

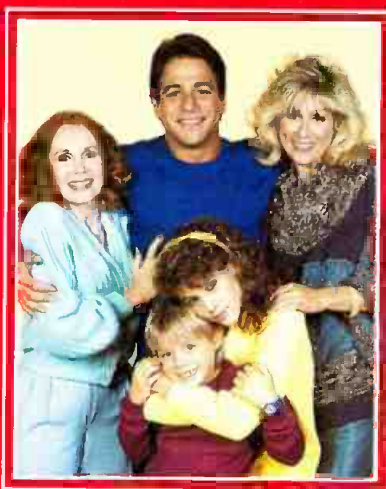
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Oct 3

For 1989,  
the smart  
money is on  
"Who's The Boss?"

The #1  
ABC Program



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PHOTODUPLICATION SERVICE  
UNIVERSITY MICROFILMS  
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ANN ARBOR MI 48106

57th Year 1988

The telco lobby:  
Making the connection  
in Washington

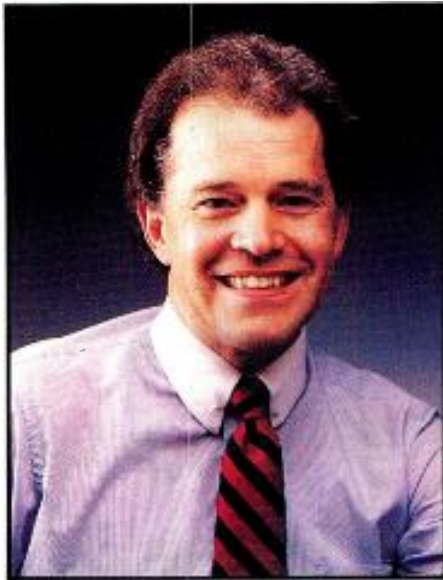
AL 36112

MAXWELL  
BLDG 1405  
ROOM 122  
AUL-SAS

88 NOV/90 12304

36112

# WXIN's Joe Yo he joined A



“At WXIN-TV we have a long-standing tradition of presenting the highest caliber of off-network sitcoms. Having already acquired such hits as ‘Family Ties,’ ‘Cheers,’ ‘Night Court,’ and ‘Growing Pains,’ we turned our attention to the fall of ’90.

We were looking for a show that would compliment the rest of the shows in our inventory, with the potential to run between 6 and 8PM. After looking at all of the strips available for ’90, we decided that ALF was our show.

ALF appeals to all demos, not just teens and kids, performing superbly with adults 18-49. That’s the kind of broad-based appeal that makes it a perfect show for our access sitcom block.

Best of all, ALF compliments the image of our station and continues our commitment to high quality programming.”

Joe Young  
Vice President and General Manager  
WXIN-TV, Indianapolis

ung tells why  
LF's family.



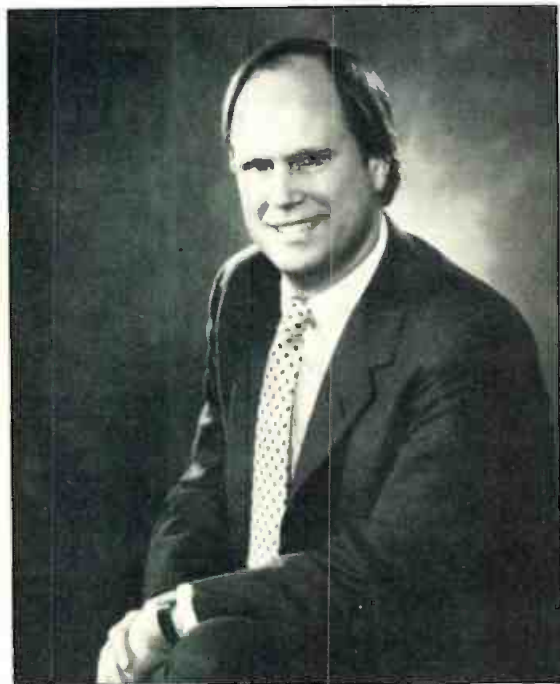
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alien productions

**LORIMAR**<sup>™</sup>  
SYNDICATION

A LORIMAR TELEPICTURES COMPANY

**“Americom got us a very high price and a deal that was good for both parties.”**



“Americom is very professional at managing the entire marketing process. Bill Steding is super. He is totally detail-oriented and on top of the deal at all times. He understands the economics of the stations and is really good in managing the inter-relationships of the people involved. He is outstanding and one of the finest brokers I’ve ever worked with. He is a killer.”

**Terry Robinson**  
recent seller of KMGJ/KIXI  
Seattle, WA  
and KMGK (FM)  
Minneapolis, MN

### **What other radio station owners say about Americom:**

“I thought attention to detail and their understanding of the financial side of the negotiating process were superb. One tends to trust the firm.”

**John Goodwill, President**  
Independence Broadcasting Corp.

## **Top Prices • Quality Stations**

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# ***AMERICOM***

**Radio Station Brokerage & Financing**

**Liftoff!...** America's radio, TV and cable networks turn out in force to cover NASA's successful launch of space shuttle Discovery at Cape Canaveral, Fla., its first launch since ill-fated Challenger.

PAGE 27.

**Tracking telcos' Washington connections...** In this special report, BROADCASTING examines seven Bell operating companies and five top independent telephone companies and their cadre of Washington lobbyists as they make their respective cases for TV entry.

PAGE 39.

**Taking on the networks...**

TBS launches Turner Network Television today (Oct. 3), which cable industry believes will eventually rival original programming seen on broadcast networks.

PAGE 48.



**30/CABLE STATESMAN**

During dinner in his honor, Ralph Baruch warns that excessive greed will hurt industry and country at large, and that cable needs "statesman" to speak to all constituencies.

**32/UNDER THE WIRE**

As delegates to second and final session of Space WARC struggle to complete their work on schedule, indications are that World Administrative Radio Conference will succeed in drafting fixed satellite plan on time.

**34/RESTRUCTURING AT MGM/UA**

Company plans \$200 million rights offering to shareholders and possible sale of some assets to help repay bank debt. Anthony Thomopoulos, United

Artists Pictures unit chairman, resigns.

**49/NEW TABLOID SHOW**

Syndicated programmer King World gets into program production with tabloid magazine strip called *Inside Edition*.

**53/RADIO GETS PROMOTED**

From hot air balloons to street fairs to Vanna White, radio stations are not only trying to be creative in their advertising and promotion, they are spending more in major markets as well.

**60/ATLANTIC CITY**

For four days this week, cable operators, producers and system owners will assemble in Atlantic City, N.Y., for 1988 Atlantic Cable Show and CTAM's Cable Management Conference.

**63/CABLE STATS**

R.H. Bruskin surveys cable and noncable subscribers to find problems and potential of cable industry.

**64/IN TRANSIT**

Corporation for Public Broadcasting board of directors and executive committee of Public Broadcasting Service meet to re-elect board officers and say goodbye to departing executives. Among last is PBS's Suzanne Weil, who becomes executive director of Robert Redford's Sundance Institute in Utah.

**66/IBC IN BRIGHTON**

Eureka high-definition television system is unveiled at International Broadcasting Convention in Brighton, England. Although good news for Europeans, it represents blow to worldwide production standard.

**69/CAN WE TALK?**

Negotiations begin this week between American Federation of Television & Radio Artists and three major commercial broadcast networks.

**72/HIGH SOCIETY**

Society of Broadcast Engineers meets in mile-high city. Inexpensive form of ACTV



Mike Callahan, Lt. governor of Colorado (r), toured Ampex Corp. booth at SBE convention in Denver

unveiled for easier evolution to over-the-air high-definition television.

**95/MORNING STAR**

*Good Morning, America's* Charles Gibson has found happiness as "the guy who comes into the kitchen every morning at 7:45."

**96/GREAT DEBATE '88**

Despite network suggestions that they would be saddled with poor ratings, coverage and post-coverage analysis of

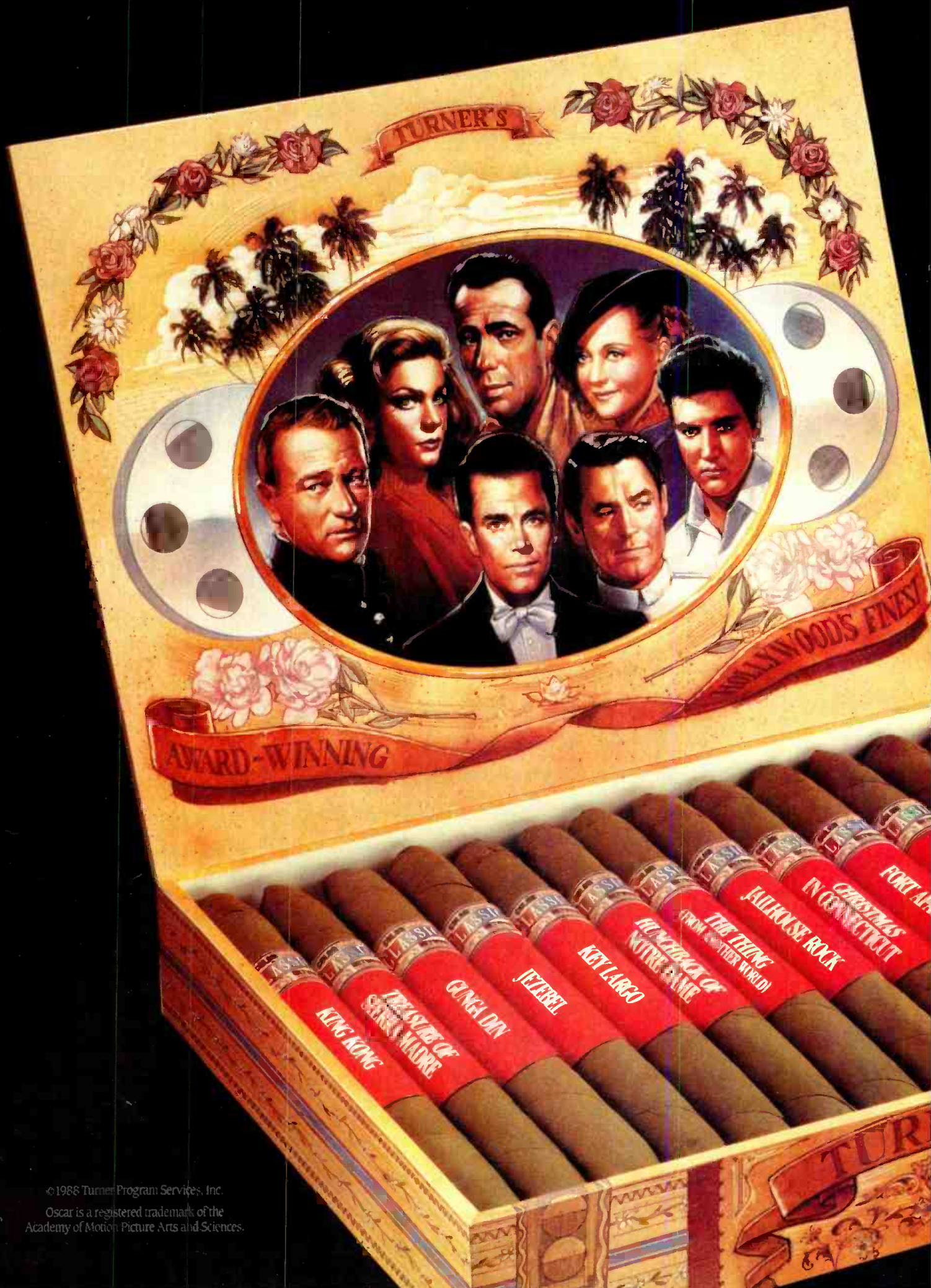


George Bush-Michael Dukakis presidential debate on CBS, NBC and ABC performs almost as well as, if not better than, lead-in and lead-out programming.

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HOLLYWOOD'S ENVY

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TREASURE OF SIERRA MADRE

CUNGU DIN

FEZZEBEL

KEY LARGO

HUNDREDS OF HOURS

THE THING FROM ANOTHER WORLD

JAILHOUSE ROCK

CHRISTMAS IN CONNECTICUT

FORT ALBANY

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TUR

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Color Classic Network III has it all. The great titles. The great stars and directors. And the Oscar Winners. And now these timeless masters are ready to captivate a whole new generation of viewers.

The Color Classic Network III features twenty four blockbuster productions including "King Kong," "The Treasure of the Sierra Madre," "Key Largo," "Fort Apache," "Hunchback of Notre Dame" and "Gunga Din."

Each with box office legends like Humphrey Bogart, John Wayne, Cary Grant, Bette Davis, Henry Fonda, Lauren Bacall, Robert Mitchum, James Cagney, Barbara Stanwyck, Kirk Douglas and Errol Flynn.

They're directed by Hollywood's master film makers, pioneers like Hitchcock, Huston, Ford, Hawks, Stevens, Minnelli and Kanin.

Color Classic Network III, a collection of Hollywood's greatest masters that both you and your viewers will treasure.



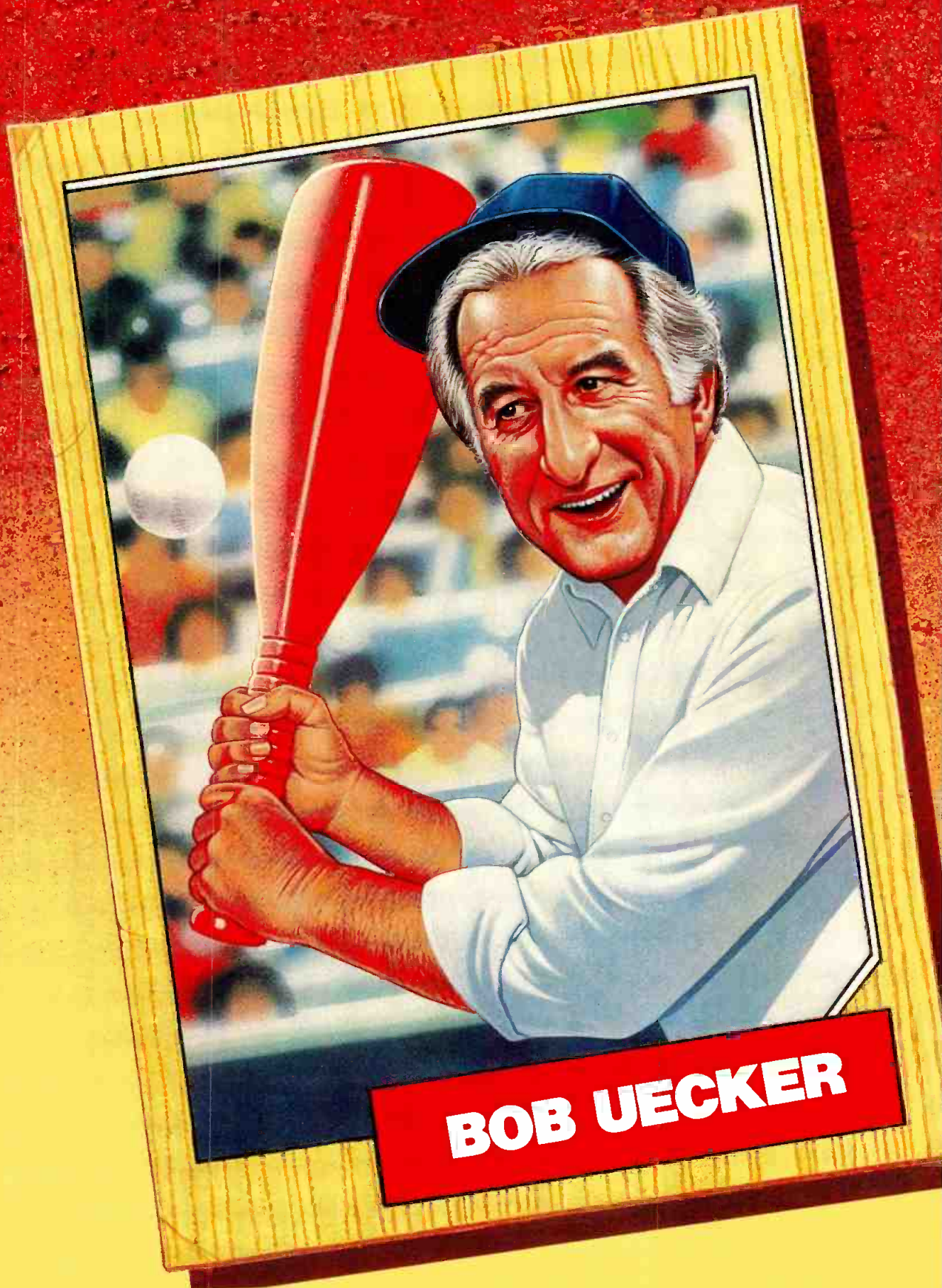
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# Mr. Baseball Bats 1000 In



**BOB UECKER**



# Sizzling Summer Streak!

## Mr. Belvedere. Number 1 In Rerun Share Retention!

Strongest of any network sitcom  
available for syndication, summer '88

### COMPLETE STATS ON LEADING COMEDIES\*

<u>PROGRAM</u>	<u>% RETENTION</u>
<b>MR. BELVEDERE</b>	<b>1.000</b>
227	.964
HEAD OF THE CLASS	.960
HOGAN FAMILY	.960
NIGHT COURT	.939
AMEN	.935
ALF	.929
GOLDEN GIRLS	.919
FACTS OF LIFE	.885
PERFECT STRANGERS	.880
CHEERS	.865
WHO'S THE BOSS?	.818
NEWHART	.800
BILL COSBY	.795
GROWING PAINS	.788
DESIGNING WOMEN	.783
KATE & ALLIE	.773
FAMILY TIES	.692

\* Source: NTI First-run Season 9/14/87-4/17/88 NTI Repeat Season 4/24/88-8/14/88  
% retention repeat season-to-date vs. first-run season. Subject to limitations of the methodologies employed.

# Mr. Belvedere



## Marking time

Likelihood persists that Susan Wing and Bradley Holmes will receive recess appointments to FCC after Congress adjourns this month. President Reagan nominated Wing, Washington communications attorney, and Holmes, FCC Mass Media Bureau official, to two vacancies on commission nearly year ago, but Senate communications leadership has blocked confirmation in apparent retribution for FCC's repeal of fairness doctrine in August 1987. Observers feel recess appointment may no longer be in Wing's best interest, that she may be better off waiting for Bush victory in November and working for renomination by him.

## Satellite oneupmanship

GE Americom has won first skirmish in battle with Hughes Communications to be dominant satellite carrier in 1990's, signing new contract valued at more than \$100 million with Alascom to provide primary and backup satellite service to Alaskan telecommunications company. Under deal, GE will build and launch two C-band satellites: Satcom C-5 to replace Satcom V, current home of Alascom, in 1991, and Satcom C-1 to replace Satcom I-R in 1993. Deal gives Alascom 14 of 24 nine-watt transponders on Satcom C-5 with option for up to four more. Like Satcom I-R, Satcom C-1 will serve as in-orbit spare for Satcom C-5 and other "second generation" C-band satellites GE is planning. In addition to Satcom C-1 and Satcom C-5, GE is expected today (Oct. 3) to apply at FCC for three other satellites. GE is proposing to equip two of them, Satcom C-3 and Satcom C-4, with 24, 16-watt transponders each and market them primarily to cable programmers as replacements for Satcom III-R and Satcom IV.

## Noodling nooner

While ABC and NBC have often pondered following CBS in giving half-hour slot at noon back to affiliates, NBC is giving more than usual consideration to idea and may have decision soon. Prompting decision is upcoming daytime soap opera, *Generations*, currently in pre-production and probably ready for broadcast by second quarter of next year. Likely spot for half-hour serial is at 12:30 p.m., leading in to *Days of Our Lives*. But network would be reluctant to put show where it would receive poor clearance—current noontime offering is cleared by only about 70% of affiliates and half-hour following receives lackluster clearance of roughly 80%. Possible solution is that NBC would give affiliates option of airing *Generations* at either 12 noon or 12:30 p.m., in return for

guarantee of clearing show. Stations would then have other half-hour for local news or other syndicated product.

## Short of critical mass

Consortium of major cable operators formed to bring high-profile programming to cable is having no better luck in effort to acquire Major League Baseball television rights than it did National Football League rights two years ago. James Cownie, of Heritage Communications, and Bob Miron, of Newhouse Broadcasting, who head consortium, cancelled meeting with MLB officials in New York last Tuesday (Sept. 27). Asked why, Cownie said "circulation"—companies participating in consortium lacked sufficient subscribership to make viable bid. Cownie said no more, but industry sources point finger at Tele-Communications, saying nation's largest operator's wavering support for consortium undercut its ability to play in big leagues. TCI, sources say, wants Turner Broadcasting System, of which TCI is substantial minority owner, to pick up part of MLB package for TNT.

## Nonrecord

Several-years-long challenge to Park Broadcasting's ch. 6 WTVR(TV) Richmond, Va., by Richmond Community TV has been settled for minimalistic \$12,244 and change; deal awaits FCC approval.

## Welcome home, Howard

WXRK(FM) New York's controversial Howard Stern may be subject to closer scrutiny by FCC when show begins simulcasting this morning (Monday) on WJFK(FM) Washington (see "In Brief"). Stern, target of FCC warnings against broadcasting obscene material, aired preview of simulcast last Thursday (Sept. 29). Punctuating call letters WJFK with recorded gunshots, Stern dubbed station "assassination radio." FCC Commissioner James Quello, who has spoken out against obscenity, said following day that he had already been given details about broadcast by neighbor and FCC staff member. "It's in exceedingly bad taste, but the station has a right to be outrageous," he said. "I might tune him in for the hell of it just to see what he's up to." Stern made his early reputation on radio on Washington's WWDC-FM.

## By any other name

Paramount officials swear it's not by design, but it seems company has potential weekend program service on its hands that could prove nettlesome to Fox Broadcasting Co.'s weekend slate. Company now has three first-run weekend programs—*Star Trek*, *War of the Worlds*,

both hours, and half-hour *Friday the 13th: The Series*, which 59 stations are running in some combination. Eleven stations are carrying all three as block on weekends in access-prime time period. Twenty-eight others are coupling last year's hit *Star Trek* with new *War of the Worlds*, while 18 stations are coupling *Friday the 13th* with *War*. "We are trying to produce compatible programming," company executive said last week, adding "but don't look at this as any kind of fourth network."

## Warming up to PPV

Not only are talks going on between Viewer's Choice and Home Premiere Television about combining two pay-per-view operations, but discussions continue to bring more Hollywood studios into supply fold. Several studios, including, Warner Bros., do not provide product to HPT, situation that has helped to retard its growth. But Warner Bros. source says studio has developed proposal to supply product to HPT that others in Hollywood might find attractive. Any deal would likely follow VC-HPT merger that is expected later this year.

There is also discussion that Warner Cable might join other five MSO's (Cox, ATC, Continental, Telecable and Newhouse) in HPT operation. Strategic move would make sense for parent company, as it owns studio and large cable operation. Warner Cable, home to first two-way interactive experiments (Qube in Columbus, Ohio) that were the forerunners of PPV today, has large number of addressable homes in its systems that presently offer PPV.

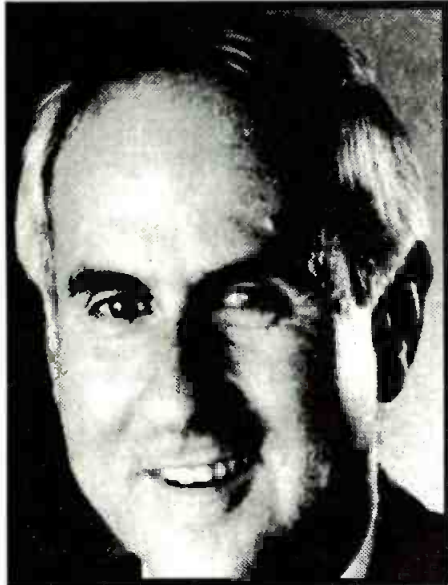
## Mission to Moscow

FCC Chairman Dennis Patrick met in Moscow last week with Soviet broadcast officials and government-to-government delegations, challenging them for illegal use of 1040 frequency by Russians to beam Radio Moscow via Cuba into U.S. Hosts agreed to seek "constructive resolution" of issue. Also discussed: Soviet disinformation, jamming of Radio Free Europe-Radio Liberty and "lawful accessing of each other's markets."

## Steamed over roast

Last week's Women In Cable roast of Bill Daniels got less than enthusiastic reviews, primarily because of bawdy comments. One cable executive said it was "most embarrassing social business function" he had ever attended. WIC President Beverly Harms agreed that many of comments were more appropriate for smoker than, ironically, roast hosted by women's organization, but does not feel evening was "disaster," as some in industry grumbled.

The company has retained most of the same station managers, on-air personalities, sports broadcasts and popular programming that helped build the radio outfit



**'What we have to do is continually knock (Westwood) down as they try to climb up that tree and kick them back down where they belong.'**

—Aaron Daniels  
president  
ABC Radio Networks

before the Capital Cities merger, and that has helped sustain its success since then.

While NBC has gotten out of radio and some have questioned CBS's commitment to the business, ABC/Cap Cities will remain firmly entrenched, says Radio

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**Westwood One...**

**always ready  
to accept a  
classy challenge.**



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# Where Things Stand

■ Solid box indicates item has changed since last issue.

## AM-FM Allocations

NAB and other broadcast groups, in comments on FM translator inquiry, urged FCC to reject proposed expansion of service to allow for local origination by translators. Commission was asked to insure that rules establish translators as secondary services to fill in underserved areas of full-powered stations, and not as "low-power FM" stations.

FCC received mixed reviews in comments on rulemaking to authorize FM's to use directional antennas and to permit allocation of stations in short-spaced positions. NAB was among those opposed, saying

that an increase in FM

directional antenna use would lead to AM-ization of FM band. Some broadcast

groups, however, favored providing more flexibility for FM broadcasters

seeking suitable sites

to locate transmission facilities. FCC says it has no plan to change

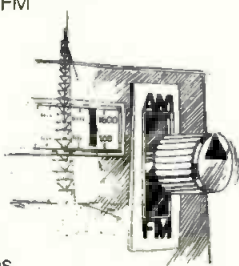
table of FM allotments.

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

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

## AM Stereo

On Jan. 14, FCC rejected recommendation of National Telecommunications and Information



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Administration that Motorola's C-Quam AM stereo system's pilot tone be protected from possible interference. Petitions to adopt single AM stereo system and to mandate multisystem radios were also rejected.

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

## Cable Regulation

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

Motion picture industry and independent broadcasters have been pushing for stricter regulation of cable until there is more competition in delivering cable programming to homes. House Commerce Committee Chairman John Dingell (D-Mich.) has warned cable industry to be on its best behavior or Congress may feel need to reevaluate regulatory environment.

Second House Telecommunications Subcommittee cable oversight hearing May 11 served as forum for discussing cable's growing market power. Cable industry has been under increased congressional scrutiny. At first hearing, in March, Subcommittee Chairman Ed Markey (D-Mass.) announced he was asking Government Accounting Office to study cable rate increases. Third oversight hearing will not occur until next year.

Allegations that cable industry has been anticompetitive were subject of March hearing by Senator Howard Metzenbaum (D-Ohio), chairman of Senate Antitrust Subcommittee. Metzenbaum warned industry that unless situation changes he may offer legislation to curb what he sees as cable's growing

anticompetitive behavior. Metzenbaum queried cable competitors on whether cable operators are impeding their access to cable programming. Results of inquiry were to be issued this month; Metzenbaum staff now says it won't be released until next month.

FCC has adopted new rules that more narrowly define television markets where, in accordance with Cable Act, rates of cable systems cannot be regulated because systems are subject to effective competition. FCC opened rulemaking in response to U.S. Court of Appeals, which upheld FCC's basic ruling that effective competition exists where three broadcast signals are available. But it said definition of "available" was too broad.

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

## Children's Television

■ Action for Children's Television withdrew petition in July that had asked FCC to investigate alleged "unfair and deceptive" children's advertising. Decision came after Association of Independent Television Stations agreed to endorse advertising guidelines developed by Children's Advertising Review Unit of Council for Better Business Bureaus. ACT's original petition had been prompted by story in *Wall Street Journal* that said advertisers prepared two sets of commercials, one for networks and one for independents with "looser" standards on realistic portrayal of toys' abilities.

On June 8, children's television bill breezed through House 328 to 78. Possibility of Senate action on bill

is still up in air although there were reports that breakthrough might occur (see "Top of the Week"). Measure has been on hold since Senator Tim Wirth (D-Colo.) indicated he wanted to add more stringent requirements to House bill (BROADCASTING, Aug. 8), which has drawn opposition from broadcasters. NAB says it won't fight House bill, but would oppose any amendments that might occur when Senate acts. Moreover, Justice Department has written Senate Majority Leader Robert Byrd (D-W.Va.) opposing House legislation and promising to recommend presidential veto (BROADCASTING, Aug. 1). Office of Management and Budget released statement opposing bill, but stopped short of recommending veto.



A lot of movie packages  
are simply dressed up dogs.



# CENTURY 14



**ALIENS • COCOON • THE FLY  
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**SWEEPS BLOCKBUSTERS. PROMOTIONAL DREAMS. KILLER RATINGS. EVERY TITLE.**

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BLACK WIDOW • WARNING SIGN  
REVENGE OF THE NERDS II  
JUMPIN' JACK FLASH • LUCAS  
MISCHIEF • MOVING VIOLATIONS  
PROJECT X • PREDATOR**

**20 smash hits available from Twentieth Century Fox Television. Now sold in 61 markets.**



# BY THE NUMBERS

Summary of broadcasting and cable

B R O A D C A S T I N G			
SERVICE	ON AIR	CP's <sup>1</sup>	TOTAL *
Commercial AM	4,913	287	5,199
Commercial FM	4,085	565	4,650
Educational FM	1,339	297	1,636
■ Total Radio	10,337	1,149	11,485
FM translators	1,585	435	2,020
Commercial VHF TV	543	18	561
Commercial UHF TV	501	200	701
Educational VHF TV	119	6	125
Educational UHF TV	215	30	245
■ Total TV	1,378	254	1,632
VHF LPTV	106	163	269
UHF LPTV	282	1,143	1,425
■ Total LPTV	388	1,306	1,694
VHF translators	3,067	109	3,176
UHF translators	2,179	348	2,527
ITFS <sup>2</sup>	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL <sup>3</sup> & intercity relay	2,836	166	3,002

C A B L E †	
Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	52.8%
Pay cable penetration	32%

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

Bill is product of negotiations between Subcommittee Chairman Ed Markey and NAB and proposes commercial limits in children's programs of 10½ minutes per hour on weekends and 12 minutes on weekdays. Measure has undergone considerable revisions and excisions, among latter, language requiring broadcasters to air one hour per day of informational and educational programming and provisions to curb so-called program-length commercials.

## Comparative Renewal

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

The FCC proposed limiting payments broadcasters can make to challengers in settlements of comparative renewal proceedings

and to groups in exchange for withdrawal of petitions to deny renewals. In addition, it proposed requiring fuller ownership and financial disclosure information from competing applicants, clarifying standards broadcasters must meet to win "renewal expectancies" and reconsidering criteria used in comparative hearings, particularly diversity of ownership.

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

To gather evidence of "extortion" in comparative renewal and petition-to-deny processes, National Association of Broadcasters has sent questionnaire to members and, to insure confidentiality of survey, has hired accounting firm to collect and organize responses.

## Compulsory License

FCC is conducting inquiry into cable compulsory license, and may have "front burner" item

ready for action in early fall. If views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license, although Patrick has acknowledged abolishing it for carriage of local stations would create practical problems.

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

## Crossownership

■ *Telco-cable*—FCC has tentatively concluded it should recommend Congress lift crossownership ban on telephone companies providing cable television service in their service areas. Commission, which made proposal at its July 20 meeting, will seek comments on subject, as well as on separate considerations to loosen its own regulatory restrictions on crossownership. FCC move follows National Telecommunications and Information Administration report on cable television regulation that recommended that telephone companies be allowed to serve as transporters of others' programming in telcos' own service areas (BROADCASTING, June 20). They should be allowed to provide "video dial tone" to anyone with program to offer, although not programming of their own, in NTIA's view.

At present, not only FCC regulations and 1984 Cable Act, but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T, is seen as barrier to such crossownership by seven Bell operating companies. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC entry into information services, including cable.

Resolution now pending in House calls on Congress to wrest jurisdiction from Greene and eliminate barriers. Measure has backing of House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and, at last count, has 112 co-sponsors.

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

*Duopoly/one-to-a-market*—FCC Chairman Dennis Patrick, speaking at NAB radio convention Sept. 16, said he favors some relaxation of duopoly and one-to-a-market rules and that record in current rulemaking supports such a move. But FCC officials indicated that opposition from Hill to any FCC initiative involving liberalization of broadcast ownership rules makes action on rules unlikely at



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**Broadcast-newspaper**—Appropriations bill (J.R. 4782), which appears on its way to law, includes provision that prevents FCC from reexamining its broadcast-newspaper cross-ownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper cross-ownership ban.

### Direct Broadcast Satellites

■ Already mode of program distribution in Japan and moving fast in Europe, direct broadcast satellites will definitely become reality in U.S. in 1990's, Hughes Communications has said. Hughes proposes "1992 time frame" launch of 200-watt Ku-band direct broadcast satellite. Higher power—10 times higher than current fixed satellite service birds—says Hughes, will enable reception of video programming by only one-foot downlinks. Holding FCC construction permit for that DBS bird, Hughes says prices for DBS consumer receiving units will be competitive with other consumer TV reception systems, thereby making for potential nationwide direct-to-home televi-

sion broadcasting market much larger than current two-million C-band home-dish market. Combination of Hughes's solid relations with major cable programmers, backing of parent General Motors, potential partnership with co-owned satellite builder, Hughes Aircraft, and extremely high power of its proposed 200-watt bird give it major advantages over new entrepreneurs. Hughes's plan will go to GM for approval by end of year.

(Before end of year, FCC hopes to rule on April 8 round of five new applications and three modifications of already granted construction permits to operate satellites offering up to 32 channels in each of eight orbital slots in DBS arc.)

GE Americom could beat Hughes to punch, launching 60-watt Ku-band DBS bird, Satcom K-3, as early as January 1990. With even longer record of serving cable programmers than Hughes—as well as equivalent relationship with co-owned satellite builder, GE Astrospace—GE Americom, like Hughes, is trying to bring together "business system," including programmers and cable operators, to launch K-3 and K-4 (both already under construction), to provide service to both cable industry and home dish owners, with cable likely retailers. Sixty-watt power, it says, means consumer dishes as small as three feet will be able to receive its DBS signals. In 1985, with 45-watt Ku-band birds, Satcom K-1 and K-2, already in orbit in fixed satellite service arc, GE entered joint venture, Crimson Satellite Associates, with HBO. Crimson has not yet attracted cable programmers other than HBO to Ku-band distribution, but said recently that other programmers have signed options to use K-3 once it is launched. HBO currently transmits via K-1, in addition to its C-band feeds (BROADCASTING, July 18).

Hughes says GE service would only be "interim" step toward its 200-watt service. However, programmers could begin GE's DBS business immediately, at first on K-1 or K-2 and eventually migrating to K-3 (to be launched in January 1990), instead of waiting for Hughes to launch its DBS bird.



tion channel; 6 mhz channel with 6 mhz augmentation channel, or 6 mhz NTSC channel and simulcast noncompatible high-definition 6 mhz channel.

Telecommunications Subcommittee held second hearing of summer on HDTV two weeks ago (BROADCASTING, Sept. 12). Focus was on economic and trade implications of new technology. Subcommittee Chairman Ed Markey (D-Mass.) expressed desire to see U.S. industry take part in development and manufacture of HDTV equipment. Markey has asked Electronic Industries Association, American Electronics Association and Semiconductor Industry Association to submit report (no later than Jan. 4, 1989) recommending policy that would encourage U.S. activity in area. FCC's HDTV advisory task force and NTIA also were asked to prepare report on subject.

Peter Fannon, former president of National Association of Public Television Stations, has been named executive director of Advanced Television Test Center (ATTC), project co-sponsored by NAB, ABC, NBC, CBS, PBS, Association of Maximum Service Telecasters and Association of Independent Television Stations. He joins Charles Rhodes of Philips Labs, who was named chief scientist of center last June. After suitable permanent site for ATTC's headquarters is found, center will provide facilities for Advanced Television Systems Committee (ATSC) and FCC's ATS committee to test HDTV and ATV systems.

Cable industry is still considering participation in ATTC, but operators may put any dollars available for study or testing of HDTV into Cable Television Laboratories Inc. (Cable Labs), newly created research and development consortium of major cable operators. Cable Labs is expected to start up later this year. Richard Green, senior vice president, engineering, Public Broadcasting Service, has been named president of Cable Labs.

### Indecency

■ U.S. Court of Appeals in Washington has affirmed in part FCC's new, tougher position on indecency. Court rejected arguments that commission's definition of indecency was unconstitutionally vague or that it suffered from overbreadth. But congressional spending bill with provision that would require FCC to enforce its indecency policy around clock was on its way to becoming law last week (see "Top of the Week"). Presidential veto is not expected, and only recourse would be in courts. National Association of Broadcasters says appeal is "major option."

Court remanded case to commission to consider its decision to reduce its safe harbor for allegedly indecent programming from 10 p.m. to 6 a.m. to midnight to 6 a.m. Commission said its aim was to protect children from exposure to indecent language or pictures. But court said commission's explanation for reducing safe harbor was inadequate and said key to channeling rule is what "will most effectively promote parental—as distinguished from government—control." At issue in case was get-tough indecency policy FCC adopted in April 1987 in conjunction with action against three radio stations for broadcast-

### High-Definition TV

FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel, incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

At same time, FCC released inquiry asking which of four high-definition transmission methods will be most suitable: one 6 mhz channel; 6 mhz channel with 3 mhz augmenta-

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ing programming FCC deemed to be indecent.

Another effect of court decision: FCC voted Aug. 5 to stay \$2,000 fine for indecency against Media Central's kzkc-TV Kansas City, Mo., for its 1987 prime time broadcast of "Private Lessons." FCC had levied fine June 23 by 2-1 vote. It was first time television station had been fined for indecency.

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

## Mergers

■ Malrite Communications Group announced Aug. 15 that it had received a buyout offer from management group led by chairman and majority stockholder, Milton Maltz. Offer was \$10.25 per share in cash for approximately 13.7 million shares of common and class A stock. Malrite, operator of 11 radio and six television stations, announced Aug. 30 that shareholder group had filed lawsuit seeking to block buyout and asking for damages. Special independent board committee is judging merits of buyout plan. ¶ Rogers Communications Inc. announced Aug. 9 that it had agreed to sell its U.S. subsidiary, RCA Cablesystems Holding Co., to a subsidiary of Houston-based utility, Houston Industries Inc. Price was \$1.265 billion for systems serving roughly

500,000 subscribers in San Antonio; Minneapolis; Portland, Ore., and Orange County, Calif. Houston Industries board unanimously approved purchase Aug. 16. Definitive agreement is subject to transfer approvals at municipal levels, plus FCC approval and Hart-Scott-Rodino requirements. Deal would close in December at earliest. ¶ Definitive agreement has been signed to sell Metropolitan Broadcasting to Robert F.X. Sillerman. Announcement on June 29 indicated which groups affiliated with Sillerman will end up with stations. Plans call for Metropolitan president and chief executive officer, Carl Brazell Jr., to form new company, Command Communications, to purchase KJOI(FM) Los Angeles; KHOW(AM)-KSYU(FM) Denver; KRLD(AM) Dallas, and Texas State Networks for \$145 million. Sillerman will hold nonvoting equity interest in Command, and will also co-own WNEW(AM) New York, in conjunction with Westwood One. Remainder of Metropolitan stations, WNEW-FM New York; WMMR(FM) Philadelphia, and KTWW(FM) Los Angeles, will be co-owned by Sillerman and group owner, Legacy Broadcasting, in which he is shareholder. Application for transfer of licenses to Command was filed at FCC in early August; deal is expected to close in November. ¶ Cablevision Industries signed definitive agreement July 18 (agreement in principle was announced May 23) to acquire most of systems comprising Wometco Cable Co. for roughly \$725 million. Cablevision will assume more than \$700 million in

Wometco debt and preferred stock obligations, and issue stock for difference. Seller, Robert M. Bass Group, will first spin off 140,000-subscriber Atlanta cable system, before transferring Wometco stock and cable systems serving 311,000 basic subscribers to Liberty, N.Y.-based Cablevision Industries in what is proposed as tax-free transaction. Seller's bondholders have to give consent, with closing of deal expected by December.

\* Warner Communications Inc. has definitive agreement to acquire Lorimar Telepictures in tax-free stock swap of roughly 2.4 Lorimar shares for each common share of Warner. Stipulation of settlement of lawsuit filed by Lorimar shareholders objecting to terms of agreement was reached Aug. 29, subject to approval of boards of two companies and court. Chris-Craft Industries filed lawsuit claiming that Warner's acquisition of Lorimar's TV stations, along with rest of company, would violate 1984 shareholder agreement by which Chris-Craft, group owner, became Warner's largest shareholder. New York state judge ruled Sept. 27 to block merger on those grounds; Warner will appeal decision. Since definitive merger agreement was signed May 17, Warner has taken over Lorimar's domestic theatrical distribution operations, along with distribution of Lorimar's home video library. Lorimar shareholders meeting to approve merger is set for October 3. ¶ MSO's United Cable (UCT) and United Artists Communications Inc. (UACI) signed definitive agreement

## THIS IS MEDIA MONITOR WITH REED IRVINE AND CLIFF KINCAID

### SLIPS THAT PASS IN THE NIGHT

The Dukakis partisans in the news media have been trying to build slips of the tongue by George Bush and Dan Quayle into a major issue in the presidential campaign. Any public speaker knows that on occasion what comes out of the mouth is quite different from what was really intended. A crucial word is omitted or inserted that has you saying just the opposite of what you meant. This rarely causes a problem, since the audience knows from the context that the speaker has simply made a verbal slip. The reporters know that as well as anyone else, but some are not above suggesting that such slips when made by Bush or Quayle may express their true thoughts.

For example, on September 16 Bush said, "I hope I stand for anti-bigotry, anti-Semitism, anti-racism." CBS put that on the evening news. Correspondent Eric Engberg introduced it, saying Bush tried to voice opposition to any form of intolerance. He followed up saying: "Bush said later it was obvious he meant he opposes anti-Semitism. Perhaps, but his TV handlers, who remember Pearl Har-

bor, know Michael Dukakis could exploit such a slip if it happened in a debate." One has to wonder. Was that "perhaps" in Engberg's statement just a slip of his own, or was he really subtly implying that George Bush actually is anti-Semitic?

CBS employs as a "political columnist" Chris Matthews, who was a top aide to former House Speaker Tip O'Neill. Appearing on CBS This Morning on September 12, Matthews showed a clip of Dan Quayle saying, "We understand the importance of having the bondage between the parent and the child." It was obvious from the context that Quayle meant "bonding," not "bondage." Matthews said, "It's an odd use of the word. The press started whooping, and they thought it was the funniest thing in the world."

On September 16 CBS News showed Quayle in another slip. Discussing the Nazi holocaust, he said, "It was an obscene period in our nation's history." Catching himself, he tried to correct his slip, saying, "Not our nation's but in World War II. I mean we all lived in this century. I didn't live in this century, but in this century's history." So what he was trying to say was that it was an obscene period in this century's history.

Appearing as a panelist on The McLaughlin Group, a syndicated talk show, Chris Matthews commented: "When he speaks, it's frightening. He apparently doesn't know

the holocaust occurred off this continent. He thinks it occurred on this continent. He doesn't know it occurred in this century." Panelist Robert Novak said that was ridiculous, but the CBS political columnist insisted, "It's true. It's true."

The journalists themselves frequently make slips of the tongue. On that same talk show, Bonnie Erbe of UPI said, "In 1984...the League of Women Voters says, 125 people watched the debates." She obviously meant to say 125 million people, and no one would try to argue that she had shown herself to be incompetent by citing a number that was off by a factor of one million. Such slips are harmless. What is frightening is the willingness of journalists like Eric Engberg and Chris Matthews to say or imply that obvious verbal slips by Bush and Quayle represent what they truly believe when they know that is untrue.

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# Datebook

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## This week

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

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

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

**Oct. 3**—*Pennsylvania Cable Television Association* annual meeting. Tropicana, Atlantic City, N.J. Information: Patricia Wilson, (717) 234-2190.

**Oct. 4**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Omni hotel at CNN Center, Atlanta.

**Oct. 4**—Deadline for station entries in New York Area Emmy Awards, sponsored by *New York Chapter of National Academy of Television Arts and Sciences*. Information: (212) 765-2450.

**Oct. 4**—"The Role of Women in Today's Advertising World," roundtable discussion sponsored by Grey Advertising, during its annual "International Week," 777 Third Avenue, New York. Information: Elaine Mancini, (212) 546-2675.

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

**Oct. 5**—*New York Television Academy* luncheon. Speaker: Tim Robertson. CBN Family Channel. Copacabana, New York.

**Oct. 5**—*Women in Cable, New York, Philadelphia and Washington chapters*, "mentoring" breakfast honoring top women cable executives. Trump Plaza, Atlantic City, N.J. Information: Beth Araton, (212) 661-6040.

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

**Oct. 6**—"Beyond the Basics," course sponsored by *Women in Cable*. Viacom Conference Center, New York. Information: Claire Stern, (212) 532-6680.

**Oct. 6**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Radisson Inn Maingate, Orlando, Fla.

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

**Oct. 7-Jan. 2**—"On the Air: Pioneers of American Broadcasting," exhibition co-sponsored by *National Portrait Gallery and Museum of Broadcasting*, New York. Smithsonian National Portrait Gallery, Washington.

**Oct. 7-8**—*Radio-Television News Directors Association* region 8/Ohio AP Broadcasters conference. Ohio University, Athens, Ohio. Information: Gary Hanson, (216) 788-2456.

**Oct. 7-8**—*Southeast Regional Intercollegiate Broadcasting System* convention, sponsored by WRAS-FM Atlanta. Urban Life Center, Georgia State University, Atlanta. Information: (404) 651-2237.

## Also in October

**Oct. 9-11**—*Women in Cable* national management conference. Theme: "Facing the Competitive Challenge." Swiss Grand hotel, Chicago. Information: Reenee Gill, (312) 661-1700.

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

**Oct. 9-12**—*United States Telephone Association* 91st annual convention. Marriott Marquis, New York. Information: (312) 332-1991.

**Oct. 11**—Presentation of Engineering Emmy Awards for Outstanding Achievement in the Science of Television Engineering, sponsored by *National Academy of Television Arts and Sciences*. Sheraton Centre, New York. Information: (212) 586-8424.

**Oct. 11**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Howard Johnson hotel, Boston.

**Oct. 11**—"From the Morning News to the 'Cosby Show': Minorities on Television," forum sponsored by *American University*. Kay Spiritual Center, AU campus, Washington. Information: (202) 885-2058.

**Oct. 11-13**—Basic media seminar, sponsored by *American Association of Advertising Agencies*. Clift hotel, San Francisco. Information: (212) 682-2500.

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

**Oct. 12**—"Beyond the Basics," course sponsored by *Women in Cable*. Viacom Conference Center, New York. Information: Claire Stern, (212) 532-6680.

**Oct. 12**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton Valley Forge, Philadelphia.

**Oct. 12**—*New York Television Academy* luncheon. Speaker: Kay Koplovitz, president-chief executive officer, USA Network. Copacabana, New York.

**Oct. 12**—*International Television Association*. *Washington chapter*, Communications Day. Twin Bridges Marriott, Alexandria, Va. Information: (703) 354-6996.

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

**Oct. 12-14**—Promotion strategy seminar, sponsored by *Association of National Advertisers*. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

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

**Oct. 13**—*Gannett Center* hosts Columbia Communication and Society seminar on "Access to Information: Libraries for the 21st Century." Columbia University, New York. Information: (212) 280-8392.

**Oct. 13**—*USA Network* local ad sales seminar. Marriott Greentree, Pittsburgh. Information: (212) 408-9170.

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

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

**Oct. 14**—*Radio-Television News Directors Association's* fifth annual New York "SuperRegional." Sheraton Centre, New York. Information: (202) 659-6510.

**Oct. 14-15**—*Broadcast Education Association* Western regional meeting. Grossmont College, Calif. Information: Frank Holston, (301) 396-7918.

**Oct. 14-16**—"The Economics of Urban Poverty and Welfare," advanced economics conference for journalists, co-sponsored by *Foundation for American Communications, Ford Foundation and New York Daily News*, in association with *New York Newspaper Publishers Association and New York State Broadcasters Association*. Stouffer Westchester hotel, White Plains, N.Y. Information: (213) 851-7372.

**Oct. 14-18**—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des

Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

**Oct. 15**—*Radio-Television News Directors Association* region 14 conference. Holiday Inn, International Drive, Orlando, Fla. Information: Lee Hall, (404) 897-7000.

**Oct. 15**—Deadline for program entries in Input '89, international public television screening conference (to be held May 21-27, 1989, in Stockholm). Information: (803) 737-3434.

**Oct. 15**—Deadline for entries for film or videotapes produced or directed by women, sponsored by *Women in the Director's Chair*. Information: (312) 281-4988.

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

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

**Oct. 16-18**—*Nevada Broadcasters Association* annual convention. Hyatt Lake Tahoe Resort, Lake Tahoe, Nev.

**Oct. 17**—*Fox Broadcasting Co.* affiliate sales seminar, "Maximizing Your Potential Sales Revenue with Fox." Bally's, Las Vegas. Information: Michael Peikoff, (213) 203-1425.

**Oct. 17-19**—*Television Bureau of Advertising* 34th annual meeting, "Television '89 and Beyond." Bally's, Las Vegas.

**Oct. 18**—*International Television Association* event, "Campaign '88: The Candidate, the Media and the Corporation." Burson-Marsteller, New York. Information: Carl Levine, (212) 265-3600.

**Oct. 18-19**—*Broadcast Credit Association* credit

## Errata

Sept. 26 story on **low-power TV station in New York** incorrectly listed station's call letters as W55AA instead of **W53AA**.

**Correct subscriber figure for Madison Square Garden Network** cable service after Sept. 14 dropping by Cablevision Systems is **2.14 million**, not 1.8 million as reported in **BROADCASTING**, Sept. 26.

As a point of clarification, a story in the Sept. 26 issue referred to several so-called "infotainment" program projects in development last year that fell by the wayside, including a video version of *People* magazine. That was a reference to a project that Buena Vista Television hoped to bring to the syndication market. Subsequent to that effort, Reese Schonfeld's CTP Inc., New York, developed *People Magazine On TV* as a special for CBS that aired Aug. 4, and ranked 19th among prime time shows for that week. Schonfeld said last week that CBS, pleased with the performance, has ordered several more episodes which will air as quarterly specials, the next two editions of which are scheduled to air in November and February.

seminar. Omni Netherland Plaza, Cincinnati. Information: (312) 827-9330.

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

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

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

**Oct. 19—Federal Communications Bar Association** monthly luncheon. Speaker: Thomas Fitzpatrick, FCC chief administrative law judge, FCC. Marriott hotel, Washington.

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

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

**Oct. 20—Presentation of "Jumbo Prawn" awards** honoring "people in the northern California advertising community who apply their creative genius to the art form of radio," sponsored by Northern California Broadcasters Association. Steihardt Aquarium, Golden Gate Park. San Francisco. Information: (415) 362-2606.

**Oct. 20-21—Broadcast Financial Management Association** board of directors meeting. Omni Netherland Plaza, Cincinnati. Information: (312) 296-0200.

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

## Open Mike

### Another P.O.V.

**EDITOR:** The lead paragraph of your Sept. 29 article "What's new on public TV" is wrong on facts, wrong on analysis and wrong on the merits.

While looking at the ratings of a series on public television is one way to measure its success, it's not the only way, and certainly not the most important. The documentary series *P.O.V.*, for example, was universally hailed by reviewers around the country as "a refreshing jolt of unique and exciting television" (Ruth, *Chicago Sun-Times*), "a welcome relief from the summer rerun doldrums" (Dorsey, *Louisville Courier-Journal*), "challenging, satisfying and entertaining television" (Feran, *Cleveland Plain Dealer*) and "an important beachhead on the television landscape" (Zurawik, *Dallas Times-Herald*). And viewers were no less enthusiastic, calling our 800 number by the thousands to give consistently high ratings to individual programs.

But even by the narrow criteria applied in your article, *P.O.V.* did considerably better than your story reports. The cume for the first show was 2.8, rather than the 1.2

reported. And in major markets, the program had an average rating of 2.7 and an average share of 6.8, more than respectable for a two-hour documentary program.

Fortunately, the ratings game is the purview of commercial television. The mission of public broadcasting is not to deliver viewers to advertisers, but to deliver quality programming to the American public. We believe that *P.O.V.* and the many talented independent producers associated with the series are fulfilling the mandate.—Henry P. Becton Jr., president and general manager, WGBH-TV Boston, and chairman of the board, The American Documentary Inc., presenter of *P.O.V.*

**Editor's note:** BROADCASTING welcomes the opportunity to set the ratings record straight on *P.O.V.*—a series PBS believes will mitigate criticism of alleged 'creeping commercialism' in public TV. It bears noting, however, that both the story in question and a June 20 story referenced there quote PBS's intent to expand its audience, in large part by timing the release of new series against lulls in the commercial broadcast networks' schedules. PBS's 1988 summer prime time cumes, the story said, not *P.O.V.*'s cumes, were down 11% from the previous summer; although such numbers do not measure all aspects of programing success, they are a fair measure of the stated intention: audience expansion.

## Major Meetings

**Oct. 4-6—Atlantic Cable Show.** Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000. Future meeting: Oct. 3-5, 1989, Atlant c City.

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

**Oct. 14-18—MIPCOM**, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600. Future meeting: Oct. 12-16, 1989, Cannes.

**Oct. 15-19—Society of Motion Picture and Television Engineers** 130th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Future conference: Oct. 22-27, 1989, Los Angeles Convention Center.

**Oct. 17-19—Television Bureau of Advertising** annual meeting. Bally's, Las Vegas. Future meeting: Nov. 13-15, 1989, Century Plaza, Los Angeles.

