

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Jan 4

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**Big Buy in Cable**  
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**Big Deal in L.A.**  
INTV convention

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### **Care Bears and Friends at the Movies**

*Six 90-minute feature films*  
A fun-filled package of animated movies, featuring the box office smash THE CARE BEARS MOVIE plus other kids' favorites.

### **LBS Spectrum**

*Feature-length films*  
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*Half hours*  
Personal profiles of the legends and their music from the '50s to the '80s. Available summer '88.

### **Long Hot Summer**

*Miniseries*  
Don Johnson and Cybill Shepherd, hotter than hot in this steamy 4-hour blockbuster. Available June '88.

Out there in the universe of television entertainment something shines a little brighter.

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For more than a decade, leading stations and national advertisers have looked to us for one innovative program after another. And this year we're looking better than ever. With exciting first-run series and off-network favorites. World premiere movies and prime time specials. And all sorts of shows to delight the kids.

It's a colorful galaxy of quality television you won't want to miss.

So take a look at LBS.

Take a look at us *now*.



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AND MCCORMICK

CARE BEARS  
AND FRIENDS AT THE MOVIES

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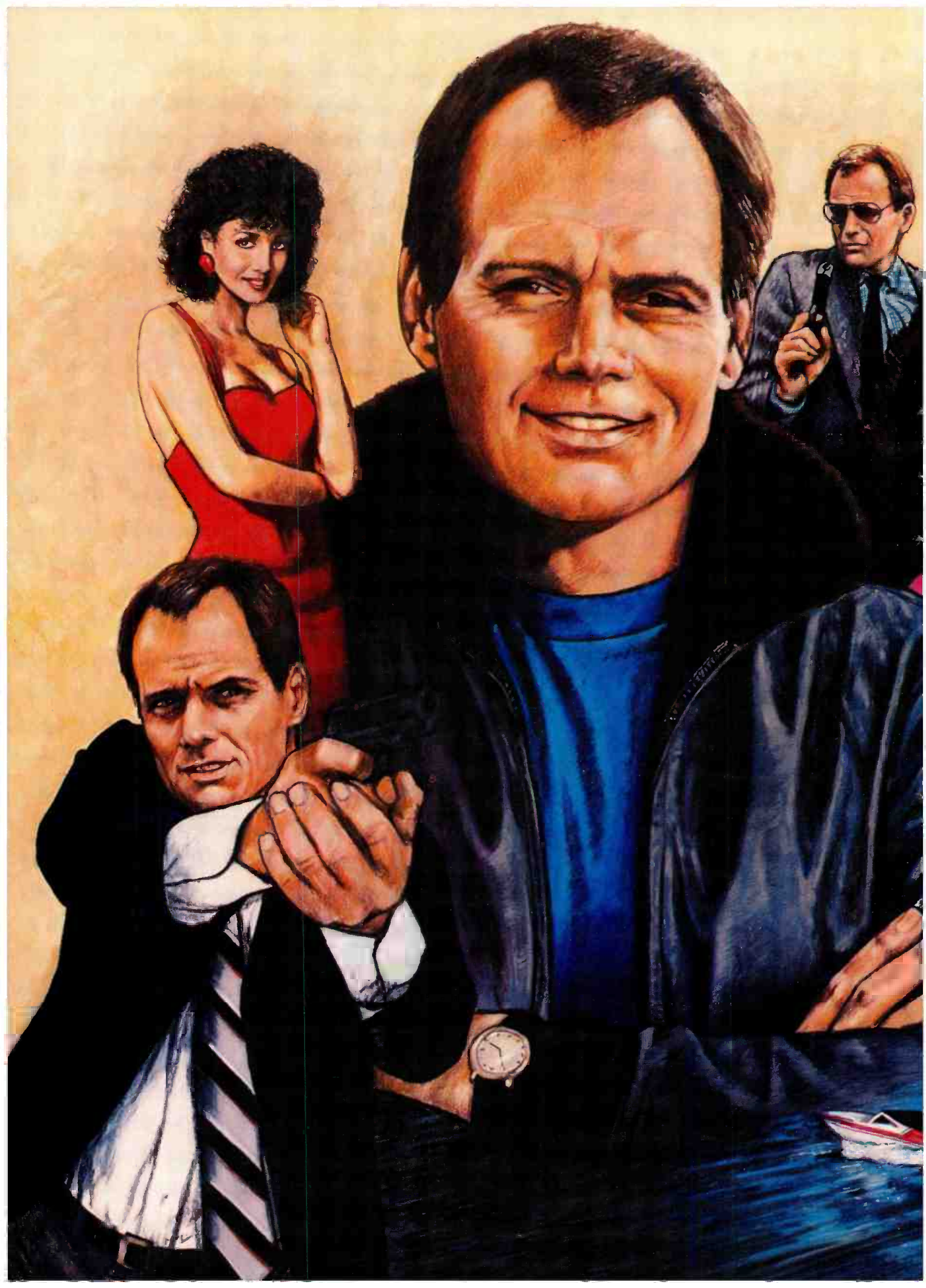
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# Broadcasting Jan 4

**Storer cable systems deal sets record...page 43.**

**Cable, telco battle over Cerritos system...page 45.**

**Independents head West: INTV 1988...page 47.**

**BIG BUY** □ Consortium of cable operators buy Storer Communications cable systems for total consideration in excess of \$2.8 billion, making it largest cable deal ever. **PAGE 43.**

**INDEPENDENT VOICE** □ In this "At Large" with BROADCASTING editors, Association of Independent Television Stations President Preston Padden shares his views on issues, events and technologies shaping independent television industry. **PAGE 47.**

**ON THEIR OWN** □ Independent stations meet in Los Angeles this week for their annual convention, revisiting 1987 and looking ahead to '88. What's ahead, agenda and list of exhibitors begins on **PAGE 66.**

**FOX REPORT CARD** □ Fox Broadcasting Co. affiliates say programming is both best and worst of network's performance to date. **PAGE 90.**

**VINTAGE VIEWING** □ StarCast, new programming network for independent stations based in Orlando, Fla., plans to offer independent television stations satellite feed of 18 hours of "vintage" TV shows, news, sports, weather and business briefs. **PAGE 94.**

**ESPN'S FOOTBALL FINISH** □ ESPN's first year of offering its eight-game regular season NFL package was, by all indications, success. San Francisco-Los Angeles Rams game gives sports network eight-game, regular-season combined average of 12.4 rating. **PAGE 98.**

**TALK AROUND THE CLOCK** □ Beginning today (Jan. 4), Sun Radio Network offers AM station operators 24-hour national talk/information programming service. **PAGE 120.**

**EYE ON SPENDING** □ Radio Advertising Bureau president and chief executive officer, Bill Stakelin, tells RAB members to keep watch over consumer spending behavior in 1988 as barometer of broadcast advertising expenditures. **PAGE 121.**

**HART BURN** □ Since announcing his intention to re-enter presidential race, Gary Hart has let it be known "that an age of television 'sound bites' produces bite-sized policies." Some journalists disagree. **PAGE 123.**

**POINT MAN** □ Washington communications attorney Jack Cole sees his 30 years of representing cable as continuous struggle against regulatory restraints. **PAGE 143.**

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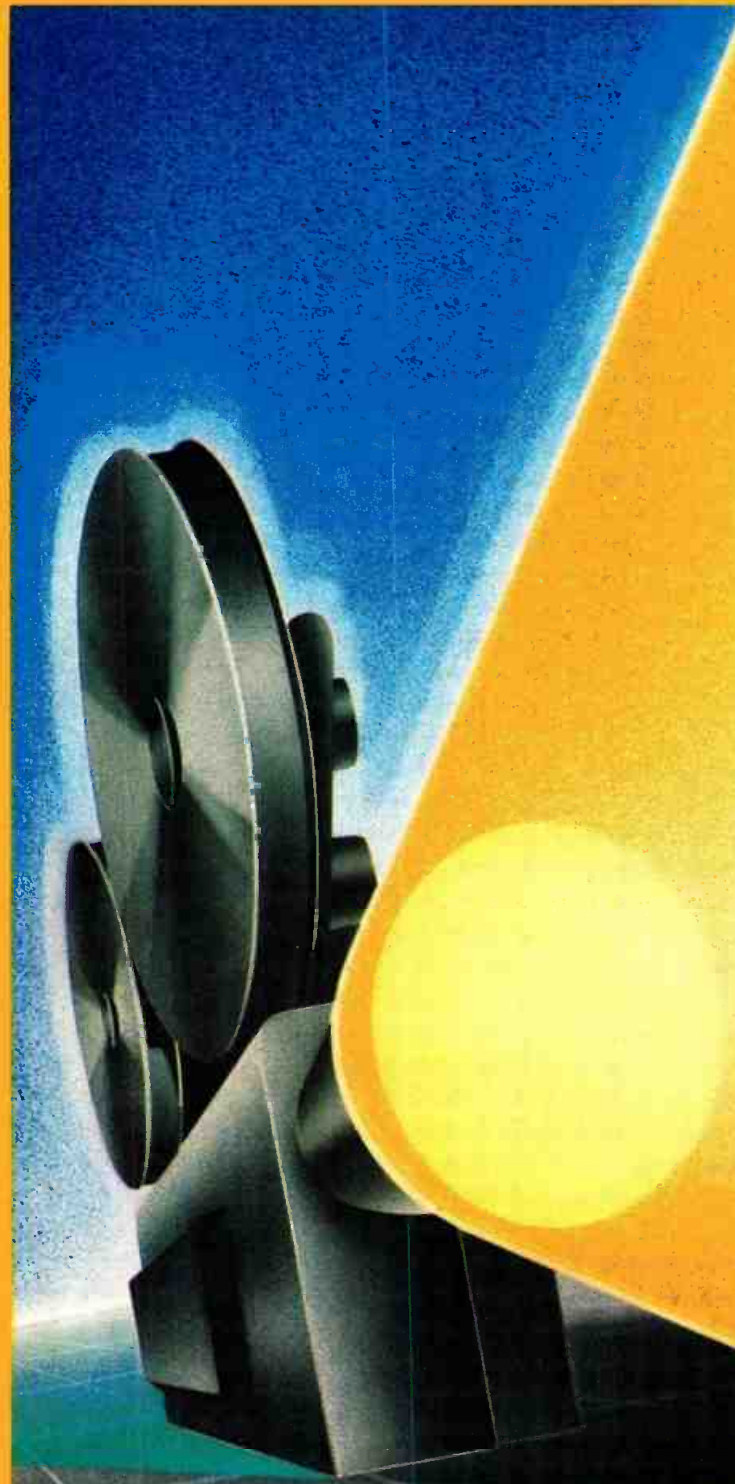
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A PRAYER FOR THE DYING

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NIGHT II • MERLIN AND THE SWORD

ISITOR • ARMED RESPONSE

## Sticking by marketplace

After two attempts late last year, FCC expects to take up AM stereo at first open meeting of new year—Jan. 14. FCC is expected to reject National Telecommunications and Information Administration's request that it protect pilot tone of Motorola's C-Quam system because of its dominance in marketplace standards battle with Kahn Communications' single-sideband system. FCC is also expected to dismiss Texar petition asking for rulemaking to set standard.

## Summit

In meeting to "touch base" on host of issues, Motion Picture Association of America President Jack Valenti, National Association of Broadcasters President Eddie Fritts and Association of Independent Television Stations President Preston Padden got together last week in what could hint of new industry alliance. Valenti, said to have expressed desire to sit down with Fritts and "go over issues of common interest," has solid ties with independent television community and may want to extend that bond to NAB. Issue of cable's compulsory copyright license and other cable-related matters such as must carry cropped up although final outcome of session was unclear.

## Filling holes

Sources at ABC and Netlink said last week, as one put it, "the elements of an agreement are emerging" for latter to carry network service to dish owners in so-called "white areas" where signal is not available from affiliated station. Emerging deal is said to mirror Netlink's agreement in principle with NBC; local affiliates would have final say on which dish owners meet white space threshold, and Netlink would not deliver signal to any cable headend within grade B contour of affiliate. Network source stressed, however, that before it agrees to anything, affiliates will be briefed at regional meetings in February.

## Going up

ESPN is looking at increasing advertising guarantee for 1988 National Football League package next fall. Cable sports service guaranteed advertisers 9 rating for eight regular-season games in ESPN universe in 1987, but schedule delivered 10.6, despite ratings of 7.2 and 7.7, respectively, for first two weeks after strike when viewers were slow to return. Based on

1987 performance, network is thinking of raising guarantee to between 10 and 11 rating. ESPN, which reached 44 million homes this season, will probably be in 47 million homes by next football time. Ad rates have not been set (1987 advertising buys were for that year only), but expectation is that network will seek compensation for increased delivery.

## Moore's new job

Peter Moore, former executive vice president of Masla Radio, national representation firm that sold major portion of its station client list to Katz Communications and remainder to Shelly Katz Radio Sales last October, has reportedly been selected as new president of six-year-old Radio Network Association. Moore will replace Bob Lobdell, who resigned last year (BROADCASTING, Aug. 31, 1987).

## King country

As radio industry enters 1988, country music continues to top list of most-programmed commercial formats. According to data compiled by Radio Information Center (RIO), New York, for BROADCASTING, country is aired on 2,468 stations, up slightly from 2,464 last summer (BROADCASTING, July 27). Rounding out top five formats are adult contemporary/soft, 2,365 stations; contemporary hit, 825; MOR/nostalgia, 719, and religious, 554. RIO tracks radio formats on monthly basis.

## He was there

J. Leonard Reinsch, retired chairman of Cox Communications and currently partner in cable operator, National Cable Corp., of Palm Beach, Fla., has written book out of his 50 years of observation of presidential politics in its marriage with broadcasting. "Getting Elected: From Radio and Roosevelt to Television and Reagan" gives insider's view gained as radio and then television director of Democratic national conventions and Democratic presidential campaigns from 1944 to 1968. Among other things, book discloses that although President Johnson had declared he would not seek reelection in 1968, Vice President Hubert Humphrey and other candidates felt he would find excuse to reenter race for nomination; Reinsch says he was directed to write script for convention that would accommodate Johnson reentry.

Reinsch provides advice for politicians and parties on how to use television, speaks glowingly of expertise President Reagan's

two successful campaigns demonstrated in that regard. He also tells how cable television can help in political campaigns. Book will be in bookstores in late February.

## Standing pat

At KTLA(TV) Los Angeles, future of longest-running first-run sitcom checkerboard will not be decided until conclusion of NATPE, according to Michael Eigner, vice president and station manager. Eigner said that despite cancellation of checkerboard by NBC-owned stations and CBS-owned WCAU-TV Philadelphia, KTLA wants to see what new first-run sitcom product will be available for fall 1988 before determining schedule's future. Eigner said that he is "optimistic" about first-run sitcom supply, given cancellation of NBC checkerboard that he said opens up possibility of five new sitcoms to acquire in Los Angeles. In November sweeps, KTLA checkerboard tied for fifth place in its time period but took second place in key female demographics, Eigner said.

## Life or death

USIA has been directed by Congress to determine audience for passive programming of agency's Worldnet television service. And if study shows average daily audience of less than two million, funds will be cut off as of Oct. 1, 1988. That provision was inserted in authorization bill at request of Chairman Claiborne Pell (D-R.I.) of Senate Foreign Relations Committee, who is skeptical of USIA claims of sizable audiences around world (BROADCASTING, Dec. 14). But if Worldnet audience even begins to reach its potential—as measured in studies already done—service should have no trouble staying in business. One study shows almost 18 million sets in use in areas of Italy served by stations known to carry Worldnet programs. And report in Norwegian newspaper last month said 1.5 million Norwegians could follow developments in Washington through Worldnet.

## Following Dawson

Robert Pettit, partner with Wiley, Rein & Fielding and contender for FCC nomination won by Susan Wing, joined Department of Transportation last week to work in front office with Secretary James Burnley and Deputy Secretary Mimi Weyforth Dawson. Pettit was aide to FCC Commissioner Dawson for four years (1982-86). Pettit now has title of consultant to secretary but may soon get White House nomination as associate deputy secretary. Pettit would not comment on reports.





Columbia/Embassy Television  
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Tri-Star Television  
proudly announce  
the formation of  
**Columbia Pictures Television**

A unit of Columbia Pictures Entertainment, Inc.

**“There’s a long tradition of small town goddesses playing well in the big city. Mae, Marilyn and Mama.”**





Mama's down home charm travels well uptown, too. With the highest rating of all first-run comedies in urban A & B counties, she's top drawer.

And how you gonna keep 'em down on the farm? Easy. She's the cream of the crop in rural C & D counties to boot. With apologies to Mama, her broad based appeal does carry as much weight in Chicago as it does in Chickasaw.

And with 110 half-hours available for stripping starting in spring '89, it's never been easier to come up and see her sometime. Or more fun. So put her on and watch her take off.

Source: NSS MSA '86-'87

# MAMA'S FAMILY

A JOE HAMILTON PRODUCTION

*Watch Her Take Off!*

# Where Things Stand

## A weekly status report on major issues in the Fifth Estate

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

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

In response to inquiry, NAB told FCC Aug. 31, 1987, not to permit FM stations to use directional antennas, claiming it would lead to AM-ization of FM band. However, several FM broadcasters commenting in proceeding took opposite position, contending directional antennas would benefit FM radio and public.

**AM Stereo.** Principals in issue have been waiting for FCC action on recommendation of report released last August by National Telecommunications and Information Administration that C-Quam AM stereo system's pilot tone be protected from possible interference. AM stereo issue was to be taken up at November FCC meeting, but was taken off agenda at eleventh hour.

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

In filing with FCC in December, Kahn Communications charged that, in 1985, Motorola improperly blocked Sony from selling multisystem radios by asserting two AM stereo patents. Kahn further alleged that patents in question were improperly obtained by Motorola.

Motorola dismissed Kahn's charges and asserts that standards battle is over and that new integrated circuits in radios to be re-

leased in 1988 will solidify C-Quam and stereo in general in AM marketplace.

**Antitrafficking.** Broadcasters last year succeeded in beating back congressional efforts to crack down on perceived trafficking in broadcast licenses. Industry gained enough support to sink Senate Commerce Committee Chairman Ernest Hollings's (D-S.C.) proposal to impose 4% transfer fee on broadcast licenses transferred within three years of last sale (BROADCASTING, Dec. 14, 1987). Congressional interest in reinstating FCC's antitrafficking rule has been building, with other legislation offered earlier last year in House and Senate that would resurrect rules requiring broadcast stations to be owned three years before sale.

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

On Capitol Hill, survey may crop up when House Telecommunications Subcommittee convenes oversight hearings this year (expected to commence in February) on status of cable industry three years after deregulation—passage of Cable Communications Policy Act of 1984. Subcommittee postponed hearing scheduled for Oct. 29, 1987, as result of Wall Street slide and to take time for private briefings on matter.

As for cable's standing in courts, two federal judges in northern district of California in decisions issued one week apart in September 1987, ruled that cities' cable franchise provisions requiring cable operators to provide access channels and universal service and to build and maintain state-of-the-art cable systems are unconstitutional violation of First Amendment rights of cable operators.

FCC has received comments in rulemaking to define more narrowly those television markets where, in accordance with Cable Act, rates of cable systems cannot be regulated because systems are subject to effective competition. FCC opened rulemaking in response to U.S. Court of Appeals, which upheld FCC's basic ruling that effective competition exists where three broadcast signals are available, but it said that definition of available was too broad. Upshot of rulemaking is that fewer cable systems are likely to escape rate regulation.

**Children's television.** In response to U.S. Court of Appeals in Washington and petitions for Action for Children's Television, FCC has launched broad inquiry into children's advertising. Among questions to be addressed:

Should FCC reimpose time limits on children's advertising similar to those dropped in 1984, and are children's programs based on toys no more than so-called program-length commercials and, if so, should they be somehow restricted?

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

Some of impetus behind FCC inquiry came from Capitol Hill, where likelihood of Congress bringing up issue this year is good, especially in House, where Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and Representative Terry Bruce (D-Ill.) have introduced bill to limit children's advertising (BROADCASTING, Dec. 28, 1987).

**Compulsory license.** FCC is conducting inquiry into cable compulsory license and, if views of FCC Chairman Dennis Patrick on subject are any guide, inquiry could lead to recommendation that Congress abolish license. Patrick's latest comment on license came last November when he said FCC's proposal to reimpose syndicated exclusivity rules are based on assumption that license is flawed. Reexamination of license on Capitol Hill could occur in context of broadcasters' effort to resurrect must-carry requirements there ("Closed Circuit," Dec. 21, 1987).

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

**Crossownership.** Should telephone companies be allowed to offer cable service within their telephone service areas? That's central question in FCC proceeding that could lead to dropping of FCC rules barring such crossownership and recommendation to Congress that it eliminate redundant prohibition in Cable Communications Policy Act of 1984.

Not waiting for FCC, Representative Howard Nielson (R-Utah) is preparing to introduce bill this year to eliminate statutory ban.

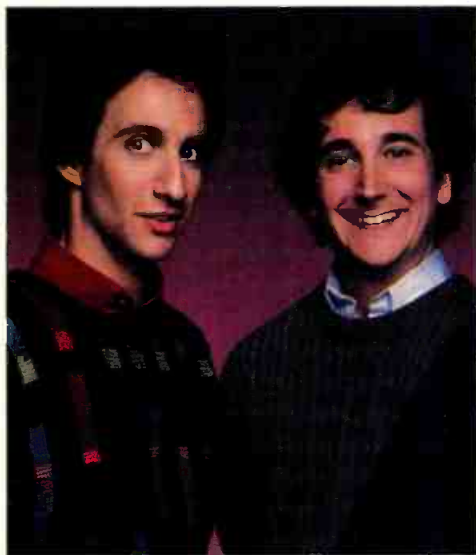
Prohibitions have been in place for nearly two decades. FCC's telco-cable crossownership rules were adopted in 1970 and codified by Congress in 1984.

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



AND NOW,  
A FEW WORDS  
ABOUT A VERY  
SERIOUS MATTER.

# HA. HA. HA



Miller/Boyet Productions in association with Lorimar Television



Miller/Boyet Productions in association with Lorimar Television



A Lorimar Television Production



# HA HA

And just what's so serious about the top comedies on network and in syndication? Ratings.

Lorimar's "Perfect Strangers" and "Valerie's Family" are both #1 in their network time slots. And have been every week of this TV season.

"She's the Sheriff" is not only the #1 new first-run comedy, it's also the #1 new first-run half-hour show. Period.

"Mama's Family" is the #1 continuing first-run comedy. And "It's A Living" rounds out our collection of 3 of syndication's Top 10 comedies.

No one's laughing at Lorimar's numbers. But they're obviously laughing at our shows. Consistent, quality programming that converts laughs into loyalty. And roars into ratings.

Comedy is more than hard work. It's serious business.



A Joe Hamilton Production



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## Fairness doctrine update

Congressional attempts to reinstate the fairness doctrine were soundly defeated on Dec. 21, 1987 when proponents, faced with the threat of a presidential veto, failed to muster enough support to keep a fairness provision in a catch-all spending bill (the continuing resolution) during a House-Senate conference on the measure (BROADCASTING, Dec. 28, 1987). The House had added fairness to the bill in the belief that the Senate would accept it and that President Reagan would hesitate to veto the measure, which keeps the government operating (BROADCASTING, Dec. 7, 1987). Another congressional effort to revive fairness is anticipated sometime this year.

Fairness was also addressed in a revenue-raising proposal included in a Senate budget bill aimed at reducing the federal deficit. But during the floor debate, fairness was stripped from the bill and the proposal, which also would have imposed a tax on the transfer of broadcast properties, was killed (BROADCASTING, Dec. 7, 1987).

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

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

Even if FCC and Congress drop prohibitions, seven Bell operating companies would still be prevented from entering cable business by Judge Harold Greene's modified final judgment in consent decree that led to breakup of AT&T and creation of seven operating companies. National Telecommunications and Information Administration has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC's entry into information services, which include cable. And President's Cabinet-level Economic Policy Council is considering legislation that would take shackles off BOC's.

**Direct broadcast satellites.** High-power DBS, which would use Ku-band spectrum set aside for it, has foundered in U.S. because of high start-up costs and programming dearth. But European governments have gone ahead with system launchings. Arianespace launch of TV-Sat 1, first in French-West German DBS series, took place Nov. 20, 1987 (BROADCASTING, Nov. 30, 1987), but four-channel bird may now be beyond help. German Information Office in New York said latest reports from Germany include problems in addition to still undeployed solar array. That problem had German postal and telecommunications service, administrators of bird, resigned to operating only two of four transponders. Now it appears that incomplete deployment of antenna, if uncorrected, means no operations at all. Engine burns to try and correct problems are planned for February.

Despite troubles, GE Astro-Space, co-bidders with TV-Sat manufacturers MBB-ERNO and Aerospatiale to build Intelsat VII and Ausat-B satellites, expressed confidence in partners' product.

Low power variety of satellite broadcasting resulting from scrambling of cable programming on C-band satellites has emerged from home satellite market. It got start in January 1986, when Home Box Office scrambled feeds of HBO and Cinemax and began selling subscriptions to owners of backyard earth stations (TVRO's), which now number more than 1.7 million. Number of TVRO homes subscribing to cable programming has grown as more cable programmers have scrambled feeds and begun selling subscriptions direct-

ly or through cable operators and other third parties.

HBO now wants other major cable programmers to join it in stepping up from C-band to medium-power Ku-band satellites that can beam signals to one-meter dishes.

Despite costly failure of Comsat's high-power DBS plans, Hubbard Broadcasting's United States Satellite Broadcasting and Hughes Communications are still trying to launch systems in U.S. Hughes is trying to rally support of cable programmers around concept.

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

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

**Federal Trade Commission.** Ongoing antitrust investigation of National Football League television rights contracts now includes testimony from top network executives, including ABC President Daniel Burke, CBS Sports President Neil Pilson, NBC Sports President Arthur Watson and Fox President Jamie Kellner, as well as NFL Commissioner Pete Rozelle. Contradictory claims about negotiation process for Monday night games from Kellner and Val Pinchbeck, NFL broadcasting director, are among central issues. League's contract with ESPN for package of Sunday-night games was also subject of hearing in Senate and Senate request that Justice Department examine impact of NFL's antitrust exemption as it applies to cable and to look at ABC's ownership of ESPN and possible antitrust implications (BROADCASTING, Dec. 7, 1987).

Ogilvy Group has requested reopening of 1983 FTC case in which company was or-

dered to discontinue employment of Aspercreme or any other trade name for any drug that implies presence of active ingredient not actually present.

**High-definition television.** Advanced Television Systems Committee's mail-in ballot gone whether to approve formal document outlining standard devised by working group of SMPTE on high-definition electronic production was scheduled to close Dec. 31, 1987. Standard sets parameters for HDTV production at 1,125 lines, 60 hertz field and 16:9 aspect ratio. Proposal was sent to full ATSC membership following vote of approval by its T3 subcommittee on Sept. 30, 1987. SMPTE's full membership must also approve standard after which it will be submitted to American National Standards Institute.

FCC involvement in future of HDTV grew with first meeting of blue ribbon advisory panel on Nov. 17, 1987. Panel of top executives of TV industry is upper tier of FCC's Advanced Television (ATV) Services Advisory Committee. Lower tier comprises three subcommittees that are divided into working parties. ATV committee will produce its first set of recommendations for commission, involving spectrum allocations, on May 17, 1988. Committee was formed as part of July 16 FCC order that also included notice of inquiry into HDTV systems. First round of comments received revealed that opinion of broadcast and cable industries is that some form of advanced TV standard should be adopted and that system compatible with NTSC receivers is preferable.

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

**Indecency.** At open meeting last November, FCC reaffirmed its get-tough broadcast indecency policy, but, in doing so, created midnight-to-6 a.m. safe harbor during which indecent programming can be broadcast because of perceived minimal risk of children in audience. FCC is now examining several indecency complaints substantiated by either tapes or transcripts. If it decides complaints have merit, it will send inquiry letters to stations in question asking them to answer complaints. Once responses are evaluated, FCC could impose sanctions.

FCC decided last April to apply broader definition of indecency than "seven dirty words" of 1978 Pacifica Supreme Court decision, giving it far greater latitude in determining what is indecent. At same time, FCC sent out warning letters to three stations. FCC reaffirmation and creation of safe harbor came in response to petition for reconsideration from broadcasters seeking clarification of April policy.

**Land-mobile.** In response to petition from Association of Maximum Service Telecasters, National Association of Broadcasters and other broadcast groups, FCC has agreed to delay decision on reallocation of UHF channels in eight markets in land mobile radio until completion of its study on advanced television



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# BOOKS FOR BROADCASTERS

**COPYWRITING FOR THE ELECTRONIC MEDIA: A Practical Guide** by Milan D. Meeske & R.C. Norris

The best way to improve your writing skills is to *practice*, and that is the approach of this practical book. As the authors discuss both basics and specifics, keyed to the ways TV and radio operate today, they offer you ample opportunities to hone your writing skills in numerous realistic exercises. Topics covered include broadcast vs. cable copywriting; PSAs, promotional and direct response spots; legal requirements for commercials and contests; getting a job in a small market or a national agency. Glossary and index.

1987, paper, 380 pp \$25.95 W06636-4

**MODERN RADIO PRODUCTION** by Lewis B. O'Donnell, Philip Benoit & Carl Hausman

The latest equipment and how to use it in editing, news production, commercial production and on-air work is presented clearly and concisely in this handy guide. It offers how-to information you can use to create dramatic effects and hard-hitting commercials: pull an air-shift, mike a poor speaker, organize a complex production or integrate a variety of techniques necessary for successful news coverage. Numerous illustrations, bibliography, glossary, index.

1986, hard, 258 pp \$25.95 W05064-6

**AUDIO IN MEDIA, 2nd Edition** by Stanley R. Alten

More than just a how-to manual, this book covers all the sound production skills and techniques used in radio, television and film. Alten's definitive, up-to-date new edition combines teaching the proper use of audio equipment with the appropriate techniques and aesthetics, demonstrating the relationship between operations and "sound shaping." The author explains technical and complex concepts, including the latest digital recording theory, in straightforward layman's language. Glossary, bibliography, index.

1986, hard, 612 pp \$39.95 W06156-7

**WORLD BROADCASTING SYSTEMS: A Comparative Analysis** by Sydney W. Head

This comprehensive book describes and compares broadcasting systems in developed, developing and undeveloped countries around the world. Noted teacher and broadcaster Sydney Head discusses political, legal, economic and social issues, and provides a close look at programing and advertising regulations, audience research, transborder broadcasting and the effects of new technology on worldwide communications. Head's approach is to identify problems that are common to *all* broadcasting systems and then to illustrate the varied solutions that have evolved in representative systems throughout the world. Glossary and index.

1985, hard, 457 pp \$39.95 W04734-3

**PROFESSIONAL VIDEO PRODUCTION** by Ingrid Wiegand

This comprehensive one-stop manual on all aspects of video production includes: planning and budgets; program and script development; studios, cameras, and recording decks; studio staff and crew; field equipment and techniques; editing; post-production effects and graphics. **PROFESSIONAL VIDEO PRODUCTION** enables a student or beginning producer to control a complete production, from planning through post-production. Profusely illustrated, with a glossary and sample production forms.

1985, hard, 215 pp \$39.95 K0676

**THE TECHNIQUE OF LIGHTING FOR TELEVISION AND MOTION PICTURES, 2nd Edition** by Gerald Millerson

Not only lighting professionals, but all production people will find this to be a stimulating and highly valuable guide to the creative use of light. **THE TECHNIQUE OF LIGHTING** will help you give your production the kind of visual depth that distinguishes it from the ordinary. Covers the nature of light and the eye, tools of lighting (lamps, reflectors, etc.), portraiture, "persuasive" lighting, effects and more. Illustrated.

1982, paper, 400 pp \$24.95 F51192-1

systems (ATV) (see High-definition television, above). FCC wants to ascertain whether UHF channels in question will be needed for broadcasting ATV systems.

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

□

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

FCC's freeze on LPTV applications and major changes—in effect since 1983—thawed with opening of filing window, June 22-July 2, 1987. Some 1,350 applications were received, far fewer than FCC officials had expected. FCC has proposed granting 483 applications, and has so far granted about third of that number.

□

**Mergers.** Kohlberg Kravis Roberts & Co.'s SCI Holdings, which disengaged three investment banks hired last summer to explore divestiture of its 1.45 million-subscriber cable systems, has sold its assets to cable consortium of ATC, Comcast and Taft Cable (Tele-Communications Inc. and Bass Group joint venture) for total consideration of \$2.8 billion (see "Top of the Week"). KKR's Storer Television has also closed on \$1.3 billion transfer of six TV stations to company managed and 55% held by George Gillett Jr. □ U.S. Cable Television Group, new limited partnership headed by ML Media principals Martin Pompadur and Elton Rule, has set \$225 million as price for 135,000-subscriber cable systems of Essex Communications Corp. Amount was down \$8 million from initial offer and is subject to further change at closing in 1988. □ Cablevision Systems' \$470 million purchase of Adams-Russell, approved by A-R shareholders in November, is expected to close shortly. General Electric Credit Corp. will finance deal, Cablevision will invest \$40 million in buy and Kidder, Peabody & Co. will provide \$125 million in senior subordinated notes. □ Early 1988 closings are expected for following deals: Continental Cablevision acquisition of American Cablesystems for \$481.7 million; radio group Summit Communications \$200 million purchase of DKM Broadcasting in second-largest radio-only sale, and Adams Communications purchase of Forward Communications' five TV stations for \$126.5 million from Wesray Capital Corp. □ Deals called off in wake of October stock market decline include proposed merger of cable system operators United Artists and United Cable and \$114 million TV station sale by United Broadcasting Corp. to ML Media Partners.

□

**Must-carry.** U.S. Court of Appeals has struck

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down latest incarnation of FCC's must-carry rules, holding that they are unconstitutional—violation of First Amendment rights of cable operators.

Ruling on Dec. 11, 1987, was replay of court decision two years ago when it eliminated FCC's original must-carry rules on same ground.

Broadcasters who have fought hard to preserve some form of must carry rules were upset and disappointed at ruling. They are now planning legal and legislative strategy for bringing back rules through appeals or act of Congress.

□

**Public Broadcasting.** With death last month of legislation that would have provided estimated \$300-million-per-year public broadcasting trust fund, beginning in 1990 (BROADCASTING, Dec. 14), noncommercial community was left to look at 1990 appropriations to CPB worked out shortly before Christmas by House-Senate conferees. Compromise between higher Senate figure and lower House figure: \$232.65 million, up from \$228 million for 1989. Same conferees settled on 1988 figure of \$19.59 million (down from current \$20.5 million) for NTIA-administered Public Telecommunications Facilities Program, annual equipment grants.

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

National Public Radio board last month adopted unbundling Option II resolution presented in written ballot to member stations for advisory vote. Ballots are due at NPR Jan. 12. Final decision rests with board, which plans adoption of a policy in February. Option II would split NPR programming into morning news, evening news and performance segments, creating new distribution and member dues structures. Board also this month began

\$32-million FY 1989 budget proposal deliberations.

David J. Brugger, senior vice president at Corporation for Public Broadcasting, Jan. 1 became president of National Association of Public Television Stations, lobbying arm of public TV system. Eric Friesen, senior VP, programming, remains acting president of American Public Radio.

Replacement of satellite interconnection system is major item on agendas at both PBS and NPR, with current Western Union satellite space due to expire in 1991. Requests for proposals were issued by PBS Nov. 25 and are due Jan. 25.

With new CPB chairman, Howard Gutin, and president, Donald Ledwig, in place—as well as new board members William Lee Hanley, Archie Purvis, Marshall Turner and Sheila Tate—two openings remain on CPB board; still under consideration are former Tennessee First Lady Honey Alexander (not yet official nominee) and Charles Lichenstein, latter controversial for reportedly advocating cuts in CPB funding. CPB is also reviewing propriety of PBS bonus awarded President Bruce Christensen in 1986 (BROADCASTING, Nov. 30, 1987) for efforts since 1984 fire that destroyed former headquarters.

□

■ **Scrambling.** Last November, Senate Commerce Committee passed legislation that would regulate home satellite marketplace (BROADCASTING, Nov. 23, 1987). It would mandate that cable programmers permit any qualified third party—inside and outside cable industry—to distribute their services to backyard dish owners. Bill is not expected to hit Senate floor until March at earliest. Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) has promised to oppose it and his views are laid out in committee report. Controversial nature of legislation is evident by revisions accepted by Commerce, and those yet to be made.

On other front, House legislation (H.R.2848) that would permit satellite distribution of broadcast signals—superstations—to backyard dish owners was focus of hearing late last year (BROADCASTING, Nov. 30, 1987) and will generate further debate as more hearings are convened this year. Broad coalition of industry groups is backing bill (although

broadcast industry is opposing measure), but modifications suggested by motion picture industry (mainly idea that compulsory copyright license for carriers be limited to C-band retransmissions) did not go over well at hearing and could splinter support.

□

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

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

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

□

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

FCC has turned down request by Cablevision Systems, MSO with franchise for about one million homes within Microband-targeted market, to bar Microband from offering its service until other MMDS and ITFS channels now hung up in interference disputes become available so that Cablevision can offer competitive wireless cable service. In responding to Cablevision's petition, Microband charged that charge that Cablevision was trying to use FCC to block competition. It also alleged three cable programming services affiliated with Cablevision—SportsChannel New York, American Movie Classics and Bravo—have refused to deal with Microband in effort to weaken Microband's ability to compete.

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

□

**Unions.** Technical union, International Brotherhood of Electrical Workers, ratified offer from CBS for new three-year contract by vote of 947 to 352 in balloting that ended Monday, Dec. 14, 1987. Contract was Dec. 20 and become effective immediately. Contract contains 3% ratification bonus, 3% raises for last two years of contract and changes in jurisdiction and daily hire provisions. Affected are 1,500 technicians at CBS-owned stations in seven cities, who had been working without contract since Sept. 30.

