. Filed Nov. 10.

■ Hilo, HI (BPCT870508KX)—Granted app. of King Broadcasting Co. for ch. 14; 14 kw; HAAT: minus 93 ft. Address: P.O. Box 24525, Seattle 98124. Principal is Seattle-based group of two AM's, two FM's and five TV's, headed by Priscilla B. Collins, chairperson. Action Oct. 29.

■ Jackson, MI (BPCT870526KL)—Granted app. of Jackson TV Co. for ch. 18; 67.6 kw; HAAT: 82 m. Address: 964 9th St., #3, Arcata, CA 95521. Principal is owned by Lawrence H. Rogow, and Donald S. Wilson, who have no other broadcast interests. Action Nov. 16.

■ Sturgeon Bay, WI (BPCT870323KL)—Granted app. of Sonora S. Wray for ch. 42; 260 kw; HAAT: 196 m. Address: P.O. Box 422, Ashley, IN 46705. Principal also owns WSSW(FM) Mackinaw City, MI. Action Nov. 16.

Facilities Changes

Applications

AM's

■ Tucson, AZ CP 580 kHz—871103-Application for CP to augment nighttime pattern.

■ Miami, WINZ, 940 kHz—871109-Mod of CP to change daytime operation from 50 kw DA to: 50 kw nondirectional; no change in nighttime.

■ Chicago, 1200 kHz—871109-Mod of CP (BP810105AE, as mod.) to make changes in TL: 0.4 km SW of 103RD and

Woodlawn Ave. intersection, Chicago. 41 42 14N 87 35 47W.

■ Virginia, MN, WHLB, 1400 kHz—871102-Application for CP to make changes in antenna sys.; change TL to: S of Bourgin Rd., 1 km E of US Rte 53, Virginia, MN. 47 30 09N 92 33 44W.

■ Alamogordo, NM, KPSS, 1230 kHz—870820-Application for CP to change: freq: 103.7 mhz; ERP: 50.2 kw H&V; HAAT: 408 m H&V; TL: Atop Cat Mtn, 31.44 km from Alamogordo P.O. on a bearing of 8.96 deg. True, Alamogordo, NM; SL/RC: T.B.D. Class C1. 33 10 45N 105 53 53W.

■ Earlysville, VA, WKTR, 840 kHz—871103-Mod of CP to make changes in ant. sys.; change TL to: 6.1 km NW of Ruckville, VA on SR 33, Earlysville, VA; reduce daytime pwr to: 8.2 kw. 38 15 57N 78 24 53W.

FM's

■ Enterprise, AL, WKMX, 106.7 mhz—871103-Mod of CP to change HAAT: 325.7 m H&V.

■ Anchorage, AK, KYGL, 98.9 mhz—871104-Mod of CP (BPH8404201E) to make changes: TL: Atop a hill approx. 4.1 km 347 degree T from western end of USAF Goose Bay landing strip; change ERP: 100 kw H&V; change HAAT: 152 m H&V. 61 25 22N 149 52 20W.

■ New Haven, CT, WYBC-FM, 94.3 mhz—871106-Application for CP to make changes: TL: 1.28 km WNW of intersection of SR 63 and Wilbur Cross P kwy, Woodbridge, New Haven Co, CT; change ERP: 3 kw H&V; change HAAT: 69 m H&V. 41 20 28N 72 59 38W.

■ Dover, DE, WDSB, 94.7 mhz—871106-Application for CP to change HAAT: 150 m H&V.

■ Gainesville, FL, WYFB, 90.5 mhz—871105-Application for CP to make changes: ERP: 100 kw H&V; change HAAT: 203 m H&V.

■ Kankakee, IL, WBUS, 99.9 mhz—871106-Application for CP to make changes: ERP: 50 kw H&V; change HAAT: 150 m H&V; change to nondirectional antenna.

■ Park Forest, IL, WRHS, 88.1 mhz—871023-Application for CP to make changes: change freq to: 89.3 mhz; ERP: 0.5 kw H&V; HAAT: 31 m H&V; TL: 3600 W 203RD St, Olympia Fields, IL.

■ Annapolis, MD, WHFS-FM, 99.1 mhz—871106-Mod of CP to make changes: TL: Mt. Tabor Rd, 1.3 km E of Davisonville Rd, 3 km NW of Rutland in Anne Arundel Co, MD; change HAAT: 150 m H&V. 38 59 45N 76 39 27W.

■ Catonsville, MD, WQSR, 105.7 mhz—871106-Mod of CP (BPH840810IA) to show measured antenna pattern.

■ Minneapolis, WLTE, 102.9 mhz—871106-Application for CP to make changes: TL: 550 Gramsie Rd, Shoreview, Ramsey, MN; change HAAT: 315 m H&V.

■ Minneapolis, KTIS-FM, 98.5 mhz—871106-Mod of CP (BPH8702251L) to change TL: 550 Gramsie Rd, Shoreview, Ramsey, MN. 45 03 30N 93 07 27W.

■ St. Paul, KEEY-FM, 102.1 mhz—871106-Mod of CP to change TL: 550 Gramsie Rd, Shoreview, Ramsey, MN. 45 03 30N 93 07 27W.

■ Trenton, NJ, WKXW-FM, 101.5 mhz—871106-Application for CP to make changes: TL: 0.2 km N of I-195, 2.5 km E of Allentown, Monmouth Co, NJ; change ERP: 50 kw H&V; change HAAT: 150 m H&V. 40 10 51N 74 33 01W.

■ Carlsbad, NM, CP 104.1 mhz—871106-Mod of CP to make changes: TL: 1-1/2 MI N of city limits of Carlsbad on Canal St, change HAAT: 151.3 m H&V. 32 28 16N 104 13 34W.

■ Greensboro, NC, WUAG, 106.1 mhz—871023-Application for CP to make changes: freq: 103.1 mhz; ERP: 0.018 kw H&V; HAAT: 79 m H&V.

■ Cleveland Heights, OH, WRQC, 92.3 mhz—871106-Application for CP to make changes: TL: Emery Industrial Park, Warrenville Twnshp, Cuyahoga Co, OH; change ERP: 40.7 kw H&V; change HAAT: 167 m H&V; change to directional antenna. 41 26 32N 81 29 28W.

■ Millersburg, OH, WKLM, 95.3 mhz—871105-Mod of CP to change: TL: On Twp Rd 110, 1.1 km N of County Rd 19, Clark, Holmes County, OH. 40 29 07N 81 50 40W.

■ Toledo, OH, WLQR, 101.5 mhz—871106-Application for CP to change ERP: 19.1 kw H&V; correct geographical coordinates: 41 41 02N 83 24 47W.

■ Providence, RI, WBRU, 95.5 mhz—871106-Application for CP to make changes: TL: Ludlow Rd on Neutaconkanut Hill, Johnston, Providence Co, RI; change ERP: ERP: 50 kw H&V; change HAAT: 150 m H&V. 41 48 28N 71 28 12W.

■ South Hill, VA, WSHV, 105.5 mhz—871102-Application for CP to change HAAT: 100 m H&V.

TV

■ Steamboat Springs, CO, KSBS-TV, 24 kHz—871110-Mod of CP to change ERP-VIS: 10 kw; HAAT: 196M; ANT: JAMPRO JCR-24/4; TL: Quarry Mt (Emerald Mt) 23 MI SW of Steamboat Springs, CO. 40 27 43N 106 51 02W.

Actions

AM's

■ Marshall, AR, KCGS, 960 kHz—871116-Application (BP870331AE) granted for CP to increase pwr to 5 kw.

■ Pipestone, MN, KLOH, 1050 kHz—871116-Application (BP870327AJ) granted for CP to increase pwr to 8 kw; make changes in ant sys and change parameters of directional array.

■ Portage, PA, WWML, 1470 kHz—871116-Application (BP870331AS) granted for CP to increase pwr to 1 kw.

FM's

■ Marshall, AR, KZRO, 104.3 mhz—871116-Application (BPH870206IE) granted for CP to change HAAT: 310 m H&V.

■ Pasadena, CA, KPCC, 89.3 mhz—871117-Application (BPED860528ML) granted for CP to make changes: change TL: Video Rd, at US Post Office, Mt. Wilson, CA; change ERP: 0.6 kw H&V; change HAAT: 891 m H&V. 34 13 35N 118 03 58W.

■ Redlands, CA, KUOR-FM, 89.1 mhz—871117-Application (BPED860923ME) granted for CP to change TL: 2.5 MI SSE of Arrowbear Lake at Summit of Keller Peak, near Arrowbear Lake, CA; change ERP: 0.035 kw H&V; HAAT: 848 m H&V and make changes in antenna system. 34 11 47N 117 02 56W.

■ Grand Junction, CO, KQIX-FM, 93.1 mhz—871116-Application (BPH870128IF) granted for CP to change ERP: 100 kw H&V; change to directional antenna.

■ Pensacola, FL, WTKX, 101.5 mhz—871116-Application (BPH870728IC) granted for CP to make changes: change

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TRIANGLE PUBLICATIONS, INC.

■ Sacramento, CA (BPH871109MD)—Echonet Corp. seeks 103.5 mhz; 3 kw; HAAT: 100 m. Address: 2500 S. Raritan, Englewood, CO 80110. Principal is owned by Charles Ergen, David M. Drucker and Candy M. Ergen, who own KUBD(TV) Denver, CO. Filed Nov. 9.

■ Sacramento, CA (BPH871109MF)—Lizardo-Franich Partnership seeks 103.5 mhz; 3 kw; HAAT: 100 m. Address: 2027 S. Corinth, Los Angeles 90245. Principal is owned by Esteban Don Lizardo and Matt Franich, who have no other broadcast interests. Filed Nov. 9.

■ Sacramento, CA (BPH871109MA)—Chinese Radio Service seeks 103.5 mhz; 3 kw; HAAT: 100 m. Address: 41327 Maleolinson, Fremont, CA 94538. Principal is owned by Yu-hay Kong. It has no other broadcast interests. Filed Nov. 9.

■ Farmington, IL (BPH871106MC)—Robert M. Mason seeks 95.7 mhz; 3 kw; HAAT: 100 m. Address: 1943 Greenview, Northbrook, IL 60062. Principal has no other broadcast interests. Filed Nov. 9.

■ Webster, MA (BPH871113MA)—Starr/Mura Broadcasting 98.9 mhz; 3 kw; HAAT: 100 m. Address: 116 West Ave., Seekonk, MA 02771. Principal is owned by Jeffrey S. Mararian and Anthony Himura, who have no other broadcast interests. Filed Nov. 13.

■ Bennington, NE (BPH871109MB)—Mand K Communications seeks 93.3 mhz; 3 kw; HAAT: 100 m. Address: 423 North 47th St., Omaha 68132. Principal is owned by Matthew D. Markel and Paul G. Krieglner, who have no other broadcast interests. Filed Nov. 9.

■ Plattsburgh, NY (BPH871106MB)—John T. Ryan seeks 103.5 mhz; 3 kw; HAAT: 100 m. Address: Rt. 1, Box 100A, Peru, NY 12972. Principal has no other broadcast interests. Filed Nov. 6.

■ Greenwood, SC (BPH871106MA)—United Community Enterprises, Inc. seeks 103.5 mhz; 3 kw; HAAT: 100 m. Address: 370 Burnett Rd., Greenwood, SC 29646. Principal is owned by Wallace A. Mullinax, who also owns WMTY(AM) Greenwood, SC. Filed Nov. 6.