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

**Nov. 30-Dec. 3—Radio-Television News Directors Association** annual international conference and exhibition. Convention Center, Las Vegas. Information: (202) 659-6510. Future meeting: Sept. 13-16, 1989, Kansas City, Mo.

**Dec. 7-9—Western Cable Show**, sponsored by California Cable TV Association. Anaheim Convention Center, Anaheim, Calif.

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

Los Angeles. Future meeting: Jan. 3-6, 1990 (tentative).

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

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

**Feb. 2-4, 1989—Radio Advertising Bureau's** Managing Sales Conference. Loews Anatole, Dallas.

**Feb. 3-4, 1989—Society of Motion Picture and Television Engineers** 23d annual television conference. St. Francis hotel, San Francisco.

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

**March 1-4, 1989—20th annual Country Radio Seminar**, sponsored by Country Radio Broadcasters. Opryland, Nashville. Information: (615) 327-4488.

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

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

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

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

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

**May 11-15, 1989—American Women in Radio and Television** 38th annual convention. Waldorf-Astoria, New York. Information: (202) 429-5102.

**May 17-20, 1989—American Association of Advertising Agencies** 71st annual convention. White Sulphur Springs, W. Va.

**May 17-21, 1989—Annual Public Radio Conference**, coordinated by National Public Radio. St. Francis hotel, San Francisco.

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

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

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

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

**Sept. 13-16, 1989—Radio '89 convention**, sponsored by National Association of Broadcasters. New Orleans. Future meetings: Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

**Oct. 5-8, 1989—Society of Broadcast Engineers** fourth annual national convention. Kansas City, Mo. Information: John Battison, (614) 888-3364. Future convention: Oct. 11-14, 1990, St. Louis.

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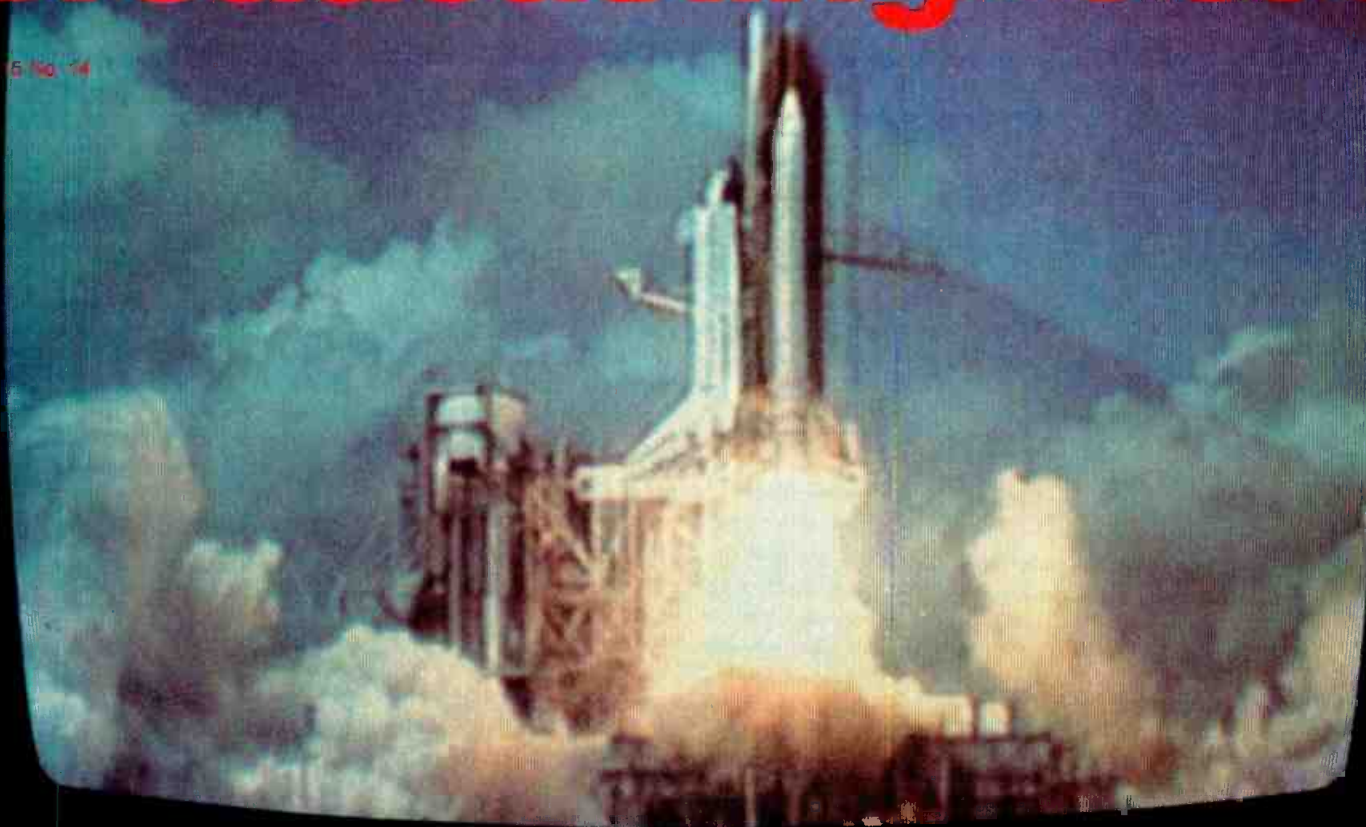
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# Broadcasting Oct 3



## While America held its breath

**The Fifth Estate turned out in record numbers to witness the successful launch of Discovery; radio, TV and cable networks carried the first shuttle launch since Challenger**

This time, the eyes and ears of America were at Cape Canaveral, Fla., as the three broadcast TV networks, CNN and numerous radio networks were on hand with live coverage of the launch of the space shuttle Discovery. More than 5,000 newspeople viewed the Thursday, Sept. 29, launch from Kennedy Space Center—NASA's first such launch in more than two years. The large news contingent, about 10 times the number that were on hand for the ill-fated Challenger launch, was nearly twice as large as any previous gathering for a launch.

When the Challenger exploded on Jan. 28, 1986, only the Cable News Network was on the scene, able to supply live footage of the disaster. The networks' apathy toward space shuttle launchings and landings came to an abrupt end with the Challenger tragedy. Said an NBC News spokesman: "The Challenger tragedy taught us that the launches aren't so routine, and that we should be much better prepared." For last

Thursday's launch, ABC, CBS and NBC, along with CNN, were prepared, and provided live coverage of the launch, in addition to updates before and after lift-off.

CNN, the only network to provide live coverage of all 25 previous launches, began its coverage of Thursday's mission on Tuesday, Sept. 25, with anchor Bernard Shaw providing live updates from Cape Canaveral throughout CNN's broadcasts on Tuesday and Wednesday. On Thursday, coverage from the launch site began with 10-12-minute live shots, every half hour, from 7:30-10 a.m. From 10 a.m.-12:30 p.m., CNN provided live, uninterrupted coverage of the launch and follow-up. From Friday until the shuttle's landing on Monday, CNN is airing live updates from Johnson Space Center in Houston and Edwards Air Force Base in California. On Monday, CNN's coverage begins at 6 a.m. with short reports from correspondents in Houston and at Edwards. From 7 a.m. until the shuttle's landing, coverage will be live, with reports coming from Houston and Edwards, and eventually picking up NASA's camera from the chase plane to view the approach of the shuttle.

Peter Jennings, Dan Rather and Tom Brokaw all anchored their network's newscasts from Cape Canaveral on Wednesday and

Thursday nights. All three networks began coverage of Thursday's launch on their early morning news programs. Coverage continued on the morning news shows, with Tom Brokaw doing several reports for the *Today* show and Peter Jennings doing similar reports for *Good Morning America*. All three networks had planned to begin live, uninterrupted coverage between 9:30 and 9:50 a.m. When the original launch time of 9:59 was delayed, the networks resumed regular programming while providing periodic updates on the status of the launch. CBS coverage returned to the launch site at 11:10 a.m., 10 minutes before ABC and NBC, and all three reported live through lift-off at 11:37 a.m. and remained on the air until noon.

The three also provided live coverage of the shuttle's launching of a \$100 million communication satellite into orbit, which occurred about six hours after lift-off.

All three network anchors will remain in New York for the landing, with ABC's Ken Kashiwahara, CBS's Jerry Bowen and David Dow, and NBC's Bob Bazell and Keith Morrison at Edwards Air Force Base. Plans call for the three networks to begin live coverage 30 minutes prior to the landing.

□  
"We got more clearance on this story than

anything all year," said John McConnell, vice president of news, United Stations Radio Networks. The networks fed a 14½-minute program the morning of the launch anchored by correspondents Therese Crowley and John Bisney from the Kennedy Space Center. The networks also provided a five-part launch preview consisting of 45-second programs and inserts on regularly scheduled newscasts by correspondent Scott Walterman. Mission Control audio was available on the United Stations back-up satellite. Two United Stations correspondents were assigned to cover the landing.

ABC Radio Network coverage on the morning of the launch included a continuous feed from Mission Control from 6 to 11:33 a.m. NYT. Following that feed, from 11:33 to 11:47 a.m., ABC fed live reports with Bob Walker in New York and correspondents Bettina Gregory and Vic Ratner at the Kennedy Space Center. Scheduled to cover the shuttle touchdown were Walker in New York, Gregory in Houston and Ratner at the Edwards landing site.

At the CBS Radio Networks, Christopher Glenn anchored from nine minutes before takeoff to 10 minutes after the launch. Glenn was also scheduled to anchor the shuttle touchdown from the Ames-Dryden Flight Research Facility at Edwards beginning at 10:50 a.m. NYT and ending 10 minutes after the landing. CBS correspondent Bill Whitney opened news on the hour from the Kennedy Space Center.

CBS also ran hourly, 90-second shuttle updates leading up to the launch from 5:31 to 11:31 a.m. NYT and has scheduled similar updates from 6:31 to 11:31 a.m. NYT for this morning's proposed landing.

Westwood One's Mutual Broadcasting

System and the NBC Radio Network each provided continuous coverage the day of the launch beginning at 9:50 a.m. NYT. Anchors were Jay Barbree for NBC and Jim Bohanon for Mutual. Each network also ran a series of special reports beginning several hours before the launch and continuing throughout the morning. NBC anchor Bruce Hagan provided seven 90-second reports; Mutual anchor Bill Groody anchored six two-minute reports.

Barbree and Bohanon were scheduled to provide joint coverage of a memorial service for the Challenger disaster to be held on Sunday (Oct. 2). Both networks also planned live broadcasts and inserts during regularly scheduled news reports for the duration of the mission, with live touchdown coverage by Hagan and Groody.

Former shuttle astronaut Dr. Tony England provided commentary for AP Network News affiliates over the *AP Hotline*, along with correspondents Bob Moon and Dick Uliano. Anchor Mark Smith provided 90-second live reports on the launch for the network's main channel. The *AP Hotline* featured live continuous coverage of the launch preparation and the takeoff beginning at 9:07 a.m. NYT. The news service also planned to cover the landing at Edwards.

UPI began its shuttle coverage with a one-minute daily program, *Countdown to Launch*, which began Sept. 5 and ran up to the actual launch. The satellite-fed specials were anchored by Rob Navias, UPI's space correspondent. Navias also anchored the service's live coverage of the shuttle lift-off from 11:20 to 11:47 a.m. UPI coverage throughout the mission included two special one-minute updates (at 11:55 a.m. and 5:55

p.m. NYT) and hourly updates on the regular service feed from 4:10 a.m. to 10:10 p.m. NYT. West Coast bureau chief Bob Fuss was scheduled to cover the shuttle landing.

CNN Radio coverage of the actual launch began two minutes before takeoff and ended five minutes later. The network had also scheduled one-minute updates each day at 7:25 a.m. and 4:25 p.m. NYT during the mission and live touchdown coverage.

Following live updates aired during its early-morning East Coast feeds, National Public Radio's *Morning Edition* broadcast a half hour of live Discovery launch coverage, from 11:20 to 11:50. Although *Morning Edition* accounted for most carriage by NPR member stations, spokeswoman Kathryn Higham said the stations were free to pick up a total of one hour of live launch coverage—10:45-11 a.m., then 11:15 a.m. to noon. All coverage was anchored by NPR's science contributor and writer-host of the PBS science series *Newton's Apple*, Ira Flatow. Flatow was joined at the Kennedy Space Center by astronaut Mary Cleave, who has logged 165 hours in space and is scheduled to fly on the shuttle next April, and by science reporter Richard Harris. Reporter Howard Berkes, veteran of post-Challenger-disaster investigations, also contributed from the Johnson Space Center in Houston. TRW Space and Defense Sector joined the Ford Foundation Fund for News Excellence and the NPR stations in funding the shuttle coverage project.

Flatow, defense correspondent David Molpus and others also contributed to a five-part series on the space shuttle program, featured on *Morning Edition* on the five days before the launch. □

## Congress says 'safe harbor' is safe no more

### Appropriations bill headed for law contains amendment wiping out FCC's safe harbor; Senate approves change in obscenity law; Wirth action could doom children's bill

At press time last week, President Reagan was preparing to sign a congressional spending measure instructing the FCC to enforce its anti-indecency policy for radio and television broadcasts 24 hours a day. Under the measure, the FCC would have to issue a new set of indecency rules by Jan. 31, 1989. Meanwhile, the Senate unanimously approved legislation that amends obscenity laws to "make clear that obscene programming is illegal on cable or subscription services." The anti-porn measure also includes forfeiture provisions for conviction for an offense involving distribution of obscene material, something that broadcasters fear might result in stations being forced to turn over their equipment and facilities.

There were also signs last week that a children's television bill bottled up in the Senate is doomed. Congressional and industry sources were accusing Senator Tim Wirth (D-Colo.) of interfering in the process and jeopardizing the measure. Lawmakers

were working furiously last week in the hopes of adjourning no later than Saturday, Oct. 8.

The indecency measure is part of a \$14.9 billion appropriations bill that also funds the FCC and includes other instructions for the agency. It prohibits the FCC from reexamining existing regulations on station cross-ownership and minority preferences, and from permitting VHF-UHF swaps between commercial and noncommercial broadcasters. There is also a provision that allocates \$7.5 million in start-up money for TV Marti, which would televise entertainment and news to Cuba (BROADCASTING, Sept. 26).

The commission's current indecency policy includes a "safe harbor" between midnight and 6 a.m., a time when the FCC determined there was less likelihood of children in the audience. But the U.S. Court of Appeals last July called into question that window. Ruling that the agency had not sufficiently explained its reasoning behind establishing those hours, the court sent that part of the case back to the FCC for further refinement (BROADCASTING, Aug. 1). The court upheld the commission's authority to regulate the broadcast of indecent material, but made it clear that the FCC was treading

in a sensitive area, and that "material that is indecent but not obscene is protected by the First Amendment."

The commission has no choice but to comply with the congressional mandate on indecency. "If it is law, we are going to enforce it," said FCC Commissioner James Quello. Moreover, an FCC source indicated the commission may not go ahead with its remand rulemaking.

This is not the first time the commission has been caught between the courts and Congress. FCC General Counsel Diane Killy had previously expressed reservations about the congressional proposal and told BROADCASTING the agency fears an outright ban on indecency would "actually hinder rather than advance our enforcement efforts because we think a court might enjoin the commission's effort altogether." Two federal courts have already enjoined the FCC from enforcing the indecency portion of a law aimed at stemming dial-a-porn.

It had been predicted that the court's decision would sidetrack congressional action on the matter. The court's ruling was released the same week the Senate approved the indecency measure. Broadcasters were hoping the language would be stripped out

when House-Senate conferees met on the bill two weeks ago, but that failed to materialize (BROADCASTING, Sept. 26). The House version of the appropriations measure did not include the indecency ban nor any of the other provisions. But the House accepted those additions without argument.

It is likely a coalition of broadcast groups and citizen groups will challenge the new indecency law. The National Association of Broadcasters has said an appeal is a "major option." Among the legal recourses would be to go to District Court and seek an injunction against enforcement of the statute. Another would be to seek a review of the FCC order on indecency in the Court of Appeals, which can act quickly.

As for the obscenity language, it may not pose a serious threat. It was attached to a parental leave bill some Hill insiders were writing off as of late last Friday (Sept. 30). Sponsored by Senator Strom Thurmond (R-S.C.), the anti-porn provision says any utterance of obscene language or distribution of obscene matter by cable television would be a criminal offense punishable by up to two years in prison and a fine of up to \$250,000. The bill also makes clear that states and cities are free to regulate obscene matter on cable or pay TV, as long as such regulation is "not inconsistent with the Constitution." Distribution as defined in the anti-porn provision would apply to telecasting, broadcasting or cablecasting, as well as wire, microwave or satellite. And it would cover producers, program suppliers and local cable franchise operators.

Thurmond argues the law is needed to clear up any uncertainties concerning the federal and state government's ability to regulate obscene programming. Moreover, he says it is unclear whether the obscenity section of the 1984 Cable Act is enforceable. The National Cable Television Association is not opposing the anti-porn provision since it recodifies the cable act.

Meanwhile, a battle was brewing over children's television legislation (H.R. 3966) between House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and Senator Tim Wirth (D-Colo.). Markey is the key sponsor of the measure, which passed the House in June and has been stalled in the Senate since Wirth jumped in with an alternative proposal.

The bill is the product of intense negotiations between Markey, the National Association of Broadcasters and children's television activists. It proposes commercial limits in children's programs of 10½ minutes per hour on weekends and 12 minutes on weekdays. And it requires broadcasters to serve the "special needs" of children, which the FCC would be required to take into consideration at license renewal time. Broadcasters agreed not to oppose the measure, but reserved the right to fight any amendments that might surface in the Senate.

When the bill moved to the upper chamber, however, Wirth circulated an alternative he planned to offer on the Senate floor. Last week he introduced a new proposal, one that excludes the advertising limits but retains the license renewal section and requires the FCC to study the effectiveness of the legisla-

tion following enactment.

Broadcasters say Wirth's proposal is "unacceptable," and that they are sticking with the Markey bill. Moreover, the senator's actions are believed to have strained relations with Markey. As one source put it: "Wirth is sticking his nose in this and saying either you do it my way or not at all." Wirth was chairman of the Telecommunications Subcommittee when he was in the House.

Proponents of the House bill feel Wirth has spoiled the chances for any action on children's television this year. Markey, it is believed, is unhappy with the latest turn of events. The two appear to be at a standoff.

Even if Markey were to back Wirth, broadcasters have gotten several senators to put holds on the bill. A Wirth aide said he was "very surprised and disappointed" to learn that the NAB would oppose the senator. "If they have made a decision to oppose our proposal they have made a decision to kill their bill," said the aide. Action for Children's Television, which was not supportive of Wirth's initial maneuver, now favors the latest proposal, because it retains the license renewal section, something ACT feels is key. "I am supporting the new proposal because it is the old proposal without the minutes," said ACT President Peggy Charren.

What makes the story even more intriguing is that Wirth is not even a member of the Senate Commerce Committee, which has jurisdiction over the issue. Senate Com-

merce Committee Chairman Ernest Hollings (D-S.C.) has been surprisingly quiet throughout this debate. It is believed Hollings has decided to let Wirth and Markey fight it out. Nevertheless, some Hill observers were puzzled by the chairman's acquiescence.

□

In other Hill action last week the House Energy and Commerce Committee passed the so-called superstation scrambling bill (H.R. 2848) (BROADCASTING, Sept. 26). It is anticipated the full House will consider it on Tuesday, Oct. 4.

Before casting his vote, however, Chairman John Dingell (D-Mich.) chastised the House Judiciary Committee for what he felt was a "jurisdictional incursion." The bill originated from Judiciary's House Copyright Subcommittee since its primary function is to establish a compulsory license for the retransmission of broadcast signals to backyard satellite dishes. But the measure also dealt with communications policy such as syndicated exclusivity and the definition of so-called "white areas."

And although the measure was referred to Commerce, the chairman, who is well-known for asserting his jurisdictional prerogative, complained bitterly. He said Judiciary had "strayed from its legitimate concern," and that he was tired of these jurisdictional "tussles." He called Judiciary a group of "enthusiastic amateurs." □

## NCTA votes 15% dues surcharge to fund telco fight

### Mooney declines specifics on what association will do with estimated \$1 million war chest

The board of the National Cable Television Association, meeting in New York last week, voted to increase temporarily its membership dues 15% starting this month to

better wage its campaign to keep the telephone companies out of the cable business. The board is expected to maintain the surcharge at least through the end of 1989. If so, it will amount to about \$1 million.

Following the meeting, NCTA President James P. Mooney refused to discuss how the money would be spent, beyond saying it

**Aces showing.** Cable television programming took its place in the Museum of Broadcasting last week in New York. As part of a series of events that brought cable executives together with MOB officials, the cable industry donated to the museum's archives 313 programs, representing all the ACE award winners—recognized for excellence by the National Academy of Cable Programming—since the awards began nine years ago. The gift was disclosed last Tuesday (Sept. 27) during a luncheon in New York jointly sponsored by MOB and the NACP (see page 60). The agreement calls for all future programming from ACE winners to be given to the museum as well.

On Wednesday, William Paley, CBS chairman and chairman of the board of trustees of the museum, hosted a luncheon for some 25 cable executives, principally from the cable programming networks. Those present said the aim of the luncheon was to introduce the cable industry to the museum. MOB was asked by one cable executive about changing its name to the Museum of Broadcasting and Cable or the Museum of Radio and Television. MOB said the board has discussed that issue, but, feeling that "broadcasting" covers all television delivered to the home, has no plans to change the name. At present, it is concentrating its efforts on raising \$40 million for a new building in New York. Among those on the MOB board are Ralph Baruch, chairman of the National Academy of Cable Programming; Frank Biondi, president and chief executive officer of Viacom, and Kay Koplovitz, president and chief executive officer of the USA Network.

would be used "to do battle" with the telcos. Asked why the assessment was necessary, he said, "We did not have enough money to do what we think we have to do."

None voiced opposition to the assessment, Mooney said. "One of them wanted to give us more." The telco-cable issue was the principal topic at the board meeting, discussion of which accounted for at least a third of the six-hour meeting.

By NCTA's reckoning, the special assessment is significant. But, according to Mooney, it is "small change" relative to what the telephone companies can be expected to spend. "The opposition is able to spend 80 times what we are," Mooney said.

NCTA launched its anti-telco campaign early this year, after it became apparent that the FCC would probably lift its own rules prohibiting telcos from providing cable services in their telephone service areas and recommend to Congress that it repeal similar prohibitions in the Cable Communications Policy Act.

The cable industry fears that if the prohibitions were removed, the telcos would construct high-capacity integrated voice and video networks, and, because of their size and ability to subsidize competitive activities from their monopoly telephone service, come to dominate the business of delivering television to the home.

So far, NCTA's campaign has included a lot of rhetoric asserting that telco entry in cable embodies considerable risk and little benefit to the public and attempts to establish alliances with broadcasters and other groups.

In recent NCTA history, the assessment is paralleled only by a one-time surcharge imposed in 1985 to cover expenses stemming from lobbying for the Cable Act.

After the FCC reimposed the syndex rules last July, Mooney said the association would challenge them in federal court. That is still the intention, unless the FCC does the unexpected and makes the rules considerably more palatable on reconsideration. But, Mooney said after the meeting, "There doesn't seem to be any auguries that the commission is ready to change any of these things. The rules are singularly bad even in terms of the policies they say they are trying to further. It looks to us as if it is impossible to make them work."

In other items, the board voted to file comments in support of FCC actions to drop the prohibition against broadcast network ownership of cable systems. The rules were passed at a time when cable was in its infancy, but NCTA said the industry has no problems today with the broadcast networks owning cable systems.

The board also heard reports on the status of the home satellite bills offered by Senator Albert Gore (D-Tenn.) and Representative Billy Tauzin (D-La.) and the FCC's rule-making to reimpose syndicated exclusivity rules. Status reports on high-definition television, National Cable Month, the FCC's signal leakage requirements that take effect July 1, 1990, and Cable Labs were also given. Dick Green, who will take over as president of Cable Labs this month, was introduced to the board. □

## Baruch calls for a cable 'statesman'

**At dinner in his honor, he urges industry to avoid blind pursuit of wealth and suggests cable needs someone in Frank Stanton mold to speak to all constituencies**

Ralph Baruch, chairman of the National Academy of Cable Programers and senior fellow at Columbia University's Gannett Media Center, was honored by the Walter Kaitz Foundation in New York last week. In his speech to those attending, he issued two warnings to the cable industry: that excessive greed will hurt both the industry and the country at large, and that cable needs a "statesman" in the mold of the broadcasting industry's historical statesmen, to speak for the industry to all constituencies.

"It seems to me that, in ever-increasing numbers, many want to worship at the high

to a leveraged buyout battle that resulted in Summer Redstone taking over the company. He declined to cite specific instances, saying later that he would leave the interpretation of his remarks up to the listener.

But he was specific on his second point, saying the cable industry needs a statesman in the mold of David Sarnoff or Frank Stanton to tell its story.

Baruch said this leadership voice should "transcend the cable interest and state our larger goals for all of communications as a servant of the American public. In years past, broadcasters understood the need for one voice. They put forth such statesmen—individuals of true character." It is time cable did the same, he said.

"This statesman...could emerge to speak with confidence, with clarity, to enunciate our concerns and outline our hopes, with



Baruch (l), senior fellow at Columbia University's Gannett Media Center; Michele Synegal-Mitchell, president of the Walter Kaitz Foundation, and William Grimes, chief executive officer, UniVision.

altar of wealth," Baruch said. "Their religion is the early and speedy amassing of personal riches, with a corresponding sacrifice of humanity." He said that as the industry grows, "let us use debt primarily to create jobs and opportunities for all, and not to simply accumulate more wealth and power... Communicators in America must be more concerned about Main Street and less concerned about Wall Street. We must realize that cable and broadcasting have to first please our viewers before we try to please the bankers and the market makers.... I would hate to see us lose our character and our spirit to a greedy few."

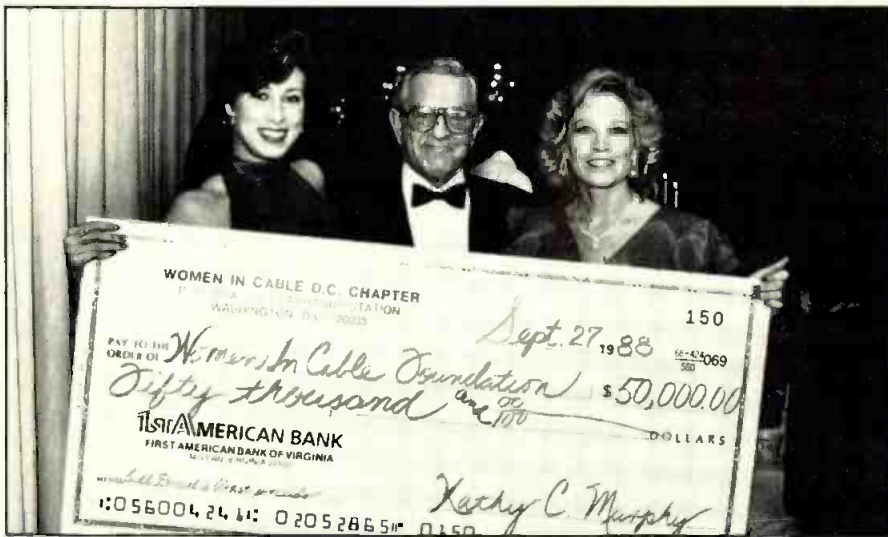
Many of the cable operators in the audience of 1,200 took Baruch's remarks to be directed at companies that are not long-term players in the industry—those that enter for the quick financial turnaround that could result in a lowering of service to consumers that would tarnish the entire industry. Baruch's former company, Viacom, was subject

respect for the intelligence of our viewers, our leaders, our legislators and our regulators. This new voice of leadership, coupled with our very effective trade organization, and hopefully forming alliances with others, will permit us to address and formulate the long-term policies and positions of a new age of electronic communications."

Baruch said his remarks were not meant to criticize the NCTA, which he praised twice in his speech. But he said trade associations often stand accused of narrowly arguing their constituents' case, while Baruch's "statesman" would not suffer from such labeling.

Baruch also touched on the telco issue, saying "this threat to cable and broadcasting must be met now, it must be met directly, and it must be met with full strength."

The Walter Kaitz Foundation, which aids in the training of minorities for management positions in the cable industry, raised more than \$450,000 at this year's event. □



**Father's day.** Bill Daniels, acknowledged as the father of cable television for his more than 40 years of service in the industry, was honored at a roast hosted by the Washington chapter of Women in Cable last week in Washington.

Daniels accepted jokes at his expense on his multimillion-dollar home, his four marriages, his nutritional habits and his ill-fated sports ventures, before turning serious in his closing remarks: "I am extremely grateful to be honored by this fine industry.

"The thing I'm proudest of," Daniels said, "is that there are no second-class cities in the communications revolution we live in today," because of cable. All small cities now have as much entertainment as New York or Los Angeles, he said. "That is our single most outstanding accomplishment."

Throughout the evening the laughs were on Daniels. HBO Chairman Michael Fuchs said he ran into Daniels in the early 1970's and he told him to get into cable. "I made the mistake [of thinking] that cable is programing," said Fuchs. "If I was an operator, I'd be honored tonight."

Fuchs said, "If Bill Daniels is the George Washington of cable television, then John Malone [president of Tele-Communications Inc. and last year's roastee] is Abraham Lincoln, but we're still waiting for him to free the slaves."

Mary Alice Williams, CNN anchor and the evening's MC, poked fun at Daniels's eating habits. "Bill Daniels is to good nutrition what Dan Quayle is to combat."

Daniels said he is sometimes asked whether he prefers blondes, brunettes or redheads. His answer: "It doesn't matter what color the truck is if it's going to run over you."

Daniels, who has been a cable broker and system owner through the years, has also been associated with several successful and unsuccessful sports ventures. He was instrumental in launching the American Basketball Association and the U.S. Football League and is the owner of several regional sports networks. He also founded the Young Americans Bank, a savings institution serving those under 22. One of its first depositors, eight-year-old Lizzie Fox, related her own Daniels story. She said she had borrowed money from the bank for a bike but couldn't make the loan payments. Her collateral was her newspaper route, which she sold to Daniels for \$500, and he in turn sold to TCI for \$1,500.

The dinner, attended by 475, raised \$50,000 for the Women in Cable Foundation. Above, Daniels presents the check to Kate Hampford (l), chairman of the WIC Foundation Committee and director of affiliate marketing at C-SPAN, and Beverly Harms, president of the national chapter of WIC and vice president, office of the chairman, Communications Equity Associates.

fourth-largest cable network. Prior to the announcement from Jones Intercable, USA's subscriber base had grown by 4.4 million homes since January 1988.

Jones Intercable currently carries USA in 850,000 homes. A spokesman for the MSO said the decision to eliminate the network in slightly more than two-thirds of those homes is based on Jones Intercable's interpretation of its affiliation agreement with USA. The MSO contends that its contract stipulates the per-subscriber fees it will pay USA, but does not require carriage of the network. "We have acted within the provisions of our contract," he said.

Not so, said USA. In a sharply worded statement the cable network said it "would vigorously enforce its contract for distribution by Jones Intercable." Subsequently, USA filed for a temporary restraining order in U.S. District Court of the Southern District of Manhattan last Friday (Sept. 30). USA is also preparing to file suit for breach of contract against Jones Intercable.

USA's standing as the first-place cable network on many Jones Intercable systems makes last week's decision hard to understand, according to Kay Koplovitz, USA's president and chief executive officer.

Koplovitz also said that in the 12 meetings between the two parties, Jones "was not forthcoming" about its dissatisfaction with USA's programing. That dissatisfaction is particularly contradictory, said Koplovitz, given the Sept. 13 issue of the MSO's own channel guide for its system in Fort Myers, Fla., which lauds USA's programing as "popular and balanced."

In explaining his decision, Glenn Jones said that USA's new schedule contains nothing to differentiate it from the broadcast networks and broadcast stations (BROADCASTING, Aug. 22). Last week, Jones reiterated that rationale, saying that USA's programing approach is "ratings-driven" for a broad audience. "That's not what we want." Jones said that the broadcast networks and superstations already supply cable systems with programing created to deliver ratings to a wider audience. He would prefer to use his systems' limited channel capacity for cable networks targeted to niche audiences.

Jones also said the decision to drop USA was supported by a survey on television violence that rated 85% of USA's programing as violent. Good ratings don't justify more violence, Jones said.

Opinion was mixed last week on just how significant the Jones Intercable decision would turn out to be, both for USA and for cable programing in general. A concern often expressed by MSO executives is providing the right mix of channels to give their systems good ratings and a high level of customer satisfaction (which results in timely payment of monthly subscriber fees). On the other side of that equation is what systems consider to be an equitable per-subscriber fee for each channel.

"I understand where Jones is coming from," said Lloyd Hussey, senior vice president of programing and marketing at Warner Cable. "This could be an interesting test case" for dropping major basic channels by cable systems. □

## Jones drops USA for TNT

**MSO says it is going with new Turner service because it wants more original programing; USA, calling move breach of contract, files suit**

Jones Intercable delivered "a message" to cable networks to come up with more original first-run programing if they expect cable systems to carry them. That message was delivered in the form of an announcement that the 10th largest multiple system operator will drop USA Network from more than half of the one million-plus homes its cable

systems serve. Jones Intercable will replace USA with Turner Network Television.

Glenn Jones, chairman and chief executive officer of Jones Intercable, said the decision was based on differences in the respective programing philosophies and not on USA's recently proposed rate increase. USA recently presented cable systems with a rate card that calls for its per-subscriber fees to increase from 13 cents in 1988 to 18 cents in 1989 and 23 cents in 1990.

USA appears in 45.2 million homes, according to Nielsen's coverage tracking report of Aug. 31, making it the nation's

# All systems go at Space WARC

**U.S. delegation, others optimistic that fixed satellite plan will be worked out by this week's deadline**

Lights in Geneva's modern, stone and wood-paneled international conference center were burning late at night last week and over the weekend, as delegates to the second and final session of the Space WARC struggled to complete their work by Wednesday (Oct. 5), as scheduled. Indications were that the deadline would be met and that the World Administrative Radio Conference will succeed in drafting a plan for the fixed satellite services' use of the geostationary arc. Whether the conference is considered a success will depend on a country's point of view. Indeed, "success" itself last week appeared to be a matter of definition. For the U.S., it seems to mean, at least in part, damage control.

After five weeks of sometimes frustrating work, the conference—being attended by some 900 representatives of 119 countries—last week was close to completing its work on planning portions of the so-called expansion bands—4500-4800 mhz, 6725-7025 mhz and 10.7-10.95 ghz, 11.2-11.45 ghz and 12.75-13.25 ghz—with each country to be allotted at least one orbital position in a predetermined arc with 800 mhz of bandwidth. The plan's aim is to "guarantee in practice for all countries equitable access to the geostationary orbit."

But the plan, as finally adopted, may cause some grumbling on the part of developing countries that find they will have to coordinate their allotment with the operation of an existing system. And its value to some developed countries, at least in the near-to-mid-term, is seen by some as doubtful.

What's more, work on procedures to implement the plan—a crucial aspect of the conference's agenda—was proceeding slowly, even tortuously, amid confusion and fraying tempers. "There's a lot of hot air and ego in there," said a representative of one developed country referring to delegates from developing countries debating the procedures issues.

However, one of those at the conference who appears confident it will finish its work on time and with a "satisfactory" plan is the head of the U.S. delegation, Ambassador Theodore Brophy. He noted that a number of concepts have been developed for solving the problems blocking completion of the allotment plan and that the committee responsible would be working long hours throughout the weekend. "The pace of the conference has picked up and there have been expressions of goodwill," he said. Brophy also quoted, with approval, the head of the French delegation: "We can't be nostalgic for words we were wedded to. We must move forward."

Although the quote regarding "hot air and ego" indicates delegates of developing countries sometimes try the patience of their colleagues from developed countries, both generally have spoken favorably of what they regard as the conference's businesslike

atmosphere. The level of politicization—high in past conferences, specifically including the first session of the Space WARC, in 1985—has been low, delegates say, and the level of seriousness, high. Cheikh Ndioungue of Senegal, who serves as chairman of a working group charged with establishing the allotment plan, spoke of a "good period of cooperation among the delegates," and added: "This session was more technical than political. The first was political." But he attributed that to the fact that the first session was establishing principles. "That means politics."

Developing countries were also swallowing their bitter disappointment over the absence from the plan of allotments for subregional systems, those arrangements in which countries could pool their resources



Brophy and WARC Chairman Ilija Stojanovic

to establish a single operation. Realistically, such systems are developing countries' only means of access to satellite service, at least for the foreseeable future. "We haven't even talked about a national system," said Tarlochan S. Hungin, the head of Kenya's delegation. "Our first system would be a subregional one for that part of Africa."

But Hungin and others from developing countries accept the rationale that the geostationary arc lacks the capacity to accommodate both national allotments and subregional systems. Those systems will be provided, but through procedures to be associated with the plan. And Hungin said: "We have to accept the reality of doing it through procedures."

For the U.S., the conference is proving a success if for no other reason than that it has turned away from a formal, structured process of resolving conflicts between and among existing and proposed services in the conventional fixed satellite service bands.

The allotment plan is another matter.

The conference had been charged, in a resolution adopted at the 1979 WARC, to adopt a plan that would "guarantee in practice for all countries equitable access to the geostationary orbit." And, as a representative of one developed country last week put it, the conference was "operating in a planning environment." Developing countries appeared determined to produce a plan that would contain allotments they could point to as theirs. Some had had unpleasant experiences in attempting to follow the evolutionary "first-come, first-served" approach the developed countries find congenial. India and Indonesia, for instance, felt they had been treated badly by Intelsat in the 1970's,

when they sought to coordinate satellite proposals with the global system.

Nor is it only a matter of requests for identifiable slots. Over the past five weeks, delegations repeatedly burdened the requirements they had put into the plan with additional constraints—as to rain attenuation, for instance, or mountain ranges, or geography—they insisted be considered. The result was to diminish the degree of flexibility the plan could accommodate. Indeed, the U.S. felt it had to abandon the NASARC software it had developed to help produce a plan; the software is geared to a flexible approach. It is not a developed countries' kind of plan.

Still, William Hatch, of the National Telecommunications and Information Administration, who is U.S. spokesman on the committee drafting the plan, resists the description of it as "rigid." Under the plan being developed, he said, a nation's orbital slot can be moved within its predetermined arc without sacrificing any protection, thus affording some flexibility. As the country involved moves toward converting the allotment into an assignment, the slot diminishes in size. Some engineers also say the carrier-to-interference ratio of 26 db that is written into the plan provides some "surplus," and that systems could accept a greater degree of interference without harm.

Representatives of developed countries, however, are not impressed with that kind of flexibility. A member of the French delegation said France has "no intention" of using the plan. "It is rigid," he said. "By its nature, every plan is rigid." Another representative of Western Europe described the plan as one that "grows out of a political demand for a way of doing things in a political environment." An "intelligent plan" normally develops out of "anticipated demand," he said. And "evidence of demand for use of [the expansion bands]," he added, "is not yet there." An American offered a similar comment: "This is a conference we didn't need. It was forced on the developed countries by the developing countries."

One developed country that seems enthusiastic about the prospects offered by the plan, however, is Canada. It expects to achieve one of its principal goals—the possibility of multiple coverage of its area. Countries are to be allowed more than one orbital position if necessary to provide single coverage of their land mass. The U.S., for instance, will be allowed two. But Canada's argument that it should be allowed to employ the three slots it would be assigned in overlapping coverage was rejected by the conference; it held to the view that each country would be limited to single coverage. Now Canada is pursuing a different approach: It believes the procedures being developed for implementing the plan offer several options that would allow it to obtain the multiple coverage it says it needs. "So we're happy," said Gabriel Warren, chairman of the Canadian delegation. Then he noted that, unlike the European land mass

that is crowded with a large number of countries, "Region 2 [the Western Hemisphere] is fortunate; it has a lot of orbit capacity."

However, the proposed procedures on which Canada is counting are at issue in a major controversy that could jeopardize plans to wrap up the conference on Wednesday. Edward Ducharme, a member of the Canadian delegation who serves as chairman of the working group dealing with the procedures, drafted a paper consolidating texts of documents that had been written on the subject. The aim, the paper said, was to simplify those documents. But when presented to the full committee, he acknowledged later, the paper was "torn apart." As a result, the chairman of the committee established an ad hoc group of 21 countries to try to develop a paper on which a consensus could be built. Later, a small drafting group was appointed that on Wednesday began working far into the night.

Developing countries are concerned about some procedures developed countries say are designed to build additional flexibility into the plan. One provides a means for introducing "additional uses"—beyond those provided for in the plan—into the planned bands. U.S. officials, in defending the proposal, say the protection afforded the allotments in the plan would not be affected. But some delegates from developing countries see it as a possible step back toward the kind of first-come, first-served approach the plan was designed to supplant, an approach developing countries say has enabled the developed ones to dominate the spectrum and the orbital arc.

Procedures for introducing subregional systems are also causing uneasiness. Although developing countries recognize the need to establish such systems through procedures rather than guaranteed allotments, some are having trouble accepting a requirement that the national allotment of a country that joins a subregional system would be "suspended during the lifetime" of that system—and that when a country chooses to leave a group and implement a national system, it would proceed under the provisions dealing with "additional uses." Its right to a national allotment would not be automatic.

And as the conference entered its final weekend, experts, as Ambassador Brophy noted, were trying to solve the riddle of the allotment plan. Specifically, the problem is integrating existing systems already in the expansion bands—they would be permitted to remain in their present location for up to 20 years—into the plan. Worldwide, there are 14 such systems—those that had been registered with the International Frequency Registration Board before the 1985 session—with a total of 38 beams. Two of the systems are American, but neither is operational. ISI has two satellites in the coordination stage, and PanAmerican Satellite is authorized to occupy two slots in the expansion bands, but has applied for permission to operate in the conventional bands instead.

Two approaches at integration are being tried, both of which rely on Japan's Orbit II computer software program. The one on

which more progress has been made involves simply overlaying the allotment plan of basic requirements (Part A) with the existing systems (Part B), and then, by "manual intervention," repositioning the basic requirements in an effort to minimize incompatibilities. However, even a best-case scenario does not envision the emergence of a plan that would not require some coordination between basic requirements and existing systems.

The other method under consideration would include the allotments and the existing systems in a "synthesis" run of the software program. Then the allotments would be repositioned manually to reduce the incompatibilities. □

Some of the delegates milling about the international conference center last week said they had the feeling they were attending two conferences. One involved the task of guaranteeing all nations equitable access to the geostationary orbit. The other involves broadcast satellite matters.

Some of those involve old business, like establishing feeder links for the direct broadcast satellite service plan that was adopted for Regions 1 (Europe and Africa) and 3 (Asia) in 1977. Although the Region 2 countries adopted a DBS plan that includes feeder links in 1983, the U.S. was interested in the DBS issue because of a desire to feed any satellite system that might be established to serve American territories in the Pacific, including Guam, Samoa and the Marianas. The committee working on the issue approved a plan that permits the U.S. to use frequencies in the 17.3-18.1 ghz band for that purpose for feeds emanating from the West Coast and Hawaii—assuming a satellite system is established.

High-definition television was also on the committee's mind. The committee adopted a resolution calling on a future WARC to make a worldwide allocation for wideband HDTV. The committee focused on the 12.7-23 ghz band as a likely candidate for the service. The U.S. did not press for a conference on HDTV, certainly not in 1992, when it could be held in connection with a scheduled mobile satellite WARC. Delegation members say the U.S. feels there is not sufficient demand for wideband HDTV in the U.S. to reserve frequencies now used there for other services. Indeed, they note that despite the 32 channels set aside for DBS in the plan adopted by Region 2 in 1983, no Western Hemisphere countries are using the service. They also note that the FCC is allocating no more than 6 mhz of additional spectrum for a terrestrial advanced TV system. Europeans and Asians, however, are expressing a more urgent need for spectrum for wideband HDTV.

Sound broadcasting from space was another matter on the agenda, and on this one there were even more signs of movement. The committee approved a resolution calling on the ITU's plenipotentiary conference to be held next year to schedule a conference—preferably in connection with the 1992 mobile satellite WARC—to find a band for a satellite sound broadcasting service within the 500-3000 mhz range. □

## New syndication season off to shaky start

**With Olympic competition, staggered takeoff for season, new offerings in syndication are losing lead-ins and underperforming their predecessors**

In week three of the new syndication season (Sept. 19-23), new programs on the air turned in poor to mediocre performances for the most part, based on ratings in the 16 overnight markets. However, program analysts cautioned that NBC's coverage of the summer Olympic games from Seoul, South Korea, are disrupting normal viewing patterns and to some extent suppressing viewing of syndication programs. As a result, they say, the performance of many programs cannot be gauged accurately until the games, and perhaps the Major League Baseball playoffs and World Series, have concluded. Another factor observers feel is affecting viewing—and one, unlike the special event programming, that cannot be looked beyond, is the lack of a uniform season start, precipitated by the writers' strike.

The ratings for *USA Today: The Television Show*, which is in its second week, dipped slightly, but maintained an average 12 share in the 16 overnight markets, according to a rating report issued by Seltel, the New York-based station representative.

In that same report, *Entertainment Tonight* recorded a 17 share, down slightly from the 18 share recorded by its lead-in program.

The report, covering season-to-date ratings for 23 new syndicated programs, found that 14 of those shows are scoring lower ratings than did the programs occupying the same time periods a year ago—as low as 37% of those ratings in the case of *USA Today*.

Of the handful of new programs doing better in their time periods compared to a year ago, the off-network *New Leave it to Beaver*, airing in four metered markets, is up 43%, largely due to the strong performance of the show at 6 p.m. on WKBD-TV Detroit, Seltel said.

All the special sports programming on the networks, said Janeen Bjork, vice president and director of programming, Seltel, "is making it very difficult to gauge how the new syndication shows are really doing." As for the declining shares from a year ago, Bjork said that trend follows the pattern from last season, when only one new program delivered a better share in its time period—*Win, Lose or Draw*. "It's usually every two years where you get a hit [new syndication] show, like a *Wheel* or *Oprah*," she said.

Another factor contributing to the low numbers is the lack this year of a cohesive "new season," where all or most of the network and syndication schedules are launched in September. In fact, this season, some network shows initially planned for launch in September will not launch until

January (although most of the new schedules will be in place by the beginning of December). That, in turn, she suggested, has led to a certain amount of "viewer apathy" toward the new season.

Another consequence of the quirky start of the 1988 syndication season is that stations will be under more intense pressure than ever to make decisions about renewing or canceling new shows. The first numbers that will constitute a true measure of how the new flock of shows is performing will be the November books. And once stations have those in hand—by mid-December—they will have about a month to decide whether to keep the shows or pick up something new at the INTV or NATPE programming shows, said Bjork.

Meanwhile, new shows bowing in week three included LBS's *The New Family Feud*, which averaged a 5.1/13 in the metered markets (with the exception of the NBC owned and operated stations, which won't debut the show until Oct. 3), failing to hold its lead-in, and off 7% in the period from a year ago. Programmers stress it is impossible to get a real sense of that program's performance, however, until the NBC stations come on board next week.

Lorimar's *Family Medical Center* continued to lose ground from its lead-in, with an average 2.2/13, continuing flat, compared to the period performance a year ago. Buena Vista's *Regis and Kathie Lee* also continued turning in mediocre numbers at best, with a 2.6/11 in week three, an 8% drop off its lead-in and 27% off the mark from the time period a year ago. *On Trial*, from Republic, in its second week out, managed to hold on to its 8 share lead-in, while three new game

shows, Paramount's *Wipeout*, Multimedia's *Sweethearts* and Barris/Guber-Peters's *The New Gong Show*, all fell 20% or more from

their lead-ins. "It's hard to be optimistic about any of these shows," the Seltel report concluded. □

## MGM/UA restructures company, Thomopoulos resigns

**Company plans rights offering, may sell some assets to help repay bank debt, improve cash flow**

MGM/UA announced several proposals last Tuesday (Sept. 27) designed to restore the health of what has been widely perceived to be an ailing organization.

The company announced plans for a \$200 million rights offering to shareholders, a possible sale of certain assets and a streamlining of the company's motion picture operations. The same day, Anthony Thomopoulos, chairman of the United Artists Pictures unit that would cease production under the planned restructuring, announced his resignation.

The company said it expected these measures would result in "repayment of all its bank debt and an improvement in annual cash flow of over \$50 million."

It was not announced which MGM/UA assets might be sold, but one informed source said that MGM/UA Chairman Stephen Silbert was considering sale of the company's television business. Wall Street observers said the word was that MGM/UA Television Productions President David Gerber was considering a leveraged buyout of the division. Gerber could not be reached for comment. Silbert has said that UA's film



Thomopoulos

library would not be sold.

MGM/UA's stock declined \$1.25 the day following the announcement, closing at \$12.25 on Sept. 28.

The rights offering would result in \$200 million in additional equity for MGM/UA, the company said. Under the terms of the offering, stockholders would be entitled to purchase additional shares of MGM/UA common stock at a price to be set at the time of the offering. Tracinda Corp., 79% shareholder of MGM/UA, will purchase all shares not bought by other shareholders. Tracinda is owned by investor Kirk Kerkorian, who in July announced another MGM/UA restructuring, which later fell through. Although the rights offering might eliminate the company's \$250 million bank debt, MGM/UA had an additional \$400 million in debt as of May 31, 1988.

MGM/UA said that as part of its "ongoing restructuring" all future productions will be carried out by its MGM Pictures production unit. It had been previously reported that United Artists Pictures was not actively seeking projects for development, although it had one movie in production and another slated for shooting (see BROADCASTING, Sept. 26).

MGM/UA Television Productions is producing the shows *thirtysomething*, *Knightwatch*, *Baby Boom* and *In the Heat of the Night* for network television this fall. MGM/UA Telecommunications is producing *The Twilight Zone* and *Group One Medical* for syndication.

Thomopoulos's resignation follows the Sept. 11 resignation of MGM Pictures chairman Alan Ladd Jr., which followed the July resignation of MGM/UA chairman Lee Rich.

Thomopoulos had served as chairman and CEO of United Artists since August 1986. He served as president of ABC Broadcast Group from 1983 to 1985 and as president of ABC Entertainment from 1978 to 1983. Thomopoulos said that he was remaining at United Artists as a consultant until mid-November, and would announce further plans at a later date. □

### Court blocks L-T/Warner merger

In the wake of a New York state court ruling blocking the proposed merger of Lorimar Telepictures Corp. and Warner Communications Inc., Lorimar will postpone the shareholder meeting scheduled for Monday (Oct. 3), at which the merger plan was up for approval. The court's decision may cause the reduction in the price Warner will pay for Lorimar shares, according to one Wall Street analyst.

The shareholder meeting will be reconvened Monday, Oct. 17. Meanwhile, Warner said it would "expeditiously" appeal the ruling, which was issued in the course of a suit filed July 12 against Warner by Chris-Craft Industries and its majority-owned subsidiary, BHC Inc. The suit sought a declaratory judgment that Warner's acquisition of Lorimar would violate a 1984 shareholder agreement between Chris-Craft and Lorimar, and sought to block the merger until Warner complied with the agreement. In a motion for summary judgment, the judge hearing the case ruled in favor of Chris-Craft.

Chris-Craft argued that the 1984 agreement prohibited Warner from owning, "directly or indirectly," any television station as long as Warner owned more than a 25% stake in BHC, a television group broadcaster. Warner, which owns 42.5% of BHC, would have acquired several Lorimar-owned stations if the Lorimar merger were completed. At the time the suit was filed, Lorimar owned six stations. It has since sold three and reached an agreement to sell a fourth, WPGH-TV Pittsburgh. It has yet to sell two stations in Puerto Rico. When the suit was filed, Warner argued that its plan to transfer the ownership of the unsold stations to an irrevocable voting trust at the time of the merger would fulfill the agreement.

If the court's decision is not reversed on appeal, Warner will have to delay the merger until the remaining Lorimar stations are sold or reduce its holdings in BHC below the 25% level. A source at Warner said the second possibility was unlikely.

One analyst familiar with the companies said that it was possible that the ruling would cause a reduction of the amount of Warner stock that Lorimar shareholders would receive in the merger. Lorimar's continued independent operation would make it less valuable to Warner, as would its hurried sale of the stations at presumably below-market prices.