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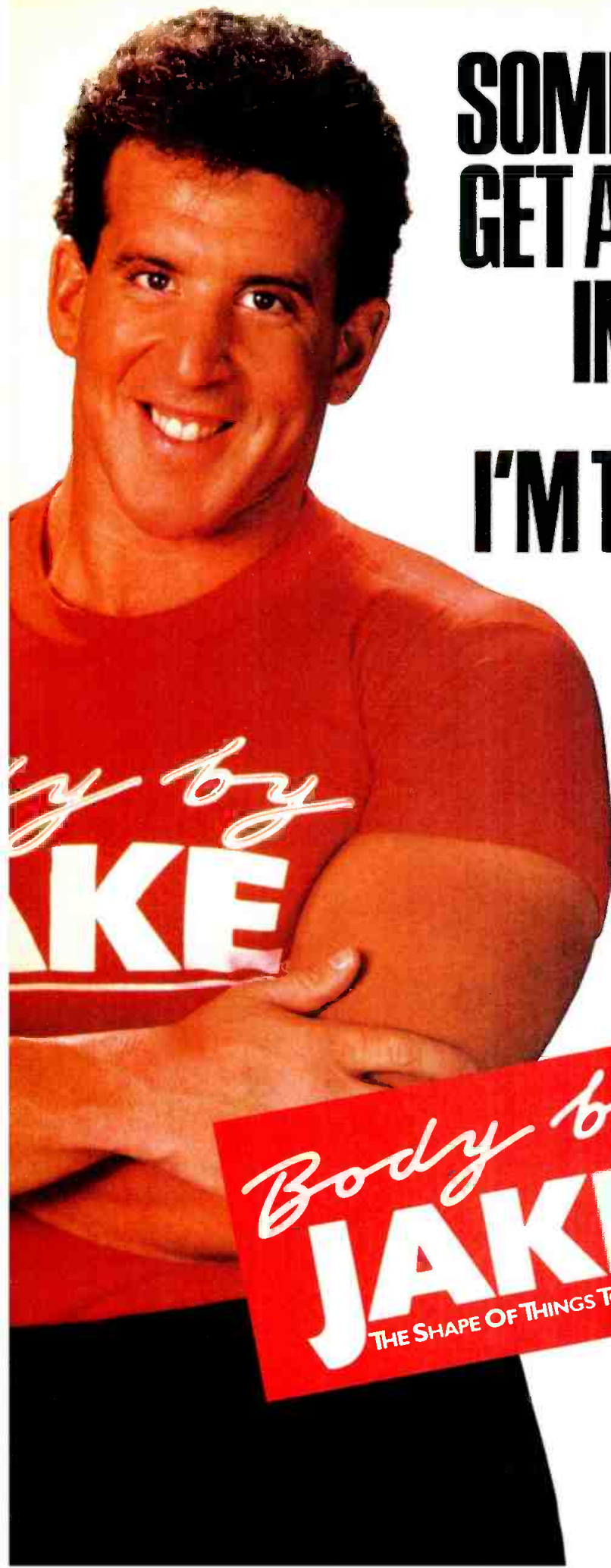
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# Datebook

■ indicates new or changed item.

## This week

■ **Jan. 6**—*Kentucky Broadcasters Association* sales seminar. Elizabethtown Community College, Elizabethtown, Ky.

■ **Jan. 6**—*Academy of Television Arts and Sciences* forum luncheon. Speaker: FCC Chairman Dennis Patrick. Beverly Wilshire hotel, Los Angeles. Information: (818) 953-7575.

■ **Jan. 6-7**—"Seminars with Robert Trout, one of the great pioneers in radio and television journalism," sponsored by *Museum of Broadcasting*. MOB, New York. Information: (212) 752-4690.

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

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

■ **Jan. 7**—*NBC advertising and promotion task force* meeting. Century Plaza Towers, Los Angeles.

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

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

■ **Jan. 8-10**—*Illinois Broadcasters Association* "Operation Adapt." Monticello, Ill. Information: (217) 753-2636.

## Also in January

■ **Jan. 11**—*Indiana Cable Television Association* annual seminar and legislative reception. Columbia Club, Indianapolis.

■ **Jan. 12**—*International Radio and Television Society* Second Tuesday seminar. "How Will Wall Street's Ups and Downs Affect 1988 Advertising Levels?" Viacom Conference Center, New York. Information: (212) 867-6650.

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

■ **Jan. 12**—*Caucus for Producers, Writers and Directors* general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

■ **Jan. 13**—*International Radio and Television Society*

newsmaker luncheon, "Super Bowl XXII." Waldorf-Astoria, New York.

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

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

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

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

■ **Jan. 15**—Deadline for entries in Angel Awards for "most outstanding productions of moral and/or social impact in communications." Beverly Wilshire, Los Angeles. Information: (213) 731-1600.

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

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

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

■ **Jan. 15**—Deadline for entries in Jack R. Howard Broadcast Awards competition, sponsored by *Scripps Howard Foundation*, presented to "large and small market radio and television stations for journalistic excellence in news reporting." Information: (513) 977-3035.

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

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

■ **Jan. 18**—*Home Box Office* press tour during Television Critics Association press tour. Sheraton at Redondo Beach, Redondo Beach, Calif. Information: (212) 512-1000.

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

■ **Jan. 19-21**—*Georgia Radio-Television Institute*, spon-

sored by *Georgia Association of Broadcasters*. Georgia Center for Continuing Education, Athens, Ga. Information: (404) 993-2200.

■ **Jan. 20**—*New York Television Academy* drop-in luncheon. Speaker: Robert MacNeil, *MacNeill/Lehrer NewsHour*. Copacabana, New York. Information: (212) 765-2450.

■ **Jan. 20**—*Federal Communications Bar Association* luncheon. Speaker: Judge Kenneth Starr, U.S. Court of Appeals for D.C. Circuit, Marriott, Washington.

■ **Jan. 20**—*Pennsylvania Cable Television Association* fifth annual winter workshop, "Improving Customer Service." Marriott Inn, Harrisburg, Pa. Information: Bill Cologie, (717) 234-2190.

■ **Jan. 20**—*Women in Cable, Chicago chapter*, annual WIC awards. Clubland, Chicago. Information: John Hartinger, (312) 577-1818.

■ **Jan. 21**—*New York Television Academy* drop-in breakfast. "Casting Procedures at *Guiding Light*." Speaker: Betty Rae, casting director, *Guiding Light*. 524 West 57th Street, New York. Information: (212) 765-2450.

■ **Jan. 21**—*Illinois Broadcasters Association* "Radio Great Ideas Exchange." Peoria, Ill. Information: (217) 753-2636.

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

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

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

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

■ **Jan. 25**—*New York Television Academy* drop-in dinner. "Lifestyles of the Rich and Famous—Al Masini and Robin Leach." Copacabana, New York. Information: (212) 765-2450.

■ **Jan. 26**—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Jim Mooney, president, National Cable Television Association, on "The Cable-Hollywood War: Is There Any End to It?" Sheraton-Universal hotel, Los Angeles. Information: (818) 953-7575.

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

■ **Jan. 27**—*New York Television Academy* drop-in luncheon. Speaker: Fred Cohen, executive vice president, Sunbow Productions, on "Changing Patterns in Production and Distribution." Copacabana, New York. Information: (212) 765-2450.

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

■ **Jan. 27**—*Illinois Broadcasters Association* winter board meeting. Chicago.

■ **Jan. 28**—Presentation of 46th annual Alfred I. duPont-Columbia University Awards in Broadcast Journalism, televised by WNET(TV) New York. Master of ceremonies: NBC anchor Tom Brokaw. Columbia University's Low Memorial Library, New York. Information: (212) 280-5573.

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

■ **Jan. 29**—Deadline for nominations for Ralph Lowell Award for outstanding contributions to public radio, sponsored by *Corporation for Public Broadcasting*. Information: (202) 955-5211.

■ **Jan. 29-30**—*Society of Motion Picture and Television*



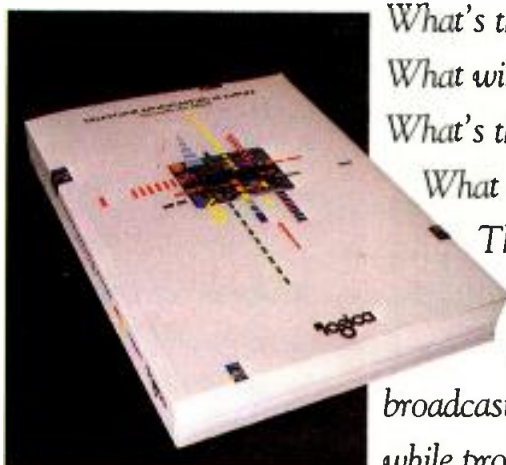
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## Errata

In November Arbitron Sweeps chart (BROADCASTING, Dec. 21), NBC-TV household figure for Lima, Ohio, should have been 17,000.

*Engineers* 22d annual television conference. Opryland hotel, Nashville. Information: (914) 761-1100.

**Jan. 30**—Deadline for entries in National Media Awards sponsored by *American Diabetes Association*, for excellence in reporting on diabetes. Information: (703) 549-1500.

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

### February

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

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

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

**Feb. 3**—*New York Television Academy* drop-in luncheon. Speaker: Nickolas Davatzes, president and chief executive officer. Arts & Entertainment Network, on "The Growth of a Cable Network." Copacabana, New York. Information: (212) 765-2450.

**Feb. 3-7**—*International Radio and Television Society* faculty/industry seminar, "A Message for the Medium:

Programming That Fits." Roosevelt hotel, New York. Information: (212) 867-6650.

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

**Feb. 5**—Deadline for nominations for Edward R. Murrow award for outstanding contributions to public radio, sponsored by *Corporation for Public Broadcasting*. Information: (202) 955-5211.

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

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

**Feb. 8**—*New York Television Academy* drop-in dinner, "Black Presence in TV: The New Force and the Economic Reality of the Black Marketplace." Copacabana, New York. Information: (212) 765-2450.

**Feb. 10**—"Success in Radio and TV Sales," session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

**Feb. 10**—*New York Television Academy* drop-in luncheon. Speaker: Morton Downey Jr., host of *Morton Downey Jr. Show* on WWOR-TV New York. Copacabana, New York. Information: (212) 765-2450.

**Feb. 10**—*Illinois Broadcasters Association* winter sales seminar. Galesburg, Ill. Information: (217) 753-2636.

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

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

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

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

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

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

**Feb. 24**—Deadline for entries in Edward R. Murrow Brotherhood Awards, which "pay tribute to the finest in television and radio news production that best promotes human understanding and good relations among people," sponsored by *Cinema/Radio/TV unit of B'nai B'rith*. Information: (212) 686-3199.

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

**Feb. 25-28**—*NATPE International* 25th annual con-

## Major Meetings

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

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

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

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

**Feb. 11-13**—19th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Association*. Opryland hotel, Nashville.

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

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

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

**April 9-12**—*National Association of Broadcasters* 66th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 29-May 2, 1989; Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992; and Las Vegas, and Las Vegas, May 1-4 (tentative), 1993.

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

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

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

18020, 1990, Hyatt Regency, San Francisco.

**April 28-May 3**—*National Cable Television Association* annual convention. Los Angeles Convention Center.

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

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

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

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

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

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

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

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

**Sept. 23-27**—*International Broadcasting Convention*. Metropole conference and exhibition center, Grand hotel and Brighton Center, Brighton, England.

**Oct. 14-19**—*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.

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

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

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

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vention. George Brown Convention Center, Houston.

Feb. 27—"Television: A Medium Focuses on Itself," panel sponsored by *New School for Social Research*. New School, New York. Information: (212) 741-5690.

## March

March 3—*International Radio and Television Society* Gold Medal banquet. Recipient: CBS's *60 Minutes*. Waldorf-Astoria, New York. Information: (212) 867-6650.

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

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

March 9—"Issues Before the FCC: An Evening with Diane Killory," general counsel. FCC, sponsored by

*American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

March 9-10—*Association of National Advertisers* television advertising workshop. Plaza hotel, New York. Information: (212) 697-5950.

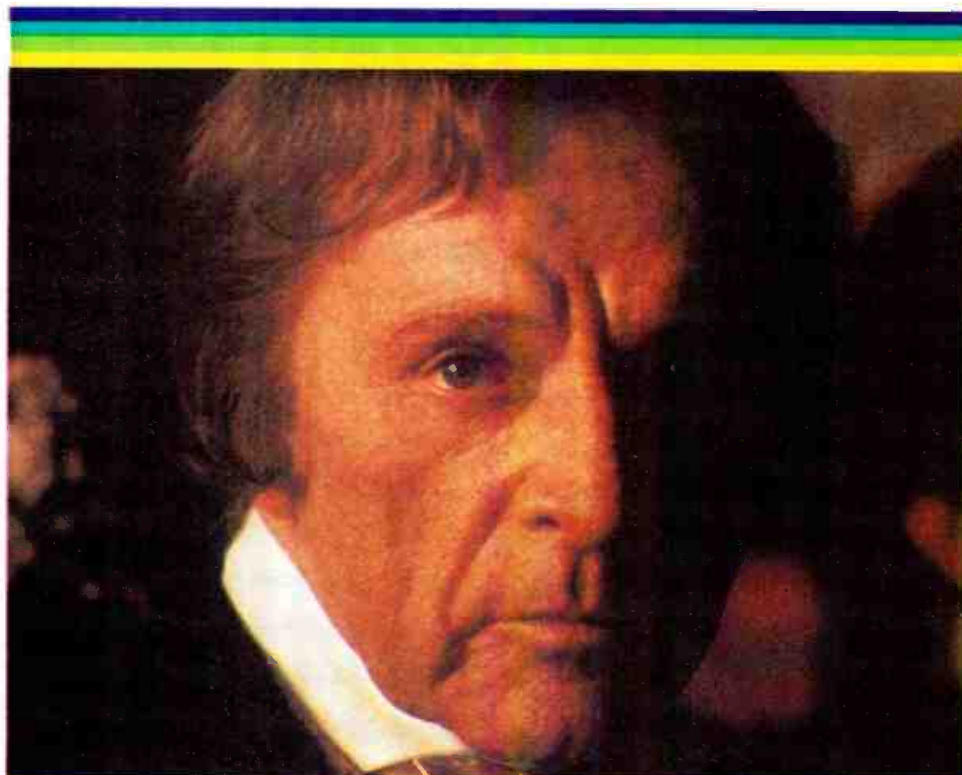
March 11—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Michael Checkland, director-general, BBC. Beverly Wilshire hotel, Los Angeles. Information: (818) 953-7575.

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

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

March 14-15—*National Association of Broadcasters* group fly-in for radio group heads. Hyatt Regency

Continues on page 127.



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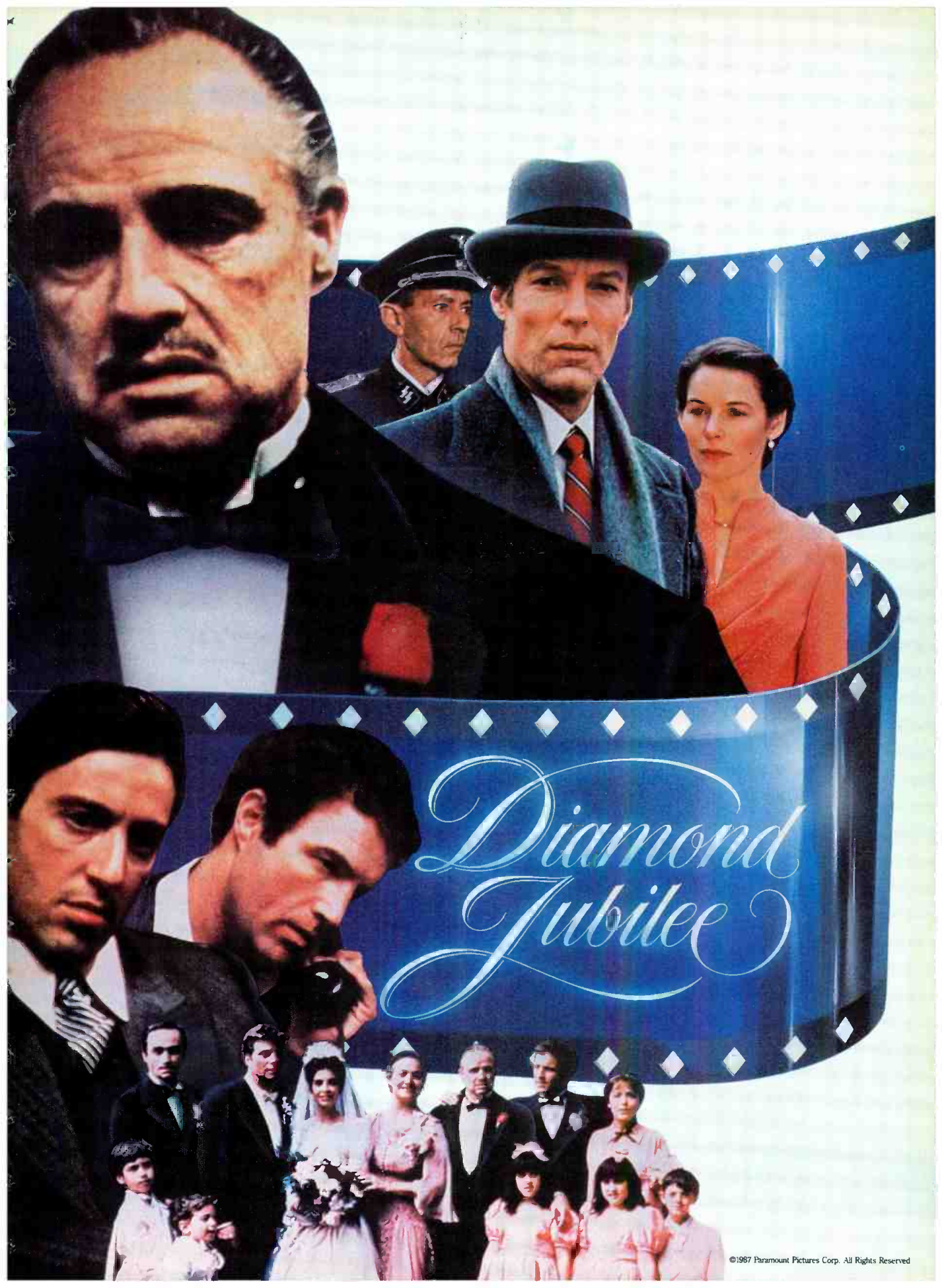
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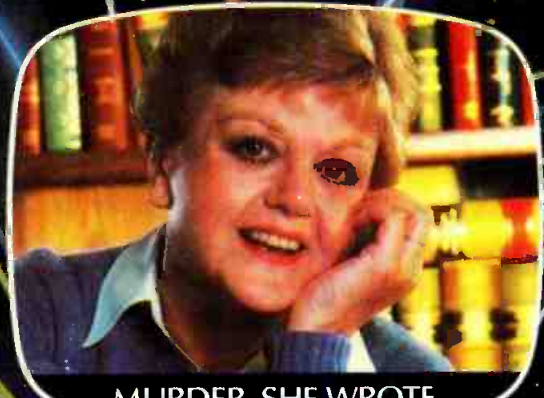
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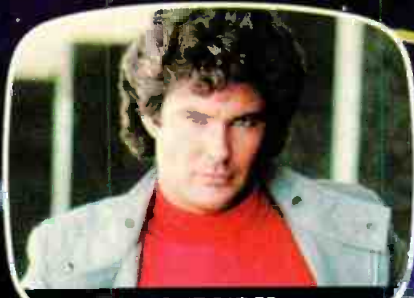
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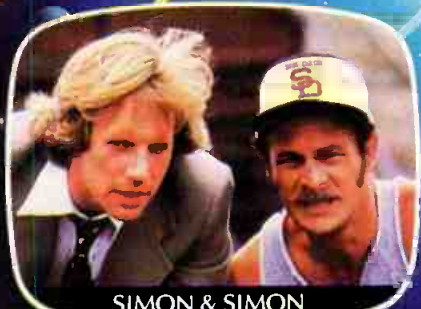
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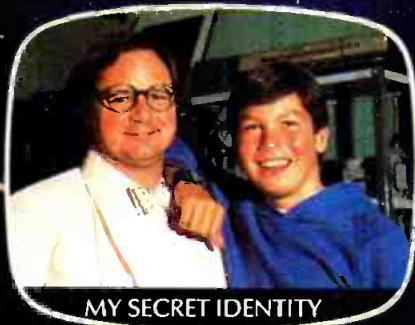
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A commentary on HDTV and spectrum sharing from John Richards, Land Mobile Communications Council, Washington

## The land-mobile view of high-definition TV

Despite what some broadcasters say, private land-mobile radios are used for much more than just delivering hot pizzas. Every day, hundreds of thousands of licensees use millions of private land-mobile radios to provide every imaginable type of service to the American public.

If an American business or public safety entity is on the move, you can bet it uses land-mobile radio. Electric companies. Railroads. Police and fire departments. Manufacturers. Oil companies. Mining companies and steel mills. All kinds of small and large businesses. Even broadcasting companies and telephone companies use land-mobile radio to assist in delivering their services and products to the American people.

The trends in private land-mobile radio use are clear, and they are reflected in the licensing records of the FCC. Short of accusing the entire American business and public safety community of some sort of collective licensing fraud, it is difficult to believe that one could review the licensing records at the commission—let alone monitor congested channels in the major urban areas—and *not* conclude that we are headed for serious private land-mobile radio spectrum shortages in the near future.

The harsh reality is that we will be "out" of private land-mobile radio spectrum in most of the major urban areas of this country within a decade. In the largest cities, the private land-mobile spectrum will be exhausted by the early 1990's. Since it takes up to five years to develop usable equipment for new frequency bands, the FCC must move now if it seeks to insure that spectrum and equipment will be available for land-mobile use when needed most.

More than two years ago, in the "UHF sharing" proceeding, the FCC proposed to satisfy some of the future demand for private land-mobile radio spectrum by allowing private radio users to "share" certain unused UHF-TV channels in the top eight urban areas of the country. The commission identified vacant UHF television channels in Los Angeles, New York, Baltimore/Washington, Philadelphia, Chicago, San Francisco, Dallas and Houston that could be made available for sharing with virtually no effect on existing full service television operations.

This type of sharing program was nothing new, nor was the idea particularly radical. Private radio users have been sharing vacant UHF-TV channels for more than 17 years, without a single documented case of interference to broadcast reception.

To hear the broadcasters tell their story,



John B. Richards is chairman of the Land Mobile Communications Council's drafting committee. He is a senior associate at the Washington law firm of Keller & Heckman. He joined the firm in January 1987, following 10 years as an attorney with the FCC. He held policy and management position at the commission's Private Radio Branch as chief of the enforcement branch, Legal Advisory and Enforcement Division; legal adviser to the chief, Policy Development Division, and chief of the rules branch, Land Mobile and Microwave Division. In addition, Richards served in staff positions as a general attorney and a trial attorney in the Compliance Division. During his last two years at the FCC, he was legal assistant to Commissioner Mimi Weyforth Dawson.

however, the future world of over-the-air television now hangs in the balance on the commission's decision in the UHF sharing proceeding. Why? Because the broadcasters say that "their" vacant UHF-TV channels should be used for high-definition television, not for land mobile.

Those of us supporting the commission's UHF sharing proposals did not hear much from the broadcasting community about HDTV until earlier this year, when the FCC appeared ready to move forward with a favorable decision in the long-standing UHF sharing proceeding. Then the broadcasters adopted the battle cry of "HDTV." They have since persuaded the FCC to initiate a broad inquiry into the future world of advanced television technologies, and in the interim they have successfully delayed a decision at the FCC on UHF sharing. Meanwhile, the clock continues to run on land-mobile frequency congestion in the major urban areas.

To be clear, the land-mobile community supports the development of HDTV. We watch television as much as anyone else. Unlike broadcasters, however, in the land-mobile world we *must* use radio spectrum to satisfy our basic communications requirements. We cannot "hard wire" the nation's

vehicles.

It is high time we see some improvement in the technical quality of broadcast signals. But let us realize that sharper television images could come with a very stiff price tag. In this age of spectrum scarcity, some broadcasters are actually seeking to use 50% or 100% *more* bandwidth for HDTV than is used for current over-the-air television transmission systems. This is unnecessary; it is wasteful, and it would preclude further UHF sharing.

The American public is turning to cable services in ever increasing numbers to satisfy much of its appetite for video programming—and cable services do not require huge amounts of scarce radio spectrum. Now is hardly the time for the FCC to step backward and encourage broadcasters to develop new methods of consuming even greater amounts of spectrum for incremental improvements in the technical quality of over-the-air television signals. The radio spectrum is too valuable, and too limited, to squander in that way.

From a land-mobile perspective, the current 6 mhz television bandwidth already is overly generous. One broadcast signal consumes enough spectrum for 10's of thousands of daily private land-mobile dispatch transmissions that are critical to the nation's economy and the public's safety.

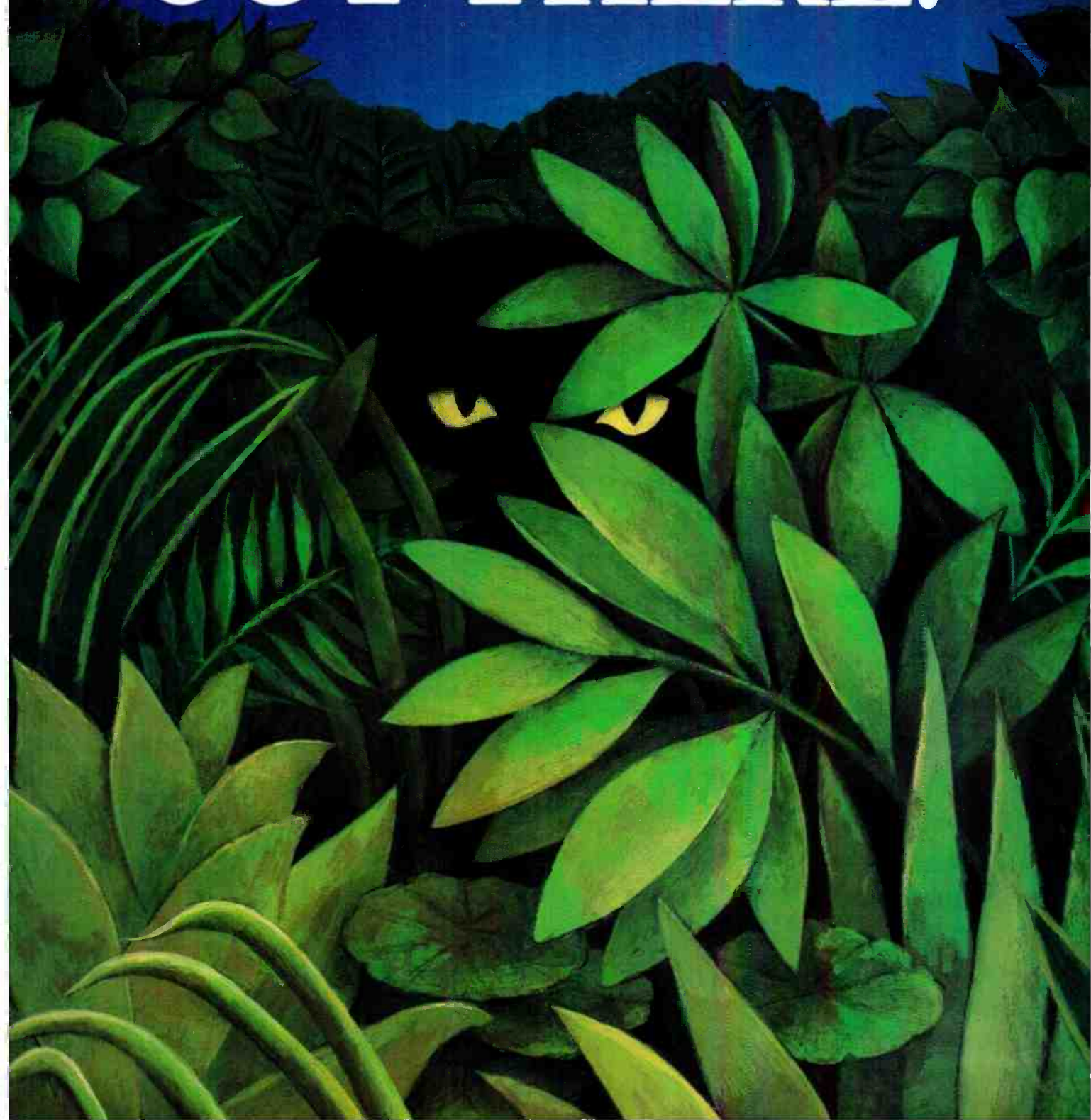
The 6 mhz bandwidth was established as a broadcasting standard more than 40 years ago, and since then there has been absolutely no progress by the broadcasters in reducing their fundamental spectrum requirements. During that same period, the land-mobile community cut its channel bandwidth in half, and in half again, and then in half again. We have also developed and adopted many other innovative spectrum-saving technologies, including trunking, digital data and computer-aided dispatch. Yet incredibly, the broadcasters continue to chide us every chance they get for some perceived lack of spectrum efficiency on our part.

Certain innovative broadcasting companies, most notably NBC, already are well along their way in producing a quality HDTV signal within the existing 6 mhz channels. This is exactly the type of evolving, creative state-of-the-art broadcasting technology needed to move HDTV off the drawing boards and into the living rooms. Moreover, it can be done at the same time the FCC moves forward with its proposals in the UHF sharing proceeding.

We can't wait forever. The American public deserves the benefits of *both* HDTV and UHF sharing. We could have the best of both worlds if the broadcasters would simply improve their signal quality within their current bandwidths.



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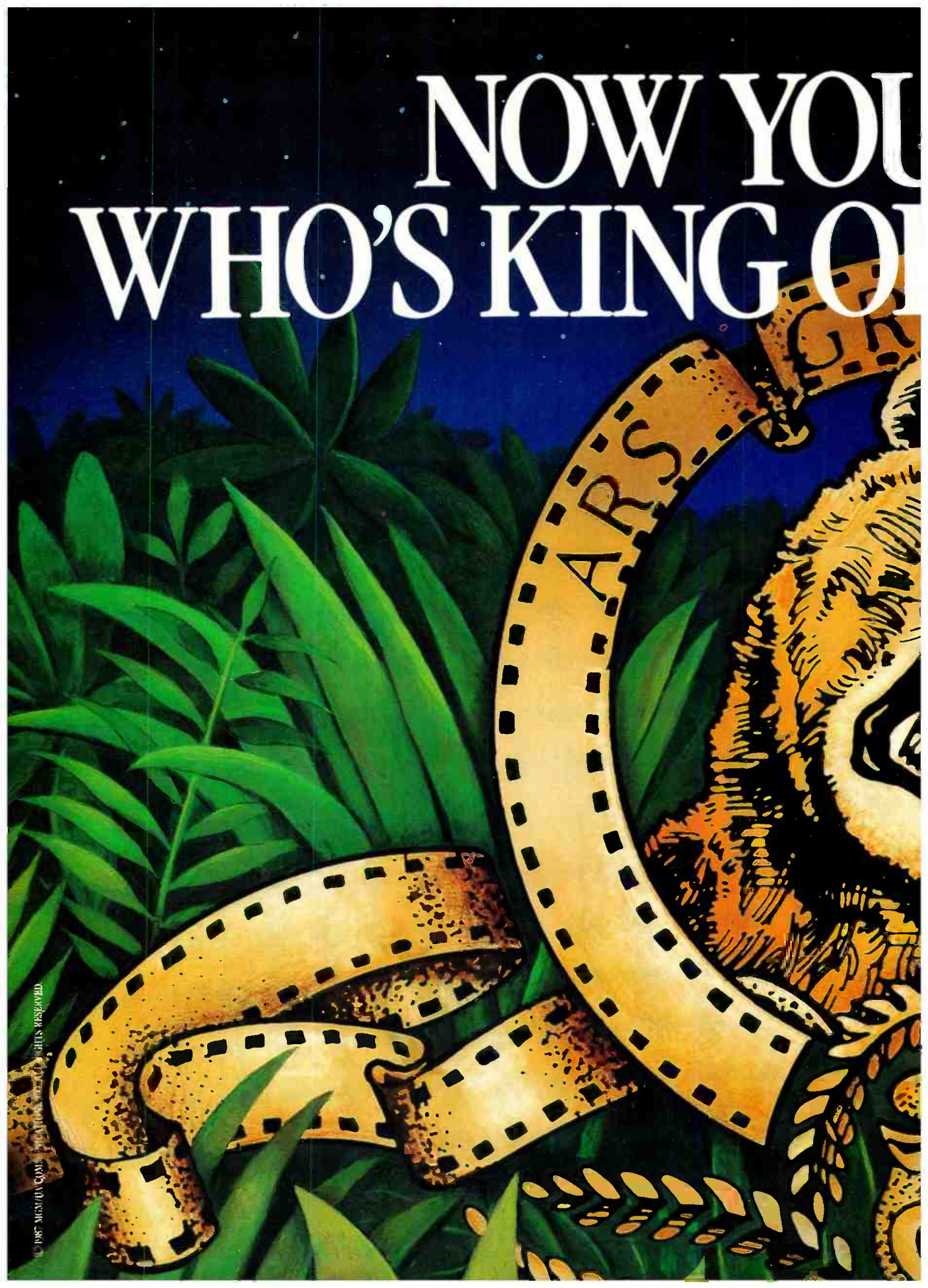
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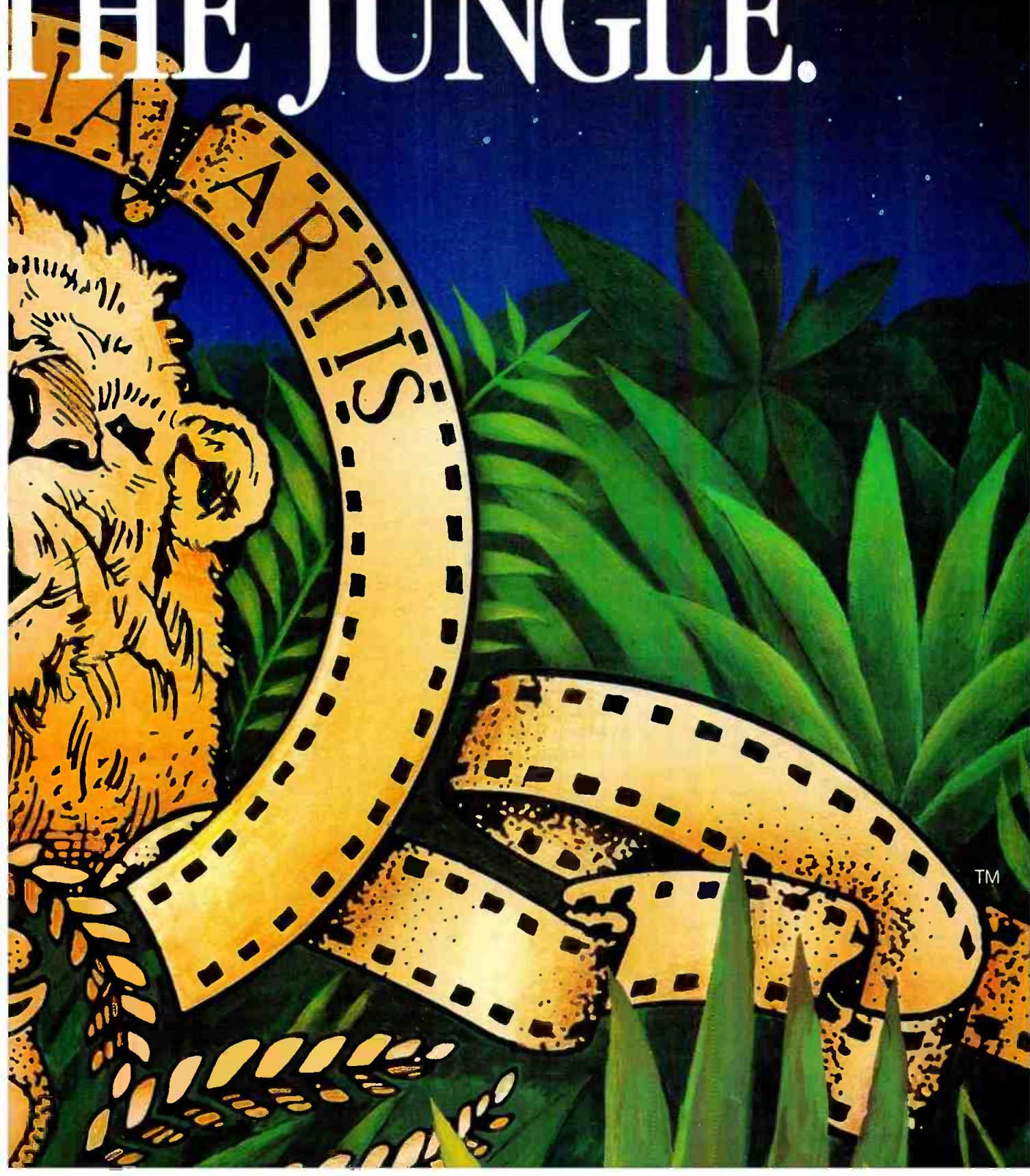


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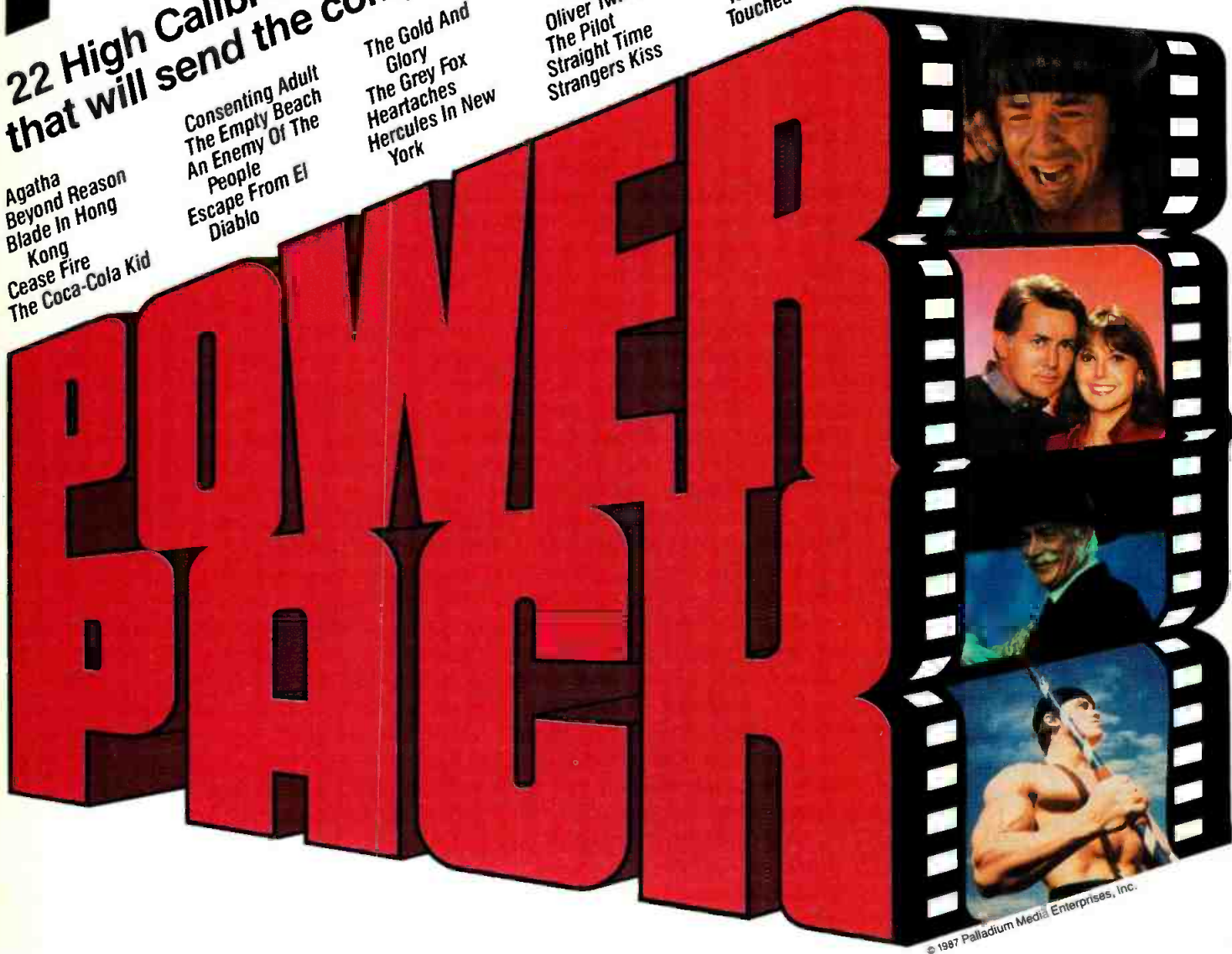
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Cease Fire  
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Diablo

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Glory  
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# Broadcasting Jan 4

Vol. 114 No. 1

TOP OF THE WEEK

## ATC, Comcast, TCI/Bass win Storer cable prize

**Consortium's \$2.8-billion purchase of KKR's 1.45 million subscribers is largest cable deal in history**

A consortium of cable operators has bought the Storer Communications cable systems owned by Kohlberg Kravis Roberts & Co. for consideration totaling more than \$2.8 billion, making it the largest cable deal ever. American Television & Communications, Comcast and Taft Cable Partners (the last a 50-50 joint venture of Tele-Communications Inc. and the Bass Group) signed a letter of intent on Christmas Eve to buy the cable systems that have been on the block since last summer. The Storer systems have 1,450,000 subscribers in 12 states. The purchase price works out to slightly less than \$2,000 per subscriber, below the \$2,200 KKR reportedly wanted originally.

