

Broadcasting Dec 21

At Paramount we've always had a thing about stars.

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Hilary Swank *Michael Biehn* *Patrick Stewart* *Suzanne Cretely*
John Turturro *Jim J. Yast* *Bob Odenkirk* *Ally Kerr*
Jesse Plemons *John Ratzenberger*
Robert Downey Jr. *Blair Spivak*
Mary McCormack *Michael C. Hall*
Emmanuel Lewis *James Van Der Beek*
Greg Kinnear *Richard M. Schiff* *Regina Albertson*
Jonathan Demme *Meredith Salinger*
Smithsonian *Patricia Richardson*

Especially around the holidays.



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57th Year 1997

**November sweeps:
NBC still the one**
First quarter scatter
up for network

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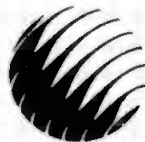
The ultimate collection of feature films from the hottest new name in television.

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Eighteen theatrical winners with proven audience appeal. Promotable. And powerful.

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NEW WORLD TELEVISION

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New must carry

As broadcasters begin weighing options to obtain some form of cable carriage rules, idea of tying must-carry to cable's compulsory copyright license is attracting support. Way broadcasters would like to see it work is to have Congress amend Copyright Act to grant cable operators license on condition they carry local broadcast signals. Provision reinstating temporary syndicated exclusivity rule could also be inserted. Problems could emerge, however, when measure is referred to Senate and House Commerce Committees, where members are apt to load it down with other regulation.

Later on Sunday

Beginning Jan. 3, four of NBC's owned stations—WNBC-TV New York, WKYC-TV Cleveland, WRC-TV Washington and WMAQ-TV Chicago—will delay airing of NBC News's *Sunday Today* one hour until 9 a.m. local time, to compete head-to-head with CBS News's *Sunday Morning*. Since its debut last Sept. 20, *Sunday Today* has averaged only 1.6 rating and 9 share. *Sunday Morning*, which airs from 9 to 10:30 a.m., has averaged 4.1/17. Part of *Sunday Today*'s problem appears to be early morning start (NBC News feeds it live from 8 to 9:30 a.m. Eastern time). Numbers show that program builds audience with each successive half-hour, and network hopes later start on O&O's will improve show's ratings and encourage other affiliates to delay broadcast as well. But network will keep feed at 8-9:30 in response to current affiliate desires.

Pay and play

National Cable Television Association annual convention in Los Angeles is still more than four months away, but association is already lining up congressmen for "informal" roundtables with cable operators, feature introduced at this year's convention. Invitation to one House member offered \$1,500 honorarium along with all-expenses-paid weekend in Los Angeles in exchange for hour-and-half duty.

Ownership deregulation

Media interests led by National Association of Broadcasters and American Newspaper Publishers Association are gearing up for effort to eliminate or lessen constraints of FCC's newspaper-broadcast crossownership rules. Catalyst is Freedom of Expression Foundation's Nov. 6 petition asking for rulemaking that would abolish 12-year-old

rules that prohibit common ownership of newspaper and television station in same market (with exception of certain crossownership situations pre-dating adoption of rules). Comments on FEF petition are due Dec. 30.

Broadcasters and publishers may ask for rulemaking to eliminate rules altogether, but would apparently accept modification allowing crossownership in markets that meet certain criteria based on size, number of media outlets or some other objective measurement. Thrust of ANPA's argument will be that there is plenty of media competition in most markets, far more than when rules were adopted.

Cable and peplemeters

Cabletelevision Advertising Bureau committee made up, primarily, of basic cable network representatives met with AGB officials last week on rating firm's progress in tabulating cable data. Cable networks are not universally pleased with reporting information now obtained from Nielsen, although Nielsen counts 18 cable network clients to AGB's one (MTV). While broadcast networks had one year of trial peplemeter data on which to base 1988 budgets, cable had figures only from July onward. Additionally, specific demographic data, which is key for many targeted basic networks, remains in short supply.

AGB hopes its proposal will attract more cable players (it signed with American Television & Communications last week [see "In Brief"]), and believes some cable networks, even though they have signed with Nielsen, would take another service. But as AGB fine tunes its cable data survey, it finds itself in ironic situation. One observer said company may need wider base of support within broadcast industry—CBS is its only network client—to bolster operation before it has ability to deliver to cable networks what they desire.

Who's who

Responsibilities are now apparently set at newly structured Columbia Pictures Television. CPT Chairman Gary Lieberthal will oversee all network production under former Columbia/Embassy and Tri-Star TV banners. Barry Thurston, president of syndication for CPT, is charged with conducting all off-network sales for Columbia/Embassy programs as well as first-run projects from now-defunct Coca-Cola Telecommunications unit. CPT has already inherited Telecommunications' *Punky Brewster* and *The Real Ghostbusters*, and decisions about remainder of folded division's first-run programs could come this week. Other first-run ventures by CPT

are possible, but not soon. All of Tri-Star's shows will continue to be sold by TeleVentures, which is jointly owned by Tri-Star, Witt/Thomas/Harris Productions and Stephen J. Cannell Productions.

Job open

National Association of Broadcasters search for new government relations chief is far from finished. President Eddie Fritts is still screening candidates. There are some within industry who would like to see NBC's Washington Vice President Bob Hynes take post.

Fox's fling

Look for additional program announcements from Fox Broadcasting Co. next week. On Jan. 5, day before start of INTV convention at Los Angeles's Century Plaza hotel, FBC will have day-long affiliate meeting at same hotel. FBC president, Jamie Kellner, will give state of company address, and programing head, Garth Ancier, will brief affiliates on upcoming programs. One announcement will be insertion of MGM-UA's hour-long *Dirty Dozen* as midseason replacement on Saturday nights, probably 9-10. There has been no announcement on what current programing will be pulled to make room.

Help wanted

With radio industry closing out generally soft advertising year, particularly on national level, interest in Radio Advertising Bureau's 1988 Managing Sales Conference (MSC) appears to be intense. RAB reports preregistration for its eighth annual event, scheduled for Jan. 23-26 at Atlanta's Hyatt Regency hotel, to be running about 25% ahead of same time last year. Attendance at conference is limited to 1,500 RAB members.

Vanishing first-runs

Signs were everywhere last week that first-run sitcoms have faded from offerings planned by syndicators for fall 1988, in contrast to last year when they were in abundance. At week's end (when NBC-owned station division canceled checkerboard), vice president of programing, Wes Harris, said that he knew of only five or six of those shows now in production. Early in week, word from sources at Lorimar Syndication was that it had canceled its plans to syndicate *Mr. Moe's*, first-run sitcom spin-off of *She's the Sheriff*. Pilot for show did not pass muster with syndication chiefs at company.

**TOUGH TIMES
CALL FOR SHOWS
THAT CAN
HACK IT.**


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A NEW LINE CINEMA
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A NICHE LIKE FREDDY.



The man of your dreams is coming to television this Fall. And how. His weekly first-run hour is going to be a nightmare for your competition.

Freddy Krueger, the sinister sandman, has already hooked the country through his incredible performance at the box office and in home video. He's very sharp.

Now he comes to television well armed to cut out a huge slice of the late night audience. Don't miss your share.

Take a stab at greater ratings with Freddy. The hottest face on TV.

A Nightmare
ON ELM STREET
Freddy's Nightmares

to three years and fined \$100,000; other was sentenced to two years. Intelsat in May filed civil suit against Colino in U.S. district court in Maryland, claiming his activities resulted in damage to organization of \$11.5 million (BROADCASTING, May 25). Colino at about same time filed for bankruptcy to protect his assets. Both cases are pending.

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

□

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

□

Land-mobile. In response to petition from Association of Maximum Service Telecasters, National Association of Broadcasters and other broadcast groups, FCC has agreed to delay decision on reallocation of UHF channels in eight markets in land mobile radio 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, FCC also proposed, station may try to negotiate settlement with mobile radio operator.

□

Low-power television. Community Broadcasters Association, which represents budding LPTV industry, has hired Joseph Laughlin, former general manager of WGN-TV Chicago, to head CBA Programming Cooperative. Under Laughlin's direction, co-op will try to buy programming that individual stations could not afford. So far, more than 50 stations have indicated interest in co-op.

FCC's freeze on LPTV applications and major changes—in effect since 1983—thawed with opening of filing window, June 22-July 2. Some 1,350 applications were received, far fewer than FCC officials had expected. FCC has proposed granting 483 applications, and has so far granted about third of that number. Those not challenged by petitions to deny should be granted by end of year.

□

Mergers. Kohlberg Kravis Roberts & Co.'s SCI Holdings, which disengaged three investment banks hired last summer to explore divestiture of its 1.4 million-subscriber cable systems, is

now in discussions to sell majority interest to cable consortium of TCI, ATC, Comcast and Bass Group. KKR's Storer Television has also closed on \$1.3 billion transfer of six TV stations to company managed and 55% held by George Gillett Jr. □ U.S. Cable Television Group, new limited partnership headed by ML Media principals Martin Pompadur and Elton Rule, has set \$225 million as price for 135,000-subscriber cable systems of Essex Communications Corp. Amount was down \$8 million from initial offer and is subject to further change at closing in 1988. □ Cablevision Systems' \$470 million purchase of Adams-Russell, approved by A-R shareholders in November, is expected to close this month. General Electric Credit Corp. will finance deal, Cablevision will invest \$40 million in buy and Kidder, Peabody & Co. will provide \$125 million in senior subordinated notes. □ Early 1988 closings are expected for following deals: Continental Cablevision acquisition of American Cablesystems for \$481.7 million; radio group Summit Communications \$200 million purchase of DKM Broadcasting in second-largest radio-only sale, and Adams Communications purchase of Forward Communications' five TV stations for \$126.5 million from Wesray Capital Corp. □ Deals called off in wake of October stock market decline 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.

□

■ **Must-carry.** U.S. Court of Appeals struck down two weeks ago latest incarnation of FCC's must-carry rules, ruling that they are unconstitutional—violation of First Amendment rights of cable operators.

Ruling on Dec. 11 was replay of court decision two years ago when it eliminated FCC's original must-carry rules on same ground.

Broadcasters who have fought hard to preserve some form of must carry rules were upset and disappointed at ruling. Last week, they were plotting legal and legislative strategy for bringing back rules through appeals or act of Congress (see "Top of the Week").

□

■ **Public broadcasting.** December Senate floor vote—66 to 28—killed proposed legislation that would have provided estimated \$300-million-per-year public broadcasting trust fund, beginning in 1990. Fund was to have been financed by commercial broadcast properties transfer fee/tax. Heavy lobbying by both commercial and noncommercial broadcasters accompanied deliberations on hill. PBS President Bruce Christensen said, "Commercial broadcasters won, and the American people and the concept of public service lost." (BROADCASTING, Dec. 14).

Many public broadcasters feel they suffered second blow when U.S. Court of Appeals in Washington threw out FCC's must-carry rules, which require cable systems to carry local broadcast signals. Court did not rule out possibility of constitutional must-carry rule. Although National Cable Television Association President Jim Mooney said, "most cable systems are unlikely to drop any local broadcast signals they are now carrying," some members of noncommercial broadcasters community fear rise in number of stations dropped.

National Public Radio board this month

adopted unbundling resolution to be presented in written ballot to member stations for advisory vote. Final decision rests with board, which may adopt policy as early as next February. Plan would split NPR programming into morning news, evening news and performance segments, creating new distribution and member dues structures. Board also this month began \$32-million FY 1989 budget proposal deliberations.

David J. Brugger, senior vice president at Corporation for Public Broadcasting, will, effective Jan. 1, become president of National Association of Public Television Stations, lobbying arm of public TV system. He succeeds acting president, Baryn Futa, and former president, Peter Fannon, latter which resigned in August.

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.

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. CPB is also reviewing propriety of PBS bonus awarded President Bruce Christensen in 1986 (BROADCASTING, Nov. 30) for efforts since 1984 fire that destroyed former headquarters.

□

■ **Scrambling.** Last month, Senate Commerce Committee passed legislation that would regulate home satellite marketplace (BROADCASTING, Nov. 23). It would mandate that cable programmers permit any qualified third party—inside and outside cable industry—to distribute their services to backyard dish owners. Bill is not expected to hit Senate floor until next year. 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 last month (BROADCASTING, Nov. 30). Broad coalition of industry groups is backing bill, but modifications suggested by motion picture industry (mainly suggestion that compulsory copyright license for carriers be limited to C-band retransmissions) did not go over well at hearing and could splinter support.

□

Syndex. In comments to FCC, cable operators opposed and broadcasters and program producers supported FCC proposal to reimpose rules requiring cable systems to black out syndicated programming on distant signals if it appears on local stations. FCC action is expected early next year.

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

Most broadcasters and producers contended that rules are needed to protect sanctity of

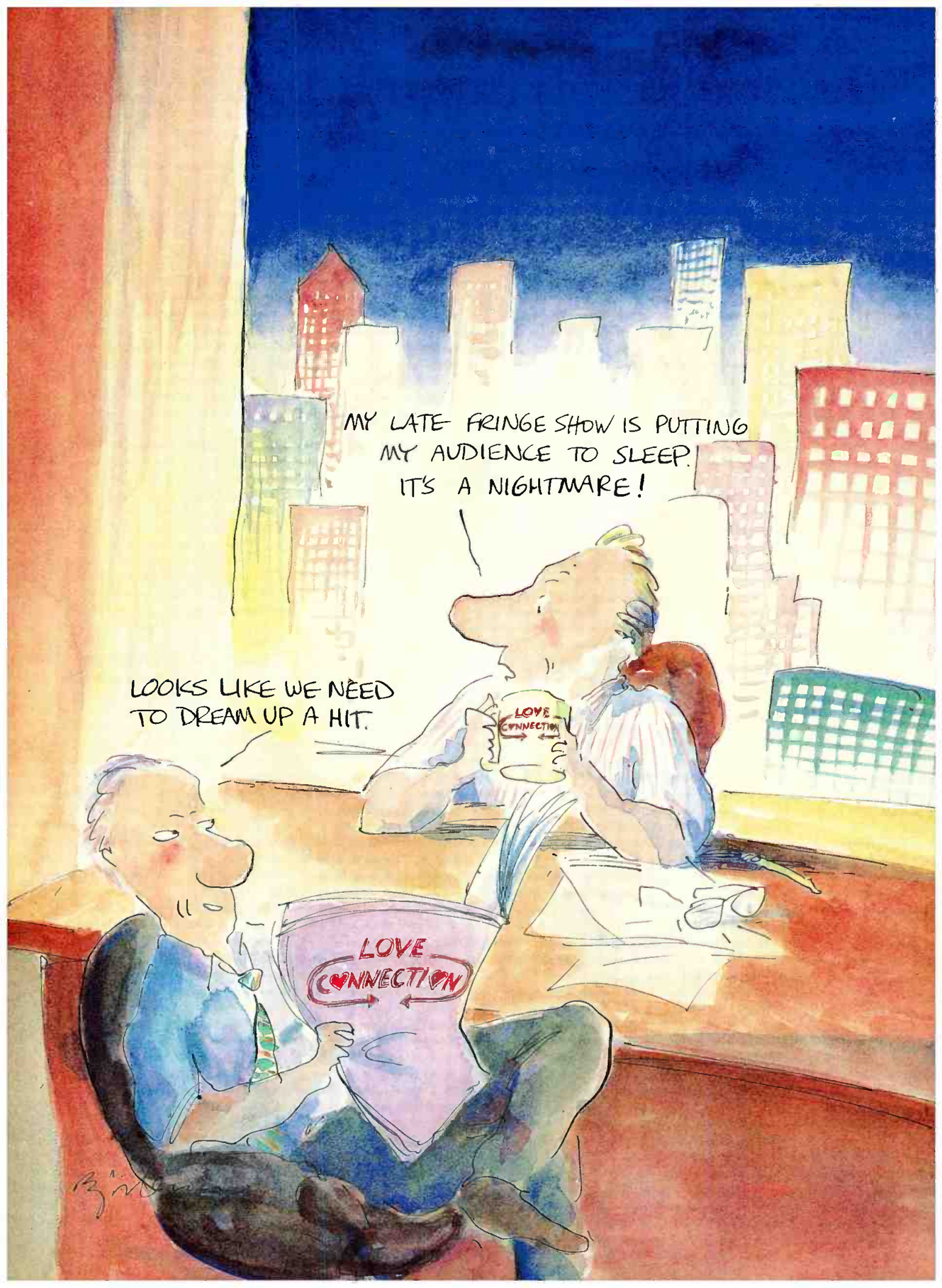
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Entertainment Tonight is the perfect access show for '88, '89 and into the '90's. But don't just take our word for it. Ask anybody at CBS's "O&O" in Chicago.

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MY LATE FRINGE SHOW IS PUTTING
MY AUDIENCE TO SLEEP.
IT'S A NIGHTMARE!

LOOKS LIKE WE NEED
TO DREAM UP A HIT.

LOVE
CONNECTION

LOVE
CONNECTION

Bjorn

IF YOU'D LOOK TO "LOVE CONNECTION"
TO AROUSE YOUR DROWSY LATE NIGHTS,
YOU'D FIND NUMBERS THAT WOULD REALLY OPEN YOUR EYES.
AND IT'S BEEN RIGHT HERE ALL ALONG!



*The Hit That's Right
Under Your Nose.*



"Love Connection" is an
Eric Lieber Production in association with
Lorimar Syndication.

their exclusive programming contracts. And, contrary to cable's claim, they say they have been hurt by cable's importation of duplicative distant signals into their markets.

geted market, has asked FCC to bar Microband from offering its service until other MMDS and ITFS channels now hung up in interference disputes become available so that Cablevision can offer competitive wireless cable service. Microband responded with charge that Cablevision is trying to use FCC to block competition. It also alleged three cable programming services affiliated with Cablevision—SportsChannel New York, American Movie Classics and Bravo—have refused to deal with Microband in effort to weaken Microband's ability to compete.

Microband, which also plans to introduce wireless cable services in Detroit and Washington within next few months, is biggest, but not the only wireless cable operator. Services are currently being offered in several other markets,

including San Francisco, Milwaukee and Cleveland.

Wireless cable. Using mix of ITFS and MDS channels, delivery system is now available in New York. Microband Companies Inc. has begun marketing six-channel wireless cable service in outer boroughs that have not yet been wired for conventional cable. It has ability to expand to 14 channels, but is having difficulty securing rights to carry cable programming it desires.

Cablevision Systems, MSO with franchise for about one million homes within Microband-tar-

■ **Unions.** Technical union, International Brotherhood of Electrical Workers, ratified offer from CBS for new three-year contract by vote of 947-352 in balloting that ended Monday, Dec. 14. Contract signing was expected to be held yesterday (Dec. 20) and to become effective immediately. Offer is believed to contain provisions for 3% raises for each year of contract and unlimited use of daily hires. Affected are 1,500 technicians at CBS-owned stations in seven cities, who had been working without contract since Sept. 30.

NBC goes 12 for 12

NBC took week 12 of the prime time season, ended Dec. 13, with a 15.6 rating and a 26 share, according to the Nielsen peoplemeter averages. CBS came in second for week 12 with a 13.6/22. ABC finished up the week with a 12.4/21.

In evening news, it was *CBS Evening News* that took first place, with an 11.6/21. The *NBC Nightly News* came in with a 10.8/19. ABC's *World News Tonight* closed out the week with a 10.5/19.

ABC took the first three days of the prime time week, while NBC took two days, Thursday and Saturday, and CBS took the remaining two, Friday and Sunday.

On Monday, ABC took the evening with a 16.4/25.6, over NBC's 14.9/22.8 and CBS's 14.7/23.2. *Monday Night Football* averaged a 17.3/31 (Nielsen) to rank 15th for the week.

Tuesday's ABC win was with a 19.3/31.6, over NBC's 14.9/24.4 and CBS's 9.6/15.8. The *Barbara Walters Special*, broadcast on ABC at 9-10 p.m., garnered a 21.9/35 (Nielsen). In the same time period, CBS's

Jake and the Fatman pulled in a 10.3/16, while NBC's *Hunter Special* averaged a 14.6/23 for the hour.

ABC took Wednesday with a 14.7/24.2. NBC came in with a 13.4/22.0 and CBS, which broadcast the *Grammy Lifetime Awards* from 9 to 11 p.m., had an 11.8/19.5.

Thursday went to NBC when the network averaged a 24.6/38.9 for the night. CBS averaged a 12.9/20.6 the same evening, and ABC came up with a 6.8/10.9. The latter network's Thursday move, "Best Defense," averaged a 7.1/12 for its broadcast.

Friday went to CBS's 15.9/27.8 average. NBC and ABC came in neck-and-neck, when the former came up with a 10.9/19.4 average, and the latter had a 10.8/19.2.

NBC's second win for the week was Saturday, when the network averaged a 17.0/30.9, over ABC's 8.6/15.3 and CBS's 6.9/12.3.

CBS took Sunday evening with a 20.9/32.1. NBC came up with a 15.3/23.9 average for the night and ABC brought in a 10.2/16.0.

Nielsen	Net	Show	AGB	
1.	30.0/47	N Cosby Show	1.	31.6/49
2.	27.9/43	N Different World	2.	29.7/45
3.	23.5/37	C 60 Minutes	5.	22.6/35
4.	23.1/36	N Cheers	6.	22.1/35
5.	22.9/36	N Night Court	10.	20.5/33
6.	21.9/35	A Barbara Walters Special	13.	19.2/31
7.	21.9/32	C Murder, She Wrote	4.	22.7/33
8.	21.1/32	A Growing Pains	7.	21.7/34
9.	21.0/37	N Golden Girls	3.	24.5/41
10.	20.3/32	A Who's the Boss?	8.	20.9/33
11.	19.3/30	C CBS Sunday Movie	12.	20.0/31
12.	18.9/34	N L.A. Law	23.	17.0/31
13.	17.9/31	C Grinch Stole Christmas	21.	17.3/30
14.	17.5/27	N Matlock	18.	17.9/28
15.	17.3/31	A Monday Night Football	32.	15.6/28
16.	17.3/32	N Hunter	11.	20.1/37
17.	17.3/26	N Family Ties	17.	18.1/26
18.	17.2/26	N ALF	15.	18.3/29
19.	16.9/30	C Charlie Brown Christmas	34.	15.5/27
20.	16.8/26	C Night Before Christmas	36.	15.2/24
21.	16.7/30	N Amen	9.	20.5/35
22.	16.7/26	N NBC Sunday Movie	24.	16.9/26
23.	16.6/29	C Knots Landing	25.	16.8/30
24.	16.2/26	C Frosty the Snowman	30.	15.8/25
25.	16.0/25	A Hooperman	37.	15.0/24
26.	15.9/24	C Kate and Allie	26.	16.6/26
27.	15.9/27	C Dallas	33.	15.5/27
28.	15.8/24	C Newhart	19.	17.6/28
29.	15.7/28	A Dynasty	46.	13.7/25
30.	15.7/28	N 227	16.	18.1/31
31.	15.6/24	C Designing Women	26.	16.6/26
32.	14.6/23	N Hunter Special	31.	15.6/25
33.	14.3/26	C Falcon Crest	51.	12.9/24
34.	14.3/22	N NBC Monday Movie	35.	15.5/25
35.	14.1/23	A Slap Maxwell Story	43.	14.0/23
36.	14.1/26	N Facts of Life	20.	17.3/30

Nielsen	Net	Show	AGB	
37.	14.0/22	N Miami Vice	45.	13.7/24
38.	14.0/22	N Highway to Heaven	22.	17.0/27
39.	13.6/25	A 20/20	38.	15.0/28
40.	13.6/21	C Frank's Place	28.	16.4/26
41.	13.5/21	A Head of the Class	48.	13.5/21
42.	13.5/23	C Cagney & Lacey	40.	14.6/27
43.	13.2/21	A Perfect Strangers	49.	13.4/22
44.	13.2/21	N St. Elsewhere	29.	15.8/25
45.	13.1/20	C Simon and Simon	44.	13.8/22
46.	12.9/25	A Thirtysomething	50.	13.2/25
47.	12.9/23	N Bronx Zoo	42.	14.1/26
48.	12.6/23	N Crime Story	53.	12.4/23
49.	12.0/18	A Dolly	47.	13.5/20
50.	11.6/18	A MacGyver	55.	11.9/19
51.	11.2/18	N Mouse, Mystery and Me	41.	14.3/22
52.	10.8/20	N Private Eye	58.	11.6/21
53.	10.6/17	C Tour of Duty	59.	11.4/18
54.	10.5/18	A Mr. Belvedere	54.	12.0/21
55.	10.3/16	C Jake and the Fatman	63.	10.5/17
56.	10.2/19	C Law and Harry McGraw	56.	11.7/21
57.	10.1/16	A Disney Sunday Movie	57.	11.7/18
58.	9.5/17	A Full House	66.	9.6/17
59.	9.5/16	C Grammy Lifetime Awards	61.	10.6/18
60.	9.5/16	N Season to Be Smurfy	52.	12.9/21
61.	9.2/16	A I Married Dora	67.	8.7/15
62.	8.9/16	A Ohara	72.	8.1/14
63.	8.8/16	A Hotel	76.	7.8/14
64.	8.6/14	A Buck James	62.	10.5/17
65.	8.5/15	A Pursuit of Happiness	65.	9.9/17
66.	8.3/13	C Houston Knights	77.	7.7/12
67.	8.2/14	A Sable	71.	8.1/14
68.	7.8/14	N Rags to Riches	64.	10.3/18
69.	7.1/12	A ABC Thursday Movie	75.	7.8/13
70.	6.9/12	C CBS Saturday Movie	70.	8.2/14
71.	6.8/13	C West 57th	68.	8.3/15
72.	6.3/10	A Sledge Hammer!	78.	6.4/10

■ Indicates new or revised entry

December

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.

Dec. 31—Deadline for radio members of *National Association of Broadcasters* to nominate radio industry individuals for NAB's Broadcasting Hall of Fame, which is replacing the Radio Hall of Fame. Information: (202) 429-5422.

January 1988

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

Jan. 7—Deadline for receipt of applications for *Associated Press Television Radio Association-Clete Roberts Memorial Journalism Scholarship Awards*. Recipients of two \$1,000 scholarships will be students with broadcast journalism career objective, studying in California or Nevada. Information: (213) 746-1200.

Jan. 7—*NBC advertising and promotion task force* meeting. Century Plaza Towers, 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. 11—*Indiana Cable Television Association* annual seminar and legislative reception. Columbia Club, Indianapolis.

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

Jan. 12—*Southern California Cable Association* monthly dinner meeting/public relations workshop. Pasadena Hilton, Pasadena, Calif.

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. 14-15—*Virginia Association of Broadcasters* winter meeting and legislative reception. Richmond Marriott, Richmond, Va.

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

Jan. 15—Deadline for entries in Achievement in Children's Television Awards, for "significant contributions toward improving service to children on broadcast and cable television (recently extended to home video)," sponsored by *Action for Children's Television*. Information: (617) 876-6620.

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) 731-1600.

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

Jan. 15—Deadline for entries in 36th annual *Associated Press Television Radio Association of California-Nevada* news competition. Information: (213) 746-1200.

Jan. 15—Deadline for entries in fourth annual HAWRT Awards, recognizing "outstanding women in Bay Area communications industry," sponsored by *American Women in Radio and Television, Florida Hurricane chapter*. Information: (813) 579-9119.

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

Jan. 15-22—*National Association of Broadcasters* joint board meeting. Mauna Lani Bay hotel, Kohala Coast, Hawaii.

Jan. 18-19—*Washington State Cable Communications Association* annual convention and legislative conference. Sheraton Tacoma hotel, Tacoma, Washington. Information: Kari Spencer, (206) 851-6290.

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* 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. 27—"Chicago's Hispanic Media: Influence and Opportunity," sponsored by *Media Institute*, Chicago Hilton and Towers, Chicago. Information: (202) 298-7512.

Jan. 29—Deadline for entries in "Best of the Best" campaign saluting top radio promotions conducted by NAB member stations. Information: (202) 429-5422.

Jan. 29-30—*Society of Motion Picture and Television Engineers* 22d annual television conference. Opryland hotel, Nashville. Information: (914) 761-1100.

Jan. 30—Deadline for entries in National Media Awards sponsored by *American Diabetes Associ-*

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. 11-13, 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 Convention Center, Las Vegas. Future conventions: Las Vegas, April 29-May 2, 1989; Atlanta, March 31-

Major Meetings

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 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.

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ation, for excellence in reporting on diabetes. Information: (703) 549-1500.

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

February 1988

Feb. 1—Deadline for entries in sixth annual JC Penney-University of Missouri Television Awards for Community Leadership, sponsored by *School of Journalism, University of Missouri-Columbia*. Information: (314) 882-7771.

Feb. 1—Deadline for entries in Silver Gavel Awards, sponsored by *American Bar Association*, honoring American news and entertainment media. Information: (312) 988-5000.

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. 7-9—Arkansas Broadcasters Association winter meeting. Arlington hotel, Hot Springs, Ark.

Feb. 7-12—National Association of Broadcasters 23d annual management development seminars for broadcast engineers, "Achieving Personal and Professional Excellence." University of Notre Dame, South Bend, Ind. Information: (202) 429-5346.

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. 11-13—19th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Association*. Opryland hotel, Nashville. Information: (615) 327-4488.

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.

Feb. 18-19—Broadcast Financial Management Association board of directors meeting. San Diego Marriott, 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—Deadline for entries in Edward R. Murrow Brotherhood Awards, which "pay tribute to the finest in television and radio news production that best promotes human understanding and good relations among people," sponsored by *Cinema/Radio/TV unit of B'nai B'rith*. Information: (212) 686-3199.

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

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

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

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

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

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

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

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

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

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

April 1988

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

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

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

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Founder and Editor
Sol Tishoff, (1904-1982)
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Lawrence B. Tishoff, publisher.

Editorial

Donald V. West, managing editor
Mark K. Miller (operations), Harry Jessell (Washington),
Penny Pagano (national news),
assistant managing editors.

Leonard Zeldenberg, chief correspondent.
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staff writers.

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Tracy Henry, assistant controller.

Albert Anderson, office manager.

Jessie Newburn

Bureaus

New York: 630 Third Avenue, 10017
Phone: 212-599-2830

Stephen McClellan, associate editor.
Vincent M. Dittingo, senior editor: radio.
Geoff Foisie, Adam Glenn, assistant editors.

Scott Barrett, staff writer.

June Butler, advertising assistant.

Hollywood: 1680 North Vine Street, 90028
Phone: 213-463-3148

Jim Benson, West Coast editor.

Tim Thometz, Western sales manager.

Sandra Klausner, editorial-advertising assistant.

International Advertising Representatives

Europe and United Kingdom: Lucassen International,
John J. Lucassen, Kamerlingh Onneslaan 67, 1171 AC
Badhoevedorp/Amsterdam, Netherlands. Phone:
31(2968)6226. Telex: 18406 harke nl. ■ Japan
Masayuki Harihari, Yukuri Media Inc., 17-2 Chitosedai
1 chome. setagaya ku, Tokyo-157 Japan. Phone: (03)
484-2847. Telex: 02423928.

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Errata

The international teleport at Santa Paula, Calif., is owned and operated by Contel ASC, not by Wold Communications (one of the teleport's full-time users), as reported in Dec. 14 story on satellite coverage of Reagan-Gorbachev summit.

It was mistakenly reported in Dec. 14 "In Sync" that all content in Associated Press's new AP Express, satellite data service for TV stations, is controlled by Medialink, New York video transmission company. AP will control service's news billboard information.

Obituary Nov. 30 of Franklin Small should have said he was program director in 1930's at WLWL(AM) New York, not Rockingham, N.C. to which call was later assigned. In Dec. 7 "Fates and Fortunes," Ann Miller's previous position was incorrectly listed as news producer at WLSO-TV Chicago. Miller previously worked at KPIX(TV) San Francisco.

The American way

EDITOR: Former FCC Commissioner Mimi Dawson is correct that "there is no way the world is going to remain as we know it today in telecommunications" and that broadcasters should act now to shape their future (BROADCASTING, Nov. 30). But her scenario of a future in which spectrum is "irrelevant" overlooks the fact that free over-the-air local television is now and will continue to be important to and demanded by the American public and its elected representatives.

There are four important points to be made in response to her vision of the future.

First, broadcasters acknowledge and are ready to compete in a marketplace that will change more than it has already.

Second, the American public is entitled to free and universal service. It should not have to pay for information, quality pictures and entertainment. For 60 years this unique American system has worked extraordinarily well and to the benefit of the public.

Third, broadcasters must continually earn the right to be the providers of this service and do so by performing in the public interest, both in their investments in news and technology and in the great range of public services they provide. Many of these benefits are taken for granted such as political access, public service spots and campaigns and an enormous range of national and local programs in the public interest.

Fourth, broadcasters continue to be willing to invest billions in new technology in order to enhance their franchises. They should be permitted to do so, and those investments should be protected in the interest of the services they provide and the right of the public to receive them free.—James T. Lynagh, president, Multimedia Broadcasting Co., Cincinnati, and chairman of the Television Operators Caucus.

Another AM answer

EDITOR: Well, Dennis Ciapura really hit the nail on the head with his Dec. 7 "Open Mike" about the poor signal-to-noise performance of AM broadcasting.

A simple way to improve this situation would be for the receiver manufacturers to surround the usual ferrite loop antenna with a Faraday screen, which could be as simple as some aluminum foil taped or glued inside the cabinet. This would be effective in reducing power-line hash and some other types of electrical interference.

I would suggest that the broadcasters, in cooperation with the receiver manufacturers, adopt an ad-hoc companding standard. Let's face it, AM audio processing at present is cranked up full-bore to help override ambient interference levels. With a standard audio post-processors ahead of the transmitter, the existing processors could be backed off a bit and there would be no noticeable

difference on a normal receiver. But receivers having an appropriate expansion chip could have a significant improvement in S/N.

If the industry could agree on the technology, the benefits could be available in a relatively short time. Then wideband AM audio won't have to be mostly wideband noise.—Glen H. Kippel, chief engineer, KAMB(FM) Merced, Calif.

No handouts

EDITOR: "Freeloaders." That's a term being expressed around Washington.

Who are the "freeloaders?" They certainly aren't the broadcasters.

The antibroadcaster bunch—Hollings, Dingell and Markey—have voted time and again for subsidies for airlines, trains, farmers and are now working to subsidize their own campaigns.

But show us where the government has ever subsidized any portion of the broadcast industry. The greatest communication system in the free world was established by people who used their own money to develop what we have today.

These politicians watch themselves on the miracle of television because free enterprise

took an asset that was available and developed it.

Not one dime of taxpayer money was involved.

These people should recognize the tax dollars generated by the sale of billions of dollars worth of electronic equipment such as radios, television sets, broadcast equipment. Look at the taxes broadcasters have paid on earnings. Look at the employment in the industry that pays taxes.

Freeloaders?—Hal J. Davis, owner, KLSR(FM) Memphis, Tex.

Public sentiment

EDITOR: I mistakenly thought your editorials were located on the back page of the magazine.

Your headline on page 38 of the Dec. 7 issue—More bad news on fairness fee front—obviously did not even consider that there exists an important segment of the broadcasting industry, public broadcasting, that may not at all consider a series of setbacks for the National Association of Broadcasters in its "anybody but me" lobbying effort in Washington to be "bad news."—Lamar Marchese, general manager, KNPR-FM Las Vegas.

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A TV financial and tax commentary from John S. Sanders, Harrison, Bond & Pecaro, Washington

What's a TV network affiliation worth?

For years, television station buyers have paid high prices to acquire network-affiliated TV stations, as opposed to independent stations. Intuitively, the logic behind these prices is clear. The three major networks, NBC, CBS and ABC, provide considerable amounts of quality programming, promotion and expensive international news operations to affiliates without charge.

A second economic benefit of being a network affiliate is related to adjacencies, advertising time within and adjacent to network programs that is reserved for use by the affiliate. Additionally, networks pay cash compensation to affiliates in exchange for air time. Finally, affiliates have the option of airing their own locally produced or syndicated programming during time periods before and after popular network shows, thereby benefitting from the "spillover" effect of the network program's high ratings.

Surprisingly, station buyers and industry analysts alike have paid relatively little attention to how much a network affiliation may contribute to the total value of a television station. Another question relates to the relative contribution of each network benefit (programming, compensation payments, adjacencies, etc.) to the total value of an affiliation.

While the answers to these questions may once have been of interest only to financial theorists, they may now come to the forefront of financial decision making and acquisition strategy. One impetus for this change is the escalation in the prices of network-affiliated stations even in the wake of recent disruptions in the financial markets. Some broadcast buyers have opted for a strategy of acquiring only affiliates in major markets. Subsequent demand for this limited group of stations has caused prices to soar. Without an understanding of the value of a network affiliation, it becomes difficult for investors to calculate a payback or determine the reasonableness of an asking price. The issue becomes even more pertinent when the loss of an affiliation is a real possibility, as in markets where independents and affiliates operate with comparable technical facilities. Reported financial problems at the networks themselves, audience attrition caused by independent stations and cable systems and declines in network compensation are issues station buyers must face.

A more practical impetus for examining the value of network affiliations results from a recent set of letter rulings by the Internal Revenue Service. Although these rulings are not specifically intended to serve as precedent, they do give an indication of prevailing tax philosophy at the IRS. Section 1253



John S. Sanders is a principal with Harrison, Bond & Pecaro, a Washington communications consulting firm specializing in valuations, asset appraisals and related financial issues. He has performed valuations and related financial analysis on more than 250 communications businesses, including TV, radio, cable, radio common carrier and newspaper enterprises.

of the Tax Code stipulates that the cost of a franchise may be amortizable for tax purposes. A franchise is defined as an agreement that "gives one of the parties to the agreement the right to distribute, sell or provide goods, services or facilities, within a specified area."

There is considerable support for the position that an acquired network affiliation and, indeed, an FCC license, may be treated as a franchise under Section 1253, qualifying the purchase price of the affiliation contract for amortization for tax purposes. This qualification, by allowing the purchaser to expense the cost of the agreement over a period of 10 years, could have tremendous financial impact on current buyers of affiliated television stations, as well as those that have made such acquisitions over the past 14 years.

The Section 1253 provisions, as well as regulations regarding the amortization of other intangible assets, are currently being hotly debated as part of the budget and tax legislation under consideration on Capitol Hill. If successful, efforts to restrict the application of Section 1253 and the amortization of intangible assets could have a depressing effect on broadcasting and other service industries that have been the most rapidly growing sectors of the American economy.

An important step in acquisitions, as well as tax and financial reporting, involves establishing a documented and credible value for the network affiliation agreement.