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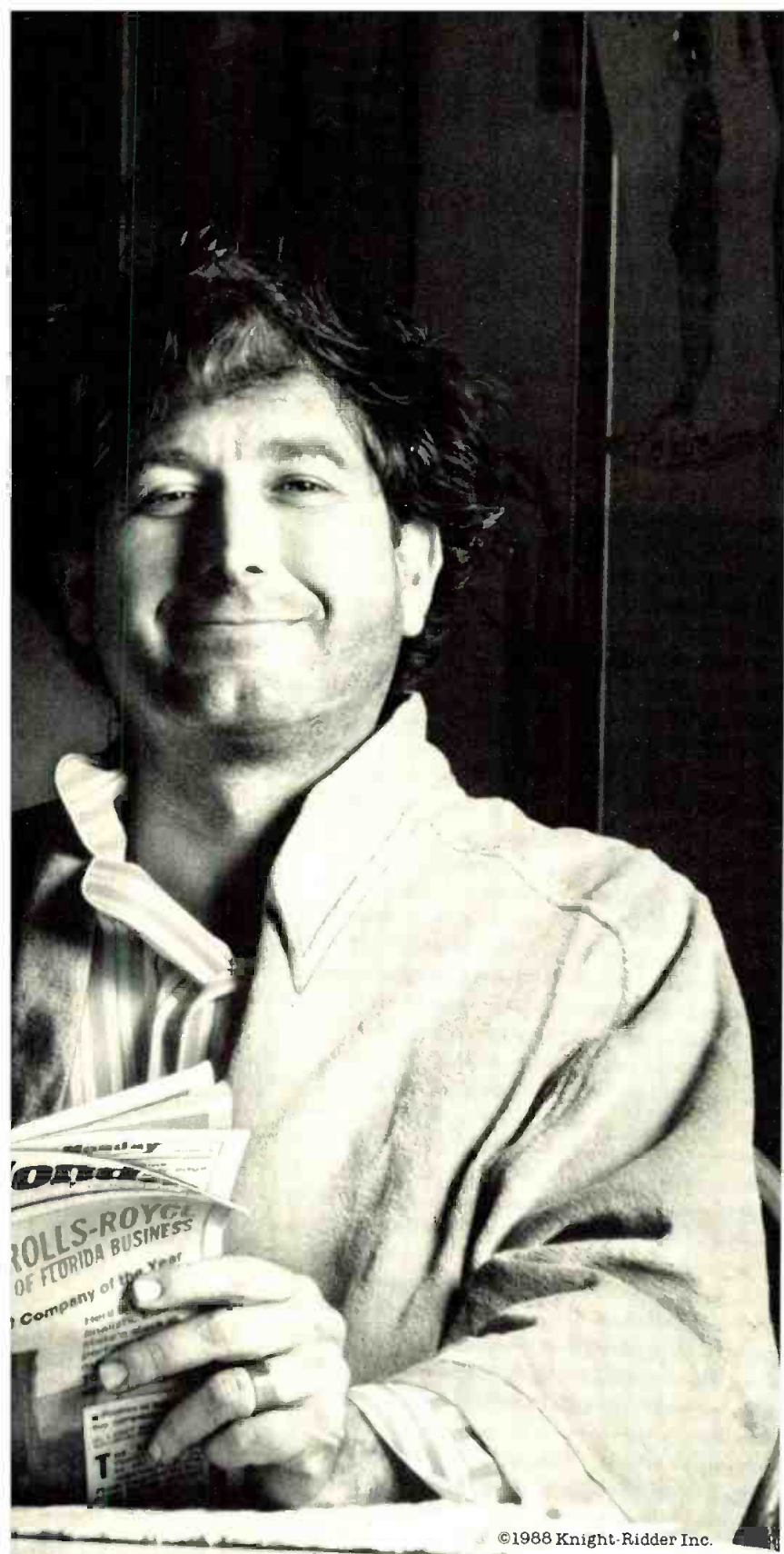
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How did one man get 20 million  
Americans to *almost* look  
forward to Monday mornings?



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# R I D D E R

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**Telco's army**

**Poised  
for assault  
on  
TV entry**

It has all the potential of a knock-down, drag-out heavyweight bout, except the venue is Washington, not Madison Square Garden, and the contenders are the U.S. telephone industry versus cable and possibly broadcasting. At issue is whether Congress, the FCC and the courts will permit all local telephone companies to enter the television business in their service areas.

What makes the match even more lively is the telcos' seemingly limitless resources. As one Washington insider put it: "They have the time, the money and the bodies to throw at an issue." Based on BROADCASTING's own evaluation of the seven Bell Operating Companies (Ameritech, Bell Atlantic, BellSouth, NYNEX, Pacific Tele- sis, Southwestern Bell and U.S. West) and five of the top independent telephone companies (ALLTEL, Centel, Contel, GTE and United Telecommunications), they fit that bill.

In this special report, BROADCASTING looks at the telecommunications giants and their cadre of Washington lobbyists and discusses the merits of the telcos' case with those company executives.

There are a multitude of telco lobbyists. Not only does each BOC have a substantial Washington presence (BellSouth uses 17 of its 38 staffers for congressional and regulatory matters), but so do the bigger independent telephone companies. The Washington offices of the seven BOC's combined with GTE, the largest independent, have 207 staffers, outnumbering the entire staff of the National Cable Television Association by about 3 to 1. The National Association of Broadcasters has some 130 employees.

Telco forces are also bolstered by such industry organizations as the United States Telephone Association (65 employees), the Organization for the Protection and Advancement of Small Telephone Companies and by the numerous lawyers and lobbyists on retainer. Other players are expected to weigh in on the telco side, including the Communications Workers of America and the National Association of Regulatory Utility Commissioners.

According to records kept by the Clerk of the House, several of the BOC's and independents rely on outside political muscle. Ameritech uses Arent, Fox, Kintner, Plotkin & Kahn. Those registered on behalf of Bell Atlantic include Berman, Bergner & Boyette; Dewey, Ballantine, Bushby, Palmer & Wood (former Health, Education and Welfare Secretary Joseph Califano's firm); Verner, Liipfert, Bernhard, McPherson & Hand; Hill & Knowlton's Robert Gray and Frank Mankiewicz, and Wall & Associates. NYNEX also calls on Dewey, Ballantine and Verner, Liipfert.

BellSouth uses Wunder & Diefenderfer (a firm established by Bill Diefenderfer, former chief of staff to the Senate Finance Committee and chief counsel to the Senate Commerce Committee, and Bernard Wunder, former head of the National Telecommunications and Information Administration). GTE calls on Wunder & Diefenderfer, and GTE Products uses Leighton & Regnery and Mayberry & Leighton. O'Connor & Hannan represents PacTel. Southwestern

Bell has Williams & Jensen on retainer. Piper & Marbury is registered under United Telecommunications.

According to the Clerk's office, the U.S. Telephone Association's external roster includes Dewey, Ballantine; Wunder & Diefenderfer; Williams & Jensen; Manatt, Phelps, Rothenberg & Evans, and McAuliffe, Kelly, Furlong, Aldrich & Siemens.

But the telcos' real power base is said to be back home. They are an entrenched service industry (cable is 40 years old, broadcasting almost 70, while the USTA convenes its 91st convention next week). Most Hill aides familiar with telcos give them high marks for developing a "tremendous" grassroots lobbying network: "They have long-standing relationships with members," says one.

The phone companies also are often a major employer in a member's congressional district. Employment figures for the 12 telcos are double those of the broadcast and cable industries combined. In addition to the BOC's, there are some 1,300 small independent telephone companies.

The telcos' shareholders also bring to the table a host of influential figures from the business and political arenas. Take PacTel, for example. Among its directors are William P. Clark, former secretary of the Interior, and former Attorney General William French Smith. NYNEX has some corporate heavyweights on its board, including Walter Shipley, chairman and chief executive officer of Chemical Bank; William R. Howell, chairman and chief executive officer of J.C. Penney, and John J. Creedon, president and chief executive officer of Metropolitan Life Insurance.

Telco clout in Washington also stems from its role as a significant contributor to campaign coffers. Industry political action committees easily outspend their counterparts in the cable and broadcasting industries. There are 28 PAC's operated by the BOC's and the five independents, which, according to Federal Election Commission reports, contributed some \$1.8 million during the 1987-88 election cycle (see box, below). Those PAC figures may only be the tip of the iceberg, for many BOC's funnel money through foundations and honoraria to congressmen.

Whether the phone companies will actually outdo cable remains to be seen. NCTA may be outnumbered, says its president, Jim Mooney, "but I don't feel outclassed."

The telcos certainly view cable as a worthy adversary. Cable companies, says PacTel's Ron Stowe, "are not exactly shrinking violets." And a coalition of broadcasting and cable interests, says ALLTEL's James (Buddy) Heins, is "very formidable." Moreover, Heins believes cable, through its influential C-SPAN network, carries a lot of "political weight."

If the telcos suffer from anything it is that they are too big and often disorganized, according to Hill sources. "They need to get their act together," says one congressional source, who also says they have yet to make a convincing case as to why they should be in

## Telcos' deep political pockets

Not only are there legions of telephone lobbyists, but the seven Bell Operating Companies and the larger independent phone companies are knee-deep in political action committees (PAC's). BROADCASTING examined filings from the Federal Election Commission on 28 local telco PAC's, most of them run by the BOC's. They contributed some \$1.8 million dollars to House, Senate and presidential candidates for the current election cycle (January 1987 through Aug. 1, 1988).

Most of the BOC's have more than one PAC, which they operate through their local phone companies. BellSouth has four; U.S. West, three; Ameritech, six; Bell Atlantic, four, and NYNEX, three. PacTel and Southwestern Bell each have one. All of the independent telcos examined in this special report—Centel, Contel, United Telecommunications, GTE and ALLTEL—have one each. The U.S. Telephone Association also runs a PAC.

Ameritech's Michigan Bell PAC contributed some \$38,000 to members of the Michigan congressional delegation. Its Illinois Bell Pac gave some \$44,000 to the state's senators and congressmen. BellSouth's Southern Bell Pac alone gave \$174,875 to lawmakers from states in which it does business.

Among the independent telcos, GTE listed contributions of \$128,665, and Contel gave \$107,470.

The PAC money often went to those House and Senate members

sitting on committees responsible for telephone policy. Among the presidential candidates, Republicans fared better than Democrats. Senate Minority Leader Bob Dole (R-Kan.) was the top recipient of telco PAC funds at \$28,500. Vice President George Bush was second with \$22,078. Democratic presidential candidate, Massachusetts Governor Michael Dukakis, came in last with \$120.

Senate Commerce Committee members also benefit from the telco PAC's, especially incumbents up for re-election this year including Democratic vice presidential candidate Lloyd Bentsen of Texas (who also chairs the Senate Finance Committee), \$19,250; John Danforth (R-Mo.), Commerce's ranking Republican, \$18,500; Pete Wilson (R-Calif.), \$24,200, and Donald Riegle (D-Mich.), \$12,250. Senate Majority Leader Robert Byrd (D-W.Va.), another incumbent, received \$17,928.

In the House, Energy and Commerce Committee members received phone money. Among them: Chairman John Dingell (D-Mich.), \$15,930; Al Swift (D-Wash.), \$17,325; Dennis Eckart (D-Ohio), \$12,648; Bill Richardson (D-N.M.), \$12,570; Don Ritter (R-Penn.), \$10,425; Thomas Bliley (R-Va.), \$10,470, and Edward Madigan (R-Ill.), \$11,750.

Based on earlier FEC filings from cable and broadcasting industry PAC's, neither group is a match for the telcos (BROADCASTING, May 23). When you combine the cable, broadcast and motion picture community PAC's, however, they begin to rival the telcos'.

television. "Just because cable acts badly, why let the telcos in...? They need to refine their arguments," says the source. "They can stop things, but can they get things done?" asks one Senate staffer.

When it comes to lobbying tactics, the cable industry is considered far more adroit. The telco forces know the Hill in a political sense but are weak when it comes to understanding the process, one insider told BROADCASTING.

They also seem to be handicapped by their own corporate structure, especially the BOC's, says one source. Their Washington people are "the messengers, not the policymakers...they have to check things up and down the line," which slows down the process, said one House aide.

But one observer who has been pitted against the telcos disputed those criticisms: They are a group of "solid professionals" who along with the leadership at USTA can be "enormously effective," as shown by the telephone industry's 1987 victory in convincing Congress not to interfere with the FCC's access charge decision.

Since the breakup of the Bell System, the phone industry is far less homogeneous. Each company has its own corporate agenda. And although they appear unanimous in their desire to eliminate all restrictions limiting their business decisions, they are having difficulty reaching a consensus on how far they want to venture in terms of telephone entry.

For example, some companies are working furiously to quell cable fears. U.S. West's chief lobbyist, H. Laird Walker, told attendees during a Rocky Mountain Cable Television Association convention in August: "We are not a 300-ton gorilla looking for a seat in the middle of your industry. Above all, we think of you as our customers."

With Congress set to adjourn before the end of October, the next

session is expected to serve as a battleground for this public policy debate. For starters, the BOC's must overcome three barriers: the MFJ (modified final judgment), which keeps them from entering manufacturing and information services, the FCC's telco-cable crossownership rules, which prevent telephone companies from owning cable systems in their service areas, and those same restrictions that are codified in the 1984 Cable Act. Independent phone companies may operate cable systems, but only outside their service areas, which makes the commission rules and the Cable Act deterrents.

Key cable executives say they are not troubled by telco entry as long as it is beyond the telcos' service areas. But the BOC's are pushing a resolution pending in the House that calls on Congress to wrest jurisdiction from Judge Harold Greene (who presided over the Bell breakup) and remove all MFJ barriers. The resolution has the backing of House Energy and Commerce Committee Chairman John Dingell (D-Mich.). Independent phone companies and the BOC's under the banner of USTA are backing a measure by Representative Howard Nielson (R-Utah) to eliminate the crossownership ban.

The telephone industry feels it has a valid case. The driving force behind this debate, says one telco executive, "is that cable subscription prices are going up and services are going down. That makes it more attractive to let us enter the field." Furthermore, the BOC's argue that letting them offer video services provides more incentive to install fiber optic networks. But cable says it, too, is capable of installing fiber.

What this all boils down to, believes John Abel, executive vice president for operations at the National Association of Broadcasters, is a war "over delivery systems...fiber, cable and broadcasting." Just who will prevail is going to be Congress's call.

## Tracking the top 12 telcos

### Ameritech

Ameritech's Washington operation with its staff of 12 is the smallest of the BOC's. The office is run by John Connarn, a 30-year AT&T veteran. Connarn joined Ameritech from Michigan Bell in 1982, following the breakup of AT&T. During his latter years with Michigan Bell, Connarn handled the company's local government relations activities and served as liaison to Michigan's congressional delegation.

Reporting to Connarn are Bruce Eggers, director of federal relations (legislative) and James K. Smith, director of federal relations (regulatory). Eggers is Ameritech's congressional point man and has held the post since 1983. He joined Ameritech from Capitol Hill where he was chief legislative assistant to then Senator

Howard Cannon (D-Nev.) from 1977 to 1983. An attorney, Eggers had previously been with the Interior Department's Office of the Solicitor. Smith joined Ameritech in 1983 from the FCC where he had been an attorney in the agency's Common Carrier Bureau since 1975.

For Ameritech, video service delivery has not been given high priority, according to Connarn, although the company feels it should be allowed to compete with cable. "As it becomes feasible to deploy fiber optics, we will, and we don't believe we should be denied the option [of delivering video]," says Connarn. According to the company's 1987 annual report, "Fiber optic cable deployed in the Ameritech system rose more than 30% in 1987, to 148,000 fiber miles, and another 30% increase is planned in 1988."

Cable, he argues, has "gone beyond its original intent" as a delivery service. "We want to compete, but Ameritech has no interest in packaging [programs] or producing...or buying out studios. But we should be able to utilize state of the art distribution [equipment]."

As for broadcaster-telco relations, Connarn thinks there is room for cooperation. Broadcasters would benefit from having another outlet to distribute their signal, says the Ameritech executive. And while he recognizes that broadcasters have concerns about telephone entry into video, he thinks those fears are being "hyped" by the cable industry. He says National Cable Television Association President Jim Mooney is trying to build an anti-telephone coalition with broadcasters and others in the entertainment industry. Furthermore, he believes the broadcaster-cable tension over must carry and increasing competition for advertising revenue makes a partnership between the two mediums difficult, if not impossible.

On the subject of carrying broadcaster signals, Ameritech's chairman and chief executive officer, William Weiss, in answering questions following a major address in Washington last month, indicated broadcasters would have to pay a modest fee to be delivered on a telephone-owned fiber network (BROADCASTING, Sept. 19).

■ Ameritech's revenue for 1987 was \$9.5 billion, making it fourth



Smith, Connarn, Eggers

among the BOC's, with net income of \$1.2 billion and assets of \$18.8 billion. Ameritech's telephone group includes Illinois Bell, Indiana Bell, Michigan Bell, Ohio Bell and Wisconsin Bell. It employs more than 78,000.

Among the company's information-based subsidiaries is Ameritech Mobile Communications (cellular telephone and paging). Ameritech also has an interest in Cantel, a leading Canadian cellular licensee. Ameritech Publishing markets yellow pages, and Applied Data Research (ADR) develops computer software products.

### Bell Atlantic

Bell Atlantic's Washington business is covered by two teams. There is a Capitol Hill operation run by Aubrey Sarvis and an office located near the FCC headed by James J. Farrell. But further guidance on federal and regulatory issues comes from Bell Atlantic executives in Arlington, Va. Farrell reports to David E. Berry, vice president of regulatory affairs, who is responsible for all the company's activity at the FCC. Berry, Farrell and his team of seven and Sarvis with his team of nine all report to A. Gray Collins Jr., senior vice president for external affairs.

Collins will likely be calling the shots in the public policy debate over telco entry into video. Also working on the issue with Collins is Dan Behuniak, assistant vice president for external affairs. Collins's telephone career began in 1957 with C&P Telephone of Virginia. Before assuming his post at Bell Atlantic, he was vice president for revenue and external affairs for the C&P telephone companies. Berry is another C&P veteran, who directed the external affairs department for C&P of Maryland, prior to taking his Bell Atlantic position.

"We do not see this as a cable-crossownership issue. We see it as a fiber-to-the-home issue," says Behuniak. Nor does Bell Atlantic think it is a matter of "them versus us." He says his company envisions itself as one of many participants providing information services.

Bell Atlantic is big on fiber. It is pursuing two fiber-to-the-home experiments. One, in South Brunswick, N.J., involves the transmission of voice only, but the other project, in Perryopolis, Pa., would deliver voice and video services to 105 homes. It has converted more than 72,000 miles of its telephone system to fiber.

"We are trying to get the restrictions lifted to make the economics [of fiber] sensible," says Behuniak. As to whether BOC's should be permitted to be more than a distributor of television programming, Bell Atlantic has no formal position, he says. But if "we were to provide our own programming, we would not be the only packager." Letting the telcos into cable, he says, creates new services and competition.

Although Bell Atlantic has high hopes, Behuniak is also cautious. "We do not know how that market will develop, but we know those restrictions can act as a deterrent to development of new services."

Behuniak also says the company does not have a "committed position" on whether it would charge broadcasters to deliver their signals. "For telephone companies to say they are going to charge

may not be a realistic policy," he added.

■ Based in Philadelphia, Bell Atlantic is third among the BOC's, with \$10.3 billion in revenue for 1987. Net income was \$1.2 billion and total assets were \$21.2 billion. There are some 80,000 Bell Atlantic employees.

Bell Atlantic's Raymond Smith, president and chief operating officer, will succeed Thomas E. Bolger as chairman and chief executive officer on Jan. 1, 1989. Among the company's directors is John C. Marous Jr., chairman and chief executive officer of Westinghouse Electric Corp.

New Jersey Bell, Bell of Pennsylvania, Diamond State Telephone (Delaware) and Chesapeake and Potomac Telephone (Maryland, Virginia, West Virginia and Washington, D.C.) make up Bell Atlantic's telephone group. C&P is building a cable system for District Cablevision in Washington.

Among its nontelephone investments: Bell Atlantic Mobile Systems, Bell Atlantic Paging, Bell Atlantic Customer Services (computer maintenance) and Bell Atlantic Capital Corp. (equipment and computer leasing services).

### BellSouth

BellSouth is not only the most profitable of the BOC's (it reported revenue of \$12.3 billion in 1987), it also has a significant Washington presence. Raymond L. (Mickey) McGuire, executive vice president for governmental affairs, oversees a staff of 38, 10 of whom primarily handle congressional matters and six of whom deal with the FCC and other federal agencies.

McGuire, who at one time served as an assistant U.S. attorney for the northern district of Mississippi in the U.S. Attorney's office, joined the telephone industry in 1967 to become general attorney-Mississippi for AT&T's Southern Bell. In 1970 he moved to AT&T's Washington office, and became corporate vice president in 1977. Following the formation of the BOC's he joined BellSouth in 1985 as senior vice president-government affairs and has held his current post since 1988.

Reporting to McGuire are David Markey, vice president for federal regulatory affairs, and Ray Nolin, vice president-federal relations. Markey's department concentrates on the FCC, although one staffer follows international issues and another deals with local and state regulatory groups represented in Washington. Markey has a strong background in regulatory matters. He was head of the National Telecommunications and Information Administration from 1983 to 1985 when he joined BellSouth. Before NTIA, he was a special adviser to then FCC Chairman Mark Fowler, and he has worked on Capitol Hill. Markey also served as a vice president for congressional relations at the National Association of Broadcasters.

Nolin's team spends most of its energy on congressional and some executive branch matters. A 27-year telephone industry veteran, Nolin had been director of government affairs for AT&T's Midwest region prior to joining BellSouth in 1985.

For BellSouth, elimination of the telco-cable crossownership provision in the 1984 Cable Act is of "peripheral" interest, according to McGuire, who ranks repeal of Judge Greene's modified final judgment as a far greater priority. But McGuire does not dismiss the possibility of BellSouth someday offering video services. And he also acknowledges that lifting the modified final judgment (MFJ) could pave the way for the BOC's entry into cable. But it is the smaller independent phone companies that are the driving force behind repeal of the crossownership restrictions, not the BOC's, McGuire says.

Moreover, when BellSouth talks about getting into the content business, it means electronic publishing, not programming, Markey told BROADCASTING. "Networking is our strength, not making movies," McGuire adds.

But what about the company's interest in high-definition television? During the Democratic National Convention in July, BellSouth used a fiber optic cable network to provide a closed-circuit HDTV feed of convention activities (BROADCASTING, July 25). Broadcasters say the move indicates "just how badly" the telcos want to establish themselves as a provider of state-of-the-art television. But McGuire says BellSouth was given a "bad rap" on the HDTV demonstration. "We would rather help deliver their [broad-



Collins



Berry



Markey, McGuire, Nolin

casters'] signals. We do not want to replace them."

BellSouth has been one of the more aggressive BOC's in replacing its telephone plant with fiber optic cable. Its 1987 annual report boasts of a fiber network of more than 200,000 miles. And the company's Southern Bell has two fiber-to-the-home/video experiments under way in Heathrow and Hunter's Creek, both Florida. South Central Bell is experimenting with fiber to the home in Riveredge, Tenn., although it is limited to voice and data.

"Technology is not going to be stopped," said McGuire, adding that a fiber delivery system will prove much more economical if telephone companies are permitted to offer video along with voice and data services.

Nor does it look like BellSouth will be easily deterred. Last month, a BellSouth subsidiary, Marketing Communications Networks, announced plans to get into the direct mail promotion/spot cable business (BROADCASTING, Sept. 19). Next March, MCN plans a market test where it will send a coupon book to cable subscribers and noncable subscribers in approximately 45 cable franchise areas across the country. In addition to the direct mail booklet, MCN will assist advertisers in the booklet with buying time nationally or regionally on targeted cable networks.

■ *BellSouth is headquartered in Atlanta, has 98,700 employees and last year reported revenue of \$12.3 billion, net income of \$1.7 billion and total assets of \$27.4 billion. John L. Cleudenin is chairman and chief executive officer.*

*South Central Bell provides telephone service to consumers in Alabama, Kentucky, Louisiana, Mississippi and Tennessee. Southern Bell serves Florida, Georgia, North Carolina and South Carolina. BellSouth Enterprises includes an Advertising and Publishing Group (which publishes white and yellow pages and offers printing services); a Communications Systems Group (which provides telecommunications and automation systems), and the Mobile Systems/International Group (chiefly involved in mobile cellular and paging communications).*

## NYNEX

NYNEX also has significant Washington representation. Its vice president for government affairs, Morrison (Toby) Webb, calls on a staff of 19 to handle the BOC's Washington work. Of those, nine are specifically assigned to congressional and regulatory issues: Irwin Litman, executive director for legislative tax matters; Gordon (Don) Evans, executive director for federal regulatory matters; Janice Obuchowski, executive director, international affairs; Barbara Morris, executive director of government affairs (who is married to Norman Lent of New York, the ranking Republican on the House Energy and Commerce Committee); Martin Silverman, Washington counsel; Cathy Slesinger, director of government affairs; Susan Browning, director, federal regulatory matters; Kenneth Rust, director, federal regulatory matters, and Susanne Guyer, director, federal

regulatory matters.

Webb joined NYNEX's Washington office in December 1987. He had been a corporate director for strategic marketing, responsible for coordinating long-range marketing plans for the NYNEX network subsidiaries. Webb started in the telephone industry as an attorney for New England Telephone in 1980.

NYNEX's interest in television may not be as tangible as that of the other BOC's; nevertheless, it acts like a potential player. In July, the company announced it would launch fiber-to-the-home trials, with details to be released later. It promises to provide a service that will deliver "flexible voice and data telephone services and superior video transmission," according to a company news release. Moreover, last year NYNEX installed more than 195,000 miles of fiber cable, according to its 1987 annual report. Webb declined to be interviewed.

■ *Second among the BOC's, with \$12.1 billion in revenue during 1987 and net income of \$1.3 billion, NYNEX listed total assets of \$22.8 billion and has some 95,300 employees.*

*Based in New York, its New England Telephone and New York Telephone companies serve Maine, Massachusetts, New Hampshire, New York, Rhode Island, Vermont and parts of southern Connecticut. Among its nontelephone subsidiaries are NYNEX Business Information Systems, which markets computers and software services; NYNEX Information Resources, which publishes white and*



Webb

*yellow pages, and NYNEX Mobile Communications, which offers cellular telephone and paging services. Delbert C. Staley is chairman and chief executive officer. Among some of its more prominent directors: William R. Howell, chairman and chief executive officer, J.C. Penney; Walter V. Shipley, chairman and chief executive officer, Chemical Bank; David L. Yuntich, director and consultant, W.R. Grace & Co., and John J. Creedon, president and chief executive officer, Metropolitan Life Insurance.*

## Southwestern Bell

Southwestern Bell ranks sixth among the BOC's in revenue power (\$8 billion in 1987), but it keeps pace with the other telcos when it comes to Congress and the FCC. There are 22 employees in Southwestern Bell's Washington office, which is headed by Dick Boerger, vice president for government and industry affairs. Boerger's staff includes 12 members who concentrate on congressional and regulatory issues. Among the key players: Gary Andres, executive director-federal relations; Kent Wells, director-issues management; David Fine, executive director-federal relations; Martin Grambow, executive director-federal regulatory, and David Hostetter, director-federal regulatory.

Boerger has a 23-year history with the telephone industry. He assumed his current post in 1986. Prior to that he was assistant vice president for revenue and public affairs for Southwestern Bell for the state of Kansas. Andres was an analyst for Prudential-Bache Securities' Washington research office before joining Southwestern. Kent Wells came to the BOC in 1985 from the FCC, where he was a



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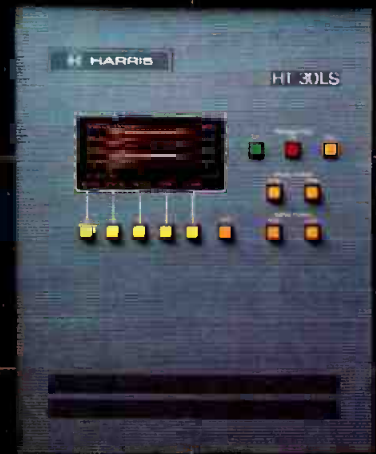
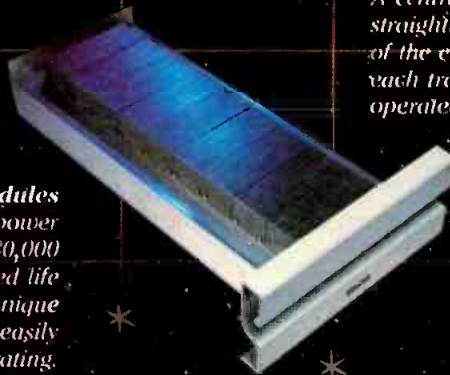
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McCabe, Ogg, Simmons

for government relations. Ogg had been vice president of Centel's Central Telephone Co. of Virginia/North Carolina before taking his current assignment two months ago.

Working with Ogg on Capitol Hill is Pat Simmons, who joined Centel in 1987. She was legislative director for Dan Coats (R-Ind.). Nancy McCabe deals with the FCC and other agencies. McCabe had been with the National Food Processors Association's regulatory affairs office before coming to Centel a year and a half ago.

■ *Centel's telephone operations reported \$824.6 million in revenue for 1987. Net income was \$145 million, with \$1.8 billion in assets. There are some 7,837 telephone employees. According to its annual report, the company has plans to conduct "two trial programs in Nevada and Florida to extend fiber optic cable to residences." Centel's telephone companies serve Florida, Illinois, Indiana, Iowa, Kentucky, Michigan and Ohio. The corporation's cable revenue was \$130.1 million in 1987.*

*Its cable division is also deploying fiber. In Michigan, Centel Cable "had begun its first fiber optics installation, linking three previously separate systems to one headend," according to a press statement. And it is considering upgrading with fiber in Kentucky.*

*Even Centel's chairman, president and chief executive officer, John P. Frazee, has strong cable roots. Frazee was instrumental in establishing Centel's cable division, and ran it. He is a member and past chairman of C-SPAN's board of directors and is a recipient of NCTA's President's Award. David Bohmer is currently president of Centel Cable.*

*Among its other businesses: Centel Cellular Company and Centel Electric Operations. The company is based in Chicago.*

## Centel

Centel's James E. Graf III keeps elimination of the telco-cable crossownership prohibitions in the 1984 Cable Act on his short list. He is the independent telco's vice president for government relations and also chairs a USTA committee that is working toward removing those legislative barriers.

Graf has six professionals and two support staffers on his Washington team. He was a partner with the Washington law firm of



Sheehy, Graf, Totman, Meader

Weil, Gotshal & Manges before joining Centel in 1986. He served as a legal assistant to former FCC Commissioner Joseph Fogarty from 1976 to 1983.

Working under Graf are Steve Meader Jr., assistant vice president for government relations; Timothy Totman, assistant vice president, federal regulatory/legislative matters, and Michael W. Sheehy, assistant vice president, government systems programs (responsible for defense contracting).

Meader, who coordinates all legislative matters, has been with the company since 1978; before that he served in the Army Signal Corps for 26 years. Totman focuses on the FCC and the Hill and was a customer service manager with Centel of Illinois prior to assuming his Washington assignment in 1987.

To Graf, telco entry into video should revolve around the issue of competition. "We feel strongly that the public really suffers if there is not full competition." And right now, he says, most cable franchises are operating as "virtually unregulated monopolies."

He says concerns about cross-subsidization can be easily addressed by establishing accounting safeguards. Telephone companies, he says, should have the ability to put together programming packages, but he does not think it will lead to the industry stepping into the Hollywood studio business. "We want to have some control over our investment," says Graf. Moreover, in creating such packages, says Graf, "we are not of a mind to be exclusionary." Centel looks at broadcasters, he says, "as an excellent client to serve."

■ *Donald W. Weber is Centel's president and chief executive officer. Centel's revenue from its telephone operations amounted to \$1.9 billion in 1987; income from continuing operations was \$272 million; assets were \$4.2 billion. Among those on the Atlanta-based company's board of directors are Sidney Topol, chairman, Scientific-Atlanta (a major manufacturer of cable television transmission equipment), and I.W. Burnham II, honorary chairman, Drexel Burnham Lambert Group.*

*The company's telephone operations cover 30 states (Arkansas, Illinois, Indiana, Iowa, Kansas, Minnesota, Missouri, North Dakota, South Dakota, Alabama, Georgia, Kentucky, Maine, New Hampshire, New York, North Carolina, Pennsylvania, South Carolina, Vermont, Virginia, West Virginia, Arizona, California, Idaho, Nevada, New Mexico, Oregon, Texas, Utah and Washington).*

*Its other holdings include Centel Cellular and Centel Federal Systems Sector (which provides telecommunications services to defense and civil government agencies). Centel has 21,722 employees.*

## GTE

GTE, the leading independent telephone company, also operates an expansive Washington office with some 45 staffers reporting to Samuel F. Shawhan Jr., vice president of government affairs. Shawhan is a 30-year GTE veteran, who came to the Washington office in 1975 as director of regulatory relations. He assumed his current position in 1984.

Shawhan's key strategists are C. Russell Campbell Jr., assistant vice president for legislative affairs; Cheryl A. Tritt, assistant vice president for regulatory affairs, and James R. Hobson, assistant vice president-general counsel. Hobson, who joined GTE in 1978, had been chief of the FCC's Cable TV Bureau from 1976 to 1978.

Campbell's team of four keeps watch over congressional issues. Before joining the Washington office in 1977, he was with GTE of California's governmental affairs department.

Tritt is responsible for the FCC and oversees a staff of five. She had been a senior labor attorney with GTE's manufacturing subsidiary, GTE Automatic Electric in Northlake, Ill.

The spotlight has been on GTE for its ambitious fiber-to-the-home test under way in Cerritos, Calif. A co-venture with Apollo Cablevision, it will deliver voice, data and video services to some 5,000 homes. The experiment has drawn fire from the cable industry, which has protested to the FCC. In addition to the cross-subsidization issue, cable doesn't feel what GTE is proposing to test is sufficient to warrant a waiver of the crossownership rules.

Shawhan quickly points out that the Cerritos project is being conducted in a "cooperative vein" with Apollo Cablevision. Moreover, he says there is no link between GTE's activity in Cerritos and



Hobson, Tritt, Shawhan

efforts to repeal the telco-cable crossownership restrictions. The two are "distinct," says Shawhan.

Still, GTE favors review of the prohibitions, and it sees no reason why telcos should be kept out of the business. "We are interested in providing a variety of transport facilities and services."

■ Revenue from GTE's telephone operations alone were \$11.8 billion in 1987. Income before deductions was \$2.9 billion, assets were \$24.6 billion and it has some 101,000 employees. Its headquarters are in Stamford, Conn.

GTE's telephone service includes parts of California, Florida, Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, Ohio, Pennsylvania, Wisconsin, Idaho, Montana, Oregon, Washington, Alabama, Georgia, North Carolina, South Carolina, Tennessee, Virginia, West Virginia, Kentucky, Arkansas, New Mexico, Oklahoma and Texas and all of Hawaii.

(Overall combined revenue for GTE was \$15.4 billion, with \$1.1 billion in income and total assets of \$28.7 billion.) Its nontelephone operations include: GTE Electrical Products; GTE Mobilnet; GTE Government Systems (electronic defense systems); GTE Spacenet (satellite service), and GTE Laboratories (GTE spent \$251 million for company-sponsored research and development programs in



**USTA team.** Spearheading the drive to abolish the telco-cable crossownership ban is the United States Telephone Association which represents local telephone companies including the BOC's and independent operators. Pictured above is the USTA braintrust (l-r): P.C. Koch, executive director of government relations; John Sodolski, president, and Ward White, vice president for government and public affairs. Sodolski spent 20 years with the Electronic Industries Association before joining USTA in October 1983. He was vice president of EIAs telecommunications group. White is a Capitol Hill veteran of 16 years and joined the association in 1985 from the Senate Commerce Committee where he was senior counsel under then Republican Chairman Bob Packwood of Oregon. Koch was with the National Cable Television Association from 1982 to 1985. Reporting to White are Lyndon Boozer, head of the USTA PAC; Kit Hawkins who handles state-legislative and regulatory issues, and Bennett Minton, responsible for federal legislative and regulatory matters.

White and his government relations staff receive a good rating from many on the Hill for effectiveness and skill. White, especially, wins praise for his knowhow.

1987). It also owns 50% of U.S. Sprint, one of the largest long-distance telephone systems, providing voice, data and video conferencing services via a digital fiber optic network.

Based in Stamford, Conn., the company's chairman and chief executive officer is Theodore F. Brophy.

### United Telecommunications

United Telecommunications' vice president and Washington counsel, Hayward (Dan) Fisk, keeps an eye on Capitol Hill and the FCC. Fisk has been with the independent telephone company since 1968 and assumed his current assignment in 1982. He had been corporate secretary for United Telephone's Eastern Group. His shop may be more modest (there are seven employees), but Fisk says they are all "highly skilled and hard working."

Fisk says United Telecom intends to participate in the debate over telco entry into the video business. "We consider it to be an important issue for United Telecom's future." The company, he says, had cable holdings in the 1960's but divested in anticipation of the FCC's crossownership rules. "We had the foresight 20 years ago," adds Fisk.

Offering video in United Telecom's service area could prove to be



Hill, Roche, Fisk, Warner

more economical for the telco. "We are generally interested in providing broadband service," and the ability to provide video makes it more feasible, says Fisk.

Carolyn Hill is assistant Washington counsel, primarily responsible for the FCC, although she does get involved in some legislative issues. Hill had been a trial attorney with the FCC's Common Carrier Bureau. Carol Warner is director of federal government relations and covers the Hill. Warner has been with United Telecom for eight years. Previously, she was executive assistant to former Democratic Representative Charles Vanik of Ohio.

Jim Roche is a senior attorney assigned to FCC matters but also acts as liaison with other organizations such as the National Governors Association and the National Conference of State Legislators.

■ United Telecom's telephone revenue in 1987 was \$2.4 billion, with net income of \$328.5 million and assets of \$808.3 million. It serves communities in 19 states (Florida, North Carolina, South Carolina, Virginia, Kansas, Texas, Arkansas, Missouri, Minnesota, Nebraska, Wyoming, Iowa, Ohio, Pennsylvania, New Jersey, Tennessee, Indiana, Washington and Oregon). The telephone division employs 20,369.

According to its 1987 annual report, United Telephone companies "added 900 route miles of fiber optic transmission facilities to their local networks, a 50% increase over the 600 miles added in 1986. At yearend, more than 2,100 miles of fiber-optic cable were in place. By 1992, United expects to have nearly four times that amount of fiber in service."

United Telecom is also expanding its interest in US Sprint, which it co-owns with GTE, from 50% to 80% and has the option to acquire the remaining portion, an option it expects to exercise. Supplementary businesses include DirectoriesAmerica and United TeleSpec-trum (cellular services).

Its president and chief executive officer is William T. Esrey. Corporate headquarters are in Westwood, Kan.

By Kim McAvoy



## TNT takes its first step

**New cable service to debut with 'Gone with the Wind' and subscriber count estimated at 17 million**

Butterfly McQueen may know "nothin' 'bout birthin' babies," but Ted Turner knows more than a little about birthin' cable networks. Turner Network Television, which he and his partners hope will be the next leap in the development of cable programming services, will premiere tonight (Oct. 3) at 8 p.m. (technically 7:55) with the first part of "Gone With the Wind." Over the next four years, the movie-dominated service will be supplemented by original programs that Turner believes will rival any broadcast network.

Turner himself will introduce the network tonight. "Our promise to you," Turner plans to say, "is to provide viewing choices aimed at the highest common denominator. Programming that will inform, educate, inspire, enlighten and entertain." Original programs on the network, beginning at the rate of one

per month, will be increased to 200 per year in four years.

At a New York Academy of Television Arts and Sciences luncheon on Wednesday, Sept. 28, Gerald Hogan, president of Turner Entertainment Networks, announced that TNT would launch with 17 million homes, far exceeding the largest previous cable network launch, which he said was VH-1 at 2.5 million homes.

Hogan said TNT will be "the first cable network to directly challenge the three broadcast networks." And Hogan believes TNT will be a reason for the nearly 30 million homes that have access to cable but do not subscribe to do so. "Our purpose is to create competition [with the three networks] in noncable households," he said. TNT's original programming will be "a quality level equal to and hopefully significantly better than what's on the broadcast networks."

The four minutes of local advertising that cable operators will be able to sell, Hogan said, will allow cable operators to go "toe

toe with television and radio sales operations in their markets."

Hogan reviewed TNT's original production schedule and announced one new addition, a program on the life of Ulysses S. Grant, starring Richard Dreyfuss. The higher degree of creative freedom TNT allows its stars and production companies, said Hogan, has helped draw the talent, such as Charlton Heston, Faye Dunaway, Dreyfuss and Martin Sheen and his son, Emilio Estevez, who traditionally have not done television productions.

Turner has also persuaded Ted Geisel, author of the Dr. Seuss series of children's books, to allow the 1984 "Butter Battle Book" to be produced for TNT, the first time since the mid-1970's that Geisel has allowed his work to be animated for television.

Hogan said that between 15 and 20 of television's top 25 advertisers have bought time on TNT; he singled out Peugeot, Volvo and Oldsmobile for their "sizable commitment."

Although TNT will launch with more than Nielsen's minimum requirement for gathering ratings, Hogan said it will be four to five months before ratings will be available because of recalibrations the ratings service has to make. Even that, he said, "is a pretty quick turnaround." For the moment, Turner is selling TNT in tandem with his superstation, WTBS(TV) Atlanta.

TNT has been taking shape for several years in the minds of Turner and other top executives in the industry who believe cable needs a broad-based, high-quality programming network fueled by original product. The 1987 MSO buy-in of Turner Broadcasting System both boosted the chances of widespread success for the network and brought a greater degree of financial accountability to Turner operations. Although TNT's programming vision is Turner's, its business plan is shaped somewhat by the MSO's, which approved the launch of TNT earlier this year after several rounds of fine-tuning by Turner executives. TNT's programming budgets increase commensurate with revenue increases from subscriber fees and advertisers, a pay-as-you-go plan that bears the MSO's fiscal imprint.

Some in the cable industry see TNT as Turner's hedge against the gradual decline of superstations. Between copyright costs and the return of syndicated exclusivity, the growth of distant signals is likely to plateau and, in some cases, drop dramatically. WTBS(TV) Atlanta, a top profit producer for TBS, is in the best shape among superstations, however. Most systems have carried WTBS since before increased copyright costs took effect in 1984, and Turner officials have bought programming that will prevent operators from having to black out any part of the signal when syndex returns. Still, MSO's can't sell local avails in WTBS, as they will with TNT. And since local advertising is increasingly becoming a more potent revenue stream for the operators, many feel TNT will serve as a means for TBS to phase out WTBS if that day arrives.

Cable companies that are carrying TNT on some or most of their systems at launch include Tele-Communications, American Television & Communications, Continental, Warner, Newhouse, Jones, United Artists, United Cable, Heritage, Daniels & Associates, Times Mirror, Sammons, Rogers, Cooke and the National Cable Television Co-op.

Turner is reportedly close to signing Cablevision Systems. Among those yet to sign contracts are Cox, Comcast, Viacom, Storer (which will likely follow the lead of its new corporate parents, TCI and Comcast), Cablevision Industries and Century. Many of those companies, however, are expected eventually to sign to carry TNT. Tight channel capacity has prevented some from signing and prevented other companies from providing a full rollout of TNT.

After Turner's introduction, TNT will present the national anthem, using the same videotape recording of the anthem used when CNN was launched eight years ago. At 8 p.m., the first part of "Gone With the Wind" will air. The movie will be repeated at 11 p.m. to provide West Coast viewers with a prime time viewing of the movie,



## TURNER NETWORK TELEVISION

since there will initially be only one national feed of TNT.

Part two of "GWTW" will air at 8 p.m. on Tuesday (Oct. 4), and will be repeated at 11 p.m. On Wednesday, Turner will carry "The Making of a Legend: Gone With the Wind," a behind-the-scenes look at the making of the movie that was produced by L. Jeffrey and Daniel Selznick, sons of the film's producer, David Selznick.

"GWTW" star Clark Gable will figure prominently in other first week programming on TNT, which will feature seven other Gable films plus two specials on the actor.

TNT's special presentations throughout October will include four installments of its *Portrait of America* series, featuring the states Hawaii, Kansas, Delaware and South Carolina, and three Jacques Cousteau specials, "Atlantis I," "Atlantis II" and "Clipper-ton."

TNT's basic program lineup will focus on movies, along with children's series and cartoons. Weekdays, TNT will carry cartoons at 6-8 a.m., *Fraggle Rock* at 8-9, a movie at 9-11, *Medical Center* at 11-noon, three movies throughout the afternoon, *The Muppets* at 6 p.m., *Bugs Bunny & Pals* at 6:30-7:30, *Fraggle Rock* at 7:30-8 and movies from 8 p.m. to 6 a.m.

Saturday's movie fare will be punctuated with action/dramas throughout the day, including *National Velvet*, *Travels of Jamie McPhetters*, *How the West Was Won*, *Man from U.N.C.L.E.*, *Then Came Bronson* and *Daktari*. Sunday's lineup will include more children's series, Cousteau specials and the *Portrait of America* series, plus movies.

On Madison Avenue, TNT is being sold in tandem with WTBS, much the same way *Headline News* was sold in tandem with CNN when it first launched. Hogan said TNT projects its 24-hour ratings will be .6 at launch, and will increase to .8 by 1990 and a 1 by 1991.

Initially, TNT will debut one major production per month. That will increase to two per month, then once each week, and finally over 200 original programs a year by 1992. TNT, said Hogan, will carry about 250 films per month, which compares to about 60 on American Movie Classics, 80 to 100 on the pay movie services and 120 movies on a strong independent station, said Hogan. It will also premiere two colorized movies each month, said Hogan.

In the sports area, Turner has the rights to the National Basketball Association, and once TNT hits 30 million homes, the games can shift from WTBS to TNT. Hogan hopes that will be the case for the 1989-90 season.

When that happens, Turner's Hawks will return to WTBS. TNT also plans to go after special events, and has had discussions with Major League Baseball about gaining part of the new television rights contract that is being negotiated. One special event that will be on the network will be the Turner-conceived 1990 Goodwill Games.

If all goes according to plan, TNT may be one of the quicker Turner networks to make money. Turner expects TNT to break even after an initial loss of \$40 million, which pales in comparison, he said, to CNN, which went \$250 million in debt before becoming profitable. Turner's original program budget calls for expenditures of \$30 million this year, \$40 million in 1989, \$90 million in 1990 and \$150 million in 1991. To support that, TNT will be charging operators 15 cents per subscriber per month in 1989, 20 cents in 1990 and 25 cents in 1991. Turner will retain six minutes of advertising each hour and remit four to local cable operators.

TNT will also launch with one of the biggest promotional drives in history for a cable network. TBS has begun a newspaper and consumer magazine campaign that will total over \$4 million, plus it will provide 25 cents per subscriber for launch support. At a projected 17 million homes, including 25 of the top 30 cable systems in terms of number of subscribers, that would mean another \$4,250,000. □

## King World to produce tabloid show

**Major distributor to add production to its plate with half-hour program for January 1989 start**

King World, one of the biggest distributors of syndicated programming, is getting into the business of program production. The company announced plans last week to produce in-house, for the first time, a new half-hour tabloid magazine strip—available for January 1989—called *Inside Edition*. The program will be offered to stations on a cash-plus-one-minute-barter basis.

In addition, company officials said they were preparing announcements on the first two new programs to be developed and tested by King World's "Research & Development Partnership" consortium of broadcast stations, including both daytime and late night strips. A King World spokeswoman stressed that *Inside Edition* is not an R&D project, and will proceed, assuming enough stations pick it up in the next couple of months.

A strong indication that *Inside Edition* will take a similar approach to the Fox-produced *A Current Affair* came with word last week that *Current Affair* producer John Tomlin and Bob Young, producer of another Fox-produced tabloid, *The Reporters*, have been hired as co-producers of the new King World program. A Fox spokesman said the two have not yet been replaced.

According to King World program devel-

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Dauphinee

opment chief Jim Dauphinee, he had been thinking about producing a new tabloid magazine show for the last six months, with the project solidifying in the last month. Programers agree there seems to be room for another tabloid show in the syndication marketplace—especially if *USA Today: The Television Show*, which has gotten off to a shaky start, does not survive.

"[King World] is making an assumption

on the fate of *USA Today*, which may or may not be correct," said Richard Kurlander, vice president, programing, Petry Television. If *USA Today* does fold, he added, King World will come off looking "very smart... You've got to give them credit for being on top of the market. They smell blood."

Even if *USA Today* succeeds, that could well generate even more demand for tabloid-type programs, in which case King World's *Inside Edition* would have the jump on several other programs of a similar nature in development for fall of 1989, including efforts from Paramount (*Tabloid*) and Orion (*Crime Watch*) and one from Van Gordon Sauter (*Group One Medical*) for distribution by Viacom. Also, Lorimar is neither confirming nor denying reports it has a tabloid show of its own in the works for unveiling at next year's NATPE International conference.

In a press release on the new show last week, King World said it was prompted to proceed with *Inside Edition* given the "lack of success of new first-run programing launched this year and the increased public awareness and acceptance of first run news magazine programing." King World Chief Operating Officer Stephen Palley said the statement was a reference to the reported poor start of such new shows as *USA Today*, *Family Feud* and *The New Gong Show*. But neutral observers stressed it was too early to count out any program.

*Inside Edition*, said Palley, is being targeted for prime time access on network affiliates. It is likely that stations already carrying King World shows such as *Wheel of Fortune*, *Jeopardy!* and *Oprah Winfrey* will get first crack at *Inside Edition*. "We have typically talked first with the stations we have relationships with, and I presume we will continue to do that," said Palley. Whether King World will first go to group owners or to individual markets with the new show has yet to be determined, Palley said.

With a staff of about 50, the program will be produced in New York, with plans for a large bureau in Los Angeles and the possibility of a London presence as well to cover stories developing in Europe. The current plan, said Palley, is to produce fresh episodes all year long. He declined to reveal the show's budget.

The two R&D shows, for which an announcement is expected in the next week or two, are the first to emerge from a program development and testing consortium King World formed last winter with several station group owners, including Gillett, Midwest Communications, Post-Newsweek and Scripps Howard. The partners, on an equal basis, agreed to contribute a total of \$6 million to develop and test new shows.

Dauphinee, who is overseeing program development of the R&D partnership, said the daytime strip will probably be tested in December, while the late-night program will

## Syndication Marketplace

Mound, Minn.-based **SPR News Source Inc.**, distributor of *11/22/63: The Day the Nation Cried*, has cleared 111 stations, all but one of them affiliates of ABC, CBS and NBC (the other being Fox affiliate wWOR-TV), for the hour-long documentary on the assassination of President Kennedy.

The program, which was funded by A.H. Belo and its WFAA-TV Dallas, is hosted by actor James Earl Jones and features video recorded by WFAA-TV news crews on Nov. 22, 1963 (11/22/63)—the station is across the street from the site of the shooting. That footage is combined with recollections of people, famous and unknown, about how that day changed their lives.

The program is scheduled for airing between Nov. 14 and 27, and was sold on a barter basis, with SPR retaining four minutes and the station 6, plus the commercial time in a second airing. According to SPR Vice President John Lehman, some 95% of the stations will carry the program in prime time.

To encourage local station tie-ins with the special, SPR is including WFAA-TV footage not used in the program for use in promotional spots, related specials in access or late fringe and local news features.

□

**Quintex Entertainment** said that Susan Winston (former executive producer of *Good Morning America*) and The Earl Greenberg Organization (producing *Flip* for CBS Saturday morning) are jointly developing a new syndication program for distribution by Quintex called *The National Lost and Found*. The weekly reality show will produce programs about the reuniting of family members and lost heirs to family inheritances. Quintex also said last week that it will open the second season of the half-hour first-run action show, *T and T* (starring Mr. T) Oct. 24 with a two-hour opening episode that will introduce 15-year-old Shawn Roberge, who plays Joe, Mr. T's sidekick.

□

**Republic Pictures'** *Color Image* film package of colorized films has

now been cleared in 85% of the country, the company said last week.

□

**Action Media Group's** *Learning the Ropes* has cleared an additional 18 markets, bringing its total clearances to 104 markets, covering 77.49% of the country. The new clearances include WBFF(TV) Baltimore; KPDX(TV) Vancouver, Wash.; WWAT(TV) Chillicothe, Ohio, and KOOG-TV Ogden, Utah. *Learning the Ropes* is sold on a barter basis, with three minutes local and three-and-a-half national.

□

**Samuel Goldwyn Television** has announced that *Body by Jake* has cleared an additional 15 markets, bringing its total to 105 markets. The new clearances bring the show's coverage of the country to over 80%. The show is hosted by Jake Steinfeld, exercise trainer, and is produced by Jakeman Productions. Of the 105 stations set to carry the show, 81 are network affiliates.

□

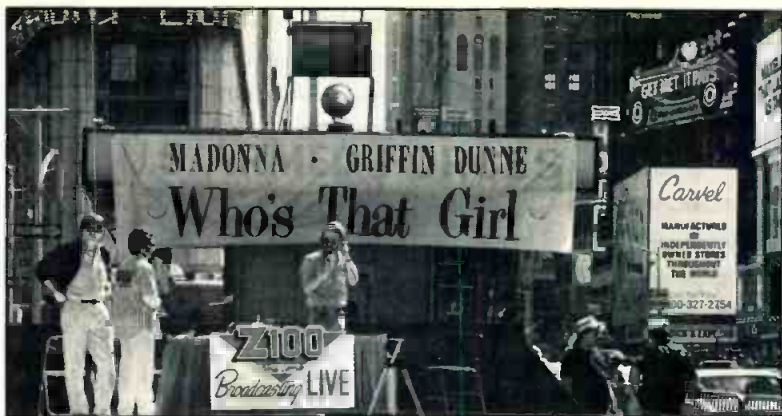
**Paramount** said last week that its weekly first-run show, *Friday the 13th: The Series*, returning for its second season, has been upgraded from late night to prime access or prime time in more than 60% of the country. The series has been cleared in more than 185 markets covering 96% of the country.

□

**Raymond Horn Syndication** said last week it has agreed to take over the distribution of *D.C. Follies* from Syndicast, which filed for protection under federal bankruptcy laws earlier this month. Under the new agreement, Horn has entered into a partnership with the program's producers, Sid and Marty Kroft, to distribute the show, a weekly first-run, half-hour satire of the Washington scene, featuring puppet characters and comedian Fred Williard. Horn and the Kroft brothers also said they are planning a number of syndication specials with *D.C. Follies* characters. The weekly show is now cleared in 80% of the country, said Horn.



WHDZ invited listeners to jump into mound of shortening



WHTZ broadcasts live remote within listening area



WYST's hot air balloon



WXKS-FM's morning personality Matt Siegler (r), with business manager Bob Kline in station's latest TV commercial

trated on such live appearances. The station regularly attends street fairs and broadcasts live remotes within the listening area, bringing with them lots of shopping bags, buttons and stickers. Or, as Wall puts it: "Shaking hands, kissing babies and winning votes."

Over all, said Wall, as much as 20% of the WHTZ budget is targeted toward advertising and promotion. But a station need not be a front runner in a top market to have a successful promotion department, he said. Wall said he has done promotional work with six stations in the past eight years, and he believes the grassroots approach should and can be done in any market size. "Bumper stickers are four cents apiece regardless of what market you're in," he said.

Nevertheless, according to the NAB/BFM study, advertising and promotion budgets in smaller market stations have actually decreased: in markets with populations of 100,000-250,000, for example, stations cut back the percentage of revenue spent from 8.6% in 1986 to 5.3% in 1987.