Although the final numbers have not been worked out, the three partners will pay roughly \$1.7 billion for the stock in SCI Holdings and also put up more than \$1.1 billion in assets in exchange for the so-called "restricted cash" that had been one of the problems looming over the sale of the systems. The partners will also assume the \$2.25 billion in debt of SCI Holdings, 97% owned by KKR. Of that debt, \$1.6 billion is in junk bonds carrying an average interest rate of between 13% and 15%, which are scheduled for payment between 1990 and

1997.

(Moody's Investor Service said last week that it was reviewing the debt of SCI, for possible upgrade, and the debt of the three buying partners.)

The partners intend to run the company as a stand-alone operation for the foreseeable

### STORER COMMUNICATIONS

future, since a number of tax and financial complications prevent them from economically splitting up the company. That was the path taken by ATC, TCI, Comcast, Daniels and Century after their purchase of Group W for \$1.7-billion, the record price for a cable deal before the Storer agreement. With the repeal of the general utilities doctrine of the tax code, tax-free liquidation of a company has become more difficult.

According to the letter of intent, the partners will buy the 212 million shares of outstanding SCI Holdings stock for between \$9.25 and \$9.75 per common share, which would roughly translate to \$2 billion. The letter also calls for SCI warrant holders to

"receive the same consideration as Holdings' shareholders, net of the applicable warrant exercise price." Those warrants, when exercised, will reduce the total consideration by \$234 million.

The three partners also will put up more than \$1.1 billion in assets to get the "restricted cash" out of the company. (The cash is restricted because of certain debt covenants under which SCI is operating.) Those assets could include cable systems, securities or bank loans, for instance. ATC and Taft appeared to be leaning towards putting up cable systems to get the Storer cash out of the company, while Comcast appeared to favor putting up securities for the cash.

Benjamin Diesbach, general manager of Taft Cable, said the Storer systems were "a very attractive group of properties." Bernard Gallagher, vice president and treasurer at Comcast, said of Storer: "We think it's a great company" with a "nice group of cable systems."

There was also the realization the Storer buy represented its own unusual set of circumstances. The nature of the long-term, junk bond debt, the tax complications in liquidation and the restricted internal cash were the main problems facing potential buyers. Those factors entered in the negotiations. "I guess the biggest problem was price," said David O'Hayre, senior vice president, investments, ATC, as both sides

### Concentrating on cable television

Before the Storer purchase, the nation's 10 largest MSO's owned and managed cable systems with 19.6 million basic subscribers, or 45% of the nation's basic cable subscribers. That number increases to 49% when Tele-Communications Inc.'s affiliations with other companies are included.

TCI, the nation's largest cable multiple system operator, says that it currently owns and manages cable systems with 3.5 million basic subscribers. A total of 5.2 million basic cable subscribers are accounted for on its financial balance sheet, including those systems owned but not managed by TCI. Included in these figures are the one-million-plus subscribers from Heritage systems purchased by TCI in 1987 (400,000 subscribers are in systems managed by Heritage) for more than \$800 million.

TCI also claims three million subscribers through its affiliated companies, although these are not consolidated in TCI's financial statements. Included in this total, for example, are United Cable's 1.145 million subscribers, of which TCI owns 24%.

In addition to United, TCI holds varying interests in Bresnan Communications, Cablenet Associates, Cencom Cable, Com-

munications Services, Lenfest Group, Marcus Communications, Memphis CATV, Taft Cable Partners, Televents, TKR Cable and UA Communications.

The second largest cable MSO, American Television & Communications Corp. (ATC), claims approximately 3.6 million basic subscribers, including 456,000 subscribers in Paragon Communications, a joint venture set up with Houston Industries after its partial acquisition of Group W cable systems in 1986.

Continental is the third largest MSO, with 2,030,000 basic subscribers. That figure includes the company's purchase of American Cablesystems, set to close later this year. That figure also incorporates the company's percentage of jointly held cable operations.

Although Storer may be divided between ATC, Comcast and Taft Cable (the TCI-Robert Bass Group joint venture), its estimated 1.45 million subscribers at the end of December made it the fourth largest MSO.

Cox Cable, the fifth largest MSO, reported 1,406,922 basic

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compromised from their original offers. "It's a good deal," said O'Hayre. "A little less than \$2,000 a subscriber is a high but fair price for this thing," he said. Added another source close to the negotiations, "This is not the world's largest bargain" but "it seems to be the market price." One participant likened it to the Group W deal, which at the time seemed to be made at the market price but after system values went up, it became, in hindsight, a bargain. "I'm hoping for something similar in this deal," said that observer, but he doubted it would look as good as the Group W deal does now. The consortium paid \$1.7 billion for Group W's 2.1 million cable subscribers.

As for Storer, the "plan now is that three companies have invested in this company and [will] run it as a separate company indefinitely," said O'Hayre. Although the percentage breakdowns have not been devised, a source said "there's been discussion that it would be a third, a third, a third." It is expected that a separate board of directors and management will run the new company, with the owners expected to be represented on the board. But it is also possible that the three partners could manage separately a portion of the new company. That solution would be less expensive, but more complicated, said one source, than running it as a unified entity. The partners said it was too early to discuss changes in senior management, but O'Hayre said he hoped those at the system level and some of regional people "would stay with the company."

Taft Cable, which has almost 200,000

subscribers, will probably put up some or all of its cable systems in exchange for the "restricted" cash, sources at Taft and TCI said. O'Hayre said. "We think at least some of it will be done that way" at ATC but other assets could be included.

Comcast seemed to be leaning toward putting up securities. "We're looking at the alternatives," said Gallagher. The three partners, if the split is equal, would have to put up financial assets in the neighborhood of \$366 million, or cable systems that had roughly 183,000 subscribers, going by an average \$2,000-per-subscriber price.

One of the loose ends surrounding the deal concerns KKR's interest in SCI Television. George Gillett, owner of Gillett Broadcasting, bought the Storer broadcast station group last summer for \$1.3 billion, and it is being operated now as a joint venture of Gillett-controlled entities (55%) and KKR (45%). A Storer spokesman said the price the three cable companies are paying for the stock of SCI Holdings contains a value for KKR's 45% portion of SCI Television. When the transaction is completed, the cable partners will own the Storer cable systems free and clear, while SCI Television will operate as its own entity. Now it is a subsidiary of SCI Holdings. A KKR spokesman said the company intends to remain part of its joint venture with Gillett. That is believed to mean that KKR would compensate the cable buyers for the value of its 45% stake in SCI Television, presently apart of SCI Holdings. When Gillett and Storer set up the joint venture, Storer put up \$225

million in debt and equity as part of the overall \$1.3-billion purchase. That may be a guidepost for the final disposition of KKR's interest in SCI Television.

The proposed sale brings to an end the saga of Storer's cable properties. Storer Communications went on the market in 1985 (Comcast, at the time, aggressively pursued the company), and was bought by KKR in a \$2.5-billion leveraged buyout. KKR sold the broadcast properties to Gillett and hired three investment firms—Morgan Stanley, Drexel Burnham Lambert, and Shearson Lehman—last summer to sell the cable systems. Those firms were "disengaged" in early December, after which talks with the cable consortium, which had earlier expressed an interest in the deal, picked up again. That culminated in the agreement reached on Dec. 24.

A formal contract is expected in the next few weeks with the transaction scheduled to close in the second quarter of 1988. In addition to the federal regulatory approvals, the partners will need the approval of the local jurisdictions in which Storer operates cable systems, which one partner estimates in the hundreds.

The cable partners involved in the sale know they may be operating under the Storer name long after there is, in effect, no Storer. "The fundamental thing that everybody who wanted to be a part of this was that you better be prepared to make an investment, forever, in SCI. If you have any other idea or intent, you can't be apart of this transaction," a source said. □

*Continued from page 43.*

subscribers as of September. A separate 50% joint venture in New York's Staten Island adds another 25,000 basic subscribers.

Sixth is Warner, which said it had 1,389,705 basic subscribers as of the end of November. Comcast, which follows Warner and Cox with approximately 1.31 million basic subscribers as of late November, could jump ahead of both of them depending on the number of subscribers that are added from its part in the Storer acquisition. The current Comcast tally includes the systems that it owns and operates, as well as those managed in limited partnerships.

United, which ranked eighth in size, reported 1,145,233 basic subscribers at the end of November, including 183,369 subscribers in limited partnerships managed by United.

Privately held Newhouse said it had 1,077,383 basic subscribers as of Dec. 18, through its New Channels, Vision Cable and Metrovision cable systems, placing it ninth on the list. Viacom counted 1,020,300 basic customers as of Sept. 30, putting it in 10th.

The figures in the chart at right, supplied to BROADCASTING by the individual companies, differ from those used by the Motion Picture Association of America, which has been a vocal critic of the increased concentration of ownership in the cable industry. MPAA, for instance, said that before the Storer purchase, the top 10 companies accounted for 55.8% of all cable subscribers. MPAA claims that TCI has 9,387,000 subscribers before the Storer purchase, while the company says it has, at most, 8.2 million.

Last week, MPAA President Jack Valenti charged that "the sale of Storer puts the cable industry in a tighter vise of concentration." Valenti claimed that "the five largest cable com-

panies will now control, directly or indirectly, almost 47% of all subscribers...A few mega-monopolies are taking over the delivery of television to the home, and nobody seems to give a damn."

## The top 10, before Storer

(Subscriber figures in millions\*)

Company	Owned systems	Affiliated systems
1. Tele-Communications Inc	5.20	8.20
2. ATC	3.60	3.60
3. Continental Cablevision	2.03	2.03
4. Storer Communications	1.45	1.45
5. Cox Cable	1.41	1.41
<b>Top five total</b>	<b>13.69</b>	<b>16.69</b>
6. Warner Cable Communications	1.39	1.39
7. Comcast Cable	1.31	1.31
8. United Cable Television	1.15	0**
9. Newhouse Broadcasting	1.08	1.08
10. Viacom Cable	1.02	1.02
<b>Second five total</b>	<b>5.95</b>	<b>4.80</b>
<b>Top 10 total</b>	<b>19.64</b>	<b>21.49</b>

Note: By using a base of 44 million cable subscribers, the top five MSOs represent 31% and 38% of owned and owned/affiliated systems, respectively. The corresponding percentages for the top 10 are 45% and 49%.

\*Based on figures supplied to BROADCASTING by individual companies.

\*\*Figure is zero because United figures in affiliated column are already included in TCI's 8.2 million.



## Showdown in Cerritos: Telco, cable at odds over system control

### Planned fiber optic system has sparked regulatory confrontation over ownership of transmission line

The five city council members who run the small, affluent community of Cerritos, Calif., pride themselves on being visionary thinkers. They use terms such as "trend setter," "innovative" and "dynamic" to describe projects including the community's redevelopment program and the solar panels affixed to the roof of City Hall. So when the council set out to build an expensive underground cable system for its town 20 miles southeast of Los Angeles, it looked for something beyond the ordinary.

Cerritos may have gotten more than it bargained for when, in February 1987, the council signed an unusual \$7.5-million joint venture agreement involving GTE California, GTE Service Corp., Apollo CableVision and its parent firm, T.L. Robak Construction Co. (GTE California, a subsidiary of GTE Corp. provides telephone service while GTE Service Corp., another subsidiary, is the corporation's research arm.)

The city was about to become involved in a lengthy and costly regulatory battle between the telephone and cable industries over which will control the transmission wires going into individual homes. After receiving thousands of pages of comments from both sides, the FCC is expected to decide this month whether to permit the project to proceed.

"The issue in the Cerritos matter is who is going to own that second wire into the home," said Michael Morris, vice president of congressional and regulatory affairs for the California Cable Television Association. "That's all that is at stake." Morris and other cable industry officials fear that FCC approval would be disastrous because it could lead to a return to the franchise wars that were so evident before the passage of the Cable Act in 1984. On the other side of the argument, GTE and the city claim the cable industry is standing in the way of progress.

The proposed leaseback provides for GTE California to pay for the construction of an interactive, broadband transmission system for the city's 56,000 residents, 16,000 homes and 2,000 businesses. Apollo would lease half of the 550 mhz system to provide cable service and GTE Service Corp. would lease the other half for experimentation.

In addition to cable service, the system would offer additional features including home banking and shopping, security and a "video-on-demand" system that could be leased to yet another party. It also would give GTE Service Corp. an opportunity to conduct what it calls the first and largest side-by-side tests of fiber optics, coaxial and twisted pair telephone cable in transporting voice, data and video services.

Cerritos officials are disappointed that there is little to show after nearly a year.

Mayor Dan Wong said that the city was reluctant to enter the cable business in the first place because of the problems that other cities experienced with franchises before Congress passed the Cable Act. However, as pressure from the community mounted, the council solicited bids in September 1985, but it had to twice extend the request for proposals because there were no applicants.

In March, 1986, during the third extension, Cerritos received a bid from Apollo, whose parent company, T.L. Robak, specializes in underground construction. The city also received bids from another cable operator, Kinneola Engineering, and a construction company, Mecum Enterprises, but both of them sought public financing to build the system.

About that time, John Saunders, director of internal affairs for Cerritos, said that the city received a letter from GTE California indicating its willingness to coordinate the project with a cable operator. The council directed city staff to work with both parties, and the franchise agreement was unanimously adopted in February.

"We're not interested in the economic and political aspects [of this case]," Wong said. "We're looking at it strictly for technology....Any industry able to provide some technology service for the country, for the city, should have the right to do that." Wong argues that since other cable operators did not make reasonable bids, GTE California should be allowed to have the system.

Morris maintained that other cable operators passed on the Cerritos project, with its "blue sky RFP," because the project was not economically feasible. He argued that the phone company could shift its costs off the books and use unregulated money to finance the project.

If the FCC grants the application, or some type of waiver, Morris said, the decision will, force other cable operators to make promises they cannot keep in order to remain competitive with the local telco. "It is the most dangerous part of the waiver," Morris said.

The agreement between GTE and Apollo "goes beyond the customer-carrier relationship," Morris said. With GTE California paying T.L. Robak Inc. \$7.5 million to design, construct and maintain the system, Morris said money will be flowing in both directions. Other unusual features, he said, include GTE's agreement to pay Robak the profit in advance and the schedule of lease payments that Apollo will pay back to GTE California, which Morris contends is "basically a loan."

Darrell Hughes, director of business operations for GTE California, said that since no regulated money is involved in the coaxial cable service project—the only matter before the FCC—it cannot be considered a cross-subsidy issue.

At issue before the FCC is a Section 214 application that GTE California submitted

to the FCC last February to construct a 170-mile, bi-directional coaxial cable distribution system. Half of the system would be used by Apollo for 40 channels while the other half would be leased to GTE Service Corp. for experimental activities in 5,000 Cerritos homes.

When opposition to the Cerritos proposal emerged—and questions about why GTE Service Corp. needed so much bandwidth—the FCC requested more information. GTE California told the commission that three-quarters of GTE Service Corp.'s bandwidth would be devoted to its video-on-demand service, a system that allows subscribers to choose from hundreds of movie titles that can be seen any time by punching the information into a remote unit. GTE intends to lease the bandwidth needed for this service to Apollo or to a third party. Existing cross-ownership rules prevent the telco from providing video service.



IGTE's Hughes

GTE Service Corp. had been searching for a test site in Florida and Oregon for more than a year before it expressed interest in the GTE California proposal for Cerritos, according to Hughes. The GTE Service Corp. plans to examine the technology on a cost-per-delivery basis and determine how the consumer responds through video consumer surveys. "This may be the way to find out if a single transmission medium will work for all kinds of services," Hughes said. "No one has put an array of products and services on multiple facilities to those numbers of homes with the customer as a test instrument."

Despite its opposition, Hughes insists the cable industry could benefit from the tests. The telcos may be able to find a way to distribute video signals over fiber, or interconnect video signals between fiber and coaxial cable, which could provide savings for cable, he said.

If all restrictions that currently prohibit telephone and cable companies from entering each other's territory were lifted, GTE would consider entering all areas of the cable business, he said. Although he is not keen on programing, Hughes said franchises "would be a natural extension" of transport.

"The thing that all of us should work for is

the level playing field analogy," Hughes said. "I don't think any industry should be given an undue advantage.... If the playing field is level I think the consumers and the cable industry and the phone industry have plenty of room in which to operate and would all do a pretty good job," Hughes said. "Competition is not all bad."

But Morris said that if the government does eventually lift restrictions, it still would not be a level playing field. "The regulations were put there because of a pattern of anticompetitive practices by phone companies to control the second wire.... It just leaves the door open for phone companies to pick up where they left off."

Technologically, local phone companies would still retain their monopoly over local distribution even if cable were permitted to experiment with dial tone, according to Morris. "Everyone would need a \$5,000 phone for coax to work," he said. "It is just not a viable business and never will be." Although cable could profitably deliver point-to-point and point-to-multipoint transmissions for private line businesses, Morris said telcos would gladly give up that line to cable since it is a money-losing venture for them.

Hughes noted, however, that since 1972 cable has stuck primarily to entertainment product, and he questioned whether it has actively pursued available technology and services. "I think they need to get into some partnerships with telephone companies and other industries to begin to deliver products and services beyond just HBO," he said.

Despite the "mystique" surrounding fiber technology, Morris said "it still has significant drawbacks from a distribution standpoint." In Alameda, Calif., he said, United Cable built a fiber optic system with coax trunks and fiber drops from poles into homes intended to combat theft of service. "It was a disaster," he said. "They just finished ripping out the system and replacing it with coax cable. What if a phone company had done it? If it had replaced copper wire with fiber, it would be a disaster for the telephone rate payer."

Tom Robak, president of T.L. Robak, the parent company of Apollo CableVision, thinks the new technology used in Cerritos could have a place in cable. He said the cable industry's real motive in opposing fiber is its large investment in coax. "They haven't got the return on their money yet," he said. "They're not ready to rewire the country. They want to wait another five or ten years to recoup their money." Although fiber is "not a proven factor yet," Robak said cable has a responsibility to "look down the road and see what the alternatives are."

Since he considers the cable business to be technology-driven rather than market-driven, Robak said the knowledge gained from the Cerritos projects can assist other major cable operators that his construction company works with on the West Coast. And that would help increase penetration.

"I don't see it as a threat at all," Robak said. "I'm operating under the assumption that the phone company wants to be in the pipeline and dial tone business, and they

want to lease bandwidth off to cable operators to provide programming. Now if the government keeps that balance I think you have a good system.... as long as they keep the phone company out of the programming side and they keep the cable operators out of the dial tone business."

Robak said he fears programmers such as HBO are headed for direct home Ku-band sales and cable operators "need to have lots

of other services to provide. And right now coax doesn't give us great enough bandwidth to provide all the other services," such as high definition television. "The fact that (programers) backed into Ku-band when C-band is working well scares me so I want to look for alternative income," he said.

Meanwhile, for the city fathers of Cerritos, the wait for an underground cable system continues. □

## An FCC new year

**Commission will be busy in 1988, with RKO dispensation, children's advertising and spectrum reallocation among proceedings on docket**

The FCC will have much to do during the new year, implementing a new broadcast indecency policy, disposing of the 22-year-old RKO license renewal case and wrapping up current proceedings ranging from syndicated programming exclusivity for broadcasters to UHF-to-mobile radio spectrum reallocation to children's advertising.

The work load will become heavier should the FCC launch any major new initiatives to further impress the deregulatory stamp of the Reagan Administration on the broadcasting and cable industries.

In handling the load, FCC Chairman Dennis Patrick and the two other sitting commissioners—Patricia Dennis and James Quello—are counting on help from Washington communications attorney Susan

Wing and FCC staff attorney Bradley Holmes who have been nominated to fill the current commission vacancies. Although some on Capitol Hill had made noises about holding up the confirmations to punish the FCC for its fairness doctrine repeal, the White House now expects the Senate Commerce Committee to act promptly on the nominations when it gets down to business in February.

Because it affects broadcasters and cable operations, the FCC proposal to resurrect the syndicated exclusivity rules, which would require cable systems to delete programs on distant signals for which a local broadcaster has exclusive local rights, is one of most important and controversial proceedings now pending.

Staffers working on the proposal say it will be ready for FCC action by "early spring," and, if Patrick has his way, some form of so-called syndex will be adopted. If they are, the cable industry is expected to

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## End of the road

Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) inserted language two weeks ago in a catch-all spending bill requiring Rupert Murdoch to sell the *Boston Herald* and *New York Post* (BROADCASTING, Dec. 28, 1987) at the request of "another senator," according to a Hollings aide. However, the aide refused to identify the senator. Speculation centered on Ted Kennedy (D-Mass.), who sources believe was motivated by dissatisfaction with the *Herald's* editorial policy. Kennedy aide, Carolyn Osolinik, said she was "not aware" of any such effort on the senator's part and felt there was "no foundation to the rumor." The suggestion that the senator had gone after Murdoch because he didn't like the paper's editorials was "completely absurd," commented another Kennedy spokesman. With most of Capitol Hill out last week it was difficult to track down the origins of the provision.

Most observers considered the language "airtight," affording Murdoch little choice but to sell the paper in the spring. His only option might be to seek legislation, but it is believed the chances of success on the Hill are remote, especially during an election year.

Under the measure, which extends through fiscal 1988, the FCC cannot grant or extend waivers to its newspaper-broadcast crossownership rules. Murdoch was believed to be seeking a waiver extension for both papers. Because of the rules, when Murdoch purchased WFXT(TV) Boston and WNYW(TV) New York he obtained waivers to retain his ownership of the *Post* and *Herald* (his *Post* waiver expires on March 6 and the *Herald's* on June 31). The language also forbids the commission from abolishing or modifying those rules.

A petition was filed at the FCC by the Freedom of Expression Foundation to launch a rulemaking to eliminate the crossownership restriction. Broadcast groups and the American Newspaper Publishers Association were preparing to file comments and a spokesperson for Murdoch's News Corp. said the company, the ANPA and other media groups were going to submit comments on the proceeding last Thursday regardless of the Hill's action.





## Independent in more ways than one

*Once was, the independents took a back seat in broadcast industry affairs. No longer. Now—whether it's in Hollywood, or New York, or Washington—that segment of the industry represented by the Association of Independent Television Stations is in the middle of the action. And appropriately, INTV has picked an activist president for the job. In this preconvention interview, Preston Padden shares his perspective on the events shaping—and being shaped by—the universe of stations that go it alone.*

**We note that you've adopted a new logo. What is its significance?**

We think it's a good time to adopt a new symbol for the business of independent television—something that can be recognized on sight, rather than one that has to be read. Because we think that the independents really have come of age in the marketplace, and one of the functions of this association is to make sure that the rest of the industry and the world are properly apprised of what we've achieved, and we think having a symbol that represents independent television will help us in that effort.

**Has independent television come of age or has it already peaked?**

I don't think it's peaked at all. We look at what the four VHF independents in Los Angeles are doing and we take that as a goal for the aggregate independent position in other markets across the

country. Those Los Angeles independents regularly achieve fully one half of the television viewing in that marketplace on a week in, week out basis.

**Are there similar stories being told in other markets?**

That's the strongest local market independent story. New York is not far behind. It falls off as you go down into the smaller markets where the independents are less mature. The L.A. independents are the oldest in the country, and being VHF doesn't hurt them.

**But has the marketplace changed for the independent television industry in the last 12 months—markedly? There seem to be a number of bankruptcies out there and a lot more concern about whether there will be any more independents on the horizon.**

I don't think there's any question that the growth of new indepen-

dents has plateaued. But I don't think anybody sees that as a bad or an unexpected thing. I mean, we could not go on forever growing new stations at the rate we were for four or five years.

We still point to the number of new stations that came on board during the most explosive growth period in the history of the medium, and we set that up in contradistinction to the 23 that have gone into bankruptcy. We try to get people to focus on the hundreds of new stations that are not in bankruptcy and that are doing fine and are providing new local service that didn't exist before.

**So how many are there right now?**

I think the new census will show a total of 327. Not all of those are general purpose independent stations; some of them are foreign language or specialty stations of one kind or another. We believe the number of generally programmed independent stations is somewhere around 240.

But we certainly have not peaked in terms of audience growth. We are seeing in the new peplemeter numbers some very dramatic stories about the audience shares being garnered by independent stations. And we also see dramatic stories in local markets where the independents get a fair shake in the audience measurement. In the vast majority of local markets that are measured by diaries we continue to see a gross understatement of the independent audience.

Within the past few weeks we've had meetings with both Nielsen and Arbitron to show them advance copies of the metered diary calibrations study that we will be releasing at the convention, and we're looking for a good-faith effort on the part of both services to do something positive and meaningful—and soon—about this chronic problem.

**So much of the dialogue regarding ITV particularly concerns cable that you tend to forget or obscure the fact that your primary competition is still the network affiliate, is it not?**

Absolutely.

**And would you not say that it is the independents that have made the greatest inroads against the network affiliates in the last five years.**

I don't want to take anything away from the growth that the cable program services have achieved. We think that's terrific. But unfortunately, because it's an easy story to write, we see in the trade press and the general press stories that the networks' share is declining and the reason is cable. One of our most important jobs is to effectively communicate the fact that an awful lot of the audience that is leaving the networks is going to watch independent television stations.

If you take the November 1987 prime time figures, and look back five years, the networks have suffered an erosion of nine prime time share points, and five of those nine have ended up on independent stations. The other four went to all other sources.

**How serious is the new turn of events on must carry?**

It's obviously not good news, but we're hopeful that the situation will be resolved in a manner that's satisfactory to our interests. There certainly is a substantial reservoir of sentiment on Capitol Hill, strongly in favor of local carriage regulations.

**You don't think the situation is already resolved? That the court decision is now the status quo and will remain the status quo?**

Do I think the landscape we have today is the landscape we'll have forever? No, I don't.

**What do you think will happen?**

I think that the constellation of cable issues is going to be resolved; I can't tell you just when. I think, right now, everyone is holding their cards very closely, trying to assess exactly what their strengths and weaknesses are on Capitol Hill and at the FCC.

But I don't think that what we've got now will remain the status quo for one very good reason. Nature abhors an unbalanced and unstable situation, and with a compulsory license remaining intact and no local carriage obligation at all, what you have is a very unstable, one-way relationship between cable operators and broadcasters. And I don't think that will continue indefinitely. Unless it is resolved it will lead inevitably to continuing conflict and turmoil.

**What would happen if nothing happened? What would happen if all carriage now in place stays in place? Or essentially so? Would you**

**still feel a need to go back in and get legislation on this matter?**

I think that goodwill and cooperation are certainly the order of the day, but I don't think that those two concepts really can be the foundation of a long term business relationship. One side has a law that says no broadcaster may ever charge a cable operator for the use of its program service, no matter how valuable that program service may be to the cable operator. But you don't have any similar provision for broadcasters having some sense of security in their relationship with cable operators.

**It sounds as if you're convinced that the only way to resolve must carry is to take up the whole issue of the compulsory license.**

Well, we had a proposal two years ago suggesting a rule saying simply that Congress did not adopt a compulsory license for the cable industry that would apply to any and all signals cable operators might wish to transmit, but rather that Congress adopted a compulsory license limited to the signals specified as permissible for carriage by the FCC. Our proposal was that the FCC should simply provide that the signals permissible for carriage are those signals carried as a part of a package that includes whatever universe of local carriage obligations it is agreed upon by the agency and the industry.

You could take the must carry compromise and say, in effect, that cable systems that comply with this deal may avail themselves of the compulsory license to do so, and that while cable operators that don't wish to carry all these local stations are not under any obligation to do so, they may not use the privilege of the compulsory license for picking and choosing among those they wish to carry.

Ultimately, we abandoned that proposal and folded it into the mainstream industry compromise. There's been a fair amount of discussion since the *Century* decision came down about dusting off that compulsory license linked proposal, and taking another look at it.

**In light of the great upset on Capitol Hill over the fairness doctrine, what does that bode for the chances of must carry?**

I don't think broadcasters can afford to be one-issue politicians, and I think that everyone in this industry has got to understand that there are relationships between these issues, and broadcasters are just going to have to decide which issues are most important to them. And while we have not had an up or down vote on the matter, I think the likely sentiment of our group was evident in its willingness to have us stay out of the battle over the fairness doctrine on Capitol Hill.

**Do you anticipate continuing to abstain on that subject?**

Yes.

**For any reason beyond narrow self interest?**

For the reason that we understand that these issues are linked together. And I wouldn't characterize it as narrow self interest, I'd characterize it as a principled position.

You know, it would have been very easy for INTV early on—and maybe even in the narrow best business interests of our biggest members—to say we're not going to worry about how cable operators treat the newer entrants in this business. That we were just going to take care of the big guys, and that would be it. But I don't think that would have been a principal position. We've tried to stake out a position that said there are a lot of newer independent stations bringing free local service to communities that have not had it before, and we feel an obligation to see that in the consolidation of the cable industry, these stations are not lost in the rush.

**That takes us a bit away from the discussion about the fairness doctrine.**

But it is our concern in large part over issues like must carry, and over more far-reaching issues like what is our role going to be in a fiber optic wired nation that has given us pause in rushing to the forefront of the fight to eliminate the fairness doctrine.

**We take it that INTV as an association would be very happy for the rest of the people battling against fairness—the National Association of Broadcasters and the Radio-Television News Directors Association—and the other broadcast associations—to achieve dissolu-**



tion of the fairness doctrine. We take it that you're for that, but that you don't want to be identified with that effort because it might cost you some political capital on some other issue. That sounds like narrow self interest.

It's my perception from our group that elimination of the fairness doctrine, when ordered along with the other issues on our plate, is not a priority. Whether achieved by us or by anyone else.

It's pretty straightforward. Over the long haul, we see the local broadcasters' role as special, as different from some of the other new media. We have a legal obligation to serve the needs and interests of our local communities, and we think that there is a historical quid pro quo involved in that special obligation and our relationship with other new media.

**And do you think the fairness doctrine is part of that quid pro quo?**

Historically, it certainly has been.

**Would you be willing to accept that and the public interest concept as a condition for special protection in the marketplace?**

That's an issue that all broadcasters may in fact have to address in the not too distant future.

**I'm sure you're familiar with what former FCC Commissioner Mimi Dawson has said about the telecommunications future [BROADCASTING, Nov. 30, 1987]. What does the future hold for independents as far as fiber optics are concerned?**

Well, it's for all broadcasters. We think the commission has a great opportunity right now—when fiber deployment is in an experimental stage—to get involved and make some very fundamental decisions about the regulatory environment that is going to be the structure within which this new medium of communication gets built.

The lines are beginning to blur between mass media and common carrier. I think you start to see that cable is probably the first step in that blurring of the lines; fiber optics deployed by telephone companies takes it one step further.

The cable industry has in the recent past been annointed with substantial First Amendment status, and now, in the cable-telco proceeding, the telephone companies are asking why their wire must be subjected to a different First Amendment regime than the cable wire, and it's a question the commission is going to have to wrestle with. There's an old case that we may ultimately see revisited. When the telephone companies were shut out of the cable business, GTE took the FCC to court and challenged that exclusion on First Amendment grounds. Their arguments were not given much credence at that time, but there's been a lot of new developments since then.

So I think we're seeing a blurring of mass communications and common carrier development and I think it's absolutely critical that the commission step in and conduct the studies that are necessary to figure out the best way to maximize service to consumers. Commissioner Dawson suggested that we ought to go out and hire a lot of economists to conduct those studies, and while we're certainly interested in participating in those studies, we'd like to see the commission take the lead. I think the study by the National Telecommunications and Information Administration is going to get into a lot of these issues.

**Do you have your own scenario on how it's going to shake out in the next 10 to 15 years?**

I think we're going to see more and more wired communications, transmission of video into the home. The big question mark is whether we're going to see a competitive environment for that wire line transmission of video or whether we're going to see an environment that doesn't have subscriber-level competition. It seems to me that an awful lot of the regulatory decisions ultimately will have to turn on whether we can rely on competition or whether there's no competition there to rely on.

**Do you share any of Commissioner Dawson's belief that the time could come when they would turn back in the broadcast frequencies and rely on one wire going into the home?**

I'd be surprised to see the turnback of the spectrum in my lifetime, but I do think we are likely to see fiber optic deployment

within our careers in this business. You've got telephone companies installing it today and you've got cable operators installing it today. One of the questions we raised in our petition at the FCC is, if you've got ATC installing a fiber and you've got Bell South installing a fiber, what is the basis for differing in the regulatory treatment of the transmission of video over those otherwise identical pieces of glass fiber?

**What are the other technological issues that are going to impact the independents and the rest of the broadcast world?**

There's a bill in Congress right now sponsored by Representative Robert Kastenmeier (D-Wis.) and Michael Synar (D-Okla.) to adopt a new compulsory license for the satellite dish industry. And over there against my office wall we have a little flat panel antenna that certainly is the way that technology is going. We know about the troubles we have with the cable compulsory license; we think it's going to be increasingly difficult for broadcasters to compete with all of these new media if the broadcasters are the only ones that actually have to operate within the copyright marketplace, buying rights to the programming they're seeking to exhibit. If everybody else gets a compulsory license and all of this programming is flying around the country, outside of copyright channels, so that neither the buyer nor the seller can really effectuate an exclusive license to a



local broadcaster then we think our ability to compete is going to be severely hampered.

Over the long haul, there are two issues that I think are critical to broadcasters' survival in the new competitive environment. The first is access to consumers, and that's what must carry is all about and that's what our fiber optic filing is all about. And the second thing is exclusivity, because we are going to have more competition. Broadcasters may not like that, but they can't change that fact. There's going to be more competition for the viewers' eyeballs -- and the only weapon we have to compete with in the marketplace is the programming that we choose, that we select and buy to attract the viewers.

I think Trygve Myhrin, the former chairman of National Cable Television Association, said it as well in a recent interview: "Exclusivity is something you want on all the product you've spent your lifeblood on."

**What about HDTV?**

I think HDTV is certainly coming. Again, I think it's tied in with the fiber optic equation. You know, we're all running around trying to figure out how to jam as much high definition signal as we can into six megahertz or nine megahertz, and I understand, although I haven't seen it yet, the folks at Bellcore [the communications research arm of Bell Labs] have an HDTV demonstration using fiber optics that utilizes 30 megahertz of bandwidth *per primary color*.

Now we may be able to do a lot with compression, but I doubt that we're going to be able, with a total of six megahertz, to be competitive with somebody else who can burn up 30 megahertz per primary color.

I think HDTV is an issue where broadcasters and cable are going to have to work together. There are a number of reasons for that, one of them being that the cable operator still, as a principal part of his business, sells his subscribers the retransmission of local broadcasters' signals. And if we do something with our signal that screws up

the cable guy's capability to retransmit it to consumers, it's not going to be in our interest or the cable operator's interest—or, obviously, in the subscriber's interest.

So I think HDTV is certainly an issue where we've got to work together. I would hope that the cable folks would be able to restrain any notion they may have of seeking a competitive advantage through having a better HDTV picture for cable program services than broadcasters, because if they do that, then the only logical competitive response from the broadcasters would be to try and have a better HDTV picture, one that might not be compatible with cable retransmission. I don't think that would be good for our business or for theirs.

I don't say this in any way to diminish the stature of the cable industry, but cable began as a supplement to over-the-air broadcasting precisely because there were a lot of folks who could not get a good over-the-air picture. And now, because it seems to fit the regulatory philosophy of the day, an effort is being made to set cable and broadcast up as completely separate, independent, competitive services. And I don't think that effort fits with the reality out there in the marketplace.

Cable is certainly a principal medium on its own. But there is still a strong symbiotic relationship between these two businesses. Broadcasters still need cable to deliver their signals to a lot of viewers, and cable still needs broadcast signals as the base of the service they sell to subscribers. And it may sound great on paper to set them up as completely independent and separate services, but I don't think it works that way in the real world.

**It does seem to be sliding that way.**

Agreed. And to the extent that cable is growing more in areas where people don't have to subscribe to cable for over-the-air reception, then they are more nearly in a separate competitive stature.