Some professional appraisers have valued network affiliation contracts using a residual method. Simply put, this process involves

totaling the value of all assets that can be identified at a station, such as technical equipment, furniture and film inventories. The difference between this total and the price of the station, called the residual, is allocated to assets such as the FCC license and the network affiliation.

A second commonly used method for valuing a network affiliation agreement is the comparable sales approach. This approach compares the prices paid for affiliates with those paid for independent stations. The approach must be employed carefully, however, because so many factors (technical facilities, real estate, market size, competition, market demographics, financial terms, distress situations and group sales, to name a few) also influence station values. To some extent these differences can be smoothed over by calculating station prices on a "per ADI household" basis and developing separate averages for VHF affiliates, VHF independents, UHF affiliates and UHF independents. Such calculations reveal wide variations in television station values, but also confirm the premiums paid for affiliates. UHF independent sales tend to cluster around \$15 per television household. The price jumps to approximately \$75 to \$80 per television household for affiliated UHF stations and the relatively rare sales of VHF independent stations. Affiliated VHF station values can, on occasion, exceed \$250 per television household.

But calculating prices on a "per capita" or "per ADI household basis" does not completely smooth out distortions that can lead to inaccuracies. For one thing, in broadcasting, "all per capitas are not created equal." Revenues per person and per household tend to be significantly higher in large markets than in small markets.

A more sophisticated valuation approach is called capitalization. One benefit of this technique is that it is forward looking and allows the analyst to make a projection of future network performance rather than relying strictly on past performance or historical sales. This approach entails projecting the expected future years. A series of financial calculations reduces the value of these benefits to a single dollar amount in today's terms.

Applying such a technique to each identifiable component of the network affiliation might provide confirmation of the total value of the network affiliation agreement and the "premium" price that would be justified for a particular affiliated station.

A number of financial and legal developments will force TV broadcasters and other industry professionals to analyze the value of network affiliations more closely than in the past. Financial tools exist to facilitate the process. Neglecting to employ them could clearly lead to poor decision making and lost financial opportunities.

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...our colleagues at the Corporation for Public Broadcasting, the Public Broadcasting Service, National Public Radio, the Public Television Outreach Alliance, PBS member stations—especially WQED-TV—for a rewarding and productive partnership.

...the General Managers and staffs of the 222 ABC affiliated stations—especially the “literacy coordinators”—for their remarkable local programming and community involvement in support of PLUS.

...the ABC network programmers, both television and radio, and the many creative people for consistently fine programming in all dayparts to help raise awareness of the serious national problem of adult illiteracy.

...the community leaders for devoting their time, energy, and resources to creating and maintaining 366 local PLUS Task Forces.

...the leaders of the 117 national organizations that have endorsed the PLUS campaign and encouraged their members to participate in the national literacy movement.

...the people of the literacy organizations for working so hard to serve the growing number of Americans seeking to improve their basic skills.

...the leaders in education, business, labor, government, and the religious community for their encouragement and support.

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Thanks to the hundreds of thousands of individual Americans across the country who have responded – the learners for their courageous decision to overcome illiteracy and those who are helping them learn to read.

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Broadcasting Dec 21

Vol. 113 No. 25

TOP OF THE WEEK

President holding firm against fairness

Reagan says he will veto spending bill if it includes attempt to codify doctrine and won't trade for congressional inclusion of contra aid package; signals from Hill on must carry prospects appear to be in cable's favor; congress passes tax bill with no provisions damaging to Fifth Estate

Congress and the White House were playing high stakes poker last week and one of the bargaining chips was the fairness doctrine. President Reagan told congressional leaders last Friday (Dec. 18) that he would veto a catch-all spending bill if it includes the fairness doctrine, which the House leadership had earlier said was non-negotiable ("Closed Circuit," Nov. 30). Reagan has also said he would not sign the \$600-billion appropriations bill unless it provides humanitarian aid (about \$16-million worth) to the contras as approved by the Senate; if it includes funds to refinance the Rural Electrification Administration, and if it fails to mirror the agreement Congress and the White House reached last month on an overall budget deficit package.

Reports from broadcast sources close to the administration were sketchy. The House leadership was said to have expressed some willingness to approve a contra aid provision in exchange for the President's acceptance of fairness. But Reagan, those sources said, is "holding firm."

A meeting with Republican congressional leaders backed up that view. "The President was unequivocal that he will veto this bill if it has the fairness doctrine in it," said Senator Pete Domenici (R-N.M.) following the meeting.

Reagan apparently means business and will force Congress to stay in session over Christmas until this dispute is resolved. "He is dead serious; this is no fun and games. This is it and he will skip the holiday," said Senator Malcolm Wallop (R-Wyo.), who also met with the President.

House and Senate Appropriations Committee members spent most of last week trying to reconcile the differences between each spending bill adopted by the individual bodies. The bill is needed to keep the government operating through Sept. 30, 1988, and would reduce the federal deficit by some \$7.6 billion this year. They hoped to finish by Sunday, but it looks like they might be back today (Dec. 21).

Reagan has presented Congress with some tough choices. House Democrats are on record opposing the Senate's support of the contras and despite their desire to resurrect fairness, may rebuff the President. Furthermore, fairness is only included in the House version of the bill and Senate opposition to the doctrine could be strong.

But the doctrine has powerful allies, mainly Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and they are determined to see fairness enacted. Ironically, both Dingell and Hollings favor aid to the contras.

"It's all about freedom. Freedom fighters and freedom of the press," commented one broadcast lobbyist, who was reluctant to predict the outcome.

□

Also last week, broadcasters were in a huddle trying to decide which course they should pursue after the U.S. Appeals Court threw out the FCC's must-carry rules, which require cable systems to carry local broadcast signals (BROADCASTING, Dec. 14). The industry is likely ask Congress for help, but the message from the Hill was not encouraging. "I doubt there will be much interest in moving must

carry if fairness falls," said one well-placed House source. And even if the doctrine is codified, there is a strong likelihood other issues will be dragged into the debate including children's television and EEO.

"This is not going to be a quick fix," said National Association of Broadcasters President Eddie Fritts, who admitted there are many problems to sort out. In terms of Hill strategy, he said, NAB would move cautiously. The association's television board will probably determine which course NAB will pursue when it meets next month in Hawaii.

NAB was doing its best to maintain an open dialogue with cable. The rules were based on a broadcast-cable compromise designed to keep peace between the two industries. Last Monday, Fritts called on National Cable Television Association President Jim Mooney to discuss the situation.

Fritts and NAB's senior vice president and general counsel, Jeff Baumann, told Mooney they wanted the spirit of compromise to continue. "We're in no hurry to play our cards," said Mooney when asked if NCTA would join broadcasters on the Hill in an effort to restore must carry. Mooney expressed "deep misgivings," about renegotiating a deal.

"It is weighing heavily on my mind, the difficulty associated in achieving peace with these people when there is a group of cable haters who seem unable to restrain themselves," he said. The NCTA chief is obviously referring to the Association of Independent Television Stations's call for repeal of cable's compulsory copyright license, which NCTA considers a violation of the must-carry compromise. "What reason would I have to take their promises seriously?" asked Mooney. INTV is also participating in an FCC proceeding on cable rate regulation, something NCTA views as another hostile move.

"I do understand the desire of many broadcasters to have some additional protection beyond what is likely to happen or not happen in the world as a result of simple market pressures. But can you trust them when they've been at our throats on these other things in which they have no apparent direct interest such as cable rate deregulation?" said Mooney.

At the FCC, General Counsel Diane Killory said the commission has yet to make any decision regarding appeals. However, she said she would not recommend that the FCC seek an en banc review by the court. The three-judge panel that decided the case was probably as sympathetic to what the FCC was trying to do as any that could have been assembled, she said. "I don't think we would fair any better with the full court."

Whether the government asks the Supreme Court to take up the case is not up to the FCC, but to the solicitor general, Killory said. The FCC advises the solicitor general on what course to take, but it does not have to follow the agency's recommendation.

Killory further indicated that the FCC wants no more to do with must-carry. "The more I look at the decision the more I wonder whether we would be able to meet the level of proof the court is requiring," she said. Proponents of the rules might be better going to Congress and getting them enacted into law, she said. "The courts tend to cut Congress more slack in terms of the factual record required."

□

While must carry and fairness remain unresolved, the broadcast and cable industries were believed to be in the clear when it came to a tax bill (a budget reconciliation measure) agreed to by House and Senate conferees last week. A proposal that would have hampered broadcasters' and cable operators' ability to depreciate intangible assets was dropped.

□

Cable's Catch-22

Whether to be or not to be a full First Amendment player

The U.S. Court of Appeals decision two weeks ago vacating the FCC's second effort to fashion must-carry rules has again focused attention on the central conundrum facing the cable television industry: Is it—or even is it in its best interests to be—a true First Amendment speaker? One on a level with, say, print?

The three-judge panel in the must-carry case concluded that, despite the commission's efforts to avoid the constitutional pitfalls encountered in the first version of the rules, the "latest incarnation" was "incompatible with the First Amendment" (BROADCASTING, Dec. 14). But that did not mean the commission was barred from trying yet again. Such rules, the panel said, are not *per se* unconstitutional.

So yet another decision has been added to the frequently conflicting legal record to which lawyers refer when trying to sort out cable's status as a First Amendment speaker. The record is getting thicker and more scrambled all the time, and it will take a Supreme Court decision—if not more than one—to settle the question with any degree of finality.

But it is not just the courts that are involved. Factions within the industry are



Mooney

fighting for position on the issue. The cities that cable systems want to serve are involved. The commission, though it has been shedding its cable rules, still has a major voice in the issue. So, of course, does Congress.

Congress thought it had settled national cable policy with its Cable Communications Policy Act of 1984. But real life has not cooperated; issues remain unresolved. So the House Telecommunications Subcommittee plans oversight hearings in February on how the act has served in the past three and a half years. And one of the issues to be reviewed—in connection with a look at the future of the mass media market—is cable's First Amendment rights.

The issue, it might be worth noting, is not one on which traditional First Amendment

lawyers show much sympathy for cable interests. For cable's passion for First Amendment protection often seems to reflect business concerns, not concerns about being denied the right to contribute to a national or a local dialogue on significant issues. The suits that Turner Broadcasting System and Quincy Cable filed against the commission's original must-carry rules, for instance, grew out of a determination to free channels for more profitable use than the rules would have allowed.

What's more, the rash of suits that Harold Farrow, the Oakland, Calif., attorney, has filed on behalf of cable television systems seeking to offer service in communities without accepting the obligations normally incorporated in franchise agreements are rooted in First Amendment arguments. Indeed, Farrow says the First Amendment suggested itself to him when he was looking for a way to protect the capital investment of cable systems fearing their insistence on rate increases would lead to nonrenewal of their franchises.

Would such concerns have aroused the sympathy of John Peter Zenger? Or James Madison?

The answer may not be as clear as some traditional First Amendment lawyers would think. For the cable industry has won several significant battles against efforts—by Utah and Miami—to prohibit cable systems from transmitting "indecent" material. In the one such case taken to the Supreme Court, it refused to grant review. Even in the context of cases with which Farrow is identified, traditional First Amendment values may be involved. For Farrow says that once franchise authorities have "one foot in the door," in terms of the power to select franchisees through the traditional "auction" process, there is no way of stopping the expansion of that regulatory power. That is a position with which many in the cable industry would disagree; they regard the Cable Act as their bulwark against undue regulation by cities.

Farrow, of course, recognizes the significant price cable systems would pay for complete First Amendment freedom: the threat, even the reality, of competition from overbuilders. For a cable system would be relatively free to enter markets that appeal to it, whether already occupied by a system or not. That is not now always the case, for although most cities do not award exclusive franchises, they generally exercise their authority in a way that permits only one system to tear up streets or string cable from the utility company's poles. Still, because of the protection he feels it affords against overreaching franchising authorities, Farrow thinks it is in cable's long-term interests to seek full First Amendment rights.

So does FCC Chairman Dennis Patrick. Indeed, he said the cable industry is running a major risk to the degree it seeks protection

against competition rather than full First Amendment rights. First, he noted that cable had in the past taken a strong First Amendment position. To opt for protection now, he said, would be inconsistent. But more important, he said, "to equivocate on the issue is very dangerous." He said cable in the long run will have to line up with First Amendment speakers "or be taken as owners of hardware." If the latter, he added, cable over the years "might be perceived, for regulatory purposes, as a common carrier." Cable systems would then have protection, he agreed. But they would have given up control over the material they transmit.

Cable industry representatives disagree on that point. National Cable Television Association President James Mooney, for instance, suggests that cable could and would guard against such a development. "I believe the price of liberty is eternal vigilance," he said, adding, "I believe in all the maxims handed down to us by our founding fathers." Furthermore, he said, "I don't believe the cable operator's ability to engage in freedom of expression is being significantly impinged upon by the current set of circumstances."

(Patrick's concern is at least in part mar-



Farrow

ket-driven. He expresses concern not only about cable systems' apparent position on protection versus First Amendment but also about the cable industry's determination to hang on to the compulsory license provided for in the Copyright Act of 1976 while opposing reintroduction of the rule protecting broadcasters' exclusive rights to syndicated programming. He sees the cable industry as involved in two "sets of inconsistencies." As a matter of public policy, Patrick said, "those inconsistencies hamper the evolution of a fair and competitive marketplace." Patrick would resolve the "inconsistencies" by following "a First Amendment and freedom-of-contract" policy. In short, let the market decide.)

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The arguments Farrow makes in court and

the victories he has won there do not endear him to the cable establishment. For the 40-plus years it has been since owners of appliance stores in Pennsylvania and Oregon strung cable from mountaintops to improve television reception in the valleys below—and thus enhance the salability of the television sets in their inventories—the cable industry has been struggling for viability and respectability. It now has both. In acquiring them, it has had to make compromises with established and powerful forces, such as the cities and the television industry. But in the process, it has operated on various assumptions—among them, that, although systems were obligated to offer various services, access channels, for example, and to serve prescribed areas of a jurisdiction, operators could sell out at a healthy price, say, \$2,000 a subscriber. With competition beginning to emerge, that assumption may no longer be valid. The relative order that has been established seems threatened with disruption.

In fact, while Farrow's clients are still fighting their way through a legal thicket, Telesat Cablevision, a subsidiary of Florida Power & Light, is "overbuilding" at a brisk pace in Florida. Harry Cushing, president of Telesat, speaks of the virtues of competition—of the better service and lower prices it forces incumbents to provide. He also notes it is much cheaper to build a system—at less than \$1,000 a subscriber—than to buy one. Cushing says Telesat's 17 franchises in Florida now serve 43,000 subscribers.

But cable interests in Florida are fighting back. The Florida Cable Television Association earlier this year lobbied through the state legislature a law it says is designed to afford "a level playing field" for cable competitors; Cushing says it is aimed at forestalling competition. It requires a franchising authority to consider the economic impact a proposed competitor would have on an incumbent system. To Cushing, the Florida cable operators were abandoning any claim to be First Amendment speakers. "If you're an electronic publisher in a competitive marketplace," he said, "you don't erect barriers to competition."

Awkward as the Florida cable operators find Telesat, its systems at least operate under franchises imposing on it the same obligations that had been imposed on the original franchisees in the markets. Farrow maintains, in effect, that franchise authorities are limited to the exercise of police, health and safety powers. No access channel requirements. No franchise fee in excess of administrative costs and the fair market value of the public property the system crosses. No studio requirements. Not even any requirements as to the area to be served. Such requirements, he argues, are barred by the First Amendment. Newspapers, he notes, are not subject to such requirements. And no right to deny a system's right to operate if there is room on the poles and in the conduits for the system's cables.

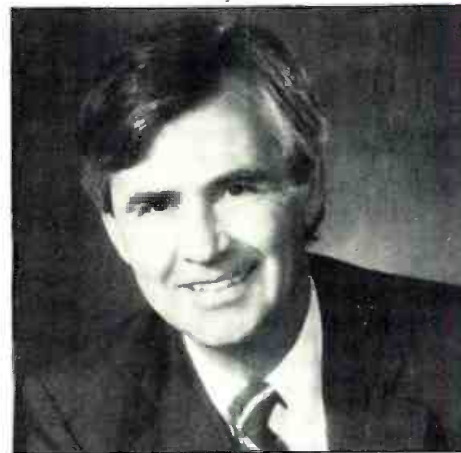
Farrow has been successful in persuading U.S. district courts in the California cities of Palo Alto and Santa Cruz that the newspaper standard applies to cable, and one in Sacra-



Patrick



Myhren



Hostetter



Effros

mento that the justifications the city had offered for the franchising process were invalid. However, other courts—including some in cases decided before the Cable Act was passed—upheld cities' regulation of cable in the face of First Amendment challenges. And statements have appeared in appellate court decisions indicating that aspects of cable regulation would withstand challenge. The panel of the U.S. Court of Appeals in Washington that overturned the first set of must-carry rules, for instance, said that "access rules...serve countervailing First Amendment values by providing a forum for public or governmental authorities."

As for the Supreme Court, it has yet to rule on the merits of a case in which cable regulation was challenged on First Amendment grounds. However, in the landmark *Los Angeles v. Preferred Communications Inc.* case, it said cable systems' activities "implicate First Amendment interests." Score one for the Farrow position, as well as the industry generally. But in sending the case back to the district court for trial, the court said that, "where speech and conduct are joined in a single course of action, the First Amendment values must be balanced against competing societal interests." Score one for the cities fighting to retain regulatory control over cable systems (BROADCASTING, June 9, 1986). (The Supreme Court could consider the matter again in the current term; the city of Palo Alto has filed a direct appeal of the decision of the district court [see page 50]. However, the court could hold that it lacks jurisdiction.)

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All of which poses a problem for the cable establishment. Its members cling, with pride and for security, to the Supreme Court's declaration that their activities "implicate the First Amendment." And therein lies an irony. For cable systems—those "wire stringers," as some call them—enjoy more First Amendment protection than is available to broadcasters, who have been battling for full First Amendment protection for decades. But what the First Amendment may mean in terms of how the cable business operates, many in it say, is more complicated than is suggested by the arguments that Farrow makes, arguments that make the establishment nervous. "Farrow is only looking at this from the point of view of the law," says Steve Effros, president of the Community Antenna Television Association. "There are public policy, political, legal issues. When you mix them, it's no simple question."

One factor that worries many is the possibility that Farrow's First Amendment argument—that cities could impose virtually no obligations on a cable system they could not impose on a newspaper—could lead to situations in which incumbents and their competitors would be operating under different rules. "Once a government has forced a cable operator to build extensive facilities throughout a community, it's unfair to allow another to do less," says Trygve E. Myhren, chairman, chief executive officer and presi-

dent of American Television & Communications.

There are those who express concern that the legal argument Farrow is pressing in court could undermine the agreement the cable industry reached with the cities in the Cable Act. "There is a role for cities in regulating cable," says Amos Hostetter, principal owner of Continental Cablevision Co. He said cities' concern over disruption of their streets justifies limits on the number of cable systems they permit to operate. But if cities franchise only one or two systems, he says, those systems "have to give something up. That's the deal we made [in 1984]." But Hostetter drew a line between franchise obligations and program content for First Amendment purposes. "I wouldn't tolerate regulation of content," he said. "But that's different."

Continental, incidentally, has a direct stake in the developing controversy. It has intervened on the side of St. Paul, where it has a franchise, in a case in which a Farrow client, Nor-West Cable Communications, is suing the city. Nor-West claims its First Amendment rights were violated when its franchise application was denied. And it is seeking not only entry but substantial damages from the city—which has led Continental's attorney, Jay Ricks, to contend Nor-West entered the case simply "to extract monetary damages." Farrow dismisses the charge as baseless—and fires back with a charge of his own: "Those with the franchises are putting up with blackmail from the cities in exchange for protection from competition. Those are the real hypocrites."

The Nor-West case is one in which estab-

lishment members are rallying to the defense of the existing franchising system. Robert Miron, president of Newhouse Broadcasting Corp. and treasurer of the National Cable Television Association, and Jerry Lindauer, a senior vice president of Prime Cable and a member of the NCTA board, have agreed to testify in behalf of St. Paul and Continental.

One member of the establishment who views the First Amendment/open entry issue with an air of determined calm is NCTA President Mooney. He sees no historic basis for an "all-the-way purist" position on the First Amendment. "It has never been applied successfully to any type of speaker, even newspapers," he said. "We should be talking about freedom of expression and protecting it and not necessarily about using syllogistic logic to overcome forms of regulation that have nothing to do with freedom of expression." There are some individuals, Mooney says drily, who use the First Amendment "as a mechanistic device to free themselves from economic regulation they don't happen to like."

But what of competition? Mooney believes incumbents will face competition from newcomers. But not because of the First Amendment litigation now taking up the time and attention of the industry. Cities will simply grant franchises to second systems, he says. But like Myhren, he is concerned about equality of burden. The real question, he says, "is whether the cities can impose reasonable conditions" on the second system—that is, the same kind of obligations that had been imposed on the original franchisee.

Mooney spoke as the competition picture began expanding beyond the likes of an outsider, like Farrow, and a maverick, like Cushing. Tele-Communications Inc. and Irving Kahn's Choice Cable TV Co., both leading members of the cable establishment, have applied to the cable advisory board of Cherry Hill, N.J., seeking permission to overbuild an existing New York Times Co. cable system (see story, page 31). Kahn, who had originally built the system now operated by the Times, which bought it from him, has proposed the construction of a fiber optic cable plant.

So it seems that after 40-plus years, the cable television industry remains to be fully shaped. It is no longer a group of scrambling entrepreneurs fighting government restrictions aimed at protecting the established broadcasting industry, pleading only for a chance to compete. It is more mature, with members whose stock is traded on the stock exchanges and are comfortable with existing conditions, and somewhat uneasy when the flag of competition is raised. There is a sense that there is a dynamism at work whose outcome cannot be forecast. The Supreme Court said in *Preferred* it could not resolve the First Amendment question until it had the facts that would enable it to determine if cable is "sufficiently analogous to another medium to warrant application of an already existing standard or whether those characteristics require a new analysis." In other words, What kind of a medium is cable television?

Stay tuned.

By Leonard Zeidenberg

Senator pushes for Wing FCC confirmation

Friend of commission nominee has asked for expedient hearing when Senate reconvenes in January

It's nice to have friends in high places.

Senator Alan Dixon (D-Ill.) may have cleared the way for Washington communications attorney Susan Wing's confirmation as a member of the FCC early next year.

Dixon, who describes himself as a "close personal friend" of Wing, said he asked Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) to hold Wing's confirmation hearing shortly after the Senate reconvenes in January. Hollings, buttonholed following Dixon's request, said he would be "glad" to accommodate Dixon. He also called "nonsense" speculation that he was dragging his feet on the confirmation of Wing and her fellow FCC nominee, Bradley Holmes, in retribution for the FCC's elimination of the fairness doctrine last August.

(A Hollings aide later hedged a bit. He said that Hollings would make no final commitments on confirming the pair until he consults with Senate Communications Subcommittee Chairman Daniel Inouye [D-Hawaii].)

Wing, a partner with Hogan & Hartson, was cautiously optimistic about her prospects. "I have heard nothing directly," she



Wing

said. "My hope, of course, is that it is sooner rather than later."

The White House sent Wing's nomination to the Hill last week for the remainder of Mimi Weyforth Dawson's term, which expires June 30, 1988, and for a subsequent five-year term. Dawson left the post to become deputy secretary of transportation earlier this month. The two-term appointment is not a first. Twenty-five years ago, President Kennedy nominated Kenneth Cox to

complete the term of the retiring T.A.M. Craven, and to a subsequent seven-year term (BROADCASTING, Dec. 17, 1962).

Wing indicated that her relationship with Dixon goes back to the early 1970's in Springfield, Ill., where she was a press aide to Illinois Governor Richard B. Ogilvie and a graduate student at Sangamon State University and Dixon was a state senator and later state treasurer.

In 1973, Wing went to Washington where she served as special assistant to assistant secretary for public affairs, Lewis Helm, and as executive assistant to two directors of the Council for Wage and Price Stability, William Lilley (later of CBS) and Barry Bosworth. After receiving her law degree from Georgetown University in 1978, she joined Hogan & Hartson and built a reputation as a first-rate litigator in comparative hearings for broadcast licenses.

With Wing and Holmes in limbo at least until the Senate returns next month, the FCC constitutes just three commissioners rather than the normal five. Although three commissioners constitute a quorum for taking actions, FCC Chairman Dennis Patrick is apparently eager to get the agency back up to full strength. Patrick praised the White House for its speed in getting the name before Congress. □

Overbuild battle joined in Cherry Hill, N.J.

But all who are in it now may not be in it at the end, as municipality begins weighing TCI, Kahn proposals

Potential competitors for additional cable television franchises in Cherry Hill, N.J., last week told the city's cable advisory board that allowing three cable systems to operate there makes little economic sense.

At a meeting at the township's municipal building that lasted almost three hours, re-

April 27.)

At last week's hearing, Giannotti was asked whether TCI intended to build a system if it were granted a franchise. Steve Felsenstein, who chairs the cable advisory board, cited trade press reports in which TCI President John Malone referred to TCI's application as a direct response to plans by NYT to overbuild TCI systems in neighboring Mount Ephraim and Gloucester. (NYT made proposals for both towns, but was only granted a franchise for Mount Ephra-

applicant. "The environment may change," he said, and "if that alters the economics of the situation, we would re-evaluate."

Felsenstein later asked Giannotti to provide oral or written testimony from Malone at the next hearing that would state TCI's long-term intentions in Cherry Hill.

In reviewing TCI's application for the board, Giannotti stressed its proposed channel lineup, its low net subscriber bill (48th out of 50 in the industry) and its utilization factor with current equipment, a prime selling point since the present Times system has had some complaints with its Sprucer converter.

Giannotti said TCI is phasing out addressability in its systems and shifting to a negative trap system—a box that is mounted on the side of the house. Giannotti said TCI research has found that 10% of the PPV audience buys 80% of the product.

With TCI's trap technology, Giannotti said, those subscribers with cable-ready sets who do not subscribe to PPV would not need converters. Homes without cable-ready sets, or those that want PPV, would need the converters, he said. According to Giannotti, the traps can handle up to seven pay services.

The board also asked Giannotti whether programing discounts that TCI receives from program suppliers are passed on to subscribers. Giannotti said "yes," and noted that the American Movie Classics, 50% of which is owned by TCI, is included in the \$15 basic price of TCI's Cherry Hill proposal.

Kahn's Choice Cable TV plans to build a 550 mhz, fiber optic plant in Cherry Hill, offering 48 channels of programing, including eight pay channels, one PPV and two community and local access channels.

Choice initially plans to use fiber optics for its mainline and supertrunk construction and 550 mhz coaxial cable for distribution to the hubs.

Kahn's financing is backed by a letter from Chase Manhattan which said that "based on our past experience with Mr. Kahn, we would certainly consider arranging financing for this project." Costs are expected to range from \$7 million to \$8



Giannotti

presentatives of Tele-Communications Inc. and Choice Cable TV appeared before the board in one of the most keenly watched overbuild situations in the nation.

The board's recommendation to the city council, expected early next year, will be an important ingredient in the final decision on whether additional franchises are granted to either TCI or Choice Cable or both. As an added complication, there were some indications last week that with a third applicant in the fray, TCI, the publicly traded and largest multisystem owner in the cable business, is now reevaluating its application.

Al Giannotti, vice president and chief operating officer of TCI East, whose company's proposal was on the agenda, told the board that "the economics of operating three systems are dramatically different than two." On Friday, he told BROADCASTING that with the introduction of a third applicant, and possible legal repercussions, "We are seriously considering withdrawing the application."

Irving Kahn, a cable pioneer who heads Choice Cable TV, also questioned the viability of three systems. "I doubt it would be economically feasible for three companies to operate in this area today," he told the board. "We are probably not interested," Kahn said later, "if in fact we're going to have three operators." Choice's application is scheduled for discussion at a January board meeting. (Meanwhile, the incumbent operator, NYT Cable, a subsidiary of the New York Times Co., has filed with the state public utilities commission, asking it to approve its franchise renewal application if Cherry Hill does not act in time. NYT's franchise in Cherry Hill is due to expire on

im. After the October stock market crash, however, the company decided against building that system.)

Felsenstein cited one account where Malone was quoted as saying that if NYT upgraded its Cherry Hill system, "we disappear."

Felsenstein asked Giannotti "to reassure us that we will really see a system built. You have to mean it and your competitors have to believe it," he added. "I want real competition in Cherry Hill, not just make believe."

"Yes, we are sincere," Giannotti responded. However, he added that "in all candor, the climate has changed with respect to a second applicant."

Giannotti noted that TCI, a partner with US Cable in Paterson, N.J., was named co-defendant in a lawsuit against the city when it did not grant a second franchise to another



Kahn and his local counsel, Herschel Kozlov

million.

Kahn's plans call for the system to move into the black in its fourth year, when it is projected to generate a gross income of \$4.5 million.

Addressing the cable board in Cherry Hill last week, Kahn contended that the 450 mhz system proposed by TCI is not state-of-the-art technology, such as fiber optics.

Kahn also questioned the viability of TCI's trap technology and whether the number of cable-ready sets is as high as TCI believes.

Giannotti was also pressed by the board on why TCI has not embraced fiber optic technology. Although Kahn maintains that building a fiber plant "is essentially the same cost as a conventional 550 mhz system," Giannotti said that "our concerns are with the capital investment. We'd like to see a few more success stories.

"At this time, TCI is not ready to venture into fiber optics," he said. According to Giannotti, TCI concentrates on cable entertainment and "excess capacity is not what we usually do."

Meanwhile, the incumbent operator, Times, is applying for renewal of its fran-



Main

chise and its application is scheduled for the same January meeting where the overbuild proposals will be scrutinized.

J. Steven Main, vice president and general manager of Times's NYT Cable TV, Cherry Hill, said no major changes are being proposed for its renewal application. In 1988, the 27-channel basic service will cost \$11.75.

Main said that problems with the system's Sprucer addressable converters are being ironed out, with an updated converter, due for delivery in late 1988, that is more compatible with cable-ready sets and VCRs.

Despite the publicity surrounding the converter, basic penetration in NYT's system has increased from 63% to 66% this year. Although it has drawn complaints, the converter is the cornerstone of the system's highly successful pay-per-view operation.

In Cherry Hill, NYT is selling 15,000 PPV events per month among its 17,000 subscribers, a buy rate of 88%. Main remains enthusiastic about the Sprucer technology, and sees future applications in bringing back signals such as WPIX(TV) New York, dropped because of copyright fees, on a PPV basis.

Since municipalities have been chary about denying franchise renewals, which can lead to lawsuits, and since overbuild applicants in Cherry Hill are unwilling to proceed if more than two systems are authorized, the municipality could find itself in a tough spot as the franchise process continues. The next chapter in the Cherry Hill case remains to be written. □

Broadcaster-cable 'glasnost' in Louisville

Joint promotion involves preemption of prime time feed of ABC affiliate for cable programing; UHF hopes to gain better channel position and become more competitive with VHF network outlets as a result

Storer Cable and WLKY-TV in Louisville, Ky., are cooperating on a joint promotion that would entail preemption of the ABC affiliate's prime time feed on Friday and Saturday, Jan. 29 and 30, the weekend of the Super Bowl that ABC will air, to carry five hours of "bigger than life" cable programing.

As envisioned, Storer would buy a two-hour block on Friday and a three-hour block on Saturday plus 21 30-second spots therein in which it will air yet-to-be-determined blockbuster cable programing. The cable company will offer nonsubscribers either a free or 88-cent installation fee for cable service. The company will also buy newspaper and radio advertising to promote the weekend programing. The total cost will approach \$250,000, Storer said.

WLKY-TV, an ABC affiliate on channel 32, is trying to get the 44 cable systems in the area to move its cable channel number to five. Storer Cable, which serves 158,000 of the ADI's 264,000 cable homes, has already placed WLKY-TV on channel 5. A few other systems have followed, and this promotion, the station hopes, will spur other cable operators to go along, putting the affiliate in a better competitive position against its VHF network competitors, WAVE-TV (channel 3, NBC) and WHAS-TV (channel 11, CBS). If a substantial majority of operators in the area switch the station to channel 5 (WLKY-TV says 75% is the target figure), the station will include the cable channel designation in

its on-air station ID's—"channel 32, cable channel 5."

Storer and WLKY-TV will jointly decide which programing will air at 8 p.m. to 10 p.m. on Friday and 8 p.m. to 11 p.m. on Saturday. It will be primarily programing from the pay services, said Frank Hosea, regional vice president, sales and marketing, for Storer. Possibilities include specials with Tina Turner, Carl Perkins or Paul Simon, plus comedy specials from the system's five pay services, including Disney. The programing will also contain five-to-six-minute vignettes, interstitial programing in effect, from the basic services explaining what their programing is all about, said Hosea. Storer will negotiate with the pay services to clear the programing it chooses to run in the promotion. All programing selected will have already appeared on cable. The station said Storer will pay the going hourly rate for programing that others, such as Billy Graham for his religious specials, would pay.

The promotion means WLKY-TV will preempt ABC's Friday and Saturday night feeds—*Full House*, *Mr. Belvedere*, *The Thorns* and *Sledgehammer* on Friday and *Dolly*, *O'Hara* and *Spenser: For Hire* on Saturday. The station said it will keep *20/20* on the schedule because it performs strongly.

The foundation for the cooperation between the two entities has been laid over the past few months. The station hired a full-time cable specialist who serves as liaison with cable operators in the ADI, explaining what WLKY-TV offers to viewers. "We never really romanced the cable operator," said Jim Oetken, general sales manager at the station, in addressing the historical cable operator-broadcaster relationship. Oetken

said WLKY-TV has decided it wants "to really position ourselves as the station looking at the future." By getting on cable channel five in a market where cable has 63% penetration, the UHF can get closer parity with its network competitors. "This has been the great equalizer," Oetken said. "We are the only station in the market that can really be helped by this," said Oetken, who added that it's a win-win situation. The revenue the station will receive will cover what it is giving up in local ad revenues and network compensation, and if Storer's penetration increases, WLKY-TV benefits from increased viewership on a lower channel, especially if the promotion causes other operators to shift the station to channel five. WLKY-TV hopes that airing the cable programing promotion will exemplify to cable operators its cable-friendly intentions. As part of the promotion the station plans to air 75 30-second spots or mentions of the cable programing weekend throughout its schedule.

Storer hopes the promotion, patterned after other successful homes-passed promotions, will increase its penetration of 58%. Hosea said Storer has done similar promotions, in cooperation with other cable operators, on independent stations in Dallas and Richmond, Va. In Richmond, Hosea said, the three operators, Storer, Sammons and Continental, drew 1,614 basic subscribers, 1,233 pay units and 494 auxiliary buys, such as second-set outlets and remote-control rentals. It also produced higher ratings for the independent stations than they were getting otherwise. "This is the rage right now as far as promotion is concerned," said Hosea. To his knowledge, however, the WLKY-TV promotion is the first where a network affiliate is involved. Storer is also working with Viacom, Continental and

Warner on a similar promotion with an independent television station in Cincinnati.

The promotion, said Hosea, "gives non-subscribers an opportunity to see what cable is all about." The promotion's goal is to "make it more sensible for the customer to view television," said Hosea. Although most of the promotional programming will be pay material ("You have got to have something that will attract a lot of people," said Hosea), driving "basic penetration is obviously the most important" aspect of the promotion.

"This is one of the most exciting and

creative things I've ever done in broadcasting," said Oetken, who entered the industry in the 1960's as a salesman in Green Bay, Wis. "We trust each other now," said Oetken of the station's relationship with Storer. "We're trying to get to know them better and position our station," he said.

But what WLKY-TV is doing is not necessarily well received within the broadcast industry. Oetken said he entered the Storer cable promotion along with a standard Kentucky Derby promotion in the Television Advertising Bureau's annual promotion contest. Although he felt the cable piece was

better, the Derby campaign won a TVB award. "Our industry hasn't matured enough," he said, for stations to do what WLKY-TV is doing "without being the bastard at the family reunion."

Hosea also sees the significance of WLKY-TV's actions. "They are really on the cutting edge of this thing," said Hosea. "They [WLKY-TV] have recognized that as our penetration goes up, their ratings have gone up," he said. "I look at this as an ongoing relationship. They really bridged the gap," said Hosea, adding that "more people need to take that approach." □

Fifth Estate lobbying: calling in the hired guns

As the stakes grow higher in Washington, broadcasters turn more frequently to outside firms for extra political firepower

Communications policy matters continue to provide ample work for Washington lobbyists. Industry trade associations, although well-stocked with their own government relations staffs, have acquired the habit of keeping a stable of outside lobbyists ready for action on demand.

The National Cable Television Association, the broadcast networks and the Motion Picture Association of America, for example, have employed outside lobbying firms for some time (BROADCASTING, Feb. 25, 1985). The National Association of Broadcasters, on the other hand, has rarely used outside help. Occasionally, NAB has called on former FCC Chairman Dick Wiley of Wiley, Rein & Fielding to work the FCC on its behalf, and it has turned to former Illinois Republican Congressman Tom Railsback, of Nash, Railsback & Plesser, for advice, but that's been about it.

But now NAB is taking a new approach. President Eddie Fritts says he'll call for assistance on an "as-needed basis" and has already employed James Davidson of James Davidson & Associates, who last summer helped NAB's government relations staff block several legislative proposals aimed at reducing or eliminating tax deductions for advertising expenses.

Davidson also participated in the association's successful campaign to kill a license transfer fee backed by Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) (BROADCASTING, Dec. 14). "We're not using big-name firms, so to speak, but we have competent people," said Fritts. The association's government relations budget for fiscal year April 1988-March 1989 is expected to increase by roughly 40% to accommodate any extra costs incurred when hiring outside help.

His Hill experience comes from the Senate where he served from 1979 to 1981 as chief counsel and staff director for the then Judiciary Subcommittee on Administrative Practice and Procedure. He also was chief counsel to the Senate Subcommittee on Intergovernmental Relations in 1974-1979.

During NAB's fight over the transfer fee, its lobbying force was supplemented by: Bill

Newbold of Newbold Government Relations; former Indiana Democratic Senator Birch Bayh, and Susan Alvarado, a previous NAB staffer. Newbold advised NAB when it was working in the House to block passage of legislation to resurrect the fairness doctrine (the measure passed, 259-157). He is said to have close ties to House Majority Leader Jim Wright (D-Tex.).

The Association of Independent Television Stations lobbying is limited mainly to the in-house efforts of President Preston Padden and Jim Hedlund, vice president for government relations. According to records kept by the Clerk of the House, neither Padden nor Hedlund are registered as lobbyists.