"Smaller markets tend to do more events and contests," said Jay Curtis, member services manager for the Broadcast Promotion & Marketing Executives association. Stations in smaller markets are not necessarily reducing advertising and promotion, but are possibly finding less costly avenues. "Some

of the smaller market stations," he said, "have to use more clever ideas."

At WMT-AM-FM Cedar Rapids, Iowa, the majority of the radio station's advertising and promotion is in the form of on-air announcements, according to Rick Sellers, director of operations and programing. "We don't have a promotion budget," he said, although he is quick to add that it does not preclude the station from spending money in that area. "If the situation is there and the atmosphere is right—in other words, the money's in the bank—we do it."

This year has been a good one for the WMT stations, he said, so management has allowed for about \$60,000 so far in 1988 for advertising and promotion. The station has done some newspaper and television advertising and, after a year of consideration, bought a hot air balloon last June for \$21,000.

For many small market stations, the goal remains to create stunts that translate into low cost promotion. Some examples discussed at a session on the topic at the NAB's Radio '88 convention in Washington included an "Ugly Lawn Contest," sponsored by KVON(AM) Napa, Calif., which made the most of an area drought. KFRX(FM) Lincoln, Neb., rounded up sponsors to back a weekly high school scholarship giveaway;

WMME(FM) Ft. Wayne, Ind., sponsored a raft race, and WHDZ(AM) Erie, Pa. sponsored a contest that invited 60 people to jump into two-and-a-half tons of Crisco in search of a key to a \$25,000 mobile home.

In all markets, said BPME's Curtis, "if you don't do promotions and contests, you're going to get lost." He agreed with many industry observers that there has been an increase in the number of promotion directors employed. Five years ago, he said, about 50% of his association's radio station membership were promotion directors. Today, he said, about 80% of the association's 500 member radio stations are represented by promotion directors.

Advertising and promotion departments have become more important to radio stations because they are more active than ever before in arranging deals with outside sponsors, said Kim Kelly, marketing director for KFI(AM)-KOST(FM) Los Angeles. "I think the emphasis is more on marketing and co-op deals now," she said, "as opposed to gift wrapping and balloon blowing."

Promotions can generate thousands of dollars for radio stations by taking advantage of increasingly generous corporate sponsorships, added Betsy Peisach, national promotions director for group owner United Broadcasting. She said a one-day hot air balloon race held in Baltimore by WYST-AM-FM, for example, cost about \$50,000 to stage and netted about \$210,000 for the stations. At many United station events, she said, such national advertisers as Burger King and Procter and Gamble have covered costs for major concerts and other promotional campaigns.

More and more radio stations today are better understanding the importance of an "overall marketing plan," according to Rose Polidoro, director of creative services for WNEW-AM-FM New York. Advertising and promotion activity has grown so much in recent years that WNEW-FM hired a promotion director two years ago to assist her on some of her projects.

"On an advertising and promotional level, radio's approach has become much more sophisticated," said Polidoro. She said increased interaction between the promotion department and other departments like public relations and programing have created cohesive, effective campaigns.

Part of the more sophisticated advertising approach by radio stations is in the form of slick television spots. In the Boston market,



for example, WXKS-FM is one of several stations that has employed commercial producer Film House Inc. to provide spots with a professional look. The station has been advertising on television for 10 years, said promotion manager Jim Berry, but quality is especially important today because "more and more stations are using television in the market than when we first started." Espe-

cially in major markets, said BPME's Curtis, the number of radio stations advertising on television is on the rise.

Despite increased advertising and promotion efforts by stations, many have said that the formulas are basically the same. Some, like WQHT's Layne, have said that new ideas will be a necessary element in creating successful promotions in the future. He pointed

to the Vanna White promotion as one such new approach.

Layne stressed the importance of radio station advertising by comparing the business to selling soap. Regardless of the quality, he said, "when you walk into a supermarket and see three bars of soap, you're going to buy the one with the lasting impression." □

## Riding Gain

### Election lineup

NPR's election night plans, Nov. 8-9, include 20-minute reports on each half-hour from 8 p.m. to 2:20 a.m. (five-minute updates followed by 15-minute in-depth reports) and live coverage of victory, concession and other candidate speeches. *Morning Edition* will begin at 5 a.m. NYT (an hour early) on Nov. 9 and pass on the election-coverage baton to *All Things Considered*.

### New offerings

Syndicate It Productions has added five new shows geared to the black/urban market: *Prime Time*, a one-hour weekly program featuring entertainment news, movie reviews and a countdown; *Cut Ups*, two-and-a-half minutes of vignettes sent once every two weeks; *The Winans*, an hour-long weekly gospel update; *Winans Vignettes*, twice-daily 60-second programs sent each week to stations, and *Pro Tips*, a 13-week series of daily 60-second shows airing twice each day. *Pro Tips* is available immediately; the others are scheduled to premiere in January. All of the shows are available via reel-to-reel on a barter basis from the company's Burbank, Calif., headquarters.

### Under new management

Westwood One Inc. has assumed ownership of its first radio station, WYNY(FM) New York, from Emmis Broadcasting Corp. Included in the deal was a swap of frequencies between WYNY(FM) (97.1 mhz) and Emmis station WQHT(FM) New York (103.5). Westwood One has said that WYNY will maintain its country format. In a separate deal, Westwood One has also signed a definitive agreement to acquire 50% interest and operating control of WNEW(AM) New York.

### Funny bits

St. Louis-based Olympia Broadcasting Networks will launch two comedy services in January. The formats targeted by the new services will be rock (Rock Comedy Network) and contemporary (Contemporary Comedy Network). Each week, participating stations will receive 22 comedy bits of 20-60 seconds each from the bartered services. In return, the station will be required to play a 60-second

national sponsor spot adjacent to the bit. Featured on the services will be popular comedians drawn from a library of more than 7,000 bits. Also available from Olympia will be customized station promos.

### Forward

Houston-based Starstream Communications Group Inc. will produce



and distribute *Adelante*, a two-and-a-half-minute daily radio program targeted to Hispanic adults and set to premiere Oct. 31. The program will contain news about the Hispanic community and will be hosted by Henry Cisneros, mayor of San Antonio, Tex. (pictured above, center, with Starstream promotion managers Pedro Melgarejo, left, and Starstream President Gary Firth). *Adelante*, available on a barter basis, will be delivered to stations by disk.

### New Texas offerings

The National Radio Network of Texas, Austin, has picked up 17 affiliates in the state since its Aug. 20 launch, reported network president Cary Fitch. "The idea is to be the biggest little radio station in Texas," said Fitch. Current programming on the satellite-delivered service includes six-minute hourly newscasts from 7 a.m. to 9 p.m. and interview and call-in shows from 6:07 p.m. to 10 p.m. seven nights a week. Fitch said the network will premiere *Franz Hoffman's Car Talk*, the first of a full schedule of one-hour Saturday morning call-in shows. The network will pay affiliates to pick up the Saturday morning shows, which will eventually include one-hour call-in programs focusing on pets, gardening, computers, cooking and financial topics. An 800 toll-free number will be available to listeners in the state.

"All of our programming is call-in except for the news," said Fitch. Most of the programming on the network will be

bartered, and affiliates will have the freedom to choose as few or as many programs desired. Current programs include *Texas Forum*, a general topic call-in show airing every night from 7 to 10 p.m. (set to expand from 10 p.m. to 1 a.m. beginning in mid-October, with a rebroadcast of the first segment at 1-4 a.m.); a one-hour sports show hosted by Burton Lawless, former Dallas Cowboys player, airing Monday, Wednesday and Friday at 6 p.m., and a one-hour outdoor sports show with host Marty Malin on Tuesday, Thursday and Saturday at 6 p.m.

### Staff cuts

All-sports WFAN(AM) New York fired 16 employees on Sept. 15 as part of the station's necessary budget cutbacks, according to General Manager Scott Meier. "We couldn't continue with that many people and be a successful radio entity," he said, adding that positions affected were in all departments at the station, which now has 65 full-time employees. Meier said no further terminations are planned. One of the fired staffers said she and other female former employees are speaking with attorneys about a possible charge of sex bias in the firings, a charge that Meier denied.

### Christmas packages

Charles Michelson & Sons is offering two packages of classic Christmas specials. One package includes five half-hour specials excerpted from *The Greatest Story Ever Told*; the other includes 12 half-hour classic radio programs including *The Jack Benny Christmas Show* and *The Edgar Bergen and Charlie McCarthy Christmas Show*. All of the programs are available from the company's Beverly Hills, Calif., headquarters on a cash basis.

### Revvng up

Sportcom Associates, based in Johnson City, N.Y., said it will produce *Sunday Night Report*, a weekly five-minute program covering major motorsports events. The program, to debut on Nov. 20 but entering full production beginning June 4, will feature veteran motorsports broadcaster Paul Kaminski as principal reporter. *Sunday Night Report*, delivered via satellite through the transmission facilities of the United Stations Radio Networks, will be available on a cash or barter basis.

## Home shopping sale

A federal bankruptcy judge has given final approval to the Cable Value Network to take over operations of the Fashion Channel (BROADCASTING, Aug. 22). CVN has closed Fashion's West Coast studios and has handled production of the home shopping service out of its studios in Minneapolis since Aug. 15.

CVN reports that sales for the channel "have been steadily trending upwards" since it took over. Fashion Channel was reportedly doing about \$25,000 per day in business before the CVN takeover.

## Allies

The K-SAT Army and the National Cable Television Association rarely see eye to eye, but the coalition of backyard earth station owners and dealers has come out in support of H.R. 2848, the home satellite bill passed by the House Telecommunications Subcommittee two weeks ago. NCTA also supports the measure.

The group claimed victory in blocking a Ku-band/C-band separation agreement. "Ku separation from the home dish owner would be catastrophic to this industry at

this time," said K-SAT Army chief Chuck Dawson. The piracy measures added to the bill, and language directing the FCC to establish a decoder standard, said Dawson, makes H.R. 2848 look "more and more like a TVRO bill."

## Special deal

As part of the promotions scheduled for the first quarter 1989, Showtime and The Movie Channel will be offered at half price for three months or free for one month. The offer will be supplemented with free movie tickets. Current subscribers will also be offered free movie tickets.

## Publicity push

The Disney Channel has announced that it is taking its corporate public relations and program publicity activities from its in-house department to Stone/Hallinan Associates Inc., Los Angeles, and letting go eight of the 13-member staff in the process. The remaining five staff members of Disney's in-house public relations department will be reassigned. "We're shooting series, television movies, mini-series and specials everywhere from

London to Toronto, Orlando to Nashville," said Stephen Fields, senior vice president, The Disney Channel. "We believe we need to approach our publicity efforts from a national and international perspective. We can't do what needs to be done from a single office in Burbank."

## Cable device for deaf

Cablevision Systems' southern Connecticut system has installed a telecommunications device for the deaf in its customer service office, which the company believes is the first such device for the hearing-impaired provided by the cable industry. The rollout occurred last week simultaneously with National Deaf Awareness Week.

The device, comprising a keyboard and printer, attaches to the telephone receiver and functions much like a telex machine. It will allow the customer "to order pay-per-view events, request a service call, report an outage or ask a question about his bill," Cablevision said.

## All talk

Continental Cablevision, Cox Cable, United Artists, Newchannels, Centel Cable, Group W Satellite and NuCable have signed as initial outside investors for Talk Television, the all-talk cable network being put together by cable entrepreneur Paul FitzPatrick that plans to launch early next year. FitzPatrick said the initial business plan will be completed within the next few weeks, with companies that sign by deadline having preferred rights to take greater equity and a consultative position in the service. Companies that have signed have anted up about \$25,000. Slated to join Talk Television later this week (Oct. 1) full time are NuCable executives Barbara Ruger, senior VP, marketing and sales, and Frank Bolger, VP, marketing services.

## Waiver word

California Cable Television Association said "near video-on-demand does not constitute good cause for waiver of crossownership rules" in FCC reply comments on GTE's request to provide such service in Cerritos, Calif. The association said GTE's plan "is nothing but plain vanilla pay-per-view," with nearly 30 channels "to provide time diversity for a very limited array of PPV programming." CCTA said GTE is trying to revive "bad old idea" that has been tried before (World Video Library) and failed.

## Revolutionary programming

Bravo has signed an agreement with the People's Republic of China that will bring Chinese films, documentaries and performing arts specials to the cable



The Hong Kong Government invites interested parties to submit proposals for the construction of a cable network and the provision of a cable TV broadcasting service in Hong Kong. Interested parties have until 28 February 1989 to submit their proposals. Parties whose proposals are accepted by the Hong Kong Government will be invited to apply formally to the Government for 15 year licences to build and operate the network and broadcasting service.

Interested parties seeking further details may obtain a comprehensive information kit containing background information on Hong Kong and a guidance note for proposals from the following offices:

Secretary for Administrative Services and Information, Government Secretariat, Lower Albert Road, Hong Kong.  
Fax: (852) 5-8452129 Telex: 72669 HAB HX

Hong Kong Economic and Trade Office, British Embassy, 1233, 20th Street, N.W. Suite 504, Washington DC 20036, U.S.A.

Hong Kong Economic and Trade Office, British Consulate General, Tower 56, 14th Floor, 126 East 56th Street, New York NY 10022, U.S.A.

Hong Kong Economic and Trade Office, British Consulate General, 180 Sutter Street, 4/F., San Francisco, CA 94104, U.S.A.

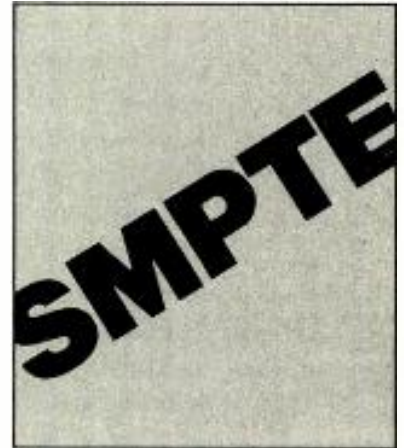
Copies are also available at the Hong Kong Economic and Trade Offices in Geneva and Tokyo, and at the Hong Kong Government Offices in London and Brussels.

The information kits are priced at HK\$160 (in Hong Kong) or US\$25 (overseas) inclusive of delivery. Cheques/Bank Drafts should be made payable to "Hong Kong Government".

HONG KONG GOVERNMENT



October 17 Special Report



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## **SMPTE: Broadcast Technology**

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**Brian Gault**  
CNI Director of Affiliate Relations  
• 9 years Cable Television  
experience at CBS, HBO and  
Cablevision  
• 3 years Sales Management  
at RASCO



**Jim Nuzza**  
CNI Director of Finance  
• 6 years Accounting/Finance  
Experience  
• 3 years Cable Advertising  
Management



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CNI Director of Administration  
• 5 years experience in Local,  
Regional, and National, Traffic,  
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Director of Sales—New York  
• 25 years in Television and radio  
sales  
• VP & Director of Sales RKO  
Television  
• President Metromedia Radio Sales



**Stacie Raiss**  
Sales Manager—New York  
• 7 years experience in Local and  
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Vice President—Western Division  
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CNI in New Jersey, New York and  
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**Jenny Hazelrig**  
National Sales Manager—Atlanta  
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and Cable Television Advertising  
Sales  
• 5 years with Katz Communications



**Mindy Ellin**  
Local Sales Manager—Atlanta  
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Rep and Cable Television  
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## Cable shows its stuff in Atlantic City

**Atlantic Cable Show and CTAM management conference bring operators, producers and system owners together to discuss past and future of industry**

Cable will look to the future while recalling the past when 3,000 executives from systems and networks assemble in Atlantic City this week for the 1988 Atlantic Cable Show, Oct. 4-6, and CTAM's Cable Management Conference on Oct. 3.

One person looking to the immediate future will be Ted Turner, who is scheduled to speak at 12:30 p.m. on Monday, Oct. 3. That evening, his Turner Network Television debuts with a cablecast of "Gone with the Wind" (see story, page 48). It was at last year's Atlantic show that Turner unveiled the concept for TNT. The Conference will also feature looks into the future by operators and programers. The operators panel, hosted by CTAM president Margaret Dur-

borow, includes Daniel Aaron, vice chairman of Comcast; Charles F. Dolan, chairman of Cablevision; Paul Freas, president of TKR Cable; David MacDonald, president of New York Times Cable TV, and Fred Vierra,

atlantic  
cable  
show



president of United Cable TV. The programers session, moderated by Bob Alter, president of the Cabletelevision Advertising Bureau, includes Tony Cox, chairman of

Showtime Networks Inc.; Nickolas Davatzes, president of Arts & Entertainment; Gerald Hogan, president of the Turner Entertainment Networks; Brian Lamb, chairman of C-Span, and Lowell Paxson, president of the Home Shopping Network.

Topics of current interest that will be highlighted at the Atlantic show will include cable programming, the broadcast networks' entry into cable programming, HDTV and the 1988 elections, among other sessions.

Keynoting the show on Tuesday, Oct. 4, at noon, will be the hosts of CNN's *Crossfire*, Tom Braden and Pat Buchanan, who will explore the upcoming presidential election.

On Thursday, Oct. 6, Bob Clasen, president and chief executive officer at Comcast, will moderate a discussion of original programming on cable, with a panel that includes Brian Roberts, executive vice president of Comcast; Robert H. Levy, executive vice president, WTBS-TV; Bridget Potter, senior VP, original programming, HBO, and Joshua Sapan, president, American Movie Classics and Bravo.

On Wednesday, Oct. 5, at 3:30-5, John Pascarelli, regional sales manager, Storer Communications Inc., will moderate a panel on whether PPV will play a larger role in systems' future and what the right programming mix for PPV will be.

Two sessions on HDTV will run concurrently on Tuesday, Oct. 4, at 2-3 p.m. Richard Green, president Cable Labs will moderate a session that will provide background on the medium and look to its future, and Brian James, director of science and technology at the National Cable Television Association, will host a look at the technology of PPV.

NBC Cable President Tom Rogers and CNBC President Mike Eskridge will be the guests at a Community Antenna Television Association open forum on Wednesday, Oct. 5, hosted by CATA President Steve Effros.

**Cable conclave.** Four cable programming executives told a New York audience last week that more quality programming is currently being made available to the cable industry. Representing the MSO, cable channel and production perspectives at the luncheon, sponsored by the National Academy of Cable Programming and the Museum of Broadcasting, were Charles F. Dolan, chairman of Cablevision Systems; Gerald Levin, vice chairman of Time Inc.; R.E. "Ted" Turner, chairman and president of Turner Broadcasting System, and Bernie Brillstein, chairman of the Brillstein Company.

Brillstein said that because cable frees producers from worries of meeting broadcast standards and because cable networks give producers larger per-episode orders on series than broadcast networks, cable is "the future" for producers. To that end, Brillstein said his company is producing a four-hour mini-series about Gen. Ulysses Grant for Turner Network Television.

From the channel side of cable, Ted Turner said that the "industry is now pulling together" on programming, as well as in the face of possible federal regulation of cable. Turner said that the cable industry is able to withstand anything, including congressional regulation. "You name it and we can and we will prevail."

The panel turned to the subject of prospective cable carriage of the Olympics, given the stories about the projected shortfall in ratings for NBC's coverage of the Olympics in Seoul. Turner said that TBS is "in discussions" with the three networks about carrying a package from the 1992 Summer Olympics in Barcelona, Spain. TBS is having to discuss the games with the networks because the International Olympic Committee will only allow the broadcast networks to bid on the games. Indeed, the IOC recently met with the broadcast networks in Seoul to discuss the games in Barcelona, a meeting to which cable networks were not invited. Even so, Turner said that the "IOC wants cable" to carry a portion of those games, and added that given the large volume of Olympic events (in the summer and winter games), "at least one" and possibly two channels could be involved in such carriage.

Dolan said that cable will be able to afford such high-profile programming with its two revenue streams. In comparison to the financial squeeze he sees the large number of make-goods putting on NBC, Dolan said the "limits are removed" for cable in the case of ratings' shortfalls because of its dual revenues.

As for whether audiences will accept the prospect of paying a basic, or even a pay, fee for such programming, Dolan pointed to SportsChannel, New York, which he said has given subscribers more coverage of the New York Islanders than they got in the past for their subscription.

Levin added that charging a fee for sports is not only acceptable (given the current array of sports on cable), but that the practice will grow. He said that HBO is "active" in its pursuit of certain events currently, and he added that another incentive for that effort has been the increase in the number of events (such as professional fights) that are now being exhibited on a pay-per-view basis.

## NATOA sees cable grip slipping

**At Miami conference, regulators say FCC, courts have undercut control**

The municipal cable regulators who gathered at Miami Beach's Doral hotel last week for the annual conference of the National Association of Telecommunications Officer and Advisors feel they are losing their regulatory grip on the cable industry.

The feeling was expressed by speakers in the conference sessions and by rank-and-file NATOA members in the many social gather-

ings. They complained that the Cable Communications Policy Act of 1984, which was supposed to have secured their grip, has been badly undercut by the FCC and the courts, often with the complicity of the cable industry.

Adding to their nervousness is the prospect of telephone companies entering the cable television business. Telcos are now regulated on the federal and state level, and the city officials fear that if the telcos are allowed into cable, they may have little, if any, role in regulating them.

How the cable administrators ally themselves in the increasingly heated battle over



Beals

whether to remove the legal and regulatory barriers to telco's offering video services may well be determined by what regulatory role the administrators would be given once the barriers were knocked down.

Preserving local regulation is at the heart of NATOA. "We believe regulation is best when it is closest to the people," Donna Mason, NATOA's outgoing president and the cable officer for Vancouver and Clark county, both Washington, said in her opening remarks. Paul Berra, manager, cable communications, St. Louis, Mo., is NATOA's new president.

Despite the high level of concern, NATOA seems ill-prepared to do anything about it. As an affiliate of the National League of Cities, it does not directly lobby Congress or otherwise agitate for changes in public policy. Instead it advises the NLC's Transportation and Communications Steering Committee, which helps set the NLC's policymaking agenda each year.

As well as could be determined last week, NATOA has formulated no specific recommendations for the steering committee, which meets in two weeks in Tucson, Ariz. Last week, the organization's administrative energy was spent reviewing NATOA's relationship with the NLC and electing new board members and officers.

That NATOA and the NLC are already in tune philosophically was made clear by NLC Executive Director Alan Beales. In a speech during the opening session, he said, "we plan to lead the fight to preserve local control and insure affordable, diverse communications services for the average American consumer."

The cable industry, which was well represented at the conference, did its best to feed the cable administrators anxiety about telcos

and persuade them to side with it in its effort to keep the telcos out of the television business.

At a session focusing on the telco-cable debate, Robert Sachs, vice president, corporate affairs, Continental Cablevision, said the Cable Act struck a "delicate balance" between the interests of cities and cable. "If the cable crossownership prohibition, a central element of the legislation, were to be removed, then the entire relationship between cities and cable companies will have to be redefined so that cable operators are not placed at a competitive disadvantage because of franchise requirements placed on them alone.

"A world of telco TV, as the telcos want it would be one with no local controls, no local franchise fees, no local broadcasters, no local cable operators, no video stores and a very big phone bill," Sachs said. "That's what a one wire world is truly about—a world without competition, a world without local controls.

"Admittedly, the relationship between cable operators and cities has been strained in the past, but with all its difficulties it still gives your constituents considerably more voice and considerably more choice than they would ever have in a world of telco TV."

Speaking at the same session, Ward White, vice president, government and public affairs, United States Telephone Association, provided little comfort to municipal officials. He said he did not know what role cities should play in regulating telcos that enter the video business. The regulatory framework under which telcos would enter the business would be worked out by the telcos and federal and state officials, he said.

White appealed to the officials' sense of duty. It is the responsibility of the local regulators as well as their counterparts of the state and federal levels to "create conditions that stimulate the delivery of new and better services to the consumers," he said. "That's what the telephone industry is interested in doing."

"The telephone companies can no longer exist just on the dial tone," he said. "The growth in the future is going to be in information services."

The seven Bell operating companies, which were spun off from AT&T under terms of the 1982 modified final judgment that ended the government antitrust suit against AT&T, view the MFJ's restrictions on their ability to offer information services such as

cable constitute a "box," White said. "As markets and technology change, this box is going to have to change in size, if the BOC's are going to survive."

At an earlier session, Alan Daley, director, special projects, Bell Atlantic, said that with the price of copper going up and the price of fiber going down it will make sense for telephone companies to start installing fiber lines to homes between 1991 and 1994. However, he said, unless the telephone companies have some "economic incentive" to do otherwise, they will put the fiber in only in new installations, and when copper lines need replacement. Under those circumstances, he said, only 2% of the copper plant would be changed each year, which means it would take 50 years to achieve an all-fiber plant.

Daley said the economic incentive the telcos need is the ability to offer lucrative services that require the broadband attributes of fiber. He talked about information services and video, including high-definition television. He said a fiber system could handle any of the HDTV transmission systems currently being considered. What's more, he said, it could carry two or more different systems.

Tele-Communications Inc., the nation's largest cable operator, arranged a series of by-invitation-only meetings between its executives and cable administrators. Reporters were not invited. But, according to Richard Emenecker, who oversees TCI's system in Pittsburgh as superintendent of the city's Bureau of Cable Communications, and who attended TCI's one-and-a-half-hour Sunday (Sept. 25) afternoon session, the MSO had two issues on its agenda: the syndicated exclusivity rules adopted last July by the FCC and telco entry.

The six TCI executives in attendance, notably J.C. Sparkman, Emenecker said, argued that if the telcos come in, "cable will not exist as we know it 10 years from now," and any regulation of the telcos will take place at the state, not the local level. The TCI executives, Emenecker also noted, did "not appear to be immediately worried."

(As far as syndicated exclusivity is concerned, Emenecker said, TCI wanted the cities' help at the FCC in developing better procedures for implementing the rules, which require cable systems to delete programs on imported distant broadcast signals that duplicate programs for which local stations have exclusive local rights. As now written, the TCI executives argued, the rules would cause cable systems to incur major



White, Long, Muth, Sachs

new costs, which would be passed on to consumers, Emenecker said.)

Bob Thomson, vice president, government affairs, TCI, confirmed that syndex and telco-cable were discussed at the sessions. But, he added, the purpose of the sessions was simply to establish better relation with the city officials. "It was more micro than macro," he said.

Several large cable operators sought to bolster their ties with the cities through means other than talk. Adelphia Communications, Colony Communications, Tele-Communications Inc., Storer Cable and Telesat Cablevision each contributed \$3,000 for the conference's elaborate welcoming reception. Continental picked up a similar tab for a breakfast, and TCI hosted its own reception on the beach. Cox Cable sponsored one of the panel sessions.

"The cable companies are reaching for the hearts of municipal officials and saying you will lose control," Julian Bussgang, a member of the cable commission of Lexington, Mass., said. "I think it is too early to set the policy, but we should be watching the [fiber optic] experiments."

Like Bussgang, most NATOA members seemed to be taking a wait-and-see attitude. Susan Herman, NATOA's newly elected vice president, and general manager, department of telecommunications, Los Angeles, said: "My feeling is that it is a very complex equation. We have to look at it."

Richard Maulsby, executive director, Washington, D.C. office of cable, had not formulated an opinion of the telco question, but he did say he was "leery" about allowing telephone companies in simply because of their size. "They're the original 500-pound gorillas," he said.

Thomas Cohan, director, office of cable communications, Boston, suggested that the cities could use the prospect of telco entry to pressure cable operators into providing better service and keeping their rates down. "We have to hold their feet to the fire a little bit."

Vicky Long, cable administrator, Northern Dakota county, Minn., said, "I go back and forth, one day to the next." She said that business, institutions and consumers could benefit from fiber optics and the services the technology makes possible. But, she said, perhaps the "cable companies can do it."

The cities' concerns about the weakening of their regulatory authority were expressed by several speakers. William Finneran, chairman, New York State Cable Commission, said he suspected that municipal officials, if polled, would agree they came up short in the compromise that formed the basis for the Cable Act.

Norman Sinel, of Arnold & Porter, said there is a "growing dissatisfaction" among cities about the amount of regulatory activity they have under the Act. And, he said, the dissatisfaction has put a "lot of strain on the fabric" of city-cable relations.

Norval Reese, of Kane Reese Associates, a consulting and appraisal firm, said the Bell operating companies at the very least ought to be allowed to purchase cable systems outside their service areas. Why should Centel, a major non-Bell telephone company, be allowed to purchase a system and



Herman and Berrg

not Bell Atlantic? he asked. "In terms of public policy, I don't see the difference."

Reese, who is former franchising executive for Teleprompter and Group W Cable, said some telephone companies have shown "real interest in buying cable systems. How much interest, I don't know. If nothing else, they are becoming educated."

FCC and court decisions have eroded the cities' power under the Act, Sinel said. "We have all taken it in the teeth in the area of rate regulation," he said. The FCC, in disregard to congressional intent, extended rate deregulation to virtually every cable system in the country by ruling that "effective competition" exists wherever homes can receive any three broadcast signals off-air. Under the Act, cities may not regulate the rates of systems in areas with "effective competition" as defined by the FCC.

The FCC also overstepped the bounds of Congressional intent, preempting the cities' regulation of technical standards. It is one area where the FCC and the courts, which affirmed the preemption, "have essentially done it to us," he said.

Congress did not intend for every home to be rate deregulated, said Nick Miller, of Miller, Young & Holbrooke. The FCC's overreaching is creating a "backlash," an indication of which is FCC Commissioner Patricia Diaz Dennis's interest in developing more stringent criteria for "effective competition" in areas with large Hispanic populations. The FCC is required to revisit its definition of "effective competition" in 1990, he said. By that time, he said, FCC Chairman Dennis Patrick will probably be gone and there will be at least three new faces on the five-member commission.

The cities' basic authority to demand services and facilities and regulate cable franchises has been under legal assault for the past several years by cable operators who claim such authority violate their First Amendment rights, Miller said. The First Amendment argument has carried the day in some California cases, he said, but the recent trend has been for courts to throw out such suits, often without reaching the constitutional question. The series of decisions, he said, has left him "relatively optimistic" that the cities' regulatory power will ultimately be affirmed.

Several speakers condemned the rapid turnover in system and the spiraling prices that are driving the sales activity. Buyers are now willing to pay \$2,800 per subscriber for systems, Finneran said. "That is absolutely outrageous," he said. Companies that pay such amounts will have to raise rates and

will have no money to upgrade services and facilities, he said.

Finneran said the New York Cable Commission was considering "quite seriously" proposing rules similar to the FCC's old antitrafficking rules in broadcasting, which would require a buyer to hang on to a system for five or six years before reselling. "We will float that and see what kind of comments we get back," he said. "Some action is warranted."

In lieu of an outright prohibition, Thomas Cohan, of Boston, said a "substantial tax or fee" could be imposed on sales of systems that have not been held for, say, three or five years.

Susan Herman, general manager, department of telecommunications, Los Angeles, who headed NATOA's legislative and legal affairs committee, raised two other concerns at a session aimed at gathering ideas for NATOA's possible recommendations to Volgy's committee: vertical and horizontal integration. Both are structural concerns not addressed in the Cable Act, she said. If warranted, restrictions of vertical and horizontal integration, analogous to the FCC multiple ownership and financial interest rules, could be adopted, she said.

Making the case of overbuilding was Harry Cushing, of Telesat, which has been securing franchises and overbuilding portions of several counties in Florida. Cushing, who described himself as a "nationally recognized proponent of cable competition," said the cable industry is in the midst of a "feeding frenzy" in which cable operators are buying systems at prices supported not by current cash flow, but by the intention to "sock it to consumers" with higher prices once the deal is done. "Your consumers are going to be devoured in this feeding frenzy," he said.

The solution is not re-regulation, but competition. "I'm not talking about VCR's. I'm not talking about movie theaters. I'm talking about real head-to-head, nose-to-nose competition."

The competition that Telesat has brought to Florida communities has resulted in immediate benefits for consumers, he said. In Orange County, Fla., where Telesat has passed 13,300 homes and achieved 40% penetration, he said, the "entrenched" cable operators—American Television and Communications and Cablevision Industries—have slashed prices, saving their subscribers thousands of dollars per week, and added new channels. What's more, he said, ATC has selected Orange County for its experimentation with fiber optics.

Telesat's growth has not come wholly at the expense of the incumbent operators in Orange County. Since Telesat's arrival in 1986, he said, penetration in the county has arisen from more than 40% to 70% or 80%. Competition is the answer to the "age-old question of how do you get penetration over 50%," he said. Over all, he said, Telesat now passes 94,000 homes, and serves about 50,000.

Sharing the dais with Cushing, Tom Alexander, president, Alexander & Associates, who represents some of the cable systems Telesat is overbuilding or attempting to overbuild, challenged many of Cushing's



facts and his conclusion that overbuilding was good for consumers. Arguing that overbuilding is simply not economically feasible, Alexander said Cushing's penetration figures were exaggerated. He said he checked with the nine counties where Telesat has franchises and found that it has achieved an overall penetration of less than 10%. Telesat is a "losing proposition," he said. Florida Power & Light, which is financially backing Telesat, "made a wrong decision and they are looking to find a way out."

Alexander acknowledged that overbuilders do produce benefits for consumers, but only for the short term. Inevitably, he said, one of the competing cable operators in an overbuild situation either folds its tents or sells out to the other. When that happens, he said, subscriber fees shoot up. He cited one instance in which the incumbent bought out a failing overbuilder and raised rates 45%.

Cushing responded that Alexander depressed Telesat's penetration figures in certain markets by including in the homespassed count, multiple unit dwellings to

which the incumbent has exclusive contracts and Telesat is denied access. Cushing insisted that consumers reap long-term benefits because overbuilding is feasible. Telesat, on the whole, has a "positive cash flow," he said. Even if one of the cable companies fail and prices shoot out, he said, prices will not go higher than those of systems in surrounding communities and consumers will have pocketed significant savings during the period of competition.

In the overbuilding debate, Finneran sided with Alexander, asserting that cable was a natural monopoly and that overbuilding was "economic suicide." The 45 million homes that subscribe to cable "know that their only real choice is 'take it or leave it,'" he said.

That cable has no real competition, he said, is the basis for regulating it. Whatever competition broadcasting provides today, he said, it will provide none tomorrow. With cable penetration rising inexorably, he said, broadcasting days are numbered. "By the end of the century, over-the-air broadcasting will be extinct as we know it." □

## Identifying cable's demographics

**Bruskin research tracks who subscribes and who doesn't, number of channels viewed and perceptions of medium**

An R.H. Bruskin survey of more than 2,000 cable and noncable subscribers points up both the problems and the potential of the cable industry. The study addressed a number of macrocosm concerns, but also delved into areas of specific interest.

For instance, it appears cable has a distinct generational edge. The study found that the bulk of current subscribers are "older, married, higher income homeowners," and that major growth was coming from "young, single, lower income renters, nearly half of whom have children under 18." The flip side of the equation was that older, childless people were least inclined to subscribe. That would appear to suggest that in the short-term, there are portions of the population cable will never reach, but that cable will benefit from younger, lifelong subscribers, presuming they remain subscribers.

That may not be a foregone conclusion. Perhaps the study's most alarming conclusion, for cable, came in this part of the study. "The longer a person subscribes to cable television, the better network programming looks to him or her," the study said. It also found that the longer viewers subscribed, the fewer channels they watched—six or seven regularly. Those who liked movies and programming variety preferred cable, while those complaining about excess reruns on cable preferred network television.

The study found that "it is not what current subs are paying that determines their perceptions of 'value,' but rather what they believe they are getting for their money." Accordingly, nearly half said cable was either an "excellent" or "good" value. Only 13% labeled cable a "poor" value. "Simply put, if a current cable sub is receiving 'satisfactory' service from the cable operator," the authors said, "he believes cable to be a good value for the money. If not, he is dissatisfied with the cost, *whatever* it may be," the study concluded.

Still, nearly 8% of those interviewed classified themselves as former subscribers, and they cited cost as the overwhelming reason to drop the service. They also cited cable's failure to provide truly distinct programming.

There was good news on pay per view and VCR's. The study found that although most subscribers that have PPV available have not exercised that option, "consumer objections to the cost do not seem strongly negative." The report concluded that although some feel the cost was somewhat high, PPV "shows promise of substantial growth."

On VCR's, Bruskin found that pay vs. VCR was not an either/or proposition; that in fact, "one encourages the other." The highest percentage of VCR owners, it said, are also pay subscribers. Even nonsub-

## Cities fighting back to keep franchising power

**NLC's Volgy says they will work for federal law protecting municipalities' authority over cable TV systems**

Thomas Volgy, the mayor of Tucson, Ariz., and chairman of the National League of Cities' communications policy committee, said last week the NLC will unilaterally press for its own federal legislation to immunize municipalities against First Amendment challenges of their franchising authorities if efforts to draft mutually acceptable immunization legislation with the cable industry do not soon bear fruit.

Speaking by videotape to members of the National Association of Telecommunications Officers and Advisors in Miami Beach, Volgy also threatened to consider siding with telephone companies in their campaign to break down the legal and regulatory barriers to their offering cable services if the cable industry does not establish a "truly cooperative" relationship with municipalities. Cable is waging its own campaign to preserve the prohibitions.

Fearing that suits brought by cable operators or would-be operators challenging the franchising authority of cities and counties on First Amendment grounds may result in multimillion-dollar damage awards against them, the NLC has made the passing of legislation immunizing them from having to pay such damages a top priority. The National Cable Television Association agreed "in principal" to support the NLC's efforts, Volgy said, but joint efforts to write the language of the legislation have become bogged down.

"We have now gotten to the point, unfortunately, where lawyers are talking to lawyers and [they] do not seem to agree on very basic language," Volgy said. The NLC is

going to go back and demand "very simple immunity legislation now," he said. "Otherwise we are going to go back to Congress and say: 'There is no good intent here...and we want that immunity legislation with or without the concurrence of the NCTA.'"

Volgy said the Cable Communications Policy Act of 1984, which affirmed municipal franchising authority but placed significant limits on it, is being subverted by the FCC and the federal courts, often with the complicity of cable operators. "We've come to a point where we've said: 'Enough.' The Cable Act is not bad if people are willing to live by it, but evidently the federal government and at least individual cable companies have been unwilling to live by it."

As a consequence, he said, it may be time to reopen the act and "restore" the regulatory power that the FCC and the courts have stripped from it. Prompted by the numerous complaints about cable, he said: "Congress is going to take a second look at what it has done and maybe we will develop a better system for all of us."

The telephone companies could provide the competition to cable that has so far failed to develop, Volgy said. The telcos have been contacting elected officials and officials of the NLC and the National Conference of Mayors, saying that they are "very much interested in competition," he said.

Some are "leery" of the telcos; their large size does pose "tremendous potential problems," he said. But they say they are used to regulation and willing to live with it, he said. "Over the next year, we are going to be having some serious discussions with the phone companies to see what is and what is not possible, unless the cable operators are willing to look at a truly cooperative environment with our communities—the kind we hoped would have occurred after 1984, but did not." □

scribers said they were more willing to subscribe to cable if they owned a VCR than if they did not.

Viewer perception of pay channels appeared particularly bleak in the study. Many of the price promotions used to increase penetration, Bruskin said, fail not because viewers believe pay services cost too much, but because they feel the programming is not differentiated enough. "There appears to be little loyalty among cable households to any given pay channel," the study said.

The overall statistics bear this out. Nearly one-third of current subscribers have dropped pay channels, over one in four have switched pay channels and the same number said they would do that again. Nearly one in

four pay subscribers told Bruskin "the best programs seem to be on the channels they do not subscribe to."

Advertisers, facing dwindling network shares, face problems in buying cable, the study says. The teenager reach of MTV and Nickelodeon may be a smart buy, yet fewer than 30% of sets in children's rooms are cable ready, the study said. That also presents an opportunity for cable operators since 25% of the TV sets in cable homes were not hooked up to cable.

Knowing where a channel is on the system lineup was one key to viewing. The study said: "If viewers know the location of a specific cable channel on their TV dial, they are far more likely to watch that chan-

nel regularly," but "the fact is that large numbers of viewers...do not know where to find many of the channels their systems carry." Not surprisingly, the study found that if viewers can't find a channel, they are less likely to watch it. Even if viewers know a channel's location, Bruskin found, "their viewing frequency is directly affected by where that station is located on their dial."

The study urged cable operators to make sure subscribers were aware of their viewing options and that they promote strongly.

Bruskin interviewed more than 900 cable subscribers, 650 nonsubscribers who have access to cable and 450 people to whom cable was not available. The study is available from Bruskin for \$2,000. □

## Public broadcasting departures and arrivals

### Weil to leave PBS; Alexander joins CPB where Gutin and Hanley will serve second terms; PBS narrows satellite options, will seek six transponders

As committees in the House and Senate continued to hammer out a compromise to their differing 1991-93 Corporation for Public Broadcasting authorization bills behind closed Capitol doors, the CPB board of directors and the executive committee of the Public Broadcasting Service board met in Washington Sept. 26 and 27 to re-elect board leaders, to welcome new, and bid farewell to departing, major figures and to carry on with business as usual.

On the personnel front, PBS directors received news Monday that film producer-director-actor Robert Redford had persuaded long-time national programming and promotion services senior vice president Suzanne Weil to leave PBS early this month to become executive director of Redford's independent film production laboratory, Sundance Institute, in Utah. Weil, who will stay on as a consultant until the end of 1988, began her tenure at PBS 10 years ago as director of arts and humanities programming and was named senior vice president, programming, in 1980. She will replace Sundance Executive Director Thomas Wilhite, who will resign Feb. 1, 1989, to produce a feature film while continuing to serve as general director of Sundance Children's Theater. No replacement has been named for Weil.

Her contributions, said PBS President Bruce Christensen, "have been legion and extraordinary. Her particular genius has been her ability to recognize and nurture creativity"—such as helping last year to bring Bill Moyers from CBS to public TV where, under the auspices of the CPB-PBS Program Challenge Fund, he has produced and hosted the 90-minute *In Search of the Constitution*, the six-part *God and Politics* and the six-part *The Wisdom of Joseph Campbell* as well as a plethora of election-year specials and series (BROADCASTING, Sept. 26).

The PBS executive committee unanimously adopted a resolution of appreciation for the contributions of Weil and Richard Green, senior vice president, broadcast operations and engineering, who will also

leave PBS this month to head the cable industry's Cable Television Laboratories Inc. (BROADCASTING, Aug. 1).

Just four days after her Sept. 23 Senate confirmation as CPB director, Leslee (Honey) Alexander, former First Lady of Tennessee and already a member of the PBS board, joined the CPB board in time to take part in the unanimous re-election of Chairman Howard Gutin (whose director's term ends next March) and Vice Chairman William Lee Hanley (whose director's term ends in March 1992). Gutin, who joined the board in September 1984, has served as chairman since his election last October. From March to October 1987, he served as acting chairman after the departure of Sonia Landau. Hanley, who became a director in February 1984, was first elected vice chairman last October, three months after reappointment to the board. In other business, the board adopted an FY 1989 affirmative action plan, an audit committee statement of responsibilities and an annual audit committee agenda.

### Satellite replacement

Among business items acted on at PBS was the pressing matter of replacing its satellite capacity, currently on Westar IV, which is due to reach the end of its useful life in 1991. With intentions of concluding negotiations with satellite vendors (AT&T, GTE Spacenet, GE Americom and Hughes Communications) by early next year, PBS staff received authorization from the board to begin those negotiations immediately. The board also adopted the PBS Satellite Replacement Office's recommendation that five potential transponder configurations for public TV be narrowed to two possibilities: either a four C-band and two Ku-band transponder system or a six Ku-band transponder system. (Discounted were configurations including only four C-band, only four Ku-band or more than six C-and/or Ku-band transponders.)

The four-and-two configuration, said replacement office director, Jackie Weiss, would accommodate current services (now occupying most of four C-band transponders), would allow for expanded higher-power Ku-band educational services to schools and other public institutions, would help PBS ready itself to deliver any high-

definition TV standard better suited to Ku and provide the opportunity for a gradual transition of all services to Ku if appropriate.

The facts that Ku delivery requires smaller receiving dishes than C-band delivery and that HDTV may "require a slightly wider band" than is ideal for C-band, said Weiss, were determining factors in seeking proposals on six Ku transponders. In addition to gaining access to the increasing numbers of schools finding the smaller Ku receivers affordable, the Ku capacity, said the replacement office's summary report, "greatly improves the [public TV] stations' ability to co-locate earth stations" with their broadcast facilities. The four-and-two plan, it said, offers "the least expensive way to obtain a reasonable level of expansion capacity and a significant level of technical flexibility." On the other hand, it said, "the six Ku-band transponder option may cost more, but it offers greater technical flexibility, as well as a reasonable level of expansion capacity."

Because of rapid changes in proposed technology, particularly in HDTV, said Maynard Orme, board vice chairman, settling on a specific satellite replacement plan "is like getting your arms around a greased pig in a heavy fog." Weiss, who along with PBS technology, finance and management staff has studied general proposals from the vendors this year, said those vendors "aren't going to launch without long-term precommitments" from programmers. Unable to lease or buy capacity already in orbit as it could in the past, PBS is facing new market conditions that "mean we will have to take some risks" concerning where the technology will go. "I'm not saying C-band won't work, Ku-band will work" for HDTV, said PBS vice president, broadcast operations and engineering, Howard Miller. "We're in a situation where we have to keep our options open."

The PBS executive committee also adopted a resolution to "recommend that the licensees designate PBS as the national entity for the purposes of satellite interconnection to receive funding from the Satellite Interconnection Fund" to be administered by CPB using congressional funds earmarked for that purpose. Signed by President Reagan in September, the 1991 CPB federal appropriation includes \$57.5 million ear-

marked for satellite replacement in that year only. House and Senate 1991-93 CPB authorization bills both provide \$200 million in satellite replacement funds over the three years.

Also included in last Tuesday's PBS activities was an HDTV demonstration provided by Japan's NHK. High-definition videotapes viewed by the directors included the opening ceremonies of the summer Olympics in Seoul, South Korea—delivered live via satellite two weeks ago by NHK to approximately 300 venues in Japan—a segment of a documentary produced by non-commercial WTTW(TV) Chicago, a segment of an upcoming CBS docudrama on children and AIDS and computer demonstrations of NHK's various MUSE systems. Miller said that CBS had reported estimates of up to 50% post-production savings over producing with 35 mm film. □



Nader

## Looking to the future of telco regulation

Washington panel debates value of deregulating telephone industry

If any of the FCC commissioners' ears were burning last week, it may have been in telepathic response to National Press Club addresses made some dozen blocks away from the commission by MCI Chairman William McGowan and consumer advocate Ralph Nader, both appearing as speakers at a Public Service Satellite Consortium's National Center for Telecommunications and

Information Policy forum.

At a Wednesday morning seminar entitled "Telecom Deregulation: What Lies Ahead," speaking in favor of lifting the ban against Bell operating companies (BOC's) offering cable TV and other nontelephone services, Pacific Telesis vice president, Washington operations, Ronald Stowe, was outnumbered by McGowan and Nader, along with Washington attorney Philip Verveer, all of whom criticized the proposal.

The BOC's "would like to become what they once were," said McGowan, who had voiced similar criticism at a Federal Communications Bar Association seminar a week earlier (BROADCASTING, Sept. 26). In contrast to Stowe's description of AT&T consent decree "line-of-business" restric-

tions as "simple, elegant and wrong," McGowan claimed that since AT&T's 1984 divestiture of the BOC's, a half dozen phone company services have expanded to 125 types and increased 14% annually overall, while rates have declined at 36% annually. Those successes, he said, are threatened by "an FCC that does not want to practice proper procedures," as well as by the BOC's, which he said are "giving the rest of us heartburn" through their multiple lobbying efforts in Washington.

AT&T was a monopoly, conceded Stowe, "but today, if the MFJ [modified final judgment, which defines the present restrictions] were lifted, a dozen companies, and perhaps many more smaller companies, already competing dramatically for markets, [would not become] a protected monopoly."

Arguing that government telecommunications policy "should be premised on diversity," but particularly "diversity of control—the maximum number of outlets for the greatest number of voices," Nader took issue with what he called FCC claims that "there is more abundance" of information via deregulation. Not only is information power, he said, but "information reflects the maldistribution of power."

McGowan described the election-year environment as a regulatory and strategic crossroads. "One path... the abuses and circumstances of the past... is well-worn; the other is less used, rougher but... the better path." Announcing that MCI will fight the FCC's recent tariff decision in court, McGowan said: "You could create the Bell system again. And do you know who the first one that would try to become the old Bell system would be? MCI." □

## Satellite Footprints

**Better safe, and late, than sorry.** The launch of European direct broadcast satellite Astra 1 has been postponed from November until between Dec. 15 and 20, due to "abnormal behavior on the test bench" of the third stage motor for Arianespace flight 27. The delay affects the Astra 1 launch "and all subsequent launch dates adversely," but Astra's plans to launch its DBS television programming service across Europe "will go ahead as planned on Feb. 1, 1989." The Astra satellite has passed final acceptance tests and is ready for launch. A replacement motor has been "subjected to its first test on Friday, Sept. 16," in Paris, Astra reported, and will be shipped to Arianespace's Kourou, French Guyana, launch site.

[GTE Spacenet is still planning how to move its GStar III satellite from elliptical orbit into its proper geostationary orbit. Successfully launched by Arianespace on Sept. 15, GStar III, which is also carrying Geostar's L-band mobile tracking unit, suffered a failure of its apogee kick motor designed to move the bird into its FCC-licensed orbital slot (BROADCASTING, Sept. 19). Forced to use station-keeping fuel to make the maneuver, GTE expects "substantial loss" in the life of GStar III, reportedly as many as eight of its 10 design-life years.]

"Astra's senior management and shareholders have noted Arianespace's successful run of 7 launches," Astra public relations manager Carlo Rock said in a prepared statement, "and [they] are confident of Arianespace's decisive move in the replacement of the third-stage motor for flight 27 in order to ensure a 100% successful launch of Astra."

According to a 1988-89 flight manifest released by Arianespace last July, Astra 1—along with the United Kingdom's ministry of defense satellite, Skynet 4B—was originally scheduled for a November launch aboard the French launcher's largest rocket, Ariane

4, which made a successful maiden voyage launch of Pan Am Sat 1 a little over two months ago. The schedule called for the launch of Intelsat V F15 in December and of Japan's JC Sat 1 (along with the European Space Agency's meteorological bird, MOP 1) next January. In the meantime, France's TDF 1 DBS bird is scheduled to go into orbit alone on an Ariane 2 rocket late this month. □

**Keeping up with the newsgathering Joneses.** At least 122 commercial TV stations are now using satellite newsgathering vehicles, a 72% increase over the 71 stations using them in March 1987, said the National Association of Broadcasters, which commissioned an August telephone survey of the 122, plus a random sample survey of 268 stations not using the vehicles. The increase was highest in ADI's ranked above 50, where commercial TV stations with SNV's now account for 33% of all stations using the mobile satellite uplinks, up from 14% in March 1987. Six percent of the stations now have two of the mobile uplinks in operation, and 16% of the current non-users professed plans to buy, lease or rent one; the majority of those are located in medium to small markets.

The survey also found a \$422,000 average worth among existing SNV's, a majority of them equipped with videotape editing equipment (98%), cellular telephones (93%), microwave capability (69%) and production mixers (64%). "Stations almost universally see the use of satellite newsgathering uplink vehicles as valuable to station operations and of overwhelming benefit to television viewers," said NAB. Chevy Chase, Md.-based National Research Inc. conducted the telephone interviews.

## Eureka HDTV system unveiled at IBC conference

### System would prove blow to worldwide production standard

Two years ago, the forces of industrial might in Europe forged an unusual alliance. Their goal: to create first and foremost a high-definition television technology compatible with Europe's existing 50 cycle broadcasting systems and tied to the new MAC (multiplexed analog component) transmission standards hard-won for Europe's future direct broadcast satellites.

Last week, the first fruit of that effort was in, and although it was good news for the Europeans, it represented another blow to chances for a worldwide studio and program exchange standard acceptable to all the major television nations of the world.

The European alliance, the Common Market-sanctioned Eureka effort led by Dutch electronics giant Philips, Thomson of France and Bosch of West Germany, from its inception reduced the chances of standardizing an international HDTV production technology friendly to such nations as the U.S., Japan and Canada. Those countries use television systems based on 60 hz and had consequently thrown considerable support behind a 60 hz, 1,125-line production system developed by Japan as part of its own long-term plans for a national HDTV satellite service.

Now, for the first time, Eureka has shown a working HDTV system with all the basic elements of the chain, all based on 50 hz and using 1,250 lines of resolution (twice the current European standard of 625) on a 16:9 aspect ratio screen. The advance, revealed during the biennial International Broadcasting Convention (IBC) in Brighton, England, Sept. 23-27, appears to make Europe's path all but irrevocable and the possibility for a world HDTV studio standard increasingly distant.

Few at the Brighton conference characterized the Eureka technology display as a technological breakthrough, although most acknowledged the group's rapid progress and the effort of electronics industry rivals to put aside differences to jointly advance the project. Only 14 months ago, at the June 1987 Montreux, Switzerland, International Television Symposium, the group had only a black-and-white progressive-scan HDTV studio camera and wide-screen receiver to show.

But even system proponents admitted this step was an interim one, its primary limitation being the continued use of interlaced scanning rather than the sequential, or progressive scanning system that the group has said will be the ultimate step to achieve 35 mm film quality for electronic program production. Because of progressive scanning's extensive bandwidth requirements, Eureka



Standing room only at IBC

experts acknowledge it will require digital HDTV videotape recorders, which will be some years in development.

In other respects, as well, the system was said by some conference participants to have a long way to go. There were problems, not just in the current system implementation, evident in noticeable flaws with the HDTV and MAC displays, but deeper problems, such as that of flicker apparent in any large-screen 50 hz display and not entirely resolved by the use of 100 hz receivers. Nor has the group fully minimized the degradation evident in compressing the wider band signal back to the 625-line standard.

But the high-definition advance unquestionably emboldened 1,250/50's proponents during IBC, opening the way for some of the strongest criticisms yet of 1,125/60 during the four days of technical papers, as well as in hallway discussions.