■ Wichita Falls, TX (BPH871109NV)—Fred R. Morton seeks 105.5 mhz; 3 kw; HAAT: 100 m. Address: 5103 NW Cherry, Lawton, OK 73505. Principal has interest in KMGZ(FM) Lawton, OK; KDOK(AM), Tyler, and KEYP(FM) Whitehouse, both Texas. Filed Nov. 10.

TV's

■ Columbia, LA (BPCT871109KE)—Columbia TV & Radio, Inc. seeks ch. 11; 316 kw; HAAT: 606 m. Address: 3409 W. Prien Lake Rd., Lake Charles, LA 70605. Principal

owns WCHS(AM)-WBES(FM) Charleston, WV and KYKZ(FM) Lake Charles, LA. Filed Nov. 17.

■ Columbia, LA (BPCT871110KL)—KTVE Inc. seeks ch. 11; 316 kw; HAAT: 570 m. Address: 400 W. Main St., El Dorado, AR 71730. Principal is headed by George Singleton. It has no other broadcast interests. Filed Nov. 17.

■ Columbia, LA (BPCT871110KK)—Richard William Wainwright seeks ch. 11; 316 kw; HAAT: 322 m. Address: 1910 Roselan, Monroe, LA 71201. Principal has no other broadcast interests. Filed Nov. 17.

■ Columbia, LA (BPCT871110KH)—Caldwell Broadcasting L.P. seeks ch. 11; 316 kw; HAAT: 572 m. Address: P.O. Box 1860, Columbia, LA 71418. Principal is owned by Mary Lou Winters, Betty J. Robinson and Clarice D. Kenney, who have no other broadcast interests. Filed Nov. 17.

■ Columbia, LA (BPCT871110KM)—Lanford Telecasting Co., Inc. seeks 316 kw; HAAT: 457 m. Address: 601 Washington St., Alexandria, LA 71301. Principal is owned by Tedford E. Kimbell and Mary J. Harper, who also own KLST(TV) San Angelo, TX, KALB(AM)-KZMZ(FM) and KALB-TV Alexandria, LA, and have interests in KNAZ-TV Flagstaff, AZ, KMOH-TV Kingman, AZ and KNAG-TV Gallup, NM. Filed Nov. 17.

■ Columbia, LA (BPCT871106KF)—Love Broadcasting Co. seeks ch. 11; 316 kw; HAAT: 457 m. Address: 300 Debuys Rd., Box 4596, Biloxi, MS 39535. Principal is owned by James S. Love and family. It also owns WKXI(AM)-WYXX(FM) Jackson, MI, KNAN(FM) Monroe, LA and WSOK(AM)-WAEV-FM Savannah, GA, WLOX-TV, Biloxi, MS and KDRV-TV, Medford, OR. Filed Nov. 17.

■ Columbia, LA (BPCT871109KF)—Pears Broadcasting seeks ch. 11; 215 kw; HAAT: 301 m. Address: 610 Colonial Dr., Lafayette, LA 70506. Principal is owned by Thomas G. Pears, who has no other broadcast interests. Filed Nov. 17.

■ Columbia, LA (BPCT871110KE)—Jimmie V. Giles seeks ch. 11; 316 kw; HAAT: 124 m. Address: 605 Bluegill Ct., Tampa, FL 33613. Principal has no other broadcast interests. Filed Nov. 17.

■ Natchitoches, LA (BPCT871110)—Ben D. Johnson seeks ch. 11; 316 kw; HAAT: 472 m. Address: 214 High St., Natchitoches, LA 71457. Principal has no other broadcast interests. Filed Nov. 10.

■ Greenville, NC (BPCT8711112)—Karl Holbrook Stoll seeks ch. 14; 3,160 kw; HAAT: 295 ft. Address: 14246 Long Green Dr., Silver Spring, MD 20906. Principal has no other broadcast interests. Filed Nov. 12.

Actions

AM's

■ Pendleton, SC (BP851029AJ)—Granted app. of Pendleton Broadcasting for 890 khz; 25 kw-d; 5 kw-n. Address: 6589 Bealgray Rd., Kannapolis, NC 28081. Principal is owned by C. Edward Lively, who has no other broadcast interests. Action Nov. 10.

■ Pflugerville, TX (870302AC)—Returned app. of Thomas H. Moffit, Sr. for 840 khz; 3 kw-D; 1 kw-N. Address: 150 Valmore Dr., Casselberry, FL 32707. Principal also owns WVCH(AM) Chester, PA and WTLN(AM)-WTLN-FM, Apopka, FL. Action Nov. 16.

FM's

■ Julesburg, CO (BPH870407KK)—Granted app. of Vivian S. Lopez for 96.5 mhz; 100 kw; HAAT: 211 m. Address: 15460 County Rd. 41, Julesburg, CO 80737. Principal has no other broadcast interests. Filed Nov. 13.

■ Panama City Beach, FL (BPH840210AS)—Granted app. of Winstanley Broadcasting, Inc. for 100.1 mhz; 2.7 kw; HAAT: 340 ft. Address: 3922 Veterans Blvd., #111, Metairie, LA 70002. Principal is owned by Charles Winstanley and family. Action Nov. 13.

■ Everett, PA (BPH870427MA)—Granted app. of Radio Everett Inc. for 104.3 mhz; 350 w; HAAT: 295 m. Address: P.O. Box 187, Everett, PA 15537. Principal is owned by Melvin C. Bakner, who also owns WSKE(AM) Everett, PA. Filed Nov. 13.

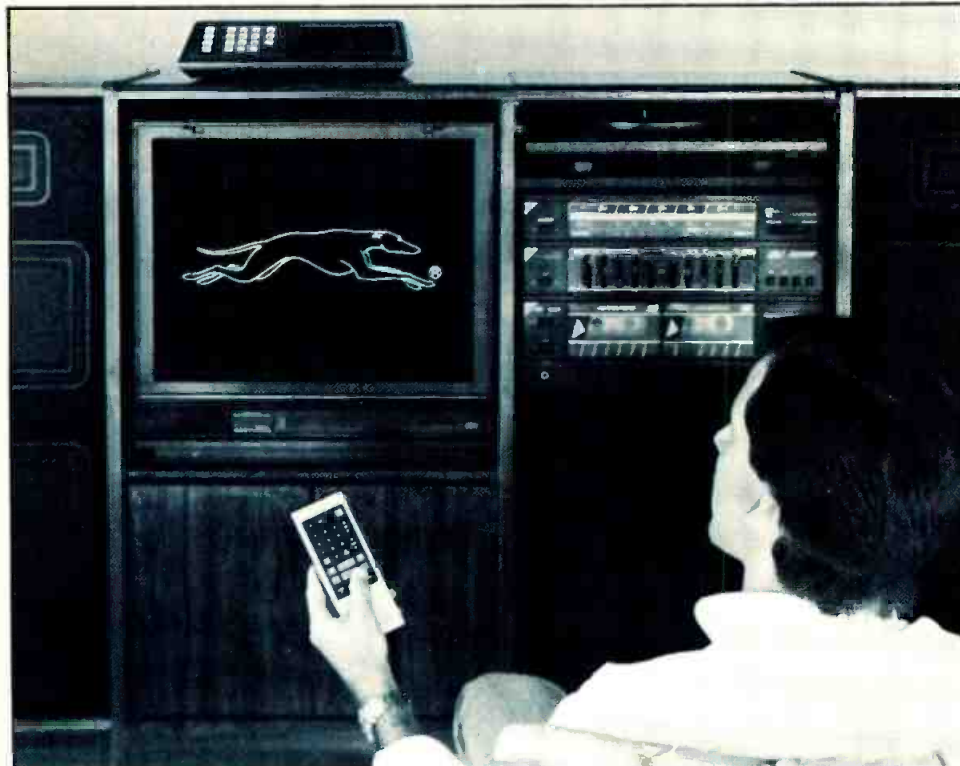
■ Clifton, TX (870331MU)—Returned app. of Clifton Communications for 103.3 mhz; 3 kw; HAAT: 100 m. Address: RR #1, Box 203, Stockton, IA 52769. Principal is owned by Denny Workman, who has no other broadcast interests. Action Nov. 13.

TV's

■ Montgomery, AL (BPET870716KF)—Granted app. of The Troy State University System for ch. 14; 200 kw; HAAT: 114 m. Address: University Avenue, Troy, AL 36081. Principal is educational institution headed by Dwight Cleveland. Action Nov. 16.

■ Ozark, AL (BPCT870610K1P)—Granted app. of Samuel D. Judah for ch. 34; 500 kw; HAAT: 305 m. Address: 823 East Andrews, Ozark, AL 36360. Principal has no other broadcast interests. Filed Nov. 10.

■ Ozark, AL (BPCT870610K1P)—Dismissed app. of Skyway Television, Ltd. for ch. 34; 500 kw; HAAT: 305 m.



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As compiled by BROADCASTING, Nov. 18 Nov. 22 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. ch.—channel. CH—critical hours. chg.—change. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. H&V—horizontal and vertical. khz—kilohertz. kw—kilowatts. lic.—license. m or M—meters. MEOC—maximum expected operation value. mhz—megahertz. mi.—miles. mod—modification. N—night. pet for recon—petition for reconsideration. PSA—presunrise service authority. pwr—power. RC—remote control. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U or unl—unlimited hours. vis.—visual. w—watts. *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. 1 meter—3.28 feet.

Ownership Changes

Applications

- WZAZ(AM) Jacksonville, FL (BAL871116EB; 1400 khz; 1 kw-U)—Seeks assignment of license from Pres-Jas Inc. to Florida Christian Radio Inc. for \$325,000. Seller is headed by Mark A. Picus, who has no other broadcast interests. Buyer is Norfolk, VA-based group of 14 AM's and seven FM's owned by Levi E. Willis. Filed Nov. 16.
- WUTQ(AM)-WOUR(FM) Utica, NY (BAL871105HM; 1550 khz; 1 kw-D; BALH871105HN; 96.9 mhz; 50 kw; HAAT: 800 ft.)—Seeks assignment of license from Devlin & Ferrari Broadcasting to Premier Broadcast Group for \$3 million. Seller is owned by Robert H. (Rick) Devlin and Jon Ferrari. Devlin is former general manager of WRKS(AM) and WOR(AM), both New York, and vice president of ABC Talkradio. Ferrari owns Ferrari Inc., New York-based advertising agency. It bought station last year for \$1.5 million ("Changing Hands," Feb. 3, 1986). Buyer is owned by William J. Selwood, who also owns WABY(FM)-WKLI(FM) Albany, NY. Filed Nov. 5.
- KEES(AM) Gladewater, TX (BAL871116EA; 1430 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from All Communications Inc. to Williams Communications for \$375,000. Seller is principally owned by Thomas Bigby, president. It also owns KXLA(AM) Rayville, LA. Buyer is owned by Bruce H. Williams, investor with no other broadcast interests. Filed Nov. 16.
- KAYU-TV Spokane, WA (ch. 28; ERP vis. 1, 198.4 kw, aur. 239.66 kw; HAAT: 2,000 ft.)—Seeks assignment of license from KAYU-TV Partners Ltd. to Bingham Communications Group for \$7.7 million. Seller is headed by Robert J. Hamacher, president. It has no other broadcast interests. Buyer is headed by Robert R. Bingham. It also owns KWCT-TV Wenatchee, WA, and KKFV(AM) Seattle. Filed Nov. 19.