"We've never registered ourselves," said



Davidson (NAB)



Diefenderfer (NCTA)

Padden, adding, "I honestly don't know what the procedure is." It is something, Padden said, they had not thought about, especially since INTV is a bare-bones operation with Padden and Hedlund having to perform many functions. "We do so many other things.... I'm out here counting cocktail shrimp," said Padden, who was in Los Angeles preparing for the association's annual convention next month.

Also absent from the registry was Fritts. (Both MPAA President Jack Valenti and NCTA President James Mooney are registered.) Fritts became highly active on the fairness/transfer fee front after his chief lobbyist, John Summers, announced his pending retirement last August.

Asked last Thursday why Fritts has never registered, NAB issued this statement: "In order to resolve any questions about this, out of an abundance of caution, he [Fritts] is today filing the necessary registration to cover such activity by him." Fritts had not thought of himself as a lobbyist because much of his previous activity on the Hill had

only involved testifying before congressional committees, according to an association source.

The MPAA is basically relying on the same lobbyists since its battle with the networks over the FCC's proposed repeal of its financial interest and syndication rules and multiple ownership rules: Akin, Gump, Strauss, Hauer & Feld; Wexler, Reynolds, Harrison & Schule, and Laxalt Corp (BROADCASTING, Feb. 25, 1985). MPAA also uses the firm of Parry & Romani.

According to MPAA spokeswoman Barbara Dixon, the association has started to beef up its in-house lobbying, especially since the addition of Kathy Zebrowski last January as vice president of congressional affairs and special counsel. Zebrowski joined MPAA from United International Pictures where she was assistant general counsel. Previously she served as minority counsel to the Senate Judiciary Committee from 1980 to 1984.

The Fifth Estate's lobbying universe has seen some realignment. During NCTA's campaign to achieve passage of the Cable Communications Policy Act of 1984, it also used Akin, Gump; Wexler, Reynolds, and Parry & Romani. But the current friction between Hollywood and cable makes such arrangements impossible.

Today NCTA's pool of outside lobbyists includes: Bracewell & Patterson (of which Gene Godley, former assistant secretary [legislative affairs] for the Department of Treasury under the Carter administration is a principal); F/P Research Associates (a nonlawyer lobbying firm run by Ronald Crawford); Manatt, Phelps, Rothenberg & Evans; Patton, Boggs & Blow; Williams & Jensen, and Wunder & Diefenderfer.

Manatt and Wunder & Diefenderfer were added this year. At the latter firm, Tom Ryan, former chief counsel to the House Energy and Commerce Committee, and Bill Diefenderfer, former chief of staff to the Senate Finance Committee and chief counsel to the Senate Commerce Committee, primarily handle cable issues.

Wunder & Diefenderfer also represents Bell South Corp. and U.S. Telephone Association, which one day might find themselves at odds with cable over the FCC's proceeding concerning the commission's telco-cable crossownership rules.

NCTA isn't the only cable entity using

Williams & Jensen. Turner Broadcasting System has the firm on retainer along with Ginn, Edington, Moore & Wade. Turner's Washington office includes Bert Carp, vice president for government affairs, and staff. Lawyer/lobbyist (and former FCC Chairman) Charles Ferris of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo is on the Turner team.

As for the networks, they have their own Washington representatives but also call on

others. ABC uses Timmons & Co., a nonlawyer lobbying firm that also represents Major League Baseball. CBS relies on Charls E. Walker Associates Inc. and just added Griffin & Johnson, headed by Pat Griffin, who worked with the network when it retained the public relations firm of Burson-Marsteller. NBC does not employ any outside lobbyists.

Even broadcast groups bolster their Washington representation with outside

help. Tribune Broadcasting's Washington vice president, Shaun Sheehan, hired Dewey, Ballantine, Bushby, Palmer & Wood for their expertise on tax matters.

Several Hollywood studios also retain lobbying firms; some have established their own Washington presence. There are Warner Communications' Tim Boggs; Columbia Pictures's Mike Berman, and Fox's Tom Herwitz. MCA uses Jim Corman, and Paramount relies on Lawrence Levinson. □

U.S./Canada agreement: Free trade not so glorious for American broadcasters

Tax break will be denied Canadian advertisers who buy time in U.S.

The final version of the U.S.-Canada free trade agreement does not provide much Christmas cheer for American broadcasters. C-58, the infamous (to American broadcasters) Canadian tax law that Americans denounce as discriminatory, survived negotiations on the agreement unscathed. But the agreement reveals movement on Canada's part toward adoption of a copyright law that would protect owners of American programming relayed to cable systems throughout Canada.

The tax law, in effect for 11 years, denies a tax break to Canadian advertisers who buy time on American radio and television stations serving Canadian audiences. American broadcasters along the Canadian border had originally sought to block enactment of the law and, when that effort failed, enlisted the State Department and then Congress in a campaign to pressure Canada into repealing it—all to no avail. American negotiators pressed the broadcasters' case in the negotiations leading to the agreement designed to involve the U.S. and Canada in a free trade zone. But the Canadians, concerned about their own broadcasting industry, refused to budge.

The agreement adds insult to injury in repealing those sections of C-58 that apply to newspapers and magazines.

The agreement—which fleshes out the agreement in principle that the U.S. and Canada released early last October (Broadcasting, Oct. 12)—does, however, put in final form Canada's commitment to enact a law that would provide protection to the retransmission of copyrighted programming. The law is to become effective no later than Jan. 1, 1990, and would be an answer to the complaints of American networks and program producers that they are providing product at no cost to Canada's national satellite service, Cancom, for relay to all parts of the country. Canadian law does not require payment of copyright fees for retransmitted programming.

The agreement specifies that each country's copyright law shall provide a copyright holder of the other side "with a right of equitable and nondiscriminatory remuneration for any retransmission to the public of the copyright holder's program where the original transmission of the program is car-

ried in distant signals intended for free, over-the-air reception by the general public."

Each side is permitted under the agreement to determine how that right will be exercised. And the U.S. already has a compulsory license statute that benefits Canadian and all other copyright owners of broadcast material. One of the U.S. officials who negotiated the section of the agreement dealing with retransmission said Canada would enact a similar law. However, the government has not yet prepared any copyright legislation for submission to Parliament.

The agreement also requires that each side's copyright law require that agreements be reached with owners of copyrighted programs in two circumstances the U.S. compulsory license does not cover: (1) When the programs are not intended for free, over-the-air reception by the general public, such as subscription-service programming, or (2) when programs intended for free over-the-air reception are relayed in altered form or in a nonsimultaneous retransmission. One exception to the latter provision, as provided for in American law, permits nonsimultaneous retransmission in remote areas "where simultaneous reception and retransmission are impractical." American negotiators were thinking of Guam.

One point of friction between American broadcasters and the Canadians remains preserved in the treaty, although only temporarily. It is the condition the Canadian Radio-television and Telecommunications Commission attached to cable systems' licenses subjecting the systems to a requirement that they delete commercials from American programming and substitute public service announcements. The purpose would be to force affected advertisers to advertise on Canadian stations. But FCC officials, who consulted with U.S. trade negotiators and urged a strong position on the issue, say that because of strong objections from the U.S.—at one point Secretary of State Henry Kissinger became involved—the condition was invoked in only a handful of cases. And as for all other systems, the agreement says the condition will be eliminated upon renewal of their licenses. Nor will it be added to the licenses of new systems.

The trade associations representing American and Canadian broadcasters last week expressed contrasting views of the agreement as it affects their constituents.

The National Association of Broadcasters was "disappointed." A spokesman referred specifically to the failure of American negotiators to gain the elimination of C-58 for broadcasters, although the agreement calls for the elimination of the provisions affecting newspapers and magazines. The NAB was also disappointed that the retransmission section does not provide for a general prior consent requirement. The networks had sought such a requirement as a means of enabling them to license the use of their programming in Canada. The Motion Picture Association of America, whose members produce many of the programs at the heart of the issue, refused to comment.

The Canadian Association of Broadcasters, for its part, found a number of items in the agreement to its liking. Its statement said it supports the provision permitting the government to introduce measures that "enable local licensees of copyrighted programs to exploit fully the commercial value of its license." In the process, said the statement, "the government ensures that such legislation as simultaneous substitution and Bill C-58 will remain as important cornerstones for the Canadian broadcasting industry." The simultaneous substitution rule is analagous to the commission's network nonduplication rule, which requires cable systems to carry a local station's network programming rather than that of a distant station.

The CAB statement, however, expresses concern about the provisions dealing with retransmission. CAB Chairman Jim Sward said the CAB hopes to be consulted when the text of the agreement is interpreted and the retransmission rights are drafted into legislation.

The NAB also sees a future role for itself in the implementation of the agreement. It provides for the establishment of a joint advisory committee comprised of government and private sector experts that would review issues related to transmission rights in both countries and make recommendations to the governments within 12 months. The NAB said it would participate in the committee's deliberations.

The agreement to make Canada and the U.S. a free trade zone is scheduled to come into being early next spring. The procedures governing the agreement require the President to enter into the agreement by Jan. 2, after which Congress has 60 working days to act. □

NBC takes Arbitron November sweeps

Comparisons to last year shed little light on effect of peplemeters on decline in prime time viewing

The Arbitron November sweeps numbers for all the local markets were in last week. To no one's surprise, NBC affiliates fared best, delivering a combined average of 14,855,000 homes in prime time. The CBS affiliates were second in average household delivery, with 13,423,000, followed by the ABC affiliates with 12,751,000. Those figures were based on an NBC analysis of the Arbitron numbers.

However, the year-to-year comparisons of the local November sweeps, which many hoped would show how much of this season's network erosion was due to the peplemeter, did not clear up the whole picture. Arbitron's local numbers appeared to mirror the declines shown by Nielsen's peplemeter system for ABC during the sweeps period, but not for CBS or NBC. And last week, no one was sure why.

For NBC, the peplemeter showed a 4% decline for the network nationally in prime time during the sweep period. However, the local Arbitron sweeps showed NBC affiliates up 2% in households in prime time. CBS and ABC were down about 13% each, according to the Nielsen peplemeter numbers. While the local numbers from Arbitron appeared to support ABC's big drop, CBS affiliates were off only 5% from a year ago, less than half the drop recorded by Nielsen's peplemeter during the sweep.

The results appeared to substantiate the network position that the local measurements, based on a sample of 110,000 homes nationwide, would show that at least some of the network erosion this year (10% in rating and 4% in share) was the result of the change of methodologies for measuring the national audience. The local sweeps numbers continue to be derived from meter/diary samples in the top-15 markets (which account for about 40% of all U.S. television homes) and diary samples from the rest.

According to William Rubens, vice president, research, NBC, the local Arbitron numbers appear to indicate that perhaps one-third of the network erosion this year is due to the switch to peplemeters. The lower numbers, according to the peplemeter, he said, are probably due to the faster turnover rate and lower cooperation rate that Nielsen has had with its peplemeter sample.

At deadline last week, Nielsen was still tabulating its local sweeps results, which should be available this week.

The following is a market-by-market presentation of daypart audience estimates for TV households in total survey areas during network prime time (Monday-Saturday, 8-11 p.m., and Sunday, 7-11 p.m., Eastern time). Numbers are in thousands (add 000). Boldface numbers indicate the market winner. A dash indicates no primary or secondary affiliation in the market. The information is © copyright 1987 by Arbitron Ratings Co. It may not be quoted or reproduced without the prior permission of Arbitron.

ADI (rank)	Prime time TSA households (000)			ADI (rank)	Prime time TSA households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Abilene-Sweetwater, Tex. (155)	17	18	29	Columbia, S.C. (87)	24	35	83
Albany, Ga. (151)	4	—	58	Columbia-Jefferson City, Mo. (152)	15	28	27
Albany-Schenectady-Troy, N.Y. (52)	55	76	81	Columbus, Ga. (118)	35	34	20
Albuquerque, N.M. (56)	68	47	75	Columbus, Ohio (33)	92	117	143
Alexandria, La. (160)	5	—	44	Columbus-Tupelo, Miss. (133)	8	27	51
Alexandria, Minn. (182)	4	29	—	Corpus Christi, Tex. (120)	33	27	31
Alpena, Mich. (211)	—	6	—	Dallas-Fort Worth (8)	228	238	227
Amarillo, Tex. (117)	34	23	27	Davenport, Iowa-Rock Island-Moline, Ill. (77)	44	48	64
Anniston, Ala. (192)	—	12	—	Dayton, Ohio (48)	62	90	74
Ardmore-Ada, Okla. (172)	18	24	19	Denver (19)	152	120	161
Atlanta (12)	169	185	251	Des Moines (66)	45	65	68
Augusta, Ga. (102)	37	42	33	Detroit (7)	246	248	358
Austin, Tex. (71)	45	65	48	Dothan, Ala. (157)	10	40	—
Bakersfield, Calif. (145)	21	24	29	Duluth, Minn.-Superior, Wis. (122)	25	26	35
Baltimore (22)	131	150	177	El Centro, Calif.-Yuma, Ariz. (181)	—	5	9
Bangor, Me. (156)	14	23	23	El Paso (104)	31	29	43
Baton Rouge (91)	52	51	41	Elmira, N.Y. (165)	9	—	15
Beaumont-Port Arthur, Tex. (124)	31	38	43	Erie, Pa. (143)	20	19	37
Bend, Ore. (207)	—	5	5	Eugene, Ore. (137)	24	30	19
Billings-Hardin, Mont. (164)	11	16	12	Eureka, Calif. (186)	—	7	9
Biloxi-Gulfport-Pascagoula, Miss. (179)	26	—	—	Evansville, Ind. (90)	41	35	43
Binghamton, N.Y. (132)	11	40	20	Fargo, N.D. (107)	26	28	34
Birmingham, Ala. (49)	81	42	122	Flagstaff, Ariz. (205)	—	—	8
Bluefield-Beckley-Oak Hill, W.Va. (141)	20	—	28	Flint-Saginaw-Bay City, Mich. (59)	71	35	93
Boise, Idaho (136)	21	19	31	Florence, S.C. (130)	20	50	—
Boston (6)	227	267	361	Fort Myers-Naples, Fla. (98)	18	39	39
Bowling Green, Ky. (191)	22	—	—	Fort Smith, Ark. (148)	19	31	19
Bristol, Va.-Kingsport, Johnson City, Tenn. (86)	20	44	68	Fort Wayne, Ind. (99)	36	38	39
Buffalo, N.Y. (38)	81	95	106	Fresno-Visalia, Calif. (63)	49	51	58
Burlington, Vt.-Plattsburgh, N.Y. (96)	12	44	42	Gainesville, Fla. (166)	16	—	—
Butte, Mont. (189)	7	11	7	Glendive, Mont. (212)	—	2	1
Casper-Riverton, Wyo. (188)	4	5	13	Grand Junction-Durango, Colo. (176)	7	13	11
Cedar Rapids-Waterloo-Dubuque, Iowa (78)	42	38	67	Grand Rapids-Kalamazoo-Battle Creek, Mich. (39)	75	73	92
Charleston, S.C. (109)	30	44	49	Great Falls, Mont. (177)	10	9	5
Charleston-Huntington, W.Va. (46)	60	64	105	Green Bay-Appleton, Wis. (68)	55	56	66
Charlotte, N.C. (31)	78	115	58	Greensboro-Winston Salem-High Point, N.C. (50)	61	84	86
Charlottesville, Va. (197)	—	—	10	Greenville-New Bern-Washington, N.C. (95)	27	45	60
Chattanooga (80)	41	45	57	Greenville-Spartanburg, S.C.-Asheville, N.C. (36)	78	94	133
Chynne, Wyo.-Scottsbluff, Neb.-String, Colo. (183)	—	15	—	Greenwood-Greenville, Miss. (168)	23	14	—
Chicago (3)	485	351	503	Hagerstown, Md. (195)	—	—	16
Chico-Redding, Calif. (140)	26	23	18	Harrisburg-York-Lancaster-Lebanon, Pa. (45)	49	67	113
Cincinnati (29)	88	113	130	Harrisonburg, Va. (200)	16	—	—
Clarksburg-Weston, W.Va. (162)	—	22	25	Hartford-New Haven, Conn. (23)	108	173	95
Cleveland (11)	242	201	254	Helena, Mont. (209)	—	—	5
Colorado Springs-Pueblo (97)	37	38	40	Houston (10)	219	173	209



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Mama's Ready To Strip!

She's the #1 continuing first-run comedy. And that's the naked truth. A talent like Mama's deserves the maximum exposure. And with 110 great half-hours available in Spring '89, she can have it five days a week. So put her on, sit back and watch her take off.

**MAMA'S
FAMILY**

A JOE HAMILTON PRODUCTION

Watch Her Take Off!

Prime time TSA households (000)

Prime time TSA households (000)

ADI (rank)	ABC	CBS	NBC	ADI (rank)	ABC	CBS	NBC
Huntsville-Decatur-Florence, Ala. (89)	42	48	52	Portland-Poland Spring, Me. (69)	46	37	57
Idaho Falls-Pocatello (159)	12	16	19	Presque Isle, Me. (203)	—	6	—
Indianapolis (24)	106	131	142	Providence, R.I.-New Bedford, Mass. (44)	75	76	116
Jackson, Miss. (82)	26	58	76	Quincy, Ill.-Hannibal, Mo. (154)	—	25	28
Jackson, Tenn. (180)	24	—	—	Raleigh-Durham, N.C. (35)	84	92	53
Jacksonville, Fla. (57)	45	88	57	Rapid City, S.D. (167)	20	—	15
Johnstown-Altoona, Pa. (85)	—	46	79	Reno (121)	24	20	23
Jonesboro, Ark. (174)	27	—	—	Richmond, Va. (62)	60	74	74
Joplin, Mo.-Pittsburg, Kan. (119)	27	29	29	Roanoke-Lynchburg, Va. (73)	36	66	64
Kansas City (28)	93	117	141	Rochester-Austin, Minn.-Mason City, Iowa (147)	20	17	29
Knoxville, Tenn. (61)	57	81	50	Rochester, N.Y. (72)	44	51	64
La Crosse-Eau Claire, Wis. (134)	18	25	36	Rockford, Ill. (114)	23	29	33
Lafayette, Ind. (193)	—	9	—	Roswell, N.M. (194)	—	13	—
Lafayette, La. (112)	38	59	—	Sacramento-Stockton, Calif. (20)	101	123	159
Lake Charles, La. (170)	—	—	41	St. Joseph, Mo. (187)	13	—	—
Lansing, Mich. (105)	—	52	48	St. Louis (18)	125	165	225
Laredo, Tex. (199)	4	3	5	Salinas-Monterey-San Jose, Calif. (111)	36	22	41
Las Vegas (94)	24	36	46	Salisbury, Md. (162)	14	24	15
Laurel-Hattiesburg, Miss. (161)	—	6	29	Salt Lake City (40)	84	80	100
Lexington, Ky. (76)	37	64	50	San Angelo, Tex. (189)	—	13	—
Lima, Ohio (196)	—	—	1	San Antonio, Tex. (42)	74	92	109
Lincoln-Hastings-Kearney, Neb. (92)	20	47	16	San Diego (25)	82	106	96
Little Rock, Ark. (55)	66	67	82	San Francisco (5)	238	253	299
Los Angeles (2)	534	504	654	Snt Brbra-Snta Mria-Sn Lus Obspo, Calif. (113)	24	25	20
Louisville, Ky. (47)	53	86	100	Savannah, Ga. (103)	19	46	39
Lubbock, Tex. (149)	15	21	24	Seattle-Tacoma (15)	145	125	183
Macon, Ga. (134)	18	42	19	Shreveport, La.-Texarkana, Tex. (64)	61	69	72
Madison, Wis. (106)	33	41	40	Sioux City, Iowa (125)	28	10	35
Mankato, Minn. (208)	—	14	—	Sioux Falls-Mitchell, S.D. (100)	38	53	25
Marquette, Mich. (184)	—	18	—	South Bend-Elkhart, Ind. (84)	33	45	56
McAllen-Brownsville, Tex. (115)	26	25	23	Spokane, Wash. (79)	41	42	51
Medford, Ore. (153)	10	18	30	Springfield, Mass. (108)	28	—	51
Memphis (41)	61	101	139	Springfield, Mo. (81)	20	48	66
Meridian, Miss. (175)	19	9	5	Springfield-Decatur-Champaign, Ill. (74)	39	49	63
Miami (16)	139	152	184	Syracuse, N.Y. (67)	43	63	70
Milwaukee (30)	89	94	131	Tallahassee, Fla.-Thomasville, Ga. (126)	12	52	11
Minneapolis-St. Paul (13)	136	168	165	Tampa-St.Petersburg (14)	169	193	215
Minot-Bismarck-Dickinson, N.D. (146)	7	22	33	Terre Haute, Ind. (129)	10	30	36
Missoula-Butte, Mont. (173)	17	11	18	Toledo, Ohio (65)	42	67	84
Mobile, Ala.-Pensacola, Fla. (58)	50	84	78	Topeka, Kan. (142)	12	24	24
Monroe, La.-El Dorado, Ark. (116)	13	53	29	Traverse City-Cadillac, Mich. (138)	14	37	36
Montgomery-Selma, Ala. (101)	13	33	68	Tucson, Ariz. (83)	40	36	47
Nashville (32)	79	129	138	Tulsa, Okla. (54)	84	81	81
New Orleans (34)	85	128	118	Tuscaloosa, Ala. (185)	—	9	—
New York (1)	790	887	1,082	Twin Falls, Idaho (202)	—	8	2
Nrflk-Prtsmth-Nwprt Nws-Hmptn, Va. (43)	66	81	94	Tyler-Longview, Tex. (123)	45	8	15
North Platte, Neb. (210)	—	—	7	Utica, N.Y. (158)	11	—	25
Odessa-Midland, Tex. (143)	24	22	23	Victoria, Tex. (206)	5	—	9
Oklahoma City (37)	77	103	112	Waco-Temple, Tex. (93)	19	42	38
Omaha (70)	55	50	66	Washington (9)	213	215	226
Orlando-Daytona Beach-Melbourne, Fla. (27)	106	118	157	Watertown-Carthage, N.Y. (169)	—	20	—
Ottumwa, Iowa-Kirksville, Mo. (204)	17	—	—	Wausau-Rhineland, Wis. (128)	27	37	12
Paducah, Ky.-Cape Girardeau, Mo. (75)	31	66	60	West Palm Beach-Ft. Pierce-Vero Beach, Fla. (53)	47	32	85
Palm Springs, Calif. (178)	7	—	9	Wheeling, W.Va.-Steubenville, Ohio (139)	—	40	39
Panama City, Fla. (171)	14	—	27	Wichita-Hutchinson, Kan. (60)	48	66	67
Parkersburg, W.Va. (198)	—	—	11	Wichita Falls, Tex.-Lawton, Okla. (130)	22	25	27
Peoria-Bloomington, Ill. (110)	30	29	41	Wilkes Barre-Scranton, Pa. (51)	71	69	97
Philadelphia (4)	431	402	471	Wilmington, N.C. (150)	23	8	62
Phoenix (21)	111	136	141	Yakima, Wash. (127)	19	28	24
Pittsburgh (17)	208	212	183	Youngstown, Ohio (88)	37	49	56
Portland, Ore. (26)	85	101	108	Zanesville, Ohio (201)	—	—	11

Nielsen says study backs up peplemeters

Company claims telephone survey supports data for children's programing produced by new system

A.C. Nielsen Co. has conducted a telephone coincidental survey that company officials say tentatively substantiates the lower ratings for children's programing recorded by peplemeters this season. Ratings for children's programing have decreased by as much as 40% since the new season began.

Broadcasters have claimed that the sharp declines are the result of the switch to peplemeters and the frequent failure of children to log in on the meters when watching television.

However, at a workshop sponsored by the Advertising Research Foundation in New

York, Nielsen vice president, Ceril Shagrin, said preliminary results of the recent telephone survey, conducted over five weeks, beginning last Oct. 21, were within 5% of peplemeter estimates of child viewers. Telephone coincidentals are usually accepted as the most accurate research tool for measuring viewing.

Shagrin said last week that not all of the survey data was in, but that based on the early returns, the company estimated it would show 407 viewing children, ages 2-5, per thousand homes with children. That is within 2% of the comparable peplemeter estimate for the same period. For children ages 6-11, said Shagrin, the viewing levels reported by the survey and the peplemeter were only one-half of one percentage point apart.

According to Shagrin, the survey "goes a long way in validating the peplemeter" ratings for children this season.

However, some questions were raised by network sources about Nielsen's survey methodology. One source said Nielsen phone surveyors in some cases talked to children directly without validation from a parent, thus tainting the survey. The decline of the children's audience has been a major issue in the transition to peplemeters. CBS's Saturday morning ratings are down 15% season to date. However, in negotiations with advertisers, it was agreed that a 20% fall-off, called the "peplemeter factor," would be acceptable without advertising make-goods kicking in.

NBC's Saturday morning schedule has

fallen by 28% this year. However, the network sold the schedule based on delivery of households with children, and not on ratings. ABC has had the worst fall-off, with its children's slate off 40% for the season.

Nielsen has said all along that the drop in the children's ratings according to the peoplemeter may be due to overreported ratings under the old diary system. Last week, network research officials declined to comment about the Nielsen survey until the final numbers are available, due sometime in January.

The Fifth Estate's ongoing transition to the peoplemeter has been fraught with much storm, stress and confusion. But one conclusion that television advertising executives seem to agree on is that the new peoplemeter services have a long way to go before their full impact is recognized. Another is that the new Nielsen and AGB peoplemeter systems have inundated their clients with a data flow that exceeds by many times the data supplied by the old ratings system. And at this point, most users simply do not know what to do with it all.

"The peoplemeter has not changed the world," said Jane Zenaty, vice president, director of media research, Leo Burnett USA. "Life has gone on." The task ahead, she said is to focus on the needs of the marketplace. The influx of new peoplemeter data is a "personnel nightmare" that users have not come to grips with yet, said Zenaty. "We do not have the tools to explore all the new uses" of data.

Zenaty and other media executives gathered in New York at the ARF workshop to contemplate the peoplemeters' present and future impact. Robert Sieber, vice president, research, Turner Broadcasting System, made a case that the peoplemeter has been very good for cable television.

Up to now, said Sieber, cable demographic measurement has been determined by local sweep diaries four times a year, "when broadcast networks and local stations are particularly competitive." Nielsen will offer daily delivery of cable demographics starting next fall. Year-round daily measurement for cable, he said, "is going to eliminate what has before amounted to a serious handicap."

David Poltrack, vice president, marketing, CBS Television Network, said the new Nielsen ratings system has resulted in the generation of about 10 times the data pro-

duced by the old system. CBS also has AGB data to analyze.

Said Poltrack: "We at CBS have yet to see one creative or constructive change in the buying or selling process emanating from this new audience measurement system." Poltrack also complained of what he termed "complacency" in the research industry. He said the industry was "ignoring" major problems with the current peoplemeter systems, such as overrepresentation in samples of both Nielsen and AGB, and noncooperation among certain household segments. He called for a "broad-based industry initiative" to examine how the research services compose their household samples. □

Prime-time shows axed by NBC

Network has renewed four shows for prime time and rescheduled two other one-hour dramas in its lineup

NBC announced its first prime time program changes for the new season last week, and sounded the death knell for *Private Eye* and *Rags to Riches*. The two programs, both one-hour shows, precede and follow *Miami Vice* on Friday nights and will be replaced with hour-long dramas. To the surprise of many, NBC also announced the renewal of *J.J. Starbuck* from Sephen J. Cannell Productions.

Rags to Riches, a second-season show from Leonard Hill and New World Productions, will have its final broadcast on January 22. It will be replaced in the Friday 8 to 9 p.m. time period with *The Highwayman* from New West Productions in association with Glen Larson (*Knight Rider*). The new show is based on a made-for-television movie that NBC aired September 20 (which averaged a 19.3/31) with veteran TV actor Sam Jones as an undercover law enforcer who operates out of a "high tech" 18-wheeler truck. It will debut on March 4. NBC plans to air specials in that time period through the February sweeps.

Private Eye, a new season show from Universal, will have its last telecast in the 10 to 11 p.m. Friday time period on Jan. 15. Its



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Setting a precedent. NBC Sports executive producer Michael Weisman has given the nod to Gayle Sierens, a news anchor with NBC affiliate wxFL-TV Tampa, Fla., to become the first female play-by-play announcer for a network telecast of a National Football League game (BROADCASTING, Nov. 2). She will do the play-by-play for the Kansas City Chiefs vs Seattle Seahawks on Dec. 27, the last weekend of regular season play. The game is currently scheduled to reach only 10% of the country, being the fifth and smallest of the network's regional telecasts that day. However, an NBC Sports spokesman said that the coverage percentage would probably grow as some affiliates pick up the game because of the precedent being set. Sierens has been practicing for the last four weeks, doing the play-by-play on location, but into a tape machine. She has been working with color commentator Dave Rowe, who will also be with her for the live telecast. The spokesman said that Weisman could see improvement weekly in Sierens's practice runs. Her knowledge of the game is substantial, he said, adding that her timing was what needed work. NBC will show a history-making clip of Sierens during the NFL half-time show (seen nationwide) on the Sunday she does her game.

replacement is *Sonny Spoon*, a "comedy action adventure" about an off-beat private detective. The series is produced by NBC Productions (the first time NBC has had one of its own series on the air since last spring's *Roomies*) in association with Cannell Productions. *Spoon* will debut on February 12. At deadline, the network had not disclosed its plans for the period between the cancellation of *Private Eye* and the debut of *Spoon*.

NBC also plans to shift two other one-hour dramas. *Starbuck* will move from Tuesday at 9 p.m. to Saturday at 10 p.m. effective February 26. *Hunter*, also from Cannell, and currently in the Saturday 10 to 11 p.m. slot, will move to Tuesday at 9 p.m. effective February 29.

NBC has now renewed four of its five prime time programs for the new season. Only *Private Eye* will not survive for at least one full season. The programs renewed include *Starbuck* along with *A Different World* from Carsey Werner and Bill Cosby, *My Two Dads* from Tri-Star and *A Year in the Life* from Universal.

In addition, it is likely that NBC will make further changes in its prime time schedule. Entertainment president Brandon Tartikoff has indicated that at least two other programs would make it on the schedule this season as replacement shows, including *Days and Nights of Molly Dodd*, which had a run on NBC's summer prime time schedule, and *Bronx Zoo*, from Ubu Productions in association with Paramount. □

ABC makes moves in prime time

In a substantial restructuring of the network's prime time program schedule, ABC said last week it will shelve or move seven current programs on four different nights in mid-January. The moves include the anticipated switch of *The Dolly Show* off the Sunday schedule where it was being beaten badly and the return to a weekly movie that night.

Leaving the schedule at least temporarily, are the low-rated *I Married Dora*, *Hotel* and *Buck James*.

Last spring, ABC signed a two-year commitment with Paron's Sandollar Production company for a prime time variety series, the first series of that genre on any network in several years. Although *Dolly* was well sampled in the early part of the season in the Sunday 9 p.m.-10 p.m. time period, its ratings have steadily deteriorated. As of Jan. 16, the program will move to Saturdays at 8 p.m., followed by *Ohara*, and *Spenser: For Hire*, which moves from Sunday at 8 p.m. to Saturday at 10 p.m.

On Sunday, ABC is expanding *The Disney Hour*, which had been running at 7-8 p.m., to *The Disney Sunday Movie*, which will run at 7-9 p.m., which is where the program was scheduled last season. But that is only a temporary expansion the network said. Once the midseason entry, *Juarez*, is up to speed on production, it will join the schedule and the Disney movie will again be trimmed to one hour.

On Thursdays, *Sledge Hammer* will shift out of the 8 p.m. slot to Fridays at 9:30

p.m.; *The Charmings* will move up a half hour on Thursdays to fill the old *Hammer* slot, and the Thursday movie will be expanded temporarily to two-and-a-half hours until a half-hour midseason replacement can be found to add to the Thursday slate.

On Fridays, *Full House* remains at 8 p.m., while *Mr. Belvedere* moves up a half hour to 8:30 p.m., as the replacement show. *The Thorns* joins the schedule on Jan. 15. *20/20* remains in place at 10 p.m., after *Hammer*. □

Olympic convoy heads to Calgary

Despite rising production costs, ABC plans 100 hours of Olympic coverage

While NBC Sports contemplates the political climate in Seoul, the site of next summer's Olympic games, ABC Sports technicians are in Calgary, Canada, rehearsing a "take out" plan for packing up all of the equipment they will use to cover the winter games there next February. The trial run is vital because the network has exactly five days to pack up and be out of the main Olympic venues in Calgary because the auto show is scheduled to begin the very next day.

Because of Calgary's relatively close proximity to the U.S., and the network's need to use the same equipment for both political conventions later in the year, ABC has assembled an "on wheels" Olympic coverage unit. A convoy of 16 tractor trailer trucks and 44 house trailers wound its way to Calgary in late November. "It's the first all-mobile Olympics," said Julius Barnathan, president, broadcast operations and engineering, Capcities/ABC.

The network's master control room, housed in four 60-foot trailers, was assembled in New York last summer. Once in Calgary, Barnathan said, "it's basically a turn-key operation—you just take the wall off [the trailer] and you're ready to go."

According to Dennis Lewin, senior vice president, production, ABC Sports, the division is spending more to produce this winter Olympics than it has on previous winter Olympics. However, he declined to provide a figure or to confirm reports that costs will exceed \$100 million.

The record production costs are due in part to the fact that about 100 hours of Calgary programming will be aired, including the six hours of opening and closing ceremonies. By comparison, ABC produced 60

hours of programming for the 1984 winter games from Sarajevo.

This time around, however, ABC executives expect a smoother time with production as well as ratings. For one thing, most of the coverage will be live, compared to Sarajevo, where the six-hour time difference precluded live coverage. In addition, bad weather caused the postponement of a number of alpine events, put a damper on Sarajevo ratings (they were off 23% compared to the 1980 winter games in Lake Placid, N.Y.) and forced ABC to offer make-goods to advertisers.

While ratings should be higher for Calgary, the \$309 million rights fee ABC paid reportedly will prevent it from making a profit, or breaking even on the games. ABC executives have already told affiliates that the network expects to lose money.

Even so, network sports executives insisted last week that they are not being pressured to scrimp on production costs.

In previous Olympics, where ABC was not the host broadcaster responsible for feeding coverage to the rest of the world, it still has duplicated much of the coverage to meet the standards to which U.S. viewers are accustomed, said Lewin. In the case of Calgary, where CTV is the host broadcaster, ABC plans to duplicate only the one event of speed skating. This is because CTV plans to use a blank wall on one side of the indoor stadium as the background for its coverage of the event. ABC will essentially reverse the shots so that the background includes spectators.

In Sarajevo, ABC originated its entire coverage of hockey, figure skating and half of the alpine events, because the feed of the host broadcaster, JRT, was not adequate. This time however, the network has two key directors "on loan" to CTV. Jim Jennette will oversee the alpine coverage and Doug



Wilson will direct the figure skating events. In addition, CTV veteran Ron Harrison will direct the host broadcaster's hockey coverage. Levin said that while ABC is confident CTV's coverage will be sufficient in these areas, the network also plans to include supplemental coverage for the U.S. feed.

CTV executive producer Ralph Mellanby, who has worked for ABC in the past, including hockey production during the 1976 Montreal Olympics, was praised last week by both Barnathan and Lewin.

While the network may be able to save money because of the superior feed that CTV is expected to provide, Lewin said the savings on duplicating coverage will be used for expanded feature coverage and special equipment. For example, ABC plans to take more than \$1.2 million in "super slo-mo" equipment, and has made some changes to its miniature camera equipment for so-called "point of view" shots. To give TV viewers an athlete's perspective of various events, miniature cameras will be strapped to bobsleds and luges and to the boots of skiers and ski jumpers in non-competing events.

In addition, ABC and CTV are collaborating on a joint graphics and computer system. According to Roger Goodman, director of production and design, ABC News and Sports, ABC designed the basic graphics "look" that CTV will use for the world feed. And, for the first time, he said, there will be real-time graphics capability at an Olympics, so that as events unfold, computer graphics can be generated to demonstrate moves, spills, actions or strategy.

ABC has lined up the use of six C-band transponders on Canada's Anik satellite system and Telstar 301 to transmit signals from various Olympic sites to the Calgary broadcast center and then on to New York. It has also leased several Ku-band transponders from GTE's satellite system for news and affiliate use. So far, almost 15 affiliates have indicated that they plan to do some local coverage of the games.

ABC is spending \$10 million for new equipment for the Olympics. This time, however, the owned stations will not be direct beneficiaries of the equipment as they were in the past. Once the games end and the political convention coverage is finished, ABC plans to use the equipment to refurbish its technical center in New York.

Late night plans for 'Oprah' shelved

Show's contract at WLS-TV bars syndication in late fringe

What would have been the first addition to first-run programming intended for late night suffered a sudden death last week. On Monday, Dec. 14, King World announced plans to make the *The Oprah Winfrey Show* available in the fall of 1988 for late night broadcasts. Two days later, it backed away from the offering because of what a spokesperson termed "contractual restraints we thought we could work out."

Joe Ahern, president and general manager of WLS-TV Chicago, the station where the show was created and is still produced, said on Wednesday that "this is really a simple matter. The contract stipulates that *Oprah* not be offered in syndication in late fringe." Ahern declined to elaborate on details of the contract with King World, but said that the prohibition against late night was stipulated by the station and not Winfrey. King World also declined further comment.

The lineup of 198 stations now carrying *Oprah* would have had the first rights of refusal on a late night run of the show. The show would have been sold in the same manner—cash plus barter with 10 commercial minutes for local sales by stations, and two minutes for national sale by King World.

Steve Palley, senior vice president and chief operating officer of King World, said last week that a "huge demand unfulfilled" for *Oprah* led King World to pursue late night. Palley also said that focus group research showed there is an audience of viewers who cannot watch the day-time show because they work.

How many of the 196 affiliates and two independents would have wanted the show remains unknown. Mitchell Praver, vice president of programming, Katz Communications, says "the late night opportunities for *Oprah* are very limited on CBS and NBC affiliates." There are 60 CBS affiliates and 58 NBC affiliates in the show's lineup.

In the case of the CBS stations, Praver said, the network has a prohibition against delaying *The CBS Late Movie* by more than half an hour.

As for NBC, Praver said that very few affiliates delay or preempt the network's programming given its record of success in the ratings. However, he said that several stations delay *Late Night with David Letterman* by a half-hour for an off-network half-hour.

In the case of the 75 ABC affiliates that carry *Oprah*, Praver said that many have already committed to off-network programming that will debut in fall 1988 including *Night Court* and *Newhart*. Those stations have committed to a second run of those shows, or are using existing highly rated off-network shows like *Cheers* or *Family Ties*, to follow *Nightline*.