**Does your interest in the flat antenna betray an enthusiasm for direct broadcast satellite?**

No. On the contrary, our interest in the flat antenna has been to demonstrate to legislators on the Hill that they should not adopt a new compulsory license for the dish industry with the mental image that they're passing the bill for some rancher in Wyoming with a 12 meter dish, when in fact the way the technology is going, we're talking about small, flat panel antennas. And let me emphasize: We don't think this is an independent specific issue. I think it's a simple fact that it's in the interest of everybody who has to operate within the copyright marketplace to have their competitors operating on similar terms. And look at it from a public interest standpoint. If you were to step back and say we're going to anoint some competitors with a compulsory license and others we're not going to favor with a compulsory license, we're going to make them negotiate in the copyright marketplace. Then you set out on the table the different competitors. There's cable, which charges consumers for its service. And the satellite industry, which also charges consumers for its service. And broadcasters, who give consumers their service for free.

From a public policy standpoint, if you wanted to pick one of those three competitors to encourage and favor the compulsory license, you'd start with the broadcaster, since he's the one who gives his service away to the public for free. Instead, the way the policy is going on the Hill right now, the free broadcaster is going to be the only one mired in the copyright marketplace having to actually negotiate and pay for his program rights.

**Well, that's not entirely true. For example, cable negotiates and pays for program rights to all cable exclusive programming. And there are fees for programs carried under the compulsory license.**

That's exactly right. But you know, we just did a financial survey that we're going to unveil at the convention called "Anatomy of an Independent," and it shows independents now are spending half of their total expenses on programming. And I have to smile a little bit when I read the trade press coming out of the Western Cable Show and some of the cable industry leaders screaming that something's got to be done about their copyright payments because in some cases they're approaching 10% of their total expenses. It's hard to generate a whole lot of sympathy.

**How do you feel about the possibility that a return to syndicated exclusivity will increase the cost of programming to broadcasters even more? There are some folks who think that Hollywood will use that policy to hike its prices significantly.**

Our board carefully considered that possibility before deciding to champion the return of syndicated exclusivity. They are convinced that over the long haul, the two things they need to survive and compete are access and the ability to position themselves as the exclusive exhibitors of whatever product it is they purchase to compete with.

**With this recent interest on Capitol Hill in a transfer tax, what's to keep Congress from looking at spectrum fees and a whole host of other approaches it could take as a quid pro quo for any policy you seek.**

That goes back to my earlier comment that broadcasters can't afford to be one issue politicians. We've got to look at our historical public trustee role and prioritize our interests in all of these issues, and decide which we want to make as our priorities.

**Does that mean that you can be all-but-one-issue concerned? You're concerned about all issues in the spectrum but the fairness doctrine, which you have to stay away from?**

No, that's not it. What I'm saying is we believe that there are tradeoffs in life—I think everybody understands that. And I'm not suggesting that we wouldn't love to be free. Of course we would. But if you look at the burden of the fairness doctrine and you look at the burden of some of the other special responsibilities that broadcasters have historically had to their communities, and weigh them against some of the other issues on the table, such as spectrum fees and must carry, broadcasters have to prioritize their interests, just like everybody else in life. The President went battling with the Congress on a bill and he had to prioritize his interests. And we've got to do the same thing.

**But he held out for opposition to the fairness doctrine.**

He has his priorities and we will have to decide on ours. And I'm not suggesting that it's an easy choice or that there is only one right answer. All I'm saying is I think that we cannot afford to look at any issue in isolation, because you know, the hip bone is connected to the thigh bone, and we need to understand the whole landscape before we leap out of the starting gate on any individual issue.

**You have a reputation of being a militant advocate for your points of view to the point that other trade associations have threatened not to deal with you unless you back off. Do you agree with that characterization? And do you have any plans to change your ways?**

I certainly would not characterize us as militant. INTV represents the newest and most vulnerable sector of the broadcast industry, and I think we have felt the brunt of the difficulty in the marketplace more severely than have some other segments of the industry. Our complaints about cable have been directly proportional to the concerns that have been expressed to us by our members.

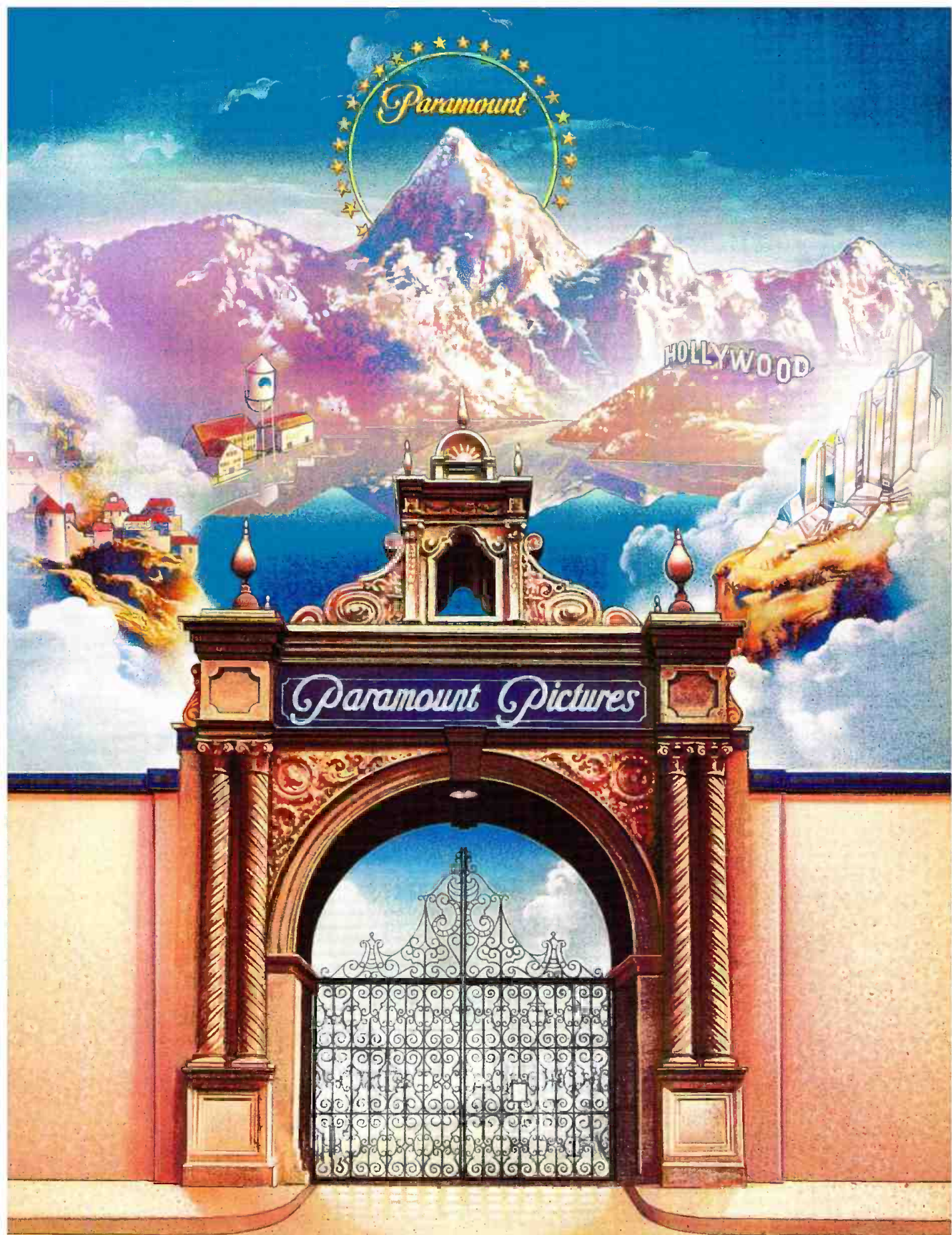
We do not believe that we reneged on the must-carry compromise. Our filing with the FCC did not encourage repeal of the compulsory copyright license for cable; in fact, it supported an expansion of the zone of local stations available to cable operators for free under the compulsory copyright license.

At the same time we have no interest in saying or doing anything that would give the cable folks a quote to pin up on the bulletin board in their locker room, and we hope to address these issues in a professional and meaningful way, focusing on the merits of the issues on the table.

**How about INTV's filing with the commission on rate regulation? What is INTV's interest; what's all that about?**

I'm glad you asked that. INTV has no direct interest in rate regulation of cable operators offerings—and our pleading says that. The reason we felt compelled to file in that proceeding was not whether there should be rate regulation or there should not be rate regulation. The issue in that proceeding was quite starkly presented:





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ONE OF THE BIGGEST GUNS IN TELEVISION HISTORY!

This epic 18-hour mini-series starring Robert Mitchum and Ali McGraw is now available for its command performance run in syndication.

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that the networks have lost. And in our positioning, on all of these cable issues, the bottom line has been our interest in trying to make sure that the cable operators' control over the conduit is not allowed to unduly influence the competition between the independent stations and the cable program services for that audience.

We think, in a perfect world, that USA Network and an independent station ought to compete for the viewer's affection based on how good a job they do in programming their channel and not whether they've given up a piece of their equity to the guy who controls the conduit through which the product gets delivered to the home.

**What do you think of the networks' interest in acquiring equities in cable programmers? Do you see that as a trend in where they're headed?**

I don't really have any specific reaction to that. I was more concerned about the noises we've begun to hear about attempting to seek repeal of the prime time access rule and the correlary syndication and financial interest rules. Our stations have now begun to achieve some success in the marketplace, and it has come at the expense of network audience. But the fastest way to send us right straight back to the days of roller derbies and wrestling would be to put the networks in a position to cut off the supply of popular off-network product to independent stations.

**And you've heard some rumblings to that effect?**

Larry Tisch [of CBS] came to Washington not too long ago and made a pretty clear statement as to his desire to have those rules revisited.

**But you don't sense that the FCC is interested in that, do you?**

I haven't talked to the FCC about it; I think it behooves us not to sit around here waiting until the FCC issues a notice of proposed rulemaking.

**You've been talking about achieving a level marketplace, with cable having to get rid of the compulsory license. It seems to me the**

**financial interest rules are the networks' version of the compulsory license; that's how their hands are tied behind their backs in the marketplace. It sounds as though you're looking for regulation for the other guy, but not for yourselves.**

If the independents ever really achieve a position of market parity with the networks, then we will lead the parade to repeal any of these provisions that have arisen from the special place the networks play in the industry. But the little growth we have enjoyed does not change the fact that the three networks still occupy an absolutely unique position in this industry, and if given the opportunity, they would certainly have every incentive in the world to withhold popular product first produced for network exhibition from our stations. I know it wouldn't serve our interests and I don't think it would serve the public's interest, and until the networks are no longer in a unique position in the industry I think we continue to need these regulations.

We think you can either rely on competition and competitive forces, or you can rely on government regulation. What you can't have is a situation where anti-competitive forces are restrained by neither competition nor regulation. That's when we get into trouble.

**What do you want your members to walk away from the convention with?**

A real sense of understanding and pride about the audience levels they have achieved. The theme for our convention is "Independents '88, the Real Super Stations." Look at what they've done without any compulsory license, without any network affiliations or any of the other tools that other folks have had. They have gone out, put new facilities on the air, ponied up to the bar and paid a king's ransom for programming and they have found an audience, they have provided service that wasn't there before, they provided a diversity that wasn't there before, on a local broadcast basis, and the numbers are now showing up in the metered based audience measurements. They should feel very, very proud of what they have achieved.





# INTV 1988

The annual declaration of independents in Los Angeles



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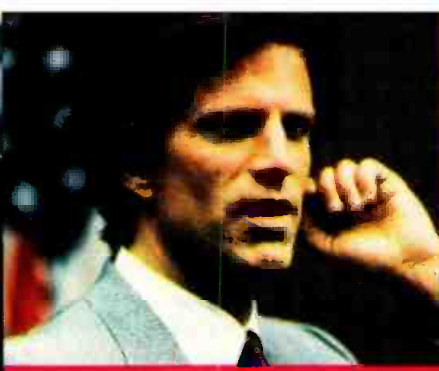
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PRIME  
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BREAKS  
SAM'S SON  
STRANGER IN MY BED  
NASTY HABITS  
DEADLINE  
UNCOMMON VALOR  
BREAKTHROUGH  
RUNNING SCARED  
SENIOR TRIP  
HELP WANTED: MALE  
THE DIRT BIKE KID**

**VASECTOMY:  
A DELICATE MATTER  
WIZARDS OF THE  
LOST KINGDOM  
THE RIP OFF  
PATRICK  
HAPPY  
SEPTEMBER GUN  
BAD GUYS  
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FROM HELL  
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Your programming universe is about to be expanded by the stellar performances of today's brightest stars.

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Robert Mitchum  
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Glenda Jackson  
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Eli Wallach  
Rip Torn  
Dame Edith Evans

Lee Van Cleef  
Karen Black  
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Scott Baio  
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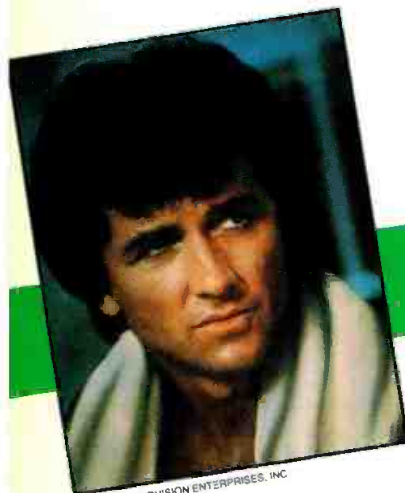
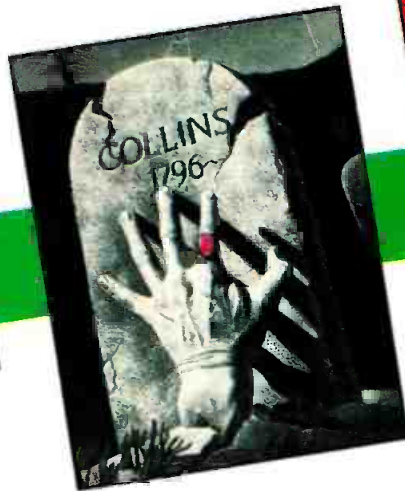
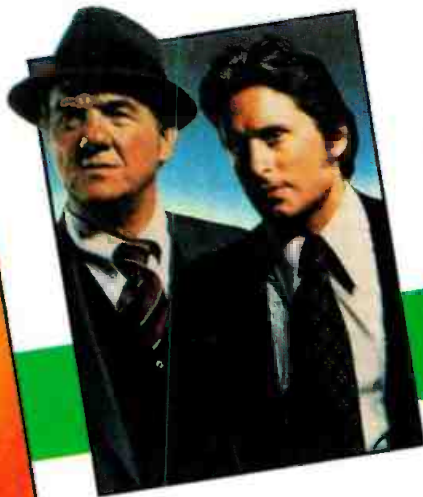


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Casper © Harvey Cartoons

## HOURS

The Streets of San Francisco  
 Combat  
 The Fugitive  
 Ben Casey  
 The Invaders  
 Man From Atlantis  
 Mod Squad

## HALF-HOURS

Dark Shadows  
 That Girl  
 Annie Oakley  
 Buffalo Bill  
 The Doris Day Show  
 Douglas Fairbanks Presents  
 The Mickey Rooney Show

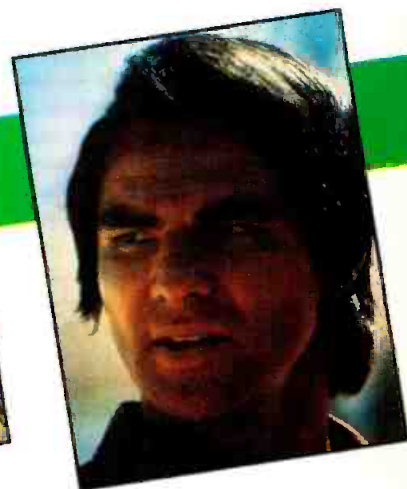
N.Y.P.D.  
 One Step Beyond  
 People's Choice  
 The Range Rider  
 The Rebel  
 Wendy And Me

## CHILDREN

Casper The Friendly Ghost  
 George of the Jungle  
 Jackson Five  
 Jerry Lewis  
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The Don Lane Show  
Come Along  
Wonders of the Wild  
And Many, Many more...

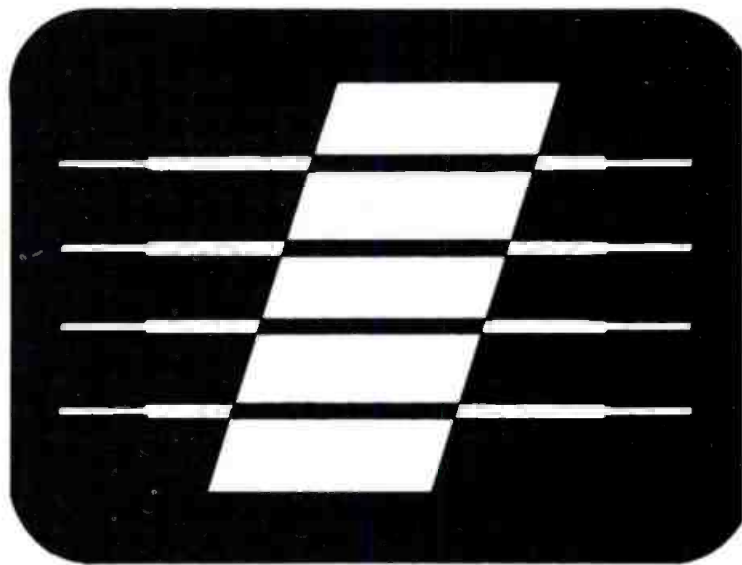


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## INTV 1988



The Century Plaza in Los Angeles



## Independent Television

### Independents looking back to 1987, ahead to 1988

As the management of independent television stations assembles in Los Angeles this week for the 1988 convention of the Association of Independent Television Stations (INTV), sighs of relief will probably be heard. A difficult year for the stations had just ended. Among the woes that beset many independents were burdensome financing (in the case of limited partnerships) and a growing pattern of unwise program purchases that crippled some stations with payments for shows simply held in reserve.

At the heart of the difficulties was a troubling year in advertising revenue that was at least partially responsible for one Chapter 11 bankruptcy filing by a major group of independents, Grant Broadcasting Systems.

That theme was still on the minds of many going to the convention. Ron Inman, INTV vice president of marketing, put it bluntly: "It was a tough year."

In 1987, independents dealt with adversity by more closely monitoring programming costs (which typically constitute from one-third to two-thirds of a station's expenses), and by developing more creative sales strategies. In line with a more conservative business attitude, many station executives were not forecasting huge advertising increases during 1988, despite the quadrennial election-Olympic year boost. INTV will release a "top-to-bottom" cost analysis for stations at the convention.

Total advertising revenue in 1987 (through November) grew more

slowly than in the first 11 months of 1986, rising 6.3% in 1987, versus 8% the year before (based on Television Bureau of Advertising data including 97 of the country's 335 independents). Regionally, that can be broken down to 5.9% growth for the East, 4% for the South, 12% for the Midwest and 3.3% for the West.

On the local level, for the first three quarters of the year, revenues were up 11.9% over the first three quarters of 1986, the same growth rate of 1986 over 1985. Local revenues for stations grew at more than twice the rate of national spot in the first three quarters.

At WATL(TV) Atlanta, general sales manager Gene McHugh said that although his station's sales revenues are still split 60%-40% between national and local sales, a new push is being made on local retailers. McHugh said the station has been putting more effort into promotional tie-ins to generate local sales.

One factor helping to boost sales for Atlanta stations—both locally and nationally—is the metering of that market by both Nielsen and Arbitron. "We finally have some truth in advertising," McHugh said, adding that with meters there has been a 16-share-point shift, from affiliates to independents.

Bill Scaffide, general sales manager at WUAB(TV) Cleveland, said that "we had to work a lot harder" to accomplish 9% sales growth in 1987.

Although promotional tie-ins and other "creative sales" strategies helped some independents, such strategies make sales more costly



7 ft.

6 ft.

5 ft.

4 ft.

3 ft.

2 ft.

**Look who we put  
under "household" arrest.**

8 ft.

7 ft.

6 ft.



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Cagney & Lacey has got what it takes:

- A loyal audience of men and women
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- Top numbers in first-run and repeat
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It all adds up to one thing—ratings success for you in syndication.

Put Cagney & Lacey in your lineup.

To settle for anything less is a crime.



8 ft.

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ommitted audience.



*Cagney & Lacey*  
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# CRIME TONIGHT

## AMERICA'S NIGHTLY



### **VIEWERS ARE EAGER TO TURN TO CRIME!**

Across the country, the network dramas and syndication specials that capture the highest ratings are almost always crime oriented. Now, Orion introduces Crimewatch Tonight, a national, network quality program dedicated solely to crime related coverage.



### **WE CAPTURE IT DAILY!**

With a hard-hitting half-hour every weekday, Crimewatch Tonight will cover every facet of crime. From white collar crime to terrorism; from espionage to the mob; from street crime to government corruption; from crimes of passion to crimes of compassion.



### **THE WORLD IS OUR BI**

Fed daily, we'll use the latest satellite technology to deliver the hottest crime stories. Our anchors and field producer/reporters will tackle the world of crime each day, utilizing our own national bureaus plus TV stations, newspapers and wire services in the U.S. and over



# WATCH TIGHT

## CRIME REPORT

### IT'S A CRIME NOT TO BUY IT!

Crimewatch Tonight is Executive Produced by Reese Schonfeld, founding President of CNN. Crimewatch Tonight is a natural companion to your news programming as well as powerful counter programming to game shows, magazines and sit-coms. With a unique format and highly focused concept, Crimewatch Tonight delivers the payoff in Prime Access.

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When you're ready to deal in hot goods,  
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TELEVISION SYNDICATION

and are not undertaken casually, according to sales managers, who were careful to point out that promotional tie-ins are not always a panacea.

The biggest push by independents in 1987 probably came under the heading of programing. Indeed, those shows that occupy the first tier in what is commonly called syndication's two-tiered marketplace (*The Cosby Show*, *Wheel of Fortune*, *Jeopardy*, *The Oprah Winfrey Show*) are, with certain exceptions, cleared on lineups comprising mostly affiliates.

Said Martin Ozer, president, Katz Independent Television: "1987 was a more cautious year for independents." He said that "A lot of stations are now looking at whether they want to be number one and lose money, or number two and make a profit." Katz is now being asked for more advice in running stations than in previous years, he added.

Michael Eigner, vice president and station manager of KTLA(TV) Los Angeles, agreed. Despite projections of double-digit revenue increases for KTLA (based on continued growth of the market), which should outpace national television advertising in 1988, Eigner said the station's programing philosophy has become "more conservative."

"This year in programing," he said, "continues to be higher than the year before," in terms of show prices. "But the increases are not as great as in the past. It's a buyer's market from the standpoint that people are being more cautious," he said.

Eigner said that given the recent experience of independents, programing can stay on the shelf only "if it can be justified from a profit standpoint. If not," he said, "the amortization expense won't go away."

From the syndicator's side of the fence, Joe Zaleski, president of

domestic syndication, Viacom Enterprises, said that a lot of stations are using all of the programing inventory that's "on the shelf." And that will bode well for syndicators next year when those stations' shelves will be bare.

"I think that the indies that were on shaky ground have sifted out" of the market, Zaleski added. "We will have more buyers" this year, he said, not only from broadcast stations, but from cable outlets also.

As for how many bankruptcy filings have taken place in the independent ranks within the past 18 months, estimates vary, but according to sources including lawyers, station executives, and investment bankers, the number of filings comes to at least 24. Notable among those were the filings by Grant and Media Central.

Joseph Eisenberg, of the Los Angeles law firm of Levene & Eisenberg, said that with "the tremendous number of financial problems besetting the business in 1987," bankruptcy filings by independents will continue into 1988.

Concerning prices of independents, Ron Ninowski of the station brokerage firm, Gammon & Ninowski, said that prices paid for stations will remain down, compared to the levels in better economic times. Helping to keep prices down, he said, has been a retreat from the independent television business by some of the investment firms that financed purchases in the past.

"We're going to see sales," Ninowski said, because "sellers are more realistic now. We're no longer in the days when buyers can get second and third tier financing." Buys currently require more cash up front, and less involved financing, he said. Between the difficulties the business has endured and the reaction to those difficulties by financing agents, the ownership of independent television is now returning to "traditional broadcasters," Ninowski said. □

## The daily schedule at INTV

### Wednesday, Jan. 6

**Continental breakfast.** 8:30 a.m. California lounge.

**Opening session.** 9 a.m., Los Angeles room. *Welcome:* John A. Serrao, convention chairman, WATL(TV) Atlanta. *Chairman's report:* Charles L. Edwards, INTV board chairman, KTVT(TV) Fort Worth. *President's report:* Preston Padden, INTV president.

*The Business of Independent Television.* Presentation by Paul Kagan, Paul Kagan & Associates. *Reaction panelists:* Barry Thurston, Columbia Pictures Television; Milton Maltz, Malrite Communications Group; Sandy Freschi, Frazier, Gross & Kadlec, and Fred Segal, Shearson Lehman Brothers.

**General managers meeting and luncheon.** (Closed.) 11 a.m.-2 p.m. Century I room (tower). *Anatomy of an Independent financial survey:* John Serrao, WATL(TV) Atlanta. *Meter/Diary Calibration Project Update:* Sue Rynn, INTV, New York. *Washington Report:* Jim Hedlund, INTV Washington. *Marketing Report:* Ron Inman, INTV, New York.

**Sales managers meeting and luncheon.** 11 a.m.-2 p.m. Beverly Hills Room. *Moderator:* Christopher Jackson, Christopher Jackson Inc., New York.

**Program directors meeting and luncheon.** 11 a.m.-2 p.m. Pacific Palisades room. *Takeover Survival Kit.* *Moderator:* Rob Friedman, INTV, New York. *Panelists:* Ron Ninowski, Gammon & Ninowski; Curt Bertsch, Meridian Communications; Bob Beizer, Schnader Harrison Segal & Lewis, Washington, and Mel Smith, Tribune Broadcasting Co.

*Program Schedule Thursday, Jan. 7, 1993:* *Moderator:* Rob Friedman, INTV, New York. *Panelists:* David Simon, Fox Television Stations; Jon Gluck, MMT Sales Inc.; Perry Simon, NBC Entertainment; David Kenin, USA Network, and George Back, All American Television.

**Screening suites.** 2-6 p.m. (5th, 6th and 7th floors).

**Reception.** 6:30-7:30 p.m., California lounge.

**Opening night dinner and show.** 7:30-10 p.m., Los Angeles ballroom.

**Great American beach party.** 10 p.m.-midnight, California show-room A.

### Thursday, Jan. 7

**Washington public policy power breakfast.** 7:30 a.m., Santa Monica room. *Moderators:* Shaun Sheehan, Tribune Broadcasting Co., Thomas Herwitz, Fox Television Stations. *Panelists:* Senior FCC, congressional and administrative staff.

**Session.** 8:45 a.m., Beverly Hills room. *The Political Advertising Process.* *Moderator:* Ron Inman, INTV, New York. *Panelists:* Victor Ferrall, Crowell & Moring; Cathy Egan, Katz Independent Television, and Patty Frierson, Vote America.

**Session.** 10:15 a.m., Santa Monica room. *The Grand Inquisition. Government Leaders Interrogate the Telecommunications Industry.* *Moderator:* Eddie Fritts, National Association of Broadcasters. *Inquisitors:* James Quello, FCC; Diane Killory, FCC; Alfred Sikes, National Telecommunications and Information Administration, Commerce Department. *Panelists:* John Siegel, KВНК-TV San Francisco (broadcasting); Dick Robertson, Lorimar Telepictures (production) Kay Koplovitz, USA Network (satellite program services); John Cole Cole Raywid & Braverman (cable), and Gerry Lenfest, The Lenfest Group (cable).

**Keynote luncheon.** Noon-2 p.m., Los Angeles ballroom. *Speaker:* Dennis Patrick, FCC chairman.

**Screening suites.** 2-6 p.m. (5th, 6th and 7th floors).

### Friday, Jan. 8

**Breakfast: INTV Political Action Committee.** (Closed.) 7:30 a.m. Century I room (tower). *Speaker:* Edward Markey (D-Mass.), chairman, Subcommittee on Telecommunications and Finance.

**Continental breakfast.** 8 a.m., California lounge.

**Session.** 8:45 a.m., Beverly Hills room. *Politics and Public Policy.* *Moderator:* Jim Hedlund, INTV, Washington. *Panelists:* John Bryan (D-Tex.); Dan Coats (R-Ind.); Dennis Eckart (D-Ohio); Edward Markey (D-Mass.); Michael Oxley (R-Ohio).

**Promotion awards presentation.** 10 a.m., Los Angeles room. *Pre-*



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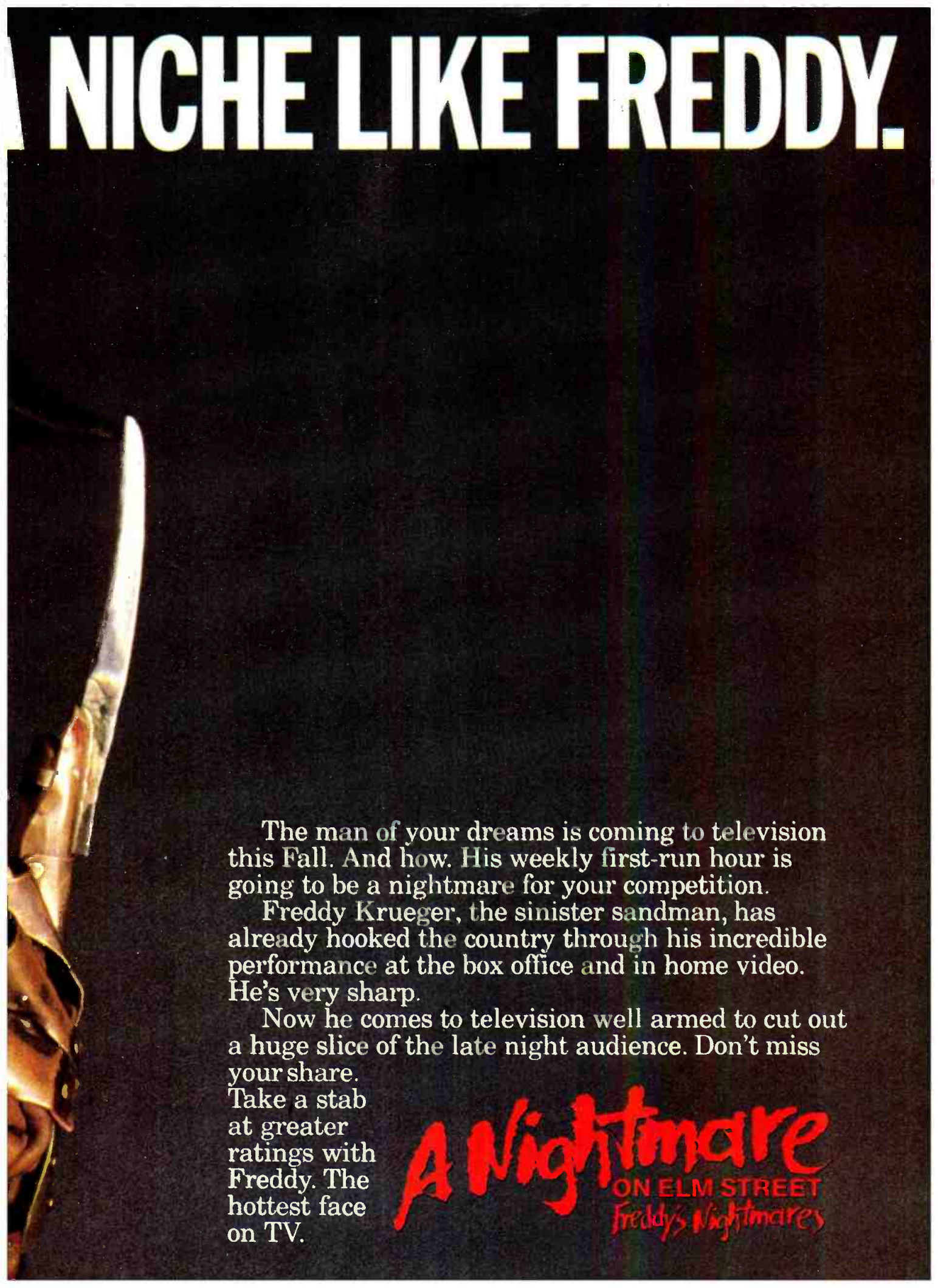
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Take a stab at greater ratings with Freddy. The hottest face on TV.

**A Nightmare**  
ON ELM STREET  
*Freddy's Nightmares*

sender: Steve Bell, KTLA(TV) Los Angeles.

**Session.** Noon-2 p.m., Los Angeles ballroom. Luncheon session.  
*Programming: Betting the Whole Bundle.*

**Screening suites.** Open 2-6 p.m. (5th, 6th and 7th floors).

**Gala studio party.** 7 p.m., Lorimar Telepictures Studio.

## Saturday, Jan. 9

**Continental breakfast.** 8 a.m., California lounge.

**Distributor breakfast.** (Closed.) 8 a.m., Century room.

**Session.** 9-10:15 a.m., Los Angeles room. *Where Have All the*

*Children Gone—And Why?* Introduction: Sue Rynn, INTV, New York.  
**Presenters:** Marvin Schoenwald and Elaine Morgenstein, M/E Marketing and Research Inc.

**Session.** 10:30 a.m., Beverly Hills room. *HDTV, Fiber Optics and Our Future.* Moderator: Harry Pappas, Pappas Telecasting. **Presenters:** Steve Bonica, NBC Operations and Technical Services; Masao Sugimoto, NHK (Japan Broadcasting Co.), and William Glenn, New York Institute of Technology. **Reactors:** Ben Crutchfield, NAB; Greg DePriest, Association of Maximum Service Telecasters, and Hal Protter, WTV(TV) Milwaukee.

**Adjournment.** 11:45 a.m.

## Who's who on the INTV exhibit floor

\* indicates new product

**ABR Entertainment Company** 722  
32123 W. Lindero Canyon Rd., Westlake Village, Calif. 91361

**First run:** Lingo; Yahtzee; Tell It to Harvey; Animated Classics; Candid Kids.

**Syndication:** ABR Feature Collection; Yes Virginia, There Is a Santa Claus; Crosswits; Roller Derby Gold; Raquel; The Ann-Margaret Show from Hollywood with Love; The All Star Swing Festival; The Darin Invasion; The Fifth Dimension; The Lou Rawls Show; The Sonny & Cher Nitty Gritty Comedy Hour; Saga of Sonora; Old Faithful; Dr. Jekyll & Mr. Hyde; Once Upon a Wheel; The London Bridge Special; Rollin' on the River; Half the George Kirby Comedy Hour; The Barbara McNair Series; The Ann-Margaret Show; Story Theatre.

**Animated classics:** Robin Hood; 20,000 Leagues Under the Sea; The Hunchback of Notre Dame; The Man in the Iron Mask; Ivanhoe; King Solomon's Mines; Tom Sawyer; Kidnapped; The Three Musketeers; Dr. Jekyll & Mr. Hyde; The Last of the Mohicans; Don Quixote; Rob Roy; Treasure Island; Black Beauty; Prisoner of Zenda; Peter Pan; The Odyssey; Alice in Wonderland; Hiawatha; Westward Ho; Black Arrow; Wind in the Willows; Around the World in 80 Days. **Series:** Sherlock Holmes and the Baskerville Curse; Sherlock Holmes and the Sign of Four; Sherlock Holmes and a Study in Scarlet; Sherlock Holmes and the Valley of Fear. **Staff:** Alexander Burt Rosen; Roger B. Adams; Jack Donahue; Bobbie Marcus; Ron Johnson.

**Acama Films, Inc.** 711, 715  
14724 Ventura Blvd. #610, Sherman Oaks, Calif. 91403

**Staff:** William Morrison; James Sowards; Ed Hawkins; Lon Fishback; Art Brala, John Cosgrove.

**Access Syndication** 527, 529  
12345 Ventura Blvd., Suite H, Studio

City, Calif. 91604

**All American Television Co.** 738, 740

**Baruch Television Group** 607

**Blair Entertainment** 528, 530  
1290 Avenue of the Americas, New York 10104

**Programs:** Divorce Court; Fan Club\*; Backstage\*; Sports Challenge (telephone interactive show). **Series:** The Cisco Kid, Death Valley Days. **Packages/features:** Star Power 20, Revenge Movie Package. **Children:** The Lollipop Dragon. **Sports:** Wake Up the Echoes, History of Notre Dame Football; NFL Great Moments; Great Plays from Glory Days; Legends of College Basketball; College Football Scrapbook; Road to the Superbowl '88; NFL Update '87, three major league baseball specials. **Information:** Metrophone (services system). **Staff:** Ken Donnellon; Alan Berkowitz; Len Giarraputo; Michael Weiser; Howard Levy; Donna Landau; Linda McMann, Jack Foley.

**Broadcast Management Plus** 551  
1451 California Ave., Palo Alto, Calif. 94304

**Staff:** Roger Cooper; David B. Ludwig III; Brian Brady; Chuck Briggs; Steve Michaud; Richard Lamb; Robert Collins.

**Buena Vista Television** 710-716  
500 South Buena Vista Street, Burbank, Calif. 91521

**Staff:** Rich Frank; Peter Affe; Jamie Bennett; Bill DeWert; Larry Frankenburg; Rich Goldman; Mary Kellogg; Mike Mellon; Peter Newgard; Mike Tanner; Kit Simon; Bob Jacquemin; John Attebery; Bruno Cohen; Ken Dubow; Lisa Gamboa; Matt Jacobson; Janice Marinelli; David Morris; Jim Packer, Mark Zoradi.

**Cable Link** 1700  
280 Cozzins St., Columbus, Ohio 43215

**Staff:** Bill Holehouse; Mark Romero; Abdollah Zekri; Mike Kiehl; Dennis Ci-morelli; Brenda Rowe.

**Claster Television Inc.** 656-660  
9630 Deerco Road, Timonium, Md. 21093

**Animated programs:** My Little Pony

and Friends; Glo Friends Save Christmas; G.I. Joe; Jem; Visionaries\*; Transformers, C.O.P.S. **Children:** Romper Room and Friends. **Staff:** John Claster; Sally Claster Bell; Janice Carter; Terri Akman; John Russel; Peggy Powell, Bambi Nevel.