Actions

- KSJQ(FM) Manteca, CA (BALH870925HW; 96.7 mhz; 3 kw; HAAT: 320 ft.)—Granted assignment of license from Commonwealth Broadcasting of Northern California to Cal Valley Radio L.P. for \$1.2 million. Seller is owned by Dex Allen, Michael Thorsnes, Vince Bartolotta, John McGuire, Michael Padilla and Ted Atkins. It also owns KROY(FM) Sacramento, CA. Buyer is owned by William H. Sanders and Jay Martin. Sanders is former chief financial officer of Turner Broadcasting and has interest in WQIM(FM) Prattville, AL; WSKX(FM) Suffolk, VA.; KBBB(AM)-KDXR(FM) Borger, TX, and WJBM(AM)-WKXX(FM) Jerseyville, IL. Martin is former general manager of KHAT-AM-FM Lincoln, NE. Action Nov. 16.
- WJQY(FM) Fort Lauderdale, FL (BALH870922HT; 106.7 mhz; 100 kw; HAAT: 900 ft.)—Granted assignment of license from The Tremont Group to TAK Communications for \$34 million. Seller is owned by Joseph C. Amatore, former owner of Fort Lauderdale-based group that sold most of its stations to Keymarket Communications in 1986. Amatore has no other broadcast interests. Buyer is

subsidiary of STX Communications. Vienna, VA-based group of one FM and four TV's principally owned by Sharad K. Tak. It purchased three Hawaii TV stations from Shamrock Broadcasting for \$50 million ("Changing Hands," Dec. 1, 1986) and WUSL(FM) Philadelphia for \$32 million ("Changing Hands," Dec. 22, 1986). Action Nov. 16.

- WTOB(AM) Winston-Salem, NC (BAPL870902EC; 1380 khz; 5 kw-D; 1 kw-N)—Granted assignment of license from Salem Communications to Gary Sbardone for \$450,000. Seller is Camarillo, CA-based group of eight AM's and five FM's owned by Stuart Epperson and Edward Atsinger.

New Stations

Applications FM's

- Lowell, AR (BPH871105MM)—Beaver Broadcasting Co. seeks 101.9 mhz; 50 kw; HAAT: 150 m. Address: 912 South 18th St., Fort Smith, AR 72901. Principal is owned by Ila L. Davenport, who has no other broadcast interests. Filed Nov. 6.
- Lowell, AR (BPH871105MP)—Florence K. Grace seeks 101.9 mhz; 50 kw; HAAT: 150 m. Address: 8600 Fern Ct., College Station, TX 77840. Principal has no other broadcast interests. Filed Nov. 6.
- Lowell, AR (BPH871105MN)—Jones Communications seeks 101.9 mhz; 50 kw; HAAT: 149 m. Address: P.O. Box 458, Rogers, AR 72757. Principal is owned by Jimmy Lee Jones and Elvis Lee Moody. Moody also owns KJEM(AM) Bentonville/Bella Vista, AR. Filed Nov. 6.
- Lowell, AR (BPH871105MH)—Winco Broadcasting Inc. seeks 101.9 mhz; 50 kw; HAAT: 150 m. Address: P.O. Box 332, Berryville, AR 72616. Principal is owned by Gene Wingate, who has no other broadcast interests. Filed Nov. 6.

- Lowell, AR (BPH871104F1)—Douglas R. Whitman and Pamela K. Whitman seek 101.9 mhz; 50 kw; HAAT: 150 m. Address: 2640 Sharon St., Fayetteville, AR 72703. Principals have no other broadcast interests. Filed Nov. 6.

- Lowell, AR (BPH871104MC)—Moran Broadcasting Co. seeks 101.9 mhz; 50 kw; HAAT: 150 m. Address: P.O. Box 8346, Wichita Falls, TX 76307. Principal is owned by Richard J. Moran, who also owns KQXK(AM)-KCIZ(FM) Springdale, AR. Filed Nov. 6.

- Lowell, AR (BPH871105MJ)—Eklund-Walker Communications seeks 101.9 mhz; 35 kw; HAAT: 180 m. Address: Rt. 1, Box 80d, Gentry, AR 72734. Principal is owned by Kenneth G. Eklund and Marsha M. Walker. Eklund also has interest in KKIP(AM) Lowell, AR. Filed Nov. 6.

- Lowell, AR (BPH871105ME)—War Eagle Broadcasting Inc. seeks 101.9 mhz; 50 kw; HAAT: 150 m. Address: 1900 North Garland #65, Fayetteville, AR 72701. Principal is owned by Betsy Pilgrim, who has no other broadcast interests. Filed Nov. 2.

- Lowell, AR (BPH871102F1)—Image Broadcasting Inc. seeks 101.9 mhz; 15.7 kw; HAAT: 265 m. Address: Box 505, Lowell, AR 72745. Principal is owned by Norman D. McChristian, who has no other broadcast interests. Filed Nov. 2.

- Perryville, AR (BPH871109MC)—Multicom Broadcasting Inc. seeks 105.9 mhz; 50 kw; HAAT: 150 m. Address: Box 5697, Bryan, TX 77805. Principal is owned by Carolyn G. Vance, who also owns KEEE(AM)-KJCS(FM) Nacogdoches, TX. Filed Nov. 9.

- Wrightsville, AR (BPH871109ME)—Wrightsville Communications Co. Inc. seeks 107.7 mhz; 3 kw; HAAT: 100 m. Address: P.O. Box 113, Wrightsville, AR 72183. Principal is owned by Gary J. Vaile, who also owns KITA(AM) Little Rock, AR. Filed Nov. 9.

- Sacramento, CA (BPH871110NU)—George K. Fung seeks 103.5 mhz; 3 kw; HAAT: 100 m. Address: 805 E. Sandra St., Arcadia, CA 91006. Principal has no other broadcast interests. Filed Nov. 10.

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National Cable Television Association President Jim Mooney stated his industry's support for the measure. He said Congress should act to "clear up" any legal uncertainties concerning retransmission of superstations to TVRO owners. On another matter, Mooney was questioned by Congressman Rick Boucher (D-Va.) concerning his role in negotiations with the National Rural Telecommunications Cooperative which hopes to put a programming package together to distribute to dish owners. Boucher wanted to know if Mooney had indicated he would serve as a facilitator

between NRTC and cable programmers if NRTC withdraws support for other TVRO legislation (H.R. 1885 and S. 889) now pending in the House and Senate. Boucher was disturbed by the report and said it raised anticompetitive questions.

In response, Mooney said: "I conditioned my willingness to stick my neck out with my own programmers on the willingness of some people running NRTC to help extinguish the political controversy." Further, he said there has been "nothing secretive or covert about our attitude toward this bill." Mooney added that several members said, "this may

go away if you can work out something with NRTC."

SBN President Mary (Kazie) Metzger hailed the bill. (SBN is uplinking the broadcast signals of three network affiliates to backyard earth station owners.) She called it "a confirmation of the rights of satellite dish homes to receive the same broadcasts that are distributed without restriction throughout the rest of the United States."

The need for legislation was emphasized in testimony submitted from Turner Broadcasting System's Bert Carp.

Journalism

NBC gets Gorbachev

NBC News scored a coup last week, announcing it had secured a "one-on-one" interview with Soviet leader Mikhail Gorbachev that is to take place in Moscow on Sunday, Nov. 29. *NBC Nightly News* anchor, Tom Brokaw, will conduct the interview, which the network will edit to a one-hour prime time special scheduled for broadcast Nov. 30, at 8 p.m.

News of the Soviet leader's commitment to NBC came one week after CBS

said its request for an interview with Gorbachev had been rejected. At the time, CBS contended its "aggressive" coverage of the Afghanistan war as well as some tough questioning by *CBS Evening News* anchor, Dan Rather, of Soviet policies at a press conference with Gorbachev in Paris two years ago were largely responsible for the Soviets' rejection of the CBS interview. However, last week, sources at the other networks dismissed the CBS view as "sour

grapes." They cited the fact that earlier this year CBS was granted, to use its own phrase, "unprecedented access" to the Soviet Union for its *Seven Days in May* documentary which aired last June.

It remains unclear why the Soviets chose NBC. One news official at another network said the reason may never be known. He also said there was no question, given his network's own involvement in similar negotiations, that the final decision was made by the top members of the Soviet Politburo.

NBC last week was giving full credit to Gordon Manning, who recently retired as NBC News vice president, but remains a news division consultant. Manning was in Moscow last week and could not be reached for comment. NBC News President Lawrence Grossman said last week that Manning had been working on securing the Gorbachev interview for the last two years. Grossman and several of his lieutenants were scheduled to depart for the Soviet Union late last week to oversee the interview, for which Grossman said there are no strings attached.

Meanwhile, CNN also found out last week that its longstanding request for an interview with Gorbachev had been denied. Privately, network officials were disappointed and somewhat surprised. They believed the network had a better than even shot at getting some sort of one-on-one with Gorbachev, given what they thought was the positive relationship formed through the 1986 Goodwill Games. However, whether or not NBC's interview turns out to be a network exclusive remains to be seen. ABC said last week it had not yet heard from the Soviets on its own request for a one-on-one with the Soviet leader.

NBC also said that Gostelradio, the Soviet broadcasting arm, has plans to air the NBC interview in prime time across the USSR at a date to be announced later.

October, 1987

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Smooth sailing for satellite license bill

Kastenmeier and Synar legislation would set up compulsory license for satellite carriers distributing broadcast television station signals; broadcasters, home dish interests have problems with some aspects

A rift has developed among supporters of a House bill aimed at encouraging the satellite distribution of broadcast signals to owners of backyard earth stations. The Motion Picture Association of America's suggestion at a House Copyright Subcommittee hearing two weeks ago to limit the legislation's license to C-band retransmissions, was not well received by the TVRO industry and carriers.

Offered by Subcommittee Chairman Robert Kastenmeier (D-Wis.) and member Mike Synar (D-Okla.), H.R. 2848 would create a statutory copyright license for satellite carriers to retransmit broadcast signals—superstations—to TVRO owners. Following the hearing, the Satellite Broadcasting and Communications Association, which represents dish manufacturers, distributors, retailers and some cable programmers, issued a statement registering its opposition to the idea. And one carrier, Satellite Broadcasting Network, also expressed reservations about such a switch at a time when many carriers are shifting to the Ku band.

In addition to that new wrinkle, there are already some factions within the home satellite industry—mainly the Home Satellite Television Association, whose membership includes dish owners and dealers—that are dissatisfied with certain aspects of the legislation. Broadcasters aren't pleased about the creation of another compulsory license and resisted the measure when it moved through the House during the last Congress. Independent television would like to see the bill revised to include some form of exclusive programming protection. Those groups and others will likely testify at a second hearing to be held later this year or early next.

Despite those rumblings, Kastenmeier remains optimistic. "With a requisite degree of flexibility among interested parties, the subcommittee can participate in an exciting legislative project, a project that will bring new technology within the mainstream of our legal system," said Kastenmeier. The congressman is said to move the legislation next year.

The license would apply only to network affiliates and independents that meet certain cable viewing criteria. The broadcast signals would have to be "received by not less than 10% of all cable television subscribers." All stations that are already distributed by satellite prior to June 1, 1987, would be grandfathered without having to meet the percentage criteria to be considered superstations.