In addition, there has been a migration into late night of off-network shows purchased by stations for other time periods. As one example, Praver said that *Magnum, P.I.* has been moved from early fringe to late night. He said that nine of the top 100 market stations have also moved the show as of the November book.

One difficulty in clearing the late night feed of *Oprah* on ABC affiliates could have been the network's attempt to program the time period, but an ABC spokesman said last week that it was still "premature" to talk of any development plans for late night on the network. A Katz analysis of the October book showed that 19 CBS affiliates in the top 50 markets delayed *The CBS Late Movie* by a half-hour, that two NBC affiliates do not carry *The Tonight Show* and one delayed it, and that seven ABC affiliates delayed *Nightline* by a half-hour. □



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Baruch says cable is where the action is

National Academy of Cable Programming chairman tells Cable Club audience that wired medium is taking lead in original programming

"Today we are witnessing and even participating in a period of unparalleled turmoil and upheaval in the TV industry," Ralph Baruch, chairman of the National Academy of Cable Programming, told a Washington Metropolitan Cable Club audience. "We watch as the TV networks abdicate their traditional roles in TV programming, innovation, development and program experimentation," he said, and cable picks up the slack. "Cable has taken advantage of the existing chaos in commercial TV broadcasting and is rapidly amassing new talent, new ideas and new program concepts," he said.

Baruch said cable services are fulfilling a demand for more program alternatives that was stifled by the FCC's original frequency allocation system, which "made it difficult, if not impossible, for new networks to enter the business and compete on a level playing field." The introduction of satellite delivery served to bypass terrestrial distribution and was a boon for cable, Baruch said.

The networks tried to enter cable, but "they failed in most of these new technology-driven ventures," he said, in listing CBS Cable, RCA's videodisk and ABC's

TeleFirst. With the network parent companies changing hands, and the "severe cost cutting that affected every segment of their television organizations," including program development, he said, "retrenchment seems to be the watchword everywhere." Even the Fox network, to which Baruch alluded, may not make it, he said: "Recently a new network has tried to enter this oligopoly but has not yet succeeded, and may never succeed." It is severely handicapped, he said, because "there are not enough V's to give them an equal opportunity."

Meanwhile in the cable industry, Baruch said, "new programs, program development and experimentation have emerged, all initiated by the cable television industry." With CNN, ESPN, Discovery, The Learning Channel, C-SPAN and Nickelodeon, for instance, cable is filling a void the networks have left, said Baruch. "Isn't it regrettable that children's programming—except for the Saturday morning cartoon ghetto—has for all practical purposes disappeared from the conventional commercial broadcast networks?" Baruch said. He cited examples of original cable programming making its way to the networks. "Isn't it ironic that discussions are now taking place for adaptations of some of this new cable television-developed programming on over-the-air television broadcasting?" he asked.

The sea change is reflected in the broadcast ratings erosion, said Baruch. The three-network prime time share dropped from 90% in 1980 to 73% in 1986 to 71% after the first eight months of 1987, he said. In prime time during the first six months of the year, cable delivered an average of an addi-

tional 862,000 households, while the networks and their affiliates lost 782,000, he said.

Baruch said cable programmers are responding to this shift by plowing more money into programming. "Today, cable programmers are spending an estimated \$2 billion annually for product, and I will predict again that by the end of this decade, the industry will triple this amount and spend over \$6 billion."

The broadcast networks will not die, however, Baruch said. "The networks will remain a potent force in advertising and delivery" in the future, but he said there will be "very substantial change" in the network-affiliate relationship. He also speculated that the number of documentary or magazine-style shows on the networks will increase, not because of the "networks' concern for the public," he said, but because "these days these types of programs are cheaper to produce."

He said pay-per-view "will be an equally potent force," and he said that if he were a theater owner he would be "very, very concerned."

Baruch said that cable was in a great position to take advantage of the new technologies. "HDTV has enormous opportunity for us to rally forces that govern that technology," Baruch said in discussing cable's role in formulating standards.

When asked about the networks' interest in buying into cable services, Baruch said it was an "attempt to diversify" and to "catch up." He said, however, that the prospect was nothing that cable operators or network affiliates should worry about.

Syndication Marketplace

Lorimar Syndication began marketing *Mama's Family* as a strip last week with presentations to rep firms. Tom Burns, senior vice president and general sales manager, said that stations will get 110 episodes when the show debuts next April. Lorimar will sell the series on a straight cash basis. The stations will eventually get a maximum of 160 episodes by the time the show goes out of first-run production in the spring of 1991. *Mama's Family* made its debut in January 1983 on NBC and ran on the network through June 1985 (a total of 35 episodes). It has been in first-run syndication since then. Burns said that Lorimar will stop production at 160 episodes since that would give stations 32-week cycles of the show. In first-run, the show is carried by 165 stations covering 92% of the country. Those stations have first rights of refusal on the strip. Only a handful of stations purchased the strip when they bought the weekly version of the show. Lorimar was the first syndicator to offer a strip version of a first-run sitcom, *It's a Living*, which debuts in April 1988. That show is cleared in more than 50 markets on a performance guarantee basis through which Lorimar keeps license fees low and is rewarded by stations if the show goes beyond that performance.

Select Media Communications reports that it has now cleared *World Class Women*, a 13-part weekly sports anthology series, on WNBC-TV New York, KABC-TV Los Angeles, WXYZ-TV Detroit and WVLA-TV Baton Rouge. The series is hosted by Randi Hall (former sports reporter for KABC-TV Los Angeles, and ESPN's *Sportswomen*) and features Olympic gold medalist Evelyn Ashford as a reporter. The series is available on a barter basis with four minutes for stations and two-and-a-half minutes for Select. Select also recently announced the celebrity panel for *Relatively Speaking*, its game show strip hosted by John Byner that debuts in fall 1988. That panel will

consist of Suzanne Pleshette, Dick Martin, Doug Barr and Annie Bloom. *Relatively Speaking* is a joint venture of Select and Atlantic/Kushner-Locke Inc. and is available on a barter basis with four minutes for stations and two-and-a-half minutes for Select.

Samuel Goldwyn Television said that it has cleared *Body by Jake*, a half-hour health and fitness show starring Jake Steinfield, on WNBC-TV New York, and WLS-TV Chicago. The show will run in early morning, the time period it was designed for, on both of those stations. Barter sales give stations four minutes and Goldwyn three minutes.

Turner Program Services will make the WTBS-TV Atlanta special, *Portrait of the Soviet Union*, available in syndication for a July-September 1988 window. Hosted by Roy Scheider, the seven-hour series explores the various nationalities of the Russian people. TPS programming for the next year will also include a new half-hour adventure/mystery weekly series, *The Secret World*, in which host Christopher Lee leads viewers through explorations of nature's mysteries. The program will also use footage from classic horror films along with original footage. Produced in Los Angeles by Alan Sloan Productions, *The Secret World* is available for fall 1988 on a cash basis. TPS is also now syndicating "Premium One," a package of 20 made-for-television films.

D.L. Taffner Ltd. reports that it has cleared *Hollywood*, a 13-part series exploring early American cinema, on 39 stations, and the 36-part *World at War* series on 35 stations. Both series are productions of Thames Television. Taffner also recently announced that nine more stations have cleared *The Benny Hill Show*, which as part of the "Fresh" package is now supplemented by 10 one-hour specials and the two-hour special, *The Crazy World of Benny Hill*.

First-quarter sales for scatter time up at major networks

Lively business belies fears generated by stock market crash

Following their success in the upfront marketplace this year, all three television broadcast networks are now riding a second wave in sales of first-quarter scatter time (January-March, 1988) and are beginning to experience signs of favorable demand for second quarter scatter. Network and advertising agency executives predict 10%-20% increases for first-quarter scatter time.

The driving force behind the first-quarter strength in the scatter marketplace is advertiser demand for a dearth of available time on the networks.

At ABC, first-quarter time is running low because of sales of time in its winter Olympics coverage. That time is being packaged with first-quarter scatter time. H. Weller Keever, executive vice president, sales, for the ABC Television Network, said the network has sold 95% of its time in the Olympics and more than 95% of its first-quarter scatter time.

At CBS, the first-quarter scatter inventory is down because of a large number of make-goods triggered by lower-than-expected results of the peplemeters.

According to agency executives, there is more advertising time available on NBC than on the other two networks. An NBC spokesman could not be reached for comment on that network's sales position.

Tight first quarter scatter is not purely a supply phenomenon. Incumbent advertisers reserve time in a scatter market 90 days before the start of a quarter. The deadline for first-quarter scatter preceded the Oct. 19 stock market crash which reduced some advertisers' budgets. Agency and network executives said that before the crash, incumbents had increased their renewal rates for first quarter scatter compared to last year.

Just how much longer the networks will enjoy strong price increases in their advertising was a question several agency executives wondered about last week.

In the wake of the crash and some gloomy predictions, advertiser budgets have not experienced significant changes. Bill Croasdale, senior vice president, director of network television for BSB (formerly Backer Spielvogel Bates), said that "reductions are minimal in the wake of the crash" in national television budgets of his clients.

Croasdale also said that the continued strength of the retail sales market has been encouraging for advertisers. Mel Conner, senior vice president at Dancer-Dorland also said that he has not experienced a drop in advertiser budgets.

At the same time, advertising executives expressed concern about the level of network pricing along with a renewed interest in possible alternatives. According to one agency executive, who noted that his clients' budgets had actually increased since the crash, advertisers are adamant about not overpaying to reach a national audience. As a result, he said, advertisers are giving more attention to cable and to the Fox Broadcasting Co. □

Bristol-Myers makes 'unwired' network TV buy

Blair cites fresh dollars and good rates as reason for purchase on its 132 stations

Another national advertiser and rep firm concluded yet another "unwired network" deal. Beginning in the first quarter of 1988, Bristol-Myers will move \$2 million originally committed to advertising in national syndication onto the 132 stations—covering 80% of the country—represented by Blair Television.

The buy is specifically for prime time access, or what is usually the hour preceding the beginning of a network prime time schedule on a station—Blair's station list includes 120 network affiliates.

Reps have traditionally sold national spot station-by-station, but in the case of an "unwired network" buy, an advertiser purchases the entire station list. Such package deals have caused controversy among reps because they are thought by some to depress national spot rates, which are traditionally higher than network rates.

This season, a number of national advertisers have been approaching rep firms to make unwired deals in the hopes of bargaining for better rates with the unwired networks than are currently available in other television buys. In the wake of a strong upfront sales season in which both the networks and the vendors of national time in syndicated shows got double-digit increases, the first-quarter network scatter market is now reportedly being sold at double-digit increases.

According to rep-firm executives, the incentive for stations to go along with such deals is the attraction of dollars originally committed by advertisers to other forms of television moving to national spot.

That, according to Katz Communica-



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tions, was part of the logic behind its recent \$20 million unwired deal with Procter & Gamble (BROADCASTING, Oct. 26).

Bill Breda, senior vice president and general sales manager at Blair Television said

that the Blair stations accepted the unwired network concept with Bristol-Meyers because it would bring in fresh dollars to national spot and also because the "rates were good." The Bristol deal with Blair also

involves an examination of the top 25 markets for the placement of advertising in medical/health programing. Bristol has set aside a fund to support programing of community interest in local markets.

Cable pricing—one year later

Many are sticking to pattern begun last year of increasing prices for basic services and lowering pay fees

Nearly a year ago, the cable industry was freed from rate regulation, and operators proceeded to raise basic rates while keeping pay rates flat or reducing them. Although operators were unsure what the net effect would be, it turned out to be a win-win situation. A survey by the National Cable Television Association (BROADCASTING, Nov. 30), database statistics compiled by the Cable Television Administration & Marketing Society (BROADCASTING, Aug. 24) and individual reports from cable companies show that basic and pay penetration increased in 1987.

As cable operators look to 1988, it appears they are following patterns established earlier this year. A random survey of multiple system operators and individual systems finds many will be raising basic rates on Jan. 1, while at the same time reducing or keeping pay figures unchanged. In some markets, the price of basic is nearly double the charge for a pay service, indicating the widening disparity between the two services.

Comcast Cable raised basic rates between \$2 and \$3 in 1987, while keeping pay rates the same or dropping them \$1, said President Robert Clasen. The company plans to raise basic rates between \$1.50 and \$2 and "be much more aggressive in pay discounting" in 1988, said Clasen. For instance, in Comcast's new build in Philadelphia, Disney is being sold at \$7.50 and HBO at \$6.95.

Clasen said the company added about 100,000 basic subscribers in 1987, 30,000 coming from Philadelphia and the rest from internal growth. He said pay grew in direct proportion to basic in Comcast's owned and managed systems.

By the end of 1988, Clasen said, most Comcast subscribers will be paying \$13.50 to \$14 for basic, with most of the rate restructuring taking place in the first quarter.

An example, its Paducah, Ky., system raised basic rates from \$9.95 to \$12 on Jan. 1, 1987. Pay prices in the system stayed flat, averaging \$10.10, and showed no growth throughout the year. Basic subscribers increased slightly, 400 being added to the 18,500-subscriber base, but Clasen said the system already has a basic penetration of 67%. Comcast will be dropping the average price of pay services \$1 and Disney \$2 in an attempt to increase the system's 9,000 pay subscribers.

Cablevision Industries will raise the price of basic early in 1988, but the increases will be smaller than in 1987. Michael Egan, vice president, programing, said Cablevision

raised basic rates between \$1.50 and \$2 in 1987, while dropping pay rates \$1. The average basic price ran about \$13, while pays averaged about \$8.50, Egan said. Because the company acquired a number of systems in 1987, Egan said it was difficult to quantify basic's growth, although he said "we gained in penetration." Pay remained flat, he said, although that was an improvement over 1986.

Egan said Cablevision will institute a basic rate increase of between 50 cents and \$1 in the first quarter of 1988. Any remaining tiers in the company will be collapsed, said Egan, and those subscribers will see a \$1 increase. Pays will remain the same, except for Disney, which Egan said will be dropped \$3, from \$11.95 to \$8.95. Egan estimated 35% of Cablevision's systems won't have any increase at all.

Times Mirror saw healthy growth in both basic and pay penetration throughout 1987, said Larry Higby, senior vice president of marketing, while it raised basic rates an average of 10% and dropped pay rates slightly. For 1987, Higby said, Times Mirror added 70,000 basic subscribers and 92,000 pay units, the latter a 16% increase, all through internal growth. "We've been marketing like there's no tomorrow," Higby said.

The company will roll out a "modest" 8% increase in basic throughout the year, said Higby, and will keep pay prices flat. The pay unit growth in 1987, said Higby, was a signal to Times Mirror not to alter a successful formula. But he doesn't see 8% basic increases as necessarily automatic in the next few years. "Depending on inflation, the amount of the increases will go down," he said.

TeleCable which serves over 500,000, plans no rate increases in 1988, said Dan Dasnight, director of marketing. "We think we're high enough," he said, "and we don't want to be going back every year for a rate increase." TeleCable continues to use a tier structure, charging \$11 for a 23-channel basic services and \$18 for expanded 35-channel basic, which includes the more prominent cable-delivered services such as ESPN, CNN and USA Network. The company phased in a \$1 rate increase for both basic and pay throughout 1987. The average pay price is \$9, said Dasnight, factoring in package discounts. The a la carte pay prices are \$11. Dasnight said pay was flat and basic rose slightly—.5% in 1987—although that small increase can be attributed to the overall high penetration the company has achieved, 62%, with the lowest tier and in the mid to high 50's with the expanded tier.

Dasnight said the company chose not to raise rates in 1988 because "we didn't want to get past the pain threshold. We're pretty

happy with our pricing where it is," he said.

He said the company has been looking at melting down its two tiers, but said that is a difficult decision. He said the company is content with its present penetration figures, and merging the two tiers would require a substantial capital upgrade because half of its subscribers would need addressable converters. But as local ad sales pick up, providing another stable revenue stream, a tier meltdown may be a possibility, he said.

In Atlanta, Prime Cable plans to raise its basic rates \$2.10 on Jan. 1, while dropping its pay \$1.55. Allan Barnes, vice president and general manager of the system, said basic rates will rise from \$14.85 to \$16.95 for 45 channels, while pay rates will drop from \$10.50 to \$8.95 for the first service. The overall rate increase for most subscribers, Barnes said, will be 6%. Prime operates two franchises in the area and serves 147,000 subscribers. One franchise sold basic for \$13.20 in 1986, the other \$14.85. Prime standardized those rates to \$14.85 for both on Jan. 1, 1987, while keeping the pay rates at \$10.50. Basic penetration increased 2% in 1987, Barnes said, while pay penetration remained flat, although the unit numbers increased because overall penetration widened.

During the year Prime added the Discovery Channel, C-SPAN, Viewer's Choice and a local shopping channel to its lineup, and it plans to add another PPV channel next year. The system plans to abandon its package discounts and sell all its pays on an a la carte basis for \$8.95. Barnes hopes that downward rate adjustments will increase pay penetration.

In Salem, Ore., Viacom folded in two basic tiers in April and instituted a rate increase from \$11.95 to \$13.45 in August. According to Bert Rios, the Salem general manager, the system tries "not to tie rate increases to any other business decisions." There will be no rate hike in January, but a \$1 increase in basic is in the budget, said Rios, for August 1988. "Costs go up each year," he said, and the company "tries to maintain regularity" in its pricing.

On Jan. 1, 1987, the company's 22 basic channels sold for \$11.95, with a three-channel extra tier of Arts & Entertainment, Weather Channel and the Nashville Network selling for \$3.95. The company folded that tier into the \$11.95 tier in April, and continued charging \$11.95 until the August increase. At the same time, the company dropped its second-set hookup fee from \$3.50 to \$3. In October, the system put A&E, Nickelodeon and C-SPAN on their own channels, and added two access channels and the Discovery Channel.

The system added 2,500 basic subscribers

in 1987, the best year in three, said Rios. The area has been slow to recover economically since the recession of the early 1980's, he said.

Pay rates remained the same throughout 1987 (Playboy, \$9.95; Showtime/Disney, \$10.95; Movie Channel, \$11.95, and HBO, \$12.95), and 1,624 units were added throughout the year. Rios said pay rates will remain the same in 1988, but his margins will grow smaller as costs levied by the programmers rise.

Steve Fry, the general manager of Warner Cable's Akron, Ohio, system, said basic rates will rise \$1 to \$15.95 for its 38-channel system while pay rates will stay the same in 1988. The system raised basic rates from \$12.95 to \$14.95 last Jan. 1, while dropping its pay rates from \$12.95 to \$11.95. Fry said basic penetration increased 4% in 1987, and although pay penetration remained flat, the number of units sold increased slightly because of packaging.

The first quarter of the year has been the strongest for pay and basic increases, said Fry, despite the negative effect of Christmas VCR sales on pay channels. Fry said the system is adding Viewer's Choice and a barker channel to promote the pay-per-view service.

In Manhattan, the two cable systems owned partially or outright by American Television & Communications are increasing basic rates \$1 while dropping some pay rates. ATC's Manhattan Cable system (35 channels, 45 programs) will charge \$14.95 for its basic service on Jan. 1, which duplicates a \$1 increase that went into effect on Jan. 1, 1987. The system is also charging, for the first time, 50 cents for second-set hookups. The prices of the pay services—HBO and Cinemax, \$12.95 and Sportschannel, \$13.95—will remain the same. The company recently settled out of court an antitrust suit that had been brought by a citizen committee, which requested a non-Time Inc.-owned pay service be made available. The company plans to comply by adding one within the next months and others as the system's five-year, 70-channel rebuild is completed.

In northern Manhattan, Paragon Cable, jointly owned by ATC and Houston Industries, basic rates reflect those of Manhattan Cable. Paragon plans to drop its rate for HBO from \$13.95 to \$12.95, in line with its charges for Showtime.

Robert Benya, vice president, marketing

and sales, said the system went full-time with ESPN, WTBS(TV) Atlanta and BET in 1987, and plans to add USA Network, Discovery and Arts & Entertainment (full time) in 1988. The Travel Channel will be added overnight and the Cable Value Network has been reduced from 24 hours to eight hours to make room for the changes. Paragon is gradually upgrading the system from 28 to 54 to 72 channels that will use fiber optics.

The new norms in the industry's service pricing are also reflected in smaller independent operators.

In United's Grand Junction, Colo., system, general manager Tom Worster said the system adjusted basic and reduced pay pricing on April 1, which resulted in an increase in basic penetration and decrease in pay units. The company added two services to its 12-channel basic tier, and increased the price from \$11 to \$11.95. Penetration for that tier increased from 17,600 to 18,949. The 10-channel expanded basic tier, to which four cable services were added in April, was reduced from \$2.75 to \$1.80. Its subscriber count jumped from 9,642 to 11,913. Pay pricing was adjusted to \$11.95 for the first pay, \$7.95 for the second and \$5.95 for those thereafter. Pay units dropped 140 in 1987, said Worster, as the area continued to experience slow economic growth. Worster said the company is examining whether to melt down tiers, but has not decided what basic rate adjustments it will make in 1988. Pay pricing, he said, will remain the same.

At Cable TV of Coral Springs (Fla.), manager Tom Horne said his system will raise basic rates 50 cents in April, to \$13.50, while pay service pricing will remain the same in 1988. Last April, the system raised the price of its 30-channel basic from \$12 to \$13, and penetration increased from 62% to 65%. The company added A&E and the Home Shopping Network to coincide with the April rate increase. Although pay rates (\$10 for HBO, \$9 for the others) stayed flat in 1987, the system's pay-to-basic ratio dropped from 137% to 131%. Horne said: "The demand is lessening" for pay services (he sees the VCR as the chief culprit), but he is unsure whether he would follow the lead of other operators and drop the price. The 50/50 split between program supplier and operator, he said, is shifting in favor of the latter. That squeezes the margin on pay services even further, Horne said. □



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Cable taking wait-and-see attitude on must carry

Cable says Operators say there will be no wholesale dropping of stations in wake of court decision; status of A/B switches still unclear

The cable industry, while applauding in theory the appeals court ruling that threw out the must-carry rules (BROADCASTING, Dec. 14), said last week that the decision will have little to no effect on station carriage. Many in the industry say that most of the carriage changes and channel realignments were undertaken when the original set of rules was declared unconstitutional in 1985. Operators, at that time, received a taste of what was and wasn't permissible in dropping stations, and are unlikely to make any radical changes now.

Still, with channel capacity tight, and the rules thrown out, cable operators would not be bound to keep all stations on their systems. Whether new UHF independents would automatically gain carriage, or whether two of the same network affiliates will remain on systems indefinitely remains to be seen.

Steve Effros, president of the Community Antenna Television Association, said that although CATA was a party to the must-carry compromise, "it was up to the broadcasters and the FCC to figure out how to make it constitutional. We did not think it was a constitutional resolution of the problem, and the court has supported our decision.... It certainly reinforces what we've been saying all along, from a legal standpoint. From an operational point of view, it will not have much impact. Cable's business is providing service to subscribers. If a broadcast station is providing a signal that people want to see, cable will carry it." Effros also questioned whether those who wish to institute another must-carry requirement would be successful in Congress, although he admitted the deci-

sion "will raise the volume on Capitol Hill." If it's unconstitutional for the FCC, said Effros in effect, it is also unconstitutional for Congress.

Added Bob Thomson, vice president, government affairs, Tele-Communications Inc., "our carriage decisions are driven by what's in the best interests of our subscribers. The vast majority of broadcast stations need not fear. We do not plan to take any precipitous action."

Doug Wenger, Storer Cable's senior vice president, marketing and sales, said the decision "won't change anything." Most of the channel changes were done when the first rules were thrown out, and any that arise today will be handled on a case-by-case basis. "It's still very localized," he said of channel dropping decisions. Storer recently found that out when its Howard county, Md., system announced that while retaining a Maryland PBS station it was dropping noncommercial WETA-TV Washington. That brought a firestorm of protest that Storer quickly put out by keeping the station on the system. "The relationship between independents and affiliates has strengthened considerably in the last few years," he said. "We're learning how to live with each other."

Wenger said it was possible that operators from the field will bring cases of new UHF's or network duplicated signals to Storer's attention for review. The company goes over those requests, getting input from its regional manager and Washington counsel before proceeding, Wenger said. "The local guy decides what he wants to do," said Wenger. Storer has some systems, for instance, that are situated in central New Jersey, and carry network affiliates from both Philadelphia and New York. "That situation," he said, "can create tons of problems."

Don Rooks, director of public relations at Warner Cable, said the company contem-

plates "no changes in the future" regarding carriage decisions. Rooks said there are situations where a Warner system carries network duplicated signals, but surveys show viewers want both, and both signals have remained on the system. Warner does not carry low-power stations, and new independent stations that have little differentiated programming may not automatically be carried. Rooks said the carriage of stations that are "not getting strong viewership" is examined by corporate officials to see if there are better ways to give subscribers a wider variety of programming.

Dave Andersen, Cox Cable director of public relations, said the must-carry decision will have no effect at his company's systems. It will be "business as usual," he said. And American Television & Communications has advised its divisions not to make carriage decisions until the dust settles on any possible appeal, but the company said the decision will have little real-world impact.

On the other side of the coin, however, are fledgling cable programmers who are trying to find space on systems for their services. In general, channel capacity is tight, but without the must-carry rules, new programmers, in theory, have an improved shot at gaining carriage.

David Meister, executive vice president of Biotech Capital, parent company of FNN, Score and Telshop, does not see any short-term changes as a result of the ruling. But long term, he said, "it means an awful big change in the way cable systems will be configured." The change could be "tremendous," he said, "but the extent of that is tough to guesstimate." If the appeals court ruling stands, Meister said, "it will place a greater premium on a well-run broadcast outlet." But in the long run, he said, the consumer will make the ultimate choices.

Jerome Lehman, president and chief executive officer of You TV, scheduled for launch March 31, echoed Meister's thought that the best programming in the eyes of the viewers will gain carriage. "We will win channel capacity over time with good programming," said Lehman. He said the court decision puts new cable program services on a more equal footing with independents, as carriage decisions are made on program quality. "The best programming is going to win out," he said.

Larry Namer, president of Movietime, said: "We're certainly waiting for the reaction from operators," who are taking a "super cautious" approach. Nothing major will happen, he said, "without a major operator taking an aggressive position." The decision won't change Movietime's marketing strategy of finding problem areas in an operator's schedule. "We sell against the weak sister,

Florida suits stopped. The Association of National Advertisers has announced that, due to Florida's repeal of the state's 5% tax on advertising (BROADCASTING, Dec. 14), it is dropping its lawsuit against the Florida Department of Revenue. "Technically," said ANA President DeWitt Helm Jr., "we will move to discontinue our lawsuit without prejudice." The complaint may, however, be reinstated in the future should taxation on advertising once again become an issue in Florida. In addition to its withdrawal, the ANA has also scheduled its 1990 annual meeting and business conference at The Ritz-Carlton hotel in Naples, Fla.

Last spring the ANA canceled its 1989 annual meeting scheduled at The Ritz-Carlton. On July 24 it filed a lawsuit against the Department of Revenue stating that a tax on advertising violated Florida's free speech guarantee and the free speech, commerce and due process clauses of the U.S. Constitution. The complaint also charged the law was too vague, discriminatory and excessively burdensome.

Howard Bell, president of the American Advertising Federation, announced that the AAF had also notified its legal counsel to drop a pending lawsuit challenging the constitutionality of the service tax. "I am notifying and strongly encouraging the nationwide membership of the American Advertising Federation to bring its meetings and conventions back to Florida," Bell said. "The clouds over Florida have cleared and we have business to do."

no matter who they are," he said.

One aspect of the decision of the rules that remained unclear last week was whether the A/B switch notification requirements had been thrown out. The FCC was waiting for the court's judgement—expected no earlier than February—before declaring the switch requirements dead. But most cable operators were acting last week on the assumption that the A/B switch went the way of the carriage requirements. Jack Cole, the Washington attorney who represented the cable operators that challenged the must-carry rules, said the switch requirements were "part and parcel" of the FCC's must-carry report and order. "It was the report and order we appealed and it was the report and order that was invalidated."

The A/B switch, when attached to a television set, a cable and an UHF-VHF antenna, allows subscribers to switch easily and quickly from off-air reception to cable reception. NCTA has put its cost at between \$2.50 and \$4.50 each. The FCC rules require (or required) cable operators to educate subscribers about the use and need for the switches and offer to supply them to subscribers at reasonable charge. (The FCC had originally required cable operators to supply free switches to all new subscribers, but, on reconsideration, changed to less burdensome and costly requirements.)

The FCC had set Dec. 10 as the deadline for sending out A/B switch information and offers, but, at the request of the NCTA, it postponed the date until Feb. 29. The postponement came too late for many cable operators who sent out material in Novem-

MPAA's stand. Like the Association of Independent Television Stations, the Motion Picture Association of America has apparently had trouble reaching a consensus on whether the telco-cable crossownership prohibitions should be dropped even though it has called repeatedly for cable competition. The MPAA filed no comments in the FCC's inquiry; it filed reply comments last week, but they consisted of four pages of familiar charges by MPAA President Jack Valenti.

"MPAA has stated, over and over again in the past year, that cable systems today are unsupervised and unregulated monopolies," Valenti said. "In large measure, this problem can be addressed by introducing competition in a market where it does not now exist and for the FCC to carefully monitor the marketplace to protect the consumer's interest."

"But to permit telco entry into the cable marketplace without very carefully framed regulations would not necessarily aid competition. No entry into the market should be permitted if resources of telcos can be used in a predatory manner. Only if carefully designed and workable regulatory defenses are put in place should the commission consider telco entrance into the arena. We believe these goals can be accomplished."

ber with their December bills (BROADCASTING, Dec. 7).

Many operators find A/B switches useful for subscribers who have videocassette recorders, helping them to record one pay service, for instance, while watching another. In that regard some operators keep a supply of switches on hand, but faced with the possibility of being required to provide switches, some operators made contingency orders for more A/B switches. Andersen said Cox's contingency order will now be canceled. Although the A/B switch is used in VCR-related situations, Andersen said, over all it has a "limited application." Warner, said Rooks, had enough switches in inventory to cover initial subscriber demands if the rules were upheld, but the company did not make any new orders because it didn't think the new rules would be upheld. ATC said it was awaiting the outcome of the court decisions before it ordered any switches.

The uncertainty over must carry has caused problems for a leading manufacturer of A/B switches, Pico Macom. When the A/B switch first became a key ingredient in the must-carry compromise a year ago, the company began expanding its inventory as it received high contingency buy orders from MSO's. Glenn O'Connell, vice president, sales, said the company doubled its usual inventory to 200,000 switches. But as 1987 wore on, and uncertainty over the rules increased, cable operators hesitated even buying switches they would normally buy, said O'Connell. He said distributors normally are out actively marketing switches. When the rules were announced, the company concentrated on taking orders. Now it has shifted back to more active selling, but it is finding operators are cautious. "We're hoping they do or don't do it," said O'Connell, of the FCC and courts on whether the A/B switch remains intact. "Whatever's next," said O'Connell, the company hopes it "will be final." □

Must-carry ruling worries broadcasters who fear slow erosion of cable carriage

Congressional intervention cited as a possibility as stations consider impact of court's decision

The broadcasting community is upset and disappointed over a recent federal appeals court ruling that abolished the FCC's must-carry rules (BROADCASTING, Dec. 14). Without the rules, which required cable systems to carry local television signals, broadcasters (particularly new independents and public stations) believe they will be at cable's mercy. Some industry executives believe the ruling could create friction between the two media that may trigger a confrontation on Capitol Hill.

John Bailie, president and general manager of independent WTGS(TV) Hardeeville, S.C., found the court's action alarming. He was just getting accustomed to a peaceful co-existence with his local cable operators. When WTGS first went on air about two years ago (shortly after an earlier set of must-carry rules was declared unconstitutional), Bailie had trouble getting his station carried. At one point he even paid for carriage on a cable system. But that has changed and Bailie now says his station is on most of the cable systems in his area. "After all the battles, things improved," he said. As for what the latest development means, he added "we'll see."

Things had also settled down for independent WTZA(TV) Kingston, N.Y., which began broadcasting about two years ago and now is carried on about 96% of the local systems. "It's a little unsettling," said Ed Swyer, the station's managing partner. "I don't know what to expect. Until there is a competitive situation among cable companies we're really held hostage," he added. At least the rules were in effect long enough for WTZA to get carriage, he said.

But now, the pressure will be back on those newer stations, he said, adding that "our only weapon will be the viewers themselves and their elected representatives to put the pressure on cable operators."

Independents, were not the only broadcasters who expressed concern. Smaller markets could suffer the most, according to Fred Paxton, president of NBC affiliate WPSD(TV) Paducah, Ky., and chairman of the Association of Maximum Service Telecasters. "If you have a smaller market overlapping with a bigger one, the cable system has a tendency to go with the station in the bigger market," he said. "That is the situation in our case. It hurts."

Phil Jones, chairman of the CBS affiliates board and vice president and general manager of KCTV(TV) Kansas City, Mo., does not expect cable operators to start eliminating stations. But eventually, he fears that may change. "We need the rules. Otherwise you've got someone [cable operators] that can demand certain things to allow a station to stay on."

Part of the problem, Jones says, is that cable has become more powerful in Washington. "Our message is not getting across. I think cable has a stronger lobby in Washington. It's not that cable is bad, but it should have to respect those businesses in place." Jones also thinks the ruling is a serious blow to the current system of broadcasting. "People lose sight of the fact that our communications system is based on local broadcasters serving the community."

Reaction from public broadcasting representatives was also strong. "The court has now placed in the hands of cable—a monopoly service—the ability to decide when and where...citizens who have supported public television can continue to enjoy its services via cable," PBS President Bruce Christensen said in a prepared statement. His disappointment was echoed in a statement from Corporation for Public Broadcasting President Donald Ledwig, although Ledwig took some solace that the court "did not rule out the possibility of a constitutional must-carry

rule.”

“The court has again failed to address the greater issue of what First Amendment standard will be applied to cable television,” said Baryn Futa, acting president of the National Association of Public Stations. He said his association will continue to work “cooperatively with MSO’s and local cable operators to help them better understand the diversity of local public television programming.”

At least one noncommercial station manager offered a different opinion. “I am not convinced that a multiplicity of public stations in a single market is a good thing,” said Sheldon Siegel, president and general manager of WLVT(TV) Allentown, Pa. “The imposition of must carry can diminish the viability of the true community station,” he said.

Oklahoma Educational Television Authority general manager Bob Allen agreed that multiplicity in single markets should be addressed. Still, limited channel capacity

and economic pressures on cable operators, he argued, are at the heart of the matter.

To Allen’s knowledge, no Oklahoma system has dropped a public TV station in the past year. However, he felt the end of must carry was like “a break in a dam. There could be a trickle at first, which can turn into a gusher later. The good relationship we’ve had with cable operators could turn around overnight.” Congress, Allen added, may have to pass a law to protect broadcasters.

The possibility of congressional intervention may intensify. “This changes the whole playing field,” said Benjamin McKeel, vice president, television, for Nationwide Communications, Columbus, Ohio. Nationwide’s television group consists of one independent and three affiliated stations. McKeel, also chairman of the National Association of Broadcasters television board, believes broadcasters will have to attack “this problem through the [cable copyright]

compulsory license.”

He’s not anxious to “battle with cable” on Capitol Hill. At the same time, he is not sure whether another interindustry compromise on must carry can be achieved. A compromise, he added, is a “better solution than an all-out war.” However, the issue is “much broader now; it’s not just must carry,” he said in reference to broadcasters’ efforts to reinstate syndicated exclusivity.

Robert Munoz, president and general manager of KCIK(TV) El Paso, a UHF independent, believes it is time for broadcasters to adopt a new strategy. “Maybe it is time for broadcasters and cable to look for a business solution to this. There ought to be some means of doing it without the courts and FCC,” he said. Some type of contract, he added, might work. “We need to do something creative. We [broadcasters and cable] are married, whether we like it or not. We better learn to live with each other.”

Palo Alto takes its case to Supreme Court

City’s appeal asks for ruling on constitutionality of Cable Act

The city of Palo Alto, Calif., has filed an appeal with the Supreme Court that could provide the basis for a decision as to whether the First Amendment prohibits cities from imposing on cable television systems many of the requirements authorized by the Cable Communications Policy Act of 1984. The city took its case directly to the high court after having taken a battering on the constitutional issue in the U.S. district court in San Francisco.

The district court in a summary judgment issued last September had held that the city’s franchise provisions requiring the Century Federal Inc. cable system to provide leased and noncommercial access channels and universal service and to build and maintain a “state-of-the-art” cable system were a violation of the First Amendment. In an earlier ruling, the court similarly ruled unconstitutional the city’s determination to grant only one franchise.

In the process, the city maintained, in its “jurisdictional statement,” the district court invalidated “core provisions” of the Cable Act (BROADCASTING, Dec. 7). Indeed, “the cumulative effect of the decisions below is to leave cities largely at the mercy of cable operators.” For even though cable operators use public streets and rights-of-way, the statement said, “cities will be unable to insist that service be provided to all members of the public who are willing to pay applicable rates. Even though most cities will have only one cable operator, cities will be unable to require cable operators to provide access, adequate channel capacity or two-way capability. This plainly is not what Congress provided when it passed the Cable Act.”

The city bases its attempt to bypass the U.S. Court of Appeals for the Ninth Circuit, in San Francisco, on the ground that the law allows a direct appeal when a lower court declares a federal statute unconstitutional in a proceeding in which the federal govern-

ment is a party. Palo Alto contends the government became a party when the Department of Justice responded to a question from the court with a memorandum on the constitutionality of the Cable Act. Since it filed the memorandum, Palo Alto said, the government “has conducted itself and been treated by the district court and the remaining parties as a party to this action.”

The contention is likely to be challenged. The district court, in a footnote in its decision, held that it was not purporting “to make any determination on the constitutionality of any particular provisions of the act.” The court, which was following the argument made by the Justice Department in its memorandum, said the act “authorizes, but does not mandate, the minimum requirements” held unconstitutional in the decision.

But, the Palo Alto statement said, sections of the Cable Act involved require—not merely authorize—franchising authorities to impose some of the specific obligations the court ruled unconstitutional. It added that the court found unconstitutional the city’s exercise of federally granted authority to impose others. And, it said, the court erred in

the apparent belief “it could invalidate [the city’s] exercise of authority granted by the Cable Act without invalidating the act itself...A statute that purports to empower government officials to engage in unconstitutional conduct is an unconstitutional statute.”