Backers of 1,125/60, meanwhile, seemed to maintain a relatively low profile at the show, heavily outnumbered as they were on the papers program and relegated by intent or circumstance to a Sussex University facility several miles away from the conference for their own much more extensive display of 1,125/60 production technology from several dozen participating manufacturers.

Ardent hopes for an 1,125/60-based world production standard continue to be held, nevertheless, by some American broadcasters and other supporters. The recent effort by Soviet television officials to bring together key world technical executives on the question has added to recent

expectations for one last push to find a basis for agreement on world production standards (BROADCASTING, Sept. 12). At least one leader of that effort, William Connolly of Sony, however, admitted during the conference the high degree of difficulty faced in the endeavor and could not say on what basis a compromise between opposing U.S.-Japanese and European factions could be reached.

One force undercutting U.S.-based supporters of an 1,125/60 production standard is renewed domestic disputes over the technology. The issue of 1,125/60 as a U.S. production standard, subdued for a time after consensus was reached by two leading U.S. standards groups to approve the technology as a voluntary domestic standard, reemerged recently when long-time opponent ABC submitted an unusual dissent to the American National Standards Institute, the body that finalized many electronic industry voluntary standards.

Also clouding the production issue domestically are wide-ranging discussions over the appropriate U.S. transmission standard, some of which were outlined here for the largely European audience by American speakers from NBC, the Association of Maximum Service Telecasters and the National Association of Broadcasters.

The domestic leaning, recently confirmed in a preliminary ruling by the FCC last month, is clearly toward a transmission system compatible with existing terrestrial broadcasting, ruling out the main Japanese 1,125/60 Muse system as a transmission standard since it could not be received in

any form on existing receivers without expensive set-top adaptors.

Although the FCC decision left the production standard question untouched, some participants, such as NBC, continue to suggest here at the conference and elsewhere that studio parameters should be optimized to match the eventual U.S. broadcast standard. That position corresponds closely to the Eureka approach, which calls for a gradual, continuously compatible buildup from enhanced definition through to HDTV.

The compatible approach, some attendees pointed out, however, is pursued at the likely expense of a worldwide studio and program exchange standard, leaving the same divergence in world television systems that has existed for more than four decades. That tack also leaves the 60 hz, 1,125-line proposal in additional difficulty, since without the likelihood of a 60 hz world production standard, U.S. producers have little incentive to make the troublesome switch from NTSC's current 59.94 field rate to the Japanese-developed 60 hz field rate proposal, and could instead opt for the Europeans' simple line-doubling approach for a 1,050-line production (and distribution) system for HDTV.

Proponents of the Japanese production technology, however, did their best at the show to keep the two considerations separate, arguing that years of work in Japan and elsewhere have shown the 1,125/60 system to have the best fit with all existing world television standards, and to be suitable as a production medium regardless of what transmission standard is used by individual systems.

### Eureka takes the initiative

The opening shots in the show's numerous HDTV skirmishes came at the start of the conference with the opening of the Eureka demonstration pavilion Friday, Sept. 23.

Great Britain's Secretary of State for Trade and Industry, Lord Young, speaking over a Eureka HDTV studio link during the ceremony, told listeners: "Two-and-a-half years ago we were faced with the prospect of an HDTV world standard which would have been unsuitable for Europe and most other parts of the world. We hope to prevent the adoption of an inappropriate world HDTV standard and instead place this more suitable alternative standard on the world agenda."

The following day (Sept. 24), at the opening of the technical papers program, P. Boegels, Philips executive and head of the Eureka HDTV directorate, said: "The professionals and consumers in the TV chain have many differing needs, wants and desires. But they all have one thing in common—the wish to proceed toward the HDTV future in an evolutionary way. No one wants to throw away everything they have now and start from scratch. We cannot use a revolutionary new standard."

Added Boegels: "There is now a clear worldwide demand for compatibility and evolution. Even in Japan itself, doubts about their own approach have arisen and they have been forced into introducing an evolutionary path for their terrestrial transmis-

## Brighton basics

More than 20,000 engineers, manufacturers, journalists and others attended the 1988 International Broadcasting Convention last week in Brighton, England. The record number is some 6,000 more than the 14,000 on hand at the last show in 1986. And although the conference, organized by British and American technical societies, was dominated by discussion of high-definition television, HDTV was not the only subject at this beachfront town an hour south of London. The weather was another; a cloudy, wet, blustery week that was particularly troublesome for the handfull of companies fighting the winds in their tents and trailers set up along the shore because of the lack of space on the major show center and hotel exhibit floors.

A sampling from the exhibit, which brought together approximately 216 companies:

- Sony announced a more than \$16-million order for about 100 Betacam SP VTR's, library management systems, edit suites and other gear for the new facilities of Rupert Murdoch's Sky Channel, which launches four new TV channels on the Astra satellite next year.

- Ampex made its first entry in the character generator market with Alex, an anti-aliasing system with extensive character manipulation and animation capabilities for mid-to-high-end broadcast and postproduction applications. The unit will make its domestic debut later this month at the Society of Motion Picture and Television Engineers annual meeting in New York. Ampex also introduced a PAL version of its D2 composite digital VTR, the VPR-300.

- UK direct-to-home service British Satellite Broadcasting, announced the development of a 25 centimeter "suarial," or square satellite antenna to receive its three-channel signal after launch late next year.

IBC also announced the next Brighton conference will be held Sept. 21-25, 1990.

sions. As a result of our actions, Japan has realized it cannot force its technology on the world and has agreed to discuss further ideas in international forums."

Later in the opening program, Bernard Pauchon of French state distribution company TDF, who called hopes for a single world HDTV production standard "utopic," added that "everyone is in favor of a single world HDTV production standard if it fits well in their current TV environment."

William Connolly of Sony, the manufacturer that has most extensively developed the 1,125/60 production technology and led efforts for its adoption as a world studio standard, later told BROADCASTING, however, that "broadcasters still want one unique [production] standard, if it can be reached [and] if we can select a single standard which is technically superior and economically feasible. We think the issue boils down to 60 hz versus 50 hz [and] 60 is technically feasible and better.

"There is potential for compromise," added Connolly, although he said he did not know what alternative might be acceptable to the Europeans in place of their 1,250/50 technology.

Questioning whether any current approach is appropriate for HDTV, however, was Australian speaker Leslie Free of Consolidated Press Holdings, who suggested none of the HDTV production or distribution systems proposed in Japan, Europe or the U.S. may be on target.

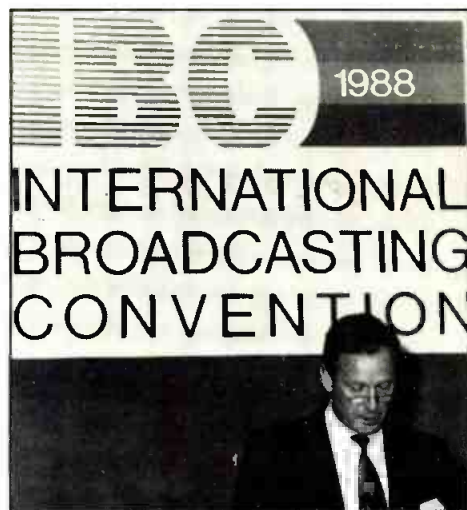
Free, in his paper, argued that terrestrial TV is mature technology past its peak, but that it will remain dominant for another decade, pushing HDTV into the 21st century. Because of this delay, he explained, HDTV should be designed with a longer point of view. He suggested engineers look at what will be the basic technologies of the

next century, such as digital techniques, optical fiber and high-speed solid state devices, as well as the two key developments they will make possible—broadband ISDN (combining video, data and voice transmissions on a single carrier) and agile receivers—and develop advanced HDTV production and transmission standards to fit that future framework.

### HDTV exhibits—Eureka vs. 1,125/60

If "the best show in town" was the screening of 1,125/60-originated films in a Brighton movie theater near the exhibit, without question the hottest ticket was Eureka's 1,125/50 system exhibit, in large part because it was such a tough ticket to get.

While backers of the 1,125/60 screenings and equipment displays bussed a steady



Boegels

stream of visitors to their open-house, hands-on exhibits, organizers of Eureka's demonstration adopted a closed-door posture that was only partly explained by necessary security arrangements for visiting dignitaries and the 40-person-per-hour capacity of their seafront demonstration space.

Even for those holding the hard-to-get Eureka tickets, prior registration at a separate location was mandatory and, even then, visitors were often blocked by uniformed guards and closely watched by attendants.

Despite the unusual procedures, however,

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**European honor.** Henri Mertens, assistant director of the European Broadcasting Union's Technical Center and a key figure in devising the 1977 direct satellite broadcasting plan for Europe, last week was named the recipient of the 1988 IBC Award. Mertens, a Belgian who has been with EBU for nearly three decades and contributed to studies in stereo sound, satellite frequency planning, teletext and MAC transmission technology, was ill in Brussels and could not accept the award at a ceremony on Sept. 24.

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it is clear that Eureka, with its approximately two-dozen Eureka participants led by Philips, Thomson and Bosch, has put its money where its mouth is in the last two years.

According to Thomson International President Jean Caillot, this year and next some 600 engineers from the participating companies will be working on the Eureka project as it continues its four-year, \$220 million effort.

The Eureka demonstration consisted primarily of a half-hour, multiscreen videotape showing some of the capabilities of the new system and explaining its fit into Europe's direct broadcast satellite plans. But viewers invited to the technology working space nearby, or to fully equipped BBC and ITV production vans next to the facility, got a better idea of the extent to which the 1,125/60 system had been developed.

Most of the key components in the studio-to-transmission chain were in evidence, including Thomson progressive-scan and interlace-scan cameras and Bosch HD videotape recorders, plus on the first 1,250-line HD a telecine, a slide-scanning system, switcher, character generators and HD-MAC encode and decode equipment.

Program signals from the vans were either fed to HD-MAC or standard MAC receivers through satellite links (both live and simulated), or fiber optic and microwave video distribution links supplied by British Telecom. Also shown at the demonstration was an experimental Philips HDTV VCR with 80-minute record time and HD compact video disk player, as well as a Thomson-developed 36-inch diagonal direct view picture color tube with 16:9 aspect ratio.

As part of the Eureka exhibit, preliminary results were also demonstrated from a Thomson computer simulation of the conversion of 50 hz HDTV to NTSC's 59.94 field rate.

The transcoding simulation, however, showed only one-fourth of a picture and Thomson engineers acknowledged a trained eye could perceive defects in the motion-compensated field rate conversion method, which Eureka said is due to begin taking hardware form at the end of this year.

But the early findings were being used during the IBC to help build a case for Eureka's 1,250-line, 50 hz progressive-scan HDTV system as a worldwide production standard. Eureka said it plans to propose a 1,250/50 progressive-scan production standard at meetings in 1990 of the world standards body CCIR.

Detractors were skeptical, however, about the prospects of a 50 hz world production standard, arguing that the conversion from 50 hz to NTSC's 59.94 was no easier than that of the 1,125 system's 60 hz rate to 59.94 hz. Several observers also dismissed Eureka suggestions that the U.S. production community would take to 50 hz because of the proximity of its 25 frame per second rate to film's 24 fps rate, noting that while the European film community worked within those arrangements routinely, it had flaws they argued would be unacceptable to U.S. producers, such as a quarter-tone shift in sound pitch.

Although all the 1,250/50 professional equipment shown at the Eureka exhibit were prototypes, French research specialist Jacques Sabatier, who joined Thomson several weeks ago, said interlace cameras can be put on order and production models will be shown at the Montreux International Television Symposium in Switzerland next June. The next planned Eureka HDTV system demonstration is scheduled for the leading West German consumer electronics show next summer in Berlin.

The extensive 1,125/60 technology display at nearby Sussex University was no less impressive and in most ways more advanced than its European counterpart, particularly in the relative completeness and market-readiness of its production systems.

The 1,125/60 exhibit included displays of live, four-layer matting with Ultimate, a full-fledged post-production suite with HDTV analog and digital videotape recorders, an HDTV frame grabber for storing up to 32 frames (each three channels of 30 mhz each), a Sony HDTV video switcher, HDTV

Chyron Scribe graphic generator, HDTV Quantel Paintbox, an HDTV paint and animation system from Symbolics and Sony editing gear, including a new off-line laser disk editor for single-camera operation (the exhibit was its alpha test site).

Also among the 1,125/60 facilities were displays of HDTV standards converters, a demonstration of a Sony HDTV-to-PAL downconverter, as well as an NEC unit for converting HDTV to NTSC, a Sony Electron Beam Recorder and a Toshiba MUSE transmission system. An HDTV half-inch VCR for industrial applications developed by nine manufacturers under technical guidance of Japan state broadcaster NHK, was shown, along with Sony and Sanyo HDTV videodisk players and a digital still disk system by Victor-JVC. The numerous monitors and displays included theater-sized screens from General Electric and Eidophor.

HDTV displays of numerous sizes were shown throughout both HDTV exhibit areas, but during paper sessions on HDTV reproduction and display, two European researchers agreed HDTV home displays should be one meter diagonally. In addition, according to Philips Research's W. Van Alphen, rear projection CRT's would have to be used if the receivers were to be ready for market in the short term.

BBC viewer tests also showed 1-1/4 meter flat display screens as practical for home, said BBC researcher M. Stone, during the sessions, which were chaired by CBS's Joseph Flaherty.

Philips's Van Alphen noted in his talk, however, that much is not known about home HDTV viewing and there are a number of barriers to effective research, such as the lack of an agreement on standard viewing distances and standard programing. Among the technical disadvantages Van Alphen said must be overcome for better viewing is low screen brightness, which he said could be improved by anticipated developments in interference filters, electron guns and fast scanning.

The use of 100 hz receivers in Europe is also considered critical to eliminating flicker noticeable on large-screen HDTV, speakers agreed, and advances in motion-compensated conversion from 50 hz to 100 hz were detailed by Philips Research's D. Parker later in the program. □

**Square deal.** Officials from British Satellite Broadcasting (BSB), which will launch a three-channel high-powered DBS service in England next summer, were on hand in Los Angeles last week to provide a demonstration of the new service to the press. The service, being launched at a cost of \$1.7 billion, will transmit one pay channel and two advertiser-supported DBS channels in the D-MAC format, developed by England's Independent Broadcasting Authority. Compatible with existing television transmission systems, D-MAC was designed to transmit satellite signals to wide-screen television receivers. BSB Chief Anthony Simonds-Gooding said BSB's flat receiving dish, dubbed the "squaerial," is interchangeable with a 12-centimeter dish and has been in use in Japan for some time. From a technological standpoint, he said, the flat unit has no advantage over the round dish. But the flat dish does provide a new marketing hook to the consumer, he said, and is aesthetically more appealing. At the press briefing last week, BSB announced it has licensed 250 films from studios and independent production companies, including 94 films from Warner Bros. and 58 from Cannon Films. (Most of those films are currently available in England's home video market.) In addition, BSB has licensed two hit network programs from Warner Bros.—*Growing Pains* and *Night Court*—as well as a batch of mini-series and animated product. Other agreements are expected to be announced shortly.

## Rich proposes arbitration to avoid strikes

Producer Lee Rich, keynoter at first Cinetex festival, calls strike "embarrassment" to industry

Stating that another prolonged strike within the entertainment business would "kill the industry," independent motion picture and television producer Lee Rich proposed last week the establishment of an independent commission that would have the final say on resolving disputes between producers and labor unions.

Delivering the keynote address at the first annual Cinetex film and television festival in Las Vegas last week, Rich said: "It's time for management and the unions to put their collective egos aside and make sure that there isn't a next time." Said Rich: "It's time to set up a committee that would be the final arbiter in any labor disputes and render their verdicts long before any other bloodbaths occur."

Rich suggested dubbing the unit HELP—Hollywood Enhancement of Labor Practices. "With this scenario," he said, "the studios would agree to bring in skilled labor relations experts—either federal labor negotiators or labor lawyers. Just as Jack Valenti heads the MPAA and represents our interests, perhaps a labor statesman representing both the industry and the unions and guilds could serve as chairman of this committee," Rich said.

Rich stressed that in order for the proposed commission to have any real effect, its rulings "would be binding—just like the baseball players and club owners who take salary disputes to arbitration.... With the potential to have everything to win, but also everything to lose, perhaps management and labor will more efficiently and expediently work toward what's fair for everyone's good, long before the committee would be asked to intervene."

Rich said the recent writers' strike, which lasted five and a half months, was an "embarrassment to our industry." Noting that a lot of "little people" in the Hollywood working community suffered unemployment along with the striking writers, Rich said "reasonable men" should have come up with a solution much sooner than one occurred.

Rich also defended the Cinetex show itself, responding to some critics inside and outside Hollywood who suggest the last thing the industry needs is another trade show. "We know that the organizers behind [competing festivals] the American Film Market, MIFED, MIPCOM and Cannes have viewed this new kid on the block as a threat and have been throwing darts at Cinetex ever since it was announced last year," he said.

Reports from Las Vegas indicated attendance was only at about 10% of the hoped for 10,000 the show's organizers were projecting. And the organizers acknowledged a lack of participation in the show from major studios. Still, Rich said the Interface Group, the organizers of the show, were to be "congratulated" for their effort and predicted the show would grow in succeeding years. □

## TVX outlines reorganization

TVX Broadcast Group, the struggling Virginia Beach, Va.-based independent group operator, has sent out its proxy statement to shareholders detailing the recapitalization plan intended to help the company out of its current financial difficulties.

Events leading to recapitalization started in January this year, when TVX was unable to make a scheduled principal payment of \$200 million to its major creditor, Salomon Brothers Holding Company (SBHC). Afterwards, SBHC and TVX entered into several agreements that deferred interest payments to SBHC and suspended interest charges on TVX's debt until further notice. As of Sept. 15, TVX owed approximately \$271 million

**Talk time.** Negotiations begin this week between the American Federation of Television & Radio Artists (AFTRA) and ABC, CBS and NBC. The negotiations are scheduled to continue over one month and will attempt to forge new agreements for several thousand on-air employees at the networks and their owned stations. Leading the networks' negotiating team will be James Sirmons, CBS senior vice president of industrial relations; presenting the union's case will be John Hall, executive director of AFTRA.

Topics to be discussed could include wages, job security and share of revenue from international sales. Negotiations for the existing contract took over a year, ending in the fall of 1986. At that time the union obtained better pension and severance packages and a minimum wage scale increase of 3% in the last two years of the contract.

The talks may also involve working condition issues, such as whether news talent should be required to perform technical chores as well. Negotiations for the existing three-year contract, which ends Nov. 15, allowed that subject to come up for discussion this time if the jurisdictional question could first be resolved with technical unions, a prerequisite that CBS met in its settlement with the International Brotherhood of Electrical Workers.

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to SBHC, the parent company of the investment bank that advised TVX in its 1987 acquisition of five major market TV stations from Taft Broadcasting. In addition to that debt, TVX had \$141.7 million in program contract liabilities as of June 30, excluding those not currently available for telecast. The company had net losses of \$1.4 million for the second quarter of 1988 from net revenues of \$45.5 million. In the same quarter the year before, TVX had net losses of \$13.2 million from net revenues of \$45.9 million. Because of SBHC's suspension of interest accrual, TVX's interest expense fell from \$10 million for second quarter 1987 to \$409,000 for second quarter 1988.

Under the terms of the recapitalization, the company will retire most of its debt, with new debt taking two forms. One issue will be \$90 million of two-year notes, secured by eight TVX stations. Another form of debt will be either a bank credit facility or a debt offering worth \$115 million, secured by four stations the company hopes to retain: WTAF-TV Philadelphia, KTXA(TV) Dallas, WDCA-TV Washington and WLFL-TV Raleigh, N.C. Additionally, SBHC will receive \$140 million in convertible preferred stock in exchange for cash, securities, and remaining debt owed to SBHC by TVX. The preferred stock is convertible into shares of TVX's voting common stock. Including its current conversion rights, SBHC holds 67% of all outstanding voting common stock of TVX; after the recapitalization, if SBHC acquires and converts all of the new stock, it would hold 84%.

## Changing Hands

**KOKH(TV) Oklahoma City** □ Sold by KOLN Inc. to Pappas Telecasting of Oklahoma for \$9 million, plus assumption of liabilities up to \$7 million, for total of \$16 million. **Seller** is subsidiary of Busse Broadcasting, Kalamazoo, Mich.-based group of five TV's headed by Lawrence Busse. **Buyer** is Visalia, Calif.-based group of three TV's, principally owned by Harry J. Pappas. Kokh is on ch. 25 with 1410 kw visual, 141 kw aural and antenna 1,540 feet above average terrain.

**WMOO(AM)-WBLX(FM) Mobile, Ala.** □ Sold by Trio Broadcasting Inc. to Central Life Broadcasting of Alabama for \$10 million. **Seller** is subsidiary of Beasley Broadcast Group, Goldsboro, N.C.-based group of 10 AM's and 13 FM's headed by George Beasley. **Buyer** is Tampa, Fla.-based insurance company headed by Paul Major, president. It has no other broadcast interests. Wmoo is on 660 khz with 22.5 kw day and 850 w night. Wblx is on 92.9 mhz with 100 kw and antenna 1,555 feet above average terrain. **Broker: Stan Raymond & Associates Inc.**

**WPVA(AM)-WKHK(FM) Colonial Heights (Richmond), Va.** □ Sold by WPVA Inc. to ABS Communications Inc. for \$7 million. **Seller** is Evansville, Ind.-based group of four AM's and five FM's headed by Alan R. Brill. It is also buying KUAD-FM Windsor, Colo. ("Changing

Hands," Aug. 8). **Buyer** is principally owned by Kenneth A. Brown and Jon Sinton. It also owns KRQD(AM)-KLAQ(FM) El Paso, Tex. WPVA is on 1290 khz with 5 kw day. WKHK(FM) is on 95.3 mhz with 1.59 kw and antenna 449.36 feet above average terrain. It has applied for CP to increase power to 13.2 kw. **Broker: Blackburn & Co.**

**WIKS(FM) New Bern, N.C.** □ Sold by Joyner Communications Inc. to Taylor Broadcasting for \$4.5 million. **Seller** is Cary, N.C.-based group of three FM's headed by Tom Joyner. **Buyer** is owned by Stephen Taylor and family. It also owns WTLZ(FM) Saginaw, Mich. Wiks is on 101.9 mhz with 100 kw and antenna 1,020 feet above average terrain. **Broker: Cecil L. Richards Inc.**

**WAZU(FM) Springfield, Ohio** □ Sold by Champion City Broadcasting to Osborn Communications for \$3.7 million. **Seller** is principally owned by Robert L. Yonz and family. It also owns co-located WLBV(AM). **Buyer** is New York-based group of five AM's and six FM's headed by Frank Osborn. Wazu is on 102.9 mhz with 50 kw and antenna 160 feet above average terrain. **Broker: R.C. Crisler & Co.**

**WICI(AM) Ellettsville and WBWB(FM) Bloomington, both Indiana** □ Sold by Indiana Communications Inc. to University Broadcasting Co. for \$3 million. **Seller** is principally owned by Rolland Johnson, Bill C. Brown, Dr. James Howard, Steven Shine and Robert Petranoff. It has no other broadcast interests. Johnson is president of Duchossois Communications Inc., Elmhurst, Ill.-based group of three AM's, three FM's and one TV. **Buyer** is principally owned by Arthur A. Angotti. It is former owner of cable system and cellular telephone operation in Indianapolis, and recently purchased WAZY(FM) Lafayette, Ind. ("Changing Hands," July 11). Wici is CP on 600 khz. Wbwb is on 96.7 mhz with 3 kw and antenna 280 feet above average terrain.

**WJWT(TV) Jackson, Tenn.** □ Sold by Golden Circle Broadcasting Inc. to Star North Communications Inc. for \$2,750,000. **Seller** is headed by Marvin Palmquist, president. It has no other broadcast interests. **Buyer** is owned by Dwight McKee, Fort Worth, Tex.-based investor with no other broadcast interests. Wjwt is on ch. 16 with 588 kw visual, 58.8 kw aural and antenna 592 feet above average terrain.

**WLIG(TV) Riverhead, N.Y.** □ Sold by WLIG-TV Inc. to 21st Century Corp. for \$2,250,000. **Seller** is principally owned by Michael Pasquucci, who has no other broadcast interests. **Buyer** is owned by Ronald C. Haus and Eugene Viglione. It has interest in KFCB(TV) Concord and KWEW(TV) Coalinga, both California. Wlig is on ch. 55 with 5000 kw visual, 474 kw aural and antenna 700 feet.

**WVAM(AM)-WPRR(FM) Altoona, Pa.** □ Sold by Progressive Broadcasting Co. to Music Broadcasting Inc. for \$1.6 million. **Seller** is owned by Dr. Augusto Dalerme, Altoona surgeon with no other broadcast interests. It bought station two years ago for \$850,000 ("Changing Hands," Mar. 17, 1986). **Buyer** is owned by Gary E. Gunton, Harrison M. Fuerst and Brian M. O'Neill. It also owns WMGW(AM)-

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WZPR(FM) Meadville, Pa. WvAM is on 1430 khz with 5 kw day and 1 kw night. WPRR is on 100.1 mhz with 3 kw and antenna 30 feet above average terrain.

**KWMT(AM)-KKEZ(FM) Fort Dodge, Iowa** □ Sold by KwMT Inc. to KwMT Radio Inc. for \$1,540,000. **Seller** is owned by William B. Quarton and James Maurer, who have no other broadcast interests. **Buyer** is owned by John P. Jenkins and family. It also has interest in WSAL-AM-FM Logansport, Ind. KwMT is 5 kw daytimer on 540 khz. KKEZ is on 94.5 mhz with 100 kw and antenna 840 feet above average terrain.

**WTVL-AM-FM Waterville, Me.** □ Sold by Kennebec Broadcasting Co. to E.H. Close for \$1,290,000. **Seller** is headed by David Brown and has no other broadcast interests. **Buyer** also owns WPNH-AM-FM Plymouth and WKNE-AM-FM Keene, both New Hampshire. WTVL is on 1490 khz with 1 kw day. WTVL-FM is on 98.5 mhz with 50 kw and antenna 460 feet above average terrain. **Broker: Blackburn & Co.**

**WRPT(AM)-WMDK(FM) Peterborough, N.H.** □ Sold by Russell Broadcasting Inc. to Peterborough Broadcasting Co. for \$1,250,000. **Seller** is owned by Bill Hunter, Robert Nary and Charles Dent. Hunter sold WDOT(AM) Burlington, Vt. ("Changing Hands," Aug. 15). **Buyer** is owned by Francis L. Boyle, Greenwich, Conn.-based media broker. WRPT is on 1050 khz with 1 kw day and WMDK is on 92.1 mhz with 3 kw and antenna 1,120 feet above average terrain.

**WBNC(AM)-Wmwv(FM) Conway, N.H.** □ Sold by Lawrence H. Sherman and Joan T. Sherman to North Country Acquisition Co. for \$1.1 million. **Sellers** have no other broadcast interests. **Buyer** is owned by Cynthia Hall, stations' sales manager, and Charles Osgood, stations' chief engineer. It has no other broadcast interests. WBNC is on 1050 khz with 1 kw full time. Wmwv is on 93.5 mhz with 3 kw and antenna 420 feet above average terrain. **Broker: Blackburn & Co.**

**WIMS(AM) Michigan City, Ind.** □ Sold by Northern Indiana Broadcasters Inc. to M&M Broadcasting Inc. for \$880,000. **Seller** is owned by William N. Udell, who also owns WKAM(AM)-WZOW(FM) Goshen, Ind. **Buyer** is owned by Thomas M. McDermott and Ronald D. Mercer. McDermott is mayor of Hammond, Ind., and Mercer is Chicago-based certified public accountant. Wims is on 1420 khz with 5 kw full time.

**KERV(AM)-KRVL-FM Kerrville, Tex.** □ Sold by Stiles Communications Corp. to Formby Broadcasting Co. for \$760,000. **Seller** is Plano, Tex.-based group of one AM and two FM's owned by Jerry Stiles and Jim Johns. **Buyer** is owned by Clint Formby. It also has interest in KPAN-AM-FM Hereford; KLVT(AM) Leveland; KTEM(AM)-KPLE(FM) Temple and KSAM(AM)-KHUN(FM) Huntsville, all Texas. KERV is on 1230 khz with 1 kw day and 250 w night and KRVL is on 94.3 mhz with 3 kw and antenna 105 feet above average terrain.

#### CABLE

**System serving Bisbee and unincorporated areas of Cochise County, Ariz.** □ Sold by Carlton Signal Corp. to Post Newsweek Cable for estimated \$4 million-\$6 million. **Seller** is owned by Don Olander and Nick Pavlovich and his wife, Bonnie. It has no other cable interests. **Buyer** is Phoenix-based MSO headed by Howard E. Wall. It serves approximately 372,000 subscribers in 15 states. System

passes 3,150 homes with 3,000 subscribers and 65 miles of plant. **Broker for seller: Coaxial Capital Brokerage and Investment Banking.**

**System serving Arenas Valley, Central, Bayard and Hurley, all New Mexico** □ Sold by Hurley Cable TV Inc. to Century Communications Corp. for estimated \$3 million-\$5 million. **Seller** is owned by David Vassallo and has no other cable interests. **Buyer** is New Caanan, Conn.-based MSO headed by Leonard Tow. It serves approximately 690,000 subscribers in 20 states. System passes 2,700 homes with 2,200 subscribers and 46 miles of plant. **Broker for buyer: Coaxial Capital Brokerage and Investment Banking.**

*For other proposed and approved sales, see "For the Record," page 77.*

## One-to-a-market waiver returned to FCC by U.S. Court of Appeals

The FCC was rebuked by the U.S. Court of Appeals in Washington last week for its failure to follow the correct guidelines before granting exceptions to its "one-to-a-market" rule.

In a two-year-old case involving the purchase of UHF station WTIC-TV Hartford, Conn., by the owner of co-located WTIC-AM-

FM, the court found that the FCC "ignored its statutory mandate and the decisions of this court establishing an analytic procedure for evaluating petitions for evidentiary hearings. To so abandon the standards that government agency action on this or any other question is to reflect the essence of arbitrary and capricious decisionmaking."

Control of Arch Communications, licensee of WTIC-TV, was transferred to Chase Broadcasting Inc. (CBI), owner of WTIC-AM-FM in 1986. Before the transfer, Arch was 100% owned by Arnold Chase. CBI is owned by members of Chase's family.

The commission originally adopted the waiver rule to provide incentive for development of UHF stations, which are burdened by inherent technical limitations not shared with VHF stations.

After FCC approval of the WTIC-TV transfer, Astroline Communications Co., owner of WHCT-TV, a competing UHF station in the Hartford market, appealed to the court claiming that the commission had strayed from its established practice in granting the waiver. Astroline asked the court to order the FCC to hold an evidentiary hearing reexamining the transfer.

In the decision handed down by U.S. District Judge Louis Oberdorfer, the FCC was ordered to hold evidentiary hearings to answer a number of issues raised by Astroline. The commission was told to determine whether the public interest would not be met if de facto control of Arch Communications was not held by Arnold Chase and to define what the "public interest" is in this case. It

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also told the commission to decide whether the consolidation "would result in undue market concentration" by the Chase family. "The commission should state, or, if necessary, develop, standards to guide itself when evaluating the impact of market concentration on the public interest," the court decision said.

The court also ordered the commission to

reconsider whether hearings are needed to investigate two charges made by Astroline: that the finances of Arch Communications "were deliberately crippled" to provide for eligibility for the one-to-a-market waiver, and whether Arnold Chase lied about his intention to divest his 5% ownership of WTIC-TV.

Astroline's attorney, Thomas A. Hart Jr.,

was pleased with the court action. "It will help clarify the commission's future review of the one-to-a-market waiver. They had begun to adopt a quick-look approach to what many people considered to be a very serious antitrust and media concentration issue," he said.

FCC Counsel David Silberman had no comment. □

## Technology

### SBE meeting covers gamut of broadcast engineering issues in Denver

#### Advanced television, regulatory issues and new products dominate largest SBE conference to date

Another new brand of advanced television was announced to those gathered at the 1988 Society of Broadcast Engineers (SBE) convention in Denver, Sept. 22-25. Jim Carnes, vice president for consumer electronics and information services. David Sarnoff Research Center, introduced another phase in the NBC-backed evolutionary advanced compatible television (ACTV) plan to eventually provide high-definition television to

American homes over the air. ACTV-E, as the new approach is called, will allow broadcasters to transmit 16:9 pictures with horizontal resolution equal to ACTV-I with minor modifications to a station's studio equipment.

This is the third year that SBE has organized a national convention with seminars and an equipment exhibition, and the first time that it was held outside of St. Louis. Attendance at Denver's Currigan hall was 2,794, an increase of about 600 over the 1987 convention. The increase was due in part to 920 registrants to the Rocky Moun-

tain Film and Video Expo, which was held in conjunction with the SBE convention. The SBE exhibition also showed an increase, having 193 companies renting 35,000 square feet.

Along with the Carnes announcement, the convention was highlighted by a speech Sept. 25 by Alex Felker, chief of the FCC's Mass Media Bureau, who defended "two issues which have probably guaranteed institution of my name in the broadcasters' 'Hall of Infamy'"—negotiated interference between broadcast stations and national licensing in the expanded AM band.

Discussion of radio transmission issues at SBE seemed to pick up where it left off the week before at the National Association of Broadcasters' Radio '88 meeting in Washington. Most of the attention was on AM radio improvement and the National Radio System Committee's (NRSC) audio and emissions standards. □

ACTV-E, also called "entry level" ACTV, will be the opportunity "for the broadcaster to transmit wide-screen, higher resolution with minimum required investment," Carnes said. One year ago, NBC announced the development of ACTV-I, a one-channel NTSC-compatible HDTV system that would broadcast wide-screen pictures with quality near the "full HDTV" goal of 35 mm film. That proposal calls for a 6-mhz signal to be broken into four components: the conventional NTSC signal, side panel information for 16:9 screens, additional horizontal resolution and a vertical-temporal "helper signal."

The helper signal is omitted in ACTV-E. "The performance is the same as ACTV-I except no improvement in vertical resolution is achieved. The viewer will see wide-screen pictures with 1,050 scan lines," Carnes said. At the same time, the broadcaster will need to spend little to implement it. It will be fed with existing 525-line interlace cameras. Camera tube changes and adjustment of the aspect ratio to 16:9 will be all that is needed.

After widespread implementation of ACTV-E, as consumer demand for better pictures grows, "525-progressive cameras

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and an ACTV-I preprocessor can be purchased," Carnes said. "This does not require discarding any earlier ACTV-related equipment that you have bought." Even further in the future, after legal and technical problems in gaining additional spectrum for broadcasters have been overcome, broadcasters will have the option of converting to ACTV-II, the augmentation-channel system introduced by NBC and the Sarnoff Center last spring at the NAB convention in Las Vegas.

Evolution to full HDTV by all the TV media is the key to the technology's success, Carnes said. "If [cable companies] want to go their own way and have their own system, and broadcast picks a system... that's different from cable, then DBS uses something else, I think the whole thing is going to die of its own weight." Consumers will not buy expensive TV sets able to pick up all the different systems, he said.

"We believe that ACTV-E will go a long way in meeting the competitive threat from HDTV over satellite or VCR," Carnes said. That threat is most likely to come from Japan where consumer manufacturers have plans to build receivers for the NTSC-incompatible MUSE-E developed by the NHK network. During the Olympics, NHK sent daily highlights of the games to Japan by direct broadcast satellite. Because of broadcasters' demand for NTSC compatibility, "I think the Japanese are softening their expectations of how many sets they are going to bring to the U.S.," Carnes said. He said that the threat of a MUSE cable service or VCR challenging terrestrial broadcasting is subsiding, giving the entire TV industry a chance to settle on a mutual course.

In an earlier speech at the convention, Michael Rau, NAB vice president, science and technology, spoke about America's need to compete with the Japanese, not just in HDTV equipment but in all television gear. "I don't really feel comfortable that our industry has a lot of say about what comes out of Japan... I suspect that the television industry pays much more for its equipment than it needs to," Rau said.

□

The FCC's Mass Media Bureau chief has addressed the SBE national convention since its start three years ago. This year was Alex Felker's second SBE appearance and perhaps his last, depending on what happens after the presidential elections Nov. 8. Felker used the occasion to defend two philosophies he has advocated since taking over the Mass Media Bureau in September 1987. Negotiated interference and national licensing have been widely criticized by broadcasters and especially by NAB. "These are highly controversial ideas, I know, and there are few people in the commission who are willing to associate themselves publicly with them," he said.

Historically, there has been "a fundamental tradeoff between quality and quantity... The more stations that are operating on a given band, [the] poorer will be the perceived quality," he said. The FCC has developed technical criteria to deal with that tradeoff. His approach has been to find alternatives to that approach which will benefit consumers, Felker said.

Negotiated interference between stations, he said, is a strategy to allow broadcasters to improve their coverages through independent, mutually beneficial agreements. The goal of the policy, which has been proposed in AM and FM technical inquiries, is not to create room for allocation of more radio stations, although that might be a side benefit. "What it is about is to provide a more



Felker

rational way of improving the tradeoff between quality and quantity."

He denied that negotiated interference is a ploy to shift regulatory responsibility from the FCC to private broadcasters. "There would be a process in place that would allow the commission to review factors that may not be considered by the parties directly involved," he said. Also, the established interference rules would remain in force.

The same quantity-quality choices, Felker said, are involved in questions of how to use the AM band between 1605 khz and 1705 khz, which by international treaty is scheduled to be opened to broadcasters in the Western Hemisphere on July 1, 1990. Two approaches have been proposed for American implementation. The FCC has proposed a national licensing scheme, in which a private entity would be responsible for coordinating use of a frequency nationwide. The second idea, which is heavily supported by NAB, would be to allow current AM daytimers to "homestead" the new band for unlimited broadcasting. Then, after deep market penetration of expanded-band radios, those broadcasters would turn in their

daytime licenses and reduce the congestion on the conventional AM band.

Felker said that the homestead approach would be impractical. There will be a great demand for space on the new band, and the FCC will have to develop criteria to decide which daytimers should be given preference. It could be a long and expensive procedure and could delay implementation of the expanded band in the United States.

"We're dealing with a clean slate here. A band with no existing stations, no receivers out there. We've got to think expansively. We've got to think creatively," said Felker. National licensing could again be a way to achieve the balance between quality and quantity, he said. Furthermore, he predicted that national services could result in generally better service on the expanded band. "In the early day of radio, [David] Sarnoff and [Powel] Crosley built radio stations to sell radios. It's certainly conceivable... that a national licensee might sell radios to improve the value of its station, of its programming nationwide."

He pointed out that the FCC has already approved similar national licensing policies for paging services. "Paging is not broadcasting, I know. But we do have three national paging channels where one party coordinates the operation nationwide."

Although advanced television is the issue that attracts the most attention at the FCC, Felker said that AM technical improvement is the one that is most pressing. "I think the consensus is that the biggest problem facing AM right now is interference—quality degradation due to interference caused by probably too many stations."

Felker's assessment was confirmed by the amount of attention it received at SBE. One of the convention's heavily attended "night owl" sessions was devoted to how broadcasters can help themselves through implementation of the NRSC-1 audio standard and NRSC-2 emissions standard, commonly called the "RF mask."

Increased coverage is one of the greatest benefits of installing the audio standard, said Bill Ammons of Circuit Research Labs (CRL), Tempe, Ariz., manufacturer of NRSC filters. Older AM transmitters tend to lose power and create audio artifacts above 10 khz, he said. By limiting the audio into the transmitter to 10 khz, those problems are eliminated. "All the information below 10

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khz is getting to the transmitter... You're not changing your carrier power. It's just that you're moving your side band in closer to where the receivers can actually use it," Ammons said. He added that CRL has received reports of four to six miles of additional nighttime coverage for daytimers recently given nighttime authority at low power.

An NRSC success story was told by Andy Laird, chief engineer of KDAY(AM) Santa Monica, Calif. An adjacent-channel station, KMNY(AM) Pomona, Calif., was threatening to ask the FCC to reduce KDAY's power because it was blocking KMNY's reception in downtown Los Angeles. Instead, the two stations decided to jointly install NRSC. "The effect in downtown Los Angeles and East San Gabriel was quite startling. It really did improve their receiver situation where we have lots of signal and helped us out on the East side," Laird said.

"The FCC has done something rather significant," Dane Ericksen of the San Francisco consulting engineers Hammett & Edison said about the current rulemaking proposing adoption of the NRSC-2 RF mask. "They've shown that they are willing to propose adoption of a rather significant tightening of the technical standards."

The commission prefers adoption of the RF mask over the audio standard because it is easier to enforce an emissions rule than to go into a station's studio and inspect its audio processing equipment, Ericksen said. At the same time, he approved of the FCC's proposed policy of accepting that those stations with NRSC-1 are automatically in compliance with NRSC-2. If the transmitter is in good order, excessive bandwidth will be eliminated by the audio standard. If the transmitter is malfunctioning, that can be determined through measurements with a spectrum analyzer.

An audience participant at the session, Bob Orban of Orban Associates, San Francisco, another manufacturer of NRSC gear, agreed with Ericksen's statement, but said that for best performance, NRSC-1 and NRSC-2 should be used together as the NRSC originally intended. "In many cases with the better transmitters, you're going to get better than NRSC-2 occupied bandwidth if you install NRSC-1," Orban said.

In the final text of any rules change, Ericksen said there should be insurance

"that no notices of apparent liability can be issued on any station that shows that it has implemented NRSC-1 in good faith." The FCC should give stations time to repair their



McKain

transmitters, "rather than just coming in with a spectrum analyzer without any prior notice," said Ericksen.

A commenter from the audience, who identified himself as an engineer from rural Louisiana, said that the FCC's NRSC proposal "is a joke." AM broadcasters who feel there is no incentive to convert will ignore the rule because of lax FCC enforcement of technical rules in sparsely populated areas.

Ericksen agreed that there are too many stations on the air for FCC field offices to oversee. But in special cases, such as after it received several complaints of interference from signal leakage from cable TV operations, inspectors have carried out effective crackdowns even in the smallest communities. "Don't be too cavalier thinking that the commission will never get out to a small market, especially with something as simple as NRSC-2, which is rather easy to monitor," he said. "All it takes is a spectrum analyzer."

□

SBE officers met during the convention to discuss some long-range plans for the organization. The society would like to hire a full-time executive director and move its national office from Indianapolis to Washington, where it would be closer to the FCC and other regulatory organizations. "But in

order to achieve all these things, we must be financially solvent," said SBE President Jack McKain, corporate vice president, Sunbelt Broadcasting Co., Albuquerque, N.M. "In order to achieve that solvency we must be very committed to not only acquiring funds but to acquiring other resources to sustain our position in the industry." Finding such strategies will be the society's top priority.

Part of the effort toward boosting SBE's finances will include strengthening the young SBE national convention. The society set the sites and dates for its convention through 1994, a move that it hopes will allow members and exhibiting companies to make long-range attendance plans. "We just had to make a commitment to the industry of this consistency in scheduling," McKain said.

The first Thursday in October will become the traditional opening day for SBE's convention. The sites will be: Kansas City, Mo., Oct. 5-8, 1989; St. Louis, Oct. 4-7, 1990; Houston, Oct. 3-6, 1991; Minneapolis, Oct. 1-4, 1992; Nashville, Oct. 7-10, 1993; Cincinnati, Oct. 6-9, 1994. The sites are planned for middle-American cities where hotel and restaurant prices are within the traveling budgets for most of SBE's members, according to Jack Williams of Pacific Recorders & Engineering Corp., Carlsbad, Calif., who serves as chairman of the SBE exhibitors' committee.

Williams found traffic at this year's convention to be more consistent than last year's, due in part to sessions being scheduled to avoid conflict with exhibit hours.

During an exhibitors' meeting, companies that attended this year's show were given an opportunity to take space in Kansas City next year. The price (\$7.50 per square foot) for floor space has been raised to \$8.50 for next year. "It's a pretty good value, as long as you don't go hog wild with the footage," Williams said.

But other exhibitors were not so happy with the action at their booths. "Stinks," was the way Art Constantine, vice president, marketing for Fidelipak Corp., Moorestown, N.J., described business at his booth. Most of the exhibit attendees, he said, were impressed with the products and wished that they could talk their stations into buying them, he said.

Constantine was among a number of exhibitors who, although indicating they would return to SBE next year, believe that there are too many broadcast equipment exhibitions and that it is becoming too expensive to appear at all of them. Along with SBE and the NAB radio convention, other annual fall equipment shows are held by the Society of Motion Picture and Television Engineers and the Radio-Television News Directors Association as well as several one-day shows by regional SBE chapters.

A second perspective was given by SBE exhibit organizer Eddie Barker, who said the trend is toward more specialized "vertical" shows that are aimed at particular segments of the broadcasting industry.

Many exhibitors supported what might be a compromise between the two views. SBE and NAB could join forces, they suggested, with the technical sessions from the radio convention moving to the SBE convention.



## R.A. Marshall & Co.

Brokerage & Media Investment Analysis

Southwest, New Class C FM, \$7 million

Florida AM, Good Cash Flow, \$1.45 million

Upper South Combo, Great Market, \$2.5 million



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Radio conventions could be aimed toward station general managers and program directors, with program syndicators dominating the exhibit floor. Meanwhile, the SBE convention would increase its attendance, and radio equipment companies would have to attend fewer conventions.

NAB's Rau confirmed that there has been some discussion of joint NAB/SBE sessions but that no action has been taken. He did not know whether NAB has formed a position on the issue, but said that he was personally willing to continue talking about it. "It might be a good idea for one or two exhibitors, but the question is: Is it a good idea for NAB's members and SBE's members?" One of the benefits of the radio convention is that general managers and programers are exposed to the technical side of the business, Rau said.

On this year's SBE exhibit floor, a few new technologies and broadcast transmission products were available for viewing. Some prototype models shown by companies at the NAB spring convention reappeared at SBE as production models ready for delivery.

Over the last few years, efforts to produce FCC rules to establish synchronous AM transmitter systems have run into several pitfalls. But FM synchronous transmission is now a reality. Last year the commission changed the rules defining FM boosters. Whereas they once had to be fed by signals directly off the air to fill in a station's licensed area, they now may be used as stand-alone transmitters, fed by other means. An FM synchronous repeater system, developed by Omega International, Irvine, Calif., following the rules change, was demonstrated publicly for the first time in Denver.

The system calls for a relay point to be set up at an FM station's studio or anywhere that the station's signal is strong. An Omega-developed audio processor picks up the RF input, filtering out all other signals. The signal is then sent by microwave to a second transmitter that synchronizes it with another

Omega-developed module. Kin Jones, Omega vice president and chief operating officer, called the system "a very effective way to solve some of the laws of physics."

Omega has installed two systems so far, both in San Francisco. The cost of installation, including exciters and other equipment manufactured by other companies, is typically \$25,000-\$55,000, depending on a particular station's power needs.

Delta Electronics, Alexandria, Va., radio transmission equipment manufacturer, introduced a solid-state receiver multicoupler. For office use, it receives different AM signals and relays them to different parts of a building over 10 outputs. The advantage is the elimination of interference from multiple receivers in one location. The device sells for \$1,800 and is now available.

A 7.3-meter version of the "Cherry Picker" TVRO antenna, manufactured by Andrew Corp., Orland Park, Ill., was also introduced in Denver. It is a four-port C-band and Ku-band antenna that is capable of receiving the entire satellite spectrum. Because it does the work of several antennas, a station can save on real estate expenses. The 4.5-meter version of the Cherry Picker was introduced two years ago. The first two 7.3-meter antennas were installed at K1ZO-TV Denver just before the opening of SBE.

The Cherry Picker is controlled by Andrew's APL 100 computer system, which holds 100 C-band and Ku-band satellite positions in memory. The system automatically controls both the antenna and external videotape machines to record signals, such as satellite-delivered syndicated programs, at regular intervals.

Immediately after introducing its Platinum series VHF-TV solid-state transmitter line in Washington (BROADCASTING, Sept. 26), Harris Corp. flew a module from the unit to SBE. The first Platinum series transmitter is scheduled to go on the air at 30 kw for KYW-TV Philadelphia next November.

At the other end of the room, LDL Com-

munications Inc., Laurel, Md., was displaying a 44 kw version of its Larcam M Series VHF solid-state transmitter. Although he had not had a chance to study the details of the Harris transmitter, LDL Vice President Charles Coyle said that there seems to be one basic difference between the two systems. While the internal circuitry of the Harris transmitter is linked by coaxial cable, the Larcam combines the modules through a "strip line" technique, which is less likely to deteriorate quickly and is easier to repair because the cables are not too dense.

LDL's main selling point, Coyle said, is that it introduced the Larcam transmitters first (at last spring's NAB), and has had a chance to work out the bugs in the system after having installed and placed 12 on the air already. Sixteen more are on back order. Another difference with the Harris transmitter is that it is made for powers between 1 kw and 60 kw. The Larcam goes up to 44 kw. "I guess you can get down to the semantics of how to define 'high-power'...but we feel we are the first," Coyle said.