The license would terminate after eight years. For the first four years, car-

riers would pay a royalty fee of 12 cents a month per subscriber per signal, payable to those holding copyrights on the superstation programs. After four years, rates would be established through negotiation and binding arbitration.

Timothy Boggs, vice president for Warner Communications testifying on behalf of MPAA, called for several other refinements: clarification of the license to insure delivery of superstation signals to individuals for private use; impose liability for royalties on common carriers if "they make a direct or indirect

charge" to TVRO owners; limit future rate negotiations to common carriers and copyright owners, and establish a means of checking the accuracy of a common carrier's subscriber counts.

MPAA's support for the bill, said Boggs, should not "detract from either MPAA's long-standing opposition to cable's compulsory license or MPAA's belief that all parties concerned—consumers, copyright owners and program deliverers—are ultimately best served by the give-and-take of the free marketplace."

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Home satellite bill evolving

Committee alters legislation before releasing it to Senate for debate; biggest change so far affects third-party distribution provision

Senate legislation (S. 889) aimed at regulating the home satellite industry (TVRO) underwent a metamorphosis when it emerged from the Commerce Committee two weeks ago (BROADCASTING, Nov. 23). The measure was revised prior to and during Commerce's deliberations. Even more alterations are anticipated during full Senate debate on the measure.

A major target of reform was the measure's key provision which would assure that TVRO's have mandated access to cable programming, and that cable programmers permit any qualified third party—inside and outside the cable industry—to distribute their services to home dish owners. Considered the most controversial element of the legislation, the third-party distribution section was clarified before the committee's markup to "allow reasonable programmer judg-



Wilson



Gore

ments to be made in qualifying distributors."

During the committee's debate on the bill, Senator Pete Wilson (R-Calif.) succeeded in obtaining passage of an amendment to sunset the third-party language in five years. It is believed Wilson would like the sunset applied to the entire distribution section and will likely press the issue on the floor. His interest in the sunset was said to stem from concerns raised within the motion picture industry, which has endorsed the TVRO bill but sought revisions including the

elimination of an earlier provision they felt established rate regulation.

Language mandating the FCC to establish a single standard for decoders also was removed before the committee's vote. Substituted in its place was a requirement that the FCC conduct a notice of inquiry on dish decoder equipment availability to consumers. (The bill also calls on the Federal Trade Commission to complete an investigation determining if the home satellite marketplace is "developing competitively.") It was suggested that Commerce Committee Chairman Ernest Hollings (D-S.C.) write the two agencies in advance to insure prompt action.

Yet another amendment was accepted by the committee. Offered by Wendell Ford (D-Ky.), one of the bill's sponsors, it would insure that network backhauls and network superstations would be exempted from the mandatory access provision. Such a provision would allow network affiliates to arrange for the distribution of their satellite signals to dish owners on their own terms. NBC already has a deal with Netlink USA to distribute NBC's KCNC-TV Denver to some TVRO owners (BROADCASTING, July 6). Netlink is said to be nearing an agreement with ABC.

As the committee debated the measure, it became increasingly clear there are still differences to settle. Wilson, for one, indicated he will also pursue a proposal that would exempt cable programmers not owned by cable operators from the third-party distribution requirements. (That approach was labeled by the dish industry as the "Mickey Mouse" amendment because its obvious beneficiary is the Disney Channel.)

Senator Larry Pressler (R-S.D.) expressed concern about small cable operators said to be paying twice as much for programming as operators from larger systems. He is intent on amending the measure to help small cable operators obtain volume discounts for programming. Senator Al Gore (D-Tenn.), S.889's principal sponsor, said he would back Pressler on the floor.

Among the revisions incorporated before Commerce met were stronger penalties for piracy and language clarifying that programmers cannot discriminate in the rates charged to dish owners, as opposed to cable operators. The bill's penalties provision was clarified to prevent frivolous lawsuits and apply statutory damages only to commercial violations.

The Public Broadcasting Service, which originally was barred from scrambling its feed, would now be permitted to encrypt at least one feed.

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October 16, 1987

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See an important message from Americom opposite The Week in Brief.

broadcasting to the U.S." However, Cuban negotiators at the July 1986 talks insisted on a U.S. frequency. Whether Cuba would be more receptive to considering alternatives remains to be seen.

Efforts to resolve the problem of interference that has long plagued American broadcasters will probably prove difficult also. The State department spokesman referred specifically to interference caused by Cuban stations on American clear channels 1040khz and 1160khz, on which WHO(AM) and KSL(AM) Salt Lake City, respectively, are the dominant stations. But the U.S. is concerned about interference on other frequencies, as well. The State Department spokesman

said that the U.S. had protested to Cuba in the past about the interference problem and had noted that the International Telecommunication Union's International Frequency Registration Board had found that Cuban broadcasts on the frequencies were in violation of international radio regulations. However, resolution of the interference issue may depend on settlement of Cuba's demand for access to the American radio audience. The State Department spokesman said the U.S. is "committed" to discuss that issue further "in the context of discussions on mutual radio interference issues."

Hence, the agreement may not be

shaped precisely as the National Association of Broadcasters would like. The NAB praised the agreement, which it saw as "triggering" resumption of bilateral talks to end Cuban-caused interference to American radio stations. NAB President Eddie Fritts expressed pleasure that "the negotiators will address the interference problem as a separate issue...." However, the issue apparently will not be discussed in isolation. The U.S. has made it clear that the existence of Radio Marti is nonnegotiable, but a State Department official said, "The interference will not clear up overnight. There is no agreement as to specific solutions to problems."

Changing Hands

WAFB-TV Baton Rouge, La. ■ Sold by Guaranty Corp. to American Family Corp. for between \$55-\$65 million. **Seller** is Baton Rouge-based, publicly traded, mutual insurance company, headed by George Foster, chairman. **Buyer** is Columbus, Ga.-based group of six TV's headed by John B. Amos, chairman. WAFB-TV is CBS affiliate on channel 9 with 316 kw visual, 31.6 kw aural, and antenna 1,670 feet above average terrain. *Broker: Howard E. Stark.*

KIKX(FM) Colorado Springs, Colo. and KQIZ(FM) Amarillo, Tex. ■ Sold by Wiske-Abaris Communications to First Sierra Communications for \$6.2 million. **Seller** is owned by Jack Higgins and Don Wiske, who have no other broadcast interests. **Buyer** is owned by Jack McSorley, former senior vice president of Price Communications. He has no other broadcast interests. KIKX is on 102.7 mhz with 100 kw and antenna 2,000 feet above average terrain. KQIZ is on 93.1 mhz with 100 kw and antenna 700 feet above average terrain. *Broker: Norman Fischer & Associates.*

WJJR(FM) Rutland, Vt. ■ Sold by Media Concepts Inc. to Caravelle Broadcast Group for \$3,950,000. **Seller** is owned by John J. Long, who also owns WNYJ(FM) Albany, N.Y. **Buyer** is Charlotte, N.C.-based group of three AM's and three FM's principally owned by Howard Schrott and Robert Beacham. WJJR is on 98.1 mhz with 50 kw and antenna 2,593 feet above average terrain. *Broker: Americom Media Brokers.*

KDKS(FM) Benton, La. ■ Sold by Benton Broadcasting Corp. to Dowe Co. for \$2 million. **Seller** is owned by Henry Cotton, William C. Monroe, Wesley Godfrey and Billy Sims. Cotton also owns KTRY-AM-FM Bastrop, La. Sims is former running back for Detroit Lions. **Buyer** also owns KRLB-AM-FM Lubbock, Tex. KDKS is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Norman Fischer & Associates.*

KLYD(FM) Shafter, Calif. ■ Sold by Community Service Broadcasting Inc. to Clayton Communications Inc. for \$975,000. **Seller** is owned by Alex Klein Jr., who will retain co-located KLYD-FM, his only other broadcast property. **Buyer** is newly formed

company headed by Rick Dames and Steve Bunyard. Dames is former general manager of WHN(AM) New York (now WFAN(AM)). Bunyard is owner of Clayton-Webster Corp., St. Louis-based syndicated radio supplier. Bunyard also has interest in WJSC-AM-FM Magee, Miss. KLYD is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Media Venture Partners.*

WGRQ(FM) Colonial Beach, Va. ■ Sold by Potomac Broadcasting Inc. to Telemedia Broadcasting Inc. for \$300,000. **Seller** is owned by Robert E. Johnson, who also owns WKIK(AM) Leonardtown, Md. **Buyer**

is owned by Carl W. Hurlebaus, who has no other broadcast interests. WGRQ is on 95.9 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Blackburn & Co.*

KEES(AM) Gladewater, Tex. ■ Sold by All Communications Inc. to Williams Communications for \$375,000. **Seller** is principally owned by Thomas Bigby, president. It also owns KXLA(AM) Rayville, La. **Buyer** is owned by Bruce H. Williams, talk show host on NBC's Talknet. He has no other broadcast interests. KEES is on 1430 khz with 5 kw day and 1 kw night.

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"Rock'n'Hits," "Z-Rock" and "The Wave." The last is a new age/light jazz sound produced by Metropolitan Broadcasting's KTWV(FM) Los Angeles. The formats are accompanied by special programming. SMN currently has more than 26,000 30-second units of annual inventory, said Tyler. As part of the ABC/SMN stock transaction, Aaron Daniels, ABC Radio Network president, will be named to the SMN board.

The ABC Radio Network division offers six full-service networks (three youth-oriented and three adult-oriented), which primarily feature news/information/sports and commentator Paul Harvey, a series of weekly entertainment shows, the Talkradio program service and a new nighttime talk program network featuring Tom Snyder and, in January, Sally Jessy Raphael.

Barbara Crooks, a former executive with the John Blair radio rep division, which was sold off to both Katz Communications and Interep earlier this year, will be named vice president/advertising sales for SMN after the ABC deal is consummated. Crooks is SMN's newly appointed national advertising sales manager. Crooks, who is based at SMN's New York office, will coordinate the sales efforts of the Dallas network with that of ABC, said Tyler. In addition to Crooks, SMN has a staff of seven national advertising sales executives who will leave following the ABC sales arrangement.

With Satellite Music Network's sales

efforts being assumed by ABC, the industry will now have four major network radio sales forces. The other three are Westwood One, which owns the Mutual Broadcasting System and the NBC Ra-

dio Networks; the CBS Radio Networks, and United Stations/Transtar. Other full-service radio networks include the National Black Network and the Sheridan Broadcasting Network.

U.S.-Cuba move to resolve AM interference problem

As part of agreement on migration plan, U.S. prepared to allow Cuba to broadcast to America; 'no consequences' seen for Radio Marti

The U.S. and Cuba do not agree on many issues, but they have agreed to try to find an AM frequency on which Cuba can broadcast to the U.S. They have also agreed to try to reduce the problem of interference that has long troubled American AM stations, particularly in the Southeast. However, whether those efforts will be successful is another matter.

The agreements are part of a larger one calling on both sides to resume implementation immediately of the 1984 migration plan. Under the agreement, Cuba will accept some 2,700 criminals and mental patients who arrived in the U.S. during the 1980 Mariel boat lift, while the U.S. takes in some 3,000 political prisoners and up to 20,000 immi-

grants annually (BROADCASTING, Nov. 23).