The statement also said the case offers the Supreme Court an opportunity to rule on the constitutionality of the Cable Act’s provision authorizing cities to restrict the number of franchises they award. The question was involved in *City of Los Angeles v. Preferred Communications*, which the high court remanded to the district court for a resolution of the factual disputes involved. That case had reached the Supreme Court while still in the pleading stage, the Palo Alto statement noted. But in granting summary judgment in the Palo Alto case, the statement added, “the district court necessarily found that no triable issues of fact existed...Accordingly, this case is ripe for decision—as *Preferred Communications* was not—on the constitutional issue of whether a local franchising authority may exercise the power granted it by the Cable Act and limit the number of cable franchises to one.” □

More fiber sought for FCC

INTV wants commission to start rulemaking on fiber optics before deciding on whether telephone companies should be let into cable

The Association of Independent Television Stations asked the FCC last week to broaden its telephone-cable crossownership inquiry to take a first cut at developing regulations for the delivery of television to the home over fiber optic networks.

The question at the heart of the current inquiry—whether telcos should be allowed to offer cable services within their telephone service areas—cannot be resolved until the FCC takes a broader look at the role of fiber optics in television, the INTV said in a

petition that arrived at the FCC last week along with the reply comments in the telco-cable inquiry.

“Therefore, the commission should issue a further notice [of inquiry] to consider the appropriate regulatory structure for fiber local loops as we approach what could be a revolutionary restructuring of the current broadcast and cable television industries,” INTV said.

“The central purpose of the inquiry should be to craft an administrative and statutory structure that will assure the maintenance and expansion of competition among providers of television programs, while preserving the unique free service of local television stations for the entire public

as mandated by the Communications Act," it said.

In the initial round of comments received last month, the nation's telephone companies called on the FCC and Congress to drop the crossownership bans that prevent them from offering cable service where they offer telephone service (BROADCASTING, Nov. 9).

Although INTV has frequently argued for policies that would encourage cable competition, it is apparently reluctant to support abolishment of the telco-cable crossownership prohibitions. It filed no comments in the initial round of comments and failed to address the telco-cable question head on in the replies.

In addition to suggesting the broader inquiry, INTV indicated what it would contribute to it: It said its "tentative view" is that fiber optic networks should be regulated as common carriers, regardless of whether they are owned by telephone companies or cable companies. "There does not appear to be any justifiable basis for subjecting fiber voice traffic to common carrier regulation while not extending the same regime to fiber data and video traffic as well."

Along the same lines, INTV said, the same entity should not be allowed to control

a fiber optic network and the content of what is transmitted over it "if fiber evolves as a ubiquitous monopoly as now seems likely."

A cabinet-level report on cable in 1974 argued for separation of conduit and content in cable to no avail, INTV said. "The advent of the new fiber technology presents the FCC, and ultimately the Congress, with the opportunity to revisit, with benefit of hindsight, the critical failure to implement an effective separations policy."

As it has repeatedly in the past, INTV criticized the way in which the cable marketplace has been allowed to evolve. "At the present time, consumer access to program diversity is assured by neither competition nor regulation. Early warnings of cable monopoly power went unheeded. Horizontal concentration and vertical integration have proceeded at a furious pace. As a result, many consumers face the bleak reality that their television viewing options are limited by the [programming] equity investments of their local cable monopolists."

INTV also indicated it would argue for mandatory carriage of broadcast signals on fiber networks. "The commission's ultimate goals should be to maximize the number of different sources of video entertainment and

information for consumers and to assure continued consumer access to free local broadcast services. To achieve these goals, local stations must be assured free and unimpeded passage through future fiber gateways into the home."

Noting that federal courts have found must-carry rules on cable to be a violation of cable operators' First Amendment rights, INTV acknowledged that must-carry rules for cable systems with limited channel capacity have "at least a theoretical preclusive effect on the cable operator's ability to carry some other program service."

But the First Amendment argument is not applicable to fiber because of the medium's "infinite capacity," INTV said. "Thus, a requirement that local broadcast signals be permitted to pass through a switched fiber loop would not in any way limit the system operator's freedom to offer any other services to consumers."

The INTV urged the FCC to seize the moment. "Right now, the commission enjoys a moment in history when it has a chance—and the duty—to shape the future so as to maximize the quantity and diversity of video services to consumers," it said. □

White's latest incarnation: AMST president

Former FCC commissioner and TOC coordinator set to tackle spectrum and technical issues as president of 30-year-old organization

In selecting Margita White to succeed Tom Paro as president of the Association of Maximum Service Television three weeks ago (BROADCASTING, Dec. 7), the AMST board went with a figure well known in Washington politics and broadcast regulatory circles.

After several years as a White House press aide during the Nixon and Ford administrations and two years as assistant director of the United States Information Agency, White was appointed to the FCC by President Gerald Ford in 1976 and served for three years. She reemerged as a player in communications policymaking in 1984 as part-time coordinator of the Television Operators Caucus, a group of about a dozen group television broadcasters who felt it necessary to establish their own lobbying presence in Washington.

"The opportunity seemed right for me and I right for it at the right time," says the 50-year-old White in explaining her decision to take on the more prominent AMST job. "I was looking for something full time and I wanted to stay in the broadcasting arena."

AMST's principal goal throughout its 30-year history has been to protect full power VHF and UHF television spectrum from encroachment and interference and to encourage the technical development of the medium. At AMST, White and her four-person staff will be dealing mostly with spectrum and technical issues at the FCC.

That suits White fine. "To me, the more exciting issues for television broadcasters are those having to do with the quality of the signal and the spectrum," she says.



Fred Paxton, chairman of AMST and president of WPSD-TV Paducah, Ky., agrees that White is "right" for the job. "She has outstanding credentials. She's experienced in the communications field," he says. "She has an excellent educational background. She's got well-tuned personal skills. One of the things we did was talk to the candidates about our issues. Margita seems to have a very good grasp of these complex issues."

"Plus she knows her way around at the FCC," he says. "She knows how it operates and, having been a commissioner, she can understand what sort of arguments, what sort of logic, is persuasive."

White also had something else going for her. Nearly all the members of the TOC are influential members of the AMST.

TOC tends to become involved in regulatory issues that AMST tends to avoid. It took the lead in forging a compromise with the cable industry that led to the FCC reimposition of must-carry rules in 1986. To the dismay of TOC and many other broadcasters, the U.S. Court of Appeals in Washington struck down the rules two weeks ago as unconstitutional.

White does not overstate her role with TOC. "'Coordinator' literally describes the job," she says. "It was not spokesperson, executive director or president."

According to TOC Chairman James Lynagh, president of Multimedia Broadcasting, she may be understating the role. White was heard at board meetings, she represented TOC around Washington and provided key contacts, he says. "She has performed terrifically as far as all the members are concerned," he says. "She was an ideal person for us in terms of her background, her capabilities and her intellect." White will join AMST part time after the first of the year and start full time on April 1. Paro will stay for three more months thereafter to insure a smooth transition. Despite the transition period, Paxton said, AMST is planning a "passing-of-the-baton ceremony" for Paro and White at the association's annual meeting during the NAB convention in April.

Lynagh says TOC will begin in earnest a search for White's successor early next year. Lynagh says TOC would like to hire someone like White on the same terms. But, if that proves impossible, TOC will make other arrangements, he says. The TOC could, for instance, hire someone with less experience and assign him or her slightly different duties—"more fact-finding and less front running." Anyone interested in the job should contact White, he said. □

Dollars tight for Worldnet

Congress wants to hold line on allocation for USIA TV service

The U.S. Information Agency's hopes for an expansion of its Worldnet television service may have to be put on hold. A Senate-House conference committee that was working on an authorization bill for the State Department, USIA and the Board for International Broadcasting provided \$30.4 million for Worldnet, the amount on which it now operates—and some \$14 million less than the agency was seeking.

Worldnet now serves Europe, Africa and Latin America with daily programming, as well as interactives in which American officials in Washington are questioned by journalists around the world. USIA director Charles Z. Wick and Alvin Snyder, the head of the television division, have plans for expanding daily service to the Middle East, South Asia and the Far East. But with the funds now allocated, officials say that expansion, at least on a regular basis, cannot be accomplished.

What's more, \$500,000 of the funds is earmarked for a study to determine the audience in Europe for Worldnet's passive programming (other than the interactives). If the report does not show an average daily audience of more than two million, funds would be cut off as of Oct. 1, 1988. The provision was included at the request of Senator Claiborne Pell (D-R.I.), chairman of the Senate

Foreign Relations Committee. He has questioned USIA claims of sizable audiences around the world. It is a Pell aide, Peter Galbraith, who USIA officials say is responsible for the hard-line position on Worldnet.

Indeed, the Senate had approved only \$15 million for Worldnet, while the House approved \$31 million. Although the conference settled virtually on the House figure, USIA officials are still bitter about the bill as a whole. "It's a high-handed, small-minded bill put together by a staff with parochial interests," said one.

It was not only the dollar amounts, although they present a problem in some respects. The conference accepted a House provision and wrote into the bill a ban on USIA reprogramming Voice of America funds for television. And the conferees were generous with the Voice, approving \$180 million for salaries and expenses, only \$2 million less than requested. However, as true in the Senate and House bills, nothing was included for VOA's \$1 billion-plus modernization program. As for VOA's Cuban service—Radio Marti—the conferees approved the amount requested by the administration: \$12.7 million.

Overall, USIA would get \$820.8 million under the conference-approved bill, some \$116 million less than the administration sought. The bill would increase those funds by 2% to cover the USIA authorization for 1989.

The BIB did better at the hands of the conference committee than USIA. The conferees approved \$186 million for the board that supervises and finances Radio Free Europe and Radio Liberty, surrogate stations for the people of Eastern Europe and the USSR. Some \$12 million would be for modernization. The total tops the amounts approved by the Senate (\$174 million) and the House (\$170 million), but is less than the \$203.6 million requested by the administration. The bill includes a \$207-million authorization for BIB in 1989.

The administration will ask Congress for supplemental funds for BIB next spring. How much remains to be seen. But a BIB spokesperson said the decline in the value of the dollar overseas presents BIB with the prospect of a need for \$27.3 million.

But USIA officials are cautioning against considering the figures in the bill, at least those in the USIA section. They hold out the possibility of a veto by President Reagan, and not only because of the dollar figures. They say that the State Department is recommending one because of concern about a number of the restrictions on its functions that were included in the House bill. Among other things, it intrudes on its authority to open and close posts abroad. USIA's Wick is "not happy" about the bill, according to one USIA official. "But I don't know if he'll recommend a veto." Wick last week had not yet been fully briefed on the measure. □

On 4 Radio

Radio programmers set their sights on AM

Band, once king of the airwaves, is now seen as offering opportunity for experimenting with new formats

AM radio, once the bastion of top 40 music, but now associated with news, talk and information formats, will have a broader range of new national programming vehicles aimed at it in 1988, due in large measure to the further specialization of formats by today's programmers.

The new programming efforts come at a time when AM radio listenership continues to slip, going from 28% of all 12-plus radio users in the fall 1986 RADAR (vol. 1) book to 26% in the just released fall 1987 report. (AM listening held steady at the 26% level throughout 1987). There is little doubt among many industry observers that some AM operators are considering these highly-targeted formats as a way to obtain a programming franchise in their respective markets.

This does not mark the first move into more specialized programming for AM stations. Within the past few years, such innovative format designs as all-weather, all

comedy and one that mixed extensive traffic reports with adult contemporary music ("Car Radio") were launched. These formats, which ran locally, eventually faltered because of little advertising support. But this time around, programmers for the new AM formats believe their concepts will have a wider appeal for both stations and advertisers, especially if they can better complement FM programming and/or FM audience demographics at an AM-FM combination while delivering a desirable target audience.

Making its debut locally this year was an all-sports format (WFAN(AM) New York and WIP(AM) Philadelphia) as well as an all-business format (KMNY(AM) Pamon, Calif. [Los Angeles]). There has been talk at the two sports outlets about distributing some of their programming to other stations.

"We may be able to service a group of regional market stations with sports programming, especially if those towns follow the same teams," said Art Camiolo, WIP(AM) general manager and president and chief operating officer of Spectacor Broadcasting, the new owner of WIP (BROADCASTING, Dec.

14).

"I envision other major market AM stations looking at [adopting] all-sports programming," Camiolo said. "AM radio operators need a format that means something to the community; something that touches the home town. That is sports programming," he said.

"We are exploring the syndication of different elements within our programming," said Jeff Smulyan, president of Emmis Broadcasting, which owns WFAN. "All-sports programming, on a full-scale basis, will only work in the top markets. But on a lesser basis, it could work in a lot of places," he said. "The future of the AM band is information."

KMNY ("Money Radio"), meanwhile, is proceeding with plans to syndicate its format nationally early next year through an arrangement with RCM, a new Champaign, Ill.-based broadcast production and distribution firm. "AM radio has to hit the segmented market, rather than the broad market," said Buz Schwartz, managing general partner of KMNY. "After the Oct. 19 stock market crash, financial reports are now media



Camiolo



Smulyan



Schwartz



Pollack



Moyes



Hall



Sabo

events," he said.

Among the other new information services for AM radio in the preparatory stages for next year is a "motivational" programming network dubbed SuccessNet. It's headed by veteran radio personality Earle Nightingale.

SuccessNet, which is scheduled to originate from Phoenix beginning next spring, will be a 24-hour satellite-delivered service providing segments culled from tapes of leading "success motivators" ("Riding Gain," Nov. 23). The network also plans to engage in direct response selling of motivational products.

The new national AM formats, particularly an "extremely specialized service," that will succeed "will be those that allow stations to pick and choose the programming," said Jeff Pollack, a Pacific Palisades, Calif.-based radio programming consultant. "Stations will want to look toward national services to augment their programming," he said.

Music formats were not completely abandoned by AM. As FM radio gradually became more synonymous with music and young demographics (primarily during the past 10 years) and AM radio became more attractive to "mature" listeners (35-plus), traditional MOR and big band music, such as the "Music of Your Life" format, began to flourish on AM. Transtar Radio Networks, the Colorado Springs-based format network service, even spells out the mission of its relatively new MOR format directly in the title: "AM Only."

"The one universal format that we see working for AM stations is 'AM Only,'" said Bill Moyes, chairman of The Research Group, Seattle. (The Research Group and Transtar are part of StarGroup Communications.) According to Moyes: "AM Only" programming features many of the classic "crooners" including Frank Sinatra, Andy Williams and Tony Bennett, interspersed with big band tunes and newer contemporary artists such as Neil Diamond and Barbra Streisand.

The format is aimed at listeners from 41 to 54, who, said Moyes, are a "money demographic." (Most radio advertising buys are based upon the broad 25-54 demographic).

Other music formats that continue to perform well on AM, depending upon the market, are country and oldies.

There is, however, at least one national program distributor that views the AM band as a new medium for attracting young adults who have grown up listening to FM radio. Satellite Music Network (SMN), the Dallas-based supplier of 24-hour formats, recently began marketing its "Z-Rock" heavy metal format, which has an overall target demo-

graphic of 12-34 (with a heavy teen-age concentration).

"This music can bring the youth audience back to AM," said Robert Hall, vice president-programing for SMN. "Most people under 25 don't have a negative connotation toward AM. They all grew up listening to FM," Hall said. He observed that AM stations are more likely to take a programming risk than FM outlets because, for the most part, they don't carry "the same high financial [investment] burden" of FM owners.

Most FM rock stations today prefer to program a mainstream or traditional album-oriented-rock because of their accepted marketing capability. But Hall said "Z-Rock" can work for those AM station operators airing an AOR format on a co-owned FM station (in the same market). "The format complements traditional AOR," he said.

The first AM to sign up for "Z-Rock" is Metroplex Communications' WRQL(AM) Jacksonville, Fla., which is expected to switch to WFYV, the same calls as the company's co-owned contemporary hit FM there.

AM programmers need to experiment, said Walter Sabo, management consultant to RKO Radio. "We are an industry that must be on the 'cutting edge' in both programming and marketing in order to grow," Sabo said. "If enough stations offer specialized programming on AM and it became known for that, it would lead to more sampling of the AM band by radio listeners," he said. "These formats would then be successful."

Sabo also offered a different approach to an AM music format, one taken by RKO's KFRC(AM) San Francisco, the one-time top 40 rocker ("Riding Gain," Aug. 18, 1986). "It's a top 40 station of 1987 playing the music of 30 years ago with such artists as Frank Sinatra, Nat King Cole and Johnny Mathis," said Sabo. There are jingles, contests and a tight music rotation, he said, adding that the station has been garnering good ratings during the past year. "Forty percent of our audience is under 50 years old," he said.

According to a new AM radio study conducted by Steven Appel, project director, marketing research services, Arbitron Ratings, "The adoption of music-intensive programming is especially important to rebuilding the audience for AM radio."

The research, said Appel, showed that people who now listen to AM do so for informational programming while alternating between AM and FM for musical entertainment. The study concluded that "the introduction of more music into AM programming will likely increase the amount of time the people spend on AM while decreasing the

number of times they tune to FM.... As more music programming becomes available on AM, the majority of radio listeners who have no overwhelming anti-AM feelings will begin to sample the AM band."

The AM study, which was conducted through the Annenberg School of Communications of the University of Pennsylvania, was sponsored by a major grant from United Broadcasting, a Bethesda, Md.-based radio group operator. It had a sample size of 250 Baltimore area radio listeners.

FCC stretches time for AM improvement

NAB gets chance to finish study of what listeners expect of AM technical performance

The FCC responded favorably last week to a request by the National Association of Broadcasters to extend the deadline for comments for the pending notice of inquiry (NOI) on AM radio improvement ("In Sync," Dec. 14). The deadline was to have been last Thursday, Dec. 17.

In the order for the extension, signed by Mass Media Bureau Chief Alex Felker, the commission agreed with "NAB's assessment of the complexities of the issues under study in the inquiry." NAB had requested that the comment deadline be delayed until two related technical studies are completed. The commission, therefore, extended the comment deadline for two of the four issues in the NOI dealing with station assignments and technical issues to the dates requested by the NAB—June 17, 1988 for initial comments and Aug. 17 for replies.

The other two issues in the NOI address the voluntary National Radio Systems Committee standards including a 10 khz bandwidth limit and preemphasis/deemphasis. In November, NAB filed comments with the FCC urging that the NRSC standards be made mandatory and in its request for comment extension suggested that a rulemaking notice could be issued along with an extension for the other two issues.

In the extension order, the FCC agreed that the NRSC-related issues "do not require an extended comment period and can be fully addressed without the results of the types of technical studies which the NAB is undertaking." However, instead of issuing a rulemaking, the commission extended the comment deadline on those issues to Feb. 1, 1988, and March 1 for replies.

One of the two NAB studies being pre-

Group W going all-news in Chicago

'Transition team' from company's other stations working on shift that will put WMAQ in competition with CBS's WBBM

pared for the June deadline deals with technical standards, allocations and receiver performance. The second on psychoacoustics (the level of expectation that consumers have when listening to the AM band) was explained in detail at a joint session of the technical and allocations subgroups of the FCC's Radio Advisory Committee, held last Wednesday (Dec. 16) at NAB headquarters.

Consultant Bronwen Jones, who is organizing the psychoacoustic study for NAB, presented a draft proposal of the test goals and procedures. The overall goal of the study, she said, is to determine the "signal quality expectations among radio listeners." Jones said that the study could be concluded four months after the sampling begins. Late January is a target for starting the study. One advisory committee member, NAB general counsel Barry Umansky, said that this would still leave the timing "tight" for preparing comments before the FCC's June 17 deadline.

Jones stressed the need for haste to find a facility for the study in the Washington area and to amass the necessary equipment. Among the audio equipment she said was needed for the tests were speakers, patch boxes, a sound level meter, a spectrum analyzer, audio processors and one AM and one FM stereo generator. The broadcasters on the advisory committee were urged to help facilitate the opening of the lab by helping to find equipment lenders.

According to the draft proposal, 100 people will be chosen randomly to participate in the tests which will take about two-and-a-half to three hours per person. Each will be asked to assess the quality of a series of seven-second sound bites on a scale of "best imaginable" to "worst imaginable." The tapes will include examples of signals with adjacent channel, co-channel and electrical interference in comparison with a high-quality reference signal.

Along with the discovery of general listener expectations, other information may include the difference in perceived sound quality between talking voices and compressed rock music; the quality perceptions between regular, narrow-band AM radios and radios built according to the NRSC standard; the effect of outside noise, such as the noise experienced while listening to a car radio, in the perception of the radio's audio quality, and the subjective differences between AM and FM radio.

Some possible problems with the testing plan were discussed during the meeting. Jones felt that up to three hours per subject is too long and tedious and could affect the results. She suggested ways to reduce the scope of the survey. Other committee members thought the study would be more useful if it included perceptions according to the subjects' age, sex, residence, and other demographics. But Jones and other committee members argued that a sample of 100 was too small to provide valid results on those "social science" issues.

Another joint advisory meeting was scheduled for Wednesday, Jan. 27, to discuss those problems and other possible complications. It was hoped that testing would begin soon afterward.

Westinghouse Broadcasting (Group W) is moving ahead with plans to change the format of WMAQ(AM) Chicago, its newest acquisition, from talk to all-news ("In Brief," Nov. 30) when the company takes over station ownership from NBC early next year. Group W Radio already has a format "transition team," headed by Dave Pearlman, vice president and general manager of easy listening KODA(FM) Houston, in place in Chicago. Also on the transition team are Scott Herman, executive editor for all-news KYW(AM) Philadelphia, and Cheryl Morton, program manager for MOR/talk KDKA(AM) Pittsburgh. (All three stations are owned by Group W.) The three Group W executives are likely to assume similar managerial roles at WMAQ when the transfer to Group W is complete.

"We are assessing the whole situation at WMAQ, both from a marketing and programing standpoint," said Pearlman. He noted that Group W Radio plans to employ about 100 at the station, which would nearly double WMAQ's present staff. As part of the hiring process, Pearlman said, the company is also interviewing the current WMAQ staff.

Group W will be taking on CBS's WBBM(AM) Chicago, a top ratings performer, with the all-news format. "WBBM is a good station, but we think we can provide an alternative news service [in terms of program elements]," Pearlman said. Group W, which operates 15 stations in 12 markets,

operates three all-news stations: WINS(AM) New York, KFVB(AM) Los Angeles (in both markets Group W competes with CBS-owned stations in all-news programming) and KYW. Each of Group W's all-news stations has its primary emphasis on local news (most of the programming except for network actualities and news inserts is locally produced) while the CBS all-news properties, for the most part, combine national network news and features with local news coverage. "We will pattern our approach [to all-news on WMAQ] very much like our other all-news stations, although with a Chicago slant," Pearlman said.

Along with local talk programming, Group W will drop Talknet, NBC Radio Networks' national nighttime service, from the WMAQ schedule when the full format switch is made to all-news.

WMAQ airs play-by-play coverage of Chicago Bulls basketball, University of Illinois basketball and football and Chicago White Sox baseball. It appears to be too early to know what sports programming the station will carry in its all-news format. "We have contractual arrangements with these organizations," Pearlman said. "At this time, we are proceeding with the current contracts."

Group W operated news/talk WIND(AM) in Chicago for many years before selling it to Tichenor Media Systems in 1985. Group W's reason for reentering the Chicago market, according to Dick Harris, Group W Radio president, is basically two-fold: to reestablish a presence in the nation's number-three radio market and to operate a 50 kw, clear channel facility.

Riding Gain

Bottom line

Audience estimates for Metropolitan Broadcasting's album-rocker WMMR(FM) Philadelphia, which, for the most part, has led the market in 12-plus metro share for the past several Arbitron quarterly rating periods, will be listed "below the line" (following all other metro station results) in the upcoming fall 1987 Arbitron market report for Philadelphia due to what Arbitron said was "rating bias." Results of the fall survey period, which ran from Sept. 24 through Dec. 16, are scheduled to be rolled out in early January.

According to Arbitron, WMMR sent listeners a promotional mailing of "Loyal Listener Packages," which included a "Loyalty Pays" entry form. The form's design, said Arbitron, has "strikingly similar to the design and wording of a page in an Arbitron radio diary" that could "potentially sensitize and/or confuse an Arbitron diary keeper." The promotion could "encourage" the "prioritized recording" of WMMR listening in the Arbitron diary, the rating service said. Some 200,000 of the WMMR "Listener" packages were sent out in October.

Arbitron said a cover note stating its position regarding the placement of WMMR's audience estimates will appear on page 5B

of the Philadelphia fall book as well as on the Arbitron fall computer tapes. Also affected is WMMR's listing in the Oct/Nov/Dec 1987 Philadelphia Arbitrends report.

ABC out of RADAR

ABC Radio Network's special long-form music/entertainment programming will not be in Statistical Research Inc.'s upcoming RADAR 36 report, due out in February. The network pulled its shows out of the biannual network radio rating service for "marketing reasons," said Bill McClenaghan, ABC Radio Network vice president of research services. "While agencies applauded ABC's use of RADAR, most continued to use Arbitron as the primary tool for evaluating long-form [entertainment] programming," McClenaghan said. ABC's special programming is now being marketed solely with Arbitron data. (Aside from Arbitron and RADAR, some agencies use Birch, Arbitron's competitor in local market radio rating, to evaluate various long-form programming.)

"We are also recommending that agencies base their buys on exact time clearances of the shows [instead of any Monday-Sunday data]," McClenaghan said.

New Tempo

Tempo Television has unveiled its new lineup geared to the 45-plus demographic, which will premiere the week of Jan. 4. The programing constitutes a substantial overhaul of Tempo's Monday, Thursday and Friday prime time schedule.

Premiering on Monday, Jan. 4, at 8 and 9 p.m. will be *The Sullivans*, an Australian dramatic production about a family whose lives are altered by war. The show will also appear at 9 and 10 p.m. on Fridays, and be repeated at 1 a.m. and 2 a.m. on Mondays and Fridays.

Following *The Sullivans* at 10 p.m. on Mondays will be two new half-hour programs, *Broadway Magazine* and *The Joan Fontaine Show*. The former goes behind the scenes of Broadway and latter is a talk show hosted by actress and author Joan Fontaine. Upcoming guests for her show include Victor Borge, Tony Randall, Harry Belafonte, Richard Gere, Carol Lynley, Joel Grey and Barry Nelson. The two shows will also be scene on Fridays at 8 and 8:30 p.m.

The Thursday lineup also has a number of new shows. At 9 p.m. *The World—A Television History* will premiere. The 26-episode, half-hour series traces the history of the world from the dawn of man to the 20th century. At 9:30, Tempo will premiere *Connie Martinson Talks Books*, a book review program. At 11 p.m. on Thursday, *Career Pathways*, hosted by June Cain Miller, will spotlight people who have changed careers. The one-hour show will also be seen on Saturdays at 11 p.m.

Tempo's Tuesday and Wednesday night lineups of sports and travel, respectively, remain unchanged.

Tempo said that its subscriber count has climbed to 14.5 million, a two-million-home jump in its subscriber base. Kip Farmer, vice president of affiliate relations, said many of the systems that added Tempo waited until the new channel lineup was unveiled.

Football very, very good to ESPN

ESPN has the final numbers for its record-breaking Chicago-Minnesota football game on Dec. 6. It scored a combined 17.6 cable-broadcast rating, or 8.4 million homes, and a 14.4 cable-only rating, both records. Last week's Denver Seattle game scored an ESPN estimated 12.5 combined rating, 11.2 cable-only. That brings ESPN's season-to-date average to 12.5.

ACE actors

Comedians John Larroquette and Elayne Boosler will be the celebrity hosts for the Jan. 24 ACE awards ceremony, which will be carried live by HBO at 9 p.m. Larroquette, star of NBC's *Night Court*, has hosted HBO's *The 11th Annual Young Comedians*

Show. Boosler has done comedy specials for Showtime and Cinemax.

Boxing Score

FNN's Score sports network is planning a live pay-per-view cablecast on Friday, Feb. 5—a three-match boxing card that will include Roberto Duran. Duran will be matched against Ricky Stackhouse at 9 p.m., and will be followed by Marlon Starling versus Fujio Ozaki and Mark Breland against an opponent to be announced.

Score is suggesting a retail price of \$14.95. It will be delivered on a separate satellite feed, and won't pre-empt the regular Score feed. Score said operators will receive a 50-50 split for the event and get free marketing support from the sports network.

Construction stats

Paul Kagan Associates estimates that cable construction will increase 12% in 1988, with the majority of that being rebuilds. Kagan estimates that 68,700 miles of cable plant will be laid in 1988; 37,100 in rebuilds and 31,600 in new builds. That would be the highest total since 1983, when the industry built 85,000 miles of plant.

Kagan also estimates that basic cable revenue for the top 17 networks will reach \$1.1 billion in 1987, a 26.7% increase over last year. Kagan estimates that the 17 basic networks in its study will take in \$743 million in advertising in 1987 and \$387 million in operator license fees. It estimates those figures will jump to \$871 million and \$463 million in 1988, for a total of \$1.33 billion.

Turnover test

The California Cable Television Association and Jones Intercable, Daniels & Associates, American Cablesystems and American Television & Communications are sponsoring a lowest-employee-turnover contest. The Great California Turnover Reduction Challenge will offer prizes to the three cable systems that post the highest percentage point reduction in turnover ending Oct. 31, 1988, compared to the year earlier. Systems with 50 or more employees are eligible. The results of the contest will be discussed at next year's Western Cable Show.

Academy Awards kick off

Showtime/The Movie Channel announced stepped-up marketing campaigns for both services in 1988. The Movie Channel will use the Academy Awards presentation to launch its campaign, presenting a different Oscar-winning movie every night for the month leading up to the Academy presentation. There will be weeks of programing devoted to best actor, best actress and best

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picture. TMC will also continue its two-month free trial offer into first quarter of 1988 and offer new subscribers a six-month free subscription to *Premiere Magazine*. Showtime, like TMC, will continue a two-month free trial package for new subscribers. The company said that more than 50% of those who took the trial eventually signed up for the service. Showtime said it will make the offers more flexible for operators in 1988, and will back the campaign with advertising in *TV Guide*, local media, cable guides and on basic cable.

Computer in the classroom

X*press, the computer-related information service delivered by cable systems, has expanded its marketing activities to include the nation's schools.

X*press, a partnership between Tele-Communications Inc. and McGraw-Hill, offers X*Change, which is seen in over three million cable homes. The X*press Executive service is offered as a pay service, \$19.95 per month, and includes updated stock quotes, financial and business news and market statistics. Geared to the business and financial user, it currently has 1,200 subscribers.

X*press has begun marketing its X*Change service to schools, and it has sent 2,300 kits free of charge. Officials hope that exposure in the schools will help lift basic and pay penetration of X*press.

X*press President Gerald Bennington said the service's break-even figure is between 15 million and 20 million homes, a

level the company expects to reach in the next five to 10 years as cable operators realize the extent of personal computer use among subscribers and nonsubscribers. The charge to cable operators is one-and-one-half cents per subscriber.

In the fourth quarter of 1987, X*Change was launched on an additional 164 cable systems, including 131 TCI systems.

They rate

Nick-at-Nite, Showtime and VH-1 are joining co-owned services MTV and Nickelodeon in signing agreements with Nielsen Homevideo Index. The last two services have renewed existing contracts, while Nick-at-Nite, Showtime and VH-1 will be new Nielsen clients. Nielsen said it now provides service to 18 cable networks.

Boost

The USA Network has signed Paragon Cable to carry its service in northern Manhattan, which will add 126,000 homes to the basic service's count. The system has expanded its channel capacity by two and will also be adding the Discovery Channel on Jan. 1. A larger upgrade to 72 channels is scheduled to be completed by 1992.

Sports on demand

AP/TMS Information Services has introduced AP Sports Plus, a new 24-hour cable-text sports information service, scheduled

to launch on Feb. 1. It will provide the latest sports scores, schedules, game highlights, news stories, standings and statistics in 30-minute cycles. Four minutes of national and local advertising will be sold in each half-hour. Sports Plus joins three other AP/Tribune Media Services, AP News Plus, AP Business Plus and *Channel Guide*.

NuCable news

NuCable Resources announced the signing of its 100th affiliate as well as the introduction of two new products.

The two new products, the PhotoGenerator and PhotoAdvertiser, are geared for the smaller cable operator. The PhotoGenerator can replace character generator units. It shows both full-color photographs and text on screen. The PhotoAdvertiser is a low-cost advertising insertion unit. The signing of Northeast Cable TV gives NuCable its 100th affiliate.

NuCable also announced the signing of a number of MSO's to carry its cross-channel cable promotion service. They include ATC, Centel, Comcast, Cox, Heritage, Jones, Newhouse, Hauser, Paragon and Coaxial Communications. The service delivers full-motion promotions with system-specific information that includes channel number, air time and special messages.

Good year

American Movie Classics and Bravo reported banner results for 1987. AMC said it increased its subscriber count from two million to 10 million, while Bravo jumped from 335,000 to 1,000,000 for the year. Among the MSO's that added AMC in 1987 were ATC, Adelphia, Cablevision Industries and TeleCable. United Cable is adding Bravo this month on its Englewood, Colo., and Tulsa, Okla., systems, which reach 270,000 homes.

Instructional TV

HBO and Naczinski & Associates are teaming up to distribute a cable TV/VCR hookup videocassette to cable operators for their subscribers. The 60-minute guide offers instructions on integrating cable service and the VCR with the television set and is supplemented with a package that includes an instructional slide card and hook-up accessories. A special coupon offering a \$10 rebate for any HBO or Cinemax subscription until April 30 is also included in the package. The videocassette retails for \$24.95, but operators can buy it at bulk prices.

Free You

You TV, a basic cable service highlighting health and fitness programming, is offering its programming free to cable operators for the first year. Those who sign before Jan. 1 (Cox Cable has signed to date), pay no fee for the first year.

The network is scheduled to launch in April or May of 1988. Operators who sign up between Jan. 1 and then will receive the first six months free. For those that sign, You will also remit 15 cents per subscriber for programming launch support through advertising and promotion programs.



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Changing Hands

WEZS-FM Richmond, Va. □ Sold by EZ Communications Inc. to National Radio Associates Inc. for \$13 million ("In Brief," Dec. 14). **Seller** is Fairfax, Va.-based group of four AM's and eleven FM's principally owned by Art Kellar, chairman. Station was originally sold for \$16 million ("Changing Hands," Aug. 24), but deal fell through. Price is lower because buyer qualifies for minority tax certificate. **Buyer** is owned by Ragan Henry, who also has interest in WXTR(FM) La Plata, Md., and recently purchased KCWV(AM) Leavenworth and KCWV-FM Fairway, both Kansas ("Changing Hands," Nov. 9) and WKSG(FM) Detroit ("Changing Hands," Nov. 23). WEZS(FM) is on 103.7 mhz with 20 kw and antenna 750 feet above average terrain. **Broker:** H.B. LaRue, *Media Broker*.

KHSP-TV Salem, Ore. □ Sold by Silver King Broadcasting of Oregon to Blackstar Communications, Inc. for \$5,135,000. **Seller** is subsidiary of Home Shopping Network, publicly owned, St. Petersburg, Fla.-based group of 12 TV's headed by Lowell Paxson, president. **Buyer** is new group headed by John E. Oxendine, Kenneth O. Harris and Wesley S. Williams. All are associated with BROADCASTCAP (Broadcast Capital Fund), private, nonprofit venture capital fund created by National Association of Broadcasters (BROADCASTING, Dec. 14). KHSP-TV is independent on channel 22 with

1,700 kw visual, 170 kw aural and antenna 1190 feet above average terrain.

WMOD-TV Melbourne, Fla. □ Sold by Press Broadcasting Co. of Florida, Inc. to Blackstar Communications, Inc. for \$5,000,000. **Seller** is subsidiary of Asbury Park Press Inc., principally owned by Jules L. Plan-

Gathering foreign footage. CBS News and World Television News have signed a contract under which the independent television news agency will provide all of the network's news programs with foreign news footage. Howard Stringer, president of CBS News, said WTN "will extend our reach and strengthen our overseas news gathering capabilities." In becoming a subscriber, CBS News becomes in effect an associate of ABC News, a 42½% owner of WTN. The other owners are ITN of London, which owns 47½%, and Channel 9 Network of Australia, 10%. Although most WTN subscribers make their footage available to WTN, CBS will not. CBS reportedly will pay WTN close to \$1 million for each of the four years of the four-year contract. WTN describes itself as the world's largest independent television news agency, providing daily news service to more than 1,000 television networks and stations worldwide.

gerre and Donald Lass. It owns WJLK-AM-FM Asbury Park, N.J., and publishes *Asbury Park* (N.J.) *Press*. It recently bought WCLU(TV) Clermont, Fla. ("Changing Hands," Nov. 7). Buyer is also buying KHSP-TV Salem, Ore. (see above). WMOD-TV is independent on channel 43 with 4,170 kw visual, 854 kw aural and antenna 1,049 feet above average terrain.

KKLR(FM) Edmond, Okla. □ Sold by Oaks Broadcasting Inc. to Oklahoma City Broadcasting Co. for \$650,000. **Seller** is owned by Max W. Wells, who has no other broadcast interests. **Buyer** is principally owned by John D. Mattus, who also owns KLCI(FM) Nampa, Idaho, and KLCY(AM)-KYSS(FM) East Missoula and KMON-AM-FM Great Falls, both Montana. KKLR is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain.

CABLE

Systems serving Summitt County, Brecksville and Brook Park, all Ohio □ Sold by Complexicable to Cablevision Systems for estimated \$17 million-\$23 million. **Seller** is owned by John McGill and Carl Milstein, who have no other cable interests. **Buyer** is publicly traded, Woodbury, N.Y.-based MSO with million subscribers in seven states. It is headed by Charles F. Dolan. Systems pass over 25,000 homes with 9,500 subscribers and 603 miles of plant.

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Democrats prepare for media blitz

Party takes journalists on tour of Atlanta's Omni, site of next year's nominating convention

Bob Ferrante, the director of communications for the Democratic National Committee's convention committee, told news media representatives last summer they were in for a tight squeeze at the party's national convention, to be held in Atlanta's Omni Center next July 18-21. Last week, after a two-day "walk through" at the Omni for 450 media representatives, broadcast news executives agreed they had not been misled. As Jeff Gralneck, ABC News vice president and executive producer of special broadcasts, put it: "It's a very intimate hall."

The hall holds about 14,000, depending on the configuration, and 5,371 delegates and alternates must be accommodated before the media. There will be some 15,000 news people in all, although most of them will be technicians and staff who will be located in the adjoining World Congress Center. Thirty skyboxes will be built for television (and will rent for \$140 per square foot). There will also be 30 television stand-up positions. And ABC, CBS, NBC and Cable News Network will build two-tiered anchor booths on the convention floor. More than 1,200 seats will be reserved for newspaper and magazine writers.