In the field of UHF-TV transmission, representatives from Comark, Colmar, Pa., were talking about the start of operation of the company's second klystron transmitter, which was scheduled to go on the air for WABW-TV, Pelham, Ga., last Saturday (Oct. 1). The first one was turned on last June at WCES-TV Wrens, Ga. (BROADCASTING, July 4). Stuart Kravitz, national sales manager, UHF systems, said that Comark will have installed 15 klystron models, which the company claims save significant amounts of energy compared to the traditional klystron-tube models, by next spring's NAB. The next two installations will be in Charlotte, Va. (70 kw), and Bloomington, Ind. (80 kw). The Charlotte transmitter will be the first air-cooled klystron unit. Talks are now on with KMPH(TV) Fresno, Calif., for another 120 kw transmitter. "The klystron shines" in Western states because electricity costs are generally higher there, Kravitz said. □

# Stock Index

	Closing Wed Sep 28	Closing Wed Sep 21	Net Change	Percent Change	P/E	Market Capitali- zation (000,000)
<b>BROADCASTING</b>						
N (CCB) Capital Cities/ABC	348 1/2	341	7 1/2	02.19	21	5,638
N (CBS) CBS	170 1/2	169 7/8	5/8	00.36	9	4,028
A (CCU) Clear Channel	14 1/8	14 1/8		00.00	25	54
O (JCOR) Jacor Commun.	6	6		00.00	-13	58
O (LINB) LIN	58 1/2	60	- 1 1/2	-02.50	37	3,022
O (MALR) Malrite	10 1/8	10 1/8		00.00	-22	137
O (MALRA) Malrite 'A'	10 1/8	10 1/8		00.00	-14	138
O (OBCCC) Olympia Broad.	3 1/2	3 1/2		00.00		8
O (OSBN) Osborn Commun.	6 1/2	6 1/2		00.00	-5	33
O (OCOMA) Outlet Commun.	22 1/2	22 1/2		00.00	-8	147
A (PR) Price Commun.	7 3/8	7 1/4	1/8	01.72	-6	71
O (SAGB) Sage Broadcasting	4 1/4	4 1/4		00.00	-6	16
O (SCRIP) Scripps Howard	82 3/4	84	- 1 1/4	-01.48	66	854
O (SUNNC) SunGroup Inc.	1 7/8	1 7/8		00.00	-2	4
O (TLMD) Telemundo	6 3/4	6 3/4		00.00	-1	51
O (TVXGC) TVX Broadcast	2	2 1/2	- 1/2	-20.00		11
O (UTVI) United Television	28 1/4	27	1 1/4	04.62	46	309

	Closing Wed Sep 28	Closing Wed Sep 21	Net Change	Percent Change	P/E	Market Capitali- zation (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
N (BLC) A.H. Belo	27 1/2	27 3/4	- 1/4	-00.90	11	290
O (ASTV) Amer. Comm. & TV	1/16	1/16		00.00		4
N (AFL) American Family	13	13 1/4	- 1/4	-01.88	11	1,052
O (ACCMA) Assoc. Commun.	24	23	1	04.34		228
O (BMAC) BMA Corp.	28 1/2	30 1/2	- 2	-06.55	77	298
N (CN) Chris-Craft	22 1/2	21 1/8	1 3/8	06.50	50	490
N (DNB) Dun & Bradstreet	50 1/2	52 1/8	- 1 5/8	-03.11	19	7,676
O (DUCO) Durham Corp.	35 1/2	34 3/4	3/4	02.15	30	299
N (GCI) Gannett Co.	32 7/8	34 1/8	- 1 1/4	-03.66	16	5,323
N (GY) GenCorp	19 1/2	20 3/4	- 1 1/4	-06.02	1	618
O (GMXC) GMX Commun.	3/32	3/32		00.00	1	618
O (GACC) Great Amer. Comm.	9 5/8	9 5/8		00.00	9	253
N (JP) Jefferson-Pilot	35 1/4	34 3/4	1/2	01.43	15	1,391
N (KRI) Knight-Ridder	41 1/2	42 1/8	- 5/8	-01.48	15	2,360
N (LEE) Lee Enterprises	28	28 1/2	- 1/2	-01.75	20	695
N (LC) Liberty	39 1/4	39 1/2	- 1/4	-00.63	14	364
N (MHP) McGraw-Hill	68 1/2	69 3/4	- 1 1/4	-01.79	20	3,303
A (MGA) Media General	36 5/8	36 1/4	3/8	01.03	24	1,032
N (MDP) Meredith Corp.	30 1/4	31 1/4	- 1	-03.20	12	581
N (MCG) Mich. Energy	32 3/8	34 1/8	- 1 3/4	-05.12	21	87
O (MMEDC) Multimedia	72 1/2	72	1/2	00.69	70	797
A (NYTA) New York Times	28 1/8	27 7/8	1/4	00.89	14	2,306
N (NWS) News Corp. Ltd.	15 7/8	15 7/8		00.00	8	4,230
O (PARC) Park Commun.	28 3/4	28 1/2	1/4	00.87	23	396
O (PLTZ) Pulitzer Publishing	28	28 3/4	- 3/4	-02.60	19	293
N (REL) Reliance Group Hold.	4 3/4	4 7/8	- 1/8	-02.56	5	356
O (RTRSY) Reuters Ltd.	26 1/8	24 1/2	1 5/8	06.63	17	21,691
T (SKHA) Selkirk	26 1/4	25	1 1/4	05.00	22	213
O (STAUF) Stauffer Commun.	140	140		00.00	47	140
N (TMC) Times Mirror	31 3/8	31 1/2	- 1/8	-00.39	15	4,059
O (TMCI) TM Communications	9/16	3/8	3/16	50.00	2	4
N (TRB) Tribune	37	38 5/8	- 1 5/8	-04.20	20	2,823
A (TBSA) Turner Bcstg. 'A'	14 5/8	14 3/4	- 1/8	-00.84	-2	318
A (TBSB) Turner Bcstg. 'B'	15 1/8	15	1/8	00.83	-2	329
A (WPOB) Washington Post	202	201 1/2	1/2	00.24	13	2,594

	Closing Wed Sep 28	Closing Wed Sep 21	Net Change	Percent Change	P/E	Market Capitali- zation (000,000)
<b>PROGRAMING</b>						
O (SP) Aaron Spelling Prod.	6 3/4	6 3/4		00.00	5	123
O (ALLT) All American TV	2 7/8	3	- 1/8	-04.16		3
O (BRRS) Barris Indus.	7 3/8	7	3/8	05.35	-3	57
N (KO) Coca-Cola	43 1/4	43	1/4	00.58	17	16,236
A (CLR) Color Systems	3	2 3/4	1/4	09.09	-2	16
N (KPE) Columbia Pic. Ent.	11 1/2	11 3/4	- 1/4	-02.12	164	1,261
O (CAVN) CVN Cos.	12 1/8	13	- 7/8	-06.73	10	210
A (DEG) De Laurentiis Ent.	5/16	7/16	- 1/8	-28.57		3
O (dcp) dick clark prod.	4 1/4	4 3/8	- 1/8	-02.85	10	35
N (DIS) Disney	63 1/4	63 1/4		00.00	19	8,385
N (DJ) Dow Jones & Co.	32 1/2	33	- 1/2	-01.51	15	3,129
O (EM) Entertainment Mktg.	4	4 1/4	- 1/4	-05.88	13	49
O (FNNI) Financial News	6 7/8	7 3/8	- 1/2	-06.77	31	82
A (FE) Fries Entertain.	1 1/2	1 7/8	- 3/8	-20.00	6	7
N (GW) Gulf + Western	37 7/8	39	- 1 1/8	-02.88	6	2,276
O (QNTX) Hal Roach	3 3/4	3 7/8	- 1/8	-03.22	-8	26
A (HHH) Heritage Entertain.	2 1/2	2 5/8	- 1/8	-04.76	2	11
A (HSN) Home Shopping Net.	4	4 3/8	- 3/8	-08.57	18	348
N (KWP) King World	23 1/4	23 1/4		00.00	15	670
O (LAUR) Laurel Entertain.	2 5/8	2 3/4	- 1/8	-04.54	5	6
A (LT) Lorimar-Telepictures	12 1/2	14 1/8	- 1 5/8	-11.50	-3	579
N (MCA) MCA	43 1/2	43 3/4	- 1/4	-00.57	23	3,162
N (MGM) MGM/UA Commun.	12 1/4	13 1/8	- 7/8	-06.66	-7	613
A (NHI) Nelson Holdings	5/16	5/16		00.00	-3	8

	Closing Wed Sep 28	Closing Wed Sep 21	Net Change	Percent Change	P/E	Market Capitali- zation (000,000)
<b>PROGRAMING</b>						
A (NWE) New World Enter.	3 1/8	3	1/8	04.16	8	33
O (NNET) Nostalgia Network	1	1		00.00	-1	5
N (OPC) Orion Pictures	15 1/8	14 1/4	7/8	06.14	13	261
O (MOVE) Peregrine Entertain.	2	1 3/4	1/4	14.28	-66	4
N (PLA) Playboy Ent.	13 7/8	13 3/4	1/8	00.90	15	130
O (QVCN) QVC Network	8 3/4	8 3/4		00.00	-18	88
O (RVCC) Reeves Commun.	6	6 1/4	- 1/4	-04.00	30	76
O (RPICA) Republic Pic. 'A'	8	8		00.00	88	33
O (RPICB) Republic Pic. 'B'	7 3/4	7 3/4		00.00	55	5
O (SMNI) Sat. Music Net.	4 1/4	4	1/4	06.25	-106	38
N (WCI) Warner	36	35 5/8	3/8	01.05	19	4,541
O (WONE) Westwood One	11 1/2	11 3/4	- 1/4	-02.12	15	165

	Closing Wed Sep 28	Closing Wed Sep 21	Net Change	Percent Change	P/E	Market Capitali- zation (000,000)
<b>SERVICE</b>						
O (AMEA) A.M.E. Inc.	8 1/4	8 5/8	- 3/8	-04.34	8	40
O (AGRP) Andrews Group	5 3/8	5 1/2	- 1/8	-02.27	-1	35
O (BSIM) Burnup & Sims	14 1/8	14 5/8	- 1/2	-03.41	30	225
N (CQ) Comsat	26 7/8	27	- 1/8	-00.46	-10	492
N (FCB) Foote Cone & B.	24 3/4	24 7/8	- 1/8	-00.50	12	206
O (GREY) Grey Advertising	115	114	1	00.87	15	139
O (IDBX) IDB Communications	8 3/4	8 1/4	1/2	06.06	35	35
N (IPG) Interpublic Group	34 1/2	34 1/2		00.00	15	774
O (OGIL) Ogilvy Group	26 1/4	26 3/4	- 1/2	-01.86	12	373
O (OCMC) Omnicom Group	19 3/8	19 5/8	- 1/4	-01.27	13	476
N (SAA) Saatchi & Saatchi	17 3/8	17 1/8	1/4	01.45	8	2,531
O (TLMT) Telemation	1 5/8	1 5/8		00.00	6	7
A (TPO) TEMPO Enterprises	9 1/4	8 1/4	1	12.12	30	53
A (UNV) Unitel Video	9 1/4	9 1/4		00.00	13	20

	Closing Wed Sep 28	Closing Wed Sep 21	Net Change	Percent Change	P/E	Market Capitali- zation (000,000)
<b>CABLE</b>						
A (ATN) Acton Corp.	13 3/4	13 7/8	- 1/8	-00.90	2	16
O (ATCMA) Amer. TV & Comm.	28 1/4	28	1/4	00.89	62	3,073
O (CTEX) C Tec Corp.	39 1/4	38 3/4	1/2	01.29	17	216
A (CVC) Cablevision Sys. 'A'	33 1/2	33 3/4	- 1/4	-00.74	-11	704
N (CNT) Centel Corp.	44	43 3/8	5/8	01.44	12	1,913
O (CMCSA) Comcast	15	15		00.00	-68	670
A (FAL) Falcon Cable Systems	20 5/8	21 1/4	- 5/8	-02.94	-64	131
O (JOIN) Jones Intercable	12 3/8	12	3/8	03.12	38	157
T (MHPQ) Maclean Hunter 'X'	12 3/8	12 3/8		00.00	34	912
T (RCL.A) Rogers Commun. 'A'	61	57 1/2	3 1/2	06.08	-93	754
T (RCL.B) Rogers Commun. 'B'	53 1/2	50 3/4	2 3/4	05.41	-82	661
O (TCAT) TCA Cable TV	30 3/4	31 1/4	- 1/2	-01.60	60	371
O (TCOMA) Tele-Commun.	25 1/2	24 1/4	1 1/4	05.15	51	3,859
N (TL) Time Inc.	108 5/8	107 1/2	1 1/8	01.04	25	6,348
O (UACI) United Art. Commun.	27 3/4	28 1/4	- 1/2	-01.76	231	1,139
N (UCT) United Cable TV	33 7/8	33 3/4	1/8	00.37	-178	1,262
N (VIA) Viacom	28 7/8	28 1/4	5/8	02.21	-4	1,540
N (WU) Western Union	2	2 1/8	- 1/8	-05.88		63
O (WSMCA) WestMarc	18 1/2	18 3/4	- 1/4	-01.33	23	265

	Closing Wed Sep 28	Closing Wed Sep 21	Net Change	Percent Change	P/E	Market Capitali- zation (000,000)
<b>ELECTRONICS/MANUFACTURING</b>						
N (MMM) 3M	64	64 1/8	- 1/8	-00.19	15	14,559
N (ARV) Arvin Industries	21 7/8	22	- 1/8	-00.56	9	416
O (CCBL) C-Cor Electronics	10	10		00.00	16	20
O (CATV) Cable TV Indus.	4 3/4	4 5/8	1/8	02.70	-31	14
N (CHY) Chyron	4 3/4	4 5/8	- 1/8	-02.70	16	48
A (CXC) CMX Corp.	3/4	13/16	- 1/16	-07.69	8	6
A (COH) Cohu	10 1/8	10	1/8	01.25	9	18
N (EK) Eastman Kodak	44 3/4	44 7/8	- 1/8	-00.27	12	15,166
N (GRL) Gen. Instrument	25 5/8	27	- 1 3/8	-05.09	-18	856
N (GE) General Electric	43 1/4	43	1/4	00.58	18	39,588
O (GETE) Geotel Inc.	3/4	3/4		00.00	-2	2
N (HRS) Harris Corp.	26 3/4	25 7/8	7/8	03.38	11	1,094
O (ITEL) Intel Corp.	19 5/8	19 1/2	1/8	00.64	45	520
N (MAI) M/A Com. Inc.	10	10		00.00	-6	271
N (IV) Mark IV Indus.	10 1/8	10 1/4	- 1/8	-01.21	6	109
O (MCDY) Microdyne	3 3/8	3 1/2	- 1/8	-03.57	-2	14
O (MCOM) Midwest Commun.	4 1/4	4 3/4	- 1/2	-10.52	10	12
N (MOT) Motorola	42 3/8	43 1/2	- 1 1/8	-02.58	17	5,479
N (OAK) Oak Industries	1	1 1/8	- 1/8	-11.11	10	75
A (PPI) Pico Products	3	2 3/8	5/8	26.31	-60	10
N (SFA) Sci-Atlanta	12 1/4	12 1/8	1/8	01.03	10	287

national programming in station hands, several established series may go on "endangered species list." In support of amendments, PBS and National Association of Public Television Stations have argued that stations already fund national schedule through Station Program Cooperative (SPC) and other mechanisms. NAPT, with station, producer, PBS and CPB participation, has formed task force to assess efficiency of those mechanisms. And during July Program Meeting (formerly Program Fair) in San Francisco, PBS presented ideas to expedite SPC, in part by gaining authority to negotiate with producers, and called for reinstatement of some prime time common carriage to aid in promotion.

"Unbundled" performance and news packages of NPR programming will be offered for first time Oct. 1. Board also adopted 1989 capital budget of one million dollars and announced a distribution fee reduction of more than 20%. NPR last month launched *Latin File*, 14-minute, daily Hispanic news service in English. Spanish-language service is in works, as is general top-of-the-hour news service.

### Scrambling

■ Due to developments on Capitol Hill and in marketplace (BROADCASTING, July 4), prospects for passage (in House and Senate) of legislation regulating home satellite industry are increasingly dim.

Momentum behind measure is believed to have slowed because of announcement that National Rural Telecommunications Cooperative (noncable distributor serving dish owners) had closed deals with five leading cable programmers, move many observers feel will persuade lawmakers that congressional intervention is unnecessary.

In House, certain provisions of TVRO bill (H.R. 1885) were added as amendment to superstation measure (H.R.2848) (BROADCASTING, Sept. 26), which has gone long way toward satisfying congressional concern over matter. Absent from amendment was H.R. 1885's most controversial provision, which would mandate that cable programmers permit any qualified third party to distribute their services to backyard dish (TVRO) owners.

Despite NRTC deals, Senator Al Gore (D-Tenn.), author of another TVRO bill (S.889), believes there is still need for legislative action and is poised to move his satellite measure before Congress is slated to adjourn Oct. 8. (Gore was hoping to act before August recess but failed to find appropriate vehicle on which to attach his bill as rider.) He is said to be eyeing possibility of drug control legislation as vehicle. Gore encountered problems earlier when trying to gain time agreement to bring up legislation alone.

On other front, superstation bill (H.R. 2848) that would permit satellite distribution of broadcast signals—superstations—to backyard dish owners (BROADCASTING, Sept. 26) has moved out of Energy and Commerce Committee and is on its way to House floor for vote. Anti-piracy amendments added by Telecommunications Subcommittee have improved its chances for enactment. ■

# For the Record

As compiled by BROADCASTING from Sept. 21 through Sept. 28 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; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; \*—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

### Ownership Changes

- KEZA(FM) Fayetteville, AR (BALH880906GV; 107.9 mhz; 100 kw; HAAT: 1259 ft.)—Seeks assignment of license from Radiovision Partners to Communications Corp. for \$2,600,000. Seller is owned by Anthony J. Gazzana, who sold WAZY(FM) Lafayette, Ind. ("Changing Hands," July 11). Buyer is owned by Thomas R. Galloway and John R. Redd III, who also own KADN(TV) Lafayette, La. Filed Sept. 6.
- KATA(AM) Arcata, CA (BAL880701ED; 1340 khz; 1 kw-U)—Seeks assignment of license from Signal Associ-

ates to Merit Broadcasting Corporation for \$620,000. Seller is owned by Jerry Levin and has no other broadcast interests. Buyer is owned by Jeffrey B. Martin and family. It also owns KHTE(AM) Redding and KARZ(FM) Burney, both California. It is also buying KFMI(FM) Eureka, CA ("Changing Hands," Aug. 1). Filed Sept. 13.

■ KCZN(AM) Santa Paula and KZTR(FM) Camarillo, both California (AM: BAL880909EB; 1400 khz; 1 kw-U; FM: BALH880909EC; 95.9 mhz; 3 kw; HAAT: 1320 ft.)—Seeks assignment of license from Gold Coast Communications Corp. to Golden Bear Broadcasting Inc. for \$1,967,500. Seller is Los Angeles-based group of two AM's and three FM's owned by Jerome P. Maltz. It is also selling KTOU(FM) Provo, Utah (see below). Buyer is owned by Stephen Marriott and Wallace A. Heusser who also own KDJQ(AM) Red Bluff, CA. Heusser owns KKDJ(AM) Fresno, CA and has interest in KDJK(AM) Oakdale, CA. Filed Sept. 9.

■ KOBO(AM) Yuba City, CA (BAL880913EI; 1450 khz; 10 kw-U)—Seeks assignment of license from Yuba-Sutter Communications Corp. to Explorer Communications Inc. for \$380,000. Seller is owned by Reg Streeter, who has no other broadcast interests. Buyer is owned by Robert M. Peppercorn, Yuba City-based physician with no other broadcast interests. Filed Sept. 13.

■ WGMM(AM) Woodbine, GA (BAL880826EA; 1100 khz; 10 kw-D; HAAT:—)Seeks assignment of license from Miller Broadcasting Inc. to Cox Broadcast Group Inc. for \$25,000. Seller is principally owned by Joanne S. Miller. Buyer is owned by J. Wesley Cox who has no other broadcast interests. Filed Tendered 880826.

■ WSOY-AM-FM Decatur, IL (AM: BAL880909HE; 1340 khz; 1 kw-U; FM: BALH880909HF; 102.9 mhz; 54 kw; HAAT: 450 ft.)—Seeks assignment of license from Trumper Communications of Illinois L.P. to WSOY Decatur Inc. for \$8,435,000. Seller is owned by Jeffrey Trumper, who also owns WLAP-AM-FM Lexington, KY, and KKCW(FM)

*The undersigned arranged financing and acted as financial advisors to Turnbeaugh Communications, L. P.*

**Term Loan . . . . . \$1,750,000**

**Senior Subordinated Notes . . . . . 300,000**

**Zero Coupon Jr. Subordinated Notes . . 417,000**

*for*

**Turnbeaugh Communications, L. P.  
KWIN-FM & KCVR-AM, Stockton, California**

*Term loan financing provided by*

**Rhode Island Hospital Trust National Bank**

**Chapman**  
Financial  
Services



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Portland, OR. It bought KMGK(FM) Minneapolis ("Changing Hands," June 6). Buyer is subsidiary of Pinnacle Broadcasting, headed by Philip D. Marella, who also owns WDUR(AM)-WFXC(FM) Durham, NC, KEND(AM)-KLLL(FM) Lubbock and KAMA(AM)-KAMZ(FM) El Paso, both Texas. Marella is member of board of LIN Broadcasting Corp., Dallas-based group of seven TV's. Filed Sept. 9.

■ WICI(AM) Ellettsville and WBWB(FM) Bloomington, both Indiana (AM: BAP880914HJ; 600 khz; FM: BALH880914HK; 96.7 mhz; 3 kw; HAAT: 280 ft.)—Seeks assignment of license from Indiana Communications Inc. to University Broadcasting Co. for \$3,000,000. Seller is principally owned by Rolland Johnson, Bill C. Brown, Dr. James Howard, Steven Shine and Robert Petranoff. It has no other broadcast interests. Johnson is president of Duchois Communications Inc., Elmhurst, IL-based group of three AM's, three FM's and one TV. Buyer is principally owned by Arthur A. Angotti. It is former owner of cable system and cellular telephone operation in Indianapolis, which recently purchased WAZY(FM) Lafayette, IN ("Changing Hands," July 11). Filed Sept. 14.

■ WIMS(AM) Michigan City, IN (BAPL880909EF; 1420 khz; 5 kw-D; 5 kw-N)—Seeks assignment of license from Northern Indiana Broadcasters Inc. to M&M Broadcasting Inc. for \$880,000. Seller is owned by William N. Udell, who also owns WKAM(AM)-WZOW(FM) Goshen, IN. Buyer is owned by Thomas M. McDermott and Ronald D. Mercer. McDermott is mayor of Hammond, IN and Mercer is Chicago-based certified public accountant. Filed Sept. 9.

■ KWMT(AM)-KKEZ(FM) Fort Dodge, IA (AM: BAL880914EA; 540 khz; 5 kw-D; FM: BALH880914EB; 94.5 mhz; 100 kw; HAAT: 840 ft.)—Seeks assignment of license from KWMT Inc. to KWMT Radio Inc. for \$1,540,000. Seller is owned by William B. Quarton and James Maurer, who have no other broadcast interests. Buyer is owned by John P. Jenkins and family. It also has interest in WSAL-AM-FM Logansport, IN. Filed Sept. 14.

■ KOKA(AM) Shreveport, LA (BAL880909EG; 1550 khz; 10 kw-D; 500 kw-N)—Seeks assignment of license from McCright Broadcasting Inc. to Cary D. Camp for \$230,000. Seller is owned by Dale McRight, tktktk. Buyer has no other broadcast interests. Filed Sept. 9.

■ WLIN(FM) Jackson, MS (BALH880914HO; 95.5 mhz; 100 kw; HAAT: 1060 ft.)—Seeks assignment of license from Metro Radio Inc. to WLIN Inc. for \$2,400,000. Seller is owned by Lewis C. Hopper and family, Buddy Robert and family and Charles Fletcher and family. It also owns WXXV(TV) Gulfport, MS. Buyer is owned by George A. Jenne, David M. Walker, John B. Noland, Leonard R. Nachman, Julia R. Hamilton and Charles S. Greeson. Jenne is general manager of WJBO(AM)-WFM(FM) Baton Rouge, LA. It also has interest in KDSX(AM)-KDSQ(FM) Denison/Sherman and KPRR(FM) El Paso, all Texas. Filed Sept. 14.

■ WTMX(FM) New Albany, MS (BALH880908HC; 106.3 mhz)—Seeks assignment of license from WTMX Inc. to Charisma Communications Co. for \$192,150. Seller has no other broadcast interests. Buyer is owned by Donald R. De Priest, Sandra F. De Priest and Terry L. Barber. It has no other broadcast interests. Filed Sept. 8.

■ WRPT(AM)-WMDK(FM) Peterborough, NH (AM: BAL880914HH; 1050 khz; 1 kw-D; FM: BALH880914HI; 92.1 mhz; 3 kw; HAAT: 1120 ft.)—Seeks assignment of license from Russell Broadcasting Inc. to Peterborough Broadcasting Co. for \$1,250,000. Seller is owned by Bill Hunter. Robert Nary and Charles Dent. Hunter sold WDO-T(AM) Burlington, VT ("Changing Hands," Aug. 15). Buyer is owned by Francis L. Boyle, Greenwich, CT-based media broker. Filed Sept. 14.

■ KOAW(AM) Ruidoso Downs, NM (BAL880913EH; 1490 khz; 1 kw-U)—Seeks assignment of license from James Schilling to Woodrow Michael Warren for \$20,000. Seller has no other broadcast interests. Buyer has interest in CP for new FM in Maljamar, NM. Filed Sept. 13.

■ WPZX(FM) Oswego, NY (BAPH880906GU; 96.7 mhz; 3 kw; HAAT: 328 ft.)—Seeks assignment of license from ADM Communications Inc. to Oswego County Comms. Inc. for \$38,000. Seller is principally owned by Michael George. It has no other broadcast interests. Buyer is owned by Paul Landis, who has no other broadcast interests. Filed Sept. 6.

■ WLIG(TV) Riverhead, NY (BALCT880912KF; ch. 55; 5000 kw-V; HAAT: 700 ft.)—Seeks assignment of license from WLIG-TV Inc. to 21st Century Corp. for \$2,250,000. Seller is owned by tktktktk. Michael Pascucci. Buyer is owned by Ronald C. Haus and Eugene Viglione. It has interest in KFCC(TV) Concord and KWEW(TV) Coalinga both California. Filed Sept. 12.

■ WPCQ-TV Charlotte, N.C. (ch. 36; 2100 kw; HAAT: 1310 ft.)—Seeks assignment of license from Channel 36 Partners to Providence Journal Broadcasting for approximately \$40 million-\$50 million. Seller is subsidiary of

Odyssey Partners, New York-based group of four TV's headed by Michael Finkelstein. Buyer is subsidiary of Providence Journal Co., publisher of Providence (R.I.) Journal-Bulletin, headed by Steve Hamblett, president and CEO. Broadcast group owns three TV's and cable systems in 14 states. Filed Sept. 19.

■ WIDU(AM) Fayetteville, NC (BTC880913EC; 1600 khz; 1 kw-D; HAAT: )—Seeks assignment of license from Eleanor B. Belche, executor of estate of William B. Belche to Charles W. Cookman for no compensation. Seller has no other broadcast interests. Buyer is president of station. Filed Sept. 13.

■ KOKH(TV) Oklahoma City (ch. 25; 1410 kw-V; HAAT: 1540 ft.)—Seeks assignment of license from KOLN Inc. to Pappas Telecasting of Oklahoma for \$9 million, plus assumption of liabilities up to \$7 million. Seller is subsidiary of Busse Broadcasting, Kalamazoo, MI-based group of five TV's headed by Lawrence Busse. Buyer is Visalia, CA-based group of three TV's, principally owned by Harry J. Pappas. Filed Sept. 12.

■ KLTE(FM) Oklahoma City (BALH880914HM; 101.9 mhz; 100 kw; HAAT: 457 ft.)—Seeks assignment of license from Mel Wheeler, Inc. to Entertainment Communications Inc. for \$4,150,000. Seller is Denton, Tex.-based group of two FM's and two TV's, principally owned by Mel Wheeler and family. It recently sold KBUK(AM) Baytown, Tex. (Changing Hands, June 6) and bought KRCG(TV) Jefferson City, Mo. ("Changing Hands," July 25). Buyer is Bala Cynwyd, Penn.-based group of three AM's and seven FM's principally owned by Joseph M. Field. Filed Sept. 14.

■ KKUL(AM) Portland, OR (BAPL880909EA; 1410 khz; 5 kw-D)—Seeks assignment of license from Gothic Broadcasting Corp. to KKUL Radio Inc. for \$225,000. Seller is headed by Richard A. Hodge. Buyer is owned by Fred W. Hudson, who has interest in KBND(AM) Bend and KLRR-FM Redmond, both Oregon. Filed Sept. 9.

■ WVAM(AM)-WPRR(FM) Altoona, PA (AM: BAL880907HA; 1430 khz; 5 kw-D; 1 kw-N; FM: BALH880907HB; 100.1 mhz; 3 kw; HAAT: 30 ft.)—Seeks assignment of license from Progressive Broadcasting Co. to Music Broadcasting Inc. for \$1,600,000. Seller is owned by Dr. Augusto Dalerme. Altoona surgeon with no other broadcast interests. Buyer is owned by Beth J. Gunton. Gary E. Gunton, Harrison M. Fuerst and Brian M. O'Neill. It also owns WMGW(AM)-WZPR(FM) Meadville, PA. Filed Sept. 7.

■ WJWT(TV) Jackson, TN (ch. 16; 588 kw-V; HAAT: 592 ft.)—Seeks assignment of license from Golden Circle Broadcasting Inc. to Star North Communications Inc. for \$2,750,000. Seller is owned by Marvin Palmquist, Andrew Palmquist, Kim Carlson and Wade Griffith. Buyer is owned by Dwight McKee, Ft. Worth, TX-based investor with no other broadcast interests. Filed Sept. 9.

■ KHVN(AM)-KDLZ(FM) Ft. Worth, TX (AM: BAL880909ED; 970 khz; 1 kw-D; FM: BAPLH880909EE; 107.5 mhz; 100 kw; HAAT: 450 ft.)—Seeks assignment of license from Egg Dallas Broadcasting Inc. to Gilmore Broadcasting Corp. for \$14 million. Seller is owned by Earl G. Graves, who publishes *Black Enterprise* magazine. It has no other broadcast interests. Buyer is Kalamazoo, MI-based group of one FM and two TV's owned by Jim Gilmore. Filed Sept. 9.

■ KERV(AM)-KRVL-FM Kerrville, TX (AM: BAPL880914EC; 1230 khz; 1 kw-D 250W-N; FM: BALH880914ED; 94.3 mhz; 3 kw; HAAT: 105 ft.)—Seeks assignment of license from Stiles Communications Corp. to Forby Broadcasting Co. for \$760,000. Seller is Plano, TX-based group of one AM and two FM's owned by Jerry Stiles and Jim Johns. Buyer is owned by Clint Forby. It also has interest in KPAN-AM-FM Hereford; KLVT(AM) Levelland; KTEM(AM)-KPLE(FM) Temple and KSA-M(AM)-KHUN(FM) Huntsville, all Texas. Filed Sept. 14.

■ KAYJ(AM)-KIXY(FM) San Angelo, KYXX(FM) Junction and KHOS-AM-FM Sonora, all Texas (KAYJ: BAL880826HM; 1260 khz; 1 kw-D; KIXY: BALH880826HN; 94.7 mhz; 100 kw; HAAT: 446 ft.; KYXX: BALH880826HJ; 94.3 mhz; 3 kw; HAAT: 300 ft.; KHOS: BAL880826HH; 980 khz; 1 kw-D; KHOS-FM: BALH880826HI; 92.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from The Foster Broadcasters Inc. to KIXY Inc. for \$2,500,000. Seller of KAYJ(AM)-KIXY(FM) is owned by Walton Foster and Don Griffis. Seller of KHOS-AM-FM and KYXX(FM) is Foster and Fred Key. It has no other broadcast interests. Buyer is owned by Clyde A. Murchison, John D. Schneider, Dain L. Schult, Thomas J. Schneider. Filed Tendered 880826.

■ KTOU(FM) Provo, UT (BALH880909GT; 94.9 mhz; 47 kw; HAAT: 4580 ft.)—Seeks assignment of license from Salty Broadcasting Corp. to Golden Bear Broadcasting Inc.

for \$940,000. Seller is Los Angeles-based group of two AM's and three FM's owned by Jerome P. Maltz. It is also selling KCZN(AM) Santa Paula and KZTR(FM) Camarillo, both California (see above). Buyer is owned by Stephen Marriott and Wallace Heusser who also own KDJQ(AM) Red Bluff, CA. Heusser owns KKDJ(AM) Fresno, CA and has interest in KDJJ(AM) Okdale, CA. Filed Sept. 9.

■ WYAH(TV) Portsmouth, VA (File: 27; 2341 kw; HAAT: 970 ft.)—Seeks assignment of license from CBN Continental Broadcasting Network Inc. to Draper Communications Inc. for \$12 million. Seller is Virginia Beach, Va.-based group of one FM and two TV's headed by Pat Robertson. Buyer is Salisbury, Md.-based group of two TV's owned by Thomas Draper. Filed Sept. 9.

## New Stations

### FM's

■ Newton, IL (BPH880727MI)—Stuart Kent Lankford seeks 106.9 mhz; 3 kw H&V; 100 m. Address: Rte. 3, Box 409. Lawrenceville, IL 62439. Principal has no other broadcast interests. Filed July 27.

■ Bremen, IN (BPH880725MJ)—Atlantic Resources Corp. seeks 96.9 mhz; 3 kw H&V; 100 m. Address: Atrium One, 201 E. 4th St., #1717, Cincinnati 45202. Principal is owned by Christian R. Caggiano, Paul E. Cheney and Charles E. Reynolds. It owns WERT(AM)-WKSD(FM) Van Wert, OH. Filed July 25.

■ Bremen, IN (BPH880725MI)—GEM Communications seeks 96.9 mhz; 3 kw H&V; 100 m. Address: P.O. Box 202, Bremen, IN 46506. Principal is owned by Gregory E. Mishler. It has no other broadcast interests. Filed July 25.

■ Brownsburg, IN (BPH880725MD)—Bulldog Broadcasting Inc. seeks 101.9 mhz; 3 kw H&V; 100 m. Address: RR 1, BOX 254-40, Pittsboro, IN 46167. Principal is owned by Kathleen Bachle. It has no other broadcast interests. Filed July 25.

■ Brownsburg, IN (BPH880725MF)—Pamela R. Jones seeks 101.9 mhz; 3 kw H&V; 100 m. Address: 20 East Wheeling St., Baltimore 21230. Principal has no other broadcast interests. Filed July 25.

■ Brownsburg, IN (BPH880725ME)—Sharpe Communications L.P. seeks 101.9 mhz; 3 kw H&V; 100 m. Address: 402 Berkley Rd., Indianapolis 46208. Principal is owned by Eleanor Hines. It has no other broadcast interests. Filed July 25.

■ Ellettsville, IN (BPH880725ML)—Pamela R. Jones seeks 105.1 mhz; 3 kw H&V; 100 m. Address: 20 East Wheeling St., Baltimore 21230. Principal has no other broadcast interests. Filed July 25.

■ Ellettsville, IN (BPH880725MH)—Katieco Inc. seeks 105.1 mhz; 3 kw H&V; 100 m. Address: P.O. Box 304, Spencer, IN 47460. Principal is owned by Katharine E. White. It has no other broadcast interests. Filed July 25.

■ Ellettsville, IN (BPH880725MK)—McLean County Broadcasters Inc. seeks 105.1 mhz; 3 kw H&V; 100 m. Address: P.O. Box 1970, Martinsville, IN 46151. Principal is owned by David Keister. It also owns WMLA(AM) Normal and WMLA-FM Leroy, both Illinois, and WMCB(AM)-WCBK-FM Martinsville, IN. It has interest in WBCI(FM) Lebanon and WIFE(AM)-WCNB-FM Connersville, both Indiana, and WOFR(AM)-WCHO-FM Washington Court House, OH. Filed July 25.

■ Indianapolis, IN (BPH880727MB)—Community Communications Corp. seeks 96.3 mhz; 1.26 kw H&V; 153 m. Address: 10 W. 64th St., Indianapolis 46260. Principal is owned by Frank P. Lloyd and Judith A. Barrett. It has no other broadcast interests. Filed July 27.

■ Indianapolis, IN (BPH880728MB)—Indianapolis Broadcasters L.P. seeks 96.3 mhz; 3 kw H&V; 100 m. Address: C/O 6154 Compton St., Apt. B, Indianapolis 46220. Principal is owned by Linda Jubert and Jacqueline L. Burton. It has no other broadcast interests. Filed July 28.

■ Wilmore, KY (BPH880728MD)—Absolute Broadcasting Co. seeks 96.3 mhz; 3 kw H&V; 100 m. Address: Box 22751, Knoxville, TN 37933. Principal is owned by Suzette C. Trent and Orlando E. Rudley. It has no other broadcast interests. Filed July 28.

■ Wilmore, KY (BPH880726MA)—Asbury College seeks 96.3 mhz; 3 kw H&V; 100 m. Address: 201 N. Lexington Blvd., Wilmore, KY 40390. Principal is owned by Dennis Kinlaw, Bonita J. Banker, Charlie D. Fiskeaux and Norman Swanson. It has no other broadcast interests. Filed July 26.

■ Greenville, MS (BPH880725ND)—Segue Communications Inc. seeks 104.7 mhz; 50 kw H&V; 146 m. Address: P.O. Box 705, Mt. Pleasant, SC 29464. Principal is owned by William G. Dudley III and G. Jerrold Miller. It has no



other broadcast interests. Filed July 25.

■ Farmington, NH (BPH880713MM)—S&J Associates Inc. seeks 106.5 mhz; 850 w H&V; 496 m. Address: 289 Portland St., Rochester, NH 03867. Principal is owned by Sharon E. Malone and June C. Malone. It has no other broadcast interests. Filed July 13.

■ North Cape May, NJ (BPH880727MC)—Jeanne T. Haefner seeks 106.7 mhz; 3 kw H&V; 100 m. Address: 10 South Dennis Rd., Cape May Court House, NJ 08210. Principal has no other broadcast interests. Filed July 27.

■ Roland, OK (BPH880727MA)—Family Communications Inc. seeks 92.3 mhz; 3 kw H&V; 100 m. Address: 7816 NW 83, Oklahoma City 73132. Principal is owned by Jennifer K. Watts, Lisa M. Lynch and Erin K. Lynch. It has no other broadcast interests. Filed July 27.

■ Williston, SC (BPH880725MG)—Bay Communications Inc. seeks 94.7 mhz; 1.31 kw H&V; 153 m. Address: Box 291, Yarmouth Rd. (U.S. Rte. 1), Freeport, ME 04032. Principal is owned by Robert J. Cole, Eileen P. Cole and Paul R. Copeland. It also owns WCME(FM) Boothbay Harbor, ME. Filed July 25.

■ Woodville, TX (BPH880725NC)—Trinity Valley Broadcasting Co. seeks 94.7 mhz; 50 kw H&V; 150 m. Address: P.O. Box 459, Woodville, TX 75799. Principal is owned by Don L. Stevenson and Kenneth P. Bond. It also owns KVL1(AM) Woodville, TX. Filed July 25.

## Actions

■ Brundidge, AL (BPH880310MH)—Returned app. of Troy State University Foundation for 94.7 mhz; 3 kw H&V; 100 m. Address: TSU Box L, Troy, AL 36082. Principal is nonprofit corporation headed by Wallace D. Malone and R. Douglas Hawkins. It also owns WTUC(FM) Montgomery-Troy and WRWA(FM) Dothan, all Alabama, and WTJB(FM) Columbus, GA. Action Sept. 7.

■ Douglas, AZ (BPH880210MI)—Granted app. of Howard N. Henderson for 96.5 mhz; 3 kw H&V; 9 m. Address: 2550 15th St., #102, Douglas, AZ 85607. Principal has interest in KDAP(AM) Douglas, AZ. Action Sept. 19.

■ Flagstaff, AZ (BPCT870821KG)—Granted app. of WTUV Inc. for ch. 66; 100 kw-V; 170 m. Address: P.O. Box 3434, Ft. Pierce, FL 33454. Principal is owned by Frank K. Spain, Perrin Purvis, Robert Ledbetter, James D. Green, Lynwood N. Wright, Margaret Spain and Letha M. Spain. It also owns WTVA(TV) Tupelo, MS, and WTVX(TV) Ft. Pierce, FL. Action Sept. 14.

■ Flagstaff, AZ (BPCT871002KF)—Dismissed app. of Flagstaff Broadcasting Ltd. for ch. 66; 100 kw-V; 487 m. Address: 5010 E. Chestnut Lane, Flagstaff, AZ 86004. Principal is owned by Charles T. Goyette. It has no other broadcast interests. Action Sept. 14.

■ Rohnerville, CA (BPH880126NQ)—Returned app. of North Star Communications for 100.5 mhz; 160 w H&V; 525 m. Address: P.O. Box 291, Fortuna, CA 95540. Principal is owned by Steve Hastings and Melvin Kadle. It has no other broadcast interests. Action Aug. 5.

■ Watertown, FL (BPH871203NR)—Returned app. of Ray W. Forrester for 105.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 1646, High Springs, FL 32643. Principal has no other broadcast interests. Action Sept. 9.

■ Jefferson, IA (BPH860506NB)—Granted app. of Lyon Co. for 98.9 mhz; 3 kw H&V; 100 m. Address: 116 East State, Jefferson, IA 50129. Principal is owned by Jaek Lyon and Diane Lyon. It has no other broadcast interests. Action Sept. 6.

■ Murphy, NC (BPH880226MJ)—Granted app. of Cherokee Broadcasting Co. for 104.3 mhz; 1.64 kw H&V; 130 m. Address: P.O. Box 280, Murphy, NC 28906. Principal is owned by Dennis G. Blakemore, Allen M. Blakemore, Elvia M. Blakemore and Max M. Blakemore. It has no other broadcast interests. Action Sept. 20.

■ Olyphant, PA (BPH871023MF)—Dismissed app. of J. Frederick Manning for 95.7 mhz; 540 w H&V; 233 m. Address: P.O. Box 643, Pocono Pines, PA 18350. Principal has interest in WARK(AM)-WARX(FM) Hagerstown, MD. Action Sept. 8.

■ Olyphant, PA (BPH871023MG)—Granted app. of Cordaro Associates for 95.7 mhz; 375 w H&V; 281 m. Address: 422 Sherwood Dr., Dunmore, PA 18512. Principal is owned by Robert C. Cordaro, who has no other broadcast interests. Action Sept. 8.

■ Memphis, TN (BP830512BC)—Granted app. of First City Communications Inc. for 560 khz; 5 kw-D; 1 kw-N. Address: 1101 15th St., NW, #800, Washington 20005. Principal has no other broadcast interests. Action July 20.

■ Churchville, VA (BPH861126ND)—Granted app. of Peter Wayne Lechman for 106.7 mhz; 3 kw; 100 m. Address: 2000 Alban Lane, Bowie, MD 20716. Principal has no other broadcast interests. Action Sept. 7.

## Facilities Changes

### AM's

■ Salinas, CA, KDON, 1460 khz—Sept. 2-Application for CP to make changes in ant. sys. & change TL: on Trafton Rd. 3.2 mi. SSW of Watsonville, CA; 36 51 37N 121 47 34W.

■ Washington, DC, WWRC, 980 khz—Sept. 9-Application for CP to make changes in ant. sys. & change daytime operation from Non-DA to DA.

■ Woodville, FL, WTWF, 1160 khz—Sept. 2-Application resubmitted nunc pro tunc: MP (BP850531AD) to make changes city of lic. to Tallahassee, FL; increase night power to 1000 watts & change TL to: Mission Rd. at 1-10, Tallahassee, FL; 30 28 47N 84 20 44W.

■ Royston, GA, WBLW, 810 khz—Sept. 8-Application for CP to reduce day power to 0.239 kw & make changes in ant. sys. to increase height.

■ Shepherdsville, KY, WBUL, 1470 khz—Sept. 12-Application for CP to make changes in ant. sys.; DA to Non-DA; reduce day power to 1 kw; change TL: N of Sale River & W of L&N RR tracks, Shepherdsville; 37 59 07N 85 42 57W.

■ Clinton, MS, WTWZ, 1120 khz—Sept. 14-Application for CP to increase day power to 5000 watts/ch to 2500 watts.

■ Sun Valley, NV, KJOR, 550 khz—Sept. 8-Mod of CP to make changes TL: Miraloma Rd., Reno, NV; 39 24 57N 119 42 51W.

■ Wenatchee, WA, KEYK, 900 khz—Sept. 6-Application for CP to make changes in ant. sys.; TL: Horse Lake Rd., 1 mi. W of end of asphalt, Wenatchee; 47 27 44N 120 21 28W.

### FM's

■ Phoenix, AZ, KFLR-FM, 90.3 mhz—Sept. 15-Application for CP to make changes; ERP: 28.31 kw (H); 24.59 kw (V); HAAT: 474 m. H&V; TL: South Mountain Electronics Site.

■ Grinnell, IA, KICL, 106.7 mhz—Aug. 31-Mod of CP (BPH861114MA) for changes; ERP: 1.34 kw H&V; HAAT: 150 m. H&V; TL: 1.6 km N of 16th Ave & 6.4 km E of Hwy 146, Grinnell, IA.

■ Jacksonville, IL, WYMG, 100.5 mhz—Sept. 8-MP (BPH860828MA) to make changes; change ant loc: 3.6 km E of US Rt 45 & 2.4 km N of Macon, MS.

■ Topeka, KS, KJTY, 88.3 mhz—Aug. 24-Application for CP to make changes; FREQ: 88.1 mhz; ERP: 50 kw H&V; HAAT: 129.96 m. H&V.

■ Morehead, KY, WMKY, 90.3 mhz—Aug. 25-Application for CP to make changes; ERP: 100 kw H&V; HAAT: 277 m H&V.

■ New Orleans, WLMG, 101.9 mhz—Sept. 13-MP (BPH870225IK) to make changes; ERP: 100 kw H&V; HAAT: 300 m. H&V; TL: intersec of Behrman Hwy & Garden Oaks Drive, New Orleans, LA; change antenna-supporting structure height.

■ Thief River Falls, MN, KSRQ, 90.1 mhz—Aug. 30-Application for CP to make changes; ERP: 3 kw H&V; HAAT: 91 m. H&V; TL: 2.4 km E of city center on State Hwy Pennington, Thief River Falls, MN.

■ Patchogue, PA, WBLI, 106.1 mhz—Sept. 12-MP (BPH870302IP) to make changes; ERP: 25 kw H&V; change directional antenna.

■ Buffalo, WY, KLGT, 92.7 mhz—Sept. 7-Application for CP to make changes; ERP: 94.1 kw H&V; HAAT: 334 m H&V; FREQ: 92.9 mhz (Per MM Doc #87-292); TL: North Ridge, 8 km W of Buffalo, NY; Class C.

## Actions

### FM's

■ Springerville, AZ, KQAZ, 101.7 mhz—Sept. 7-Application (BPH880607IB) granted for CP to make changes; ERP: 1.1 kw H&V.

■ Oseola, AR, KMPZ, 98.1 mhz—Sept. 19-Application (BMPH880527ID) granted for MP to make changes; TL: 0.6 km of Frenchman's Bayou, just off Hwy 61, Mississippi Co. AR; HAAT: 305 m (H); ERP: 96 kw H&V; 35 28 02N 90 11 27W.

■ Siloam Springs, AR, KMCK, 105.7 mhz—Sept. 19-Application (BPH870227IU) granted for CP to make changes; TL: 1.5 mi. WNW of Highfill, AR; HAAT: 985 ft. H&V; & make changes in ant. sys.; 36 16 32N 94 23 17W. As amended Jan. 22: change ERP: 100 kw H&V; HAAT: 145 m. H&V; TL: 0.33 km N of Arkansas Hwy 68, 3.37 km E of Benton/Washington County Line, Washington Co. AR; 36 11 07N 94 17 49W.

■ Madera, CA, KHOT-FM, 92.1 mhz—Sept. 20-Application (BPH880805IC) granted for CP to make changes; ERP: 25 kw H&V; HAAT: 95 m. H&V; TL: 28180 Ave 15, Madera, CA; change to Class B1 (Per MM Doc #87-334).

■ Boulder, CO, KHHH, 94.7 mhz—Sept. 15-Application (BMPH870626IA) granted for Mod of CP to make changes in directional antenna pattern.

■ Vidalia, GA, WGFH, 91.5 mhz—Sept. 7-Application (BMPED880505IE) granted for Mod of CP to make changes; TL: 3.5 km W of Vidalia & 170 m W of SR 29, near Higgstown, GA; HAAT: 118 m H&V; 32 14 02N 82 28 52W.

■ Fort Walton Beach, FL, WKSM, 99.3 mhz—Sept. 12-Application (BPH880106IC) granted for CP to make changes; FREQ: 99.5 mhz (Per Doc #86-505); TL: approx 200' NW of WFTW's previous site, 0.3 km NE of intersec of Hollywood Blvd & Memorial Pkwy SW, SW of golf course in Ft Walton Beach, FL; HAAT: 150 m. H&V; ERP: 50 kw H&V; change to Class C2; 30 24 51N 86 37 42W.

■ Key Largo, FL, WVBH, 103.9 mhz—Sept. 20-Application (BMPH871120II) granted for MP to make changes; TL: MM 99.6 US Rte 1, Key Largo, FL; 3 kw H&V; HAAT: 57 m. H&V; 25 05 29N 80 26 37W.

■ Sarasota, FL, WHVE, 102.5 mhz—Sept. 12-Application (BMPH870224II) dismissed for Mod of CP to make changes; TL: 0.5 mi. E of intersec of Bishop Rd. & Lake St., near Wimauma, FL; ERP: 38 kw H&V; HAAT: 449 m. H&V & make changes in ant. sys.; 27 41 18N 82 18 36W.

■ Fort Dodge, IA, KFDC, 92.1 mhz—Sept. 14-Application (BPH880523IC) granted for CP to make changes; HAAT: 98 m. H&V; TL: Hwy 169, 0.64 km S of Hwy 20, S of Ft Dodge, IA.

■ Pratt, KS, KGLS, 93.1 mhz—Sept. 19-Application (BMPH880519IE) granted for MP (BPH870217IF) to make changes HAAT: 307 m. H&V.

■ Gulliver, MI, WTIQ-FM, 94.7 mhz—Sept. 15-Application (BMPH880418ID) granted for Mod of CP to make changes; antenna loc. to present site of WTIQ(AM), County 442, 0.5 km W of Manistique, MI.

■ Midland, MI, WKQZ, 93.5 mhz—July 15-Application (BPH871208IE) granted for MP to make changes; FREQ: 93.3 mhz (Per Doc #86-517); TL: 0.4 mi. W of Garfield Rd. & 0.45 mi. N of Neuman Rd., Mt Forest, MI; ERP: 39.2 kw H&V; HAAT: 169 m. H&V; change to Class C2; 43 50 46N 84 05 32W.

■ Mount Pleasant, MI, WCEN-FM, 94.5 mhz—Sept. 16-Application (BPH870224IZ) granted for CP to make changes; TL: intersec of Weinert Rd. & Lewis Rd., 3 mi. SSE of Coleman, MI; ERP: 100 kw H&V; HAAT: 299 m. H&V; 43 42 54N 84 34 13W.

■ Alamogordo, NM, KINN-FM, 105.5 mhz—Sept. 9-Application (BPH880419IA) granted for CP to make changes; FREQ: 105.3 mhz (Per Docket #87-218); ERP: 6.85 kw H&V; change Class to C2.

■ White Rock, NM, KTJB, 101.1 mhz—Sept. 6-Application (BMPH880614IB) granted for MP (BPH851213MD) to make changes; HAAT: 16 m. H&V; change antenna loc: 400 N Mesa, Los Alamos, NM.

■ Corning, NY, WCBA-FM, 98.7 mhz—Sept. 19-Application (BMPH880516IB) granted for MP (BPH860408ME) to make changes; TL: Denmark Hill, Corning, NY, 2.4 km N 35 deg E of intersec of Rtes 17 & 414; 42 09 38N 77 02 19W.

■ Watertown, NY, WCIZ, 97.5 mhz—Aug. 19-Application (BPH870219IH) granted for CP to make changes; ERP: 100 kw H&V; HAAT: 300.5 m. H&V.

■ Belhaven, NC, WKJA, 92.1 mhz—Sept. 20-Application (BPH861103IG) granted for CP to make changes; FREQ: 101.1 mhz (Per Doc #85-339); TL: Hwy 1912, 1.9 km E of Aurora, NC; ERP: 28 kw H&V; 35 18 12N 76 45 50W.

■ Edgewood, OH, WZOO-FM, 102.5 mhz—Sept. 19-Application (BMPH880531IA) granted for MP (BPH870224ME) to make changes TL: 145 meters W of Sanborn Rd., 0.78 km S of intersec with Bunker Hill Rd., Saybrook Township, OH.

■ Alva, OK, KTTL, 94.3 mhz—Sept. 20-Application (BMPH870831IE) granted for MP (BPH860220IE) to make changes; TL: not specified; HAAT: 150 m. H&V; 36 47 06N 98 33 01W.

■ Springfield, OR, KQFE, 88.9 mhz—Sept. 7-Application (BMPED860722IA) granted for Mod of CP to make changes; TL: Quarry Hill, Springfield, OR; ERP: 1.3 kw H&V; HAAT: 127.4 m. H&V; 44 02 01N 123 00 25W.

■ Victoria, TX, KEPG, 100.9 mhz—Sept. 19-Application (BMPH871023IE) granted for MP to make changes; TL: 0.18 km N from intersec of Rtes 77 & 59, Victoria, TX;

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ERP: 2.7 kw H&V; HAAT: 95 m. H&V; 28 46 59N 97 02 57W.

■ **Broadway, VA. WLTK, 95.5 mhz**—Sept. 19-Application (BMPH880520IC) granted for Mod of CP for changes; ERP: 0.33 kw H&V; HAAT: 305 m. H&V; TL: Little North Mtn., 1.2 km 305 deg from Zion Hill Church, NW of Singers Glen, VA.

■ **Warrenton, VA. WQRA, 94.3 mhz**—Sept. 13-Application (BPH870331II) granted for CP to make changes; ERP: 2.075 kw H&V; HAAT: 121.3 m. H&V.

■ **Bellevue, WA. KLSY-FM, 92.5 mhz**—Sept. 9-Application (BPH870908IB) granted for CP to make changes; TL: 6.03 km SE of Issaquah, WA on West Tiger Mtn; HAAT: 714 m. H&V; ERP: 57 kw H&V; 47 30 14N 121 58 29W.

## Actions

### Commission Actions

■ **Telephone Company-Cable TV crossownership rules**—Tentatively concluding that public interest would be better served by allowing telephone companies to provide cable television service subject to safeguards against anticompetitive practices, FCC seeks comment regarding a possible legislative recommendation to Congress and proposed a rule change regarding standards of affiliation between telephone companies and cable systems. (CC Docket 87-266 by further NOI and NPRM [FCC 88-249] adopted July 20 by commission.)

■ **New York**—Denied Poseidon Productions Inc. reconsideration of Mass Media Bureau action denying its petition to deny low power TV application of National Innovative Programming Network Inc. of East Coast for ch. 19 at New York City. (By MO&O [FCC 88-260] adopted July 26 by commission.)

■ **Associated Information Services Corp.**—Denied AISC's request for declaratory ruling that installation of master multiple address stations without remote stations substantially complies with rules; denied rule waiver; granted six months from release date of this order to place seven stations in operation. (By MO&O and Declaratory Ruling [FCC 88-267] adopted Aug. 4 by commission.)

■ **Term of affiliation between networks and stations**—Proposed eliminating "term of affiliation" or "two-year rule" which limits term of affiliation agreements between networks and stations to a maximum of two years. (MM Docket 88-396 by NPRM [FCC 88-272] adopted Aug. 4 by commission.)

■ **WFBR(AM) Baltimore, license renewed**: EEO reporting conditions imposed (Report MM-344, Mass Media Action)—FCC has imposed Equal Employment Opportunity reporting conditions on license renewal of WFBR(AM) Baltimore, licensed to Baltimore Radio Show Inc. Action by commission Sept. 16, by letter (FCC 88-300).

■ **FCC modified and clarified various aspects of fee program** gen. docket 86-285 (Report DC-1242, Action in Docket Case)—Commission has modified and clarified various aspects of Fee Collection Program authorized under Consolidated Omnibus Budget Reconciliation Act of 1985. Action by commission Sept. 22 by MO&O (FCC 88-301).

### Staff Actions

■ **FM translator stations**—Denied request by MHS Holdings Ltd. to extend time to file comments in this proceeding. (MM Docket 88-140 by Order [DA 88-1444] adopted Sept. 15 by chief, Mass Media Bureau.)

■ **Flagstaff, AZ**—Designated for hearing, applications of Grand Coconino Broadcasting, G&D Communications Inc., Carl M. Fisher and Overview Communications Ltd. for new commercial TV station on ch. 9 at Flagstaff. (MM Docket 88-470 by Order [DA 88-1403] adopted Aug. 31 by chief, Video Services Division, Mass Media Bureau.)

■ **Phoenix**—Designated for hearing applications of Maricopa County Community College District, Sun Health Corp., Arizona Board of Regents for Arizona State University, Western Broadcasting Corp., and Radio Alliance Phoenix for new FM station on channel 208A (89.5 mhz) at Phoenix. (MM Docket 88-442 by Order [DA 88-1344] adopted Aug. 25 by chief, Audio Services Division, Mass Media Bureau.)

■ **Barstow, CA**—Designated for hearing applications of Jean Bates, Bruce W. Gary, B&B Broadcasting Inc. and Limelight Broadcasting Corp. for new FM station on channel 240A (95.9 mhz) at Barstow. (MM Docket 88-461 by Order [DA 88-1401] adopted Sept. 1 by chief, Audio Services Division.)

■ **Leesburg and Cocoa, FL**—Granted Central Florida Educational Television Inc.'s application to change facilities of noncommercial educational TV station WLCB-TV, ch. 45.

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**Leesburg, VA**—Denied Good Life Broadcasting Inc.'s request for waiver of minimum spacing rules to change facilities of commercial TV station WTGL-TV Cocoa. (By MO&O [DA 88-1433] adopted Aug. 31 by chief, Video Services Division, Mass Media Bureau.)

■ **Lakeland, GA**—Designated for hearing applications of Lakeside Broadcasting Inc., Hanson R. Carter and Willie Frank Calhoun for new FM station on channel 290A (105.9 mhz) at Lakeland. (MM Docket 88-444 by Order [DA 88-1353] adopted Aug. 26 by chief, Audio Services Division.)

■ **Greenwood, IN**—Designated for hearing applications of Sanders Broadcasting Co. Limited Partnership, Julia M. Carson, Greenwood Media, Greater Greenwood Broadcasting Limited Partnership and Heartland Radio Limited Partnership for new FM station on channel 294A (106.7 mhz) at Greenwood. (MM Docket 88-468 by Order [DA 88-1410] adopted Sept. 2 by chief, Audio Services Division.)