Cuban leader Fidel Castro called off the agreement in May 1985, on the inauguration of service by Radio Marti, the Voice of America operation that broadcasts news and entertainment programming to Cuba. The Cubans denounced the service as an effort to destabilize their government.

But the U.S. and Cuba resumed talks, in Mexico City, in 1986. The migration plan was on the table. So was U.S. concern over the interference Cuban stations have long caused American AM stations—and a Cuban proposal that, in view of Radio Marti broadcasts, the U.S. make available AM frequencies on which Cuban stations could broadcast to the U.S.

The last proved a stumbling block. The U.S. said no such frequencies were available—that Cuba's proposals "would have required major and disruptive changes in the organization of radio broadcasting in the U.S.," as the State Department said at the time (BROADCASTING, July 14, 1986)—and the Cubans walked out. "We will not accept any right [for the U.S.] that the U.S. does not accept for us," said Cuban Vice Foreign Affairs Minister Ricardo Alarcon, a couple of weeks after the breakdown of the talks (BROADCASTING, Aug. 4, 1986).

The 1984 migration plan evidently was important to the Cubans—sufficiently important that they agreed, in two days of secret talks in Mexico City two weeks ago, to "de-link" that issue from the Radio Marti and other radio matters. The Cubans decided to proceed with implementation of the migration plan and agreed to the talks on the radio issues, a State Department spokesman said, "because they, like we, seek a mutually acceptable solution."

The spokesman stressed that the agreement on the migration plan would have "no consequences" for Radio Marti. But he also said the U.S. is prepared to have Cuba broadcast to the U.S., "if this is done in accordance with international radio regulations and in a way which does not cause interference with U.S. radio stations." But, he added, "our medium wave AM band is very crowded, so this is a difficult matter to resolve."

One U.S. official said a solution may lie in "the family of frequencies" available to Cuba for use on the island. "Some of those might be suitable for

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The year it's been. Following is a month-by-month breakdown of 1987 network radio sales figures (January through October) compared to 1986. Data is from the Radio Network Association, which relies on sales information collected from eight different network companies by the accounting firm of Ernst & Whinney. Those companies are: ABC, CBS, NBC, Westwood (including Mutual), United Stations, Transtar Radio Networks, Satellite Music Network and the Sheridan Broadcasting Network.

Month	1987	1986	% change
January	\$25,250,587	\$21,381,351	18%
February	\$25,303,850	\$22,986,582	10%
March	\$30,589,573	\$29,372,355	4%
First Quarter	\$81,144,010	\$73,740,288	10%
April	\$29,980,511	\$32,480,130	-8%
May	\$34,780,841	\$35,296,364	-1%
June	\$32,780,097	\$35,257,823	-7%
Second Quarter	\$97,541,449	\$103,034,317	-5%
July	\$32,522,859	\$36,950,434	-12%
August	\$30,894,997	\$36,907,686	-16%
September	\$30,958,826	\$33,005,195	-6%
Third Quarter	\$94,376,682	\$106,863,315	-12%
October	\$36,756,291	\$36,112,892	2%
Total	\$309,818,432	\$319,750,812	-3%

son to last year, said Verbitsky, is because 1986 recorded an enormous amount of business. (Network radio sales for 1986 were up 16% over 1985 to \$380,024,808). Verbitsky also observed there were less automotive expenditures on the medium this year. "General Motors did not use as much network radio throughout 1987 as it did a year ago."

Verbitsky, chairman of the Radio Network Association, agreed with his colleagues that network radio's up front

buying season is off to a "very strong" start.

Terry Robinson, Transtar chairman, is forecasting a "good economic year" along with a "good advertising year." Said Robinson: "The drop in the stock market was a function of the market being overvalued as well as a lack of progress on the federal budget and trade deficits. All the basic functions of the economy such as low inflation are still in check."

ABC selling SMN

Radio network will become exclusive sales agent for Dallas music network

The ABC Radio Network has reached an agreement in principle with Satellite Music Network, a publicly held, Dallas-based distributor of 24-hour music formats for radio, to become SMN's exclusive advertising sales agent. A definitive agreement between the two parties is expected to be signed this week in New York. At the same time, Capital Cities/ABC, parent company of the ABC Radio

hour satellite-delivered format field, to represent Transtar in advertising sales with the United Stations' principal owners obtaining a minority interest in the company ("Top of the Week," Oct. 19). Both United and Transtar are privately held firms.

"In a soft market, consolidation is inevitable," said John Tyler, SMN chairman, in explaining the sales move. (Industrywide, network radio sales for Jan-

ABC RADIO NETWORKS

Network, said it will purchase a one-year warrant from SMN entitling Capcities/ABC to buy up to one million shares of SMN common stock at \$4 per share. (SMN was trading at \$3.25 per share over the counter at the close of business last Tuesday [Nov. 24]). Capcities/ABC said it will "seek to acquire" no more than 20% of SMN's common stock "from time to time" through both open market purchases and exercise of the warrant.

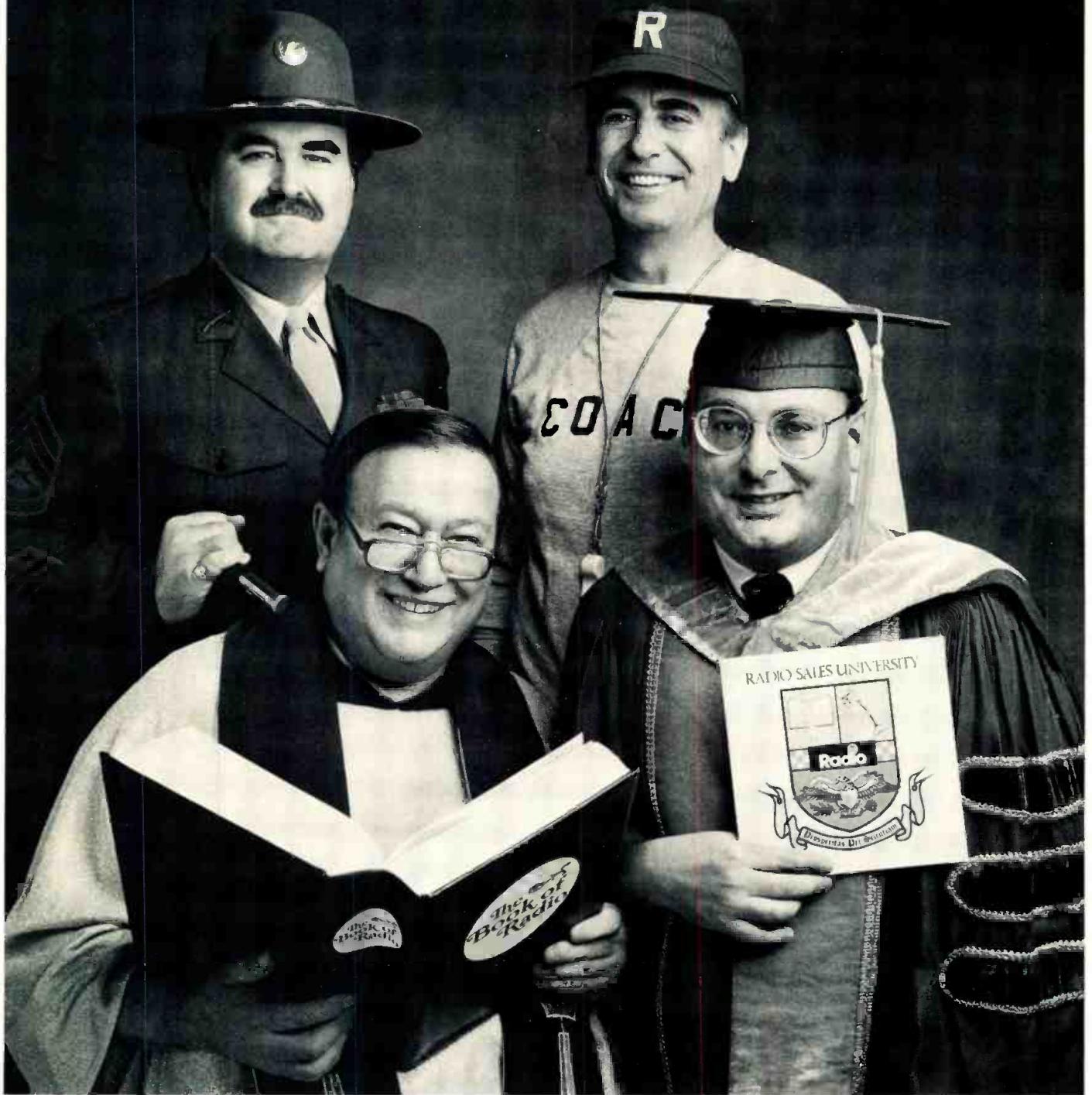
The ABC/Satellite Music Network deal comes just a month after the United Stations, a New York-based network radio company, signed a similar arrangement with the Transtar Radio Networks, SMN's primary competitor in the 24-



uary through October are pacing 3% behind the same period last year [see box above].) SMN's advertising revenues for the first nine months of 1987 were off 15% compared to the first three quarters of 1986 to \$6,987,657 while affiliate fees rose 2% to \$3,998,766.) "The strategy to combine our talents with ABC's resources makes for a strong positioning statement in the network radio arena," Tyler said.

SMN, which was formed in the summer of 1981, has close to 960 signed affiliates. It currently offers eight full-time music formats: "Country Coast-to-Coast," "Stardust," "StarStation," "Pure Gold," "Heart & Soul,"

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Network radio sales made few waves in 1987

Radio executives optimistic about 1988 advertising prospects with new buying season off to a good start

Nineteen eighty-seven will be a year "not to remember" for network radio sales. Most executives are projecting that advertising expenditures will be flat or slightly off from last year's finish of \$380,024,008. But virtually all network radio officials are forecasting a mid-to-high single-digit percentage increase in business for 1988, spurred on, in part, by a steady upfront buying season.

According to the Radio Network Association (RNA), network radio revenues for January through October are off 3% compared to the same period a year ago to \$309,818,432 (see chart). The RNA data shows network sales beginning the year on a high note with first quarter revenues posting a 10% gain over first quarter 1986, but the momentum began to stall in the spring with business in April dropping 8%. The RNA relies on sales information collected each month from different network companies by the accounting firm of Ernst & Whinney.

"Network radio is on the way back," said Bob Hosking, CBS Radio president. "Football sales have come back strong after the [NFL players] strike," Hosking said. (CBS Radio Network holds the NFL radio football package). "And the upfront season's pace is vigorous, especially with youth-oriented orders," he said.

"The year is like a roller coaster ride," said Lou Severine, senior vice president and director of sales for the ABC Radio Network, which is taking over the sales efforts for the Dallas-based Satellite Music Network (see story above). "Fourth-quarter sales have bounced back from third quarter, but the network marketplace this year will be flat to 2% off," Severine said.

To date this year, the third quarter has registered the largest percentage drop in

network expenditures (down 12%). Severine said a number of factors contributed to the downturn in third quarter buying including the continuation of ad agency consolidations. In the fourth quarter, he said, there are some new (brand) accounts and more ad dollars from existing accounts.

The stock market plunge of Oct. 19 apparently has not adversely impacted network radio's 1988 upfront buying season, which typically runs from November through January. "This [the stock market crash] was a concern I had a few weeks ago, but to this point the stock market decline has not affected the upfront season," Severine said.