Time constraints will also be tight. Gralnick said historically the networks have required some access to the hall as many as six weeks in advance of the convention, to begin preparing their facilities, and unlimited access three or four weeks in advance. This year, because of other commitments, access to work space in the center will not be



First run. The European Broadcast Union on Dec. 11 held a reception to mark the opening of its Washington news bureau and the inauguration of service on its transAtlantic television transponder. Shown above (l-r) are Katherine Eberaert, chief of the new bureau; Pierre Brunel-Lantenac, head of EBU's news division, and Charles Z. Wick, director of the U.S. Information Agency. Brunel-Lantenac organized the transAtlantic television channel service that will permit EBU's 37 members to feed news stories from U.S. to Europe. Coverage of the Washington summit provided the first test of the new service. The transponder was called on to transmit 400 feeds; all but three completed the journey. EBU will lease a transponder from Intelsat for five years for \$3 million annually. Brunel-Lantenac said that with the increasing use EBU members are expected to make of the transponder, they will save substantial sums on video transmission over the life of the contract—up to \$5 million in the final year.

available until July 1. And, if the Atlanta Hawks have a successful season and make it to the finals of the National Basketball Association playoffs, construction in the Omni may yet be possible until June 23. Joe Angotti, NBC News's vice president and executive producer, election coverage, said June 10 is the "must start" deadline.

"No problem is insurmountable," said Gralnick. "But there are big problems for the party and the media."

Among the questions Ferrante answered during the two days was where in the new technological age the convention planners would accommodate the trucks needed by television stations and groups to transmit signals to stations around the country. Space in the area outside the hall will handle 90 trucks, he said.

Overall, Ferrante said, "tough decisions" were being made. He said "all of the major news organizations and some of the others" were being accommodated. He also said he was hoping for cooperation from the scores of stations and small groups planning to send correspondents and crews. "Some of them are forming groups of their own," he said.

Still, some questions probably cannot be answered until the convention. Louisa Hart, chief of Newsfeed's Washington news bureau said the 30 skyboxes would empty on a walkway that seems too narrow for comfortable access and "hanging out." She also is wondering about how easily correspondents and crews will get on and off the floor.

But given the fact all concerned have no choice but to make do, everyone seemed determined to make the best of things. "The party is trying very hard to be helpful," said Angotti. "Several people," he noted, said "it would be challenging to get the job done. We'll get it done. It will be OK. But it is not the best situation." □

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ATSC working on future of television

NBC system expected to be ready to test late next year; set-up removal generates much discussion

A timetable for the completion of hardware for NBC's advanced compatible television (ACTV) system was revealed during last Tuesday's (Sept. 15) meeting of the Advanced Television Systems Committee. Other issues addressed at the meeting included the progress of ATSC's T3S4 group looking at different methods of high-definition television delivery, a timetable for the removal of set-up (a measure of brightness) from the NTSC signal and the assignment of an objective goal for the group's new T2S6 group studying the transmission of digital audio.

ACTV, a one-channel, advanced TV system developed jointly by the David Sarnoff Research Center and General Electric/RCA Consumer Electronics, was introduced last Oct. 1, a day after the last ATSC meeting (BROADCASTING, Oct. 5). Jim Carnes of the Sarnoff Research Center appeared at last Tuesday's meeting to present a detailed description of the system and NBC's plans for implementation. By next month, he said, equipment for transmitting the sidebars for the wider, 5:3 ACTV aspect ratio should be complete. In March 1988, RF transmission test equipment should be finished, and a complete transmission system is expected to be ready the following July. Actual test transmissions are expected to begin in late 1988. Implementation of the system was predicted for 1991 or 1992.

Carnes said that since ACTV's introduction, NBC has been characterized by some as being against the adoption of a true HDTV system. On the contrary, he said that NBC feels ACTV is the most efficient and practical way to introduce HDTV to American homes. He said that the ACTV researchers had already begun work toward the eventual inclusion of an augmentation channel (similar to the proposed systems of North American Philips and the New York Institute of Technology) to ACTV to one day deliver 1,125-line pictures.

No target date has been set for the completion of the two-channel system, but Carnes predicted NBC will be much closer to an announcement on it by the end of 1988. He said that it will first be demonstrated in computer simulations, just as ACTV is now being demonstrated, and that a system with software will later be developed. ACTV has been displayed several times since October using HDTV cameras and receivers and a computer that simulates the functions of proposed ACTV coders and decoders and RF modulators and demodulators.

The advantage in growing into HDTV through a one-channel system, Carnes

claimed, is that it will introduce widescreen sets in the home, while broadcasters have a chance to slowly build HDTV video libraries. Also, broadcasters need not feel pressured to hurry into high-definition, but can wait until the regulatory spectrum battles at the FCC are over and until the marketplace climate seems right to make the change, Carnes said.

Some critics of ACTV in the group said the two-step approach is flawed because it would give other media, such as cable, direct broadcast satellites and fiber optics, an opportunity to deliver 1,125-line video before terrestrial broadcasters, can transmit it, making over-the-air service second class. But ACTV proponents claimed that with the possible exception of fiber optics, none of the other media would be able to complete the transition in one step without suffering great expense to upgrade their facilities. But through ACTV, they said, broadcasters and other media could grow into high definition slowly.

Also during the afternoon meeting, NAB engineer Ben Crutchfield, chairman of the T3S4 specialist group, updated ATSC on the many tasks it is undertaking. He said that for subjective comparison studies of different systems, the group is concentrating on ways to create similar conditions to insure valid results. For example, after testing the level of noise on NHK's Muse system, the group must find TV receivers of similar quality for other systems to determine their comparative noise levels. To test comparative brightness, the group has decided to test each system in both lecture hall and living room settings.

Propagation tests, which began in October on two-channel systems, continue at the transmitter site of WUSA(TV) Washington. The test signal, combining the WUSA picture on channel 9 with augmentation channel 58, is being picked up at Public Broadcasting

Service headquarters in Alexandria, Va., with data from the test being stored in a computer system there. The propagation testing will continue in February 1988 with the installation of 12 ghz and 2 ghz transmitters to be tested for HDTV signals.

T3S4 is also concentrating on criteria for testing HDTV signals on cable systems. ATSC's T2S5 group on enhanced 525-line cable transmission is acting as a liaison between T3S4 and the National Cable Television Association in organizing tests and finding cable systems willing to take part. The groups will study the type of high-definition or enhanced system that will work well on typical cable systems and then begin testing specific proposals.

Much time in the morning T1/T2 meeting on improved and enhanced NTSC centered on the progress of the T1S3 committee studying the effects of set-up removal, chaired by Association of Independent Broadcasters representative Walt Bundy. Following Bundy's report, T1/T2 Chairman Dan Wells of Comsat scheduled a vote on the issue for the next meeting, tentatively set for March 15, 1988.

The minutes from a Nov. 24 meeting of the nine-man T1S3 working group were released, stating that "the group split evenly as to whether doing so (removing set-up) would improve or degrade the service to the home viewer." But Bundy reported the recommendations of the group were made assuming that the ATSC will vote for set-up removal. The group urged that the Society of Motion Picture and Television Engineers' recommended "constant ratios" in relation to zero set-up be adopted and that the changeover be completed as quickly as possible.

The SMPTE working group on studio standards had earlier set voltage levels for video, sound, color and burst parts of the NTSC signal to be maintained when set-up



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is removed. During the set-up discussion, a letter sent by telecopier from NBC's Merrill Weiss, a member of the SMPTE working group, was delivered to ATSC. The letter reported that during a Dec. 9 meeting, the SMPTE working group unanimously agreed to recommend set-up removal. It also stated that the group had enlarged its objective to include the development of an NTSC production standard.

Among those interested in a rapid change-over are TV set manufacturers, according to the T1S3 meeting minutes, who also "want the change to happen in the summertime when viewing levels are low." T1S3 predicted that after an ATSC vote in March, the proposal could be submitted to the FCC by May with approval hopefully following in September. The actual change could be completed over a 30-day period in June 1989, the group suggested.

ATSC's new working group on digital sound transmission, T1S6, was given a formal objective during the T1/T2 meeting. The group, chaired by CBS's Bernard Dickens, will serve as a fact-finding resource on digital sound. It will compile a bibliography of the papers and reports that have already been composed by various authors and produce a summary of the issue.

It was generally felt that the addition of digital sound to an NTSC signal would create spectrum management problems. Therefore, the group felt that T1S6 should not involve itself in developing a standard, but leave that to the working groups studying

the HDTV systems now proposed, including digital sound.

One item expected to be on the agenda at the next ATSC meeting will be a presentation by NHK on its new ideas for terrestrial Muse transmissions compatible with NTSC

sets (BROADCASTING, Nov. 23). Before then, the voting will end Dec. 31 on the 1,125/60 HDTV production standard now being considered by the ATSC membership. An announcement of the results will be released early next month. □

In Sync

Examining RF radiation issue

Should the federal government develop a standard on the radio frequency radiation allowed to emanate from broadcast stations? A day-long seminar on the nonionizing radiation question was held at National Association of Broadcasters headquarters in Washington by the Electromagnetic Energy Policy Alliance (EEPA). Members of the organization were updated on steps being taken by the Environmental Protection Agency on a national RF radiation standard.

EEPA is a trade association of several broadcasting-related companies and organizations. It has urged the EPA to adopt a national standard, eliminating the state-by-state regulations that now exist and that according to EEPA are sometimes irrational and excessively stringent for broadcasters.

According to NAB's Barry Umansky, a director of EEPA, the meeting was held in part to discuss ways to speed action at EPA on the matter. EPA proposed RF radiation guidelines in July 1986 and received comments the following December from broadcasters urging that rules identical to those of the FCC be adopted (BROADCASTING, Dec. 22, 1986). EPA action has been pending since.

Norbert Hankin of the EPA's analysis and support division, office of radiation, said that the writing of possible guidelines has not yet begun. They will affect not only broadcasters, but other users of RF spectrum involving radar and satellite communications. Several other government agencies, as well as private interests, are users of that spectrum. There have been interagency meetings dealing with the RF guideline issue, the latest on Dec. 7. "This interagency work group would have a number of issues to resolve" before the guidelines could be written, Hankin said. The present EPA timetable puts the publication of the final recommendations in July 1989. In the meantime, he said, EPA is involved in several RF radiation studies looking at biological effects and the possible link to cancer in humans.

Umansky told BROADCASTING, "The word radiation is scary," leading many local and state governments to adopt rules that hurt broadcasters without sufficient scientific evidence to back their decisions. The radiation issue is sometimes used by local interest groups with "a hidden agenda" to introduce other, unrelated issues, he said, adding: "There are obvious concerns over diminishing property values and they oftentimes will use the health and safety issue to get a more favorable response from public officials."

EEPA will hold an open two-day Washington conference on RF radiation in April 1988. "This is going to be one of the most important issues for broadcasters through the rest of the century," Umansky said.

Getting smaller

ABC News headquarters in Washington has begun its conversion from three-quarter-inch videotape for newsgathering to the half-inch Betacam SP format developed by Sony. Ampex Corp., Redwood City, Calif., which is supplying the Betacam SP equipment to ABC along with Sony, delivered the first shipment last month.

It included 28 studio videotape recorders, 41 Ampex Betacam SP CVR-5 portable re-

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orders and 35 CVR-35 portable recorders. Capital Cities/ABC announced its intention to convert to Betacam SP earlier this year with the agreement to purchase about 1,000 recorders over a five-year period (BROADCASTING, April 20). Conversions will be made at all of ABC News's bureaus and at the seven CapCities/ABC-owned stations.

Osmond Studios adds HDTV

Osmond Studios, Orem, Utah, will soon be among the handful of U.S. production facilities to produce programs with high-definition television videotape equipment. Installation of the gear is to begin following the \$7.5-million sale of the facility to Jimmy Osmond, youngest member of the Osmond family which originally owned the studio.

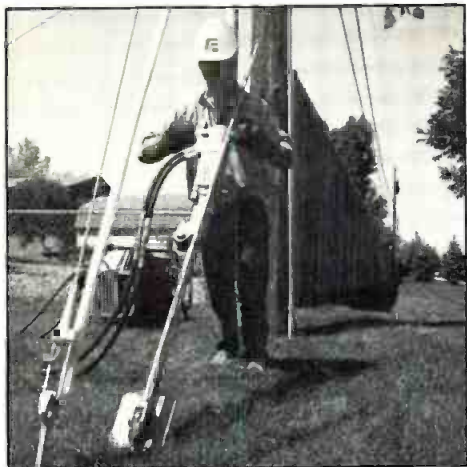
Osmond's company, OCG Inc. is presently negotiating with Sony in Japan to buy high-definition cameras, videotape recorders and Sony's electron-method HDTV-to-35 mm film transfer system. Sony HDTV equipment represents "the most complete system," Osmond said. He did not have a cost estimate for equipping the studio.

Plans are for the 100,000-square-foot facility to produce and develop programs for cable networks and first-run syndication through OCG Inc., and for leasing of the studio to other production companies.

"We're really excited," Osmond said, about the ability to combine the special effects capabilities of the studio with the new HDTV technology. "What we plan to do is really have a larger facility. We're going to emphasize [HDTV] for our own production needs... Music videos and a lot of people are going to want to use that because of the cost savings, while still getting a film look," he said.

Weighing anchor

A Northglenn, Colo., company, Foresight Products Inc., has developed what it claims to be a time-saving and cost-efficient system of installing broadcast towers. The Duckbill Manta Ray Tower Anchor, named for its resemblance to the sea animal, can be installed for less than \$1,000, a saving to



the contracting company of \$45,000 to \$149,000 the company claims.

While other anchoring methods involve the use of large trucks and power augers, the Manta Ray anchor can be buried with the use of a jack hammer. The company said the anchor will hold a 20,000 to 33,000-pound tower, depending on the type of soil.



In case of emergency. Following the earthquake activity around the Los Angeles area last October, two broadcast stations there recently took steps to avoid injury due to flying glass in their broadcast booths during future tremors. KCBS-TV, owned and operated by CBS, and Group W's KFWB(AM) both recently applied shatter-resistant film to the interior glass on their booths. The film is made by 3M.

KFWB engineering manager, Richard Rudman, said the decision to purchase the film application was made last June following a presentation at the station by local disaster planning personnel on the hazard of flying glass and falling heavy equipment during an earthquake. A Los Angeles fireman showed pictures from an earlier earthquake of large shards of glass that were imbedded in floors and desks and would have been lethal had they struck people. "For studios with broadcast facilities having such large expanses of glass, we felt it was important to put film on the windows," Rudman said. The station took a number of other steps to protect its personnel, including putting restraints on heavy machines and providing for extra food and an alternative water supply. The film application was not completed, however, until after the October earthquakes, during which the only glass damage to the station was to an exterior neon sign.

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For the Record

As compiled by BROADCASTING, Dec. 9 through Dec. 16 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

- WMOD-TV Melbourne, FL (ch. 43; ERP: vis. 4170 kw, aur. 854 kw-A; HAAT: 1049 ft.)—Seeks assignment of license from Press Broadcasting Co. of Florida, Inc. to Blackstar Communications, Inc. for \$5 million. Seller is subsidiary of Asbury Park Press Inc., principally owned by Jules L. Plangerre and Donald Lass. It owns WJLK-AM-FM Asbury Park, N.J. and publishes *Asbury Park Press*. It recently bought WCLU(TV) Clermont, Fla. ("Changing Hands," Nov. 7). Buyer is new group headed by John E. Oxendine, Kenneth O. Harris and Wesley S. Williams. All are associated with BROADCAP (Broadcast Capitol Fund), private, nonprofit venture capitol fund, created by National Association of Broadcasters. Filed Dec. 3.
- KDUB-TV Dubuque, IA (ch. 40; ERP: vis. 646 kw, aur. 64.6 kw; HAAT: 841 ft.)—Seeks assignment of license from Dubuque TV Ltd. Partnership to Sage Broadcasting Corp. for \$4 million. Seller is headed by Thomas Bond, who has no other broadcast interests. Buyer is publicly owned, Stamford, CT-based group of nine AM's and eight FM's headed by Leonard Fassler and Gerald Poch. Filed Dec. 4.
- KCLR(FM) Edmond, OK (BALH871201GR; 97.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Oaks Broadcasting Inc. to Oklahoma City Broadcasting Co. for \$650,000. Seller is owned by Max W. Wells, who has no other broadcast interests. Buyer is owned by John D. Mattus and Paul L. Spranger. Mattus owns KLCI(FM) Nampa, ID and KLCY(AM)-KYSS(FM) East Missoula, and KMON-AM-FM Great Falls, both Montana. Filed Dec. 1.
- KHSP-TV Salem, OR (ch. 22; ERP vis.: 1700 kw; HAAT: 1190 ft.)—Seeks assignment of license from Silver King Broadcasting of Oregon, Inc. to Blackstar Communications, Inc. for \$5,135,000. Seller is subsidiary of Home Shopping Network, and publicly owned, St. Petersburg, FL-based group of 12 TV's headed by Lowell Paxson, president. Buyer is also purchasing WMOD-TV Melbourne, FL (see above). Filed Dec. 3.

New Stations

Applications FM's

- Orange Beach, AL (BPH871203MA)—Mark Allen Bodiford seeks 105.7 mhz; 3 kw H&V; 100 m. Address: Cotton Bayou Condominium #7A, Orange Beach, AL 36561. Principal has no other broadcast interests. Filed Dec. 3.
- Orange Beach, AL (BPH871201MC)—Opal Carol Coley seeks 105.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 578, Robertsdale, AL 36567. Principal has no other broadcast interests. Filed Dec. 1.
- Alachua, FL (BPH871124MV)—James S. Rivers III seeks 92.5 mhz; 3 kw H&V; 100 m. Address: 1203 Euclid Ave., Waycross, GA 31501. Principal is owned by Lynn T.

Rivers and James S. Rivers. It has no other broadcast interests. Filed Nov. 24.

- Beverly Hills, FL (BPH871119MI)—Jim Johnson seeks 97.1 mhz; 3 kw H&V; 100 m. Address: P.O. Box 1000, Bushnell, FL 33513. Principal has no other broadcast interests. No principal data available. Filed Nov. 19.
- Beverly Hills, FL (BPH871119MH)—Pepcap Ltd. Partnership seeks 97.1 mhz; 3 kw H&V; 100 m. Address: 2350 SE Country Club Lane, Stuart, FL 34996. Principal is owned by Byron McCartney, and J. D. Lewis. Filed Nov. 19.
- Chipley, FL (BPED871124NB)—Chipley Educational Radio, Inc. seeks 90.1 mhz; 0.1 kw H&V; 30 m. Address: P.O. Box 1, Chipley, FL 32428. Principal is nonprofit corporation headed by Troy L. Walsingham, John Crutchfield, Aaron Brogdon. Filed Nov. 24.
- Watertown, FL (BPH871203MB)—N. Shannon Day seeks 105.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 180, Live Oak, FL 32060. Principal has no other broadcast interests. Filed Dec. 3.
- Cordele, GA (BPCT871028KE)—Sunbelt-South Tele Communications, Ltd. seeks ch. 55; ERP vis. 100 kw; HAAT: 125 m. Address: P.O. Box 917, Cordele, GA 31015. Principal is owned by William B. Goodaon and Phillip A. Streetman, who have no other broadcast interests. Filed Nov. 24.
- Jeffersonville, GA (BPH871125MB)—Twiggs County Broadcasting, Inc. seeks 97.5 mhz; 3 kw H&V; 100 m. Address: 5 Cordes St. Charleston, SC 29401. Principal is owned by Charles A. Barton, president, 40%; William Culpepper & Assoc., 20%; Pritchard & Co., 20%, and The Beach Co. 20%. Barton, The Beach Co. and Pritchard & Co. are principals in Fox Valley Broadcasting Corp., licensee of WQBZ(FM) Fort Valley, GA. Barton is 50% owner of Mid-Carolina Communications, Inc., licensee of WSSC(AM) Sumter, SC. Filed Nov. 25.

- Lyons, GA (BPH871124MU)—WBBT Inc. seeks 92.5 mhz; 3 kw H&V; 100 m. Address: P.O. Box 392, Lyons, GA 30436. Principal is owned by James A. Johnson, who also owns WBBT(AM) Lyons, GA. Filed Nov. 24.
- Attica, IN (BPH871130MB)—Fountain-Warren Broadcasters seeks 95.7 mhz; 3 kw H&V; 100 m. Address: 275 19th St., Otsego, MI 49078. Principal is owned by Robert V. Doll and Barbara J. Doll. It has no other broadcast interests. Filed Nov. 30.
- Topeka, KS (BPH871124MW)—Spacecom, Inc. seeks 92.5 mhz; 3 kw H&V; 100 m. Address: 444 Pine St., St. Paul, MN 55101. Principal is owned by S. W. Richey; F.A. Koscielak; W.E. Barsness; M. Deane Johnson; W.B. Hockensmith; M.W. McDonald; H.G. McNeely, and Richard L. Engebret. They also have interest in KOSO(FM) Patterson, CA; KKNU(FM) Fresno, CA; WCWC(AM)-WYUR(FM) Ripon, WI; KLBB(AM) St. Paul, MN, and WKHY(FM) Lafayette, IN. Richey also owns KQEU(AM) Olympia, WA. Filed Nov. 24.
- Hawesville, KY (BPH871201MA)—Joe L. Aldridge seeks 105.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 280, Hawesville, KY 42348. Principal has no other broadcast interests. Filed Dec. 1.
- Alexandria, LA (BPH871127MA)—IBC Broadcasting seeks 93.9 mhz; 3 kw H&V; 100 m. Address: 525 Lakeshore Dr., Monroe, LA 71203. Principal is owned by Lonnie W. Hutto, who has no other broadcast interests. Filed Nov. 27.
- Alexandria, LA (BPH871201MD)—New South Communications, Inc. seeks 93.9 mhz; 1.6 kw H&V; 133 m. Address: P.O. Box 5797, Meridian, MS 39302. Principal is owned by Frank E. Holladay; Ann S. Holladay, and Kenneth R. Rainey. It also owns KWEZ(AM)-KJLO(FM) Monroe, LA; WYGC(FM) Gainesville, FL, and WMGF(AM) Troy, AL. It also has interest in WALT(AM)-WOKK(FM) Meridian, MS. Filed Dec. 1.
- Hallowell, ME (BP871130)—Harvest Broadcasting

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for CP to change TL: Wallace Ave., S of 27th St., Kansas City, MO. 39 04 23N 94 29 06W.

■ New York, WNSR, 105.1 mhz—871201-Application (BMPH8703261E) granted for Mod of CP (BPH8512301I) to make changes ERP: 4.19 kw H&V; change HAAT: 383 m. H&V (for auxiliary purposes only).

■ Rome, NY, WKAL-FM, 95.9 mhz—871202-Application for CP to make changes freq: 96.1 mhz (Per Docket #87-23); change TL: Prospect Hill, Skyline Dr, Kirkland, Oneida Co. NY; change ERP: 7.4 kw H&V; change HAAT: 183 m. H&V; change to Class B1. 43 02 14N 75 26 40W.

■ Morganton, NC, WQXX, 92.1 mhz—871201-Application (BPH8703231B) granted for CP to change HAAT: 327 ft. H&V.

■ Manteo, NC, WVOD, 99.3 mhz—871125-Application for CP to make changes: freq: 99.1 mhz (per Docket #86-377); change ERP: 50 kw H&V; change HAAT: 63.2 m. H&V; change to Class C2.

■ Lisbon, ND, KQLX-FM, 106.3 mhz—871125-Application for CP to make changes freq: 106.1 mhz (Per Docket #87-31); change ERP: 50 kw H&V; change to class C2.

■ Marietta, OH, WEYQ, 94.3 mhz—871130-Application for CP to make changes freq: 94.3 mhz (per Docket #86-474); change TL: 0.4 km WNW of intersection of Way Rd and Farson St, Dunham Township, Washington Co. OH; change ERP: 11 kw H&V; change HAAT: 150 m. H&V; change to Class B1. 39 19 27N 81 37 33W.

■ Nanticoke, PA, WMJW, 92.1 mhz—871124-Application for CP to make changes ERP: 0.76 kw H&V; change HAAT: 202 m. H&V.

■ Hampton, SC, WBHC-FM, 103.1 mhz—871201-Application (BPH8703231A) granted for CP to change HAAT: 100 m. H&V.

■ Dayton, TN, WTCX, 104.9 mhz—871127-Application for CP to change TL: Bean Ridge, 0.5KM. SW of Blackoak Ridge Rd, 2 km SE of Graysville, Rhea Co, TN; change ERP: 1.9 kw H&V; HAAT: 150 m. H&V and make changes in ant sys. 35 26 12N 85 03 57W.

■ Lake Jackson, TX, KZFX, 107.5 mhz—871120-Mod of CP (BPPH8510171A) to change ERP: 94.5 kw H&V; change HAAT: 601 m. H&V.

■ Tyler, TX, KVNE, 89.5 mhz—871125-Application for CP to change directional antenna pattern data.

■ Waco, TX, KWKT, 44—871123-Mod of CP to change ERP vis.: 4207 kw; HAAT: 552 meters; ANT: Bogner BUI 32N(DA); TL: 1.5 mi. NE of Moody, McLennan Co. TX 31 18 52N 97 19 37W.

■ Conway, SC, WYAV, 104.1 mhz—871203-Application for CP to change HAAT: 299 m. H&V.

■ Brattleboro, VT, WKVT-FM, 92.7 mhz—871119-Application for CP to make changes TL: 0.35 km SW of intersection of Sunset Lake Rd and Hescocock Rd, Windham Co. VT; change ERP: 0.85 kw H&V; change HAAT: 186 m. H&V. 42 53 45N 72 39 49W.

TV's

■ Ventura, CA, KVES, ch. 41—871130-Mod of CP to change ERP vis.: 1120 kw; change HAAT: 254 m.; ANT: Bogner BUI24N (DA); TL: Willis Peak, 7 km ENE of Ventura, CA. 34 18 10N 119 13 41W.

■ Charlotte, NC, WPCQ-TV, 36—871124-Application (BPCT870514KK) granted for CP to make changes in license facility: ERP vis.: 5000 kw; HAAT: 589 m.; ANT: SWR TM-28-2.

■ San Juan, PR, WIPR-TV, 6—871123-Application for CP to change ERP vis.: 57.9 kw; HAAT: 2751 ft. (838.72 m.).

Actions

AM's

■ Huntsville, AL, WFIX, 1450 khz—871202-Application (BP871019AI) granted for CP to change TL to: 2310 Bell Ave NW, Huntsville, AL. 34 43 30N 86 36 15W.

■ Carmel Valley, CA, KJCC, 540 khz—871202-Application (BMP870327AH) granted for Mod of CP to change hrs of opert to untd by adding night service with 500W; incr day pwr to 1KW and make changes in ant sys.

■ Lakeport, CA, KNTI, 99.5 mhz—871208-Application (BPH871116IG) returned for CP to change antenna supporting-structure height.

■ Santa Maria, CA, KTAP, 1600 khz—871130-Application (BP871019AG) granted for CP to change TL: 1.8 km 358 degree True from intersection of Blosser and Donovan Rds, Santa Maria, CA; also reduce daytime power to 0.47 kw. 34 58 48N 120 27 12W.

■ Anna, IL, WRAJ-FM, 92.7 mhz—871208-Application (BPH871116IF) returned for CP to make changes TL: On Bald Knob Mountain near Alto Pass, Union Co. IL; change ERP: 0.8 kw H&V; change HAAT: 191 m. H&V. 37 33 06N 89 20 46W.

■ Charleston, MS, WTCY, 94.3 mhz—871208-Application (BPH861229QV) granted for CP to make changes ERP: 3 kw H&V; HAAT: 328' H&V.

■ Virginia, MN, WHLB, 1400 khz—871130-Application (BP871102AE) granted for CP to make changes in ant sys: change TL to: S of Bourgin Rd, 1 km E of US Rte 53, Virginia, MN 47 30 09N 92 33 44W.

■ Reno, KISK, 1550 khz—871203-Application (BMP871026AI) dismissed for Mod of CP (BP811124BL as mod.) to reduce power to 1KW. Non DA-D.

■ New York, WNYM, 1330 khz—871130-Application (BP870714AE) granted for CP to make changes in antenna system (including incr in hght of twr) and change TL to: 110 Commerce Way, Hackensack, NJ. 40 54 39N 74 01 42W.

■ Springville, NY, WSPQ, 1330 khz—871130-Application (BP870923AD) granted for CP to change daytime pattern.

■ Wake Forest, NC, WNOG, 720 khz—871130-Application (BMP870528AC) returned for Pet for Reconsideration (nunc pro tunc) Mod of CP to change city of license to Apex, NC; change TL: Hwy 55, near Apex, NC and change from directional to non-directional antenna. 35 42 04N 78 48 05W.

■ Medford, OR, KTMT, 93.7 mhz—871208-Application (BPH870102IC) granted for CP to change ERP: 31 kw H&V.

■ Camuy, PR, WCHQ, 1360 khz—871130-Application (BP870707AB) granted for CP to change daytime directional pattern.

■ Philadelphia, WSWW, 860 khz—871208-Application (BP870616AF) returned for CP to increase night pwr to: 0.5 kw; change TL to: 0.56 km of the intersection of Rte 63 and Rte 232, TEL. Lower Moreland Township, PA (nighttime only) and make changes in ant sys (new ant. construction night only) 40 07 05N 75 04 27W RE: in contravention of US/Canadian agreement.

■ Port Royal, SC, WOEC, 90.9 mhz—871208-Application (BMPH871112MA) returned for Mod of CP (BPH800519AF) to change HAAT: 368.8 m. H&V.

■ Helotes, TX, KXAM, 1440 khz—871130-Application (BMP870828AG) granted for CP to augment standard pattern.

■ Humble, TX, KGOL, 1180 khz—871202-Application (BMP870331BS) returned for Mod of CP (BP860414AB) to incrs night pwr to 5 kw; change city of license to Humble-South Houston, TX.

■ Milton, WV, WNST, 1600 khz—871130-Application (BP870805AD) granted for CP to make changes in antenna system (incl incr in hght of twr).

FM's

■ Clifton, AZ, KJJJ, 95.3 mhz—871130-Application (BMPH861210ID) granted for Mod of CP to make changes freq: 102.1 mhz (Per Docket #85-334); change TL: 11 mi. S on Guthrie Peak, Clifton, AZ; change ERP: 66.5 kw H&V; change HAAT: 716.2M (H&V) 32 53 22N 109 19 22W.

■ Camarillo, CA, KMRO, 90.3 mhz—871207-Applica-

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50,000 watt WOWO seeks aggressive, highly motivated sales manager. Lead sales staff to even greater heights. Stable, community-oriented individual with emphasis on sales promotion and teaching skills. Excellent compensation package. Previous sales management experience necessary. Write General Manager, WOWO, 203 West Wayne Street, Fort Wayne, IN 46802. EOE.

Wanted: GM who is retail sales oriented for Southeastern CHR and AC stations. Rush resume immediately to Kent Burkhardt at 6500 River Chase Circle, East, Atlanta, GA 30328.

Sales manager/station manager to be trained as under-study/replacement for retirement-age Executive V.P. wanted by absentee owner of #1 and #2 rated stations in Rocky Mountain/Sunbelt market. Requires 15 years experience in sales etc., family man with total respect for the bottom line. Super opportunity in outstanding market. Compensation and benefits commensurate with qualifications of applicant. Box B-71. EOE.

Director of national sales: See our display ad. Strategic Radio Research.

HELP WANTED SALES

A leader in micro-computer systems for the broadcasting industry is looking for a few good sales people. Applicant must be of high character and a self starter. A good overall knowledge of broadcasting and strong sales is required. Positions open East, Mid-West and West. Send resume to Richard Spruill, Sales Manager, P.O. Box 1246, Perry, GA 31069.

Number one FM in growing southeastern N.Y. is expanding its sales force. Only organized, creative entrepreneurs need apply. Proven list plus benefits. Send sales philosophy, resume and income history to Box B-6. EOE.

Sales manager is needed for our Cedar Rapids, Iowa office for the hottest stations in northeast Iowa, KOKZ/KXEL. Send resumes to: Ken Hensley, GSM, KXEL, Box 1540, Waterloo, IA 50704.

Local sales manager wanted for an expanding sales staff at an AM/FM combo in the Hudson Valley of NY State. Knowledge of concept selling, development of new advertisers and motivation are a must. Excellent opportunity for the right person. Market is one of the fastest growing on the east coast. Compensation package includes salary, override, commission and bonuses. Station current bills over 1,500,000 a year. Send complete resume and references to Box B-37. EOE.

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 Kate Mon-Fri 9am-5pm at 212-586-5700.

Retail sales expert for top 50 North Carolina market. We're developing our effort and need an enthusiastic, intelligent and caring person to grow with an exceptional group of people. You need to be someone who understands the value of selling solutions... not just advertising. The right person will also be a local sales manager. \$26,000 guarantee. Send information to Michael Whalen, WWMY-FM, 7819 National Service Road/Suite 402, Greensboro, NC 27409. EOE.

California... KFIG AM/FM is currently seeking a professional, highly motivated salesperson with experience in direct and agency sales. Outstanding list available. Draw against commission. Outstanding benefits. Contact Russ Beckmann, P.O. Box 4265, Fresno, CA 93744. 209-268-8801. EOE M/F.

If you're good enough to work straight commission, contact America's best and hottest jingle company. 1-800-368-0033

Suburban NY FM sales manager needed for fast-growing Format 41 station. Long Island's K-JOY seeks experienced professional who can motivate, lead and support the best sales staff in the market. Must know qualitative as well as numbers selling - enjoy highly competitive, sophisticated radio climate. Retail strength a must, as are organizational, strategic and human skills. Formal sales training programs, top salary/bonus plan, benefits and growth as part of New Barnstable Corp. group-owned facility. Respond fast - to Ken Harris, VP; WKJY; 384 Clinton Street; Hempstead, NY 11550. EOE/MF.

Medium market station in southern New England seeks experienced salesperson. Must be ambitious, creative, bright and charismatic and retail oriented. Confidentiality respected. EOE. Box B-68.

Junction City Communications Company desiring new sales reps with experience in heavy equipment, industrial, or automotive background. Contact General Manager, Box 789, Junction City, KS 66441. EOE.

Account execs. just wanna have fun! And we think they should. But then that depends on what you're selling. Right? We're a national radio production and creative group based in Atlanta. And we're looking for a highly motivated account executive/sales rep. Three to five years of broadcast sales experience is desired. Regular travel to sales territory required. We rhyme. We're weird. We make money. We've got a hot new creative product. We've got full service in-house production facilities. We've got a staff of totally berserk pros. All we need is you. Send us your resume, photo and hat size to: Sales Manager, P.O. Box 13043, Atlanta, GA 30324.

HELP WANTED ANNOUNCERS

Part-time/relief announcers needed for New York FM radio station. Big band/standards experience preferable. Combo. Box B-20.

Cape Cod leader needs easy listening voice with strong production skills. Women & minorities are encouraged to apply. Experienced only. Operations Manager WQRC-FM, 737 West Main, Hyannis, MA 02601.

Friendly and upbeat for oldies format in southern New England market. All time slots considered for daytime going nights. EOE. Box B-67.

HELP WANTED TECHNICAL

Chief engineer Wanted for fast growing radio group with combo facilities in the Midwest and Northeast. Candidates should have AM directional pattern experience and be capable of providing clean audio in a high RF environment. Box B-80.

HELP WANTED NEWS

Sports. Radio sportscaster or sports producer needed for innovative telephone sports project in Minneapolis. \$18,000/year. Call Stephen Prior, 612-854-5668.

News person needed. WSBY/WQHQ, Salisbury, Maryland, area's award-winning radio news operation. 3 years experience necessary, news and sports. Excellent benefits. Tape and resumes to Ed Hunt, P.O. Box 'U', Salisbury, MD 21801. EOE.

News director: For medium market southern New England station. Must have two years experience, good organizational skills, be a motivator. Anchoring duties included. EOE. Box B-65.

News reporter: For medium market southern New England station. Must be aggressive, impartial, hardworking. One year experience. Good delivery. Advancement possibilities. EOE. Box B-66.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

AM station in top 5 market has an opening for gospel DJ if you can pull big ratings in a major market respond to Box B-1. E.O.E.

Traffic manager: Orlando, Florida! Minimum three years solid experience with automated system. Columbine, IBM 34/36 a plus. Good salary and benefits. Resume to Business Manager, WSSP-FM, 140 North Orlando Ave., Winter Park, FL 32789. EOE.

SITUATIONS WANTED MANAGEMENT

V.P. general management experience 7 years, age 41, formats, rock, country, oldies, Christian. Jim Bunn 904-760-3047.

Now available. One of America's premier broadcasters. All markets. Excellent track record with top revenues, cash flow, ratings. Outstanding references. Turnarounds, startups, all facets, formats. 20 years management, ownership. Call Bill Luzmoor 208-342-8406.

Professional general manager with vast major market programming experience and medium market sales experience. Successful track record as GM and small group manager. Available immediately due to recent death of owner. All replies confidential Box B-61.

22 years experience including high power FM construction/upgrades, FCC rules, have 1st class license. Programming experience in Atlanta - management, sales, consultant in Montgomery, Columbus, Macon, Savannah, Little Rock. Former small market owner/GM in Alabama/Tennessee. Available after Jan. 8th. Prefer Southern rated market general manager or group V.P. programming/operations. Currently general manager with major group successfully turning around small market combo in South. Need new challenge. Box B-58.

Major market sales manager seeks GSM position. Strong trainer, motivator, innovator. Excellent track record includes everything from retail to national sales. Outstanding references. Box B-63.

Want results now? Experienced G.M./S.M. delivers! You get what you pay for. Currently employed. Box B-70.

SITUATIONS WANTED ANNOUNCERS

Morning drive air/sales combo. Plenty experience. Prefer Southeastern C & W medium market. Call James 703-433-3833.

Quality easy listening announcer seeks quality easy listening station. 25 years experience. Neil Sher. 518-383-0239.

Seeking entry level DJ position. Broadcasting school graduate. Looking for full or part-time position in New England, but will consider elsewhere. Contact Charles Urnie, P.O. Box 3055, Waterbury, CT 06705. 203-754-8134.

Seven years experience, college graduate, speech trained. Nonsmoker with writing background, clean living. Gene 804-253-5889.