**Joel Cohen Production/ Distribution** 640

**Columbia/Embassy Television, Columbia Pictures Television** 601-605  
3300 Riverside Drive, Burbank, Calif. 91505

**Off-network series:** Archie Bunker's Place; Barney Miller; Benson; Carson's Comedy Classics; Carter Country; Different Strokes; The Facts of Life; Fish; Good Times; The Jeffersons; Maude; One Day at a Time; Sanford & Son; Silver Spoons; Soap; Square Pegs; The Three Stooges; Charlie's Angels; Fantasy Island; Hart to Hart; Police Story; Police Woman; S.W.A.T.; Starsky and Hutch, T.J. Hooker. **Features/packages:** Columbia Night at the Movies; Entertainer of the Year; Embassy II; Embassy III; TV 20; Volume IV; Volume V; Volume VI; Columbia Gems, Columbia Gems II. **Staff:** Gary Lieberthal; Barry Thurston; Michael Zucker; Leslie Tobin; David Mumford; Meade Camp; Terry Mackin; Jeff Gallop; William Clark; Leslie Glenn; Alan Daniels; Deborah Willard; Francine Beougher; Joseph Tulloch; Susan Grant, Joe Kissack.

**Dallas Post Production Center** 731  
**D.L. Taffner/Ltd.** 531  
31 W. 56th Street, New York 10019

**Game show:** Whose Baby?\*. **First-run series:** Check It Out!. **Off-network series:** Three's Company; Ted Knight/Too Close for Comfort; Check It Out!; The Ropers, Three's a Crowd. **Animated shows:** Animated Family Classics\*, Danger Mouse. **Comedy:** Thames Comedy Originals; The Benny Hill Show; Robins Nest; After Benny; Man About the House; George & Mildred, Keep It In the Family. **Specials:** The Benny Hill Specials I and II, The Crazy World of Benny Hill. **Mini-series:** Blood & Honor. **Documentaries:** World at War; Hollywood, Destination America. **News special:** Crime, Inc. **Staff:** Rick Levy; Joe Ceslik, Mike Fahn.



# FIRST IMAGES



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**VESTRON  
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**Direct Response Marketing** 517  
17609 Ventura Blvd., Encino, Calif.  
91316

**Staff:** Elaine Roth, Gary Wetter, Bentley Wolfe, Melanie Davis, Gwen Gowan, Liz Rodriguez.

**Enterprise Systems Group** 542  
2790 N. Academy Blvd., #210, Colorado Springs 80917

**Programs:** BMS Traffic; Bullseye Demographics\*, Film Management. **Staff:** Janet Glese, Bill Phillips, Greg Calhoun.

**Four Star International** 609

**Fries Distribution Co.** 629, 631  
6922 Hollywood Blvd., Los Angeles 90028

**Series:** Queen for a Day; The New Generation. **Mini-series:** Queen of the South Seas. **Features/packages:** Fries Frame 4; Fries Frame 3; Fries Frame 2; Fries Frame 1. **Special:** Born Famous. **Staff:** Ave Butensky; Peter Schmid, Lou Wexner.

**Genesis Entertainment** 717-721  
5743 Corsa Avenue #210, Westlake Village, Calif. 91362

**Programs:** The Best of National Geographic; The Judge, The Great Escape. **Staff:** Gary Gannaway; Phil Oldham; Don Springer, Betsy Green.

**The Samuel Goldwyn Company** 633, 635  
10203 Santa Monica Blvd., #500, Los Angeles, CA 90067-6403

**Group W Productions** 612-616  
3801 Barham Blvd., Los Angeles 90068

**Programs:** Getaway\*; Life's Most Embarrassing Moments\*; Bugsburg\*; Brave Starr\*; Hour Magazine; The Wil Shriner Show; Lifequest; Ghostbusters; He-Man and the Masters of the Universe; She-Ra: Princess of Power. **Staff:** Edwin Vane; George Resing Jr.; Kevin Tannehill; Tony Dwyer; David Jacquemin; Gerard Farrell, Owen Simon.

**Hal Roach Studios, Inc.** 702-706  
345 No. Maple Drive #210, Beverly Hills, Calif. 90210

**Programs:** T and T\*; Flip\*; The Family Show\*; Laurel & Hardy; Crossbow, The New Leave It to Beaver. **Staff:** Mort Marcus; Jody Shapiro; Tim Noonan; Mike Russo; Paul Puskar; Bill Marcus; Rob Word; Dallah Loud, Sherri Levy.

**Harmony Gold** 511-515  
8831 Sunset Blvd., Los Angeles 90069

**Mini-series:** King of the Olympics\*; The Man Who Lived at the Ritz\*; Shaka Zulu; William the Conqueror; The Count of Monte Cristo, Sandokan. **Magazine/talk:** The Rita Davenport Show\*. **Documentaries:** Animals of Africa\*. **Features/packages:** Harmony Golden I, Bonzai Theater. **Animated series:** Robotech, Captain Harlock and the Queen of a Thousand Years. **Animated features:** Storybook Theater\*; Lens-

man; Gigi and the Fountain of Youth. **Animation adventure theater:** Robotech: The Sentinels\*; The World of the Talisman\*, Once Upon a Time\*. **Staff:** Robert Lloyd; Paul Wischmeyer, Linda Hindley.

**Home Shopping Network** 639  
1529 U.S. 19 South, Clearwater, Fla. 33546

**Raymond Horn Syndication** 621  
38 West 32d St., #1610, New York 10001

**Series:** It's Showtime at the Apollo; Essence: The Television Program; Curly's Kids; America's Black Forum; The Doomer; The Dance Connection. **Specials:** Tribute to Eddie Robinson; The Making of a Holiday; Essence: Superstar Specials; The Auto Show; Talented Teens International, Legends of Malibu. **Inserts:** Essence Moments. **Staff:** Raymond Horn; Gloria Horn, Chuck Wicker.

**INN—The Independent News** 534  
220 E. 42d Street, 10th floor, New York 10017

**Programs:** Index Election '88\* (convention news service); USA Tonight; USA Tonight Primetime Newsbriefs; INDX—The Independent Exchange, The Christian Science Monitor Reports. **Staff:** John Corporon; Barbara Mortimer, Christine Gebhardt.

**INTV** 649  
5455 Wilshire Blvd. #1209, Los Angeles 90036

**ITC Entertainment, Inc.** 723  
115 East 57th Street, 11th Floor, New York 10022

**Programs:** TIKO: Pride of the Rockies\*; Entertainment Volume Seven\*; Entertainment Volume Six; Entertainment Volume Five; Entertainment Volume One; Entertainment Volume Two. **Staff:** Jim Stern, Charlie Keys.

**ITF Enterprises, Inc.** 548  
2 Greenwich Plaza, 4th Floor, Greenwich, Conn. 06830

**Independent Television Network** 648  
747 Third Ave., New York 10017

**Staff:** R. Michael Kammerer; Kevin P. Murphy; Michael C. Murphy; Steve Templeton; Marie LeFevre; Jack Rafferty, Steve Everitt.

**Lester Kamin & Co.** 728  
6100 Corporate Drive, Houston 77036

**Kidder, Peabody & Co.** 1902  
42d floor, 101 Park Ave., New York 10178

Brokerage company. **Staff:** David Siegel, Tamml Woolf.

**King World** 701, 703  
12400 Wilshire Blvd. #1200, Los Angeles 90025

**Programs:** Wheel of Fortune; Jeopardy; Oprah Winfrey. **Features:** Comedy Club; Classic Detectives; Epics; Spotlight; Popcorn Theatre; Little Rascals;

Guns of Will Sonnett and Branded; Topper, Mr. Food. **Staff:** Roger King; Michael King; Sid Cohen; Marianne Catalano, Lee Leddy.

**LBS Communications** 521-526  
9220 Sunset Blvd., #101-A, Los Angeles 90069

**First run series:** Family Feud; The New American Bandstand; The New Gidget; Tales from the Darkside. **Features/packages:** LBS spectrum I; Hope Diamonds. **Specials:** LBS Live Event specials; Scared Straight! Ten Years Later; Treasures of the Titanic; Smithsonian Treasures; Long Hot Summer; Test Series, It Came Upon The Midnight Clear. **Documentary:** The Story of Rock 'n' Roll. **Off-network series:** Hardcastle & McCormick; I.C.E. Classics, Family. **Children:** The Adventures of Teddy Ruxpin; Powermasters; Care Bears and Friends at the Movies; Heathcliff; Superfriends; Mask, Inspector Gadget. **TV Horizons Advertiser Sales Programs:** What's Happening Now!;

The Real Ghostbusters; Hollywood Squares; MGM/UA Premiere Network; Hal Roach Colorization Network; The Bells of St. Mary's; The Sands of Iwo Jima; \$100,000 Pyramid; Small Wonder, A Current Affair. **LBS International Programs:** **Features:** Bonanza: The Next Generation, Vietnam War Story. **First-run series:** New American Bandstand, Our Group. **Specials:** A Child's Christmas In Wales; Forever James Dean; Scared Straight! Ten Years Later; Smithsonian World. **Children:** Care Bear Family. **Situation Comedies:** You Can't Take It with You. **Music Series:** The Story of Rock 'n' Roll, Music Machines. **Drama:** Horror Trilogy (Night Elevator, Akhbar's Daughter, Attic Suite). **Staff:** Henry Siegel; Alan Bennett; Phil Howort; Paul Siegel; Mike Weiden, John Storrier; Tony Intelisano; Jon Nottingham; Ira Bernstein; Andrew Holtzman; John Mansfield; Louise Perillo; Rand Stoll; Lou Israel; Joanne Burns; Carl Dietze; Richard Goldsmith; Debbie Hirschinger; Mark Mascarenhas; Bill Smither; Jesse Weatherby; Don Barnett; Joni Alhelm; Gene McGuire; Julie Judge; Marcy Abelow; Jon Barovick; Gordon Young; Marion Lockett-Egan; Don (Jake) Jacobson; Joanne DeRocco, Elise Goyette.

**Don Lewis Advertising** 708  
405 Riverside Drive, Burbank, Calif. 91506

**Programs:** Freedom from Fat; Think and Grow Rich; Mindpower; National Superstars, Dare to be Slim. **Staff:** Leeann Johnson; Don Lewis; Donn Carper; Gene Williams; David Lewis; Suzanne Clark; Theresa Spalding; Rick Raposa; Goldie Williams; Michael Clark; Claire McCance; Sandra Bruno; Imane Elia; Susi Gellinck, Rachael Tullio.

**Lionheart Television** 642  
1762 Westwood Blvd., #320, Los Angeles 90024



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IS AVAILABLE NOW,**

**AND IS SURE TO TURN  
THE BROADCAST INDUSTRY  
UPSIDE DOWN?**

**Lorimar Syndication** 502-512  
10202 W. Washington Blvd., Culver  
City, 90232

**First-run series:** TV Guide\*; Nightmare on Elm Street, Freddy's Nightmare\*; Funhouse\*; Mr. Moe's\*; Gumby\*; She's the Sheriff, Mama's Family; It's a Living; The People's Court; Superior Court; Love Connection; The Comic Strip; Thundercats; Silverhawks. **News service:** N.I.W.S. **Off-network series:** Mama's Family; It's a Living; Alvin & the Chipmunks; Knots Landing; Dallas; Eight Is Enough; The Greatest American Hero; The New Dick Van Dyke/ Mayberry R.F.D.; More Real People; My Favorite Martian; Here's Lucy; The Blue Knight; Flamingo Road; Tenspeed and Brown Shoe. **Features/packages:** Lorimar Family Classics; Mint Edition; Ultra 4; Telepictures 3; Telepictures 2; Telepictures 1; Masters of Fury; 22 Karat; Lorimar I; Lorimar II; Sci-Fi Horror; Cowboys and Indians; Bomba the Jungle Boy; Deja Views. **Staff:** Merv Adelson; Michael Garin; Richard Robertson; David Salzman; Michael Solomon; Barbara Brogliatti; Barry Stagg; Jim McGillen; Don Ross; Dalton Danon; Bruce Genter; Jim Moloshok; Bruce Rosenblum; Keith Samples; Scott Stone; Yelena Lazovich; Leon Luxenberg; Vince Messina; Jeri Sacks; Alicia Windroth; Cynthia Stanley; Jeff Pryor; Jim Burke; Mary Markarian; Ed Wasserman; Andy Weir; Jeff Brooks; Bill Hague; Deborah Robin; Scott Carlin; Karl Kuechenmeister; Tom Byrnes; Rob Barnett; Jeannine Kadow; Mark O'Brien; Marc Solomon; Damien Riordan; Scott Weber; Eric Strong; Mary Voll; Jim Engleman; Mark Robbins; Jeff Hufford; Steve Knowles; Nicole Sabathie; Jacqueline Hartley; Casey Lanken; Chris Smith; Stuart Graber; Jeff Schlesinger, Margo Raport.

**MCA-TV** 622-632  
445 Park Avenue, New York 10022

**Series:** Murder, She Wrote\*; The Munsters Today\*; American Heartline\*; Tender Loving Care\*; Secret Identity\*; The Street\*; Out of This World; Bustin' Loose Year 2; The Bionic Six; Home Shopping Club Overnight\*; Charles in Charge Year 3. **General series:** Kate & Allie; Puttin' on the Hits; Knight Rider; The A Team; Simon & Simon; Black Sheep Squadron; Gimme a Break; Magnum; That's Incredible; Quincy; Buck Rogers; Kojak; The Rockford Files; House Calls; BJ/Lobo Show; The Incredible Hulk; Emergency!; Leave It to Beaver; The Munsters; McHale's Navy; The Jack Benny Show; Whiz Kids/Voyagers; Street Hawk/The Insiders; Baretta; Alias Smith & Jones; The Six Million Dollar Man; The Bionic Woman; Five Star Mystery; The Bold Ones; Ironside; It Takes a Thief; The Name of the Game; Rod Serling's Night Gallery; Run for Your Life; Rich Man, Poor Man Book 1; Rich Man, Poor Man Book 2;

Operation Petticoat; Harper Valley; Best Sellers I; Best Sellers II; The Deputy; Mickey Spillane's Mike Hammer; Thriller; Men from Shiloh; Wagon Train. **Features:** Universal Pictures Debut Network; Universal Pictures Debut Network II; Film Fest I; Universal's Marvelous Ten; Universal Pictures Prestige 13; Universal Pictures Exploitable 13; Universal's Most Wanted List; The Columbo/McCloud/McMillan Mystery Movies; Banacek; The Hit List; Universal Network Movies 85; Battlestar Galactica; Champagne Movies 34; Ninety Minute Movies; Universal Grand 50; Universal Star Spangled 33; Universal World Premieres; Comedy Festival I; Comedy Festival 11; Universal 40; Universal 49; Universal 52; Universal 50; Paramount Pre '48; Paramount 100 Select; Universal 53; Universal 123; Universal 260 Select List; Universal Color One Hundred; Universal 36 Black and White Elite; 77 Horror Greats; Western Roundup; Reserve; Diabolic Dozen; Dead End Kids Movies; Abbott & Costello. **Staff:** Al Rush; Don Menchel; Robert Harris; Shelly Schwab; Marc Grayson; Richard Nailling; Paul Hoffman; Tom Maples; Jim Kraus; David Brenner; Bobbi Fisher; Bill Trotter; Gary Wendt; Don Micallef; Mort Slakoff; Kate Kelleher, Steve Hackett.

**MGM/UA TV Syndication**  
**MGM/UA Telecommunications** 514, 516  
1350 Avenue of the Americas, New York 10019

**Programs:** Twilight Zone; T.H.E. Hospital; Stop the Music; We Got It Made; Sea Hunt; Fame; Aquanauts; Bat Masterson; East Side, West Side; Everglades; Hey Landlord!; Hollywood and the Stars; Highway Patrol; I Led 3 Lives; Karen's Song; My Mother the Car; Outer Limits; Patty Duke Show; Rat Patrol; Ripcord; Sea Hunt, Tombstone Territory. **Packages/features:** Pik Packs; MGM/UA Premiere Network-MGM/UA #3; MGM/UA #2; UA 1; UA 17; UA Showcase, 6 through 11; UA Prime Time I & II; Award Package; Box Office; Premiere; Festival; AAP Features; Chans and Wong, Monograms. **Cartoons:** The Pink Panther, Pink Panther Specials. **Staff:** Norman Horowitz; Randolph Blotky; Kelly Kalcheim; Dick Cignarelli; George Paris; Jack Smith; Paul Sumi; Tony Edens; Robert Corona; Phillip Smith; Chuck Atkins; John Rouse; Peter Preis; Andrew Bolt; Robert J. Horen; Jim Cascarano; Victoria Quoss, Stuart Marcus.

**MTM Television Distribution Group** 558, 560  
12001 Venture Place, #600, Studio City, Calif. 91604

**Programs:** Newhart; St. Elsewhere; Remington Steele; Rumors\*; Clashpoint\*. **Staff:** Joe Indelli; Dick Woollen; Tom Straszewski; Jim O'Neill; Lauren

Ong; Suzanne Horenstein; Ken Doyle, John Bryan.

**Muller Media, Inc. (MMI)** 623  
23 East 39th Street, New York 10016

**Packages/features:** The Great Escapes\*; Top Guns\*; Rainbow Family\*; The Godzilla All Stars\*; Reels of Fortune; Super Action 10; Cinema Greats; Scattergood Baines, Above and Beyond\*. **Animated:** Mr. Magoo\*. **Cartoons:** The New Three Stooges. **Specials:** Halloween—Which Witch is Which; Thanksgiving—The Turkey Caper; Christmas—The Christmas Tree Train, Easter—A Chucklewood Easter, Action I & II\*. **Series:** The Making Of... **Mini-Series:** The Chisholms. **Off-network series:** Mr. & Mrs. North. **Staff:** Bob Muller; Daniel Mulholland, James Ricks.

**New World Television Distribution** 545, 547  
16 W. 61st Street, New York 10023

**Programs:** New World Two\*; Marvel Universe\*, What should I Do?\*, Zorro\*. **Staff:** Tony Brown, Joe Middelburg, Jim Weathers, Monte Lounsbury, Tony Falsola, Sandy Lang, Frank Browne.

**Orbis Communications** 553  
432 Park Ave. South, New York 10016

**Programs:** Love Court, Public People, Private Lives. **Staff:** Robert Turner, John Ranek, Neil Russell, Hilary Hendler, David Spiegelman, Paul Williams, Frank Hussey, Brian Byrne.

**Orion Television Syndication** 617, 619  
1888 Century Park East, #600, Los Angeles 90067

**First-run series:** Crimewatch Tonight\*. **Off-network series:** Cagney & Lacey. **Features/packages:** Orion III; Orion Starview I; Orion II; Orion I; Born Wild; Chrome & Hot Leather; Filmways I; Monsters on the Prowl; Films for the 80's; Young Adult Theatre; The Winning Hand; Ghoul-a-Rama; The World of the Macabre; Films for the '70's. **Mini-series:** Louisiana. **Staff:** J. Scott Towle; Larry Hutchings; Steve Mulderrig, Robert Oswaks.

**PNC Television** 634, 636  
444 Madison Avenue, New York 10022

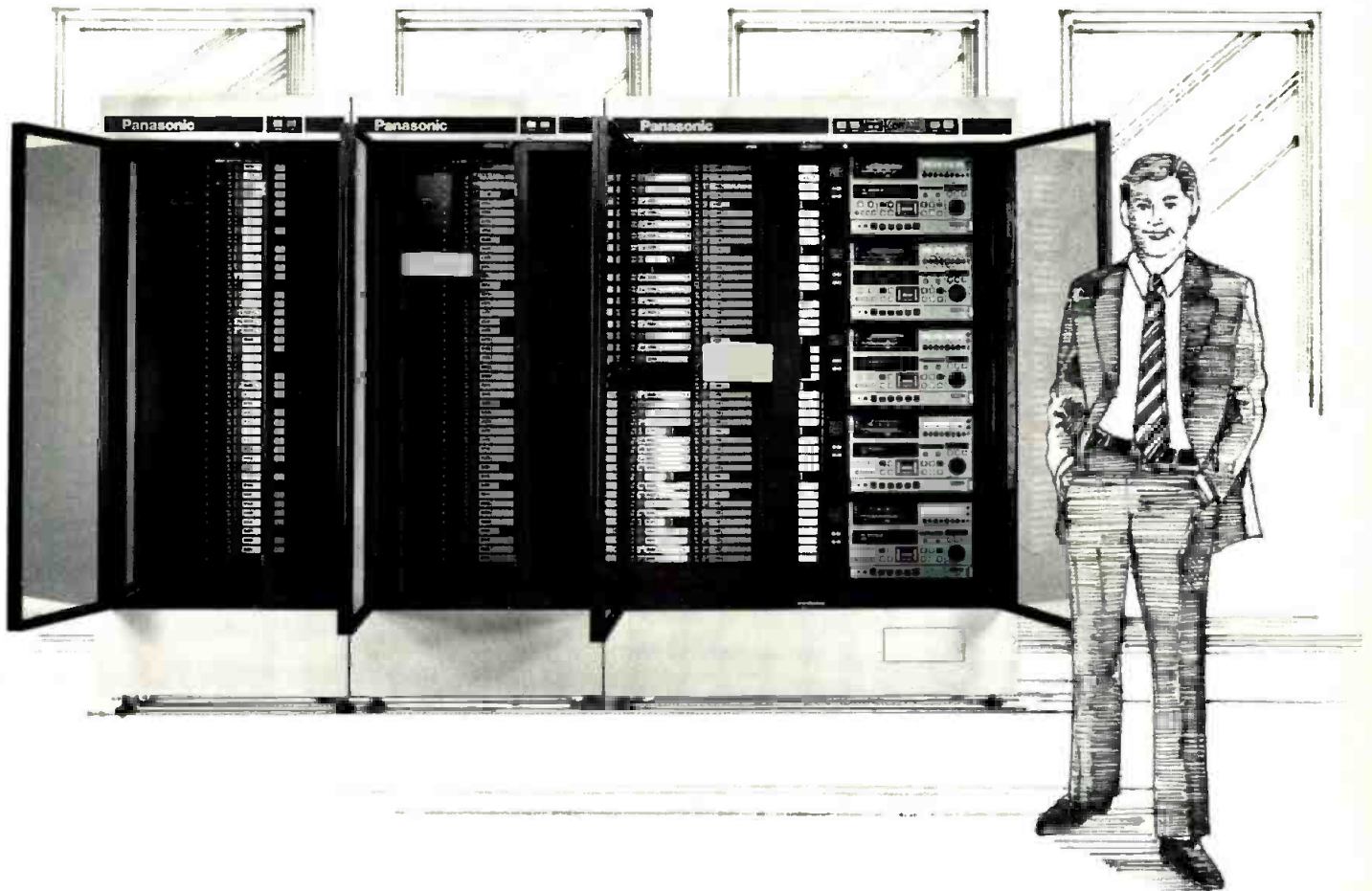
**Programs:** Lone Ranger Series; Lone Ranger Cartoons; Lassie Series; Timmy & Lassie; Jeff's Collie; Sgt. Preston of the Yukon, Skippy; The Bush Kangaroo. **Features:** Power Pack; Primetime One; Primetime 90's; Primetime Plus; Janus Films; Lone Ranger Features; Lassie TV Movies; Lassie Features, The Big 21. **Staff:** Nathaniel Kwit Jr.; Harvey Reinstejn; Stacey Valenza; Gene Lavelle; Paul Franklin, Jim Wilson.

**Paramount Television** 602-610  
5555 Melrose Avenue, Los Angeles 90038

**Staff:** Lucie Salhany; Steve Goldman; Greg Meidel; Dick Montgomery; Al Rothstein; Ed Wilson; Gerry Noonan;



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**Peregrine Film Distribution Inc. 730, 732**

9229 Sunset Blvd., 9th floor, Los Angeles 90069

**Programs:** Terror Zone; Alien Encounters; Vanguard; Adventure World; The Spectacular World of Guinness Records; Dynamagic; Reels of Fortune; Warriors; Heroes & Heroines; The American Diary; Rainbow Family Theatre; Alice's Adventures in Wonderland; Premier Showcase, Eaglet 1. **Staff:** Hal Brown; Dennis Gresham; Lindsey Duveoir; Judith Bernat; Jack Swindell; Amelia Colvin, Dick Block.

**Pro Wrestling This Week 713**

clo WATL-TV, One Monroe Place, Atlanta 30324

**Producers Marketing Group, Ltd. 726**

**Republic Pictures 653**

12636 Beatrice Street, Los Angeles 90066-0930

**Domestic distribution: First-run series:** On Trial. **Packages/features:** Color Imaged Specials; Hollywood Stars; Hollywood One; John Wayne Collection; Popcorn Theatre; Serial Movies; Action Packed Features; Home of the Cowboys; Holiday Features; Animated Features; Classic Comedy, Republic Serials. **Off-network series:** Bonanza; Get Smart; High Chaparral; African Patrol; Animal Secrets; Blue Angels; Boots and Saddles; Byline: Steve Wilson; Cameo Theatre; Captain Nice; Captured; Car 54: Where Are You?; Commando Cody; Continental Classroom; Falcon; Fibber McGee & Molly; Fireside Theatre; Frontier Doctor; Glencannon; Grand Jury; Great Gildersleeve; How to Marry a Millionaire; International Playhouse; Jim Backus Show; Kentucky Jones; Klondike; Leredo; Lilli Palmer; Loretta Young Show; Man Without a Gun; My World and Welcome to It; Not for Hire; Official Detective; Outlaws; Panic; People are Funny; Pony Express; Richard Boone Show; Sheriff of Cochise; Silent Service; Steve Donavan, Marshal; Stories of the Century; Stryker of Scotland Yard; T.H.E. Cat; Temple Houston; The Third Man; Theatre of Stars; This is Alice; U.S. Marshal; Union Pacific; Victory at Sea; Walter Winchell File. **Cartoons:** including Betty Boop; Little Lulu; Puppets, Color Classics. **International distribution:** Mistress; Indiscreet; Promised a Miracle; Eye on the Sparrow; When the Time Comes, Family Sins. **First-run series:** Beauty and the Beast. **Off-network series:** Bill Cosby Show; I Spy; Bonanza; Get Smart; High Chaparral; Press Your Luck; Dr. Kildare; T.H.E. Cat; Car 54, Where Are You?; My World & Welcome to It. **Packages/features:** Hollywood Stars; Champions; Holiday Features; John Wayne Classic Westerns; Horror Features; Republic Cowboys; Roy Rog-

ers: The Great Movie Cowboys, Science Fiction Features. **Other Product:** Travel Tips; Cartoons, Loving You. **Staff:** Russell Goldsmith; Chuck Larsen; Marlynda Salas; Rob McAllister; Dain Fritz; Lisa Woodcock, Diana Foster.

**Sachs Finley 734**

12301 Wilshire Blvd., #611, Los Angeles 90025

**Programs:** Teenage Mutant Ninja Turtles. **Staff:** Jerry Sachs; Bill Vertin; Barbara Schewecke, Richard Sallis.

**Select Media Communications 733, 735**

385 Third Ave., New York 10022

**Program inserts:** Today in Music History\*; Intermission\*; Quick Schtick\*; Whodunit?\*; World Class Women\*, Fashion in a Flash\*. **Series:** World Class Women\*. **Game show:** Relatively Speaking\*. **Staff:** Mitch Gutkowski; Claire Scully; Andrew Eder, Vicki Jo Hoffman.

**Silverbach-Lazarus Group 625, 627**

9911 W. Pico Blvd., Suite PH-M, Los Angeles 90035

**Domestic programs: First-run series:** The Littlest Hobo; Faerie Tale Theatre\*. **Off-network series:** Cimarron Strip. **Mini-series:** For the Term of His Natural Life. **Specials:** The Last Days of Marilyn Monroe; The Best Christmas Pageant Ever; Terror!; Full Circle Again. **Documentaries:** Hillary's Adventures\*; Britannica Films—Phenomenal World; Explore. **Feature package:** Visual One. **International program catalogue: Telefeatures:** A Christmas Carol; A Time to Triumph; Brotherhood of Justice; Children in the Crossfire; Child's Cry; Mrs. Delafield Wants to Marry; The Execution of Raymond Graham; Doing Life; Full Circle Again; The Last Days of Patton; Nobody's Child; Right of Way; Six Against the Rock; Special Friendship; Stone Pillow; Teddy; Thompson's Last Run. **Series:** Abbot and Costello; Explore; Faerie Tale Theatre; The Littlest Hobo; Phenomenal World; Shelley Duvall's Tall Tales & Legends; Adventures with Edmond Hillary; Mutual of Omaha's Wild Kingdom; Mutual of Omaha's Spirit of Adventure. **Specials:** Terror; Best Christmas Pageant Ever; Quincy Jones—A Celebration in Seattle; The Identity Crisis; Your Money or Your Life; In the Name of God; Return to Iwo Jima; The Last Days of Marilyn Monroe; The Princess and the Goblin. **Movie packages:** Classicolor I; Hollywood's Best. **Children's programming:** Felix the Cat; Mighty Hercules; Wizard of Oz. **Staff:** Alan Silverbach; Herb Lazarus; James Francis; Michael Noval; Nicole Wonica; Toby Rogers, Amy Witt.

**Sunbow Productions Inc. 656-660**

130 5th Ave., New York 10011

**Animated programs:** My Little Pony and Friends; Glo Friends Save Christmas; G.I. Joe; Jem; Visionaries, Trans-

formers. **Staff:** Tom Griffin; Fred Cohen; Carole Weitzman; Eve Silverman; Anne Newman; Alex Kapitula; Andy Markus; Art Heller; Hiedi Kahme; Lisa Clanser; Mary Tricoli; Bridie Blessington; Nancy Fogert; Cathy Donoghue; Gerry Kerins; Glen Meyer.

**SyberVision Systems Inc. 727**

6066 Civic Terrace Ave., Newark, Calif. 94560

**Programs:** Neuropsychology of Weight Control; Natural Weight Loss; Your Right to be Lean; Neuropsychology of Self Discipline; Journey of Discovery, Neuropsychology of Staying Young. **Staff:** Bill Gonzales; Dan Danielsen; John Cablinha, Eric Ivory.

**Synchronal Media 709**

1515 Broadway, New York 10036

**Programs:** Can You Be Thinner?; Look At Me Now; Love Your Skin; Beauty Secrets from Arlene Dahl\*; Science and Beauty\*. **Staff:** Jerry Baldwin; Ira Smolev; Leslie Hartzell, Larry Dawley.

**Teletrib 555-559**

875 Third Avenue, New York 10022

**First-run series:** At the Movies; Bustin' Loose; Charles in Charge; Cop Talk\*; Dick Clark's Golden Greats\*; Entertainment Tonight/This Week; Geraldo; High Rollers; Lifestyles of the Rich and Famous; Monsters\*; Runaway with the Rich and Famous; Soul Train; Star Search; T&T; Triple Threat\*. **Animated:** Captain Power; Ghostbusters; G.I. Joe; JEM; Marvel Universe\*; Smurfs Adventures (off-network). **Off-network series:** Fame, Fortune & Romance\*. **Specials:** At the Movies Oscar Special; Best of National Geographic; Dayton International Airshow; The Geraldo Rivera Specials; G.I. Joe Movies; Heidi's Song; Hollywood Christmas Parade; Kenny & Dolly: A Christmas to Remember; Legend of Sleepy Hollow; Little Troll Prince; Living the Dream: Let Freedom Ring\*; Mouse on the Mayflower; The Rich & Famous 1988 World's Best; Santa Claus Is Coming to Town; Scrooge; Soul Train Music Awards; Supermodel of the World; Star Search to Stardom; Tournament of the Roses Parade; Ultraman. **Mini-series:** De Lorean\*; On Trial: Lee Harvey Oswald\*, Operation Prime Time; Emma: Queen of the South Seas\*; Hoover vs. the Kennedys: The Second Civil War; Ford: The Man and the Machine; Hold the Dream; Sadat; Blood Feud; A Woman of Substance; The Key to Rebecca, Jenny's War. **Features/packages:** American First Run\*; Embassy Night At the Movies; Nadia, TV Net. **Program inserts:** Black History Notes\*. **Staff:** Philbin S. Flanagan; Mary Jane Hastings; Rick Meril; Anne Rodgers; Dick Brown; Gayle Dickie; John Weiser; Marc Brody; Clark Morehouse, Harvey Gamm.

**TeleVentures 611-615**

1925 Century Park East, #2140, Los





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*Angeles 90067*

**Off-network series:** Hunter; Sha Na Na. **Features/packages:** TV-1. **First-run series:** Scandals. **Staff:** Patrick Kenney; William Kunkel IV; Douglas Friedman; Drew Hallmann; Ed Youngmark; Kathy Zeisel; Noranne Frisby; Maury Lanken, Jerry Leifer.

**Television Program Enterprises 555-559**

875 Third Ave., New York 10022

**Series:** Star Search; Lifestyles of the Rich and Famous; Runaway with the Rich and Famous; Entertainment Tonight/This Week; Dick Clark's Golden Greats; Triple Threat. **Off-network series:** Fame, Fortune & Romance. **Specials:** Star Search to Stardom; The Rich and Famous 1988 World's Best; Supermodel of the World, The Dayton International Airshow. **Mini-series:** Operation Prime Time; Emma: Queen of the South Seas; Hoover vs. the Kennedys; The Second Civil War; Ford: The Man and the Machine; Strong Medicine; Hold the Dream; Sadat; Blood Feud; A Woman of Substance; The Key to Rebecca; Jenny's War. **Staff:** Al Masini; Philbin S. Flanagan; Mary Jane Hastings, Noreen Donovan.

**Turner Program Services 549**  
One CNN Center, Atlanta 30303

**Features/packages** from MGM library: Premiere One; Premiere Two; Turner Entertainment One; Premium One; Prime One; Color Classic Network Two; That's Entertainment; Vintage One; Family Fair; Lion One; Lion Two; Theatre 15; Turner Entertainment Ten; Extra-Extras; 10 More Extra-Extras; 13 Tailor Mades; MGM Pre-48 Library; RKO Film Library; Warner Brothers Library. **First-run series:** Secret World; Premiere Four; Portrait of the Soviet Union; National Geographic "On Assignment" (Years I, III); Cousteau's Rediscovery of the World (Years III, IV, V); Rocky Road; Safe At Home. **Off-network series:** Gilligan's Island; Medical Center; CHiPs; The Courtship of Eddie's Father; The Man from U.N.C.L.E.; Please Don't Eat the Daisies; Daktari; Then Came Bronson. **Children:** Tom & Jerry Friends; Popeye; Our Gang; Warner Brothers' Cartoon Library; MGM Cartoon Library. **Staff:** Jack Petrik; Henry Gillespie; W. Russell Barry; John Walden; Robert Schuessler; Ken Christensen; Bob Rier-son; David Skillman, Bob Morris.

**20th Century Fox Film Corp. 501-509**  
10201 W. Pico Blvd. Trailer 747, Los Angeles 90035

**Programs:** Nine to Five; Small Wonder; Mister Belvedere, A Current Affair. **Features/packages:** Century 14, Premiere Three. **Staff:** Dennis Juravic; Tony Bauer; Leonard Grossi; Daniel Greenblatt, Joseph Greene.

**USTV 729**  
11601 Wilshire Blvd., #1410, Los An-

*geles 90025*

**Programs:** Great Weekend; The Funniest Joke I Ever Heard; New Celebrity Bowling; The Beach Boys "Bring on the Summer" and "D.C. Beach Party"; The Professionals. **Staff:** Lionel Schaen; Kent Fredericks; Jerry Greenberg, Brian Pussilano.

**Vestron Television 550, 552**  
60 Long Ridge Road, P.O. Box 4000,  
Stamford, Conn. 06907

**Features/packages:** First Images; Empire of Terror; Lovely & Deadly, Heroes, Pirates & Warriors. **Special:** The Beach Boys: An American Band. **Staff:** David Armstrong; Lisa Gaiser; Bruce Casino, Tim Lavender.

**Viacom Enterprises 537-541**  
1211 Avenue of the Americas, New York 10036

**First-run series:** Double Dare; Business This Morning; Dempsey & Makepeace; Hawaii Five-O; Bizarre; Split Second, The New Honeymooners. **Off-network series:** The Cosby Show; Hawaii Five-O; I Love Lucy; All in the Family; The Andy Griffith Show; The Bob Newhart Show; The Beverly Hillbillies; Cannon; Clint Eastwood in Rawhide; Rawhide; December Bride; The Dick Van Dyke Show; Family Affair; Gomer Pyle; Gunsmoke; Have Gun Will Travel; Honeymooners; Hogan's Heroes; The Life and Times of Grizzly Adams; Marshall Dillon; The Mary Tyler Moore Show; My Three Sons; Our Miss Brooks; Perry Mason; Petticoat Junction; Rookies; Twentieth Century; The Twilight Zone; Whirlybirds, The Wild, Wild West. **Animated:** Terrytoons; Harlem Globetrotters; The Alvin Show. **Features/packages:** Viacom Features I through XII; Viacom Movie Greats; Exploitable I, III, IV; Viacom Movie Greats; The Legend Group; Young and Reckless; Gasp Science Fiction; Gasp Horror; Thematics, TV Net (Tonight Only). **Staff:** Henry Schleiff; Arthur Kanack; Joseph Zaleski; Paul Kalvin; Dennis Gillespie; Elissa Lebeck; Toby Martin; Andrew Spitzer; Scott Kolber; Lisa Merians; Gloria Rella; Brooks Carroll; Dennis Emerson; Frank Flanagan, David Campbell.

**Video Media Marketing 724**  
530 West 23d St., New York 10011

**Features/packages:** Knockout; Hotel Colonial; Ordinary Heroes; Tuareg, the Desert Warrior; Shadowlands; Survivor; Network Showcase; Cinemagic. **Children:** Elm-chanted Forest. **Staff:** Brian O'Daly; Larry Casey, Bonnie Williams.

**Warner Brothers TV Distribution 657, 659**  
4000 Warner Blvd., Burbank, Calif.  
91522

Domestic. **Cartoons:** Bugs Bunny & Friends; Porky Pig & Friends. **Features/packages:** Volume 27; TV4; Volume 26; TV3; Volume 25; TV2; Volume 24; 13

Classic Thrillers II; TV1; Volume 23; Volume 22; Volume 21; The FBI Story; Volume 20; Volume 19; Volume 18; Volume 17; Volume 16; Volume 14-15; Volume 13; Volume 2-A; Volume 1-A; 13 Classic Thrillers; Tarzan Features; The Bowery Boys; Starlite 6; Starlite 5; Starlite 4; Starlite 3, Special Features. **Mini-series:** Hollywood Wives; V; Bare Essence; The Thorn Birds; Pearl; Scruples; Roots, Roots: The Next Generation. **Off-network series:** Head of the Class; Growing Pains; Night Court; Scarecrow and Mrs. King; Matt Houston; Private Benjamin; The Dukes of Hazzard; Alice; Welcome Back, Kotter; Chico and the Man; F Troop; Superman; Batman/Superman/Aquaman; Harry O; Wonder Woman; Kung Fu; The Waltons; The FBI; Tarzan, Maverick. **Specials:** The Phenomenon of Roots; David L. Wolper Specials of the Seventies. **Staff:** Charles McGregor; Mauro Sardi; William Hart; Ed Donaldson; Bill Seiler; John Louis; John Laing; Gary Cozen; Paul Simon; Ken Fournier; John Chickering; Dee Eulberg; Dan McRae; Sharon Kneller; Eleanor Liebs; Erwin Markisch; Joe Kivlehan; Louis Marino, Bruce Hoffman.