■ **Atlantic City, NJ**—Designated for hearing 20 mutually exclusive applications for new FM station on channel 297B (107.3 mhz) at Atlantic City. (MM Docket 88-433, by Order [DA 88-1340] adopted Aug. 23 by chief, Audio Services Division, Mass Media Bureau.)

■ **Jackson, NJ**—Designated for hearing applications of William H. Zeff Jr., Walter B. Preble III and Daniel R. Guy. A Partnership, Douglas Kent Poore and Gladys E. Powell for new FM station on channel 258A (99.5 mhz) at Jackson. (MM Docket 88-446 by Order [DA 88-1351] adopted Aug. 26 by chief, Audio Services Division.)

■ **Margate City, NJ**—Designated for hearing applications of Brock Broadcasting Co., Margate Communications Limited Partnership/Cleo Brooks, General Partner, and Coastal Communications, Limited Partnership for new FM station on channel 241A (96.1 mhz) at Margate City. (MM Docket 88-445 by Order [DA 88-1354] adopted Aug. 26 by chief, Audio Services Division.)

■ **Utica, NY**—Designated for hearing applications of Telecommunications Network Inc., Welden Brevoort, Hickman Inc., Deborah H. Lanava, Clara Crocco and Don H. Barden for new FM station on channel 264A (100.7 mhz) at Utica. (MM Docket 88-447 by Order [DA 88-1355] adopted Aug. 26 by chief, Audio Services Division.)

■ **Yauco, PR**—Designated for hearing applications of Yauco Television Broadcasting and Maranatha Christian Network for new commercial TV station on ch. 42 at Yauco. (MM

Docket 88-466 by Order [DA 88-1404] adopted Aug. 31 by chief, Video Services Division.)

■ **Greenwood, SC**—Designated for hearing applications of United Community Enterprises Inc. and Radio Greenwood, Partnership for new FM station on channel 278A at Greenwood. (MM Docket 88-443 by Order [DA 88-1352] adopted Aug. 26 by chief, Audio Services Division.)

■ **Madisonville, TX**—Designated for hearing, applications of Oara Inc., Mary F. Watkins, Michael C. Glitsch, Heartland Communications and Bowell Broadcasting Inc. for new FM station on channel 241C2 (96.1 mhz) at Madisonville. (MM Docket 88-454 by Order [DA 88-1402] adopted Aug. 30 by chief Audio Services Division.)

### Review Board Actions

■ **Reno**—Denied petitions for reconsideration by Reno-Eleven Telecasters and Reno Minority Broadcasting Corp. regarding comparative coverage aspects of this proceeding. (MM Docket 85-293 by MO&O [FCC 88R-52] adopted Sept. 9 by Review Board.)

■ **Temple, TX**—Affirmed Supplemental Initial Decision of ALJ John M. Frysiaik granting application of Progressive Communications Inc. for new FM station at Temple, and denying applications of MaryMc Broadcasting Co., and Bell County Broadcasting Co. (MM Dockets 84-352, 354 and 355 by Decision [FCC 88R-54] adopted Aug. 26 by Review Board.)

### ALJ Actions

■ **Klamath Falls, OR**—Resolved air hazard issue in Sunshine Television Inc.'s favor and granted its application for new TV station at Klamath Falls. (MM Docket 86-441 by summary decision [FCC 88D-30] issued Sept. 12 by ALJ John M. Frysiaik.)

## Allocations

■ **Dora, AL**—At request of Randolph M. Howes, proposed allotting channel 254A (98.7 mhz) to Dora as its first local FM service. Comments are due Nov. 17, replies Dec. 2. (MM Docket 88-455 by NPRM [DA 88-1392] adopted Aug. 30 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ **Moulton, AL**—A request of Moulton Broadcasting Co. Inc., proposed allotting channel 276A (103.1 mhz) to Moulton as its first local FM service. Comments are due Nov. 17, replies Dec. 2. (MM Docket 88-450 by NPRM [DA 88-1380] adopted Aug. 23 by deputy chief, Policy and Rules Division.)

■ **Seligman, AZ**—At request of Rick L. Murphy, proposed allotting channel 251A (98.1 mhz) to Seligman as its first local FM service. Comments due Nov. 17, replies Dec. 2. (MM Docket 88-449 by NPRM [DA 88-1381] adopted Aug. 23 by deputy chief, Policy and Rules Division.)

■ **Ludlow, CA**—At request of Rick L. Murphy, proposed allotting channel 289A (105.7 mhz) to Ludlow as its first local FM service. Comments are due Nov. 17, replies Dec. 2. (MM Docket 88-451 by NPRM [DA 88-1379] adopted Aug. 23 by deputy chief, Policy and Rules Division.)

■ **Mountain View, MO**—At request of James M. Hunt, proposed substituting channel 245C2 (96.9 mhz) for channel 244A (96.7 mhz) at Mountain View and modifying construction permit for KXOZ(FM) to specify new channel. Comments due Nov. 17, replies Dec. 2. (MM Docket 88-448 by NPRM [DA 88-1385] adopted Aug. 18 by deputy chief, Policy and Rules Division.)

■ **Garapan, Saipan**—At request of Inter-Island Communications Inc., proposed substituting channel 280C2 (103.9 mhz) for channel 230A (93.9 mhz) at Garapan and modifying license for KZMI(FM) to specify new channel. Comments due Nov. 17, replies Dec. 2. (MM Docket 88-452 by NPRM [DA 88-1378] adopted Aug. 23 by deputy chief, Policy and Rules Division.)

■ **Ridgecrest, CA**—At request of Bel Air Broadcasting Corp., proposed amending FM table by substituting channel 224B1 (92.7 mhz) for channel 224A at Ridgecrest, and modifying license of KQIZ-FM to specify operation on B1 channel. Comments are due Nov. 18, replies Dec. 5. (MM Docket 88-458 by NPRM [DA 88-1395] adopted Aug. 30 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ **Durango, CO**—At request of Durango Broadcasting Co., proposed amending FM table by allotting channel 275C (102.9 mhz) to Durango as its third local FM service. Comments are due Nov. 18, replies Dec. 5. (MM Docket 88-456 by NPRM [DA 88-1393] adopted Aug. 30 by deputy chief, Policy and Rules Division.)

■ **Battle Ground, IN**—At request of Linda Kuenzie, proposed amending FM table by allotting channel 254A (98.7 mhz) to Battle Ground as its first local broadcast service. Comments are due Nov. 18, replies Dec. 5. (MM Docket 88-459 by NPRM [DA 88-1396] adopted Aug. 30 by deputy chief, Policy and Rules Division.)

■ **New Albany, IN**—At request of Roch Communications Co., proposed amending FM table by allotting channel 234A (94.7 mhz) to New Albany as its first local FM service. Comments are due Nov. 18, replies Dec. 5. (MM Docket 88-457 by NPRM [DA 88-1394] adopted Aug. 30 by deputy chief, Policy and Rules Division.)

■ **Central, NM**—At request of C.N. Morris, proposed amending FM table by allotting channel 237C2 (95.3 mhz) to Central as its first local FM service. Comments are due Nov. 18, replies Dec. 5. (MM Docket 88-462 by NPRM [DA 88-1429] adopted Aug. 29 by deputy chief, Policy and Rules Division.)

■ **Waupun, Mayville and New Holstein, WI**—Effective Nov. 14, amended FM table by substituting channel 258C2 (99.5 mhz) for channel 257A (99.3 mhz) at Waupun, and conditionally modifying license of WGGQ(FM) to specify operation on C2 channel; and substituting channel 226A (93.1 mhz) for channel 258A at New Holstein, and conditionally modifying license of KFKQ(FM) to specify operation on channel 226A; and substituting channel 254A (98.7 mhz) for channel 259A (99.7 mhz) at Mayville in order to accomplish Waupun upgrade. (MM Docket 88-270 by R&O [DA 88-1466] adopted Sept. 9 by deputy chief, Policy and Rules Division.)

■ **Cottonwood, AZ**—Effective Nov. 7, amended FM table by allotting channel 289A (105.7 mhz) to Cottonwood; filing window Nov. 8 through Dec. 8. (MM Docket 87-431, by First R&O [DA 88-1366] adopted Aug. 18 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ **Seaside, CA**—Effective Nov. 7, amended FM table to substitute channel 296B1 (107.1 mhz) for channel 296A and modified license of KMBY accordingly. (MM Docket 87-566, by R&O [DA 88-1362] adopted Aug. 17 by deputy chief, Policy and Rules Division.)

■ **Yermo, CA**—On request of Robert Jason, proposed allotment of channel 287A (105.3 mhz) to Yermo; comments Nov. 14, replies Nov. 29. (MM Docket 88-438, by NPRM [DA 88-1365] adopted Aug. 18 by deputy chief, Policy and Rules Division.)

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## RADIO

### HELP WANTED MANAGEMENT

**General manager needed for KKLZ-FM**, Las Vegas' leading Classic Rock station. Must be product driven, sales oriented, community involved and able to manage an outstandingly talented staff. Mail resume, management philosophy and salary requirements to: Terry McRight, President, Medina Broadcast Group, S. 5106 Palouse Hwy, Spokane, WA 99223 EOE, M/F

**GM for super Wisconsin combo**, Class B FM and full AM. Recently purchased with super potential. Successful applicant will have a proven track record with strong references. Send complete details to Box M-52. EOE.

**General manager/sales manager/trainees needed**. Must be strong in street sales, hardworking, eager to move up in a 12 station chain. Call Pat Demaree, 501-521-5566. EOE

**Marketing director**: Mississippi's number one stations, WJDX/WMSI have an opening for a marketing director with promotion and research skills. Experience and creativity a must. This is a position for a self-starter with lots of room to grow. Great market, good company. Send letter, resume, and references to Kenny Windham, General Manager, WJDX/WMSI, P.O. Box 31999, Jackson, MS 39206. All replies confidential. An equal opportunity employer.

**Sales manager** for FM station in small rated New Jersey market, eventual move to GM slot. Strong management and sales skills a must. Excellent compensation package. Box M-68. EOE.

**General manager/sales manager**, FM in beautiful Midwest college town. Looking for dynamic, aggressive individual who is willing to work hard and build up station operating below its potential. Sales experience a must. Tremendous opportunity for advancement with budding chain. Send complete resume, references and salary history to Box N-9.

**WEBE 108 FM**: Southern Connecticut's leading radio station seeks business manager. Supervisory experience including general ledger and payroll. College graduate. Send resume, salary requirements and salary history to Vince Cremona, General Manager, 50 Washington Street, Norwalk, CT 06854. EOE.

**Fl. Myers - Naples, Florida FM**. Outstanding opportunity for self-motivated general manager. Ownership offered without cash investment. Box N-20. EOE.

**GM's and SM's**: Ground floor opportunity with young, aggressive group. Openings in Wisconsin, South Carolina, Texas, Iowa and North Dakota. Equity possible. Send resume along with your strategy on winning in small to medium markets to Tom Love, Eagle Communications, P.O. Box 588, Lufkin, TX 75902. EOE.

### HELP WANTED SALES

**Nation's 29th Hispanic market** growing fast with only two Spanish radio stations. Have openings for two AEs with direct sales experience. Spanish not required. Call Steve McGavren, KAFY, Bakersfield, 805-324-4411. EOE

**Aggressive salesperson wanted** for AM/FM combo in growing north central Illinois market. Established list. If you are experienced, great! If not, you can learn from us. Send resume to J. McCullough, WLPO/WAJK, PO Box 215, LaSalle, IL 61301. EOE.

**A person who can sell** radio broadcast time in a quality market with emphasis on SELL. Person will get backlog of accounts active on the station. If you can help the "boss" with some internal management, this will be a great PLUS! Tell me all about it, with complete details, to General Manager, PO Box 145, Seneca, SC 29679. EOE.

**\$61,510.21 was what this list paid** in commissions the last twelve months WGMD in Rehoboth Beach, Delaware needs a mature, successful salesperson for this list. We believe this list can produce and pay much more. We're looking for someone who agrees with us. 302-856-9027. EOE.

**Rapidly growing NYC talk station** needs quality salesperson, with strong retail background. Excellent opportunity to make serious \$\$ Must be aggressive, hard-working, with strong, conceptual orientation. Call Bob Stevens 212-566-5700. EOE.

**North central Kansas' best Country** has an excellent opportunity for an experienced, self-motivated sales professional. Resume KYEZ - FM Sales, P.O. Box 80, Salinas, KS 67402-0080. EOE

**Bemidji, MN AM/FM combo** - 5kw AM, 100kw FM - Experienced salesperson needed NOW! Growing group offers advancement opportunities. Send resume to Harry Hastings, KKB Radio, Box 1360, Bemidji, MN 56601. EOE.

**The fastest growing area** in the country is southwest Florida and we need good sales people. Send your resume to: WDCO, 1227 Del Prado Boulevard, Cape Coral, FL 33990. 1-813-574-1200. EOE.

**Excellent opportunity** to join growing regional FM. Sales managers, AEs, and sales trainee positions available immediately. FM 104.9 WYRY, 130 Martell Court, Keene, NH 03431 603-357-4797. EOE/MF.

**Account executive**: 2-4 years experience. #1 station, Rochester, NY (AOR). Apply now to WCMF/Stoner Broadcasting, Attn: Linda Brush, 259 Monroe Avenue, Rochester, NY 14607. EOE.

**Combination man, sales and sports**. One year experience in radio sales and ability to call the game. Resume to Darrell Sehorn, KGRO-KOMX, Box 1779, Pampa, TX 79065. 806-669-6809. EOE.

**We're looking** for a small market sales pro ready to move up. We're solid now and building on our success for the future. Guarantee of 18K - 22K, plus commission, plus travel. Top 100 market leader. #1 12+, #1 18-34, #1 18-49, #1 25-54. Reply in strictest confidence to Mike Binkley, WIKS, PO Box 2684, New Bern, NC 28561. EOE.

### HELP WANTED ANNOUNCERS

**Announcer** - with a good voice and the ability to read well needed for 100,000 watt Class C FM station in a GREAT area to live. Entry-level person considered...Reply with audition tape (we'll return) to General Manager, P.O. Box 145, Seneca, SC 29679. EOE.

**Morning announcer/Operations manager** for growing small market AM/FM. Minimum 3 years commercial radio experience. Good starting salary and benefits. Tape & resume to: WKEU, Box 997, Griffin, GA 30224. EOE.

**New station in Virginia Beach** looking for staff, on-air, sales, news, all staff positions. Tapes and resumes to: P.O. Box 9272, Virginia Beach, VA 23450. EOE.

**Part-time/relief announcers** needed for New York radio station. Big Band/Standards experience preferable. Combo. Box N-13.

**Growing regional New England FM**, soft AC wants professional AT. Strong production, copywriting, news, reports, research. Tape and resume WYRY, 130 Martell Court, Keene, NH, 03431. EOE.

**WHIL-FM in Mobile Alabama** has an immediate opening for a fulltime classical music announcer who will also handle studio operations. We are looking for a person with three to five years on-air experience, knowledgeable about classical music and pronunciations, on-air fundraising experience, an interest in operations, and good references. We will make an attractive offer to the right person. Send resume, salary and tape to: Joe Martin, WHIL-FM, Post Office Box 160326, Mobile, AL 36616. No phone calls. WHIL-FM is an Affirmative Action/Equal Opportunity Employer.

**Air talent: WCZX FM Poughkeepsie NY** is searching for mature, adult communicators with Oldies/AC experience. Ability to relate essential. Air check/resume today to: P.D., CZX Classics, 319 Mill Street, Poughkeepsie, NY 12601. EOE, M/F.

### HELP WANTED TECHNICAL

**Maintenance technician** for 5KW AM and CATV operation. General radiotelephone required. Knowledge of transmitters, studios, CATV headend equipment necessary. Southeastern PA. Good pay, vacation, benefits. Box M-49. EOE.

**Chief broadcast engineer**, Florida Class C facility, heavy maintenance experience required, minimum three years experience. EOE. Send resume and salary history to Box M-61

**Technical operations director** - WFUV-FM, Fordham University's 50,000 watt, CPB-qualified public radio station in New York City, seeks broadcast engineer to oversee broadcast and production operations and train and supervise technical and production staff. Applicants should have appropriate college degree, three years professional experience in public broadcasting operations and/or production and appropriate FCC license. Experience working with students and volunteers is helpful. Reply by October 20 to Dr. Ralph M. Jennings, General Manager, WFUV, Fordham University, Bronx, NY 10458. AA/EOE.

**CE/Engineers/Trainees needed**, Twelve stations, Arkansas, Oklahoma, Missouri. Call Pat Demaree 501-521-5566. EOE.

**Austin, Texas** - A high-tech town with a high quality of life. The University of Texas at Austin is seeking an assistant director for technical services at the Center for Telecommunication Services. To provide direction as chief engineer and technical maintenance supervisor. Required qualifications: Bachelor's degree in electrical, telecommunication, or electronics engineering; five years experience in electronic broadcasting equipment design, installation, maintenance, and operation; knowledgeable in respect to FCC technical rules and regulations. On call nights and weekends (beeper will be provided). Annual salary is \$31,188 with excellent benefits. Department is willing to pay more depending on qualifications. Responsible for 100kw FM transmission facilities, including SCA: audio production facilities (master control, air control, three additional control rooms and associated studios); satellite audio uplink/downlink and video downlink; video cable system; master/slave highspeed, open-reel audiotape duplication system; STL and leased full-duplex microwave systems. Send resume with cover letter and three professional references to Mr. William Giorda, Communication Building B, University of Texas at Austin, Austin, TX 78712. Applications will be accepted through December 1, 1988. Equal opportunity/affirmative action employer.

### HELP WANTED NEWS

**Area radio news leader** seeks experienced anchor/reporter. T&R to WTRC, Curt Alexander, Elkhart, IN 46515. EOE, M/F.

**Experienced reporter** - anchor for four person news dept. in Elkhart, IN. High rated AM/FM 24 hrs. Good pay and benefits. Strong news director/trainer. Station operated on Biblical principles. EOE. Send resume/tape. Contact Marv Boone, WCMR/WFRN, Box 307, Elkhart, IN 46515.

**Washington's largest independent radio news service** accepting applications for future openings. Tape, resume, salary requirements--no calls--to Berns Bureau, 148 G St., SW, Washington, DC 20024. EOE.

**Newsperson for northern NJ AC-AM & AOR-FM**. Strong writing and on-air skills. AFTRA. EOE. Tape and resume to Joe Garifo, WMTR/WDHA-FM, Box 1250, Morristown, NJ 07960.

**Experienced. Mature. Aggressive**. If you fit these criteria, and you enjoy getting news the old-fashioned way, come join us on Cape Cod. Full-time news position. Full-time benefits. EOE. Call Keith Corey 508-775-7400 before 1:00 PM. Or, send tape and resume to WOCB, P.O. Box 668, West Yarmouth, MA 02673.

**News talent: Reporter/anchor**. Experienced. News department needs adult communicator. Ability to relate a must. Air check/resume to: N.D., CZX Classics, 319 Mill Street, Poughkeepsie, NY 12601. EOE, M/F.

**Strong news reporter/anchor** with good knowledge of sports for top-rated Ohio newsteam. Degree plus experience. EOE. Box N-19.

**Opportunity for experienced reporter/producer** at major market public radio news department. Demonstrated skill in feature production, strong on-air delivery and writing skills mandatory. Send resume, tape and request for application to: Personnel Office, 1250 Bellflower Blvd., Long Beach, CA 90840. Refer to Job #480. Deadline October 7, 1988. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Experienced P.D. needed** for market dominant news/talk. Some air work. Send photo, tape, resume and letter telling us how you can do the job. Attn: Mr. Brooks, KMJ Radio, 3636 N. First, Suite #106, Fresno, CA 93726. EOE.

**Radio announcers**. Top rated western Illinois Modern Country FM needs "communicator" to do more than intro records. Experience necessary. Leading area combo. Great place to live and work. Tape/resume to: WGEM AM FM, P.O. Box 80, Quincy, IL 62306. EOE, M/F.

### SITUATIONS WANTED MANAGEMENT

**Currently employed general manager**, street fighter, good administrator, gets the job done at a profit! Box M-34.

**Major market veteran SM, GSM**, seeks medium/metro GM slot. Excellent references. 12588-A Kendall Drive, #521, Miami, FL 33186.

**Experienced GM** with proven track record ready to accept a new challenge. Box M-65.

**Last 5 years** my stations were number one. Sales/promoting/promotions oriented G.M., multiple formats. Let's win together. Call Bill - 804-232-5197.

**Broadcast professional**, 20 years experience, seeks general or sales management. Prefer south or southeast. All offers considered. Box N-3.

**GM/GSM:** Looking for top 100 market gen. mgr./equity position. 25 year pro with corporate broadcasting/people skills background. Top programmer, ratings and revenue builder. 415-381-8753.

**GM, track record** of 100% sales increases first year, profits. Seeking small-medium market. Excellent references. 512-850-9703.

**Down and out in the East?** Make \$ with great programming and good street wise sales programs. Call Don Karnes 717-321-9035.

#### SITUATIONS WANTED SALES

**Sales, announcing, copy, production combo!** Experienced small market professional. Morning or afternoon drive plus sales. Box M-69.

**Experienced in light radio sales**, former prog, news, farm director wants to relocate in small market with opportunity to sell radio advertising in southwest Virginia, Kentucky, Tenn. Family in Wise, Virginia. Reply to Box N-8.

**Successful AE** seeks SM position in small or AE in medium Northeast market. 616-983-0257, Scott.

**AM in the red?** Get into the black. Tried and true methods. Knock on door - make sales. Call Clark Jones 615-373-2108.

#### SITUATIONS WANTED ANNOUNCERS

**Can start tomorrow!** Recent college and C.S.B. graduate looking for an on-air news position in the Northeast. One year experience. For demo, write L.A.F., P.O. Box 220, Braintree, MA 02184.

**Overnight announcer** seeks all night show. 15 years in radio. Country or adult contemporary Mike, 904-255-6950.

**Family man, 12 years experience**, seeking Eastern medium or major market A/C, Country or Oldies. Mark Anderson 302-994-3934.

**Wants to relocate.** Radio D.J. with news, sports, and production experience. Ability to be talk show host. Willing to take a position as production person, should no air talent be needed. Contact: Joseph Muzyk, 222 Park La., Apt. 2, Trenton, NJ 08609.

**1988 Ivy League Grad** seeks entry-level announcing position. Unique, dynamic personality. Deep voice. Totally willing to relocate. Neil 301-424-4984.

#### SITUATIONS WANTED NEWS

**Knowledgeable sportscaster** seeking entry level position. Recent grad with radio/TV PBP, videotape editing and scriptwriting experience. Will relocate and accept related positions. Jeff Frank, 2958 Judith Drive, Bellmore, NY 11710. 516-826-4240.

**News/sports anchor:** Three years experience, seeking anchor position. Experienced in news and sports in major markets plus PBP in five major sports. Ready to relocate. Call Jeff 301-299-9402.

**Loyal hungry news hound.** Award winning news director/anchor/reporter with 5 years experience seeks medium-major market ASAP. My station was sold. 904-726-1560. After 5:30 ET, 904-637-0726.

**Sports PBP pro.** NBA & major college basketball, 12 years experience, seeks free lance schedule. 217-789-1530, Suite 1903.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**PowerMix - Jerry "DJ" Strothers** - Digital production, excellent community involvement, promotions, CNN NewsHour. 412-244-8872.

#### CONSULTANTS

**Have ailing small market station?** We can help. Sales, programming and engineering. Low rates. Ohio, Indiana, Kentucky, W.Va., PA. Call HDI Program Consultants. 513-382-1843 after 6PM EST.

#### MISCELLANEOUS

**Radio series available:** Warm family comedy-drama. 72 first-run half-hour episodes, ideal for non-commercial stations. Willow Crossing, 299 West St., White Plains, NY 10605. 914-949-2137.

**Troubled AM** - Need programming to generate sales? Need sales to make bucks? Call Thomas Hall 213-969-8559.

**The news** you thought had to be generated by 20 person local staff - to you by satellite...Now BRN, the bottom line in programming. Call Deborah Bowles, 1-800-873-3344.

## TELEVISION

### HELP WANTED MANAGEMENT

**Director of promotion and special projects** for WICS-TV, NBC affiliate in Springfield, Illinois (ADI #74). Candidates must have commercial TV experience, excellent production and creative skills plus proven writing ability. Position also demands excellent organizational and planning background. Call or write Jack Connors, VP/GM, WICS-TV, 2680 East Cook, Springfield, IL 217-753-5635. EOE.

**General sales manager** - KAAL-TV, Austin-Rochester-Mason City market seeks experienced sales leader. Local sales background required, responsible for total sales effort. Outstanding growth opportunity with salary, bonus and full benefits. Send resume and salary requirements to Clark Cipra, General Manager, KAAL-TV, Box 577, Austin, MN 55912. EOE.

**Local Sales Manager** - w/GSM potential for aggressive No. 3 affiliate in 3 station market. Must have sales management experience and be strong in sales development, recruiting and inventory mgmt. Indy experience a plus. Midwest 125+ market size. Box N-1.

**Program Director.** Pacific Northwest TV station seeks individual with proven management, budgeting, organizational and problem solving skills to direct program department. Demonstrated expertise in production of local programming and college degree required. Send resume to General Manager, KGW TV, 1501 SW Jefferson, Portland, OR 97201. An Equal Opportunity Employer M/F/H.

**Independent TV station expanding** to Albuquerque NM accepting applications for all positions. Send resume to Personnel Dept., P.O. Box 580, Santa Fe, NM 87504. (Positions avail. immediate). EOE.

**WPBF-TV, West Palm Beach, Florida** - Presently recruiting to fill all positions for new station; Business manager, chief engineer, promotion manager, production manager and all operating personnel. Please send resume to Personnel Director, WPBF-TV, 3970 RCA Blvd., Suite 7007, Palm Beach Gardens, FL 33410. No phone calls. EOE.

**Sales manager** - #1 Indy, top 100 Midwest market seeks experienced manager. Local/regional emphasis. Reply in confidence. Box N-6. EOE.

**General sales manager** for group owned power house affiliate. Mid-sized sunbelt market. Must know national sales and be a creative ace in local sales development. Minimum 5 years management experience preferred. Only the best should apply. Compensation meets job requirements. Send resume to Human Resource Director, Box N-12. EOE.

**KUTP Phoenix**, a member of the Chris-Craft/United Television Group, is seeking a promotion manager. Applicant must have 4 or more years of experience in promotion, preferably at an independent station. Comprehensive knowledge of promoting TV in print, radio and on-air is a must. Good people skills with prior management experience preferred. Salary negotiable based on experience. Company offers excellent benefit package. Contact Robyn Burhans, 4630 S. 33rd St., Phoenix, AZ 85040. 602-268-4500. EOE.

**General sales manager:** Top 100 market, Midwest. UHF independent. On low channel local and area cables. Equity available. Need motivated, experienced person. Send resume. Box N-16. EOE.

**Promotion manager:** Very solid ABC affiliate in Southeast is seeking an individual with experience. Must be both creative and well organized with strong background in TV production, writing and media buying. Very good salary and benefits package with top group. Send resume to: Box N-18. EOE/MF/drug screened.

**General manager** for strong network affiliate in upper Midwest. This position calls for a hands-on broadcaster with experience in all facets of station management. Good salary and benefits with an aggressive group owner. Please send resume to Box N-21. EOE.

**General sales manager:** For prestigious #1 NBC affiliate KYTV in Springfield, MO. Must be able to market top rated station, not sell spots. Rate-leader philosophy a must. We need a team player, teacher and motivator. Resumes to VP/GM, Stan Pederson, KYTV, Box 3500, Springfield, MO 65808. EOE.

**General sales manager WDBD-TV 40** Jackson, Mississippi's only Indy seeks experienced sales leader. Success with local & national sales required. Great growth opportunity, with salary commensurate, and full benefits. Resume to Sam McLeod, G.M., WDBD-TV 40, P.O. Box 10888, Jackson, MS 39209. 601-922-1234. EOE.

### HELP WANTED SALES

**Account executive** for expanding Midwest ABC affiliate. We are seeking experienced reps who know how to close. Minimum of two years local and agency experience required. Salary, commission, car allowance. Send resume to Emery McCullough, GSM, WSIL-TV, 21 West Poplar, Harrisburg, IL 62946. EOE.

**High motivated, experienced UHF** Independent TV sales. Great potential in a community oriented station. #80 market. Send resume and picture to Mrs. Bennis, Box 4285, Cleveland, TN 37320. EOE.

**Local sales manager** for strong affiliate in mid-sized sunbelt market. Group owned. Minimum 3 years experience preferred. Applicants must be exceptionally skilled and creative at increasing budgets of existing accounts and creating new ones. Compensation commensurate with experience and skill. Send resume to Human Resource Director, Box N-12. EOE.

**Sales Thoroughbred, born to sell...** Sales/marketing self-starter to grow with our new LPTV broadcast network. We see a unique driven individual who wants to build his/her career unabated by bureaucracy and upside limits. If you are prepared to start at a reasonable salary and build your income as you build our advertising revenues...contact us today. Contacts in advertising and TV sales desired but not necessary. Send resumes and salary requirements: Chairman, Channel America, 24 West 57th Street, New York, NY 10019. EOE.

**Sales account executive** for an aggressive Independent TV station in a strong market. Work where creative ideas and initiative are rewarded and individual sales methods are supported. The right candidate must be aggressive, creative and knowledgeable. Send resume to: Tom Forst, WHCT-TV18, 18 Garden Street, Hartford, CT 06105. EOE.

**Growth company seeks** highly motivated, experienced TV sales representative to sell proven marketing systems to TV stations. Draw against commission. Earning potential 60K+. Resumes to Michele Roberts, Broadcast Resource Group, 210 25th Ave. N., Suite 818, Nashville, TN 37203.

**Account executive:** Midwest affiliate seeks A/E with 1-2 years of street experience. Must be a closer. Send resume to S. Wilber, P.O. Box 2229, Topeka, KS 66601. EOE.

### HELP WANTED TECHNICAL

**Florida Indy** seeks experienced TX/studio engineer. Harris UHF, Sony 1", Betacart, G.V., ADO, Chyron, FCC general and/or SBE cert. Benefits, 401/K. Group owned. Resume to WAWS-TV, Chief Engineer, P.O. Box 17900, Jacksonville, FL 32216. EOE.

**Broadcast maintenance engineer** needed for television and translator maintenance with a progressive Midwest CBS affiliate. Position allows much freedom for the individual to institute and oversee system maintenance. Excellent benefits and working conditions. Salary commensurate with experience. EOE. Box M-50.

**TV maintenance engineer**, 4-5 years experience with strong digital background and edit suite maintenance. Contact George Murray, Trinity Broadcasting 714-665-2147. EOE.

**Television maintenance engineer:** KPTM-TV 42 is currently accepting applications for an experienced broadcast maintenance engineer. Prefer three years of experience in maintenance of broadcast studio/transmitter. Seeking top-notch individual for our state-of-the-art facility. Send resume to: Chief Engineer, KPTM-TV 42, 4625 Farnam St., Omaha, NE 68132. Equal opportunity employer, M/F/H.

**TV broadcast maintenance engineer:** Must have FCC General Class license and at least three years experience in TV studio equipment maintenance. Should be familiar with cameras, 1 inch videotape, and 3/4 inch ENG equipment. Some transmitter and microwave experience a plus. Submit resume and salary requirements to: James Brodsky, KSBY-TV, 467 Hill St., San Luis Obispo, CA 93449. EOE.

**Top Phila. post production facility** with 5 suites, tops in equipment & staff needs hands-on CE. Experience with editing systems (CMX, Paltex E), film to tape color correction systems, Sony 1100A/2000/BVW-40, HL-79EA, ADO, Chyron IV's, Paint Box, and PC based systems desired. Must be knowledgeable in digital and TV technology. Excellent salary/benefits pkg. Contact Dave Culver, GM, 215-568-4134. EOE.

**Small market television station** in the Southwest is seeking a chief engineer. Salary commensurate with experience. Send resume to Box N-4. EOE.

**Electronic maintenance technician:** First-rate, experienced technician, capable of caring for wide range of modern equipment in a large network affiliate. Solid technical background. Heavy experience in most of the microwave and transmission equipment, quad and helical VTR; audio mixing and recording equipment; digital systems; electronic news gathering, etc. FCC General License required. Qualified applicants, send resume to Jack Barnes, KOMO Television, 100 Fourth Avenue North, Seattle, WA 98109. EOE.

**Transmitter supervisor.** Top 10 market UHF Harris transmitter, contact Jim Lange, Chief Engineer, 12276 Wilkins Avenue, Rockville, MD 20852. EOE.

**Field operations engineer and systems engineer.** Manufacturer of high power TV transmitter systems has openings for experienced engineers in field operations and systems engineering departments. 50% travel required in field operations. Send resumes and salary requirements to: P.O. Box 229, Southwick, MA 01077. Attn: V.P., Engineering. EOE.

**Technician to coordinate,** implement, and supervise post production projects. Knowledge of VHS, U-matic, and one inch editing formats required. Chyron IV and A/V experience desired. B.A. required. Salary range: \$22,188-\$29,901. Tenure track. February 1 start. Send resume by Oct. 15th to: Dr. Robert C. Williams, Chair, Department of TV/Radio, Brooklyn College, Brooklyn, NY 11210. An AA/EO employer M/F.

**Engineering manager** - Administers TV operations and maintenance activities. Coordinates with production and programming departments. Reports to Director of Engineering. Bachelor's degree in communications engineering and one year experience in the maintenance, design, operation or construction of technical broadcasting equipment highly desired. Alternate qualifications available. Experience in supervision and project planning preferred. Salary \$21,119 - \$35,058. Resume to: Central Employment, 4th Floor, Stadium, University of Florida, Gainesville, FL 32611 by 10/17/88. Must refer to ID# 20493. EEO/AEE.

**Director of engineering,** chief engineer, KENS-TV CBS, San Antonio, Texas. Truly one of the jewels of the television industry. KENS-TV is seeking an experienced, top-flight professional engineering manager to lead us into the next decade. We are looking for someone who wants to be an integral part of the management team and share in the decision-making process. We want someone who is a people person, who will bring out the very best in our veteran staff, motivate them, listen to them, help develop us. We have all the bells and whistles, but we need to begin the transition into the 90's with a real strong player with vision. Please send your replies to: Michael J. Conly, President and General Manager, KENS-TV, P.O. Box TV5, San Antonio, TX 78299. A Harte-Hanks Company. An Equal Opportunity Employer.

#### HELP WANTED NEWS

**Kiplinger Fellowships.** Broadcast journalists with three or more years fulltime experience are invited to apply to Kiplinger Midcareer Program in Public Affairs Reporting at Ohio State University. Yearlong program, beginning Sept. 20, 1989, leads to master's degree. Fellows produce news documentaries for air. Reporting trip to Washington included. The ten appointed receive full tuition plus monthly living stipends. Selection is competitive. Write or call Prof. John Wicklein, Director, Kiplinger Program, School of Journalism, OSU, 242 West 18th Ave., Columbus, OH 43210, 614-292-2607; 292-6291.

**Co-anchor/reporter:** Midwest NBC affiliate needs creative, upbeat talent to join male anchor weeknights 6 and 10. Resume and aircheck to Jack Keefe, WICD-TV, Box 3750, Champaign, IL 61821. EOE, M/F.

**TV news producer:** Top 50 CBS affiliate seeks hard working news junkie with good writing and production skills. Excellent opportunity with growing news team. Immediate opening. Resumes and salary history to: H. Broome, WBMG-TV, 2075 Golden Crest Dr., Birmingham, AL 35209. EOE.

**Anchor—Midwest ABC affiliate** looking for strong anchor/producer, with reporting background and exceptional writing skills. If you can talk to people, and not at a camera, you're the person. Send resume and tape to Dennis Horton, News Director, WREX-TV, P.O. Box 530, Rockford, IL 61105. EOE, M/F.

**News director:** Top 50 market - highly motivated, aggressive, competitive individual with strong leadership and organizational skills. Ability to organize and staff a 45 person news department. Send detailed resume of experience and salary requirements. Please reply in confidence to Box M-62.

**Feature reporter** for exciting recreational mecca! Send non-returnable VHS samples. No goldfish-swallowers or alligator-wrestlers, please. P.O. Box 227607, Tampa, FL 33622-2607. EOE.

**Television weatherman and/or woman** wanted immediately. Send tape & resume to P.O. Box 2220, Florence, AL 35630. EOE.

**Talk/variety director:** We are looking for a director to handle all production aspects of this top-rated, "Hour" type show. Must be able to handle crew scheduling, remote planning and execution, and be a real leader to the production team. Experience in doing this type of talk/variety show is a must. If you are ready for a challenge that also has lots of rewards, send resumes to Box M-64.

**Group-owned, ABC affiliate** needs news director for aggressive, news oriented station in medium Midwest market. Excellent growth potential for the right person. Salary commensurate with experience. EOE. Send resume immediately to Bill Acker, KODE-TV, P.O. Box 46, Joplin, MO 64802.

**Reporter:** Hard working reporter sought for one of nation's top local cable TV news departments. 1-2 years on camera experience. Editing a plus. Please send resume with salary requirements and a demo tape to: Media General Cable of Fairfax, 14650 Lee Road, Chantilly, VA 22021, EOE.

**Small Texas market CBS affiliate** seeks 6 & 10 PM co-anchor to complement a male dominated news team. Applicant should possess a college degree and have at least 3 years experience as a reporter and/or anchor with strong writing and presentation skills. Send tape and resume to: News Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

**Weeknight news anchors.** Dynamic communicators for beautiful Western top 100 award winning news leader. Minimum 2 years anchor experience. Resumes only to Box N-5.

**Director for news** at top 75 Southeast network affiliate. Fast paced newscasts require experienced director who can switch and direct. Must have strong leadership capabilities and actively contribute to aggressive news product. Will supervise crew, produce commercials, program and promotional projects. Computer editing experience a plus. No beginners. Send resume and salary requirements to Box N-10. EOE.

**WTOV TV is searching** for a hard working newscaster to team up with our female anchor. Prior anchor experience preferred. Strong writing, producing and reporting skills a must. Non-returnable tape and resume to: Bob Palmer, WTOV TV, Box 9999, Steubenville, OH 43952. No phone calls. EOE.

**Field producer.** Extensive travel from East Coast base required to produce 3-minute stories with high impact for national broadcast. First-rate organization, writing and production skills a must but weekly deadline also demands continuous flow of new story ideas. Topics might include scams, injustices, corporate/government misdeeds, even just "can-you-believe this?" stories with investigative flavor to close tabloid-style program. Resume and cover letter including your story ideas: Box N-23. EOE.

**Special projects producer:** WCPO-TV in Cincinnati needs an experienced series/segment producer for its newly formed special projects unit. Candidates must be creative with sharp writing and story telling skills. Tapes and resumes to: Jack Cahalan, WCPO-TV, 500 Central Ave., Cincinnati, OH 45202. EOE.

**Weekend anchor/reporter.** Midwestern #1 affiliate looking for dedication, personality and love for community involvement. Absolutely no rookies. Box N-22. EOE.

**Meteorologist. Weekday mornings.** State of the art equipment in great weather market. Tape/resume to Dave Oliver, KFDA-TV, Box 1400, Amarillo, TX 79189. EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Graphic artist** - small market Mid-Atlantic TV station needs graphic artist to operate 3-D Picturmaker (Cubicomp/Ampex). No beginners, please. Experience with ADO/ESS a plus. Send resume Box M-39. EOE, M/F.

**KMPH-TV 26,** one of America's premier independent stations, is now accepting applications for an aggressive and creative promotion director. Must be experienced in budgeting, supervising department personnel, print and radio advertising and creating on-air promotion campaigns. Requires working knowledge of video production. Independent station experience a plus. Send resume and tapes to: LeBon G. Abercrombie, Vice President/General Manager, KMPH-TV 26, 5111 E. McKinley Ave., Fresno, CA 93727. Applications will be accepted until 9/30/88. An EOE, M/F/H.

**Videographer/editor** for America's highest rated PM Magazine. Requires high proficiency at shooting and editing 3/4" tape. Also must demonstrate effective use of lighting, music, and special video effects on feature stories. No beginners. Tape and resume to: Lou Green, WIS-TV, P.O. Box 367, Columbia, SC 29202. EOE.

**Commercial production assistant:** Seeking a highly creative, experienced person to assist in the production of local commercials. Must have knowledge of EFP equipment, copywriting, audio and editing 3/4" videotape. Send resume and demo reel to: Commercial Production Supervisor, US Cablevision, Corner of Middlebush Rd. & Old Route 9, Wappingers Falls, NY 12590. We are an equal opportunity employer.

**Videotape editor.** Full service post-production company seeks fulltime post editor. CMX 3600, ADO, A-62, VPR-3, Computer graphics experience helpful. Resume to: Scene Three, 1813 Eighth Ave. South, Nashville, TN 37203, Attn: Mike Arnold. 615-385-2820. EOE.

**Computer editor:** Looking for highly motivated, technically oriented editor for Ampex suite. Must be experienced with ACE editor, ADO, A/V switcher, VPR 6's. Franklin Video, Inc., 1300 St. Mary's Street, Suite 205, Raleigh, NC 27605. 919-833-8888. EOE.

**Editor/on-line.** Creative, hard-working, on-line editor needed to head progressive commercial post-production operations for local station. A take-charge person experienced with Ampex 4100 switcher, ACE editing/VPR 80's, Harris ESS, Dubnet CG and Ampex ADO. Knowledge of Ampex 3-D Picturmaker a plus. Resume & tape to John Cannon, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE, M/F.

**Chicago on-line editor.** Here's a great opportunity to work with great bunch of people in this major post-production community. We need an experienced editor in our Sony 1" (and Betacam SP and 3/4") edit suite. Prior experience with the following counts a lot: Grass Valley edit controller and switcher, Abekas A62, Ampex ADO, and Chyron Super-Scribe. Excellent compensation package and opportunities for the right forward-looking, client oriented individual. Send resume and salary requirements in confidence to: Neal Kesler, Edit Express, 727 N. Hudson, Chicago, IL 60610. EOE.

**Are you ready for Chicago?** Experienced multicam location engineer opening with one of Chicago's leading production houses. Must love production and be technically deep. Send resume to Lee Carter, Renaissance Video Corp., 130 South Jefferson St., Chicago, IL 60606. EOE.

**Senior producer/director** - Seeking an experienced video producer to write, direct and produce educational and promotional programs. Excellent retirement and benefit program. Minimum requirements: B.S. degree in TV production or related field, plus three years experience in commercial or educational television. November 3 deadline or until the position is filled. Applicants should send resume, resume video tape, and three letters of reference to: David Hutto, Director, P.O. Box 6101, University Television Center, Mississippi State University, Mississippi State, MS 39762. An AA/EO employer.

**TV broadcast specialist** - Seeking an experienced on camera talent, writer, producer to produce spots, features, and promotional programs. Excellent retirement and benefit program. Minimum requirements: three years experience in writing, reporting, and performing on camera plus a B.S. degree in broadcast journalism or related field. November 3 deadline or until position is filled. Applicants should send resume, resume video tape, and three letters of reference to: David Hutto, Director, P.O. Box 6101, University Television Center, Mississippi State University, Mississippi State, MS 39762. An AA/EO employer.

**Electronic graphic artist:** Experienced, creative, quality minded person needed to operate Vidifont V graphic system with paint for a Midwest commercial television station/production house. Send resume and salary history to Box N-14. EOE.

**Weekend producer:** KTBC-TV, Austin, Texas, the market's news leader, is looking for a weekend news producer. We want a true team player with good news judgement, good writing skills and good leadership qualities. Highly motivated, self-starters only. We want someone with the heart of a champion. Send resumes, tapes and writing samples to: Tim G. Gardner, News Director, KTBC-TV, P.O. Box 2223, Austin, TX 78768. No phone calls. Deadline is October 7th, 1988. EOE.

**Traffic manager needed** for new independent television station in Orlando, Florida - 25th market in the country. Seeking highly skilled self-starting individual. Columbine experience preferred. Ground floor opportunity for motivated individual wishing to move up. \$18K to start. Call Cinda Parker, Business Manager, WKCF-TV at 407-628-4043. EOE.

**Production manager.** Require strong commercial, program, and news production background. Two years experience as production or commercial manager or equivalent. Send resume by November 1, 1988, to Personnel Director, WHOI-TV, 500 N. Stewart St., Creve Coeur, IL 61611. EOE.

**Host/field producer:** Innovative minority affairs program airing in the Number 1 and 4 markets needs a seasoned journalist to host the series and produce top-quality field pieces. 2-3 years experience researching, writing, editing, producing and appearing in field places required. Two years' anchoring or hosting experience, undergraduate degree and strong commitment to minority-related issues required. Rush resume and tape to Damon Williams, Producer, NJN, 1573 Parkside Ave., CN 777, Trenton, NJ 08625. EOE/MF.

**Producer:** Applications are being accepted for a full time producer to produce our nightly newscasts. Writing and editing skills a must. Degree and experience preferred. Send tape and resume to Bob Totten, KTKA-TV, PO Box 2229, Topeka, KS 66601. EOE.

#### SITUATIONS WANTED TECHNICAL

**Engineer, seeking fresh opportunity.** Eleven years experience. Construction, maintenance. Audio/video/high power RF/microwave. Supervisory experience. Call Jim 703-434-5926.

**Technical EIC/video engineer:** 15 years experience including major television network and nationwide mobile production facilities. FCC license/SBE senior television certified. For resume and information: 412-264-4756.

**Seasoned newcomer** (Producer of Incountrymen). Dedicated, sober, reliable, seeking (field/studio) technician's career. John C. Crutcher, 7112 6th Avenue North, St. Petersburg, FL 33710. Talk to me! PM 813—343-3765.

#### SITUATIONS WANTED NEWS

**Meteorologist loves weather!** AMS seal. 10 years TV. Accurate, personable, award winner. Seeks final destination Northeast. Size unimportant. 415—381-4320.

**Photojournalist/producer** with ten years experience seeks position on magazine show, investigative unit, or special projects. Call Bobby 512—697-0092.

**Pittsburgh Police** - are kicking Jerry Strothers out of town after his recent report on speed traps. Strothers seeks broadcast operation that will utilize his digital production and award-winning promotion skills. CNN NewsHound, copywriter, energetic reporter. 412—244-8872.

**Meteorologist with experience**, enthusiasm and credibility. Compare: BS meteorology. Twenty-four years of weather experience. Two years on live weekly local cable access program. Top graduate of broadcasting school. I'm anxious to add credence and personality to your news. Call Dcn 617—275-3608.

**Experienced TV host**. 4 years daily, live music/entertainment show in Philadelphia. Many interviews, remotes. Looking for feature/entertainment reporting, PM magazine, talk, weather personality. Bill O'Brien. 215—889-0982.

#### SITUATIONS WANTED PROGRAMMING PRODUCTION & OTHERS

**Advertising & promotion**. Media marketing professional (print/radio/video/special events) seeks challenge in competitive market. Call Wilson. 714—776-2340.

**Young, enthusiastic woman**. B.S. in Journalism. TV experience. Strong desire to enter TV/radio industry. Programming, research, PR, broadcast, sales, promotions, or other. Willing to relocate. Call Allison. 619—484-6746.

#### CONSULTANTS

**Executive search, TV, Radio and Cable**. General managers, sales managers recruited confidentially. Corporate and individual inquiries invited. George Pontie, VP, Executive Recruiter, Bornholdt Shivas & Friends, 295 Madison Avenue, Suite 1206, New York, NY 10017. Tel: 212—557-5252. Fax: 212—557-5704. EOE.

#### MISCELLANEOUS

**Seeking a partner** to invest in a TV station in Puerto Rico. Write to Box M-36.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Instructor/assistant professor** (tenure track) Mass Communication beginning 9-1-89. Teach variety of undergraduate courses in radio/TV production, communication law, news/editorial. Masters, experience required; Ph.D. preferred. Send letter, vitae, transcripts to Dr. Patricia Jefferson, University of Indianapolis, 1400 E. Hanna Avenue, Indianapolis, IN 46227.

**Graduate assistantships**, Cornell University. Tuition waiver and \$3400/semester. Teaching assistant stipend in unique Master of Professional Studies program emphasizing communication planning and strategy. Assist undergraduate courses in writing, media production, visual design, research and theory. Write: MPS Program, Communication, Roberts Hall, Cornell University, Ithaca, NY 14853. EOE.

**Colonial School District** located in Plymouth Meeting, PA, a suburb of Philadelphia, is looking for an individual to supervise television operations and teach high school student TV production. Must be certified to teach in the state of Pennsylvania. The position is a tenured 12 month position. Starting salary \$37,000 - \$40,000. Deadline for application September 30. Resumes to 230 Flourtown Rd., Plymouth Meeting, PA 19462. EOE.

**Mass communication**. Video production position in radio/TV option of mass communication department. Primary responsibility to teach introductory and advanced courses in corporate television. Experience in video production essential. Background in advertising or in business or industrial setting very beneficial. Terminal degree in mass communication preferred or Master's with significant professional experience. Assistant/associate professor, tenure track. Salary competitive depending on education and experience. Send letter of application, resume, and three letters of recommendation by November 1, to: Dr. R. Ferrell Ervin, Chair, Dept. of Mass Communication, Southeast Missouri State University, One University Plaza, Cape Girardeau, MO 63701. Southeast Missouri State is a regional, multi-purpose institution enrolling more than 8,000 students. Cape Girardeau is a community of 35,000, located on the Mississippi River, 120 miles south of St. Louis. Southeast Missouri State University is an equal opportunity/affirmative action employer.

**Communication faculty, SUNY Plattsburgh** seeks applicants for two tenure-track positions beginning the 1989-90 academic year. Rank and salary are negotiable based upon qualifications and experience. MASS COMMUNICATION - Instructor/Assistant Professor of Audio/Radio Writing and Production. Duties will include teaching basic and advanced courses in audio production and a course in writing for electronic media. The position also involves the supervision of a 10 Watt campus radio station, the advisement of program majors, supervision of radio-related interns and active participation in department governance. Qualifications: A Master's Degree in mass communication or broadcast journalism required, but an appropriate Ph.D. is preferred. Teaching and/or experience in media/facilities management, television/news production, and broadcast news writing is desirable but not absolutely required. Three or more years experience in the broadcast industry is considered highly desirable. Application deadline is November 14, 1988; however applications will be accepted until position is filled. PUBLIC SPEAKING - Assistant/Associate Professor of Communication. Duties include teaching the basic course in Speech Communication (Public Speaking) as well as courses in two or more of the following areas: Communication Theory, Rhetorical Theory/Criticism, small group communication, oral interpretation, classroom communication, and/or argumentation. Also includes student advisement and departmental committee responsibilities. Qualifications: A Ph.D. in Communication is required. Full time experience in college teaching and a record of scholarship/publication are considered desirable. An interest in assisting the direction of an active forensic program is desirable. Application deadline is November 30, 1988; however applications will be accepted until position is filled. Send letter of application, resume, and three current letters of reference to: Chair, Search Committee c/o Office of Personnel/Affirmative Action, SUNY Plattsburgh, Box 1564-50 (Mass Communication) or Box 1566-53 (Public Speaking), Plattsburgh, NY 12901. SUNY Plattsburgh is an equal opportunity employer and individuals with an understanding of and sensitivity to minority and gender concerns are encouraged to apply.

**Broadcast journalist**: Broadcast journalist with expertise in writing, reporting, and ENG/production sought for faculty position beginning August, 1989. Master's degree and professional experience required; performance ability also desirable. Salary and rank commensurate with education and experience. Review of applications will begin November 10, 1988, and remain open until position is filled. Send application letter, vita, and names of at least three references to: Office of Academic Affairs, Broadcast Journalist Search, Western Kentucky University, Bowling Green, KY 42101. Women and minorities are encouraged to apply. Western Kentucky University is an Affirmative Action Equal Opportunity Employer.

### HELP WANTED MANAGEMENT

**Entry level position** with talent representative available for ambitious self starter with extensive knowledge of sports and familiarity with television broadcasting. Send resume to: 421 Seventh Avenue, Suite 1410, New York, NY 10001. EOE.

**Financial analyst** - Broadcast Investment Analysts is seeking a financial analyst with knowledge of broadcasting and/or communications industry preferred. Position requires an articulate person to interact with clients, strong research and computer skills (Lotus 123, WordPerfect, and dBase a plus). Send resume and salary requirements in confidence to: Frank Higney, BIA, Box 17307, Washington, DC 20041 or call 703—478-5880. EOE.

### SITUATIONS WANTED MISCELLANEOUS

**Composer seeks position** scoring original music for video, audio, theatrical/industrial productions. Paul Nahay 301—270-1095.

**Attention media brokers!** Dynamic personality with radio, TV and cable experience. Seeking opportunity as a media broker trainee, consultant. Solid communicator, organizational and research skills. Team player. Will relocate. Phil Horabik, 6 Lamont Avenue, Cambridge, MA 02138. 617—423-6727.

### EMPLOYMENT SERVICES

**Airlines now hiring**. Flight attendants, travel agents, mechanics, customer service. Listings. Salaries to \$105K. Entry level positions. Call 1—805—687-6000 Ext. A-7833.

**Be on TV**. Many needed for commercials. Casting info. 1-805—687-6000 Ext. TV-7833.

**Airline jobs** \$12,000 - \$100,000/yr. Flight attendants; most other positions. Job info/listings. 1-515—683-4000 Ext. BY-7833.

**Promotion/creative services/marketing professionals** Our clients continually need referrals for top-notch promotion and marketing openings at local stations. Many times we know of openings before they go public. If you are a promotion director, art director, or writer/producer considering new opportunities, send us a resume. You'll be in the industry's premiere referral service. Frank N. Magid Associates, Creative Services Division, One Research Center, Marion, Iowa 52302. EOE.

**Primo Newservice needs specialists**. ....investigative, consumer, medical and feature reporters. Send tapes and resume to Steve Porricelli or Fred Landau, Box 116. Old Greenwich, CT 06870-0116. 203—637-3653.

**Beginners only**: Trying to get that first job in news, sports or weather? We represent beginners only. Send letter to First Associates, P.O. Box 90122, Indianapolis, IN 46290.