SITUATIONS WANTED TECHNICAL

Instructor tech seeks to reenter radio maintenance field. Has FCC Gen, NABOR, NARTE cert's. Will relocate. Box B-75

SITUATIONS WANTED NEWS

Sports guy. Good writer with solid delivery. Major market experience as producer/stringer. Ready to move. Call Danny, 219-972-1321.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Attention New York, New Jersey, Connecticut stations. Dedicated, talented broadcaster seeks entry level position. I have production, on-air and some copywriting experience. Call Simonetta at 212-822-6665.

MISCELLANEOUS

Want to own your first radio station? Lack knowledge of how to go about buying process? Need to know steps to be taking now for that opportunity? An intensive three day workshop on how and what to do will be held in the Midwest January 28, 29, 30. Write Box B-44 for complete itinerary, location, and costs.

TELEVISION

HELP WANTED MANAGEMENT

General sales manager, local sales manager and national sales manager. The Gillett Group seeks aggressive, innovative leaders to become part of our team. If you have exceptional people skills, a superior track record and are motivated by challenge, send resume to: Judy Somers, 2242 North Great Neck Rd., Virginia Beach, VA 23451.

Local sales manager: WQTV Boston requires a good background in management, marketing, research, account development, communication skills and strong abilities. This is an opportunity to be part of an exciting, challenging and dynamic team. Send resume, salary requirement and philosophy to Michael Roessler, WQTV, 1660 Soldiers Field Rd., Boston, MA 02135. EOE, M/F.

General manager. Amarillo College seeks GM for its public radio station and its new public television station (KACV-FM/TV) located in Amarillo, Texas. TV station will provide first-time PBS for over 300,000 people in the Texas Panhandle. GM is responsible for all station operations and must interface with existing academic program. Requirements: Minimum five years recent broadcast management experience and bachelor's degree. Prefer graduate degree and non-commercial experience. Excellent benefits and starting salary will be commensurate with qualifications and experience. Apply to: Personnel Office, Attention: GM Search Committee, Amarillo College, P.O. Box 447, Amarillo, TX 79178. Application deadline December 28, 1987. Amarillo College is an equal opportunity and affirmative action employer.

Director of development. WNPB seeks a dynamic senior manager to oversee station's fundraising/marketing operations and supervise development department. Individual should have experience in public broadcasting or non-profit fundraising techniques, including membership, corporate support, capital campaign implementation, and special event planning. Strong communications and management skills are essential. BA degree and 3 years development/fundraising experience required. Station has compiled and enviable record of fundraising growth over the past few years. Salary negotiable and commensurate with experience. Resume must be received by Dec. 31. Send to Personnel, WNPB-TV, P.O. Box TV-24, Morgantown, WV 26507-0987. EOE.

Asst. public info. director. (PID I) ETV needs top-notch generalist with a BA and min. 3 years exp. or some combination. Must have excellent writing and other communication skills as well as managerial ability. Issues research incl. Extra hours and travel required. Salary range \$22,548 - \$31,961 depending on experience. Send request for application to Personnel Dir., South Carolina Educational Television Network, 2712 Millwood Ave., Columbia, SC 29205. Deadline for accepting applications will be Dec. 31, 1987. Please no calls. EOE.

Major cable television network seeks experienced (3-5 years) traffic manager. Must have (1) prior broadcasting/cable television traffic management experience, (2) knowledge of: Columbine, JDS, or Bias traffic systems. Send resume and salary requirements to: T.M. Lawrence, FNN, 2525 Ocean Park Blvd., Santa Monica, CA 90405. EOE.

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.

General sales manager. Inter-company promotion creates career opportunity with a dominant, group-owned NBC affiliate in a two-station market (140+). Successful candidate should have superior leadership ability, exceptional people skills, and an in-depth knowledge of television and marketing. Marketron and TV6 background helpful. Reply immediately to Charlie Webb, VP/GM, WVA-TV, P.O. Box 1930, Bluefield, WV 24701 or call 304-325-5487. EOE.

Station manager wanted for top 50 group owned indy. You must possess a strong knowledge of station operations/departments. (New station start-up experience and/or corporate group experience helpful). We're looking for a young aggressive star who would be groomed for GM spot by current GM who is moving to one of our other stations next year. You must send resume, references, and salary requirements for consideration. We're an EOE. Box B-56.

HELP WANTED SALES

The Gillett Group is seeking an aggressive, highly motivated, experienced account executive with superior track record. Also seeking trainee for challenging career opportunity. Send resume to: Judy Somers, 2242 North Great Neck Rd., Virginia Beach, VA 23451.

Vendor support specialist. The Gillett Group is seeking a highly motivated individual for major market affiliate. Must have at least three years experience conducting vendor programs with strong presentation skills. Send resume to: Judy Somers, 2242 North Great Neck Road, Virginia Beach, VA 23451.

WLTG-TV, the only commercial TV station on Long Island, NY, seeks experienced local sales manager to direct our expanding sales team. Responsible for recruitment, training and day-to-day sales effort. Excellent growth position with salary, bonus, car, and benefits. Send resume, salary history, to Marvin Chauvin, GM, WLTG-TV, Box 84, Woodbury, NY 11797. Phone 516-364-1500. EOE.

HELP WANTED TECHNICAL

Maintenance technician with solid technical background wanted for CBS affiliate in the Rocky Mountain region. Contact Lonnie Butler, KKTU, P.O. Box 2110, Colorado Springs, CO 80901, 303-634-2844. EOE.

Technician. Minimum two years broadcast experience in all phases of videotape, projection and control room operations. First class or general class FCC license required. Resume (no calls) to Irwin Ross, WPVI-TV, 4100 City Line Ave., Phila., PA 19131. EOE.

Coordinator of television engineering, Laramie, WY. The University of Wyoming has a coordinator of television engineering position available. The University is beginning to construct a new microwave and on-campus distribution system and requires a skilled and dedicated individual to coordinate the television engineering section. This is a new professional staff position which includes liberal benefits. Applicants must have a minimum of five years supervisory experience in broadcast television and microwave distribution. A bachelor's degree is required but comparable hands-on experience may be substituted. Candidates must possess excellent communication skills and demonstrated ability to work effectively with a wide constituency of individuals. General FCC radio license is required; national certification desirable. Salary based upon skills and experience. Send resume and list of references to: Lyle Mettler, Director, Division of Instructional Telecommunication Services, University of Wyoming, P.O. Box 3984, Laramie, WY 82071.

Maintenance technician: Installation and repair of studio and transmitter equipment. Some design, planning, and training responsibilities. Rotating shift including nights and weekends. Requires associate's 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.

KUAT AM-FM/TV, licensed by The University of Arizona, is looking for a broadcast engineer. Responsibilities include maintaining a variety of broadcast electronic equipment for the three stations. Minimum qualifications: Associate's degree in radio and television or related field and two years broadcast engineering experience in equipment repair and maintenance. Prefer broadcast engineering technical training/experience. Desire FCC general license. Pay minimum \$10.25/hour. Send request for application to University of Arizona Employment Office, 1717 E. Speedway Blvd., Tucson, AZ 85719, or call 602-621-3668. Application closing date is January 15, 1988. Applications must be received by closing date. Equal opportunity/affirmative action employer.

Assistant chief engineer wanted. Must be qualified maintenance engineer able to maintain and repair studio EFP - ENG, one inch, 3/4 inch, and 1/2 inch Beta-cam. Salary range is \$18,000 to \$21,000 per year depending on qualifications but the right person will be our chief engineer in two years. If you're qualified and ready to be a chief in two years send resume to Box B-64.

Maintenance engineers: South Florida Spanish network affiliate has immediate openings for maintenance engineers experienced in Ampex 1', JVC and Sony 3/4', 1/2', Betacams, Abekas A-42, E-Flex, CMX, Quanta Q-8, GVG 1600, HL-79 and SC-500. Challenging positions. Bilingual helpful. Send resumes to Chief Engineer, WSCV-TV, 4035 N. 29th Avenue, Hollywood, FL 33020. M/F/H/V EOE.

Remote operations supervisor, oversee all ENG and satellite bookings. Supervise and maintain 2 ENG vans. News Director, WPRI-TV, 25 Catamore Blvd. East, Providence, RI 02914.

HELP WANTED NEWS

Aggressive Midwest TV market needs news reporter, one to two years radio or TV reporting experience, ability to develop story ideas and enterprise news, strong writing skills and on-camera potential. Send resume and video tape samples of your work to KTTC-TV, Attn: News Director, 601 First Ave. SW, Rochester, MN 55902. No calls. EOE.

Assignment editor: Public television station in 45th market, serving Pennsylvania's state capital, is looking for an aggressive, experienced assignment editor for daily news program. Experience with live shots preferred. Send resume to: Personnel, WITF Communications Center, Box 2954, Harrisburg, PA 17105. EOE

Anchor: Top 25 market. To join female anchor on new newscast. Must have three years continuous anchoring experience and solid writing skills. Prefer New England native. Resume and salary requirements to Box B-40.

Television reporter... 80's market. Requires aggressive street reporter, nightside. No beginners. Rush tape & resume to John A. Grdic, Station Manager, WFMJ-TV, 101 W. Boardman St., Youngstown, OH 44503. EOE. No phone calls, please.

News producer: Must be able to generate and prepare a newscast for air. A minimum of two years experience at a commercial TV station required. Send resume and non-returnable tape to: Dave Davis, News Director, WTVD-TV, P.O. Box 2009, Durham, NC 27702. EOE.

Producer. Southwestern station looking for an aggressive, experienced producer for 10PM newscast. Must have excellent news judgement and writing skills and be able to make the 10pm newscast new and different. Should be creative and self starter. Two years experience required. Send resume to Box B-57. EOE.

Weekend weather anchor. Must have a minimum of two years experience as a television weather anchor. Must be practiced in both studio and live remote presentations. Also required is the ability to design and execute interesting and informative weather presentation using ArtStar or comparable graphics computer, live radar, satellite & live microwave equipment. In addition, the applicant must be experienced as a television news reporter. Send resume/tape to News Director, WJKS, 9117 Hogan Rd., Jacksonville, FL 32216. Telephone call will preclude consideration for this position. Tapes will not be returned.

Weather host. We're looking for an individual to fill two 1 hour am shows with #2 ABC affiliate in sunny Jacksonville, FL. Candidate must have a minimum of two years experience in weather and hosting. An AMS seal is desirable but not mandatory. No beginners, please. Rush tape and resume to Paul Baldwin, News Director, WTLV-TV-12, 1070 E. Adams St., Jacksonville, FL 32202. EOE.

Computer graphics producer. News department needs computer graphics and series opens and to help refine overall on-air look. Send resume, references and salary requirement to Billye Gavit, KWTU, P.O. Box 14159, Oklahoma City, OK 73113. EOE, M/F.

Two reporters. One to fill a lead, hard news reporter position. This job requires a digger; someone who knows investigative techniques. No beginners. The second position is for a WX/feature reporter. This person must know weather and have a flair for features. No calls. Tape and resume to News Director, KIMO-TV, 2700 E. Tudor, Anchorage, AK 99507.

News producers. We are looking for a late news producer who can create fast-paced, highly visual newscasts. Candidates should have 2-3 years producing experience. We also need a weekend show producer. 1 year's experience required. Tape, resume, and references to News Director, WTEN-TV, 341 Northern Blvd., Albany, NY 12204.

Executive producer. #2 in large news department. Responsible for daily news operation with SNG. Group owned top 50 network affiliate. Applicant must have news management experience and college preferred. Please send resume and salary requirements to WDTN, Attn: Personnel, P.O. Box 741, Dayton, OH 45401. An equal opportunity employer.

Reporter. We are a top 50 TV network affiliate looking for an applicant with three years television reporting experience, excellent communications skills, strong writing and organizational skills and thorough knowledge of reporting techniques. Communications/Journalism degree preferred. Please send resume and salary requirements to Box B-76. An equal opportunity employer.

Assistant/associate professor, film/video program: Anticipated full time, tenure track opening beginning 8/30/88. Teach film and video production in undergraduate communications curriculum -- with reference to cinema historical/theoretical framework. Teaching experience in camera, lighting, and editing from both narrative and documentary perspectives, and MFA in appropriate field or equivalent professional experience required. Excellent salary and fringe benefits. Send letter of application citing unique qualification for this position and theoretical background in film history and aesthetics, names/addresses of three references, cv to: Professor Dennis DeNitto, Chair, Film/Video Search Committee, Department of Communications, Film and Video, Shepard Hall 16, The City College of New York, NY 10031. Deadline February 15, 1988. Applications from minorities and women are especially encouraged. EEO/AA.

HELP WANTED TECHNICAL

Studio operations manager/instructional assistant position at Cayuga Community College, located in the Finger Lakes region of New York State. Supervises maintenance and operation of college television studio and radio facilities; serves as laboratory instructor within dynamic, growing telecommunications program. Bachelor's preferred or Associate's degree required, professional experience preferred. Send letter of application, resume, and names, addresses and phone numbers of three (3) references by January 15 to: Personnel Office, Cayuga Community College, Auburn, NY 13021. CCC is an equal opportunity/affirmative action employer.

Telemation Productions Denver seeks highly experienced audio engineer with advanced technical and creative skills in audio production and post production. Background should include multi-track mixing, videotape and film recording, and editing support. Salary commensurate with experience. Please send resume and salary history to Production Manager, TMP/Denver, 7700 East Iliff Avenue, Denver, CO 80231.

Maintenance engineer wanted: Television production facility is seeking a maintenance engineer. If you are experienced with Sony & Ampex 1" videotape machines, CMX editing systems, Ampex & Abekus digital effects send resume to Jerry Ebbers, Telemation Productions, 7700 East Iliff, Suite H, Denver, CO 80231.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Videotape editor with business sense wanted to help develop new editing facility. Sony BVU/BVE 800. Monthly retainer plus incentives. Send resume: CWI Productions, 43 King Street, Portchester, New York 10573.

Premier Colorado post production facility seeks highly experienced video tape editor with advanced technical and creative skills in computer editing, digital effects, and animation systems. Excellent client skills and references is a necessity. Experience on CMX 3400, ADO, Abekas desirable. Salary commensurate with experience. Major benefits and unique creative environment. Send resume and demo tape to Personnel Director, 24769, Denver, CO 80224.

Counselor. Need people-oriented, knowledgeable broadcaster to work as counselor to students. Career position with fringe benefits. Send resumes to Columbia School of Broadcasting, 5808 Columbia Pike, Bailey's Crossroads, VA 22041. Attention Roy E. Blair.

PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

EMPLOYMENT SERVICES

Government jobs. \$16,040 - \$59,230/yr. Now hiring. Your area. 805-687-0000 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

Unity Awards in Media recognizes reporters' outstanding coverage of minority affairs. Entry deadline: 5:00 p.m. January 8, 1988. For entry forms contact: Department of Communications, Lincoln University of Missouri 65101. 314-681-5437.

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.

FM antenna(s): Will buy used FM broadcast antenna(s) -any make - any model - Call 806-372-4518.

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.

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.

Installations by professionals. Turnkey facilities for AM/FM including complete consulting services. Transwest Broadcast Services 602-978-8278.

AM transmitters: 50, 10, 5, 2.5, 1, 5 and 25 kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

FM transmitters: 25, 20, 15, 5, 1 and 25 kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

Building a new AM/FM radio station? Our Turnkey Specialists save you money, nationwide! 800-221-6941.

39 AM - trans. - 65 FM trans. in stock. World leader in broadcast trans. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-226-8967/214-630-3600. Telex # 510-1011-588.

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.

Sony VO4800 3/4 in. portable with cordura case and 2 batteries. 20 ea., 20 min. cassettes new, less than 15 hr. total time, like new. Includes - AC adaptor/charger. Paid \$3600.00. Sell for \$2400.00. GVC Productions, Box 1646, Kenai, Alaska 99611. Call 907-283-7800.

980' zone A tower with guy's, on ground, 12 bay antenna 93.1 mhz. KQID/Alexandria, Louisiana. 318-445-1234.

Copper! #8 & #10 ground radials; 2,3,4,6,8' strap; fly screen; ground screen. 317-962-8596. Ask for copper sales.

Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes \$6.49. Elcon evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video Inc. 301-845-8888, or call toll free, 800-238-4300.

Colorgraphics Liveline III system, fully equipped, still being used on air. Available in January. Bill Laughlin, WDSU-TV, 504-527-0632.

AM transmitters: 50, 10, 5, 2.5, 1, .5 and 25kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

FM transmitters: 25, 20, 15, 5, 1, and 25kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

Top outfit for new network freelancer or video commercial producer, everything, Ikegami, Beta, 3/4", 60% off cost. \$40,000. For list, 305-232-5893.

IBM System 34 traffic computer line printer and two terminals. Out of service ran JDS traffic in excellent condition. Make reasonable offer 901-664-1600.

TELEVISION Help Wanted Management

Comptroller

Location Rome/Italy.
Excellent Opportunity.

Position requires fluent Italian, heavy background television administrative systems, procedures, budgets and accounting. Box B-79.

Help Wanted Technical



TELEVISION ENGINEERS

Cable News Network, the leading news system in satellite communications, has career opportunities for engineers with broadcast maintenance experience. The positions demand an extensive background in television engineering. Turner Broadcasting System offers an excellent benefit and compensation program. Send resume to:

Jim Brown, Engineering
Turner Broadcasting System, Inc.
One CNN Center, Box 105366
Atlanta, Georgia 30348-5366

TBS is an equal opportunity employer.

This space could be
working for you for a
very low cost . . . and it
reaches a most
responsive audience.

GENERAL MAINTENANCE ENGINEER

Installation and repair of studio and transmitter equipment. Will be maintaining Sony 3/4" tape machines, Ampex 1", Sony cameras, RCA transmitter. Monitor station signal.

Send resume and references to: Gene Imes, WCBI-TV, P.O. Box 271, Columbus, MS 39703.

Help Wanted Sales

LOCAL SALES MANAGER

WCBI-TV, CBS, Columbus, MS seeks experienced and professional sales leader. Able to train and motivate sales team. Excellent opportunity for the right person.

Send resume and references to: Frank Imes, GM, WCBI-TV, P.O. Box 271, Columbus, MS 39703.

Help Wanted News

ASSISTANT NEWS DIRECTOR

Medium market Sunbelt affiliate is looking for a strong manager to coordinate day to day operations in growing news market. Our news director needs an assistant with experience, know-how, and savvy when it comes to aggressive news coverage. Background in satellite truck technology would be very helpful. Ability to supervise line managers is required. Send resume and salary needs to Box B-42. EOE. M/F.

**Help Wanted Programing
Production and Others**

HOST/HOESSESS

WNEV-TV, Boston, is looking for a creative, energetic host/hostess for a daily morning program. Program will be a multi-segmented talk/variety hour. Candidates should have prior talent experience with studio and remote live television.

**Send resume and demo tape to:
Cathy Perron
WNEV-TV
7 Bulfinch Place
Boston, MA 02114
NO PHONE CALLS
PLEASE**



We are an Equal Opportunity Employer

GRAPHIC DESIGNERS

The National Broadcasting Company, a leader in the television industry, is offering a limited number of exceptional temporary opportunities for computer artists and technicians in the development of on-air graphics for coverage of the 1988 Summer Olympic Games in Seoul, Korea.

QUANTEL PAINTBOX AND HARRY ARTISTS/ OPERATORS

Must have design and operation experience.

TECHNICAL MAINTENANCE
Digital process and video post production experience required.

CHARACTER GENERATOR PROGRAMMER
Familiarity with Quantel Cypher, Chyron 4100 EXB and Chyron Scribe required.

ON-LINE EFFECTS EDITOR
Must be familiar with Grass Valley Editing Systems and DDR.

All positions will require permanent residence in Toronto, Canada from January-June 1988 with travel to Seoul, Korea immediately following through October 1988. We offer salary commensurate with experience and an excellent benefits package.

Please forward resumes to: Greg Pavlis, Director of Personnel/Olympics, NBC Sports/Graphics, 30 Rockefeller Plaza, New York, New York 10112. We are an Equal Opportunity Employer.



**PRODUCER,
CREATIVE SERVICES**

We're looking for a creative on-air producer with strong writing and editing skills, specializing in entertainment promotion for Independents.

Extensive knowledge of movies and syndicated programming a must.

Send resume, tape and salary requirements to:

Tom Kounelis
WATL

One Monroe Place
Atlanta, Georgia 30324
(No phone calls, please)



EOE

**VIDEOGRAPHER/EDITOR
& FIELD PRODUCERS
NEEDED**

Daily magazine format entertainment program is seeking only the best applicants. Previous experience on a similar entertainment magazine is required. Minorities and women encouraged to apply. Please send resumes to:

Box B-53

VIDEOTAPE EDITOR

Boston area production facility seeks creative, self-motivated, multi-format editor with DVE, 1", Beta, 3/4, Paltex or CMX experience. If perfection is what you strive for join our fast-growing full service facility. Tape/Resume: Arnold/Levin Productions, 440 Totten Pond Road, Waltham, MA 02154.

HOST/HOSTESS

To host new live daily children's program. The position requires a demonstrated track record in the successful production of material for children and an ability to handle live, satellite, and tape interviews in studio and on location, how-to demonstrations, interactive games, and a variety of entertainment segments. Prior experience in improvisational or children's theatre, TV, print, or radio journalism is desirable. The successful candidate(s) will have a strong commitment to quality children's programming and a large capacity for work.

Send resume and tapes to:

Bob Glover
Director of Children's
Programming
WNEV-TV
7 Bulfinch Place
Boston, MA 02114
NO PHONE CALLS
PLEASE



We are an Equal Opportunity Employer

Help Wanted Programing Production, Others Continued

WRITER/RESEARCHER

Responsible for the research and development of program ideas and segments for new daily, live magazine format, children's program. Strong communication and research skills are essential. A keen sense of what appeals to and is good for children 6-12 years old is a must. Prior experience in children's media is desirable but not required.

Send resume and writing samples to:

Bob Glover
Director of Children's
Programming
WNEV-TV
7 Bulfinch Place
Boston, MA 02114
NO PHONE CALLS
PLEASE



We are an Equal Opportunity Employer

PROMOTION WRITER/PRODUCER

Seeking individual to write and produce on-air promos, radio spots and print advertisements. Minimum of three years experience. Must be creative, organized and self-motivated.

Send resume to WDIV-TV, Personnel Department, 550 W. Lafayette, Detroit, MI 48231. Equal Opportunity Employer.

ASSOCIATE PRODUCER

Responsible for the development and execution of all program segments for a new daily live magazine format children's program. Prior experience with live studio and/or remote production a must. Strong communication, research, organizational, interpersonal skills are essential.

Send Resume to:
Bob Glover
Director of Children's
Programming
WNEV-TV
7 Bulfinch Place
Boston, MA 02114
NO PHONE CALLS
PLEASE



We are an Equal Opportunity Employer

PRODUCER/ DIRECTOR

"TAKE CHARGE" individual to direct news and special projects. At least five years directing experience in major market plus a reel to back it up is required.

Terrific growth opportunity for a self-starting producer/director who has outgrown current environment.

Send resume, salary expectations and tape with director track on news shows to:

Neil Bobrick
Executive Producer
WTVJ-TV
316 North Miami Avenue
Miami, Florida 33128

An Equal Opportunity Employer
M/F/H/V



FIELD PRODUCER

Responsible for the research and development, field production, camera direction, and post production of all stories, reports, essays, and investigative pieces for new daily, live, magazine format children's program. In addition to an outstanding track record in the creative development of material for children, strong communication, organizational, and interpersonal skills are essential.

Send resume and tape to:

Bob Glover
Director of Children's Programming
WNEV-TV
7 Bulfinch Place
Boston, MA 02114
NO PHONE CALLS PLEASE



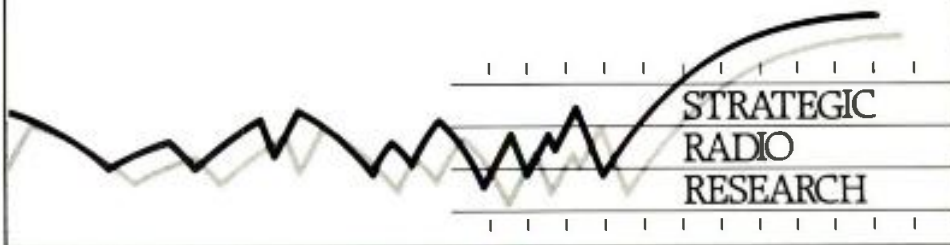
We are an Equal Opportunity Employer

TELEVISION PRODUCER

Creative, aggressive storyteller needed. Responsible for producing short stories for Evening Magazine. Minimum three years of producing for magazine format show and knowledge of all aspects of field and post production. Send reels and resumes to Human Resources, KPIX, 855 Battery St., San Francisco, CA 94111. EOE.

DIRECTOR OF NATIONAL SALES

We are seeking a dynamic and experienced radio professional to help us sell the industry's highest-quality audience research services. Minimum of 3 years in a General Manager position is required, preferably in a larger market. You will represent Strategic Radio Research in the marketplace and will oversee our national sales effort. Working with our in-house sales staff, you'll be responsible for creating and closing new business opportunities. Position requires excellent administrative, negotiation, and presentation skills. Heavy travel involved. Superb opportunity for growth in a young, progressive, "Inc. 500" company. Compensation will be base plus incentive and will include a comprehensive benefits package. Send letter and resume to Kurt Hanson, President, Strategic Radio Research, 211 E. Ontario, Chicago, IL 60611.



Help Wanted Programing, Production, Others

SENIOR PRODUCER

Responsibilities include overseeing daily production of program, supervising production personnel and acting as field producer/director from remote locations as assigned. Must have BS/BA degree or equivalent and six years broadcast production experience, with emphasis in news and public affairs. Supervisory experience necessary. Interested applicants please send resume with salary requirements to:

NATIONAL PUBLIC RADIO
Personnel Department
2025 M Street, NW
Washington, DC 20036
AA/EOE

Situations Wanted Management

BOB BOLTON

Broadcast professional is now searching for a new challenge! Track record includes: WFBR, WKIX, KXYZ, WOWO, WHK, WFUN, WQXI, WBBQ. Recently O.M. with Wizard-104. Mobile, AL./Pensacola, FL. Experienced for 27 years in programming, promotions, music, sales, on-air and management. Fully qualified to program a major market station, program a chain of stations or manage medium market facility. Write: Bob Bolton, 703 Artillery Range, Spanish Fort, AL 36527. Better yet, call 205-626-7875.

ALLIED FIELDS

Programing

THE COMREX DIRECTORY

If you have a program that's available on COMREX, call us at 1-800-237-1776. We'll include you in a new directory of radio programs that can be distributed on dial lines with Comrex encoding.



Lum and Abner Are Back

... piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737
Jonesboro, Arkansas 72403 ■ 501/972-5884

Miscellaneous

VENTURE CAPITAL DEBT FINANCING

For broadcasters
Sanders & Co.
1900 Emery St., Ste. 206
Atlanta, GA 30318
404-355-6800

BROADCASTERS A CASE OF "NOTARIAL" IMPERFECTIONS

The true story behind the KISW-FM (Seattle, WA) renewal challenge, by the challenger. Phony notarizations, perjury, false affidavits, rules and statutory violations not disqualifying - so says the FCC. Must reading by all broadcast employees.

A Case of "Notarial" Imperfections
by Vincent L. Hoffart, hardcover, 323 pages, \$16.95. Order from your bookseller or postpaid from:

DORRANCE & CO., PUBLISHERS
828 Lancaster Ave., Bryn Mawr, PA 19010

For fast
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BROADCASTING'S
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EXCELLENT TV BROADCAST EQUIPMENT PACKAGE FOR SALE SPOKANE, WASHINGTON - CHANNEL 22

GREAT BUYING OPPORTUNITY EVERYTHING MUST GO CALL FOR DETAILS AT 609-435-2842 OR 2934

MAJOR EQUIPMENT INCLUDES:

- (1)* RCA UHF TTU-60D Transmitter
- (1)* RCA TFU-25J Antenna
- (1) RCA TK-29B Film Island
- (2) RCA TK-710 Cameras
- (1) RCA TCR-100 Cart Machine
- (1) GV 16001LN Production Switcher
- (1) Sony SEG 2000 Video Switcher
- (1) Moseley MRC-1 Remote Control
- (7) HR-2 "M" VTR's & Edit Controllers

*To Be Removed By Purchaser

PLUS MUCH MORE!

Wanted to Buy Stations

Twenty-year broadcaster seeks to buy FM or AM/FM combination, Mid-Atlantic Region. Brokers protected. Respond to President, 207 S. State Rd., Upper Darby, PA 19082.

For Sale Stations



NORTH DAKOTA COMBO
Profitable Class C FM, fulltime AM at less than 1.7X gross. Asking \$1.85 million; terms.

PETER STROMQUIST
818/893-3199

SOUTHWEST 100,000 WATT "C"

Major regional FM with fulltime AM having one of the country's largest coverage areas. Profitable operation with extraordinary ratings. \$950,000. Box B-73.

FOR SALE; AM - FM SMALL MARKET... INQUIRIES:

KSRA, 315 Highway 93 North, Salmon, Idaho 83467. 208-756-3868, Renee Smith.

For Sale Stations Continued

Full C in strong mkt of over 400,000. Negotiable.

Texas FM's and combos from \$325K to \$2Mil.

Med. Mkt. Network TV - \$10Mil, solid mkt.

Profitable combo in beautiful La. mkt - \$1.2Mil-terms.

Ark. combo-170,000 pop. excellent terms.

Miss. combos-great values for the \$.

John Mitchell or Joe Miot
MITCHELL & ASSOCIATES
Box 1065, Shreveport, La. 71163
318-868-5409 318-869-1301

- Anchorage Area Class C \$700,000/\$100,000 down.
- Oregon Fulltime AM good dial position/college town with strong ratings/\$550,000 with \$225,000 down.
- Profitable Oregon Coast AM/FM. \$1,000,000 terms.
- Oregon Single Station Fulltime AM. \$200,000/\$75,000 down.
- Northwest Coast FM. \$175,000/financing available.
- Washington AM/FM College town. \$495,000/\$50,000 down.
- Washington AM/FM metro market. \$650,000/\$150,000 down.

CALL STEVE FEDER
THE MONTCALM CORPORATION
1410 NORTON BUILDING
801 SECOND AVENUE
SEATTLE, WASHINGTON 98104
206-622-6236

AUCTION: PORTLAND, OREGON FULLTIME AM

Offered on a best bid basis. Bids must be submitted by December 29, 1987. Informational packet available.

The Montcalm Corporation
311 Norton Bldg.
801 Second Ave.
Seattle, Washington 98104
206-622-6236

- 50,000 watts. 850kHz. Knoxville, TN. \$1.2 million. Exclusive listing.
- FM. Michigan on the lake. Resort area. \$310,000.
- Cable TV in W. KS & S.C. PA. ask for Jim Dick.

 **Broadcast Communications Division**
BUSINESS BROKER ASSOCIATES
615-756-7635 — 24 Hours

PURE PLAY SUNBELT FM/AM COMBO

Class C FM on TALL Tower. Companion AM with excellent fulltime signal. Sales well below audience share. Available at \$15,000,000. Please submit financial qualifications with response. No brokers. Box B-77.

SOUTHEAST B FM

 **Barry Sherman**
& Associates, Inc.
1828 L Street, NW Suite 300
Washington, DC 20036 (202) 429-0658



INDIANA FM

FM with cash flow serving mkt. of 100,000 in midwest. Asking \$575,000. Contact:

BERNIE KVALE
312/490-0470

WESTERN REGION

AM/FM combo in the center of multiple county trading area located at the foot of the Rocky Mountains. Class C FM has CP to increase height. AM fulltime. Ideal family living with all sports at your doorstep. City also has four-year college. Once very profitable stations have gone through a transitional period and now are on the way back to positive cash flow. Your expertise will expedite. \$550,000 on easy terms. For more information call Roy Rowan, Blackburn & Company, Inc. 213-274-8151.

Looking for GM who would like to own an AM/FM station in a Top 100 growth market; good track record a must; no equity necessary. Principals only. Box B-34.

EARLY DEADLINE NOTICE

Due to New Year's holiday, classified advertising for the January 4 issue is due at noon December 24.

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.

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.

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W. Washington, DC 20036.

Fates & Fortunes

Media

C. David Whitaker, VP and general manager, WJW-TV Cleveland, named president, Gillett Communications of Ohio, Cleveland. WJW-TV has been bought by Nashville-based Gillett Holdings Inc.

Denton Holmes, VP-regional manager, McGavren Guild Radio, New York, to founder and president, Holmes Broadcasting Corp., Seattle, which is looking for stations to buy.



Holmes



Haley

William Haley, VP and general manager, WMHT-FM Schenectady, N.Y., named president and general manager. He succeeds **Donald Schein**, who retires.

Gary Anderson, president and general manager, KSCH-TV Sacramento, Calif., joins WAPA-TV San Juan, P.R., in same capacity.

John Washburn, VP, Sammons Communications, Dallas-based multisystem operator, named senior VP, secretary and general counsel; **Mark Weber**, VP, to senior VP.

Lynn Nathanson, manager of Remis Auditorium at Museum of Fine Arts, Boston joins WCRB(FM) Waltham, Mass., as senior VP and general manager.

Jim Pidcock, manager, Cleveland sales office, Taft Broadcasting Co., joins WBBY-FM Westerville, Ohio, as VP and general manager.

Allan Chlowitz, VP and general manager, KHJ(AM)-KRTH-FM Los Angeles, joins KTWV-FM Los Angeles in same capacity.

Chris Christensen, VP and controller, Metromedia Telecommunications, Secaucus, N.J., joins Metropolitan Broadcasting Corp., New York radio station group, as VP and chief financial officer.

Craig Harper, senior VP and national sales manager, Birch Research Corp., Englewood Cliffs, N.J., joins WHOM(FM) Mount Washington, N.H., as VP and general manager.

Roger Wayland, director of marketing, Centel Cable Television Co. of Michigan, Cadillac, Mich., joins Bresnan Communications Co., White Plains, N.Y., as general manager of Midland-Bay City, Mich., area cable system. He succeeds **Gale Sullivan**, who retires.

Marketing

Eric Weber, executive VP, executive creative director, Saatchi & Saatchi DFS Compton, New York, named vice chairman-creative operations and member of management group.



Weber



Fitzpatrick

Sean Kevin Fitzpatrick, executive VP, director of creative services, Lintas:Campbell-Ewald, Warren, Mich., named vice chairman, director of creative services of Lintas:Campbell-Ewald and director of creative services for Lintas:International's Toronto and Mexico City offices. **Larry Lamattina**, chief operating officer, Lintas:New York and director, Lintas:New York and Lintas:USA, New York promoted to director of marketing services, Lintas:Worldwide, New York.

Gary Pranzo, director of local broadcast and network radio, Young & Rubicam, New York, named executive VP.

Sidney Brown, Dallas-based VP and Southwest regional manager, Blair Television, New York, named VP and manager of Chicago office; **Michael Howe**, VP and sales manager of Dallas office, named VP and manager of Dallas office.

Appointments at Katz Independent Television, New York: **Gigi Dolan**, manager of Sabers sales team in Chicago, named VP; **Sam Feinberg**, manager of Philadelphia sales office named divisional VP; **Cindy**

Smolin, manager Swords sales team in Chicago, named divisional VP; **Melba Meade**, sales manager of Dallas office, named divisional VP; **Joan Rutman**, director of independent research, New York, named divisional VP.

Appointments at Christal Radio, New York: **Ken Nanus**, manager of New York sales office, named VP; **Susan Specht**, manager of Houston office, named VP; **Kim Jack**, manager of Seattle office, named VP; **Maggie Hauck**, director of research, named VP; **Judy Cohen**, manager of Philadelphia office, named VP.

Appointments at Foote, Cone & Belding Communications, Chicago: **Joel Kaufman**, manager of spot broadcast unit in New York, named VP; **Mary Lynn Kellel**, manager of spot broadcast unit in Los Angeles, named VP; **Fred Moffatt**, manager of spot broadcast unit in Philadelphia, named VP; **Shirley Patrone**, manager of spot broadcast unit in San Francisco, named VP; **Leslie Schwartz**, manager of spot broadcasting unit in Chicago, named VP.

David Gottlieb, producer, Backer & Spielvogel-Bates, New York, joins Ensslin & Hall, Tampa, Fla., as director of broadcast production.

William Day, account supervisor, Griswold Inc., Cleveland, joins DDB Needham Worldwide Advertising, Denver division, as account manager.

Christopher Hayes, account supervisor, Northlich Stolley, Cincinnati, joins Wyse Advertising, Cleveland, in same capacity.

Kim Pyle, general sales manager, WMAG(FM) Greensboro, N.C., joins WTMG(FM) Murfreesboro, Tenn., in same capacity.

Stephanie Dumeyer, account executive, Louisville Productions, Louisville, Ky., joins WAVE-TV Louisville in same capacity.

Louise Porth, local sales secretary, wvTV(TV) Milwaukee, named national sales assistant.

Art Jones, general sales manager, KKLT(FM)



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Joe Sullivan & Associates, Inc.
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340 W. 57th St., New York, NY 10019
(212) 765-3330

The person you describe is the person we'll deliver.

Phoenix, joins KPNX-TV Mesa, Ariz., as account executive.

Programing

Lawrence Gottlieb, executive VP finance, Cincinnati-based Great American Entertainment Group's Worldvision Enterprises, New York, named senior VP and chief financial officer of Entertainment Group, Great American Broadcasting Co., New York. Other appointments at Worldvision Enterprises: **John Ryan**, senior VP, domestic sales, to president and chief executive officer; **Bert Cohen**, senior VP, international sales, to executive VP and chief operating officer; **Steve Blank**, VP finance administration, to senior VP-finance.



Gottlieb



Ryan

George Smith Jr., VP, chief financial officer, Viacom International, New York, named senior VP.

Bill Carroll, director of American programming, Katz American Television, New York, named VP, director of programming.

Todd Baker, director of creative affairs, New World Television, Los Angeles, named VP, movies and mini-series.

Victor Simpkins, producer, The Playboy Channel, Los Angeles, named VP of programs.

Michael Shaw, manager of Midwest sales, Teletrib, joint venture between TeleRep and Tribune Entertainment, New York, joins King World, Los Angeles as VP, Midwest sales, Camelot Entertainment.

John Emery, manager, WCRB Productions, Boston, joins WCRB(FM) Waltham, Mass., as VP for programming.

Liz Coe, supervising producer, *Cagney and Lacey*, Los Angeles, joins dick clark productions as creator, writer and executive producer of television series and movies; **Pat Troise**, director of development, Interscope Communications, Los Angeles-based film production company, joins dick clark in same capacity.