**The Wrestling Network 707**  
LB 14-5001 Spring Valley Rd., Dallas,  
Tex. 75244-3910

**World Events Productions, Ltd. 535**  
4935 Lindell Blvd., St. Louis 63108

**Programs:** Denver, The Last Dinosaur; The Pet Vet; Ytor, The Starfire Champion; Bogus; Voltron: Defender of the Universe; Voltron: Defender of the Universe—Fleet of Doom; Saber Rider and the Star Sheriffs, Shorts. **Staff:** Edward Koplak; Brian Lacey; Peter Keefe; William T. Crowell; Susan C. Bae, Susan Kalishman.

**World Wrestling Federation 538, 540**  
1055 Summer St., Stamford, Conn.  
06905

**Staff:** Joe Perkins; Basil DeVito, Michael Ortman.

**Worldvision Enterprises, Inc. 727**  
660 Madison Avenue, New York, NY  
10021

**Programs:** Trivial Pursuit; Hanna-Barbera's Superstars 10; Throb; Starring the Actors; Shark's Paradise, Return to Eden. **Animated series:** Yogi Bear; Snorks; The Fantastic World of Hanna Barbera; Rambo; Chuck Norris Karate Kommandos, The Jetsons. **Animated special:** Yogi's First Christmas. **Off-network shows:** The Love Boat II; The Love Boat; Little House on the Prairie; Barnaby Jones; That Girl; Douglas Fairbanks Presents; Dark Shadows; The Doris Day Show; N.Y.P.D.; Ben Casey; Combat; The Fugitive; The Rebel; Wendy and Me; People's Choice; The Invaders; One Step Beyond; Flying A Series, Man From Atlantis. **Features/packages:** Prime I through VIII, Saturday at the Movies.



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A 7:30 PM	We Got It Made	+60%	+60%
A 7:30 PM	Out of This World	+6%	+43%
A 10:00 AM	Captain Power	+75%	+47%
A 4:00 PM	Bustin' Loose	+50%	+20%
A 6:30 PM	Charles in Charge	+100%	+48%
A 6:30 PM	Bustin' Loose	+8%	+24%
U 6:30 PM	Out of This World	+20%	+7%
U 5:30 PM	New Gidget	+14%	+80%
A 5:00 PM	New Amer. Bandstand	+167%	+362%
U 6:30 PM	Charles in Charge	+30%	+50%
A 7:30 PM	Dom DeLuise Show	+44%	+246%
A 4:30 PM	Throb	+33%	+24%
A 6:30 PM	Webster	+33%	+48%
A 5:00 PM	New Gidget	+250%	+200%
A 10:00 AM	Out of This World	+88%	+110%
U 5:00 PM	Charles in Charge	+40%	+82%
U 3:30 PM	It's a Living	+43%	+62%
U 7:30 PM	Out of This World	+25%	+220%

HOW AFFILIATES FEEL ABOUT THE FOX NETWORK

## No problems that programing can't cure

**FBC Sunday night lineup is strong, competitive with big three networks; Saturday and other nights do not fare so well, tempting affiliates to preempt weak programing**



Talk to a Fox Broadcasting Co. affiliate and you can easily determine what is best and worst about the network's performance to date. The answer is the same: programing.

That's the consensus that emerges from a nationwide canvass by BROADCASTING of Fox affiliates—40 of the 100-plus stations that have cast their lots with Rupert Murdoch, Barry Diller and their network.

The performance of FBC affiliate WBFF(TV) Baltimore in FBC-programed dayparts (Saturday and Sunday prime time, and the late-night *Wilton North Report*) reflects what many other affiliates have experienced. It also reflects the dilemma in which FBC and its affiliates find themselves: When the programing attracts significant viewership, both prosper, but when it does not, the fragile financial structure of independents puts pressure on the stations to consider preemption.

"Sunday night is by far the best," said David Smith, WBFF vice president. Like many of the FBC affiliates, WBFF had been running religious programing on Sunday nights before Fox. Historically, said Smith, the religious fare registered hash marks in the ratings books. Now on Sunday nights, the FBC schedule—21 *Jump Street*, *Werewolf*, *Married...With Children*, *The Tracy Ullman Show* and *Duet*—is competitive with programing on the three major broadcast networks.

In the key women demographics, said Smith, *Jump Street* beats both NBC's *Our House* and ABC's *The Disney Hour*. With a 12 rating for women 18-24 and a 10 rating for women 18-49, the program is a close second to CBS's *60 Minutes*, which averages a 14 and an 11 in the same two demos. The programs that follow are competitive as well, said Smith. They are competitive to the degree that agency buyers credit a Fox buy on Sunday nights as a "network prime" purchase, and not a discount buy, which is the best many independents can achieve in prime time.

That's the good news. The bad news is that FBC also programs Saturday nights (currently with *Mr. President*, *Women in Prison*, *Beans Baxter* and *Second Chance*) and a week-nightly late-night program, the satirical *Wilton North Report*. The number-one complaint of most of the affiliates contacted for this report is the failure of the programing in those dayparts.

It is not that the stations do not understand that FBC needs their support in all dayparts,

if the network is to succeed. But as Kate McSweeney, program director at WOFL(TV) Orlando, Fla., put it last week, "it's a bottom-line business." And independent stations cannot afford to give away three fourths of their inventory in a daypart, in exchange for programing that is delivering no greater audience, or less audience, than the stations were getting with their own locally produced or syndicated programs.

By FBC's own count, said one source, about eight stations "are on the fence" or deciding whether or not to preempt various or all parts of the FBC schedule. WOFL is believed to be the first station to actually preempt the Saturday lineup, effective Dec. 26. According to McSweeney, the FBC lineup on Saturday was delivering 1's in the ratings, whereas movies the station used to program garnered ratings as high as an 8 rating. The station has gone back to movies, but McSweeney said management will reevaluate the decision on an ongoing basis. "Everything depends on program performance," she said.

At least three other stations have plans to preempt the Saturday lineup in January, including the Chris-Craft-owned affiliates in Portland, Ore., and Minneapolis. Those two stations, if they defect, would be major blows, as they are two of only six FBC VHF affiliates in the top-50 not owned by Fox. Station management said last week, however, it agreed to hear Fox out at this week's meeting before making any moves.

Martin Brantley, general manager, KPTV(TV) Portland, Ore., said his intent is to have a "long term" relationship with FBC. But, he stressed, "we have to realistically analyze the situation as we go along. Right now, it's all on hold."

In addition, Alan Barrows, general manager of WDSI-TV, FBC's Chattanooga affiliate, confirmed his intention to preempt Fox's Saturday slate, effective Jan. 11. But he also said he will listen to FBC's pitch at a meeting and is prepared to rescind the preemption if he comes away convinced FBC will turn around the night.

Despite WBFF's success on Sunday night,

Smith indicates the station cannot continue for a long time to carry the low-rated FBC schedule on Saturday nights. Smith calls himself an FBC booster, but he, like the rest of the Fox affiliate body, has to face the realities of the independent television business. "It boils down to a very basic argument that at some point every independent station is going to have to address," he said.

FBC has demonstrated by its Sunday night performance, said Smith, "that the industry can support a fourth network. But independents cannot afford to take a hit in terms of the loss of inventory, and ultimately revenues," in the dayparts where FBC is performing badly. "If ratings can't be boosted with better programing, then it [the network] clearly becomes a pretty moot point." It is hard enough for independents to survive, said Smith, "without swapping a 2 rating for a 2 rating and giving up the bulk of the inventory." At this point, he added, "it's not a two-way street" on Saturday nights or late nights with FBC programs.

Fox is the first to admit that Saturday nights need work, and a lot of it. The network's program executives will unveil plans for turning around the night at this week's affiliate meeting. Those plans include the addition of a new hour adventure program from MGM/UA, *The Dirty Dozen*, based on the series of popular made-for-television movies that company has produced.

But as for late night, an FBC spokesman said last week it is "firmly committed" to the *Wilton North Report*, produced by former *David Letterman* executive producer Barry Sand. The program has been plagued with problems from the start. On the very day of its planned premiere date, Nov. 30, FBC was forced to delay the show two weeks because it wasn't ready. The move angered stations, which had been promoting the debut for weeks, and caused one station, WDSI-TV, to preempt the program indefinitely. For most stations, the program is getting less than a 1 rating, compared to the 2 rating or better that *The Late Show*, first with Joar Rivers, and then with guest hosts after her departure, was averaging.

Even the Fox Station Group is delaying the program, by a half hour, because the stations can make more money with popular syndicated programs such as *Taxi* and *The Jeffersons*, which they run at 11 p.m.

And in the Midwest, where late night is an hour earlier, there is even more at stake because HUT levels, and therefore revenue potential, are greater. FBC affiliates in both St. Louis and Austin, Tex., are preempting *North* for just that reason. Executives at other stations, who preferred not to be quoted, said they were also considering pre-





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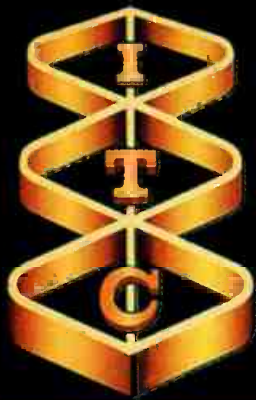
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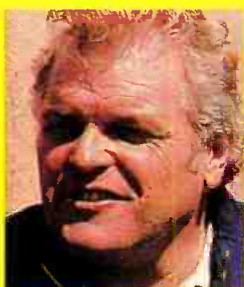
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empting *North* because of the poor ratings and the sense that the program will probably not improve.

"We are not running *Wilton North*, confirmed William L. Viands Jr., vice president and general manager of FBC affiliate KDNL-TV St. Louis. *The Late Show*, which preceded *North* as the FBC late-night entry, said Viands, "just performed so poorly it became unsaleable. We asked to delay [*North*] and they asked us not to run it at all." Instead, the station is running off-network reruns of *Sanford & Son* and the original *Leave It to Beaver*, which average about a 10 share, compared to a 1 or 2 for *The Late Show*.

But Viands and other station managers who are considering program preemptions say they are big supporters of FBC. He says his station has a share about 10 times greater on Sunday nights compared to a year ago, while Saturday is up slightly. As for late night, the decision to preempt was a business decision, he said, and will be re-evaluated after the FBC affiliate meeting.

Other stations, such as WOIO(TV) Cleveland, are not happy with the show. Richard Sullivan, the station's general manager, said he doesn't believe the program will succeed and would like FBC to try something else in the time period. "It's been a major, major problem for us," he said. "But we like to think of ourselves as a good Fox affiliate and we'll reserve judgment until after the affiliate meeting."

Most affiliates, however, say it is too early to judge *Wilton North*. A few even praise Fox for its "daring and innovativeness," as did Stuart Powell, general manager, KNXV-TV Phoenix. "You sort of sit there with your mouth agape wondering what the hell you're watching," he said of the program. But, in his view at least, that is better than FBC's first effort in late night with Joan Rivers. "That is the safest show you can do in late night and there is no way you're going to knock off Johnny Carson. *Wilton North* is daring and unusual. They may have to replace the entire staff to make it work, but at least they're heading in the right direction."

Despite the handful of stations that are feeling pressure to preempt FBC programming, many more say they will stand pat for now. There is no question that most of the stations are rooting hard for Fox to work its Sunday night magic in its other time periods. That is because on Sunday nights, the affiliates say, FBC has created an identity for them in their markets they never had before—that of network affiliate.

Said Martin Colby, general manager, XETV(TV) San Diego: "Fox has lifted us out of the pack [of competing independents] and given us an image which means a lot in terms of tangential dollars." And viewers, he said, "position Fox affiliates together with ABC, NBC and CBS affiliates." Added Michael Liff, vice president and general manager, WPGH-TV Pittsburgh: "They have given us legitimacy on Sunday night. It was throw-away night."

James Boaz, general manager of WTAF-TV Philadelphia, adds that the FBC programming rounds out the station's selling pitch. "It has created an additional selling position for us," he said. "It has given us the dimension

of a full-service selling concept, complete with news, sports, and now network programming."

As for those that are preempting, Colby said, "I feel badly. The problem is everybody gets trigger happy. Everybody forgets that five years ago NBC was the dismal last place network. The investment in Fox is a long term investment."

Besides some poor programming, affiliates suggest that Fox may have hurt its own cause on Saturday nights by changing the schedule around too quickly when things didn't appear to be working. Affiliates cited programs such as *Mr. President* and *Duet* which FBC has moved five or six times each. "There have been no less than half a dozen major changes in the last six weeks," said Liff of WPGH. "We have told them not to be so reactive... let it grow."

In many instances, including the sudden delay of the debut of *Wilton North* last month, stations were told of changes only at the last moment, thereby wasting hours of effort, as well as on-air promotion time.

## StarCast aiming for indies

**New Orlando-based company, headed by Walter Windsor and John Tyler, will offer stations satellite feeds of 'vintage' TV shows for 18 hours a day**

Visions of a new programming network for independent stations are dancing in the heads of veteran broadcaster Walter Windsor, Satellite Music Network's John Tyler and several other backers, who have banded together to establish StarCast, based in Orlando, Fla. At this stage the network is still a concept, which in one configuration could amount to a turnkey operation for independent television stations, much like SMN's turnkey formats for radio stations.

The basic StarCast concept is a satellite feed of 18 hours of "vintage" programming a day to its affiliates, which the company is busy culling from independent stations. The stations could carry as little or as much of the programming as they chose, but would be required to run two minutes of Starcast commercial spots per hour of programming supplied (36 minutes a day) whether or not all the programming is aired. Stations would also pay a monthly affiliate fee, based largely on market size and how long they have been on the air.

The programming would consist mostly of old syndicated programming that has either been shelved or is running in only a handful of markets. Examples, according to a promotional tape the network has mailed to independent prospects, include: *My Three Sons*, *December Bride*, *Marshall Dillon*, *Dennis the Menace*, *Fireside Theater*, *The Gale Storm Show*, *Flip Wilson*, *Girl from U.N.C.L.E.*, *Dobbie Gillis*, *Our Miss Brooks* and *Rifleman*. Vintage game shows may also be included such as *What's My Line* and *To Tell the Truth*, as well as sports highlights packages.

The network will also supply news, sports, weather and business briefs that stations may use in local commercial pods (five two-minute pods per hour) if they have not

And the promotional effort at first seemed more geared to network affiliates than independent stations. One example: FBC has a program to award free radio ad time as part of a co-op plan for underperforming stations. At first, FBC bought the radio time nationally, said Roger Ottenbach, general manager, KCPQ(TV) Seattle. As a result, it missed some of the best local radio buys available. Ottenbach said FBC's promotion effort has improved in recent months.

Another executive, who asked not to be named, said the early promotion effort seemed preoccupied with press and publicity to the detriment of on-air promotion. "They seemed to be doing everything else but good on-air announcements and print ads," he complained. However, in recent months, that effort has also changed for the better, that same executive said.

"The failures that Fox has had are no more than any other network has had," said Viands of KDNL-TV. "There is no manual on how to start a network. It is all trial and error." □

sold the time. StarCast also says it may later produce original programming, such as talk and game shows.

StarCast is still assembling its proposed program schedule, which Windsor, the network's president, says should be complete by February. At that point, he said, the network will solicit firm commitments from stations that have expressed interest in the proposal. The launch of the new network is scheduled for spring. (StarCast will have a hospitality suite at the Beverly Hilton hotel for this week's Association of Independent Television Stations convention.)

The network's basic pitch to independents is savings on program costs. Windsor acknowledges that the network's research indicates much of the programming it will offer "may not be winners against the competition in your market." But he added, much of it "will produce an adequate audience at a fraction of the present costs" of current movies and series in syndication. Windsor cited a statistic provided by the National Association of Broadcasters that in 1986 UHF stations spent an average of 45.2% of their operating budgets on programming. In the same year, he said, UHF stations on average had a loss of more than \$104,000. Reduce those program costs, he said, and many stations could have a "positive cash flow."

Windsor said the network planned to provide promotional and advertising support, including cross-promotional opportunities with the 900 SMN radio affiliates across the country. Coopers & Lybrand, the accounting firm, will produce an annual financial analysis of the network that will be available to all affiliates.

Windsor, a 33-year broadcasting veteran, including 16 years as general manager of WFTV(TV) Orlando, said that more than 30 stations have so far sent "letters of interest" to StarCast. However, he declined to provide a complete list. Of the four stations he identified, only one station manager,



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# NEW WORLD TWO

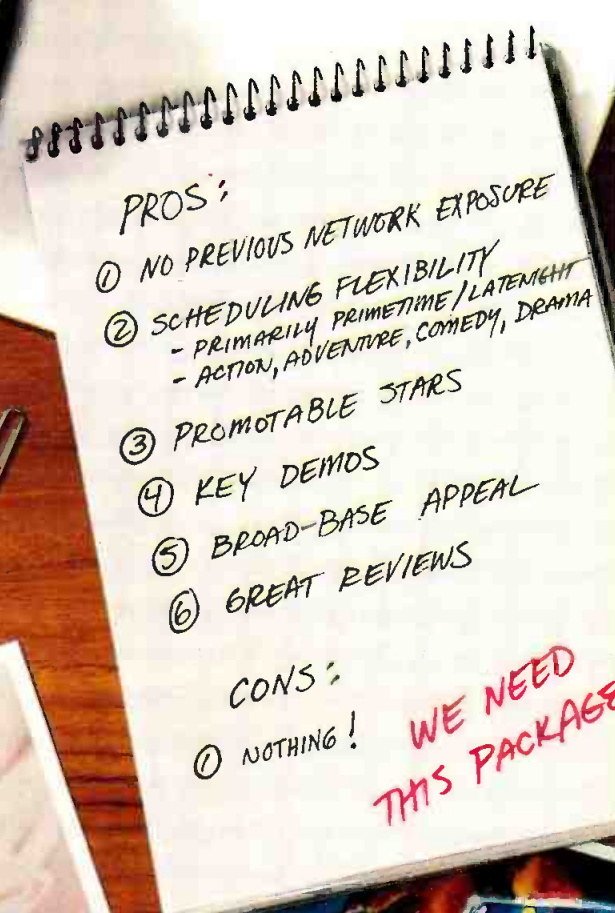
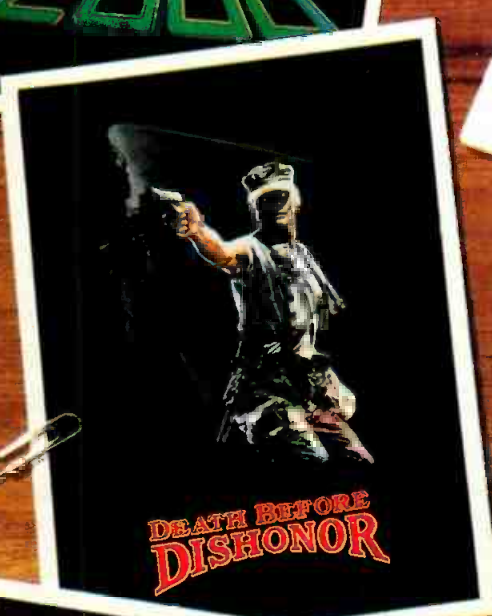
## PROS:

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  - ACTION, ADVENTURE, COMEDY, DRAMA
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- ⑥ GREAT REVIEWS

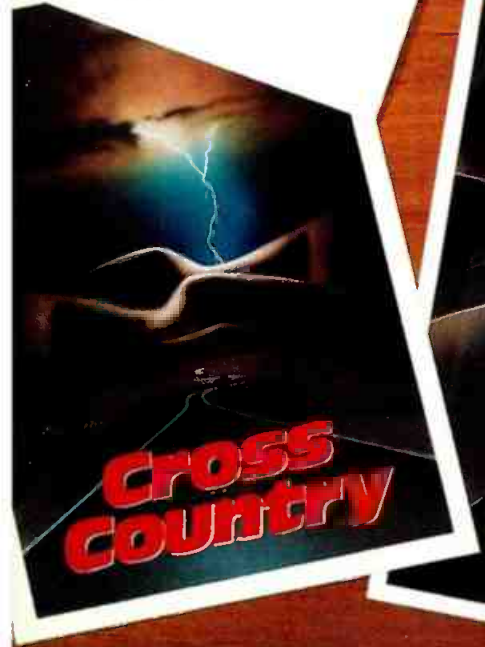
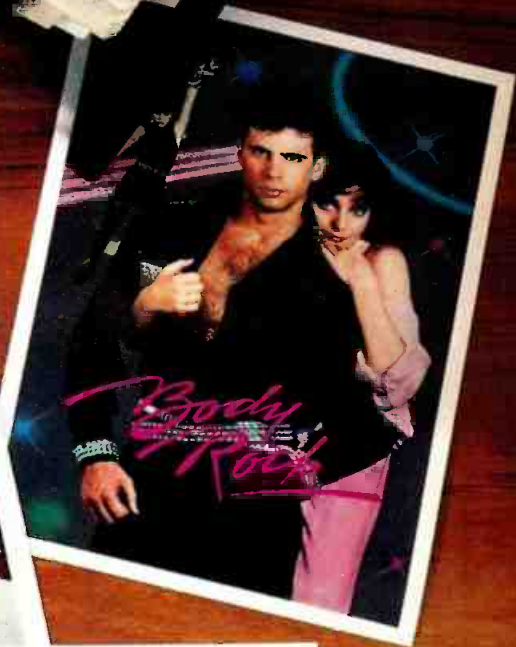
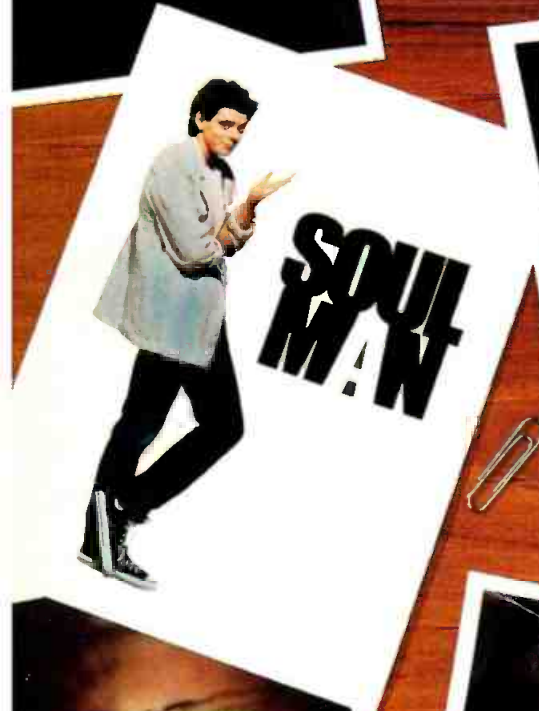
## CONS:

- ① NOTHING!

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WKFT(TV)'s Dick Armfield, could be reached at deadline. Armfield confirmed the station's interest, but said that no decision could be made on StarCast until the final schedule is completed. The station uses some contemporary syndicated programming, he said, noting recent purchases of *Kate & Allie* and *Simon & Simon*.

Armfield said that essentially, StarCast was taking "just the opposite approach that Fox [Broadcasting Co.] has taken. Fox is

starting with a few very high quality programs and expanding from there. StarCast is starting with a fuller day and wants to improve the programming as it goes along," he said.

Armfield estimated that even if the station did commit to StarCast, current program commitments would limit the airing to "less than half" the 18 hours daily the proposed network says it will offer.

Assessing the proposed network's poten-

tial, Armfield said: "We see StarCast as a possible alternative source of programming you don't have to mortgage and arm and a leg for."

SMN's Tyler is credited with coming up with the StarCast concept. Principals in the venture, along with Tyler and Windsor, include Cathy Bamberg and Harry Handley, who own and operate Bamberg-Handley Inc., an Orlando-based broadcast research and consulting firm. □

## ESPN scores with NFL football

### Games improve penetration, local ad sales; participating broadcasters seem pleased

ESPN wrapped up its eight-game regular-season NFL package last week, and by all indications cable's first taste of professional football was a success. The Dec. 27 San Francisco-Los Angeles Rams game scored an estimated 12.0 rating for the combined broadcast-cable reach, and a 10 rating and 16 share for ESPN only.

That gave ESPN an eight-game, regular-season combined average of 12.4 (and a 10.6 cable-only rating), nearly three points higher than the 9.5 it guaranteed advertisers. (Its preseason numbers were a combined 9.4 rating on a 5 guarantee.)

ESPN President Bill Grimes said the network "made a little profit" on the football package, but "more importantly, the best

news is that the cable operators found that the NFL really did provide them a forum to sell a lot of advertising."

In addition to over-delivering on the ratings, Grimes said ESPN also over-delivered on circulation. ESPN guaranteed advertisers a circulation of 90% of the service's 40 million homes. Grimes said the final circulation figure was 98%, giving ESPN an over-delivery "on more than just the ratings."

The package also served to increase cable penetration. Grimes said that in November, ESPN added 490,000 subscribers, but only 40% to 50%, ESPN estimates, came from new builds. Grimes said the 490,000 figure was the highest monthly total for the year "by a lot." Overall, ESPN added 2.8 million subscribers in 1987, so 25% of that total came in the first month of ESPN's regular-season NFL games. "We think that's kind of

a nice cap on the NFL," said Grimes.

The local broadcasters and cable operators involved in selling advertising time also seemed pleased with how things turned out. One notable cable advertising success story was TeleCable, which brought in \$1 million in local advertising in a package that had ESPN football as the centerpiece. The MSC sold six-month sponsorships for between \$30,000 to \$40,000 to advertisers, who also received positions near college football games and on some basic networks. In the NFL games, TeleCable sold 30-second spots for \$300, 10 times the company's normal 30-second rate. Jerry Machovina, corporate director of ad sales at TeleCable, said of the package: "We exceeded our costs and then some."

Broadcasters that purchased local broadcast rights for games involving their hometown teams also were pleased with the results of the season. Steve Cook, local sales manager at WUSA-TV Washington, said its one ESPN game "was a big success for us." The station sold out quickly its 26-spot inventory, double the number of spots it would normally get in that time period. And since it was in prime time, the ad prices were sold at a premium. Although he did not quantify it, Cook said, "we made money" on the Washington-Miami contest, which scored a 42.4 rating/61 share for the station.

Donna Zapata, general manager at KTTV(TV) Los Angeles, said the station also covered costs for the ESPN games. "We're smiling," she said. KTTV scored a 12.1/22 for the Rams-49'ers game, which was number one in its time period except for *60 Minutes*. It scored a 10.9/18 for the Raiders-Chargers game earlier in the year.

ESPN got part of the NFL action earlier this year when it signed a three-year, \$153-million deal with the NFL to carry 13 games, four pre-season, eight in the regular season and the Pro Bowl. ESPN paid \$46 million in year one and will pay \$51 million and \$56 million in years two and three.

The network reportedly sold its 36, 30-second spots for roughly \$50,000 each. ESPN also received revenue from the 9.25 cents per subscriber per month that cable operators paid, on average, and the money collected from selling ancillary rights to local broadcasters.

"The only concern I had [about the package] was whether there would be a Sunday-night burn-out," said Grimes. "We worried about that a little bit but for this year it certainly proved to be unfounded." □

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- ✓ UP 10% on WTTG Washington, M-F at 6 PM.
- ✓ UP 10% on KSTW Seattle, M-F at 6:30 PM.
- UP 125% on WTTV Indianapolis, M-F at 7 PM.
- UP 17% on KRBK Sacramento, M-F at 6 PM.
- UP 8% on WXIX Cincinnati, M-F at 6 PM.
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## Ho-ho-hummm... NBC wins Christmas week

Nielsen		Net	Show	AGB	Nielsen		Net	Show	AGB	
1.	23.5/39	C	60 Minutes	2.	22.1/36	35.	11.7/22	A Dynasty	45.	11.1/20
2.	19.6/31	C	Garfield Christmas	11.	17.5/27	36.	11.5/25	C CBS Friday Movie Special	31.	13.7/28
3.	19.4/32	A	Growing Pains	1.	22.6/35	37.	11.5/19	C Cagney and Lacey	32.	13.3/21
4.	19.4/30	N	NBC Monday Movie	3.	21.8/32	38.	11.4/19	A MacGyver	38.	12.0/19
5.	18.6/29	C	Claymation Christmas	13.	17.3/25	39.	11.3/21	A Thirtysomething	36.	12.3/22
6.	18.4/30	C	Murder, She Wrote	6.	19.2/29	40.	11.1/18	A Disney Sunday Movie	49.	10.2/16
7.	17.9/34	N	Golden Girls	5.	20.7/36	41.	10.6/20	C Equalizer	42.	11.3/20
8.	17.5/30	A	Who's the Boss?	4.	21.4/34	42.	10.5/22	N Miami Vice	39.	11.8/23
9.	17.4/31	A	Monday Night Football	16.	16.6/29	43.	10.3/22	A 20/20	50.	10.2/21
10.	17.1/29	N	Matlock	9.	17.7/28	44.	10.1/25	N Beverly Hills Buntz	40.	11.5/25
11.	16.6/27	N	Christmas in Washington	15.	16.7/27	45.	9.9/19	C CBS Saturday Movie	43.	11.3/20
12.	15.8/24	C	Newhart	17.	16.5/24	46.	9.8/25	N L.A. Law	47.	10.9/23
13.	15.7/30	N	Amen	7.	18.2/32	47.	9.5/20	A Mr. Belvedere	46.	10.9/22
14.	15.6/27	A	Moonlighting	8.	18.1/29	48.	9.5/16	N Crime Story	44.	11.2/18
15.	15.5/32	N	J.J. Starbuck	23.	15.2/29	49.	9.2/15	A Spenser: For Hire	62.	8.8/13
16.	15.4/27	N	NBC Sunday Movie	25.	15.0/25	50.	9.8/17	A Ohara	61.	8.8/16
17.	15.3/26	C	CBS Sunday Movie	22.	15.2/24	51.	8.9/15	N Our House	34.	12.7/21
18.	15.0/38	N	Cosby Show	12.	17.4/39	52.	8.5/16	N NBC News Special	53.	9.8/17
19.	15.0/24	N	Family Ties	10.	17.6/27	53.	8.4/21	A ABC Thursday Movie	57.	9.4/21
20.	14.6/26	N	NBC Wed. Movie Special	26.	14.9/27	54.	8.4/17	C West 57th	55.	9.7/19
21.	14.4/25	A	Hooperman	33.	13.3/23	55.	8.3/18	N Private Eye	48.	10.2/21
22.	14.4/22	C	Designing Women	18.	16.2/23	56.	8.2/15	C Top of the Pops: Christmas	51.	9.9/18
23.	14.1/24	A	ABC Sun. Movie Special	24.	15.2/24	57.	7.9/17	A Pursuit of Happiness	59.	9.3/18
24.	14.1/25	N	Highway to Heaven	14.	17.0/31	58.	7.9/13	C Houston Knights	66.	7.6/12
25.	13.8/22	N	My Two Dads	20.	15.8/24	59.	7.9/18	N Rags to Riches	60.	8.9/19
26.	13.6/25	A	Perfect Strangers	37.	12.3/22	60.	7.7/15	A Sable	63.	8.3/15
27.	13.6/34	N	Different World	19.	16.1/36	61.	7.6/19	C Bugs Bunny's Christmas	58.	9.3/21
28.	13.3/24	C	Jack and the Fatman	29.	14.2/24	62.	7.5/19	C Santabear	56.	9.7/22
29.	13.2/26	N	227	21.	15.8/28	63.	7.4/19	C CBS Thurs. Movie Special	54.	9.7/21
30.	13.0/23	A	Head of the Class	35.	12.6/23	64.	7.2/16	A I Married Dora	65.	8.0/17
31.	12.3/22	A	Slap Maxwell Story	52.	9.9/17	65.	6.6/15	A Full House	64.	8.0/17
32.	12.1/30	N	Cheers	27.	14.5/32	66.	5.5/11	C The Room	67.	6.5/13
33.	11.8/27	C	Mandrell Christmas	28.	14.3/30	67.	4.0/10	A Santa Claus: Making of	68.	5.3/12
34.	11.8/23	N	Facts of Life	30.	14.2/25					

## Technology

### High definition in high gear in '88

#### ATSC balloting, FCC steering committee meeting on HDTV on agenda for early part of new year

The interest in high-definition television that intensified throughout the television industry in 1987 has carried unabated into the new year. In addition to a meeting scheduled for later this month in Hawaii continuing a dialogue between officials of the National Association of Broadcasters and Japan's NHK (see page 112) and an HDTV session set for this Saturday (Jan. 9) at the Association of Independent Television Stations convention in Los Angeles (see page 76), several developments are now taking shape to affect the terrestrial broadcasting, cable carriage, production, regulation and standard-setting aspects of HDTV.

The Advanced Television Systems Committee, representing a confederation of industry groups interested in exploring advanced television systems, ended balloting last Thursday (Dec. 31) on whether to accept the formal document that, according to its stated purpose, "defines the basic characteristics of the video signals associated with

origination equipment operating in the 1,125-line, 60 hertz high-definition television production system." The standard, developed by the Society of Motion Picture and Television Engineers at the request of ATSC, sets down the scanning parameters, system colorimetry, bandwidth and other specifications to be included in HDTV videotape recorders, cameras and related equipment.

Although results of the voting were unavailable at press time last week, indications were the production standard would be adopted. Sources close to ATSC speculated that most of the 45 companies that were mailed ballots had established positions on the production standard before voting began and were unlikely to have changed them. The standard was sent to a vote of the full ATSC after its T3 subcommittee examining HDTV systems approved it by a vote of 26 for, none against and nine abstentions. If passed, the standard will be submitted to the National Radio Standards Institute for possible passage as the American voluntary standard. It is now being used by the U.S. State Department to outline the American posi-

tion before the International Radio Consultative Committee (CCIR).

As the ballots were sent out, letters were also mailed to ATSC members from proponents of both sides of the issue. In a letter dated Dec. 10, Michael Sherlock, president of NBC operations and technical services listed the reasons the network was opposing the proposal: "After you have given the question sufficient thought you will agree that establishment of an ATSC standard at this time is counterproductive to the promulgation of ATV service in the United States," Sherlock wrote.

Sherlock based his argument on two central points: that the proposed system has failed to gain international acceptance and that it is not "friendly" to the existing NTSC standards. ATSC decided to pursue 1,125/60 standardization, he said, as a compromise "offered in the hope of getting a single worldwide standard." But the opposition to the system expressed by European countries has doomed 1,125/60's chances of being a "worldwide compromise," he said. Several countries in Europe are now working together to develop an alternative



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**QUICK SCHTICK:** Comedy vignette series featuring legendary comedians and fast rising comics, tailor-made to accompany :15 second spots on late programming.



**WHODUNIT?:** Targets sports fans with a :30 second quiz that holds viewers in their "living room box seats."



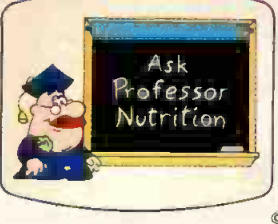
**HEALTH BREAK:** Jim Palmer hosts this :30 second series focusing on health related issues, a topic on the forefront of everyone's mind.



**FASHION IN A FLASH:** Timely tips on fashion, beauty, fitness are offered in this :30 second series designed to reach women audiences.



**WORLD CLASS WOMEN:** One hundred :30 second insert programs celebrating women's Olympic achievements, fifty each for the winter and summer games.



**ASK PROFESSOR NUTRITION:** This engaging and informative animated :30 second wraparound series answers questions on nutrition and food.

SMC VIGNETTES

# Because Even The Best Commercials Won't Work If They're Not Seen.

A commercial can be an on-target award winner, but it won't stand a chance if it's zapped, forgotten or lost in the clutter.

However, SMC, the leaders in syndicated short-form programming, can change all that.

Our entertaining, informative "Zap-Busting" vignettes make certain that your commercial messages will be seen, heard and recalled through a value-added wraparound format that captures viewers' attention, creates greater impact and makes a message stand out.

And studies show that commercials enhanced by the vignette format can actually give you as much as four times greater viewer retention.\* That's recall that can't be beat!

\*SOURCE: UPON REQUEST.



SEE US AT  
**INTV**  
SUITES 733-735

SMC VIGNETTES  
The perfect setting  
for your commercial.



1,225/50 production standard to compete with 1,125/60 in the CCIR.

"Therefore," Sherlock said, "there is no good reason why we should not select system parameters to be as friendly as possible to our NTSC environment." He said that a friendlier and more economical conversion for NTSC broadcasters would be a 1,050/59.94 system. The scanning parameters of NBC's proposed advanced compatible television, one-channel terrestrial broadcasting system, are 1,050/59.94. "NBC believes that the industry's needs will eventually result in two backward-compatible HDTV standards for television, at 1,050/59.94 and 1,250/50. A third standard at 1,125/60 serves no purpose," Sherlock said.

Joseph Flaherty, vice president and general manager, CBS Development and Engineering, mailed letters "to some people" presenting the other side of the issue, according to Rupert Stow, CBS director of production systems analysis. Flaherty was not available for comment last week. In the past, he has made CBS's case in favor of 1,125/60 by emphasizing the advantages of HDTV program production, both artistically and economically. "High-definition electronic production significantly improves the productivity and economy, and reduces the elapsed time of production. Electronic production and post-production of a single camera drama offers savings of 15% of total production costs," Flaherty told engineers at last February's SMPTE winter conference in San Francisco.

On the subject of international hostility to 1,125/60, CBS in its comments on the FCC's notice of inquiry on advanced television said: "It is hoped that a further period of study will resolve reservations expressed by several national administrations in Europe." During a hearing before the House Telecommunications Subcommittee (BROAD-

CASTING, Oct. 12, 1987), Flaherty expressed confidence that a worldwide production system could be achieved with help on the diplomatic level from the State Department.