He also said that the 1988 season is off to a "very good" start with several network radio advertisers already on board for next year. That list includes Sears, Anheuser-Busch, Warner-Lambert, Whirlpool and Campbell's Soup.

Severine noted, however, that last year's upfront season was also fairly strong. "It was the scatter market that hit a brick wall," he said. This year's upfront business, according to Severine, should total nearly \$160 million, which, he said, would be "slightly ahead" of last year. "Next year will not be a great year, but it will be a decent one," said Severine, who is projecting a 5% to 8% increase in business over 1987.

"We've seen a bit of a turnaround in advertising sales, industrywide," said John Tyler, SMN chairman, who agreed that fourth quarter 1987 will outperform the third quarter. Tyler said that although network radio posted some monthly gains this year, particularly during the first quarter, business was showing signs of getting "soft" at the end of the third quarter in 1986. (Network radio business for third quarter 1986 was up 25% over third quarter 1985 while the fourth quarter was up 8% over the previous fourth quarter, according to the RNA.)

"It's difficult to get an accurate picture of network radio business these

days as more of an emphasis is being placed on special programs by advertisers," said Norm Pattiz, Westwood One chairman. Westwood One owns and operates the Mutual Broadcasting System, the NBC Radio Networks and the Westwood One Radio Networks—the last offers entertainment-oriented programs. Pattiz noted that many syndicated program suppliers such as DIR Broadcasting and MJI Broadcasting do not report their figures to Ernst & Whinney. "If all the network and program syndicated dollars were counted (on a year-to-year basis), the business would probably finish flat to up compared to last year," he said.

"Why the third quarter was negatively affected had a lot to do with the network television's upfront buying season, which lasted longer than previous years due to the peplemeter situation," said Pattiz. (Advertisers were seeking audience listening level guarantees from networks when the new Nielsen and AGB peplemeter systems were launched in early September (BROADCASTING, Sept. 7)). Pattiz noted that network television upfront, which usually ends at the beginning of the third quarter, ran well into the third quarter, causing advertisers to hold back on other ad expenditures, namely radio.

Pattiz is predicting high single-digit percentage growth for network radio business next year. "Olympic and presidential years are generally good years for all radio advertising," he said. "Because network radio has a smaller advertising base than most other media, all it takes for double-digit growth is to have one or two new major accounts enter the medium," Pattiz said.

Nick Verbitsky, president of the United Stations Radio Networks, which handles the advertising sales efforts of the Transtar Radio Networks, sees 1987 finishing flat to a percentage point off compared to 1986. However, he is expecting 1988 to post a 7% to 8% gain. One of the reasons why 1987 sales pale in compari-



Pattiz



Severine



Verbitsky



Hosking

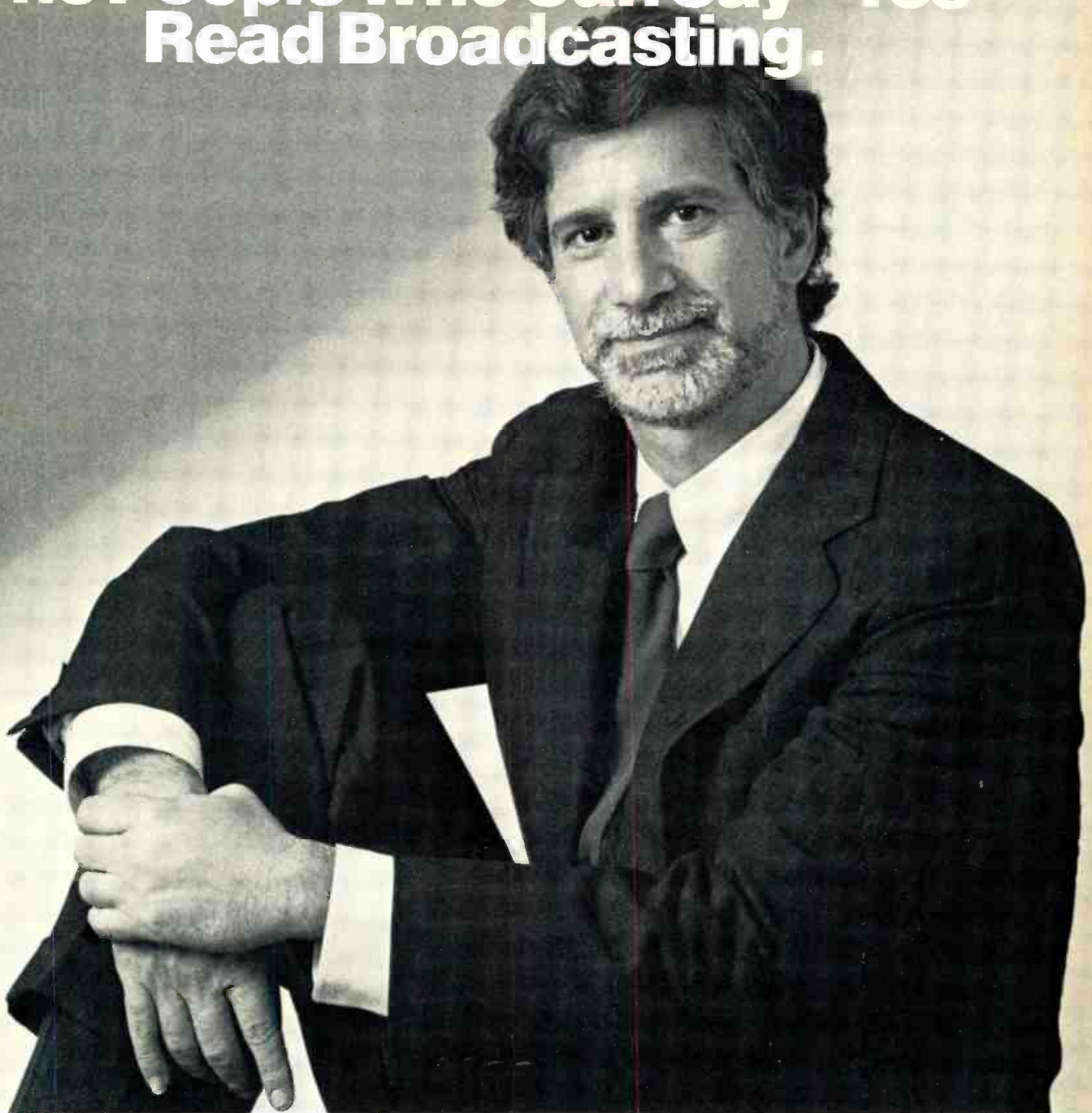


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Bucks basketball

Turner Broadcasting System and the National Basketball Association have signed a new two-year, \$50-million rights pact covering the 1988-89 and '89-'90 seasons. Turner will pay the league \$23 million in the first year and \$27 million in the second for the right to carry 50 regular season games and 25 playoff games each year. The pact is double what TBS paid for the present two-year agreement.

In addition to those games, TBS will have the rights to the NBA draft, the Slam-Dunk Championship, the Legends Classic, the Long-Distance Shootout and the NBA Awards show. TBS is in the fourth season of NBA coverage and its ratings for this year have gotten off to a flying start. In its first four games, ratings are up 19% over last year, with household viewing up 36%. TBS said the Nov. 6 season-opener, Boston versus Milwaukee, was seen in 1,612,000 homes, said to be a record for prime time regular season basketball viewing on cable.

TBS has also announced the signing of Larry King to a new multi-year contract. Neither side disclosed terms, but King's agent, Bob Wolff, said the talk show host had been wooed by the three commercial networks, 20th Century Fox and syndicators, Group W and King World. Wolff said King chose to stay with Turner because of his "great affection and loyalty" for TBS. Wolff indicated King may explore other opportunities with TBS, including possible inclusion on the new network, TNT, and through TBS's syndication arm.

Financial News & Information

The Financial News Network has purchased 80% of Information & Service Network Inc. from Infotech Inc., which holds a 20% interest in FNN, for 2.7 million shares of FNN restricted common stock. The shares have an approximate market value of \$18 million. ISN holds a 47.5% stake in The Learning Channel.

On the air

The Nashville Network announced last week it would tape four of the six USO tours that will be seen as specials on the network next year. The first special (on Jan. 30) will be Wayne Newton's tour aboard U.S. Navy ships in the Mediterranean and Persian Gulf. The second, starring the Judds at Guantanamo naval base in Cuba and Palmerola air base in Honduras, will appear in early 1988. TNN said that USO tours that have aired as specials in the past have been among the highest rated programs on the network.

Cable's challenge

Bozell, Jacobs, Kenyon & Eckhardt has released a report, "Triumphs and Trends of the Cable Television Industry," chronicling the growth of cable television and its impact on the future.

The 119-page paper explores the programming, advertising, marketing and legal challenges facing the industry. Among the highlights: "The push toward 60% or even 70% penetration in the 1990's will demand even more resources and concentration placed against marketing and programming. From an advertiser's point of view, erosion of broadcast network share continues, audience fragmentation is now a fact of life and under delivery of broadcast ratings in cable households can no longer be ignored." Bozell says "tune-in promotions will be important in attracting greater viewership; ratings should also improve somewhat with peplemeter audience measurement...cable advertising revenue should continue to climb and come close to the \$2-billion mark by the end of 1990."

The report also notes that the consolidation within the industry "provides better leverage in dealing with programmers and more advertising sales opportunities."

Keeping up with the Joneses

Request Television has signed four Jones Intercable systems, representing 21,000 addressable subscribers in 34,000 basic cable homes, as affiliates to its pay-per-view service. The systems are Gambrills and Prince Frederick, both Maryland, and Naperville and Orland Park, both Illinois. The additions give Request a total of 138,000 addressable subs among 190,000 Jones subscribers.

Serving unserved

Josh Sapan, president of Bravo and American Movie Classics, told a New York National Academy of Television Arts and Sciences luncheon crowd that cable programming is beginning to fill a void in broadcast programming by serving the over-45 population and exhibiting cultural fare. "Like the Discovery Channel, Nickelodeon and CNN, Bravo and AMC are dedicated to the original cable premise: providing quality programming around a clear point of view, and not to chasing ratings with programs that the networks canceled."

From Fuchs

HBO Chairman Michael Fuchs called on the movie industry to "discipline itself on a cost basis" and become less dependent on huge license fees paid by pay services, home video, foreign distribution and other ancillary markets. Appearing at a Hollywood Radio and Television So-

ciety lunch, Fuchs also said that broadcast television networks will have a tough time competing during the next five years as market fragmentation increases.

House call

The Physician Investor, a weekly half-hour program designed to help medical professionals with investment decisions, will debut on Lifetime on Sunday, Jan. 10, at 4:30 p.m. Bruce Dan, a physician who is senior editor of the *Journal of the American Medical Association*, will host the program. He also reports on health issues for WLS-TV Chicago. It will also be seen on the Hospital Satellite Network.

The executive producer, Ted Determan, president of Determan Marketing Corp., said the show "will lead doctors through the confusing world of securities, bonds, real estate, tax-free investments and tax tips, creation of effective pension plans and finances of practical management."

Country moving

Country Music Television has announced it will be moving to Galaxy I, transponder 13, on Dec. 15. It will remain on its present slot, on Telstar 303, transponder 13, until Dec. 31, when it permanently switches over to Galaxy I.