Rob Golden, director, sales planning, for HBO, Cinemax and Festival, New York, named director, original programming, Home Box Office, Inc., New York; **Neil Brown**, director of programming for Cinemax, New York, named director of film acquisitions, Home Box Office Inc.

Frank Cammarata, manager, music and entertainment programs, CBS Radio Networks, New York, named director, music and entertainment programs.

Bruce Teicher, broadcast counsel, CBS

Inc., New York, joins Viacom Productions, Los Angeles, as director of business affairs.

Bill Franks, general manager, WMSN-TV Madison, Wis., joins KRBK-TV Sacramento, Calif., as program director.

Pat Gray, morning drive personality, KCPX-FM Salt Lake City, joins KMGR-AM-FM Salt Lake City as program director.

Appointments at HTC Production Group, subsidiary of Health Television Corp., (HTC), Pittsburgh which is to launch YOU TV, cable television network, in early 1988:

James Rogal, writer, producer and supervising producer, Major League Baseball Productions, New York, named director of programing and production, central region; **Eric Weaver**, graphic artist, Department of Natural Resources, named art director; **Dana Millikin**, executive producer, KTTV(TV) Los Angeles, named manager of news and documentary production; **Jose Castro**, program administrative manager, Estrella Communications, Los Angeles, to YOU TV, Los Angeles, as director of programing services.

Scott Pare, operations manager and music director, WCCM(AM)-WCGY-FM Laurence, Mass., joins WRKO(AM) Boston as senior producer for *Ted and Janet Program*.

David Meharg, weekend newscast director, KNTV(TV) San Jose, Calif., named production supervisor.

Jennifer McCracken, production assistant, Advanced Interactive Video, Columbus, Ohio, named production coordinator.

Steven Roth, development executive, Transcontinental Television Network (TTN), Glendale, Calif., named staff producer.

Lynne Buening, VP of marketing, X*PRESS Information Services, Denver, joins The Playboy Channel, Los Angeles as Chicago-based regional sales manager; **Dan Lusk**, Chicago-based Midwest account manager, National College Television (NCTV), New York, joins Playboy as affiliate marketing manager in Chicago.

Oscar Warren, general manager, Continental Syndication for Continental Broadcasting Corp., Dallas, joins Raymond Horn Syndication, New York, as manager of Dallas office; **Yu Zee**, TV computer specialist, Katz Communications, New York, joins Raymond Horn in station clearance division.

Tim Petree, director, WBIR-TV Knoxville, Tenn., joins WKRN-TV Nashville as producer-director; **John Lane**, art director, Information Services, Jacksonville, Fla., joins WKRN-TV as graphic artist.

Mary Kate Rodman, syndication coordinator, WCRB Productions, Boston, named manager.

Mary Voll, senior member, Almi Television Co., New York, joins Lorimar Syndication, Culver City, Calif., as account executive, off-network sales.

Teresa Hedrick, general ledger accountant, Pactel Cellular, Irvine, Calif., joins The Disney Channel, Burbank, Calif., as finance manager.

Mort Sahl, satirist, one-man show, Neil Si-

mon Theater, New York, joins Mutual Broadcasting System, Culver City, Calif., as host of weekday commentary.

Marlene Patrick, graduate, Endicott College, Beverly, Mass., joins WFLY(FM) Troy, N.Y., as on-air personality.

Mimi Cavanaugh, art production coordinator, Harmony Gold, Los Angeles, named art director.

News and Public Affairs

Mendes Napoli, director of news and programing, Scripps Howard Broadcasting, New York, joins KSTP-TV St. Paul, Minn., as VP-news.



Napoli



Roberts

Steve Olszyk, news director, WDTN(TV) Dayton, Ohio, joins WISN-TV Milwaukee in same capacity. He is succeeded by **David Roberts**, executive producer of news department.

Rick Mattioni, news director, WAER(FM) Syracuse, N.Y., joins WVTF(FM) Roanoke, Va., as director of news and information programing.

Appointments at WKRN-TV Nashville: **Stephen Foust**, news director, WTVM(TV) Columbus, Ga., named executive producer of news; **Keith Conners**, executive producer of news, WTOL-TV Toledo, Ohio, named 6 p.m. news producer; **Cyndee Benson**, anchor-reporter, WCPO-TV Cincinnati, named 6 p.m. news anchor-reporter.

Vanessa Echols, weekend anchor and reporter, WMAZ-TV Macon, Ga., joins WTVC(TV) Chattanooga as early news anchor and general assignment reporter; **DeAnn Hancock**, news producer, WTVF(TV) Nashville, joins WTVCTV as reporter.

Lynn Lazare, news anchor, WLUK-TV Green Bay, Wis., joins WXII(TV) Winston-Salem, N.C., in same capacity.

John Lucas, weekend anchor-reporter, WTXL-TV Tallahassee, Fla., joins WCJB(TV) Gainesville, Fla., as co-anchor.

Jann Carl, reporter, KABC-TV Los Angeles, joins KTLA(TV) Los Angeles as weekday anchor of *News at Ten*.

Terry Burhans, meteorologist, WBRZ(TV) Baton Rouge, joins WKYC-TV Cleveland as weekend weathercaster.

Pat McCormick, co-host, *2 at Noon*, KTVU(TV) Oakland, Calif., named weatherman.

Howard Torman, health reporter, KRON-TV San Francisco, joins KCBS-TV Los Angeles,

as health editor.

Stephen Claypole, editor, BBC External Services News, London, joins Visnews, international television news agency, London, as head of news. He succeeds **Tom Hudson**, who retires March 31, 1988.

Appointments at WGHP-TV High Point, N.C.: **Chris Simkins**, general assignment reporter, WGGB-TV Springfield, Mass., to same capacity; **Steve Filmer**, producer, WRAL-TV Raleigh-Durham, N.C., to general assignment reporter; **Steve Kashul**, reporter, WWAY(TV) Wilmington, N.C., to same capacity.

Dave Miller, capital correspondent, WRVA(AM) Richmond, Va., joins news staff of WXEX-TV Petersburg, Va.

Tim Minton, investigative reporter, WTVJ(TV) Miami, joins WABC-TV New York as general correspondent for *Eyewitness News*.

Marty Gonzalez, general assignment reporter, KCRA-TV Sacramento, Calif., joins KGO-TV San Francisco as East Bay reporter.

Kathleen Phelan, producer, CBS News' *West 57th*, joins KIRO-TV Seattle as reporter; **Mark Sauter**, graduate, Columbia University, New York, joins KIRO-TV as reporter.

Glendal Jones, reporter and public affairs program host, WSYX(TV) Columbus, Ohio joins WTHR(TV) Indianapolis as general assignment reporter.

Bill McCarthy, news producer, KATU(TV) Portland, Ore., joins WKBW-TV Buffalo, N.Y., in same capacity.

Bruce Pokarney, news anchor and producer, KEX(AM) Portland, Ore., joins KKCW(FM) Beaverton, Ore., as reporter.

Fred Landau, news director-anchor, WTXN(TV) Waterbury, Conn., joins Primo Newservice, Greenwich, Conn., as director of broadcast operations.

Tracey Lindow, public relations assistant, Anthony M. Franco Inc., Detroit, joins Associated Press, Washington as San Francisco-based broadcast executive for northern California and Oregon.

Christine Guzzetta, director, KNTV(TV) San Jose, Calif., named weekend newscast director.

Technology

George Safiol, senior executive VP, chief operating officer, General Instrument Corp., New York, named president and chief operating officer.



Safiol



Bradner

J. Larry Bradner, president of Broadband Communications Business Division, Scien-

tific-Atlanta, Atlanta, elected VP of Scientific-Atlanta Inc.

Donald Reed, VP-government affairs, Washington-based federal relations office, NYNEX Corp., parent of New England Telephone and New York Telephone, White Plains, N.Y., named president of NYNEX Information Resources Co., Lynn, Mass. He is succeeded by **Morrison (Toby) Webb**, corporate director-strategic marketing networks.

John Kessler, VP and corporate controller, Wavetek Corp., San Diego, named chief financial officer. He replaces **John Byrne**, who held dual role of chief financial officer and general counsel. Byrne continues as general counsel.

Kathy Porter, administrative coordinator, United Video, Tulsa, Okla., named director, sales administration.

Bill Eschbach, engineering supervisor, WAVE-TV Louisville, Ky., named assistant chief engineer.

Lee Harrison, editor and post-production supervisor, Southwest Teleproductions, Dallas named operations manager.

Kenneth Ferencek, lighting director-production supervisor, WHA-TV Madison, Wis., joins Imero Fiorentino Associates, consultants to performing arts, New York, as lighting director.

Gail Sutton, general manager, post-production facility, Videosmith, Philadelphia, joins E.J. Stewart Film & Video, provider of script-to-screen production services, Pirmos, Pa., as account executive.

Promotion and PR



Holdgate

Andrew Holdgate, director of public relations, Storer Communications, Miami, named VP of public relations.

Donna Landau, director of advertising and promotion, MGM-UA Television, New York, joins John Blair Communications, New York as director, promotion and advertising.

Barbara Sillery Genter, director, on-air promotion, WLAE-TV New Orleans, named director of promotion.

Bob Anderson, production manager, KNTV(TV) San Jose, Calif., named director of promotion and production; **Karen Lynne**, writer, producer and director, named creative services director at KNTV.

Bernie Lucas, marketing and promotion director, WIYY(FM) Baltimore, joins WDJY(FM)

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New Pioneers. The Broadcast Pioneers Educational Fund Inc., the foundation that endows the Broadcast Pioneers Library, elected a new board of directors.

Among the members are (l-r): Joseph E. Baudino, Westinghouse Broadcasting Co.; Thomas J. Frawley, formerly Cox Communications; Richard A. Moore, Wilner & Scheiner; Rosel H. Hyde, former FCC chairman, now with Wilkinson, Barker, Knauer & Quinn; Ramsey L. Woodworth, Wilkes, Artis, Hedrick & Lane; Jeffrey H. Smulyan, president, Emmis Broadcasting Inc.; Ralph A. Renick, formerly with WRVJ(TV), Miami; Harold Niven, University of Maryland; Erwin G. Krasnow, partner in Verner,

Lipfert, Bernhard, McPherson & Hand, Washington, reelected president; Virginia Pate Wetter, WASA(AM)-WHDG(FM), Havre de Grace, Md.; Layne R. Beaty, formerly with the U.S. Department of Agriculture Radio and Television Service; Robert E. Lee, former FCC chairman now with Fletcher, Heald & Hildreth; Pierson G. Mapes, NBC Television Network; Wallace B. Dunlap, Westinghouse Broadcasting Co.; Catharine Heinz, Broadcast Pioneers Library; Albert Warren, *Television Digest*; Richard M. Schmidt Jr., Cohn & Marks; Lawrence Laurent, Association of Independent Television Stations; Ward L. Quaal, The Ward L. Quaal Co., and Donald H. Kirkley, Jr., University of Maryland.

Washington as promotion director.

Mark Lipsky, promotion manager, WPEN(AM)-WMGK(FM) Philadelphia, named director of advertising and promotion.

Todd Ballantyne, promotion director, WMGC-TV Binghamton, N.Y., joins WLYH-TV Lancaster, Pa., as promotion producer.

Bob Mittenthal, producer, on-air promotion, Nickelodeon, New York, named senior producer, on-air promotion, Nickelodeon and Nick at Nite, New York.

Diane Ades, manager of national conventions, MTV Networks, New York, named director, special events and convention planning.

Karen Hovsepian, promotion assistant, CBS Radio Networks, New York, named assistant manager, sports and special events.

Cindy Fetters, part-time receptionist, KPNX-TV Mesa, Ariz., named promotion assistant.

Allied Fields

Harvey Solomom, executive editor, Cable Publications Inc., publisher of monthly cable guides, Boston, joins R&S Communications, cable consulting firm, Brookline, Mass., as president.

Election to Advertising Hall of Fame: **Eugene Kummel**, chairman of executive committee. McCann-Erickson Worldwide, New

York; **Edward Ney**, chairman, PaineWebber-Young & Rubicam Ventures, New York; **Vance Stickell** (deceased), former executive VP, marketing, *The Los Angeles Times*.



Cohen

Jules Cohen, president, Jules Cohen & Associates, consulting engineering firm, Washington, receives National Association of Broadcasters' (NAB), Washington, Engineering Achievement Award.

Dick Enberg, NBC sportscaster, New York, honored as "sportscaster of the Year" by American Sportscasters Association, New York.

Jerold Jacobs, senior member, FCC Review Board, Washington, joins law firm of Fly, Shuebruk, Gaguine, Boros & Braun, Washington, as special counsel.

Deaths

John Albert (Daddy Jack) Holmes, 75, pioneer black radio announcer in Virginia, died Dec. 9 of stroke at Obici Hospital, Suffolk, Va. Holmes's broadcasting career began in 1947 when he became announcer at WLOW(AM) Norfolk, Va. He joined staff of

urban contemporary WRAP(AM) Norfolk in 1952 as disk jockey. He hosted *Jack Holmes Morning Show* featuring music, news, traffic and weather in addition to his duties as assistant operations program manager. Holmes's work with homeless in Norfolk earned him nickname of Mayor of Church Street. He was original member of National Association of Radio and Television Announcers, National Progressive Communication Association and Black Music Association. Survivors include wife, Alice Silver, and two daughters.



Ellix

Rita Ellix (Katz), 51, national account director, affiliate sales and marketing, Arts & Entertainment, died Dec. 11 of cancer at her home in New York City. Ellix joined A&E in March 1984. Previously she was director of national accounts for Rainbow Programing Services, New York. Prior to that she was director of special projects for Consumer Action Now, director of liberal studies for New York University's School of Continuing Education and consultant to Warner Amex Cable, all New York. Ellix was also president of New York chapter of Women in Cable from 1986-87. She is survived by one daughter and two sons.

Man with a message

Don LeBrecht likes talking about productivity—about the need for greater cooperation between management and labor, about how much broadcasters have supported a campaign launched five years ago to help the nation's economy. He is a man with a message and the conviction that he has seen direct results from his work.

LeBrecht is executive director of the Broadcasting Industry Council to Improve American Productivity, which he is careful to disdain responsibility for naming. The mouthful was picked before he was hired. LeBrecht acts as liaison between community task forces on job retraining and local broadcasters who donate their facilities to get the message to the public.

Set up by the National Association of Broadcasters board five years ago as a non-profit educational entity, and officially launched Dec. 25, 1982, BICIAP initially offered orientation on how productivity in America relates to the strength of the economy. A productivity panel of experts helped BICIAP identify subjects to be addressed; some 70 television and radio public service announcements with veteran journalist Howard K. Smith were sent to broadcast stations across the country.

According to LeBrecht, this first phase of the campaign "had a marked impact. We received a lot of feedback from companies that said they had seen these spots or individuals who had seen them and said they wanted to see more."

LeBrecht says that since 1982, broadcasters have contributed about \$300,000 in cash and something over \$40 million in air time to the campaign.

BICIAP decided in the beginning of 1986 that "while we hadn't solved the problem of labor-management cooperation, we had certainly said a great deal about it. We had gotten the message to a lot of people," and perhaps it was time to focus on another issue, education and training, he says.

Rather than produce another public service campaign saying, "Retraining is good for you; do it," LeBrecht says, BICIAP decided to develop local models that could be copied elsewhere.

Begun in the fall of 1986, this next phase of the campaign used research funded by the U.S. Department of Commerce's Economic Development Administration to identify attitudes toward retraining; formed local task forces in six "pilot" markets to establish what was needed to retrain workers and help them get jobs, and relied on broadcast air time to get the message out.

The project will go on, LeBrecht says, and what is learned in these initial test markets will be transferred to other areas. "The whole issue of education, which is so much a part of the productivity issue," LeBrecht says, "is one that is not going to go



ROGER DONALD LeBRECHT—executive director, Broadcasting Industry Council to Improve American Productivity, Washington; b. Nov. 22, 1937, Kansas City, Mo.; U.S. Army 1956-59; Texas Western College, El Paso, 1959-61; announcer, KHMS(FM) El Paso, 1959-61; manager, KNDX(FM) Yakima, Wash., 1961-62; operations and sales manager KFRE-FM Fresno, Calif., 1962-64; manager, WSPA-FM Spartanburg, S.C., 1964-66; operations manager, WBT-FM Charlotte, N.C., 1966-71; general manager, CHFI Toronto, 1971-72; operations manager, WPAT-AM-FM Paterson, N.J. (New York), 1972-74; operations manager, WDVR(FM) Philadelphia, 1975-79; program director, WPAT-AM-FM, 1979-80; group operations manager, EZ Communications, Washington, 1980-82; present position since 1982. m. Thelma Mossman, May 4, 1968.

away. In fact it's going to get worse and worse," as new technology and automation force change in the work place.

As BICIAP executive director, LeBrecht is on the road much of the time, meeting with task forces and local broadcasters in the six pilot markets—Pittsburgh; Grand Rapids-Kalamazoo-Battle Creek-Holland, Mich.; Bowling Green, Ky.; North Platte, Neb.; Peoria, Ill., and Eugene-Springfield, Ore.—"keeping the projects going, finding out what they're doing and then taking that information to the other markets so they can exchange ideas." Additionally, he is the NAB liaison for the Public Broadcasting Service-CapCities/ABC's Project Literacy and coordinator for Project Workplace, a program to fight alcohol and drug abuse.

According to BICIAP Chairman Jerry Lee, who is credited with dreaming up the BICIAP concept, the idea for the job retraining emphasis "which is working out...absolutely beyond our dreams" was LeBrecht's.

LeBrecht's road to productivity began in radio. With his father in the business (an engineer and announcer), the younger LeBrecht "literally grew up in a radio station." Although he did a 15-minute radio show for his high school, in Lockhart, Tex., LeBrecht says he "never really intended to get into

radio as a career." He wanted to teach history. "But it just seemed that every time I turned around in my life, I drifted into radio sideways," he says.

While serving in the U.S. Army (1956-1959) as an instructor in the Army transportation management school, LeBrecht did some radio announcing, eventually getting into the Armed Forces Radio and Television Service.

After returning home, he attended Texas Western College in El Paso, where he majored in history. To support himself (in addition to working as a brakeman on the Sante Fe Railroad), LeBrecht got a job as "an announcer, etcetera etcetera," at KHMS(FM) El Paso, "the only FM station within about 600 miles."

While he was working there, "a gentleman came down from Yakima, Wash., who was putting an FM station on the air there," to buy some surplus equipment from KHMS. He offered LeBrecht a job running KNDX(FM) Yakima. LeBrecht took it, and as he says today, "That led to my life in broadcasting. It was one of those things where you tell yourself 'I'm going to do this for a little while,' and never wound up doing anything else."

With the exception of some AM-FM combinations, LeBrecht says, "I spent my entire radio career in FM. And there weren't that many of us in the early days. In 1959, when you said 'FM' you had to explain what it was."

From KNDX, LeBrecht moved in 1962 to KFRE-FM Fresno, Calif., where he was operations and sales manager for two years before becoming manager of WSPA-FM Spartanburg, S.C. In 1966 he moved to WBT-FM Charlotte, N.C., as operations manager. (While there he met and married Thelma Mossman, then in public affairs at WBT-TV. She is now an editor-reporter at the Associated Press Broadcast News Center in Washington.)

LeBrecht stayed in radio for the next 16 years, holding management posts at radio stations in Toronto; New York, Philadelphia and Washington. In the last, he was group operations manager at EZ Communications until being asked to head BICIAP.

He became executive director of BICIAP in 1982, approached for the job by Lee, for whom he had worked at WDVR(FM) Philadelphia (now WEAZ(FM)). Lee says that LeBrecht was right for the job. He is, Lee says, "one of the ultimate persons when it comes to follow-through."

When he's not travelling for BICIAP, LeBrecht spends his time reading history books and collecting model trains. Train models and pictures of locomotives adorn his office in NAB's Washington headquarters. It is a hobby, he says, stemming from his job as brakeman when he was in college. He was "smitten with the rail bug," then, he says, adding with a laugh, "If I'd stayed with them, I'd be a conductor now." ■

Acting on proceeding exploring feasibility of relaxing operational and licensing procedures for mobile stations, **FCC has decided not to relax requirements for remote pickup stations, aural broadcast, broadcast TV and low-power auxiliary stations, and cable TV relay stations.** Commission now requires that such stations be licensed to specific frequencies and that in large markets frequencies are selected through assistance of volunteer coordinating committees. FCC rejected proposal to allow stations to operate at any frequency in their assigned bands after contacting local coordinating committee.

Capcities/ABC's top-rated contemporary hit **WPLJ(FM) New York changed its call to WWPR(FM)** last Thursday (Dec. 17). Station spokesman said change was made to remain more "in-line" with on-air slogan, "Power 95."

MTV Inc. will begin testing addressable encryption using General Instrument's Videocipher II on **Jan. 12 for Nickelodeon, VH-1 and MTV.** Testing will be done between noon and 1:15 p.m., Tuesday through Friday. Network plans to shift to full-time addressable encryption for western feed of Nickelodeon on Feb. 23; VH-1 on March 2, and MTV and eastern Nickelodeon feed on March 18. Also, last week, **Satellite Broadcasting and Communications Association said Rainbow Program Enterprises has agreed to keep American Movie Classics in fixed-key scrambling mode** until "complete marketing plans for TVRO consumers are in place." AMC, which had gone to addressable scrambling because of certain contract agreements with cable operators, remains in fixed-key mode for TVRO owners.

AGB signed its first MSO client last week—number-two ranked American Television & Communications, Time Inc. subsidiary.

Fox Broadcasting made it official last week—Saturday night sitcom, **Second Chance, will "evolve" into Boys will be Boys with new story line and without male lead, Kiel Martin,** formerly of *Hill Street Blues*. FBC said last week that *Second Chance*, although for most

part ratings loser, had great teen-age appeal. So story line will be redone to focus more on teen-age cast members, who'll remain with program. *Boys will be Boys* will debut Jan. 16 at 8 p.m.

Consensus among attorneys involved in RKO General case is that FCC will affirm on appeal ALJ Edward Kuhnmann's August ruling that RKO was unfit licensee, but will, nonetheless, allow settlement of comparative renewal case involving KHJ-TV Los Angeles. Settlement transfers station to The Walt Disney Co. for \$320 million with \$103 million going to competing applicant, Fidelity Television. FCC officials will not comment on speculation, but one confirmed that FCC is now likely to act on RKO's appeal of Kuhnmann decision before addressing settlement of station. Most attorneys felt if FCC allows settlement in KHJ case, settlements on RKO's other 13 stations would fall in line. Future Broadcasting Co., competing applicant for RKO's KRTH-AM-FM Los Angeles, in comments on RKO's appeal, asked FCC to stay decisions on remaining 13 RKO stations and order final settlement in 60 days, appoint a special settlement attorney to monitor the negotiations and limit RKO to no more than 50% of the fair market value of the stations. "RKO has been greedy, trying to get 70% of the value of the stations," said Bob Thompson, Future's Washington attorney. Tim Dyk, attorney for RKO, said RKO asked full commission to hear oral arguments last Friday.

Traditionally separate conferences of National Public Radio and American Public Radio will be separate no longer. **APR will join 1988 Public Radio Conference, annually coordinated by NPR, next May 18-22, at Adam's Mark hotel, St. Louis.** Affiliation overlap between two groups is around 95%, said new APR President Bruce Thernault. "One umbrella is large enough to accommodate all the major players," he said. "One...conference is appealing from the viewpoint of philosophy, efficiency and economy." Said NPR representation VP, Midge Ramsey: "Public radio gains as a whole when we work together as a system." In other NPR news, \$7.7-million private sector gift and grant income in FY 1987 increased 48% over 1986 when growth was 26%.

Senate-House conference committee working on continuing resolution to fund government was more generous to U.S. Information Agency in some respects than was the Senate-House conference on an authorization measure (see page 27). Overall figures were about same—\$820 million in continuing resolution, \$821 million in authorization bill. But continuing resolution would provide \$36.9 million for television, compared to \$30.4 million in authorization measure. No specific amount is earmarked for Voice of America in continuing resolution, but officials say some \$180 million would be available for that service, about amount on which Senate and House conferees working on authorization agreed. Conferees also agreed on a figure for Board for International Broadcasting—\$185 million—that is about same as that provided for in authorization bill on which Senate and House conferees agreed. But in its present form, concurring resolution also contains \$34 million for start of construction on massive shortwave relay project to be built in Israel and to serve BIB's Radio Free Europe/Radio Liberty and VOA. The USIA would be expected to provide up to \$16 million for the project out of funds previously appropriated for VOA's modernization program but not yet spent.

House and Senate conferees last Friday agreed on **FY 1990 funding for Corporation for Public Broadcasting.** Compromise between Senate figure (\$248 million) and House figure (\$238 million)—then minus 4.26% across board cuts—came to **\$232.65 million.** That total is up from \$228 million for 1989. Same conferees agreed on \$19.59-million Public Telecommunications Facilities Program appropriation as part of 1988 continuing resolution. Program, administered by Commerce Department's National Telecommunications and Information Administration, annually awards grants to public telecommunications entities for facilities and equipment only. That figure is down from \$20.5 million in 1987.

Checkerboard scuttled. The NBC-owned TV stations will end their experiment with a schedule of first-run sitcoms in prime time access at the end of the broadcast year (September 1988) it was decided last week. Wes Harris, VP of programming for the station division, said he has "no regrets" about trying the schedule. "We demonstrated our seriousness in this" by giving the checkerboard its choice time periods and an extensive promotion campaign."

The NBC stations will all carry *Family Feud*, recently purchased from LBS Communications in place of the sitcom checkerboard in the fall of 1988.

Harris said that based on NBC's "performance analyses" of the November ratings book, "we concluded that the checkerboard has audience appeal as an alternative to other access programming," but given the shortage of replacements available to fill in for ratings failures in the schedule, the checkerboard does not have much of a future.

Harris said that only two of the checkerboard sitcoms—*Out of this World* (MCA TV), and *She's the Sheriff* from Lorimar Television have "met our expectations" in the ratings. The checkerboard was not expected to produce blockbuster household ratings, but it was hoped it would perform well in key demographics. Beginning with the October book, however, the checkerboard has proved disappointing there also (BROADCASTING, Nov. 16).

On Jan. 11 the checkerboard will make an adjustment to improve its performance. *We Got it Made* will move from Friday to Wednesday and *You Can't Take it With You* will move from Wednesday to Friday.

NATPE's Democratic debate. NATPE International's 25th annual programming conference in Houston (Feb. 25-29, 1988) will feature a debate among Democratic presidential candidates on Sunday, Feb. 28, at 4 p.m. to 5:30 p.m., central time. Sponsored by Southwest Multimedia Corp.'s newly formed subsidiary, Sun Broadcast Association and NATPE, the debate ("Decide America's Future") will be held in the George R. Brown Convention Center prior to "Super Tuesday."

Sun will syndicate coverage of the event to an ad hoc network of mostly independent stations. Southwest Multimedia owns independent stations in Odessa and Brownsville, both Texas. Its chairman, Billy B. Goldberg, is former chairman of the Democratic party in Texas.

Invitations had been issued to all of the Democratic candidates (with the exception of Gary Hart, given his recent reentry into the campaign). As of last Friday (Dec. 18), all of the candidates had given NATPE and Sun preliminary indication that they would be at the debate.

Questions at the debate will be asked by two panels of sunbelt politicians and political science students from major American universities.

er much controversy, talk-formatted **kzzi(AM) West Jordan, Utah,** o longer airing its two-week-old **Aryan Nations Hour** talk show, ted by self-proclaimed white separatist, Dwight McCarthy. McCarthy withdrew his show voluntarily," said John Hinton, KZZI general manager. Hinton said station advertisers were "har- sed" (virtually all pulled their commercials) by various groups osed to McCarthy and that he received life-threatening mes- es. Hinton said he also opposed McCarthy's views, but that rthy had "a constitutional right" to airwaves. "There is no ept" clause in the First Amendment," Hinton said. One-hour ekly show, which ran on Saturday at 8 a.m., began Dec. 5. e was purchased by McCarthy. (KZZI has 23 hours of brokered ime each week). Because of incident, Hinton told BROADCAST- he plans to sell station. Event captured attention of several or broadcast and print media organizations last week.

ertainment Marketing Inc. said last week it would **shut down its ne shopping service,** seen on 23 TV stations and two cable tems, by year's end. Programming service, which EMI said failed break even, reached 21 million homes.

S has given reprieve for previously canceled first-season show, **v & Harry McGraw,** which was to have had last broadcast on c. 22. Network said last week that it ordered several more sodes of program, which will be given new time period, nesday, 8-9 p.m., effective Jan. 13. Network also said it was ing another first-season show off schedule, *The Oldest Rookie,* ich may return to schedule at later date.

S has ordered 13 episodes of new animated version of Dennis the nace comic strip, to begin airing on Saturday schedule effective 1. 2 from 11:30 a.m. to noon. *Teen Wolf* which had been in that t, moves back half-hour to noon-12:30 p.m. In addition, CBS d repeats of animated *Galaxy High* would return to schedule at :30-1 p.m., also on Jan. 2. Two programs now on Saturday edule, *Kidd Video* and *CBS Storybreak,* will be canceled effec- e Dec. 26.

elsat board of governors has named former Comsat official to w position aimed at focusing on strategic planning. **Robert W. zkie,** who capped 20-year career at Comsat as president of its mmunications Services Division, will serve as IntelSat's direc- , strategic planning. He will report directly to director general d head high-level multi-disciplinary staff. He will be responsible developing recommendations on long-term goals and plans for eting them.

Hugh B. Terry, 78, long-time Denver broadcaster, died Nov. 28 at AMI Presbyterian hospital, Denver, of complications from broken hip. Terry began his broadcasting career as salesman with WKY(AM) Oklahoma City upon his graduation from college in 1930. He moved to Colorado Springs's KVOR(AM) as manager in 1936, before settling at KLZ(AM) Denver in 1941 as general manager. Terry was witness at FCC television license hearings in 1952 and was part owner, along with Aladdin Radio and Television, of KLZ-TV when it received license in same year. Terry retired as general manager of KLZ-AM-FM-TV in 1974, having sold all three stations to Time-Life in 1961. KLZ-TV was bought by McGraw-Hill in 1972 and its call letters were subsequently changed to KMGH-TV. During Terry's tenure, KLZ-TV received Peabody Award and national Emmy Award. Terry was recipient of RTNDA's Paul White Award and was made honorary lifetime member. He is survived by his wife, Elizabeth, and one son.

Robert S. Walsh, NBC group vice president in charge of owned stations division and sports, will take early retirement, effective Jan. 1, 1989. Walsh is second high-level NBC executive to announce departure in recent months. Robert Butler, former group vice president and chief financial officer, left network last August. Walsh joined NBC in 1962. Butler joined RCA in 1972 and joined subsidiary, NBC, in 1979.

IBEW and CBS come to terms. The International Brotherhood of Electrical Workers signed a three-year contract with CBS Inc. following a vote to ratify the network's latest offer. The contract became effective with its signing yesterday (Dec. 20). Results of the voting by the CBS technicians were released last Tuesday, Dec. 15, following a two-week voting period. Out of the approximately 1,500 union members affected, 1,299 participated, with the ratification passing by 947-352.

Details of the new contract include changes in jurisdiction, a reduction in the number of guaranteed jobs at CBS radio stations, a 3% ratification bonus for each worker and 3% pay raises for the second and third years of the contract.

The jurisdiction changes allow nonunion personnel to operate cameras and other videotape equipment under certain special circumstances. A producer or reporter may now operate a camera in a newsgathering situation in which only one TV newscaster can be involved. Bill Gordon, business manager of IBEW's Washington local, described a possible example: "Somebody on death row is going to grant an interview to somebody but doesn't want all of the technicians and camera people around—that type of a thing." A reporter might also operate a camera to protect a secret news source.

An IBEW victory on the jurisdiction was the national exclusive right to operate equipment for all CBS productions. The old contract provided for exclusive rights within an approximate 500-mile radius of a CBS-owned station.

Union officials felt that the reduction in guaranteed jobs for radio technicians was not a severe setback because they did not expect the network to cut back as many jobs as the contract would allow.

CBS spokeswoman Alice Henderson said: "Clearly we are quite pleased that it was ratified. It was a long negotiation and we are glad that our union people are here with us."

Going into the voting, union leadership at the international level urged ratification believing that the offer CBS presented was likely to be the best that could be negotiated, Gordon said. His feeling was that the outcome of five-month strike by the National Association of Broadcast Employees and Technicians against NBC earlier this year affected the voting for the CBS contract. "That couldn't help but happen," he said.

Negotiations for the new pact began late last August. The CBS technicians have been working without a contract since the old pact ran out on Sept. 30.

Editorials

No contest

Far be it from us to suggest simple solutions to weighty problems, but we nevertheless offer one to the cable industry in its dilemma over whether it's to be a First Amendment speaker. There are many considerations riding on the answer to that question, but none—in our opinion—important enough to override cable's basic need to rank as equal among the other First Amendment speakers who will populate the media landscape in the future.

(Ironically, considering that cable ranks chronologically behind the broadcast media, there is every possibility that the wired medium will end up with a far more secure First Amendment status than its over-the-air counterpart. Our regret over that inequity does not diminish our rejoicing over cable's so-far superior treatment.)

But one can be a reluctant bridegroom only so long, and cable cannot continue to accept First Amendment windfalls on must carry and indecency, for example, while seeking to avoid such First Amendment implications as open entry. FCC Chairman Dennis Patrick has it right in saying that cable operators must "line up with First Amendment speakers or be taken as owners of hardware." He, too, cites the obvious and ultimate price to be paid for protectionism: designation as a common carrier.

Our bias is obvious. As is inscribed atop this page each week, BROADCASTING is first and foremost "Committed to the First Amendment and the Fifth Estate." Even in the absence of full First Amendment rights, the broadcasting industry has staked its all on the First Amendment for even longer than this magazine has chronicled either. As cable will have increasing reason to discover as its reach and role increase, that same First Amendment will end up being its *sine qua non*, too.

Bleak Christmas

As this was being written, the President and the Congress were on a collision course that may have ended, by the time this is read, in general wreckage. The dispute was over a few provisions in the big budget bill that is needed to run the government. One of the provisions, a codification of the fairness doctrine, had nothing whatever to do with the federal budget but was there for nakedly political reasons: The fairness doctrinaires on the Hill hoped to sneak it through in a budget bill the President would not veto. Thus is high policy legislated these days by the likes of Fritz Hollings and John Dingell.

There was, for a squalid moment last week, talk of a compromise: A House that demands a fairness doctrine but is opposed to aiding the antigovernment forces in Nicaragua would agree to give the President aid to the contras if he gave the Hill a fairness provision in the budget bill. The word from the White House last Friday was that the President would veto a budget bill containing fairness, with or without contra aid. Not only that, said the President to a delegation of Hill Republicans, he would stay at his post, veto at the ready, until a budget bill meeting his specifications emerged.

It is just possible that the Christmas spirit and the desire to mingle with constituencies at the dawn of an election year would have encouraged the Hill to reach an accommodation over the weekend. Whatever the outcome, admirers of the First Amendment must hope that the President has continued to hold his

ground against revival of a fairness doctrine that the FCC has declared to be unconstitutional. That legislators would even think of trading a serious constitutional issue for sacks of beans in Nicaragua puts this Congress on the list of the truly irresponsible.

New frontier?

Attention is invited to the story on page 32 about broadcaster-cable operator cooperation in Louisville, Ky. The UHF ABC affiliate there, WLKY-TV, plans to preempt the network's prime time feed to air a selection of cable programming provided by Storer Cable. The station wants to continue the success it is having in moving its signal to channel 5 on area cable systems, which will mean greater viewership for its programming. The station sees its decision to run cable programming in time blocks that Storer will purchase at card rates as a signal of its goodwill toward area cable operators. Storer gets a shot at proving to the 42% nonsubscribing universe that there may be something on cable worth watching.

The news of this venture is particularly timely in the wake of a second junking of the must-carry rules. Participants on both sides looking for ways to bridge the gap between local broadcaster and cable operator may look to Louisville as a case in point. True, there are certain circumstances in Louisville that are unusual, such as the parity problem—a one-UHF, two-VHF-network-affiliate market. But the principle of cooperation could be profitably exported.

The talk in Louisville these days is far from the heated rhetoric heard on the banks of the Potomac. Perhaps the true visionaries in the Fifth Estate are to be found farther from the political tumult.

How free is free? *The final version of a U.S.-Canada free trade agreement was hammered out last week, but broadcasters could be forgiven for finding the "free trade zone" it purports to create something of a misnomer. Surviving intact in the agreement was a Canadian tax that discriminates against American broadcasters by denying a tax break to Canadian advertisers who buy time on American radio and television stations serving Canadian audiences. Should a protectionist law be part of such an agreement? The answer would seem obvious.*



Drawn for BROADCASTING by Jack Schmidt

"It is not a pillow. And if you refer to it once more as a 'bowl full of jelly' I quit."



holiday greetings from all of us to all of you



Earl Abrams (ret.)	Shaun Gehan	Mark Miller
Albert Anderson	A. Adam Glenn	Charles Mohr
Scott Barrett	Kira Greene	Thomas Monroe, Jr.
James A. Benson	Tracy Henry	Priscilla Pagano
David Berlyn	Richard Higgs	Deanne Resler
Therain Bethea	Ed James (ret.)	Meg Robertie
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June Butler	Edward Kaitz	David Seyler
Lucia Cobo	Kwentin Keenan	Harry Stevens
Steven Coe	Doris Kelly	Matt Stump
Robin Devonish	Art King (ret.)	Randall Sukow
Debra DeZarn	Sandra Klausner	Larry Taishoff
David Dietz	Claude Kolthoff	Robert "Skip" Tash
Susan Dillon	Peter Lambert	Tim Thometz
Vincent Ditingo	Winfield Levi (ret.)	Marie Unger
John Eggerton	Maury Long (ret.)	Patricia Vance
Joe Esser	Eleanor Manning (ret.)	Kasey Vannett
Rocco Fanfighetti (ret.)	Kim McAvoy	Patricia Waldron
Scott Fitzpatrick	Steve McClellan	Don West
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This is no ordinary mixing board modified and adapted for stereo TV. The ST Series has been designed, without compromise, from the ground up to give television broadcasters full stereo facilities.

The ST evolved from extensive consultation with end-users, resulting in a microprocessor controlled system incorporating totally new circuitry, new module designs, and a unique console profile for enhanced operational simplicity.

The ST3642 has ample capacity for major production facilities, while the ST2442 is ideal for on-air and smaller production applications.

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Ward-Beck Systems Ltd.,
841 Progress Avenue, Scarborough, Ontario, Canada M1H 2X4.
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