On the regulatory front, the steering committee of the FCC's advanced television (ATV) advisory committee will meet tomorrow morning (Jan. 5) at the FCC building in Washington. Attending will be ATV committee Chairman Richard Wiley of the Washington law firm, Wiley, Rein & Fielding, FCC officials including Mass Media Bureau Chief Alex Felker, the chairmen of the three ATV subcommittees (CBS's Flaherty, planning subcommittee; Irwin Dorros of Bell Communications Research, systems subcommittee; James Tietjen of the David Sarnoff Research Center, implementation subcommittee) and the subcommittee vice chairmen.

The meeting will address organizational and personnel matters. "I think what we're looking at is to make sure that everyone is comfortable with the way the work is being divvied up among the various subcommittees and the composition of the subcommittees," Felker said. Items on the agenda will include formulation of voting and funding procedures, issues that were discussed at length during the first meeting of the ATV "blue ribbon" committee Nov. 17 (BROADCASTING, Nov. 23, 1987). There will also be progress reports from each of the subcommittee chairmen. Special attention will be paid to Flaherty's report on the planning subcommittee, which is responsible for drafting the first set of ATV committee recommendations to the commission on spectrum management, due May 17. The planning committee has already met once and is scheduled to meet again Jan. 26.

The National Cable Television Association's investigations into advanced cable

TV systems expanded just before the new year with the organization of a working group of the NCTA engineering committee's HDTV subcommittee. The group, made up of representatives from several cable equipment manufacturers and multiple system operators, will "look at various approaches to improving television as we know it today," within the 6 mhz bandwidth limit of NTSC, according to NCTA vice president and general counsel, Brenda Fox. Chairing the NTSC-compatible working group will be Paul Perez of Recoton Corp., Long Island City, N.Y., manufacturer of TV stereo equipment. Information from the overall HDTV subcommittee will be used by the NCTA's "blue ribbon" HDTV committee formed earlier this year, Fox said.

The Congress's interest in HDTV's future will again become a topic of discussion this week. Three members of the House Telecommunications Subcommittee will be at the Las Vegas Hilton this Friday (Jan. 8) for a high-definition television workshop at the Electronics Industries Association's (EIA) Winter Consumer Electronics Show. The session, "HDTV: The Policymakers Speak," will be attended by Michael Oxley (R-Ohio), Don Ritter (R-Pa.) and Thomas Tauke (R-Iowa).

All three congressmen were present at the Telecommunications Subcommittee hearing last Oct. 8, where the committee's chairman, Edward Markey (D-Mass.), asked witnesses from the television industry to "stay close to us... We want to stay ahead of the technical curve." Other panelists include: Ben Crutchfield of the National Association Broadcasters; Fred Weingarten, Office of Technology Assessment; R. T. Gregg, National Telecommunications and Information Administration; NCTA's Fox; Greg DePriest, Association of Maximum Service Telecasters, and Tom Friel, EIA. □

## Satellite Footprints

**Buried treasure.** State and federal authorities seized allegedly illegal descrambling equipment in two states within a span of 48 hours in late December, according to General Instrument, manufacturer of the most widely used encrypting system in the U.S., Videocipher II.

The FBI, Hannibal, Mo., police and Missouri state police raided Hannibal-based Beach Craft Electronics Inc. Dec. 22, seizing descrambler modules, parts, programs, business documents and customer records, according to General Instrument. Federal search warrants in that case, which identified Harry L. Daily Jr. as Beach Craft's owner, alleged that Beach Craft has been involved in the manufacture, modification, marketing and distribution of illegally modified descramblers. Daily could not be reached for comment. The FBI's technical division will analyze the seized materials and report its findings to the U.S. Attorney's office for review and possible criminal action, said General Instrument. GI, which has offered to assist the FBI in its analysis, said the Motion Picture Association of America (MPAA)—charged by its membership with protecting copyright compensation—aided development of information on pirate activity at Beach Craft. MPAA antipiracy division spokesman, Mark Harrad, said that, since 1975 when MPAA began tracking piracy of film prints, then videotapes and most recently satellite signals, the association has established film and video security offices in Los Angeles and New York and enlisted a total of 75 investigators (many formerly with the FBI) full- and part-time across the country.

In Brundidge, Ala., U.S. Customs Service agents, assisted by the U.S. Bureau of Alcohol, Tobacco and Firearms and the Alabama Bureau of Investigation, seized integrated circuits, printed circuit boards, descramblers, customer records and other documents in a

Dec. 23 raid on Tri-State Satellite Inc. of Alabama. Search warrants identified Benny Herring as Tri-State owner. Herring said he had no comment. Customs Service technical staff will pass analysis results to the U.S. Attorney in Montgomery, Ala.

"Our civil litigation program is continuing and will target distributors and dealers of pirate devices," said Richard Hoffman, GI vice president and general counsel. Promising an aggressive civil litigation effort by GI, he said, "It will become very clear soon that pirates will have no rest from legal actions in both criminal and civil courts." GI won a civil suit against Ralph William Heller last November in the U.S. District Court of Phoenix (BROADCASTING, Nov. 30, 1987).

**Eye on the ball.** Houston International Teleport (HIT) and its mobile uplink division, Satellite Transmission and Reception Specialists (STARS), began uplink service late last month for Raycom Sports coverage of 53 college basketball games. The Raycom contract, valued at between \$150,000 and \$200,000, includes coverage of games in the Pac-10, Big 8, Southwest and Metro conferences. That coverage culminates with mid-March tournaments in Memphis, Tucson, Ariz., and Kansas City. HIT and STARS last week uplinked the Orange Bowl from Miami, the Fiesta Bowl from Tempe, Ariz., and the Hall of Fame Bowl from Tampa, Fla., all for NBC. Last week they also uplinked Raycom's coverage of the Liberty Bowl from Memphis and Mizlou's coverage of the Blue Bonnet Bowl from Houston. Beginning Jan. 6, they will uplink Jefferson Pilot broadcasts of 18 Southeastern Conference (SEC) basketball games, running through the SEC women's basketball tournament ending March 7. That contract is valued between \$60,000 to \$100,000.



# Identify the famous relatives of these people



and you're playing...

## RELATIVELY SPEAKING

All of these people are related to famous celebrities! And television viewers, with their insatiable curiosity about famous people, will find it absolutely irresistible to identify these unknown faces and their well-known relatives. In fact, it'll be habit-forming!

The show is RELATIVELY SPEAKING, an all new game show with lots of laughs, and it will be available as a half-hour strip on a barter basis starting Fall '88.

Experience the fascination we all have with the very famous by calling for a demo today. It's all so easy—relatively speaking!

Host  
John  
Byner

SEE US AT  
INTV  
SUITES 733-735

DISTRIBUTED BY SMC  
CALL 212/355-0033  
PRODUCED BY  
ATLANTIC/KUSHNER-LOCKE, INC.  
AND THE MALTESE COMPANIES.



# Stock Index

	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	Dec 29	Dec 22				(000,000)	
<b>BROADCASTING</b>							
N (CCB) Capital Cities/ABC	339	348	- 9	-02.58	23	5,480	
N (CBS) CBS	156 1/4	161 1/2	- 5 1/4	-03.25	9	3,687	
A (CCU) Clear Channel	12 1/8	12 3/8	- 1/4	-02.02	23	39	
O (INFTA) Infinity Broadcast	17	15 1/2	- 1 1/2	-09.67	-130	142	
O (JCOR) Jacor Commun.	4 1/2	4 9/16	- 1/16	-01.36		25	
O (LINB) LIN	43 1/8	44 1/4	- 1 1/8	-02.54	23	2,312	
O (MALR) Mairite	5 7/8	6 1/4	- 3/8	-06.00	-8	80	
O (MALRA) Mairite 'A'	5	6 1/4	- 1 1/4	-20.00	-7	68	
O (OBCCC) Olympic Broad.	3 1/4	3 1/2	- 1/4	-07.14		8	
O (OSBN) Osborn Commun.	4 3/4	4 3/4		00.00	-4	19	
O (OCOMA) Outlet Commun.	10	9 1/4	3/4	08.10		65	
A (PR) Price Commun.	10 5/8	9 7/8	3/4	07.59	-5	91	
O (SAGB) Sage Broadcasting	5	5 1/4	- 1/4	-04.76	-7	16	
O (SCRFP) Scripps Howard	78	76 1/2	1 1/2	01.96	26	805	
O (SUNN) SunGroup Inc.	7/8	1	- 1/8	-12.50	-1	2	
O (TLMD) Telemundo	8	7 1/4	3/4	10.34	-1	45	
O (TVXG) TVX Broadcast	2 1/4	2 3/4	- 1/2	-18.18	-1	13	
O (UTVI) United Television	22	22		00.00	36	241	

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>							
N (BLC) A.H. Belo	48	48 7/8	- 7/8	-01.79	15	516	
A (AAR) Adams Russell	42 5/8	42 7/8	- 1/4	-00.58	710	284	
O (ASTV) Amer. Comm. & TV	1/8	1/8		00.00		9	
N (AFL) American Family	14	14 3/4	- 3/4	-05.08	13	1,127	
O (ACCMA) Assoc. Commun.	23	23		00.00		219	
O (BMAC) Bus. Men's Assur.	26	28 7/8	- 2 7/8	-09.95	-10	272	
N (CCN) Chris-Craft	18	18		00.00	20	363	
N (DNB) Dun & Bradstreet	52 1/2	54 1/4	- 1 3/4	-03.22	21	7,983	
O (OUCO) Durham Corp.	22 1/2	21 1/4	1 1/4	05.88	13	192	
N (GCI) Gannett Co.	37	38 1/4	- 1 1/4	-03.26	20	5,978	
N (GY) GenCorp	21	67	- 46	-68.65	3	469	
N (JP) Jefferson-Pilot	26 3/4	26 3/4		00.00	9	1,075	
N (KRI) Knight-Ridder	42 1/8	41	1 1/8	02.74	16	2,417	
N (LEE) Lee Enterprises	22	22 1/4	- 1/4	-01.12	13	547	
N (LC) Liberty	35 3/4	35 3/4		00.00	12	342	
N (MHP) McGraw-Hill	49 1/8	48 1/4	7/8	01.81	16	2,482	
A (MEGA) Media General	34 3/4	33 1/2	1 1/4	03.73	51	980	
N (MDP) Meredith Corp.	29 1/4	28 7/8	3/8	01.29	15	561	
O (MMEDC) Multimedia	51	49 1/2	1 1/2	03.03	5100	561	
A (NYTA) New York Times	30 5/8	31	- 3/8	-01.20	17	2,508	
N (NWS) News Corp. Ltd.	16 7/8	16 1/8	3/4	04.65	10	2,138	
O (PARC) Park Commun.	25	24	1	04.16	21	345	
O (PLTZ) Pulitzer Publishing	27 1/2	27 1/2		00.00	22	288	
N (REL) Reliance Group Hold.	5 3/4	6 1/4	- 1/2	-08.00	6	431	
O (RTRSY) Reuters Ltd.	55 1/8	52 7/8	2 1/4	04.25	26	22,885	
T (SKHQ) Selkirk	20 1/2	20 1/2		00.00	44	166	
O (STAUF) Stauffer Commun.	135	135		00.00	22	135	
A (TO) Tech/Ops Inc.	23 1/2	23 1/2		00.00	9	50	
N (TMC) Times Mirror	71 3/4	73 1/2	- 1 3/4	-02.38	14	4,628	
O (TMC) TM Communications	3/4	3/4		00.00	3	5	
O (TPCC) TPC Commun.	3/16	3/16		00.00	2	2	
N (TRB) Tribune	38 1/2	38 3/8	1/8	00.32	14	3,033	
A (TBSA) Turner Bcstg. 'A'	10	10 3/8	- 3/8	-03.61	-1	217	
A (TBSB) Turner Bcstg. 'B'	8 5/8	8	5/8	07.81	-1	187	
A (WPOB) Washington Post	185	192	- 7	-03.64	20	2,376	

<b>PROGRAMMING</b>							
O (SP) Aaron Spelling Prod.	4 3/8	4 3/8		00.00	3	81	
O (ALLT) All American TV	1 1/4	1 1/4		00.00		1	
O (BRRS) Barris Indus	6 5/8	7	- 3/8	-05.35	3	58	
N (KO) Coca-Cola	37 1/2	39 5/8	- 2 1/8	-05.36	14	14,174	
A (CLR) Color Systems	3	3 3/8	- 3/8	-11.11	-1	15	
O (CAVN) CVN Cos.	8	8 1/8	- 1/8	-01.53	-24	146	
A (DEG) De Laurentis Ent.	1	1 1/8	- 1/8	-11.11		11	
O (dcp) dick clark prod.	6 1/4	6	1/4	04.16	16	51	
N (DIS) Disney	60 1/4	60 3/8	- 1/8	-00.20	21	7,914	
N (DJ) Dow Jones & Co.	29 7/8	30 5/8	- 3/4	-02.44	14	2,892	
O (EM) Entertainment Mktg	3 3/8	3 5/8	- 1/4	-06.89	11	41	
O (FNFI) Financial News	6 3/4	7 1/4	- 1/2	-06.89	42	79	
A (FE) Fries Entertain.	2 1/4	2 1/4		00.00	9	11	
N (GW) Gulf + Western	72	74	- 2	-02.70	16	4,374	
O (HRSI) Hal Roach	4 1/4	4 3/8	- 1/8	-02.85	-9	29	
A (HHH) Heritage Entertain.	2 7/8	3	- 1/8	-04.16	2	13	
A (HSN) Home Shopping Net.	5 3/8	5 7/8	- 1/2	-08.51	14	461	
N (KWP) King World	17 1/8	17 1/2	- 3/8	-02.14	17	512	
O (LAUR) Laurel Entertain.	1 3/8	1 3/4	- 3/8	-21.42	3	3	
A (LT) Lorimar-Telepictures	9 7/8	9	7/8	09.72	-7	451	
N (MCA) MCA	34 7/8	33 5/8	1 1/4	03.71	16	2,650	
N (MGM) MGM/UA Commun.	6 3/8	6 1/2	- 1/8	-01.92	-8	318	
A (NHI) Nelson Holdings	1/2	9/16	- 1/16	-11.11	-5	13	
A (NWE) New World Enter.	3 1/8	3 3/8	- 1/4	-07.40	2	33	

	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	Dec 29	Dec 22				(000,000)	
<b>PROGRAMMING</b>							
O (NNET) Nostalgia Network	1 1/2	7/8	5/8	71.42	-2	6	
N (OPC) Orton Pictures	10 5/8	10 7/8	- 1/4	-02.29	16	183	
O (MOVE) Peregrine Entertain.	1 3/8	1 5/8	- 1/4	-15.38	-45	3	
N (PLA) Playboy Ent.	13	13 1/2	- 1/2	-03.70	-8	122	
O (QVCN) QVC Network	5	5		00.00		32	
O (RVCC) Reeves Commun.	6 5/8	7 5/8	- 1	-13.11	662	81	
O (RPICA) Republic Pic. 'A'	4 1/4	4 1/4		00.00	47	16	
O (RPICB) Republic Pic. 'B'	5 1/2	5	1/2	10.00	39	4	
A (RHI) Robert Halmi	1 1/2	1 1/2		00.00	6	31	
O (SMNI) Sat. Music Net.	3	2 11/16	5/16	11.62	-75	20	
O (TRSP) Tri-Star Pictures	8 1/8	8	1/8	01.56	14	250	
N (WC) Warner	27 3/4	29 1/4	- 1 1/2	-05.12	16	3,470	
O (WWTW) Western World TV.	3/8	7/16	- 1/16	-14.28	2	2	
O (WONE) Westwood One	18	20	- 2	-10.00	24	22	

<b>SERVICE</b>							
O (BSIM) Burnup & Sims	7 3/4	7 5/8	1/8	01.63	15	12	
O (CVSI) Compact Video	2 1/8	2 1/4	- 1/8	-05.55	-1	1	
N (CQ) Comsat	27 1/2	28 1/8	- 5/8	-02.22	-11	50	
N (FCB) Foote Cone & B.	44 1/2	44 1/8	3/8	00.84	13	181	
O (GREY) Grey Advertising	99	98	1	01.02	14	11	
O (IDBX) IDB Communications	7 1/4	8 1/4	- 1	-12.12	29	2	
N (IPG) Interpublic Group	30 3/8	31	- 5/8	-02.01	15	67	
A (MOV) MovieLab	6 3/4	6 3/4		00.00		1	
O (OGLI) Ogilvy Group	23 1/4	23 1/2	- 1/4	-01.06	12	32	
O (OCMC) Omnicom Group	20	19	1	05.26	-90	49	
N (SAA) Saatchi & Saatchi	22 5/8	23 3/4	- 1 1/8	-04.73	12	3,29	
O (TLMT) Telemation	2	2		00.00	8		
A (TPO) TEMPO Enterprises	6 7/8	7	- 1/8	-01.78	22	3	
A (UNV) Untel Video	8	7 3/4	1/4	03.22	11	1	

<b>CABLE</b>							
A (ATN) Acton Corp.	12 3/8	13 1/8	- 3/4	-05.71		41	
A (ACN) American Cable	43 7/8	44 1/8	- 1/4	-00.56	-86	4	
O (ATCMA) Amer. TV & Comm.	21 3/4	21 3/4		00.00	83	2,38	
A (CVC) Cablevision Sys. 'A'	26	24	2	08.33	-44	54	
N (CNT) Centel Corp.	36	36 1/4	- 1/4	-00.68	14	1,04	
O (CCCOA) Century Commun.	15 1/4	15	1/4	01.66	1525	44	
O (CMCSA) Comcast	23	23 1/8	- 1/8	-00.54	-104	95	
O (ESSAC) Essex Commun.	15 1/2	16	- 1/2	-03.12	-35	5	
A (FAL) Falcon Cable Systems	16 3/8	16 3/4	- 3/8	-02.23	-51	10	
O (JOIN) Jones Intercable	10	9 5/8	3/8	03.89	31	12	
T (MHPQ) Maclean Hunter 'X'	19 5/8	19 7/8	- 1/4	-01.25	27	72	
O (RCCAA) Rogers Cable A.	22 5/8	22 5/8		00.00		11	
O (TCAT) TCA Cable TV	27 3/4	28 3/4	- 1	-03.47	56	30	
O (TCOMA) Tele-Commun.	22 1/2	22 1/8	3/8	01.69	36	3,26	
N (TL) Time Inc.	80 1/8	80 3/4	- 5/8	-00.77	12	4,75	
O (UACI) United Art. Commun.	23 1/4	22 1/2	3/4	03.33	193	95	
N (UCT) United Cable TV	21 1/8	20 7/8	1	04.79	-364	82	
N (VIA) Viacom	17 5/8	17 3/4	- 1/8	-00.70	93	9	
N (WU) Western Union	1 7/8	1 7/8		00.00		4	

<b>ELECTRONICS/MANUFACTURING</b>							
N (MMM) 3M	62 7/8	64 1/4	- 1 3/8	-02.14	16	14,39	
O (AMCI) AM Communications	5/16	1/4	1/16	25.00		6	
N (ARV) Arvin Industries	18	17 3/4	1/4	01.40	6	33	
O (CCBL) C-Cor Electron.	5 1/4	5	1/4	05.00	14	1	
O (CATV) Cable TV Indus.	2	2 3/8	- 3/8	-15.78	-13		
A (CEC) Cetc	4 7/8	4 1/4	5/8	14.70	162		
N (CHY) Chyron	4 1/4	4 1/2	- 1/4	-05.55	16	4	
A (CXC) CMX Corp.	7/8	7/8		00.00	12		
A (COH) CoHu	6 3/4	6 3/4		00.00	16	1	
N (EK) Eastman Kodak	48 1/4	49 1/2	- 1 1/4	-02.52	12	10,9C	
N (GRL) Gen. Instrument	31	32 3/4	- 1 3/4	-05.34	-13	1,0C	
N (GE) General Electric	44 1/4	47 1/4	- 3	-06.34	16	40,44	
O (GETE) Geotel Inc.	1 1/8	1 1/8		00.00	-3		
N (HRS) Harris Corp.	25 3/4	26 1/8	- 3/8	-01.43	13	75	
N (MAI) M/A Com. Inc.	8 7/8	8 3/4	- 1/8	-01.42	4	26	



# World Class Women Is In A Class By Itself



- *It's a winner!* **WORLD CLASS WOMEN** is the first and only series to celebrate women's achievements in sports and other activities.
- It's the *ideal* audience crossover opportunity! Finally, there's a program about women which appeals to men too!



• Host **Randi Hall**, Olympic sprint champion **Evelyn Ashford**, and world class bodybuilder **Rachel McLish** can help put you *over the top*, with profiles of women achievers that will give you one-of-a-kind programming that can run either adjacent to sports, or counter to sports.

• It's the perfect vehicle for advertisers targeting *male* or *female* viewers, as well as those interested in reaching *both*.

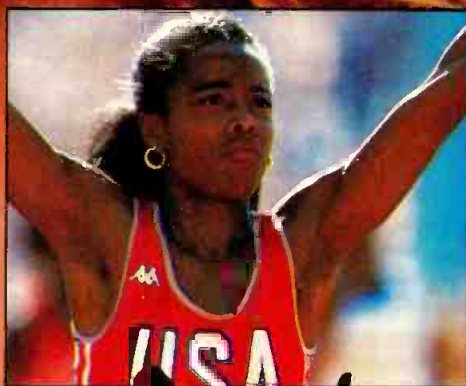
• Test data shows that **WORLD CLASS WOMEN** dramatically increases demographic delivery. The program has been shown to build strong women viewership while attracting an even larger percentile increase among men (figures available upon request).

• **WORLD CLASS WOMEN IS A WORLD CLASS WINNER. THERE'S NEVER BEEN A SERIES LIKE IT.**

Call Select Media Communications today at 212/355-0033. Vicki Jo Hoffman, Director, Television Distribution. Andrew Eder, Director, National Advertising Sales. Available Fourth Quarter, 1988. 13 Original Half-Hours. Barter Basis.



Host  
**Randi Hall**



**Evelyn  
Ashford**

SEE US AT  
**INTV**  
SUITES 733-735



# WORLD CLASS WOMEN

© 1987 Select Media Communications, Inc.



# CAPTAIN POWER

AND THE SOLDIERS OF THE FUTURE



# CAPTAIN POWER

AND THE SOLDIERS OF THE FUTURE

IN 1987, CAPTAIN POWER MADE INTERACTIVE  
TELEVISION A REALITY.  
IN 1988, THE ADVENTURE CONTINUES . . .

- A PROVEN FIRST-RUN HIT.
- ATTRACTS THE HARD-TO-REACH TEEN  
AND YOUNG ADULT AUDIENCES.
- STILL THE ONLY INTERACTIVE LIVE-ACTION  
ADVENTURE SHOW ON TELEVISION.
- STATIONS THAT PROGRAM CAPTAIN POWER IN LATER,  
ALL-FAMILY TIME PERIODS ARE REALLY FEELING THE **POWER**.

#1 AMONG TEENS IN THE TIME PERIOD:  
New York - **WPIX**      Los Angeles - **KTLA**

#1 AMONG TEENS AND MEN 18-34  
IN THE TIME PERIOD:

Chicago - **WGN**      San Francisco - **KTVU**  
Pittsburgh - **WPGH**      Seattle - **KSTW**

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## Minority takes issue with TVRO bill

### Subcommittee Chairman Inouye, others, take issue with legislation regulating home satellite industry

Calling it "bad legislation," based on "circumstantial, anecdotal and unproven claims," Senators Daniel Inouye (D-Hawaii), chairman of the Communications Subcommittee, and Ted Stevens (R-Alaska), in the "minority views" submitted as part of the Commerce Committee's report on S. 889, lodged their grievances with the bill that would regulate the home satellite (TVRO) marketplace. Released last week, the report explains the committee's action and views on the measure, which Commerce adopted by voice vote last November (BROADCASTING, Nov. 23, 30, 1987).

Also of note, the report concludes that scrambled cable programming is being made available to dish owners and at prices comparable to those that cable subscribers pay. (Included in the report were several advertisements from various TVRO programming packagers to illustrate availability and prices.)

Nonetheless, it found that legislation—through a structural safeguard—is needed to insure that dish owners continue to have access to cable programming at reasonable prices. The bill's key provisions therefore would assure TVRO's access to cable programming and would require cable programmers to permit any qualified third party—inside and outside the cable industry—to distribute their services to dish owners. The latter would sunset in five years.

"The committee believes it is less important to focus on prices and more important to focus on the market structure," the report stated. "Specifically, the committee is concerned about the incentives to discriminate against home dish owners because of the vertical integration of cable operators and programmers. Such a market structure will almost certainly lead to favoritism to the disadvantage of the dish owner."

The report also cited several examples of vertical integration: "Viacom, which owns 18 systems serving 1.1 million subscribers, also owns the following programming ser-

ices: Showtime; The Movie Channel; MTV; Lifetime; Nickelodeon, and VH-1. Similarly, ATC/Time Inc., which owns 615 systems serving 3.6 million subscribers, also owns HBO and Cinemax."

As for the encouragement of third-party distribution, testimony presented at last year's committee hearing on S. 889 "shows that programmers are not permitting their programs to be sold by unaffiliated parties. This creates a climate where dish owners are beholden to cable operators and programmers and thus pay higher prices and have less choice. This position is supported by the fact that there are only a few significant cable program packages in existence and that most if not all are controlled by cable programmers."

Besides Inouye and Stevens, Senators Larry Pressler (R-S.D.) and John Kerry (D-Mass.) filed "additional views." Pressler stated his intentions to amend the bill on the Senate floor. (It is believed the full Senate won't act on S. 889 until March at the earliest.) The amendment would be aimed at helping small cable operators to obtain volume discounts for programming.

Kerry expressed his dissatisfaction with the measure. "I believe that Senate action on the bill at this time is premature, to say the least. The bill will not achieve the goals its supporters claim, and its passage will disrupt a new market that is already developing in a fair and competitive fashion without unwarranted government interference," wrote Kerry. He faulted S. 889 because it only applies to TVRO. "Is there any rational basis for excluding wireless cable and other non-cable technologies from this bill, if what we really seek to accomplish is to enhance competition in the distribution of satellite programming—not just competition between distributors to satellite dish owners but among all distributors to all home viewers," asked Kerry. "If one accepts the thrust of this bill, if one accepts that its pro-competitive features are necessary to deal with the alleged cable monopoly, then it should apply fairly and uniformly across the board," he added.

Inouye and Stevens said the bill contains "ill-conceived and expensive remedies." They urged their colleagues to "either improve it by amendment or reject it outright."

The senators were particularly troubled by the third-party distribution provision. Among their complaints: "it will foster endless litigation," and stymie the creation of new program packages. "Rather than permitting their programming to be used in packages where they lack control, programmers may decide to sell only directly. Packagers with whom programmers may want to deal will then be unable to market this programming. While some might argue that programmers will not take this route, the decision

**NAB's Hawaii agenda.** The National Association of Broadcasters is covering its congressional and technological bases this year during its annual winter joint board of directors meeting at the Mauna Lani Bay hotel in Hawaii, Jan. 18-21. Two adjunct sessions will be convened at the hotel before and following the board meeting dedicated to legislative issues and the future of high-definition television.

From Jan. 15 to 17 NAB directors and invited representatives of major broadcast groups will gather for a legislative forum featuring key House and Senate members (some spouses are accompanying the congressmen). This is the third year NAB has conducted a congressional forum. According to NAB's latest roster, lawmakers slated to attend are: Senator Strom Thurmond (R-S.C.), ranking minority member on the Judiciary Committee; Representatives Rick Boucher (D-Va.); John Bryant (D-Tex.); Billy Tauzin (D-La.); Dan Coats (R-Ind.); Matthew Rinaldo (R-N.J.); Al Swift (D-Wash.); Tom Tauke (R-Iowa), and Carlos Moorhead (R-Calif.), all House Telecommunications Subcommittee members, and Thomas Luken (D-Ohio), a member of the House Energy and Commerce Committee. House Appropriations Committee Chairman Jamie Whitten (D-Miss.) and committee members Harold Rogers (R-Ky.) and John Murtha (D-Pa.) are also expected to appear. The forum kicks off Friday evening with a reception for the lawmakers. Saturday morning (Jan. 16) a panel on the "Congressional Climate for Broadcast Issues," and another on "Must Carry, Satellite and Copyright Issues," will be held. Sunday morning (Jan. 17) broadcasters will hear the congressional outlook on First Amendment and advertising issues, as well as a discussion on the "1988 Campaigns: the Issues, Candidates, and Media Relations." Dinners and receptions are scheduled for both Saturday and Sunday evenings.

Among the group broadcasters who are expected to attend the legislative forum: Ralph Becker, Television Station Partners, New York; George Lilly of SJL Inc., Billings, Mont.; John McCrory, Times Mirror Broadcasting, Greenwich, Conn.; Charles Mechem, Great American, Cincinnati; Ed Reilly of McGraw-Hill Broadcasting, New York, and John Dille, Federated Media, Elkhart, Ind. Also, joining the broadcasters will be Preston Padden, president of the Association of Independent Television Stations, Douglas Bennet, president of National Public Radio, was invited but could not attend.

After the joint board meeting is concluded, NAB executives and those television directors active on HDTV will meet Friday, Jan. 22, with engineering and management representatives from NHK, officials from the Japanese broadcasters association, as well as representatives from the Korean broadcasting system, and Mexican and Canadian broadcasters. The session is viewed as an extension of earlier discussions NAB officials held in Japan last year (BROADCASTING, Nov. 9, 1987) on HDTV and the prospects for coordinating developments on the new technology. The Japanese specifically asked NAB to invite the Canadian and Mexican broadcasters, hoping to broaden their contacts in those countries, said Walt Wurfel, NAB senior vice president for public affairs and communications. Wurfel said NAB wants to continue its dialogue with the Japanese and "share developments."



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The fourth annual Westinghouse Broadcasting Company (Group W) scholarship will be awarded this spring to a successful broadcast applicant to the Knight-Bagehot Fellowship in Economics and Business Journalism.

The nine-month Knight-Bagehot Fellowship at the Graduate School of Journalism at Columbia University is a mid-career program designed to strengthen journalists' understanding of economics, business, and finance. Fellows receive tuition and a stipend.

The intensive study program combines course work at Columbia University with a specially tailored program of seminars and dinners. Guests have included Paul Volcker, T. Boone Pickens, Jr., Alan Greenspan, and Walter Wriston.

The deadline for application is April 1, 1988.

**Contact:** Knight-Bagehot Fellowship  
Graduate School of Journalism  
Columbia University  
New York, New York 10027  
(212) 280-2711

for a programmer to market directly is not a remote possibility. Many do so today," wrote Inouye and Stevens.

And, they added: "The authors seem to admit their approach has problems and have included in this legislation an investigation by the Federal Trade Commission on the very matter on which we are legislating. We agree that an investigation by an expert agency is the proper route. We can then know whether there is a genuine problem." □

## FCC refuses to bar Microband New York wireless cable service

Commission finds "no compelling reason" to prevent broadcasts over ITFS and MDS channels

The FCC has rejected Cablevision Systems Corp.'s request that the agency bar Microband Companies Inc. from providing its wireless cable service in New York over ITFS and MDS channels until other MDS channels that are hung up in interference disputes at the FCC become available for competing services.

In a Dec. 23 letter to the various parties involved in the interference dispute, the FCC said it has found "no compelling reason" to prohibit Microband from continuing to broadcast its service.

In an attempt to settle interference battles, the FCC has sent a letter to the parties involved asking specific questions that will, presumably, allow it to settle the interference disputes in short order and make as many of the channels available for use as possible.

The FCC also indicated, however, that it would prefer the parties get together and settle their differences on their own. "Given the parties' professed willingness to negotiate, we fail to see any impediment to such meetings, or the necessity for commission initiation of such a meeting," the letter said. "Nor do we see any barrier to the development and submission of a concrete proposal for the resolution of the issues presented notwithstanding the pleadings filed by the parties."

Microband has been broadcasting a wireless cable service over MDS and subleased ITFS channels to New Yorkers from a bank of microwave transmitters atop the Empire State Building. The service now comprises six cable program services, but Microband has enough channels lined up to offer eight more.

The signals are scrambled, and subscribers require a special antenna and descrambler to receive the service.

In its petition, Cablevision said that it was interested in entering the wireless cable business in competition with Microband, but that the two four-channel MMDS blocks necessary to launch such a service were unavailable because of interference dis-



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puts. It asked for the FCC to shut down Microband so that it would have an equal chance to compete. It also requested that the FCC take "whatever steps are necessary...to promote a resolution of the New York ITFS/MMDS situation."

In response to Cablevision's petition, Microband charged that Cablevision's real purpose was to protect its fledgling convention-

al cable systems in the city from competition. Cablevision is building systems in the Bronx and Brooklyn—two boroughs that Microband has targeted.

Despite the FCC rejection of Cablevision's request to bar Microband from operation, Frank Lloyd, an attorney for Cablevision in Washington, said the FCC's letter was, on the whole, a "very, very positive

development." The questions contained in it "constitute a road map of engineering proposals to resolve the New York situation and get everybody on the Empire State building," he said.

Cablevision's letter did what it was intended to do. "We got the FCC's attention by beating them over the head with a two-by-four," Lloyd said. □

## Cablecastings

### News of the North

The Canadian Broadcasting Corp. is working toward bringing Canadian cable viewers the country's first 24-hour news and information channel. The CBC was selected by the Canadian Radio-Television and Telecommunications Commission to provide a news and information service to Canada, and the CBC is putting the network together, hoping for a launch next fall.

The new service will join the other 15 basic and six to seven pay cable channels available to Canada's five million cable subscribers, which represent 80% of the country's six million homes. CBC expects the service to cost \$19 million in the first year, with revenues expected to cover expenses. CBC anticipates revenue of \$4.4 million from advertising and \$14.8 million in subscription fees. The service is expected to cost subscribers an additional 25 cents to 40 cents per month.

The operation will be run separately from the other radio and television networks of the CBC, which is partially funded by Parliament. CBC's only other cable channel is a Canadian version of C-SPAN, which covers the proceedings of the House of Commons. The CBC will set up a Journalistic Review Committee to monitor and make recommendations about the news channel, a set-up designed to safeguard established journalistic ethics.

CBC already has a wide network of journalists gathering regional news for the existing broadcast networks. That staff will be augmented with another 200 employees. A spokesman said that more than 50% of the on-air product will come from the existing newsgathering apparatus, as regional reports will now be broadcast to the entire country. The regular one-hour nightly news shows the CBC broadcasts on its French and English network will appear on the new channel, but several hours after their initial airing. There are two major programming blocks in the schedule of the new service, a 5-11 a.m. "Daybreak" segment and the 6-11 p.m. "This Country" segment. The English-language nightly news is scheduled to run at 2 a.m., four hours after its broadcast showing, while the French-language news will appear at 11 p.m., one hour after its showing on the French broadcast service.

The CRTC has taken pains that the new service will have an across-the-country production slant. More than 70% of the service's programs are to be produced outside

Toronto and no fewer than 12 hours are to be anchored in cities in British Columbia, Alberta and Atlantic Canada. CBC said virtually all the weekend programming will be produced in cities outside central Canada.

The new venture, which is headed by Joan Donaldson, has not yet decided on an on-air name.

The CRTC has also asked for proposals for a French-language news and information channel, which CBC is also studying. The deadline for those bids is Dec. 1.

### Sporting goods

SportsChannel, which operates four regional sports services, plans to add a half-hour shopping program in the spring that will be available to its over three million subscribers. *The Sports Shopping Showcase* will be hosted by SportsChannel Mets announcer Fran Healy and sportscaster Leandra Reilly. The show will feature, among other items, fitness equipment, sportswear and special sports vacations. There will also be theme shows as well as name athletes demonstrating the products they endorse. Lund Media Associates will coordinate sales and marketing for the project.

### Political possibilities

The Cabletelevision Advertising Bureau has lined up speakers for its Jan. 15 political advertising workshop, to be held from 9 a.m. to noon in the caucus room of the Cannon House Office Building in Washington. The workshop is designed to provide candidates and their staffs with information on the value of advertising on cable.

The speakers will include Julie Aquan, marketing coordinator, A.C. Nielsen Co.; Ed Bennett, executive vice president, Viacom Cable; William Cromer, president, William Cromer Associates; John Deardourff, chairman, Bailey, Deardourff & Sipple; David Doak, chairman, Doak & Shrum; James Cownie, president, telecommunications group, Heritage Communications; Catherine Farrell, president, Farrell Media/Ailes Communications; Anthony Fabrizio, president, Multi-Media Services; James Moonhey, president, National Cable Television Association; John Power, group vice president, Vitt Media International; Fred Vierra, president and chief executive officer, Unit-

ed Cable, and Bob Williams, president, National Cable Advertising.

The workshop will examine how cable's multichannel environment segments the viewing audience, what the latest in audience research information means and how cable can be used in new media strategies and campaigns. It will be free to all attendees and recorded by C-SPAN for later viewing.

CAB said research shows that cable subscribers are 36% more inclined to be involved in political fund raising and 26% more likely to work for a candidate than nonsubscribers. Among the chief attributes for cable, said CAB, is that cable systems closely target local election districts, that cable's format allows for longer-form commercials than the typical 30-second spot and that cable's low cost can help stretch a campaign's budget.

### QVC changes

QVC Network President David Baxter will leave his post at the end of the year, but will remain with the company as a consultant and director, the home shopping service announced last week. Joseph Segel, chairman and chief executive officer, will take over the title of president.

Segel said the reorganization "will shorten the span of command," as all eight executive vice presidents will now report to Segel. Previously, seven executive vice presidents reported to Baxter. With Segel's new appointment, the company has added an eighth executive vice president position for new business development. It will be filled by Keith Halford, former executive vice president, marketing, who will concentrate on "collateral activities that support the basic business," said Segel. Halford will be succeeded by David Heneberry, former managing director of the direct marketing division of Tatham-Laird & Kudner.

Segel said the reorganization will increase the effectiveness of the company, as QVC places "a greater emphasis on marketing now that it's up and running smoothly. He said Baxter's consulting expertise was in operations management and that his contributions "have been outstanding, especially in the areas of operations management and cost control." The goal now for QVC, said Segel, "is to maximize viewer ship and customer loyalty."