Hands-on experience

High school students in Burbank, Calif., will have a television production studio soon, courtesy of Warner Bros. and the Burbank Unified School District. The former has contributed \$50,000 toward the construction of a classroom and studio to serve students enrolled in the Los Angeles county-sponsored regional occupational programs, a vocational education system. The studio, to be completed in February 1988, will provide up to 20 students with experience in camera use, lighting techniques, audio system control, engineering, newscasting, producing and directing. The school district currently offers a one-year, 360-hour course in television production but lacks adequate facilities. Warner Bros. will help design the studio, and will also make guest speakers available.

Magazine incentive

The Discovery Channel has extended its incentive program to cable operators for selling the program service's The Discovery Channel Magazine. The service gives operators a \$1-rebate for each subscription sold during any four-week period between now and Dec. 31. Discovery said the magazine has 70,000 subscribers, with an average of 5,000 being added each month.



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KXAS-TV, 3:00 p.m.
HH Share

Oct '86 Falcon Crest	15	Oct '87 Divorce Court	20
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HH Share Gain/Loss

+33%

SEATTLE

KSTW-TV, 10:30 a.m.
HH Share

Oct '86 True Confessions	6	Oct '87 Divorce Court	13
--------------------------------	---	-----------------------------	----

HH Share Gain/Loss

+117%

Source: NII DMA Oct '86 4 week average vs
Oct '87 4 week average.



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the program deficits would be to give the networks a financial interest in the aftermarkets of off-network shows—if the FCC were willing to amend its rules barring such deals. The networks argue that they would then be willing to cover more of the upfront production costs in exchange for back-end profits.

Programers at last week's luncheon did not appear overly enthusiastic at that prospect. "I'd be willing to do it after the fact," said Bushkin, which prompted one audience member to respond, "what a sport."

"It's not a welcome possibility," said Grant, adding however, that "if it comes to pass, we'll live with it."

Checkerboard out at WCAU-TV

**October station performance
cited as reason for dropping
experimental sitcom lineup**

WCAU-TV Philadelphia will end its experiment with a first-run sitcom checkerboard, the station announced this week. Stephen Cohen, vice president and general manager of the station, said that the decision was based on the station's performance in the October ratings book.

Cohen said that WCAU-TV plans to replace the 7:30-8 p.m. checkerboard

schedule with Buena Vista Television's *Win, Lose, or Draw* in January or with Paramount's *Entertainment Tonight* in January. He said the checkerboard situation comedies will be used in late night or early evening on Friday or Saturday.

In Arbitron rankings, WCAU-TV was down from a 6/10 household rating in October 1986 to a 6/11 in October 1987. In demographic ratings, the station fell from fourth to fifth place among men 25-54, and from third to fourth place among women 18-49 and women 25-54. Among men 18-49 the station held fourth place in the market.

In October 1986 WCAU-TV carried *The New Dating Game* at 7:30-8 p.m. (BROADCASTING, Nov 16). The Philadelphia station carries the same shows as the NBC checkerboard, but in a different order.

The decision to cancel the checkerboard was "really not a money consideration," Cohen said. The station has been struggling in ratings (and advertising dollars) in the 7:30-8 p.m. time slot behind *Wheel of Fortune* ever since the station canceled *Family Feud* in 1983, he said.

WCAU-TV acquired *Family Feud* last week from LBS Communications for a fall 1988 debut. Sources also said that the four CBS-owned stations were interested in the show before it was acquired by the NBC-owned stations.

Along with the NBC stations and WCAU-TV, *Family Feud* will be carried by CBS (beginning July 1988).



Best kid stuff. Eight winners of the first Ollie Awards, to be given biennially at the American Children's Television Festival in recognition of "outstanding contributions to children through television," were announced during the festival, held in Chicago. Fran Allison received a special Inaugural Ollie Award for her pioneer work with her late partner, Burr Tillstrom, in the puppet and live action series, *Kukla, Fran and Ollie*, which aired over a total of 10 years on NBC, ABC and PBS. Fred Rogers, of PBS's *Mr. Rogers' Neighborhood*, was presented with the Board of Directors Award for three decades of dedication to the cause.

The winners, chosen from 20 commercial, cable, public television and company finalists, and festival officials pictured above are (front row, l-r) William J. McCarter, president and general manager of festival co-sponsor, WTTW(TV) Chicago; Fran Allison; Valentine Kass, festival director; winner Joella Werlin, for *Popcorn*, wcvb-TV Boston.

Back row, l-r: James Fellows, president, festival co-sponsor, Central Educational Network; Fred Rogers; winner Jay Rayvid, for *Wonderworks: Anne of Green Gables*, KOED(TV) San Francisco; winners Larry Lancit and Cecily Truett, for *Reading Rainbow*, Lancit Productions; winner Twila Ligett, for *Reading Rainbow*, Great Plains National/Nebraska Educational TV and WNED-TV Buffalo, N.Y.

Center row, l-r: Winner Martin Keltz, for *HBO Family Playhouse: The Truth About Alice*, HBO; winner Jon Fromer, for *Home Turf*, KRON-TV San Francisco, and winner Sarah M. Luft, for *New Image Teens on Peer Pressure*, KPBS-TV San Diego. WTTW(TV) Chicago will produce a one-hour special featuring the winners, to be distributed nationally.



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AT THIS.

WASHINGTON, DC

WUSA-TV, 11:30 p.m.
HH Share

Oct '86 Divorce Court	17	Oct '87 Divorce Court	25
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HH Share Gain/Loss
+ 47%

HARTFORD

WTHN-TV, 11:00 a.m.
HH Share

Oct '86 Fame, Fortune*	15	Oct '87 Divorce Court	20
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HH Share Gain/Loss
+ 33%

MIAMI

WSVN-TV, 4:00 p.m.
HH Share

Oct '86 Divorce Court	19	Oct '87 Divorce Court	21
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HH Share Gain/Loss
+ 11%

*Nov '86 4 week average
Source: NIELSEN Oct '86 4 week average vs
Oct '87 4 week average.



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Programming

Deficit programming woes

TV executives examine impact of higher production costs for network programming

Television executives at a New York luncheon sponsored by the International Radio and Television Society last week agreed that higher production costs make it harder for producers to make money on programs for the three major television networks.

"Ten years ago deficit spending was not something you had to plan on," said Merrill Grant, president of Reeves Entertainment. Higher costs, coupled with lower network viewing levels, have lessened the "adversarial" relationship between the networks and independent producers. "It puts all of us in a very difficult position," he said.

In recent years, Grant said, the saving grace has been syndication. But he noted that given lackluster sales of one-hour products in syndication along with the glut of half-hour programs, "that bubble may be bursting."

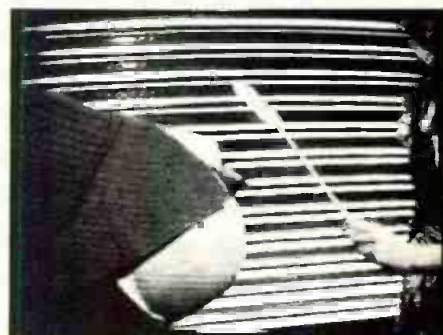
Henry Bushkin, president, Carson Productions, agreed. He said that pro-

No vacancy. NATPE International reports that floor space for 25th annual program conference in Houston (Feb. 25-29) is sold out. Washington Post Co. chairman Katharine Graham is keynote speaker. Other speakers include FCC Chairman Dennis Patrick, Linda Ellerbee and Phil Donahue.

grams the company produced several years ago, generated "significant weekly revenues"—not deficits—from network license fees, and were then sold for additional revenues to syndication. Now, he said, "all of our shows have high deficits."

Sumner Redstone, chairman, Viacom International, said he sees a "changing dynamic marketplace," with cable playing an increasingly important role. Cable, at least in part, is "replacing syndication as an aftermarket," he said. He cited off network programs such as *Riptide*, *Hardcastle & McCormick*, and *Miami Vice* as shows selected by cable networks. "The more shows that end up on cable, the better," he said.

On possible remedy for dealing with



Mad Max Headroom. A video prankster broke into Sunday night programming on two Chicago television stations on Nov. 22. A man wearing a mask of TV character Max Headroom briefly appeared on WGN-TV, which is also a cable superstation, and noncommercial WTTW(TV).

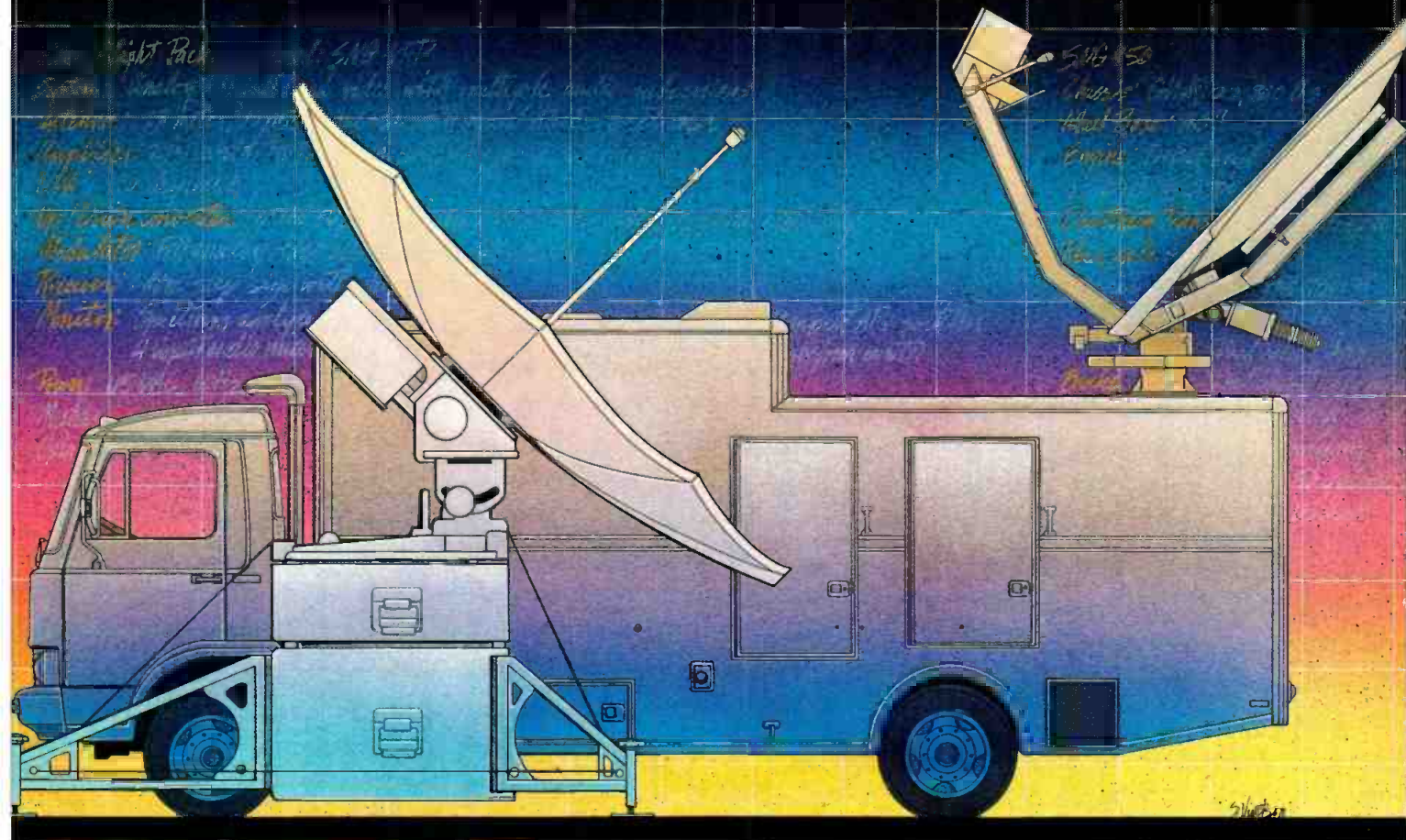
The first interruption—on WGN-TV—occurred during the sports report on the station's 9 p.m. (Central standard time) newscast. The uninvited masked figure appeared on the screen without audio for about 25 seconds, according to Bob Strutzel, WGN-TV director of engineering, "doing typical Max gyrations," in the fashion of the computer generated character, featured on the recently cancelled ABC-TV show.