### EDUCATIONAL SERVICES

**On-air training**: For TV reporters. Polish anchoring, stand-ups, interviewing, writing. Teleprompter. Learn from former ABC Network News correspondent/New York local reporter. Demo tapes. Private coaching. Group Workshop Nov. 13. 212—921-0774. Eckhart Special Productions (ESP).

### BUSINESS OPPORTUNITIES

**Small business administration sealed bid sale**. Invitation to bid for complete Class A FM radio station package including RF and studio. Obtain a bidding form and complete list of equipment along with a statement of terms and conditions by October 14, 1988, from the Omaha District Office of the U.S. Small Business Administration, 11145 Mill Valley Rd., Omaha, NE 68154, or telephone 402—221-3626. James C. Johnson.

### MISCELLANEOUS

**Gannett Foundation Prize** and Summer Sabbaticals to be awarded for administrative excellence in journalism/mass communication education. To recognize and encourage excellence in the educational administration of journalism and mass communication programs at colleges and universities, the Gannett Foundation has newly established - A \$5,000 prize and medal for distinguished achievement in educational administration, accompanied by a matching award to the recipient's home institution - One or more fully-financed summer sabbaticals to provide for an uninterrupted period for reflection, intellectual nourishment and innovation. These two awards to recognize and foster intellectual, academic and professional leadership will be administered by the Association of Schools of Journalism and Mass Communication, the organization of journalism and mass communication administrators with more than 170 member schools. The prize and medal will be awarded periodically as warranted. The sabbaticals will be awarded annually for periods of one to three months. Only ASJMC administrators (from either accredited or non-accredited schools) are eligible. Selection will be made by a panel of distinguished judges chosen from the media and higher education. For the \$5,000 prize and medal for distinguished administrative leadership, nomination packets should include a statement by the nominator; a detailed resume describing a long record of administrative achievement; letters of support and compelling evidence from faculty members, students, alumni, university administrators and professionals. For the summer sabbaticals, the documentation for nominations and applications must include a vita and evidence of at least five years of noteworthy administrative leadership; a record of breadth in the field of communication; evidence of a range of administrative skills and potential for growth; a description of a full-time sabbatical project, including a plan to evaluate and share the results; a budget covering salary travel expenses, relocation and staff help; and a letter of support from the administrator to whom the nominee reports and from the chief executive officer of the campus. The idea for these awards grew from a speech by Gerald M. Sass, vice-president of the Gannett Foundation upon his receipt of ASJMC's Distinguished Service Award in 1987. Nominations for the prize and medal and applications for the sabbaticals should be sent no later than November 30, 1988, to: Professor Ed Lamberth, ASJMC President, c/o ASJMC Headquarters, 1621 College St., Columbia, SC 29208. Questions concerning the prize or sabbaticals can be answered by reaching Professor Lamberth at 314—882-4852 or by writing him at School of Journalism, University of Missouri, P.O. Box 838, Columbia, MO 65205.

**Demo tapes**: Update your television news demo tape or shoot a new one. Work with team of experienced professionals, led by former network correspondent. Eckhart Special Productions. 212—921-0774.

### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters**. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723-3331.

**Instant cash-best prices**. We buy TV transmitters, towers, and transmission line. Bill Kitchen, Quality Media, 303—665-3767

**1" videotape**. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301—845-8888

**LPTV transmitter wanted**, used or demo. 1000 watts and other equipment for new LPTV station. John 612—222-5555.



## FOR SALE EQUIPMENT

**AM and FM transmitter**, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856.

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**AM transmitters** \*\*CCA AM 10,000D (1970), Collins 820E (1978), \*\*Gates BC-5P (1962) \*\*Harris MW1A (1970), Harris BC-1H1, CSI T1A (1981), Bauer 707 (1970), Collins 20V3 (1968), \*\*McMartin BA 2.5K (1981), \*\*Transcom Corp. 215-884-0888, Telex 910-240-3856.

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**3/4" and 1" blank videotape**. Evaluated tape, broadcast quality guaranteed. Sample prices UCA/KCA-5 minutes, \$4.95 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 shipped and delivered free. Almost one million sold to professionals. For more info, call 1-800-238-4300; in Maryland, call 301-845-8888.

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## RADIO

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2025 M Street, NW  
Washington, DC 20036

EOE/AA

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### Help Wanted Programing Production & Others

#### ON-AIR PROMOTION ASSISTANT

NPR seeks a producer to assist with the production and distribution of all on-air promotion for the National Program Service. Excellent writing and production skills a must. Minimum qualifications are: Bachelors degree preferred with one year relevant experience. Demonstrated ability to edit and cut audio tape, do and direct basic audio mixing. Salary low twenties. Send cover letter, resume, 30 sec. promotion script, and five minute cassette tape which highlights your creative use of the medium and ability to promote news and/or arts and performance programs to:

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Personnel Department  
2025 M Street, NW  
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EOE

**VICE PRESIDENT FOR BROADCASTING**

This position has overall responsibility for the content and selection of programming appearing on MPR's two regional radio networks. Including the flagship stations of KSJN AM and KSJN FM in Minneapolis/Saint Paul for the "sound" of those networks and for the promotion of both systems. The position reports to the President and is a member of the Executive Management Staff of Minnesota Public Radio.

Essential qualifications: a strong sense of radio's communication potential; operational and technical understanding; interest in and knowledge of the arts (particularly classical music) and of news, information and journalism; ability to create and carry out long range plans; understanding of audience research and promotion; demonstration of a good intuitive sense for radio broadcasting; ambition and creativity. Senior management experience in radio broadcasting is desired.

Goals will be to improve the quality of the content and the presentation or "sound" of both services, and to increase the audience of both services.

Directly reporting to this position are the Network Manager for the Arts Service (KSJN FM), the Network Manager for the News and Information Service (KSJN AM), the Managing Director of the News and Information, and the Audience Research Director. The position is located at the Network Production Center in downtown Saint Paul, Minnesota.

This is a rare opportunity in the field of radio in a setting of the highest caliber. MPR is known for its high quality classical music and variety programming as well as its exceptional news and information programming.

**Network Manager:  
Arts and Performance Service**

This position is responsible for the programming appearing on MPR's Arts and Performance radio network, including KSJN FM in Minneapolis/Saint Paul and twelve additional FM stations serving Minnesota and the surrounding region. The position reports to the Vice President for Broadcasting.

Essential qualifications: an interest and background in classical music, the arts, and popular culture; an understanding of the radio medium; an ability to develop and manage a music broadcasting policy of broad audience interest; an ability to manage creative people; an understanding of audience research; an intuitive sense of radio's communication potential.

Goals will be to improve the image of the Arts and Performance Radio Network as an interesting companion to its listeners; to develop a creative, accessible, listenable schedule of programming; and to organize the staff of the Arts and Performance Network into a cohesive and coherent team. Reporting to this position will be the music programming staff, music announcers, hosts of special shows including The Morning Program, librarians, and producers.

This is an opportunity to work with a dedicated and talented staff in the finest radio broadcasting facility in the Upper Midwest, in an organization which has a firm commitment to the presentation of quality arts and performance radio programming in an accessible format.

**Network Manager:  
News and Information Service**

This position is responsible for the programming appearing on MPR's News and Information radio network, including KSJN AM in Minneapolis/Saint Paul and KNSR FM in Saint Cloud. Additional stations are planned to provide service to other areas of Minnesota and the surrounding region. The position reports to the Vice President for Broadcasting.

Essential qualifications: an interest and background in public policy, an understanding of the radio medium, including programming, operational and technical issues; experience in radio news reporting, production and presentation; an ability to develop and manage a programming policy concentrating on news and information programming, but including popular culture and arts, which has broad audience interest; an ability to manage creative people; an understanding of audience research, advertising and promotion.

Goals will be to improve the "sound" of the News and Information Network as an intelligent, listenable companion; and to organize the staff of the network into a cohesive and coherent team.

Reporting to this position will be the producers of the radio programs produced for MPR's News and Information radio network, including Morning Edition, Midday, Takeout, MPR Journal, Sound Money, Weekend, other hosts and announcers.

This is an opportunity to work with a dedicated, highly awarded staff in the finest radio broadcasting facility in the Upper Midwest, in an organization which has a firm commitment to the value of news and information radio programming.

**Managing Director  
of News and Information**

This position is responsible for the content of all news and information programming appearing on the two network services of Minnesota Public Radio, including KSJN AM and KSJN FM in Minneapolis/Saint Paul. The position reports to the Vice President for Broadcasting.

Essential qualifications: a familiarity with the Minnesota community and its leadership and a broad understanding of how it "works", the ability to take a thoughtful, long range perspective of news and public policy issues; skillful leadership necessary to shape the focus and content of MPR's news coverage; an understanding of the radio medium. Management experience in radio, television or newspaper journalism desirable.

Goals will be to improve the content of MPR's locally produced news and information programming by analyzing issues and by bringing a clear perspective to those issues; to improve the selection of news and information programming provided by outside sources, and to encourage the highest degree of integrity, accuracy and fairness in news reporting.

Directly reporting to this position would be the News Editor (who in turn is responsible for all reporters), and the producers of various public policy units.

This position would provide the successful applicant the opportunity to work with a dedicated staff in the finest radio broadcasting facility in the Upper Midwest, in an organization which has made a firm commitment to the value of news and information programming.

Please send a letter indicating position, summarizing your background and reasons for your interest in this position, along with your resume to:



**Personnel Director  
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# NEWS

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EOE

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## Public Notices

The Board of Directors of National Public Radio will meet in open session on Tuesday October 18, 1988, beginning at 1:00 p.m. in the Board Room of National Public Radio, 2025 M Street, N.W., Washington, D.C. Subject to amendment, the agenda includes: Election of Chairperson, Vice Chairperson, officers and appointment of committees. The committees will meet following the Board meeting at the same location. The Board will meet again on Wednesday, October 19, 1988, beginning at 8:45 a.m. Subject to amendment the agenda includes Chair's Report, President's Report, and committee reports.

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**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.

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Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

# Fates & Fortunes

## Media



Meltzer



Cirone

**Kim I. Meltzer**, VP, broadcasting, Price Communications Corp., New York, named VP, treasurer.

**Frank C. Cirone**, VP, treasurer and controller, Chase Communications Corp., Hartford, Conn., named VP, finance, MultiVision Cable TV Corp.

**Leonard P. Foreman**, senior VP, operations, Telemundo Group Inc., New York, named senior VP, operations and owned and operated stations. **W. Gary McBride**, VP, marketing and sales, Telemundo Group Inc., named senior VP, marketing and sales, with additional affiliate stations management duties.

**John D. Field**, VP, investments, American Television & Communications Corp., Englewood, Colo., joins United Artists Communications Inc., Denver, as VP, mergers and acquisitions.

**Steve Herman**, general sales manager, WCHS-TV Charleston, W.Va., named president and general manager, KDLT(TV) Mitchell, S.D.

**James R. Partridge**, director, human resources, Sammons Communications Inc., Dallas, named VP, human resources. **Alton C. Rye**, controller, Sammons Communications Inc., named VP, treasurer and controller.

**Dennis Thatcher**, general manager, WOIO(TV) Shaker Heights, Ohio, named VP and general manager.

**Richard Harker**, VP, general manager, Coleman Research, Raleigh, N.C., named general manager, WAQX-FM Manlius, N.Y.

**Jim Votaw**, VP, general manager, KIKF-FM Garden Grove, Calif., joins KMGX(FM) Fresno, Calif., in same capacity.

**Kevin McCarthy**, general sales manager, KLOS(FM) Los Angeles, named VP, general manager, KMGK(FM) Anoka, Minn.

**Dawn K. Sepe**, director, general accounting, Cox Cable Communications, Atlanta, named controller.

**Tom Livingston**, general manager, regional radio network, Louisiana State University, Shreveport, named general manager, non-commercial WETA-FM Washington.

**Kevin Metheny**, station manager, WFBC-AM-

FM Greenville, S.C., named general manager, WSOK(AM)-WAEV(FM) Savannah, Ga.

**Dan Reynolds**, business manager, WBRC-TV Birmingham, Ala., named business manager, WTSP-TV St. Petersburg, Fla.

**Sally J. Udd**, manager, accounting, Sun Country Cable, Pleasanton, Calif., named director, accounting. **Mary Chong**, staff accountant, Esprit de Corp, San Francisco, named staff accountant, Sun Country Cable, Pleasanton.

## Marketing



North

York.

**John Heise**, VP, director of sales, Petry National, New York, named senior VP, general sales manager. **Paul Morrissey**, VP, group sales manager, ravens sales team, named VP, director of sales.

**Matthew F. Jacobson**, director of sales, Midwest division, Buena Vista Television, Chicago, joins 20th Century Fox Television, television syndication, Chicago, as VP, Midwest sales.

**William C. Tauber**, executive VP, marketing and sales, Teleworld Inc., New York, named VP, marketing, Silent Network, Hollywood.

**Joseph A. Schlegal**, general sales manager, WECT(TV) Wilmington, N.C., named VP, regional sales, WWAY(TV) Wilmington.

**Martha Tapias**, account executive, Los Angeles sales office, Univision, named network manager there. **Hilary Dubin**, account executive, Los Angeles sales office, Univision, named sales manager, newly opened Newport Beach, Calif., sales office.

**Robert Heinzelman**, national sales manager, WANE-TV Fort Wayne, Ind., named general sales manager, WTOG-TV Savannah, Ga.

**Judy Soechtig**, local sales manager, WCZY-FM Detroit, named general sales manager.

**Michael J. Plumstead**, regional sales manager, WSKX(FM) Suffolk, Va., named general sales manager, WKZL(FM) Winston-Salem, N.C. **Alice C. Bangert**, senior account executive, WKZL(FM) named local sales manager.

**Tom Poole**, account executive, WIS-TV Columbia, S.C., named local sales manager, WITN-TV Greenville, N.C. **Shirley Wood-**

**Burts**, account executive, WCTI(TV) New Bern, N.C., named account executive, Jacksonville, N.C., bureau for WITN-TV.

**Greg J. Morris**, account executive, WIBC(AM) Indianapolis, named national sales manager, WIBC(AM)-WKLR(FM) Indianapolis.

**Ferris Kaplan**, director, acquisitions, Fries Entertainment, Los Angeles, named sales administration director, Buena Vista Home Video, Burbank, Calif.

**Micki McIntyre**, business manager and producer, WLW(AM) Cincinnati, named network sales manager, Overdrive Radio Network, Tuscaloosa, Ala.

**Denise Bucher**, media supervisor, DDB Needham Worldwide, Chicago, named associate media director.

**L. Keith Gregory**, VP, general manager, Cox Cable Cranston/Johnston Inc., R.I., named marketing operations manager, Cox Cable Hampton Roads Inc., Virginia Beach, Va.

**Beth Bodkin**, account executive, Teletrib Inc., media research analysis firm, New York, named manager, affiliate marketing, USA Network, New York.

**Jim Riley**, affiliate sales manager, Bravo Cable Network, Woodbury, N.Y., joins Movietime Channel Inc., New York, as affiliate sales manager, Central region, New York. **Nancy La Perla**, affiliate representative, Group W Satellite Communications, Stamford, Conn., joins Movietime Channel Inc., New York, as affiliate sales manager, Northeast region.

**Noreen Parker**, account executive, WGHP-TV High Point, N.C., named local sales manager. **Denise Joines**, account executive, WKFT(TV) Fayetteville, N.C., named account executive, WGHP-TV.

**David R. Callihan**, account executive, WQFL(FM) Rockford, Ill., named advertising manager, WZZD(AM) Philadelphia.

**Anne E. Cordts**, local account executive, WHAG-TV Hagerstown, Md., named national marketing specialist.

**Charmaine Miller**, account executive, WSKX(FM) Suffolk, Va., named regional sales manager.

**Randy Cox**, VP, sales, KZLR-FM Pine Bluff, Ark., named regional sales manager, Arkansas Radio Network, Little Rock.

**Michael Chico**, marketing manager, Blair Television, named director, new business, marketing department. **Walter Abel**, sales manager, Seltel Inc., New York, joins Blair Television, green sales team, New York, as account executive.

**Retta W. Dirksen**, director, affiliate relations, National Satellite Programming Network, Rosenberg, Tex., named sales representative.

**Kathy Akiyama**, account executive, KTTY(TV) San Diego, named account executive, Northwest Television Sales, regional television re-

representative firm, Seattle.

**Steven Dembo**, account executive, Emery Advertising, Hunt Valley, Md., named account executive, Eisner & Associates, advertising and communications firm, Baltimore.

**Lisa Coghlan**, assistant sales manager, John Blair Communications, New York, named account executive, WABC-TV New York.

**Shawn Harris**, local account executive, WRAL-TV Raleigh, N.C., named account executive, Harrington, Righter & Parsons Inc., Charlotte, N.C.

**Martha Daniel**, account executive, WBBM-FM Chicago, and **Kevin O'Malley**, account executive, WMAQ(AM) Chicago, named account executives, WNUA(FM) Chicago.

**Lisa Kollach**, receptionist, KIMT(TV) Mason City, Iowa, named traffic and sales assistant.

## Programming

**Richard Waltzer**, director, HBO Pictures, New York, named VP, HBO Pictures.

**Moirá Dunlevy**, VP, research, King World Productions Inc., Short Hills, N.J., named senior VP, corporate research and sales marketing.



Dunlevy



Waltzer

**Michael Healey**, film critic, *Los Angeles Daily News*, named director, movies and mini-series, Warner Bros. Television, Burbank, Calif.

**Ron Von Schimmelman**, production controller, Vista Organization, Los Angeles, joins MGM/UA Television Products, Culver City, Calif.

**Michael Binkow**, VP, director of corporate communications, Fox Inc., Los Angeles, named VP, special programming, Fox Broadcasting Co., Los Angeles. **Cynthia Lieberman**, associate director, creative services, television division, 20th Century Fox Film Corp., Los Angeles, named director, corporate communications, Fox Inc.



Mazza



Binkow

**Thomas Mazza**, VP, research, television group, Paramount Pictures Corp., Holly-

wood, Calif., named executive director, programming, network television division.

**Margo Raport**, director, international marketing, Lorimar Telepictures Corp., Los Angeles, named director, advertising, promotion and publicity, distribution operations, ITC Entertainment Group, Studio City, Calif.

**Tim Abhold**, VP, general manager, Northwest Mobile Television, production company, Seattle, named senior VP, general manager.

**Craig Smith**, program director, KGW-TV Portland, Ore., named program director, KING-TV Seattle.

**Margaret Shadburne**, creative services director, WAVE(TV) Louisville, Ky., named program and special projects director. **Bob Fulbright**, producer and director, WAVE, named creative services director.

**Cy Young**, program director, WQQK(FM) Hendersonville-WVOL(AM) Berry Hill, both Tenn., named program director, WWRB(FM) Franklin, Tenn.

**Mary Ellen Page**, associate producer, news department, noncommercial WILL-FM Urbana, Ill., named program assistant, American Public Radio, St. Paul, Minn.

**Bob Braunstein**, program director, WAVE(TV) San Diego, named producer, international programming, Cody/Leach Broadcast Architecture, production, research and consulting firm.

**Bailey L. Dwiggin**, operations and program manager, WTVR-TV Richmond, Va., named operations and program manager, WSET-TV Lynchburg, Va.

**Beth Bausman**, client service representative, WMBD-TV Peoria, Ill., named creative services writer and producer, WHOI(TV) Peoria. **Royer Baysinger**, director, weekend newscasts, WHOI(TV), named commercial director.

**Marie Gentile**, senior account executive, G.S. Schwartz & Co., New York, named director, advertising and promotion, West Glen Communications Inc., film and video production firm, New York.

**Linda Lieberman**, Southern regional sales manager, Blair Entertainment, New York, named account executive, Northeastern division, Republic Pictures Corp., New York.

**Keith Lasher**, production manager, WTVQ-TV Lexington, Ky., named producer and director, WGHP-TV, High Point, N.C.

**Victoria Lang**, talent coordinator, Music Fair Group, New York, named associate producer, WABC-TV New York.

## News and Public Affairs

**Paul Miller**, former correspondent, NBC News in Europe and Middle East, joins Washington bureau of *World Monitor*, as correspondent. *World Monitor* is nightly news program produced by *Christian Science Monitor* and shown on Discover Channel cable service.

**Larry Lyle**, former news director, WCIX(TV) Miami, joins WTOG-TV Savannah, Ga., as news director.

**Chris McDaniel**, assistant news director, WAFB-TV Baton Rouge, joins WITN-TV Wash-

ington, N.C., as news director. **Alan Covey**, Goldsboro, N.C., bureau chief, WITN-TV, named assignment editor and reporter.

**Brad Scott**, bureau manager, NTV Network, Lincoln and Grand Island, both Nebraska, joins KTHI-TV Fargo, N.D., as news director.

**Bud Broyles**, news photographer, WHOI(TV) Peoria, Ill., named assignment editor. **Jim Mattson**, part-time photographer, named full-time photographer and sports reporter.

**Bob Page**, sports director, WRIF(FM) Detroit, joins Madison Square Garden Network, New York, as anchor, *MSG SportsDesk*.

**George Knapp**, anchor and reporter, and **Paula Francis**, medical reporter, KLAS-TV Las Vegas, named co-anchors, 5 p.m. newscast.

**Kevin Westhues**, producer, KAKE-TV Wichita, Kan., joins WJXT(TV) Jacksonville, Fla., as morning news producer. **Mark Schwarz**, weekend sports anchor, KOTV(TV) Tulsa, Okla., joins WJXT as sports reporter and weekend sports anchor.

**Kirsten Lindquist**, anchor, KARE(TV) Minneapolis, joins KSTP-TV there as weekend anchor and reporter.

Appointments at WLBT(TV) Jackson, Miss.: **Darren Duarte**, reporter and producer, WUSA(TV) Washington, to reporter; **Cynthia Bowers**, anchor, WCBI-TV Columbus, Miss., to weekend anchor; **Eric Williamson**, WTVA(TV) Tupelo, Miss., to chief photographer and editor.

**Laura Ashley**, weather anchor, KTUU-TV Anchorage, joins KREM-TV Spokane, Wash., in same position.

**Monty Allen**, reporter, WOI-TV Ames, Iowa, joins KIMT(TV) Mason City, Iowa, as reporter and weekend weather anchor.

**Eric Thomas**, chief meteorologist, KNOE-TV Monroe, La., joins WBT(TV) Charlotte,



Tucci



O'Hara

NBC Media Relations appointed **Kathleen Mary Tucci** and **Michael O'Hara** to new posts. Tucci, named VP, talent relations and media services, West Coast, had been serving as VP, talent relations, since 1987. Tucci joined NBC promotion department in New York in 1969. She has held various positions, including manager of executive office administration, director of talent relations and creative services, and director, talent relations, West Coast, in 1984.

O'Hara, named VP, media relations, West Coast, had been serving as director, media relations, special programs, since 1987. He joined NBC press and publicity office in 1978 as writer, and was subsequently named press representative.

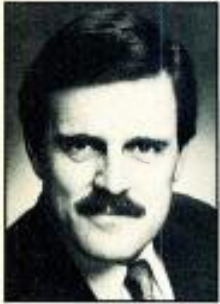
N.C., as weekend weatherman.

**Tom Hanrahan**, former city editor, *Kennebec (Maine) Journal*, joins WMTW-TV Poland Springs, Me., as news commentator.

**Jaimie Fall**, announcer, noncommercial KJTY(FM) Topeka, Kan., joins KTKA-TV there as weekend producer.

**Dennis Harrison**, former Philadelphia Eagle defensive end, joins WLAC(AM) Nashville as color commentator for Vanderbilt University football games.

## Technology



Landers

**William W. Landers**, director, entertainment and telesales, operations and technical services division, NBC, New York, named VP, engineering and operations, noncommercial KCET(TV) Los Angeles.

**Vince J. Hewitt**, VP, marketing support, Dataproducts Corp., Woodland Hills, Calif., named president, display products group, Conrac Corp., Duarte, Calif.

**Jeanne P. O'Grady**, independent consultant, New York, named VP, film acquisition, Home Dish Only Satellite Networks Inc.

**Jorge Silva**, director, audio, Times Square Studios, New York, named chief engineer.

**Egan Elledge**, free-lance technical member, Glendale Studios, Glendale, Calif., named unit manager, TV complex.

## PR and Promotion

**Nancy R. Glauberman**, director, corporate relations, Showtime Networks Inc., New York, named director of corporate and industry relations.

**Elien Kaplan**, management supervisor, Brouillard Communications, New York, named client services manager, Earle Palmer Brown Public Relations, Washington. **Jenny Hefferson**, senior account executive, Earle Palmer Brown, named client services manager, Washington.

**Diane R. Koch**, director, development, recreation and parks department, Columbus, Ohio, named manager, media relations and community affairs activities, Warner Cable Communications Inc., Columbus.

**Darlene K. Chan**, promotion manager, KUTP(TV) Phoenix, named promotion manager, WGBO-TV Joliet, Ill.

**Myles Mayfield**, writer, editor and producer, Financial News Network, Los Angeles, named promotions producer, Movietime Channel Inc., Hollywood, Calif.

## Allied Fields

Appointments at Arbitron Ratings, New York: **Scott Musgrave**, client service representative, Dallas, to account executive; **Mike Walsh**, client service representative, New York, to account executive; **John Petlicka**, graduate, St. John's University, New York, named client service representative.

Appointments at Vitt Media International, New York: **Steven Abramowitz**, **Thalia Arsen**, **Howell Cohen**, **Shelly Senzon** and **Michael Siegel**, all VP's to group VP's; **Steve Kuperberg**, **Kenny Veale** and **William White** all from associate VP's to VP's.



O'Toole

**John O'Toole**, executive VP, director, Washington office, American Association of Advertising Agencies, named president, chief executive officer.

**Adrian Meppen**, producer WCBS-TV New York, joins Brooklyn College of the City University of New

York, as director of broadcast journalism program.

**Robert C. Fordan**, assistant professor, Eastern Washington University, Spokane and news director, noncommercial KEWU-FM Cheney, Wash., joins Troy State University, Troy, Ala., as assistant professor of journalism.

**Lamar Marchese**, general manager, noncommercial KNPR(FM) Las Vegas, reelected chairman, Nevada Public Broadcasting Association and elected president, Rocky Mountain Public Radio (eight-state regional public radio trade group).

**Michael Garin**, member, office of president and board of directors, Lorimar Telepictures Corp., Los Angeles, joins Furman Selz Mager Dietz & Birney Inc., New York, investment banking firm, as senior managing director.

**John T.C. Yeh**, president, Integrated Micro-computer Systems Inc., Rockville, Md., named to board of directors, National Captioning Institute, Washington.

**Gene H. Walsh**, VP, media planning, NBC Productions, and **Murray Weissman**, principal, Murray Weissman & Associates, named co-chairs, public relations committee, Academy of Television Arts & Sciences, Burbank, Calif.



**Lewis E. D'Vorstin** has been named managing editor of Boston-based radio service *Business News Broadcasting*, where he has served as consultant since July. Positions

prior to BNB included Page One editor at *The Wall Street Journal*; senior editor in business at *Newsweek*; senior editor of the Business Day section at *The New York Times* and reporter with Associated Press-Dow Jones. He begins Jan. 2 with the new radio service, which is set to launch this fall.

**Jerry Atchley**, founder and president, KSSN(FM) Little Rock, has been selected general manager of year by Country Music Association.

## Deaths

**Edmund S. Long**, 92, former chairman of the board, Catawba Valley Broadcasting Co., general manager WHKY(AM)-WHKY-FM-WHKY-TV Hickory, N.C., died of apparent stroke, Sept. 19, at his home in Hickory. Long began his broadcast career in 1939 as chief engineer WSPA(AM) Spartanburg, S.C., where he built one of first vertical AM antennas in Southeast. He founded WHKY(AM) in 1940, eight years later he founded WHKY-FM. In 1968 he founded WHKY-TV. Long was general manager of all three stations from their inception until his retirement in 1982. He is survived by his wife, Roberta, one son and one daughter.

**Lester Lewis**, 75, producer and agent, died of cancer, Aug. 24, at Jacob Perlow Hospice of Beth Israel Medical Center in Manhattan. Lewis began his broadcasting career in 1937 when he co-produced various radio shows such as *Behind the Mike*, *Stroke of Fate* and *Horror Inc.* In 1947 he moved into television, producing such shows as *Birthday House*, *The Shari Lewis Show* and *Women on the Move*. In 1946 Lewis and his wife formed Lester Lewis Associates, New York talent agency, which still operates today. He is survived by his wife, Juliet.

**Jerry Schumacher**, 53, director of programming, noncommercial WNEO-TV Alliance-WEAO-TV Akron, Ohio, died of cancer, Sept. 6, at his home in Kent. Schumacher worked in radio and television for 27 years. He had been with WNEO-WEAO since 1981. Prior to that he had been assistant general manager and programmer, noncommercial WVIA-TV Scranton, Pa. for 13 years. He is survived by three sons.

**James Cathey**, 62, former station manager KVTV(TV) Laredo, Tex., died Aug. 2, at Methodist Medical Center in Dallas. Cause of death has not been determined. Cathey worked both on air and as manager of various stations in Texas, Louisiana and Georgia. He also worked at rep firm Busby, Finch, Lathom & Widman, Atlanta. Cathey retired from KVTV in 1984. He is survived by his wife, Gladys, and three daughters.

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## Charles Gibson finds his wake-up calling

After some 20 years in broadcast journalism, most of them in Washington, Charles Gibson is in the midst of a new phase of his career. Twenty months ago, the former ABC News correspondent—whose duties included following a presidential campaign and filling in occasionally as anchor on *Nightline*—traded the intricacies of Capitol Hill for a broad grasp of sports, politics, music, books and film, crossing the line from hard news to that anomaly called morning television. He no longer competes for a few minutes of air time each night. Instead, as co-host with Joan Lunden of Capital Cities/ABC's *Good Morning, America*, he has two hours each day in a job that, as he describes it, affords "no 'take two.'"

Gibson, 45, joined *GMA* in January 1987, replacing David Hartman, who had hosted the show since it began more than a decade before. Gibson, who had substituted occasionally for ABC's *World News This Morning* as well as in the *GMA* seat, emerged as a leading contender when Hartman announced he would leave the show. "In the final analysis, we really needed a newsman," says *GMA* executive producer Jack Reilly. Gibson was the obvious choice. In addition to being "a legitimate, strong interviewer," says Reilly, Gibson is also "a decent human being."

Lunden agrees, adding: He is "extremely bright" and has a good—"almost little boyish"—sense of humor. She says he is also "very tough on himself"—perhaps too tough: when he makes a mistake he "kicks himself around the block for the next half hour."

Born in Evanston, Ill., where youthful activities included hopping a fence or sneaking in as part of the band to watch Northwestern University football games, Charles and his family moved to Washington when he was 12. Although he expected to follow his grandfather's example and become a lawyer, Charles was drawn to TV journalism by his father, who "had always been a news junkie and he made me one. We used to sit and watch the news together every night and I grew up on Huntley and Brinkley."

When Gibson's college career at Princeton turned out to be "not too spectacular and it was obvious I wasn't going to get into the law school I wanted to go to," he decided to try the news business. Having worked at Princeton's WPRB(FM), he got a job with the RKO Radio Network, earning about \$100 a week "to run around Capitol Hill with a microphone and interview people to get sound bites" that were then fed to RKO stations. He was fired after four months, however, "because they didn't want to pay me union scale and the union objected."

He then went into the Coast Guard for six months. ("In the reserves. As far as I know,



CHARLES DEWOLF GIBSON—co-anchor of Capital Cities/ABC-TV's *Good Morning, America*; b. March 9, 1943, Evanston, Ill.; AB history, Princeton University, Princeton, N.J., 1965; producer, RKO Network, Washington, 1966; U.S. Coast Guard, active duty, 1966; reporter, cameraman, anchor, news director, WLVA-AM-TV Lynchburg, Va., 1967-70; anchor, reporter, WMAL-TV Washington, 1970-73; National Journalism Fellow, University of Michigan, 1973-74; reporter, Television News Inc., 1974-75; White House correspondent (1976-77), general assignment correspondent (1977-81), chief correspondent at House of Representatives (1981-87), ABC News; present position since Jan. 29, 1987; m. Arlene Joy, July 20, 1968; children—Jessica 16; Katherine 12.

my father did nothing to make that happen.") After active duty in the Coast Guard, he joined WMAL-TV Washington (now WJLA-TV) as a trainee. Two months later Gibson moved to co-owned WLVA-AM-TV Lynchburg, Va. Working in a five-person news department, he learned to do "everything," he says. "It was sort of pony express TV."

He stayed for three years, doing the 11 p.m. news in his second year before becoming the 6 p.m. anchor and news director. He returned to WMAL-TV in 1970. Gibson was "on the street" for a year for the Washington station and then was named the weekend anchor. He did that for about a year, he says, until he was told by the station's general manager that he was "too preppy to be on television."

"So they shuffled me off to radio," says the *GMA* co-host. "Then I knew I had to leave." He took a fellowship at the University of Michigan in 1973-74, but "really missed" broadcasting.

After Michigan, Gibson joined the now defunct Television News Inc., a news syndication service. He worked there from May 1974 to May 1975. ABC saw his coverage of Watergate and hired him in 1975 as a correspondent in the network's Washington bureau, where he stayed until his move to

*GMA* in 1987. During that time he was White House correspondent, general assignment correspondent and chief correspondent at the House of Representatives.

Although ABC expected a drop in audience when Hartman left, according to Reilly, the ratings have remained "steady" with the Gibson-Lunden team. And although Gibson admits they haven't "beaten the other guys yet" in the national ratings, he says *GMA* wins consistently in the top markets, but loses in the very rural ones.

For the most part, says Gibson, it has been an easy transition from ABC News to *GMA*, which is run by ABC's entertainment division. Asked what it's like to face some six million viewers every morning, Gibson says there is a time each day when "you think, 'I can't do this again. Today they find me out,' or 'I can't think of anything to say.'" It's a little bit of the impostor syndrome, he says: "I'm no star. And what am I doing with two hours of television?"

Says Gibson: "Nobody can understand what this schedule does to you"—except perhaps, the pair on each network who have the job. "It just absolutely saps you of any energy...Not only do you have to be up at an absurd hour, but you've got to have an adrenaline rush from 7-9 a.m."

Gibson has negotiated a contract that nominally leaves him in news, he says, adding that *GMA* "is a news-oriented broadcast... We do have a couple of sort of obligatory stars, but for the most part, this is a show that is driven by information. And I think if you took the news element out of this program, it would cease to exist." He says the show really does try "to stay away from midget snake charmers."

The hardest part of leaving news, says Gibson, is that "there is still an uneasy truce" that exists between the news and entertainment divisions. "I think both of them would like to have this show. It's a good center of profit. It makes money."

And he likes his job. "Basically, they tell you: 'Here's a fair amount of money, go out there and do two hours of television a day and have a good time. And at the same time, try not to lose your credibility.'" That last charge he thought would be difficult. "But the audience is a lot more forgiving in what they will let you do than I had realized before. So I like it."

It is an audience that comes to watch with beds unmade and dishes unwashed; their hair in curlers and their ties not on yet. "And because of that, they don't want somebody in their living room or kitchen or wherever they have the set who is going to have too hard an edge," says Gibson. "They want somebody pretty low-key, with whom they feel comfortable, who is old shoe, who is the guy who comes into the kitchen every morning at 7:45 or 7:15."

That's Charles Gibson, old shoe and earnest.

**RKO has sold WXY(FM) Fort Lauderdale, Fla. to Evergreen Media Corp. for \$24 million.** Dallas-based group of three AM's and three FM's, headed by Scott Ginsburg, has agreed to purchase station in latest RKO settlement. FCC decided earlier to allow settlements of RKO broadcast properties without resolving RKO appeal of ALJ's decision to revoke licenses (BROADCASTING, July 25). Blackburn & Co.'s Joe Sitrick, broker for deal, said settlements with competing applicants are under discussion.

**CBS has announced several schedule revisions for October.** *Live! Dick Clark Presents* moves to Saturday, 8-9 p.m., beginning Oct. 8 from Wednesday, 8-9. Show will replace *First Impressions* and *Frank's Place* which have their last broadcasts on Oct. 1. On Wednesday, Oct. 19, network will present hour-long version of *Family Feud*, at 8-9, followed by two-part episode of *Wiseguy* at 9-11.

**Gulf + Western said last week it formed Wilshire Court Productions to produce programing for USA Network,** which announced earlier intention to commission several dozen made-for's to debut next spring. John J. McMahon, who has been independent producer for MGM/UA Television, has been tapped as president of new company. Gulf + Western, along with MCA, jointly own USA Network. According to Mel Harris, Paramount Television Group president, Paramount and MCA may account for as many as 20 of the initial 26 made-for's that USA plans to exhibit next season.

**NATPE said last week that 90% of floor space for 1989 convention in Houston (Jan. 24-29) has been sold,** with more than 175 com-

panies having booked space.

**President Reagan,** in Chicago Friday (Sept. 30) for speaking engagements, stopped at Wrigley Field to take in Cubs game. While there, he **joined Cubs announcer Harry Caray in wgn-tv broadcast booth** and took to mike for one-and-one-half innings of play-by-play, including double play. According to Chicago Cubs executive VP, Don Grenesko, White House contacted WGN-TV parent Tribune Broadcasting some two weeks ago about possibility of joining Caray in booth. Reagan began career as sports announcer for WOC(AM) Davenport and WHO(AM) Des Moines, both Iowa.

**Fox Television Stations Inc.,** owner of WFLD(TV) Chicago, **is seeking to get out of multi-year contract to broadcast White Sox games.** In complaint filed last Wednesday (Sept. 28), Fox alleged that White Sox breached contract by undermining station's advertising exclusivity agreement and "strip-mining the White Sox team of salary investment, player quality, and fan goodwill." Fox said ratings of games has dropped as result. In 1988, Fox said, it paid \$5.4 million in license fees while receiving net revenue of \$4.7 million. Taking into account production fees, Fox said it would lose \$1.5 million on White Sox broadcasts this season.

As expected, members of **Teamsters Local 399** in Los Angeles **voted overwhelmingly to reject contract proposal of Alliance of Motion Picture and Television Producers,** making strike imminent today, Monday, Oct. 3. Final tally of vote was 1,441 against, 196 for contract which alliance calls last offer. Transportation drivers union is protesting wage roll-backs that alliance deems neces-

## Presidential prime time

*If the two presidential candidates who debated on Sunday, Sept. 25, were self-conscious holding sway before 65 million television viewers, so were the news accounts of the event that followed immediately after and the next day. Alongside stories of how the candidates themselves had performed were stories about how the media wrote those stories, and about how campaign staffs and politicians attempted to influence the writing. One newspaper wired one hundred voters to impart minute-by-minute reactions to the 90-minute televised spectacle.*

*Despite network suggestions that they would be saddled with poor ratings, the coverage and post-coverage analysis on CBS performed almost as well as the lead-in and lead-out programing. On ABC it performed even better. Nor did NBC seem greatly affected, ratings-wise, by having to break for 90-minutes (it carried only five minutes of post-debate analysis). Fox Broadcasting obtained some of its best ratings ever by carrying its regular Sunday-night entertainment schedule, instead of the debate; later in the evening, a small number of Fox affiliates carried a taped version of the event.*

*All networks shared a common pool feed, provided by NBC. That network's own transmission of the feed, in several cities, was interrupted by a power failure at a crucial moment in the debate when Vice President George Bush was responding to Democratic candidate Michael Dukakis's statement about cutting the budget. Said Bush, "Is this the time to unleash our one-liners?" But the Vice President's one-liner—"That answer was about as clear as the Boston harbor"—was lost by NBC. Michael Castro, unit manager for the program, said the network received calls from viewers who thought the interruption was intentional.*

*Before the debate, which was held at a chapel on the campus of Wake Forest University, both candidates had private rehearsals. Dukakis reportedly used makeup to minimize shadows under his eyes and had staffers bring several shirts and ties so he could pick the best combination given the lighting and background.*

*The story preceding the event included questions as to whether the format chosen by the debate commission and the campaigns would allow for an adequate discussion of issues. The*

*structure did not allow for direct confrontation between the candidates, but rather had each of them questioned by a panel of three journalists, including ABC's Peter Jennings. The event was moderated by Jim Lehrer, co-anchor of The MacNeil-Lehrer NewsHour.*

*After the event, Ed Fouhy, executive producer of the debates for the commission, said: "I was very pleased how well they [the panel of journalists] performed. There was a poll that showed 80% of the respondents said the panel 'asked about the issues that matter most in this election.' I think we fooled a lot of people in that regard," he said.*

*Representatives of both campaigns had requested to sit inside the NBC mobile unit during the televised encounter, but the request was refused by Robert Asman, senior producer at NBC Washington and the pool producer. Instead, Asman had an open line to Fouhy, who in turn was connected to each campaign office, neither of which, Fouhy said, made any complaints about the pool coverage during the ninety-minutes.*

*The seven-camera operation also refused to adhere to the commission's agreement with the campaigns, which included stipulations that there be no camera shots of the over 2,000 person audience, including at least 700 journalists.*

*While the debate ran on ABC, CBS and NBC, Fox carried America's Most Wanted 9.6/15, Married...with children 9.2/14, and Garry Shandling Show 7.3/11. At 9:30 p.m., the Tracey Ullman Show got a 5.8/9. The Sunday night schedule received its best rating ever.*

*Fox's delayed broadcast of the debate was carried by only eight affiliates, in addition to the Fox-owned stations.*

*Other schedule changes announced last week affected this Wednesday's debate of vice presidential candidates and the baseball playoffs, carried the same day on ABC. The Commission of Presidential Debates and Major League Baseball said the debate will be moved from 9 p.m. to 8:30 p.m., while the American League Championship will be moved from 8:28 p.m. to 1:20 p.m., and the National League Championship will move from 3:07 p.m. to 10:03 p.m.*

sary as part of plan to keep production from moving away from Los Angeles. Alliance is proposing cutback of \$2.61 per hour (from \$16.61 to \$14) for limo, van and stationwagon drivers.

□  
**NAB executive committee is recommending three television network affiliate organizations each be given seat on 19-member NAB television board.** Last August, affiliate groups asked association for three seats and seat on executive committee (BROADCASTING, Sept. 12). Board will be asked to approve request at January meeting, and bylaws change would be required. No decision was made concerning executive committee seat. Committee also authorized association to spend up to \$20,000 to hire consultant to help prepare special study on relationship between broadcast and telephone industries for NAB board. Executive committee was in Mazatlan, Mexico, last week, resort on Pacific coast, as part of annual meeting with Canadian and Mexican broadcaster organizations. Several joint resolutions were adopted by groups including decision to form joint task force to "implement a North American AM 'quality' certification mark designed to identify for consumers high-quality AM receivers."

□  
**Cable Value Network**, which is rescuing Fashion Channel from bankruptcy, announced last week it was **purchasing** another shopping service that has filed for Chapter 11 protection, **America's Shopping Channel**. CVN will acquire 70% ownership in company, while Cox Cable will retain 30% stake it has had in ASC. ASC, based in El Cajon, Calif., serves 900,000 subscribers, principally on Cox systems.

□  
**Intelsat will sign \$394-million-plus deal with Ford Aerospace Oct. 4 for five Intelsat VII satellites**, officials said at briefing last Thursday. One week after 77th Intelsat board of governors meeting in Washington, Sept. 8-14 (attended by 28 governors representing 94 signatories), it was also announced that Comsat had won five-year, \$42-million contract to monitor and control Intelsat birds and digital earth stations accessing them; 1990-1994 contract includes option for five additional years, said Comsat.

□  
**CBS senior VP, George Schweitzer, said "we will vigorously contest" Federal Trade Commission antitrust charges, if they are issued.** *Wall Street Journal* reported Sept. 30 that FTC will charge CBS with using bargaining leverage with NFL to keep Fox Broadcasting out of running for 1988-1989 Monday night games but will mandate no CBS penalties except promise to discontinue anticompetitive practices. NFL and FTC declined comment.

□  
**Randall D. Bongarten** has been named regional VP of operations for Emmis Broadcasting, where he will oversee WFAN(AM) New York and WKQX(FM) Chicago. He will also continue in his most recent position as president of NBC Radio through yearend, according to NBC Radio spokesman. NBC Radio has sold all of its stations except KNBR(AM) San Francisco, which is for sale. Bongarten's experience includes VP and general manager at WNBC(AM) New York and VP of GE Broadcasting's radio division.

□  
Controversial morning announcer **Howard Stern begins simulcasting** his WXRK(FM) New York talk show this morning (Oct. 3) **over WJFK(FM) Washington.** Move coincides with format change from new adult contemporary to album rock and change of call letters for Washington station, previously WBMW(FM). Classic rock WXRK and WJFK are both owned by Infinity Broadcasting. Stern's morning show is now heard on three of company's stations (6-10 a.m. program has been simulcast via satellite to classic rock WYSP(FM) Philadelphia since August 1986). Stern has not been heard in Washington since July 1982, when he was fired by WWDC-FM for what company described at time as violation of agreement not to discuss other radio stations or personalities on air.

□  
**Connecticut Department of Public Utility Control denied application of Tele-Communications Inc. and Comcast to purchase Storer cable**

## Free for all

*The working task force for the Committee for Free Television met in New York last Thursday (Sept. 29) and decided to form a six-member subcommittee that will develop an on-air advertising campaign showcasing the virtues of free television versus cable. "We don't want to lose our distinct identity in the rush of new video services," said Wallace Jorgenson, president of Jefferson-Pilot Communications and National Association of Broadcasters joint board chairman. The campaign is expected to not only remind viewers about the benefits of free television, but warn them that some of their favorite programming, such as sporting events, is disappearing from free TV.*

*Attending the meeting last week at ABC were Jorgenson; John Chaffee, president of Malrite Communications' television division; Joel Chaseman, president, Post-Newsweek; Chuck Sherman, senior vice president, television, NAB; Thomas Goodgame, president, Group W's TV station group; Michael Hobbs, senior vice president, policy and planning, Public Broadcasting Service; Carolyn Wall, general manager, WYWN-TV New York; George Schweitzer, senior vice president, communications, CBS; Ben McKeel, vice president, television, Nationwide Communications; Milton Maltz, chairman, Malrite; Mark Mandella, president, ABC Television; Preston Padden, president of the Association of Independent Television Stations; Ron Inman, vice president, INTV; Levitt Pope, president, WPIX-TV New York; Ray Timothy, group executive vice president, NBC; Shaun Sheehan, vice president, Tribune Broadcasting, and William Moll, president of the Television Bureau of Advertising.*

*Maltz, McKeel, Moll, Padden, Schweitzer and Robert Kreek, president of Fox Television, are members of the subcommittee that will develop the free television message, but no timetable has been set for its introduction. The primary cost of the campaign will be in the creative end, which the task force companies will bear and therefore is not expected to be substantial.*

□  
**properties** in state last week. DPUC, which agreed with staff decision (BROADCASTING, Sept. 26), is concerned over concentration of ownership and debt associated with deal which they feel will force cable rates higher. Companies could appeal decision to state court (they have 30 days to do so) or take matter to federal court. But drawn-out judicial fight could jeopardize deal's closing date. Connecticut systems could also be sold off, but it was not clear whether that would completely address concerns of state. Complicated nature of Storer deal prevented TCI and Comcast from splitting up Storer to begin with by requiring it stay as one entity.

□  
**Crucial House-Senate differences on 1991-1993 CPB reauthorization bill have been resolved**, and need for conference has been eliminated, Hill staff said Friday. Combined bill does not include most controversial part of Senate version that would have codified CPB-station funding split, in part resulting in moving 80% of national programming funds out of CPB—and into public TV station—hands. Instead, CPB and stations have until January 1990 to submit (and until FY 1991 to implement) plan to resolve problems Senate found with CPB Program Fund administration (BROADCASTING, May 30, June 27). Even without codification, said staffer, bill makes clear that CPB and stations "must look at this and come up with a plan." Bill will include House language creating independent production fund, but in lieu of House amendment creating minority programming panel, CPB will be charged with that oversight. Also, new language mandates \$10.2-million CPB administrative budget cap in FY 1989 and, thereafter, 4% of consumer price index increase over previous year's budget, whichever is higher. Codification of CPB-station funding split on radio side remains in tact.

# Editorials

## The telcos are coming (cont'd)

Will the telcos make it into the television business? We put that question to an old friend and experienced Washington hand several years ago. His answer: "Yes. Just because of all that money."

His was an intriguing response, and one that's stayed with us since; it prompted in part the special report on "Telco's Army" that occupies an important section of this issue. The result—an impressive display of both the breadth and depth of the lobbying force the telephone industry has amassed in Washington since Judge Greene's divestiture—did nothing to diminish the prescience of our friend's analysis.

In terms of manpower alone, the seven BOC's and the five largest independents put the brains and the muscle of more than 200 lobbyists on the Capital streets to secure what they want from Washington—and defend against what they don't. They back that army with the resources of companies that rarely deal below the billions; collectively, the 12 have annual revenue of \$86.7 billion and income of \$12.1 billion. Perhaps as important, they have enormous reach within their local communities; they employ over 700,000 individuals (read: constituents) across the country. And that's not to mention the resources, human and otherwise, of still another 1,300 independent telephone companies.

What isn't yet clear is whether all that power will be brought to bear against the same point: not only to secure entry into the video transmission business, both within and outside of their home territories, but to become active programmers as well. That's the worst case scenario from the viewpoint of the cable and broadcast industries whose futures would be changed immeasurably by such entry.

There is unanimity on one point: the telcos want to be freed of all restrictions. Once they are, or if they are, few believe they'll wait long before plunging into television to the hilt.

Forewarned is forearmed.

## Riding roughshod

Talk about your double whammys. At press time last week, President Reagan was preparing to sign into law a bill wounding the Fifth Estate on two critical issues—both attached to an appropriations bill he had little choice but to sign. Where is the line item veto when you need it?

In addition to dubious funding for TV Marti and conventional financing for the FCC and the Departments of Justice and State, it also contained:

- A prohibition on repealing, retroactively changing or reexamining "section 73.3555(c) of title 47 of the Code of Federal Regulations." Translation (the bill's language provides no clue): The FCC cannot update or discard its newspaper-broadcast crossownership restrictions, regardless of the weight of evidence that might be brought on the side of such change. Sound familiar? It should. That bit of hand tying extends, without lapse, a similar provision attached at the 11th hour by Senator Ernest Hollings (D-S.C.) to a catchall spending bill in December 1988.

- An amendment by Jesse Helms (R-N.C.) forcing the FCC to abandon its safe harbor policy and pursue indecency 24 hours a day. That piece of moralistic fulmination flies in the face of a U.S. Court of Appeals decision in July holding that "broadcast material that is indecent but not obscene is protected by the First Amendment; the FCC may regulate such material," the court said, "only [emphasis ours] with due respect for the high value

our Constitution places on freedom and choice in what the people say and hear."

The FCC, even in creating the safe harbor, and Commissioner Patricia Diaz Dennis in successfully enlarging it, had exhibited signs of discomfort with its censor role, and had showed itself at least mindful of the values of freedom and choice. The Helms amendment puts no value on those freedoms, and presses the FCC into service as an accomplice in their trampling.

There is no way then, short of a trip through the courts, to prevent this particularly ugly and unhappily familiar piece of sausage from being force-fed to the FCC, the communications industry and the American public. It does violence to all, extending an ill-gotten prohibition on FCC consideration of specific communications issues (preventing it, in effect, from doing its job), while at the same time forcing it, unconstitutionally, to censor protected speech. And mark Jan. 31, 1989, on your calendars. Absent judicial intervention, that's the date on which the Helms amendment will seek to supplant the First Amendment.

## Point well taken

A healthy society matures. Segregation eventually gives way to tolerance; all-male electorates yield to universal suffrage; government policy catches up to technology, or at least begins moving in the right direction. In that vein, strides have been made in admitting the Fifth Estate to full status in the journalistic fraternity. The House of Representatives, once closed to television cameras, is now open; the Senate has since followed suit. And cameras are now permitted in courtrooms in at least 40 states.

With the notable exception of Michigan Democratic Congressman John Dingell, government has begun to recognize that the camera and microphone are the pen and pad of the Fifth Estate, and a marvelous means of expanding the galleries at public trials and legislative sessions to include an entire nation.

A "Monday Memo" in this issue by communications lawyer and academician Charles Firestone suggests that though much has been gained, the battle is not over. It encourages broadcasters to press their suit for admission to federal courts, particularly the United States Court of Appeals and the Supreme Court, where, Firestone points out, there are no witnesses or juries, hence no retreat to the arguments that cameras would violate the privacy of witnesses or jeopardize a defendant's right to a fair trial. Arguments, we would add, evaporating in the mounting evidence of 40 states with open courts.

See page 23.



Drawn for BROADCASTING by Jack Schmidt

"I've got three hot assignments. Kelly, get over to the governor's office. Jeannie, check out that chemical spill. Mike, pizza's ready at Tinos."

# ***Tak Communications, Inc.***

*has acquired*

***WGRZ-TV***  
*(Buffalo, NY)*

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*The undersigned acted as financial advisor to  
Tak Communications, Inc. in this transaction.*

***MORGAN STANLEY & CO.***  
*Incorporated*

*September 1988*

# ***\$238,000,000*** ***Tak Communications, Inc.***

***\$175,000,000***  
*Senior Secured Financing*

***\$53,000,000***  
*Senior Subordinated Notes due 1998  
and related common stock purchase warrants*

***\$10,000,000***  
*Junior Subordinated Notes due 1998  
and related common stock purchase warrants*

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*The undersigned acted as agent in the private placement  
of these securities.*

***MORGAN STANLEY & CO.***  
*Incorporated*

*September 1988*

# Putting It All Together



Understanding today's TV audience is like trying to solve a puzzle. It takes many pieces to create the whole picture. Only Nielsen can "put it all together."

Nielsen Media Research combines technology, knowledge, experience and resources to provide high-quality, value-added information to its customers. It's this combination that allowed us to deliver the first national sample of 4,000 Nielsen People Meter households. On time. As promised.

With Nielsen Media Research, there are no missing pieces.

**Nielsen**  
**Information with Integrity**

**Nielsen**

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