The signal interruption "took a high level of sophistication," Strutzel said. He speculated that it could have originated from a truck or a high rise-building. "Where they got the equipment, I don't know, whether it was borrowed, stolen or designed by some engineering genius—but certainly it's not the kind of thing you expect from some kids pulling a prank," Strutzel said.

The second incident—on WTTW, started at 11:10 p.m., according to a station spokesman, and lasted about 90 seconds. Toward the end of that span, the masked Headroom impersonator turned profile to the camera, dropped his pants and was spanked with a flyswatter by a person off-camera.

"We are aware of the interruption and we are actively investigating it," said FCC spokeswoman Maureen Peratino. Both stations have provided the FCC with tapes of the break-ins and officials at the commission's Chicago field office have gone over technical details with station engineers to begin the process of searching for suspects.

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NEW YORK

WCBS-TV, 9:30 a.m.
HH Share

Oct '86 The Judge	14	Oct '87 Divorce Court	19
HH Share Gain/Loss			
+36%			

NEW ORLEANS

WDSU-TV, 4:00 p.m.
HH Share

Oct '86 Superior Court	14	Oct '87 Divorce Court	20
HH Share Gain/Loss			
+43%			

BOSTON

WCVB-TV, 10:00 a.m.
HH Share

Oct '86 Good Day	16	Oct '87 Divorce Court	21
HH Share Gain/Loss			
+31%			

Source: NAB DMA Oct '86 4 week average vs
Oct '87 4 week average



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all was not perfect: "Inventory growth has been greater than revenue growth."

And Sue Rynn, INTV's director of research, cited studies she said displaced the perceptions of independent television stations as second-rate operations serving a downscale audience with the "reality" of the stations as quality operations with the kind of audiences advertisers should fight over. One study, by the Simmons Marketing Research Bureau, indicated that, across all dayparts, the audiences of independent television stations and network affiliates are similar when measured in terms of upscale income or advanced education.

Besides trying to impress political time buyers with those statistics, some independent television station people, at least, see the longer form commercial as an important weapon in the effort to corral more political revenues in the years ahead. Thom Neeson, of WLVI-TV Cambridge, Mass., a member of the Political Task Force of INTV's Marketing Advisory Council, said a study by Georgetown University's School of Strategic Planning, indicated the traditional 30-second spot was a factor in the negative advertising of political candidates.

What the political advisers appear to want is the opportunity to buy longer-form spots. Neeson said a questionnaire sent to political advisers and independent television stations indicated that "almost all" of the political types favored two-minute spots. (Bill Hamilton, a political consultant, said a study by the American Association of Political Consultants, indicated that candidates favored two- and even five-minute spots.) Neeson said fewer responses had been received from the stations—and that the enthusiasm for the idea seemed to vary according to market size: Some larger market stations were "not happy" with

it, while some in smaller markets appeared "very interested."

The longer form commercial would allow candidates more time to discuss issues. But one of the principal appeals the longer form has for independent operators is that it gives them a competitive advantage—affiliates cannot offer them within prime-time programs; they can only offer adjacencies. The networks preempt prime-time programs, said Cathy Egan, of Katz, another supporter of longer-form political commercials. As for the kind of revenue longer-form commercials would produce, Neeson said he could sell two-minute spots in prime-time and weekend movies at 10%-12% less per 30-second increment than a 30-second spot "and still make money."

Some of the INTV seminar's time was devoted to presentations of get-out-the-vote campaigns available for television stations. But the campaigns described by Patty Frierson, of Vote America, and Tom Edmonds, of AAPC, would do more than polish the public service image of independent stations. Egan said an advantage of independent stations is their ability to reach young voters—adults 18 to 49 form their core audience. And in the last presidential election, while only 22% of those 25-34 voted, that percentage still accounted for 21 million voters, the largest of any age group. Accordingly, encouraging more of the 25-34 group to vote might make independents more attractive to candidates. Young voters, said Egan, "are virtually an untapped gold mine."

The seminar was the first of three that INTV will hold in an effort to strengthen independents in the competition for the political dollar. Another seminar will be held next January and the third will be held in April.



Luncheon lesson. Preston Padden, president of the Association of Independent Television Stations (r), chats with Maury Povich, anchor and host of Fox Broadcasting's *A Current Affair* during a break at the INTV seminar. Povich, who was the luncheon speaker, said journalists are going through a self-evaluation because of the news coverage that caused Gary Hart and Senator Joseph Biden (D-Del.) to drop out of the contest for the Democratic presidential nomination, and Judge Douglas Ginsburg to withdraw as a Supreme Court nominee. "We look like jackals at times," Povich said. "We have to look into the candidates' backgrounds more deeply than before. But we have to decide how far back and how deep in a candidate's background we have to go."

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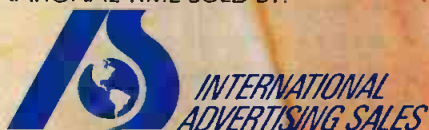
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operating cash flow margins in 1986 at 36.5%, according to the figures. Broadcasting margins were 20.3% for 1986 and entertainment programming margins were 11.3%.

Broadcasting's total operating cash flow dollar amount (of the public companies included in the historical segment of the report) were still by far the largest, however, totalling some \$3.1 billion in 1986, against cable's \$1.9 billion and programming's \$1 billion.

On pretax operating income growth for the past five years, cable television led with growth of an average 24.8% over the 1982-86 period. Broadcasting operating income had compound annual growth of 11.5%; entertainment programming, 10.9%.

Revenue growth was also greatest for cable during the period, registering 20.6% compound annual growth. Entertainment programming's compound revenue growth was 17.8%, while broadcasting's was 11.1%.

By actual dollar amount, in 1986, the \$15 billion broadcasting category was three times that of cable, while entertainment programming weighed in second at \$9.3 billion.

Assets for TV and radio broadcasting also remained the largest at \$22.2 billion, registering an average growth over five years of 26.1%. Cable compound five-year growth raised its estimated assets to \$16.6 billion, while entertainment programming had a 23.6% compound growth, with 1986 assets estimated at \$14.6 billion.

In rankings of individual company measures, the largest overall was Capital Cities/ABC, which ranked first in three 1986 categories; revenues, pretax operating income and operating cash flow. General Electric (NBC) was second, followed by CBS in third for total revenue and pretax operating income, but dropping to fourth behind Time Inc. in the operating cash flow category.

Also among the largest ranking media companies in 1986 were Warner Communications, Coca-Cola Entertainment and Viacom International.

For five-year growth, King World Productions showed up with the highest compound annual growth in pretax operating income and operating cash flow and the fourth largest revenue growth. Heritage Entertainment also placed in the top five for operating income and cash flow, while Price Communications led in five-year compound revenue growth.

For 1986, the greatest overall revenue growth was registered by The Vista Organization, New Line Cinema showed the biggest percentage jump in pretax operating income and Barris Industries had most growth in operating cash flow.

King World, New Line, Heritage and LIN Broadcasting were also ranked among 1986's performance leaders measured by return on assets, margins and 1982-1986 margin change for both pretax operating income and on operating cash flow.

Among broadcasters alone, leading revenue growth over the five years was also achieved by Jacor Communications, Emmis Broadcasting and Capcities/ABC. Radio programmer Westwood One led in both operating income and cash flow and broadcast profitability leaders included Times Mirror Co., The Washington Post Co. and LIN.

For filmed entertainment, revenue growth leader in 1986 was Turner Broadcasting, while Vista Organization, De Laurentiis Entertainment, New Line, Robert Halmi and Tri-Star Pictures also registered leading growth figures. New Line, King World and Heritage all led

five-year compound annual growth categories.

Performance leaders in the filmed entertainment sector, as measured by greatest improvement in operating margins between 1982-86, were Heritage, CEL Communications, New Line Cinema, King World and Northwest Teleproductions.

The VS&A report covers 1982-1986 fiscal data for cable TV, radio and TV broadcasting, entertainment programming and distribution, recorded music, publishing, advertising agencies, business information services and other miscellaneous communications.

Independents stump for bigger piece of political TV ad pie

INTV gathers buyers, planners, politicians, consultants to sell them on the strengths of the indie buy for political time

The nation's independent television stations are out to get more of the political advertising dollars spent on television. In 1986, independent stations earned 25% of the spot television money, but less than 5% of the \$161 million political candidates poured into television. And in 1988, with the presidency the main prize, the total is expected to be \$300 million, according to projections made by Katz Independent Television. That is the pie on which the independents, their representatives indicate, hope to get fat. And the ambition driving the independents could result in a significant change in the manner in which politicians conduct television campaigns—with the two-minute, or longer, commercial.

As a first step in strengthening independent television stations' appeal for political campaigns, the Association of Independent Television Stations sponsored a seminar in Washington—where

most of the political advertising money is spent—on "Independent Television and Political Advertising." Media buyers and planners, political consultants and pollsters were invited. And for most of the day, the 78 who accepted were treated to discussions of reasons why political campaigns should consider independents when making media buys.

Indeed, INTV President Preston Pad-den, in opening the seminar, was clear as to its purpose: "We are here to sell independent television stations."

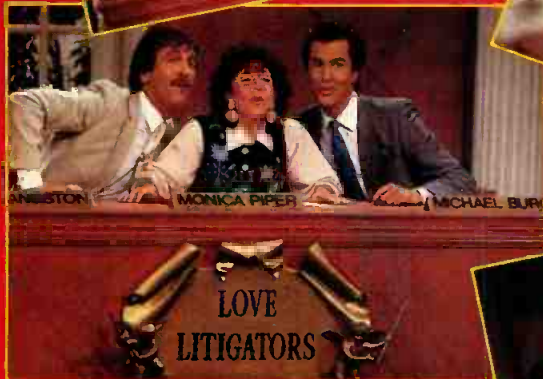
Some of the arguments came out of studies done several years ago, but whose findings may have been new to the political types in the audience. For instance, Ron Inman, INTV's vice president, marketing, noted that independent television had become a substantial force: The number of stations had increased since 1977 from 88 stations in 56 markets to 283 stations in more than 110 markets, while in only two years the number of first-run programs on independent stations had grown from 156 to 256. From all that, it follows that the independents' share of audience has increased. But Inman acknowledged that



Political panelists. One of the panels at INTV's seminar on "Independent Television and Political Advertising" focused on "The INTV Political Plan." Panelists (l-r) are Kathy Baske, director of marketing and special projects for TVX Broadcast Group; Thom Neeson, of WLVI-TV Cambridge, Mass.; Patty Frierson, of Vote America, and Tom Edmonds, of the American Association of Political Consultants.

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