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**Star Midwest, Inc.**  
pending acquisition of  
*North American Communications Corp.*  
and  
*Four Cable Television Systems*  
\$239,000,000

\$150,000,000  
**Cablevision Industries Corporation**  
11¼% Senior Subordinated Debentures

4,000,000 Shares  
**Centel Cable Television Company**  
Class A Common Stock  
\$20½ a Share

\$50,000,000  
**Star Cablevision Group**  
13¼% Senior Subordinated Debentures

\$47,025,000  
**Prime Cable Growth Partners, L.P.**  
Partnership Units

600,000 Units  
**Falcon Cable Systems Company,**  
a California Limited Partnership  
Price \$19<sup>11</sup>/<sub>16</sub> a Unit

**Continental Cablevision, Inc.**  
pending exchange of certain of its  
cellular telephone assets for certain  
cable television assets of  
**Providence Journal Company**  
Price not disclosed

**Wometco Cable TV, Inc.**  
pending acquisition of  
*Two Cable Television Systems*  
Price not disclosed

## TELEVISION BROADCASTING

**TFBA Limited Partnership**  
(a limited partnership formed, in part,  
by Robert M. Bass Group, Inc.)  
acquired  
*Taft Broadcasting Company*  
\$1,450,000,000

**Six Television Stations  
of Storer Communications, Inc.**  
acquired by  
*SCI Television, Inc.*  
\$1,300,000,000

\$400,000,000  
**CBS Inc.**  
5% Convertible Subordinated Debentures

**WTVJ-TV**  
(Miami, FL)  
**of Wometco Broadcasting  
Company, Inc.**  
acquired by  
*GE Property Management Co.*  
(subsidiary of General Electric Company)  
\$270,000,000

\$110,000,000  
**Tak Communications, Inc.**  
\$80,000,000  
Senior Secured Financing  
\$20,000,000  
Subordinated Notes  
\$10,000,000  
Common Equity

**WTVG-TV,**  
(Toledo, OH)  
**of Storer Communications, Inc.**  
acquired by  
*Toledo Television, Inc.*  
\$65,000,000

**Four Television Stations of  
Clay Communications Investors**  
acquired by  
*Price Communications Corporation*  
\$60,000,000

\$60,000,000  
**Outlet Broadcasting, Inc.**  
13¼% Senior Subordinated Notes

**Tak Communications, Inc.**  
acquired  
*KITV-TV*  
(Honolulu, HI)  
\$50,000,000

**WLOS-TV**  
(Asheville, NC)  
**of Wometco Broadcasting  
Company, Inc.**  
acquired by  
*AMC of Delaware, Inc.*  
(an affiliate of Anchor Media, Ltd.)  
\$50,000,000

1,350,000 Shares  
**Outlet Communications, Inc.**  
Common Stock  
Price \$11½ a Share



**WPHL-TV**  
(Philadelphia, PA)  
of *Providence Journal Company*  
pending acquisition by  
*Taft Broadcasting Company*  
Price not disclosed.

#### RADIO BROADCASTING

**Seven Radio Stations**  
of *Price Communications Corporation*  
acquired by  
*Fairmont Broadcasting, Inc.*  
\$120,000,000  
(in cash and notes)

**Tak Communications, Inc.**  
acquired  
**WUSL-FM**  
(Philadelphia, PA)  
\$32,000,000

**WASH-FM**  
(Washington, DC)  
of *Metropolitan Broadcasting Corporation*  
acquired by  
*Outlet Broadcasting, Inc.*  
\$29,250,000

**DKM Broadcasting Corporation**  
pending acquisition by  
*Summit Communications, Inc.*  
Price not disclosed

**WIP-AM**  
(Philadelphia, PA)  
of *Metropolitan Broadcasting Corporation*  
acquired by  
*Spectacor Broadcasting L.P.*  
Price not disclosed

**TranSales, Inc.**  
(an affiliate of *The United Stations Companies*)  
acquired a beneficial equity interest in  
*StarGroup Communications, Inc.*  
Price not disclosed

#### PUBLISHING

**Bell & Howell Company**  
pending acquisition by  
*BHW Acquisition Corp.*  
\$678,400,000

\$100,000,000  
**Pulitzer Publishing Company**  
8.8% Senior Notes due 1997

**Four Newspapers of**  
*Clay Communications Investors*  
acquired by  
*Thomson Newspapers Limited*  
Price not disclosed

#### ENTERTAINMENT

\$300,000,000  
**MCA Inc.**  
5½% Convertible Subordinated Debentures

**Theatre Assets and related**  
*Real Estate of The Litchfield Company of South Carolina, Inc.*  
acquired by  
*United Artists Communications, Inc.*  
\$93,000,000

#### SERVICES

**JWT Group, Inc.**  
acquired by  
*WPP Group plc*  
\$566,000,000

**Reuters Holdings PLC**  
acquired  
*Instinet Corporation*  
\$106,500,000

#### CELLULAR

**The Cellular Telephone and**  
*Paging Operations of Metromedia Inc.*  
acquired by  
*Southwestern Bell Corporation*  
\$1,197,000,000

**Detroit Regional Cellular**  
*Telephone Companies*  
acquired by  
*PacTel Personal Communications*  
(division of *Pacific Telesis Group*)  
\$316,000,000

13,050,000 Shares  
**McCaw Cellular Communications**  
Class A Common Stock  
Price \$21¼ a Share

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# MORGAN STANLEY

## 24 hours of talk available for AM's

**Sun Radio Network's new satellite service is billed as way to fully automated operation**

AM station operators now have a 24-hour national talk/information programing alternative.

Beginning today (Jan. 4), the Sun Radio Network, a Tampa, Fla.-based radio program supplier, is launching a seven-day, "around-the-clock" bartered talk service originating from Federal Broadcasting's WMCA(AM) New York and Sun Radio's Tampa facility. The personality lineup includes veteran broadcasters Sonny Bloch and Barry Farber (both of whom broadcast their network programs from the WMCA studios) and Chuck Harder, president and founder of the network, who hosts his own consumer/legal advice show, *For The People*, from Florida. All three personalities can be heard locally in New York over WMCA. (Bloch and Farber once formed the nucleus of a short-lived nighttime talk program service, American Radio Network ["Riding



Harder

Gain," May 26, 1986], which has no connection to the new Sun Radio Network). Among the other personalities hosting programs over Sun Radio is psychologist Dr. Bob Moore. In addition, the Sun Radio Network was scheduled to air the television audio feed of Phil Donahue's syndicated one-hour TV talk show each weekday, starting today at 4 p.m. NYT.

"We continue to negotiate with personalities [to join Sun Radio]. Some of them are stars from the old radio and television days," said Harder, who would not be more specific.

Harder also said that Sun Radio is putting together a daily, one-hour program originating from Las Vegas. The proposed show, which has the working title of *Star Talk*, would feature celebrity interviews.

Harder, a Tampa radio personality who operated a radio and television production firm there for many years called H&H Productions, told BROADCASTING that Sun Radio, through an arrangement with UPI, is redistributing UPI Radio Network news, sports and business reports to Sun network affiliates as part of Sun's continuous programming.

According to Harder, Sun Radio will retain four minutes per hour of advertising time while local stations get eight minutes. Sun Radio's initial advertising thrust is direct response.

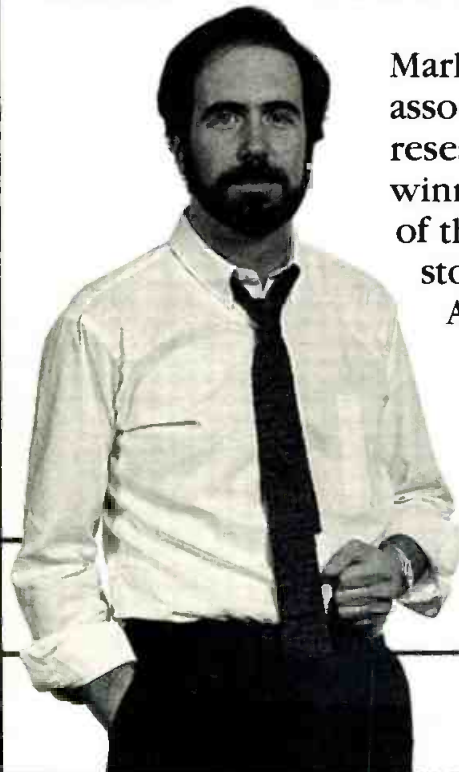
The foundation of the new 24-hour service was set last March when Harder's *For The People* series was put into syndication. In November, Harder broadened the talk service schedule to 6 p.m.-midnight and then to 6 p.m.-6 a.m., all Eastern time, the following month.

The new full-service talk network is being distributed via three satellites: Westar IV, Galaxy II and Satcom I-R—the last during the afternoon and evening hours. "We are filling a niche for the small-market AM broadcaster," said Harder. (While many of Sun Radio's affiliates are in small markets, some are in secondary, medium and major markets as well.) "A lot of these AM stations were dark. They are now coming back on the air with us," claimed Harder. "The service will allow AM operators to totally automate their stations," he added.

As of Dec. 28, Sun Radio had 71 affiliates, 17 of which plan to take most or all of Sun Radio's expanded program schedule. Among the full-time affiliates are KTXO(AM) Sherman, Tex.; WYIC(AM) Noblesville, Ind (Indianapolis); KVSD(AM) Vista, Calif. (San Diego), and KMDK(AM) Denver.

Other national talk programing service for radio, also primarily designed for AM outlets, include ABC Talkradio, NBC Talk net, Mutual PM's nighttime talk agenda o Dr. Toni Grant and Larry King and Associat

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## Slow growth seen for radio this year

In memo to members, RAB head tells radio to keep weather eye on consumer spending levels

In the wake of the Oct. 19 stock market crash, radio executives need to keep close tabs on consumer spending behavior in 1988 to assess potential advertising opportunities for their respective stations and companies, particularly on the local level.

That was the underlying message of the Radio Advertising Bureau's 1988 economic outlook memorandum from Bill Stakelin, RAB president & CEO. (An upward or downward movement in local consumer spending, according to RAB, correlates directly to broadcast advertising expenditures).

Short-term consumer reaction to the stock market plunge has been "negative," said Stakelin. However, that reaction "has not been large enough to suggest any major spending retrenchment," Stakelin's memorandum said. The memorandum was sent to association members in December, prior to any analysis of Christmas sales activity.

Any initial consumer cutbacks in 1988 are

most likely to occur first among the "discretionary" and "high ticket" items, "both of which have enjoyed significant unit growth in recent years," said Stakelin. But Stakelin noted that consumers "still don't know what the stock market crash means for them."

Said Stakelin: "While 'extraordinary' political and sports events [presidential election and Olympics] will add to radio coffers, consumer spending powers retail advertising, which accounts for upward of 70% of our industry's revenues. Therefore, careful attention to consumer confidence levels and spending patterns....is our best early warning system."

The RAB president is forecasting local spot advertising throughout the industry to be "weak in the first half of the year in reaction to a pervasive 'wait and see' attitude" among advertisers regarding the economy and consumer spending. Local advertising sales will "strengthen" during the second half of 1988 and remain "relatively strong" through 1989, Stakelin predicted.

Meanwhile, Stakelin is anticipating a "diversion" of advertising funds by national advertisers, particularly after a strong up-



Stakelin

front TV buying season this past year, to "more efficient media" in 1988. Such a move could translate into added national (including network) radio expenditures.

Overall, RAB is expecting total radio sales revenues to perform better in 1988 than in 1987. Breaking down the specific projections for radio's three main advertising segments, RAB is estimating national spot to increase by 5.3% over its 1987 mark, network radio to grow by 5.5% (as previously reported, both segments are projected to finish 2% down in 1987) and local spot to rise by 7.5%. (Local spot is estimated to have risen 6.3% in 1987). Total radio revenues for 1988 should approach the \$8 billion mark.

Among the key advertising areas for radio executives to watch in 1988, according to Stakelin, are car dealers, mobile home dealers, hardware stores, jewelry stores, appliance dealers and camera supply stores, all of which sell high-ticket merchandise requiring "substantial consumer confidence" to maintain a brisk sales volume.

"Businesses and individuals will change spending plans in 1988 to reflect perceptions in changes of wealth created by a rising or falling stock market," Stakelin said. "The market's recent fall," he concluded, "should produce a slow period of [economic] growth in the first half of 1988, although real gross national product and personal consumption will probably experience a net increase during the course of 1988." (RAB is predicting 1988 consumer spending patterns to be about the same as 1987 with growth of 2% or less.) □

### THE UNIVERSITY OF CHICAGO ANNOUNCES THE William Benton Fellowships in Broadcast Journalism 1988-89

The William Benton Fellowship Program at The University of Chicago, now entering its sixth year, provides a unique opportunity for professionals—television and radio reporters, news executives, producers, writers—to expand their expertise on essential issues, free from deadline pressure. The Program is sponsored by the William Benton Foundation.

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Stipends are normally equivalent to full-time salary for the six-month period of the Fellowship. The Foundation covers tuition and travel costs. University personnel assist with local arrangements for Fellows and their families.

The application deadline is March 7. Fellows will be notified by June 1. The 1988-89 Program begins September 19, 1988.

To receive a brochure and application form, mail this coupon to: Director, William Benton Fellowships, The University of Chicago, 5737 University Ave., Chicago, IL 60637.

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## Country radio convergence

Finishing touches are being put on the 19th annual Country Radio Seminar, which will present an agenda featuring three long-form "mini-seminars" and 15 panel discussions, covering all aspects of station operations. The seminar is scheduled for Feb.



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11-13 at Nashville's Opryland hotel. The Country Radio Broadcasters—the sponsor and organizer of the three-day event—expects an attendance of approximately 1,000 country radio and music executives and program suppliers. (The CRS began in 1970 with 43 paid registrants.)

Among the major speakers slated to address the attendees are Bill Stakelin, Radio Advertising Bureau president and chief executive officer; John Parikhal, Joint Communications chief executive officer; Dr. Lynn Weiss, author/psychotherapist and

KLIF(AM) Dallas talk show host, and country music performers Kenny Rogers and Charlie Daniels. Rogers and Daniels will deliver the opening and closing remarks, respectively. Additionally, for the fifth consecutive year, The Country Music Association will sponsor Music Industry Professional Seminars (MIPS) during the meeting.

Registration fee for the 1988 CRS is \$349. (An early registration fee of \$279 per person was in effect until today [Jan. 4].) This year's theme is "Country—America's Music."

## History lesson

Syndicate It Productions, producer of black radio and television programs, Burbank, Calif., is again offering its special radio series for February, Black History Month. The shows, *Black History Notes*, *Black Women: A Portrait of Dignity*, both of which are 90-second vignettes, and the 24-hour *Story of a People*, which stations can run in one-hour increments, are scheduled to begin airing Feb. 1. More than 300 stations are expected to clear the broadcasts.

# Changing Hands

**WTTS(FM) Bloomington, Ind.**  Sold by Sarkes Tarzian Inc. to Indiana Radio Inc. for \$5,250,000. **Seller** is principally owned by Thomas Tarzian and family. It also owns KTVN(TV) Reno; WRCB-TV Chattanooga, Tenn., and WJLI(FM) Fort Wayne, and WGTC(AM) Bloomington, both Indiana, and is buying WBWB(FM) Bloomington (See below). **Buyer** is principally owned by Albert J. Kaneb. It also owns WHLI(AM)-WKJY(FM) Hempstead, N.Y.; WGKX(FM) Memphis; KSSN(FM) Little Rock, Ark.; WSLR(AM)-

WKDD(FM) Akron, Ohio, and WHOM(FM) Mount Washington, N.H. WTTS is on 92.3 mhz with 37 kw and antenna 1,090 feet above average terrain.

**WBWB(FM) Bloomington, Ind.**  Sold by Indiana Communications Inc. to Sarkes Tarzian Inc. for \$3.5 million. **Seller** is headed by Rolland Johnson. It has no other broadcast interests. **Buyer** is selling WTTS(FM) Bloomington, Ind. (see above). WBWB is on 96.7 mhz with 3 kw and antenna 280 feet above average terrain.

**WSOR(FM) Fort Myers, Fla.**  Sold by Riverside Baptist Church to Daytona Group of Florida Inc. for \$2.6 million. **Seller** is headed by Sanford Williams and has no other broadcast interests. **Buyer** is owned by Carl Tutera and Norman Drubner. Drubner owns WNLC(AM)-WTYD(FM) New London, Conn., and WNFI(FM) Palatka, WPAP(FM) Panama City and WCOA(AM)-WJLQ(FM) Pensacola, all Florida, and, with Tutera, owns KRIX(FM) Brownsville, Tex., KSLM(AM)-KXYQ(FM) Salem, Ore., and KIVA(AM) Corrales and KIVA(FM) Santa Fe, both New Mexico. Drubner also has interest in KRGE(AM) Weslaco, Tex., and KIKO(AM) Miami and KEYX(FM) Globe, both Arizona. WSOR is on 95.3 mhz with 3 kw and antenna 328 feet above average terrain.

**KDKS-FM Benton, La.**  Sold by Benton Broadcasting Corp. to The Dowe Co. for \$2 million. **Seller** is principally owned by Henry Cotton, who has no other broadcast interests. **Buyer** is owned by Kenneth Dowe, and his wife, Dorothy, who also own KRLB-AM-FM Lubbock, Tex. KDKS-FM is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

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**Mauston, Monroe, Prairie du Chien, Readstown, Soldiers Grove, Viola and Viroqua, all Wisconsin** □ Sold by James Communications Inc. to First Carolina Cable TV L.P. for estimated \$170 million-180 million. **Seller** is Bloomfield Hills, Mich.-based MSO headed by William R. James, former

president of Cable TV division of Capital Cities Communications Inc. It has no other cable interests. **Buyer** is newly formed partnership headed by E.B. Chester and other former principals of First Carolina Communications Inc., that was earlier sold to Cooke Cablevision Inc. Systems pass approximate-

ly 135,000 homes with 97,000 subscribers. **Broker: Waller Capital Corp.**

*For other proposed and approved sales see "For the Record," page 120.*

## Journalism

### Straight from the Hart: Assailing the 'media filter'

**Presidential candidate takes issue with journalistic practices; some journalists comment, rebut**

Gary Hart's resurrection as a candidate for the Democratic presidential nomination has, if nothing else, focused renewed attention on the media's role in presidential politics. His battle cry of "Let the people decide," in announcing the renewal of his candidacy, last month, seemed to lump "the media" with the party "bosses" as among the obstacles blocking his path to the prize he seeks. And in a speech at Yale in November, later published in *The Washington Post*, he spoke of a media filter that blocks the passage of complex solutions to tough problems. It was no wonder, he said, "that an age of television 'sound bites' produces bite-sized policies."

There are some in television who acknowledge its shortcomings as a purveyor of news. But they also argue it is basically fair and thorough in its coverage. And if anyone would be likely to support that proposition, at least in these first few weeks of the renewed Hart campaign, it would have to be the former senator himself. For while in the unorthodox campaign he promised, and is delivering, the Hart forces are producing no television commercials, Hart is showing up all over the television dial for protracted interviews. He is not doing print interviews, he told the *Denver Post*, in refusing another in a long series of requests. "I feel I've been treated unfairly. I'm just doing television interviews."

And he has been successful thus far. He was on a special one-hour edition of ABC's *Nightline* on the night he announced his reentry, on Dec. 15. The next night, he was on *MacNeil/Lehrer NewsHour*, answering Jim Lehrer's questions in a 17-minute segment. The following Sunday, he was on CBS's *60 Minutes*. And on Dec. 26 he was interviewed on CNN's *Newsmakers Saturday*, a 30-minute program that is transmitted twice that day. What's more, he has even had some success in controlling the interview: He told Lehrer he would refuse to answer questions about Donna Rice—"I've spoken endlessly about my personal life, and I don't expect to talk any more about it," he said. He made the same point regarding the Miami model in agreeing to appear on *60 Minutes*.

Hart had abandoned his campaign in the



spring because of the Donna Rice episode. He said he found reporters more interested in his "character" than in his "ideas"—and he continues to fault them for that. "To keep or capture a worried or confused reader or

viewer," he said in his speech at Yale, "sex is often more expedient than seriousness." So his aim, on reentry, he said in one print interview he did grant—to David Yepsen of *The Des Moines Register*—was to get past that media "filter" that other prominent political leaders have found to be a problem—Richard Nixon, for one—and "make direct contact with the voters."

How long will Hart continue to benefit from such generous gobs of free media? Not long, at least not in the form those interviews have taken, in the view of Lester Crystal, executive producer of the *MacNeil/Lehrer NewsHour*. The "initial burst" of attention shown him will not last, Crystal said. "The Democratic story between now and Iowa [Feb. 8] will be how Hart will do

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in relation to the other Democrats in the contest, and they to him."

Hart's impatience with questions about his personal life does not sit well with those in the media, not even with those who simply have a professional interest in the media's performance. Hart's complaint is "unwarranted," according to John Deardourff, a political consultant who generally serves Republican candidates but has no client in the current presidential campaign. After all, Deardourff said, Hart "threw down the gauntlet." Deardourff was referring to Hart's challenge to reporters to follow him if they suspected he was, in fact, the womanizer whisperers said he was. The challenge appeared in print on the same Sunday morning that the *Miami Herald* published its story on Hart's weekend with Rice. "Hart's trying to make the press feel a collective sense of guilt for what has happened," said Deardourff.

Guilt is not what those in the media are feeling. Edward Fouhy, who has held key posts in the news operations of ABC, CBS and NBC and who recently resigned from NBC as executive in charge of political coverage, regards the media's concern with the "character" issue as justified. "The people have every right to be interested in that issue if they are going to entrust their lives to the man," he said. Hal Bruno, political director of ABC News in Washington, made a similar point. "For voters to listen to any candidate, that candidate must in the beginning establish his credentials, including his character, his intelligence and his common

sense." He also said Hart was engaging in the kind of strategy employed by political figures in trouble who try to divert attention from themselves to the media: "Nixon tried it with Watergate and Reagan tried it with the Iran/contra story."

One news executive who appeared particularly stung by Hart's comments was Ed Turner, CNN's senior vice president. Hart, in his Yale address, had referred to CNN, along with *USA Today*, as representing "sophisticated news packaging, not news collection." And Turner was miffed not only because CNN had provided live coverage of Hart on a number of occasions, including coverage of speeches before he dropped out of the race.

Turner said it was Hart's idea that he appear on *Newsmakers Saturday*. What's more, Turner said, he accepted Hart's condition that he be interviewed live in Denver; the program originates in Washington. Turner also disclosed that, in the months Hart was out of the race, a representative had asked if CNN would be interested in retaining Hart to moderate a program on world affairs. "So I'm puzzled that he would consider CNN merely a packager of news," said Turner.

Hart, in his Yale address, insisted he was not engaged in press bashing. Yet the theme running through his remarks was keyed to the charge that the "media filter...demands simplicity, rewards tactics and is transfixed by personality." Not true, say those responsible for network news. "You have to look at network coverage in its totality," said Tim

Russert, NBC News vice president. It is not only the short pieces on the evening news programs. "Pieces on the *Today* show run six or seven minutes," he said. "And interviews on *Meet the Press* run 30 minutes."

And while he agreed that the sound bites aired on news programs generally do not exceed 30 seconds, he noted that "Hart and other candidates have spent millions to put 30-second commercials on the air. If it works in paid media," Russert said, "why not in free media?" Besides, he said, "Hart is a master of sound bites: 'I'm back in the race.' 'Let the people decide.'"

For all of that, Hart's criticisms are not universally dismissed.

Richard M. Cohen, the producer in charge of political coverage for CBS News, said the criticisms of television "are well taken" (though he does not know how the shortcomings he is willing to concede bear on the character issue.) "When you compress the world into 22 minutes [the amount of time devoted to news in an evening newscast] you lose a lot," he said. "Twenty-two minutes is just a starting point."

And Russert did not want to be portrayed as simply rejecting Hart's position. Hart's remarks, Russert said, contributed to a "dialogue" on the role of the media. "We have to spend more time examining what we do and why," he said. And Hart can learn from the dialogue what we do and why we do it. □

## Academicians find disaster coverage, well, disasterous

U. of Pa. examinations of print and broadcast reporting claim there is not enough evaluation of problems; emphasis put on 'sky is falling' angle

The merits and, more pointedly, the shortcomings of broadcast and print news coverage of disasters are featured in a University of Pennsylvania 1987 symposium, "Communicating Risk: The Media and the Public," published in the latest edition of Oxford University Press's "Journal of Communication." The bottom line: "Virtually all news stories mentioned harms associated with a particular hazard...virtually none gave readers a way of assessing the risk."

Among the six studies presented at the symposium, these conclusions prevail: Newsworthiness tends to be judged on the isolation and rarity, as well as the seriousness, of an event—yet heavy coverage of stories perceived by media as newsworthy often creates a 'sky is falling' public perception of the event itself; journalists tend to sacrifice the larger context of a story for the sake of immediacy and drama, and "worst-case scenario-spinning" results in public misperceptions about the frequency and magnitude of a particular disaster.

In discussing the results of their studies,

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the various authors seldom differentiate between print and broadcast news, but one report observes, "Although one might expect television, subject to greater constraints of time, to include fewer details about risks, TV is not much worse in this regard than either newspapers or news weeklies...when we analyze reporting practices separately by media type, we find virtually no significant differences among them." But, says that same study: "Reporting Hazards: Their Benefits and Costs," presented by Eleanor Singer and Phyllis Endreny, "None of the media is very informative in providing information about risk." Singer, Gannett Center for Media Studies senior fellow, and Endreny, University of Illinois communications professor, monitored 15 media outlets, including three major television evening news programs (ABC, CBS and NBC) and one local TV news broadcast, between Sept. 1 and Dec. 31, 1984. (Four weeks in late 1960 were also studied for comparison; few changes, said their report, were discovered between the periods.)

In 1984, only 5% of hazard stories included information about the annual mortality associated with the hazard; only 24.2% of the stories included information about the size of the population at risk; and in stories concerning issues like contact sports, drug side effects and complex technologies, such as organ transplants, 97% mentioned associated costs or harms and only 32% mentioned benefits. Benefits also lost out to harms in coverage of the abortion issue, with virtually all stories devoting space to harms to the fetus, none mentioning risks for the mother while virtually none of them covered any benefits.

"Information provided by the media about risks," said Singer and Endreny, "is woefully inadequate...they fail to put such risks in perspective, [or] to mention the ratio of benefits to costs, and the implied ratio—based on the relative space given to harms and to benefits—was heavily weighted on the side of harm."

Three other symposium studies focus on coverage of nuclear power accidents. David M. Rubin's "How the News Media Reported on Three Mile Island and Chernobyl," although damning Soviet and U.S. officials and emphasizing the media's reliance on authority sources who wish to keep their jobs and to avoid creating panic, also criticizes journalists for their tendency to seek the most dramatic answers. "The constant stream of 'what if' questions about the likelihood of meltdown," said Rubin, co-director of the Center for War, Peace and the News Media, "convinced many utility and Nuclear Regulatory Commission officials at TMI to stop talking to the press altogether."

The U.S. and Soviet experiences revealed a stark contrast between the nation's media operations, Rubin says, with Soviet reports "late, meager but probably not untrue" and Western reports "fast, massive and often misleading...." Yet, says Rubin, "the natural suspiciousness of the press—at least the Western press—is an important counterweight [to inadequate information channels].... U.S. journalists have in the main never accepted the social responsibility theory of the press. They are unwilling to

assess the long-range effects of their work, preferring to 'print the news and raise hell ... [with] faith that their audience is capable of sorting out conflicting information and acting rationally."

The two other nuclear accident studies also pointed to reticent sources, as well as dense jargon, as reasons for less than thorough coverage. "Reporting on Radiation" by journalism professors Sharon Friedman and Carole Gorney and research scientist Brenda Egolf, concludes that: "Even considering the difficulty in obtaining radiation readings, this [4% of newscasts included readings] is still a smaller number than one would expect." The third report, "Calculat-

ing Risk: Radiation and Chernobyl," by Robert Peter Gale, who headed the team of physicians who treated the Soviet population after Chernobyl, illustrates the importance of context with contrasting examples of risks from other hazards. Professors Lee Wilkins and Philip Patterson, in "Risk Analysis and the Construction of News," conclude that journalists often fail to rise above their reliance on images and that they attribute too much responsibility to people for their actions and too little to the social and environmental constraints shaping those actions. "News stories," they say, "generally focus on individual events, not on the underlying issues that gave rise to them." □



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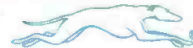
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challenge them immediately in court.

In conjunction with the syndex rulemaking, the FCC is conducting an inquiry into the compulsory copyright license, which allows cable systems to carry distant broadcast signals through the payment of semi-annual license fees set by the government. The FCC has no jurisdiction over the license, but its inquiry could result in a recommendation to Congress that it eliminate the license or revamp it.

Syndex is not cable's only worry at the FCC. The industry is also concerned about the FCC's apparent proclivity toward loosening restraints on telephone companies to allow them to compete in the cable business.

That proclivity manifested itself clearly last summer when the agency started an inquiry on whether it should continue its ban against allowing telephone companies to own cable systems in their telephone service areas. The inquiry could lead to an elimination of the FCC crossownership prohibition and a recommendation that Congress repeal the redundant one contained in the Cable Communications Policy Act of 1984.

There is some sentiment on Capitol Hill that cable needs competition and that allowing the telcos in may be the way to provide it. But even if Congress fails to lift its ban, the FCC could bend its rules to allow the telcos to get more deeply into cable. For instance, as the telcos suggested in their comments, the FCC could redefine what constitutes "ownership" so that a telco could own up to 49% of a cable company without violating the crossownership ban.

The cable industry is also watching intently to see whether the FCC permits General Telephone Company to build a cable system in Cerritos, Calif., and lease half the capacity to the cable franchisee and half to the affiliated GTE Service Corp. for the development of new services, including some sort of pay-per-view video service. The cable industry has strongly urged the FCC not to permit the arrangement, alleging that it would constitute prohibited crossownership because of the close relationship between General and its two proposed leasees.

Also causing cable concern is the National Telecommunications and Information Ad-

ministration's effort to persuade the FCC to challenge the authority of U.S. District Court Judge Harold Greene and declare that the seven regional Bell operating companies may provide so-called "information services," including cable television. Greene affirmed the five-year-old prohibition against BOC's offering such services last year as part of his oversight of the 1982 consent decree that settled the Justice Department's antitrust suit against AT&T through the breakup of AT&T and the creation of the seven independent BOC's.

The news from the FCC is not all bad for cable. The U.S. Court of Appeals in Washington struck down the FCC's must-carry rules as a violation of cable operators' First Amendment rights last month, and the FCC is showing little stomach for writing new rules that might pass constitutional muster. Indeed, the FCC may not even bother to press for Supreme Court review.

Two weeks ago, the FCC asked the court of appeals to clarify whether its action encompassed the related A/B switch rules, which require cable operators to educate subscribers about the switches and to provide them to those who are willing to pay for them. When attached to the back of TV sets, the switches allow subscribers to switch easily from off-air to cable reception. FCC General Counsel Diane Killory has said the FCC would like to preserve some form of the rules. While the fate of the rules is being determined, the FCC has stayed them.

Also on remand for the same court, the FCC is conducting inquiry to determine whether it should impose limits on advertising time in commercial programs and whether programs based on toys are so-called program-length commercials. FCC dropped advertising limits on all programming in 1984, but the court said the FCC failed to justify removing limits on children's advertising. The burden of proof in the proceeding is clearly on those advocating limits.

This spring, the FCC will once again take up a proposal to reallocate UHF spectrum in several markets from broadcasting to land-mobile radio. At the urging of broadcasting interests, the FCC agreed to hold the proceeding in abeyance until the FCC-sponsored Advanced Television Systems Indus-

try Advisory Committee determines whether broadcasters would need additional spectrum to broadcast high-definition television in the future. The FCC has set May 17 as the deadline for the committee report.

The FCC is expected to send out a letter to several broadcasters this month asking them to respond to complaints that they have violated the FCC's new, stricter indecency standard adopted last April. If, after evaluating the responses, the FCC agrees with any of the complainants, it will send warning letters to the appropriate stations.

The FCC last week released an order "clarifying" the standard and its implementation and establishing midnight-to-6 a.m. as a "safe harbor" during which broadcasters may air "indecent," but not "obscene" programming. If nothing else, the release of the order allows broadcasters who object to the standard to move forward with their challenge of the standard in court.

On the adjudicatory front, the FCC hopes it can resolve or, at least, come close to resolving, the RKO General case, which dates back to 1965. In the latest blow to RKO, Administrative Law Judge Edward Kuhlmann found the pioneer broadcaster unfit to hold any of its remaining 14 television and radio licenses for various infractions of FCC rules dating back to the early 1970's. RKO has appealed Judge Kuhlmann's decision to the full commission.

All of RKO's licenses are hung up in comparative renewal hearings. RKO has reached settlements with competing applicants and third-party buyers in cases involving KHJ(TV) Los Angeles and several radio stations. The FCC would like to bring an end to the RKO saga by authorizing current settlements and encouraging others. But such an approach will take some fancy legal footwork in light of Kuhlmann's decision.

The FCC has been spared some work by Congress. In the waning days of 1987, Congress attached language to a \$600-billion spending bill prohibiting the FCC from continuing its inquiry into the constitutionality of policies designed to increase minority and female ownership of broadcast properties and from opening any proceedings to repeal or modify its prohibition against common ownership of broadcast stations and newspapers in the same market. □

"Datebook" continues from page 31.

hotel, Dallas. Information: (202) 429-5420.

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

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

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

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

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

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

■ **March 23-24**—*Illinois Broadcasters Association* spring convention and Silver Dome awards presenta-

tion. Ramada, Springfield, Ill.

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

## April

■ **April 7**—*Caucus for Producers, Writers and Directors* general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

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

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

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

**April 10-12**—Public television annual membership meeting of *Public Broadcasting Service* and *National Association of Public Television Stations*. Marriott Crystal Gateway, Arlington, Va. Information: (202) 739-

5082.

**April 13**—"Calling the Shots: Producing and Directing in Washington," session sponsored by *American Women in Radio and Television*. Washington chapter. National Association of Broadcasters, Washington. Information: (202) 659-3494.

**April 14**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

**April 14**—Presentation of Achievement in Children's Television Awards, sponsored by *Action for Children's Television*. Cambridge, Mass. Information: (617) 876-6620.

**April 16**—20th annual Golden Reel Awards ceremony sponsored by *International Television Association*. Caesars Palace, Las Vegas. Information: Kelly J. Bell, (214) 869-1112.

**April 18-20**—*Broadcast Financial Management Association* annual meeting. Hyatt Regency, New Orleans. Information: (312) 296-0200.

**April 28-30**—*Texas Associated Press Broadcasters Association* annual convention. Hilton hotel, Odessa, Tex.

# For the Record

As compiled by BROADCASTING, Dec. 23 through Dec. 29 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. ch.—channel. CH—critical hours. chg.—change. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. H&V—horizontal and vertical. khz.—kilohertz. kw—kilowatts. lic.—license. m or M—meters. MEOC—maximum expected operation value. mhz.—megahertz. mi.—miles. mod—modification. N—night. pet for recon—petition for reconsideration. PSA—presunrise service authority. pwr—power. RC—remote control. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U or unl—unlimited hours. vis.—visual. w—watts. \*—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. 1 meter—3.28 feet.

## Ownership Changes

- WFLN(FM) Philadelphia (BTCH871214GG; 95.7 mhz; 50 kw; HAAT: 500 ft.)—Seeks assignment of license from Franklin Broadcasting Co. to Marlin Ltd Broadcasting Inc. for \$15 million. Seller is owned by Raymond F. Green, who will remain as general manager; his father, Raymond S. Green, and Eleanor Smith and family. It has no other broadcast interests. Buyer is Boston-based group of three FM's principally owned by Howard (Woody) Tanger and family. It also owns WTMI(FM) Miami and WQRS(FM) Detroit. Filed Dec. 14, 1987.
- KDKS-FM Benton, LA (BALH871208HK; 92.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Benton Broadcasting Corp. to The Dowe Co. for \$2 million. Seller is principally owned by Henry Cotton, who has no other broadcast interests. Buyer is owned by Kenneth Dowe, and his wife Dorothy, who also own KRLB-AM-FM Lubbock, TX. Filed Dec. 8, 1987.
- KAFM-FM Payson, AZ (BALH871209HC; 103.9 mhz; 1.6 kw; HAAT: 393 ft.)—Seeks assignment of license from High Country Broadcasting Corp. to Pleasant Valley Broadcasting Corp. for \$108,000. Buyer is owned by Jeffrey R. Morris, and his wife, Jane, who have no other broadcast interests. Filed Dec. 9, 1987.
- WSOR(FM) Fort Myers, FL (BALH871209HF; 95.3 mhz; 3 kw; HAAT: 328 ft.)—Seeks assignment of license from Riverside Baptist Church to Daytona Group of Florida Inc. for \$2.6 million. Seller is headed by Sanford Williams, who has no other broadcast interests. Buyer is owned by Carl C. Tuter and Norman S. Drubner. Drubner owns WNLC(AM)-WTYD(FM) New London, CT; WNFI(FM)

Palatka, WPAP(FM) Panama City, and WCOA(AM)-WJLQ(FM) Pensacola, all Florida, and with Tuter, owns KRIX(FM) Brownsville, TX. KSLM(AM)-KXYQ(FM) Salem, OR. KIVA(AM) Corrales, NM and KIVA(FM) Santa Fe, NM. Drubner also has interest in KRGE(AM) Weslaco, TX and KIKO(AM) Miami and KEYX(FM) Globe, AZ. Filed Dec. 9, 1987.

WTTS(FM) Bloomington, IN (BALH871208HJ; 92.3 mhz; 37 kw; HAAT: 1090 ft.)—Seeks assignment of license from Sarkes Tarzian Inc. to Indiana Radio Inc. for \$5,250,000. Seller is principally owned by Thomas Tarzian, and his wife, Patricia. It also owns KTVN(TV) Reno, WRCB-TV Chattanooga, WGTC(AM) Bloomington, IN and WAJI(FM) Ft. Wayne, IN. Buyer is principally owned by Albert J. Kaneb. It also owns WHLI(AM)-WKJY(FM) Hempstead, NY; WGKX(FM) Memphis, TN; KSSN(FM) Little Rock, AR; WSLR(AM)-WKDD(FM) Akron, OH, and WHOM(FM) Mt. Washington, NH. Filed Dec. 8, 1987.

WBWB(FM) Bloomington, IN (BALH871208GY; 96.7 mhz; 3 kw; HAAT: 280 ft.)—Seeks assignment of license from Indiana Communications Inc. to Sarkes Tarzian Inc. for \$3.5 million. Seller is headed by Rolland Johnson. It has no other broadcast interests. Buyer is also selling WTTS(FM) Bloomington, IN (see above). Filed Dec. 8, 1987.

## New Stations

### Applications

- Atwater, CA (BPH871208MD)—H Group Inc. seeks 92.5 mhz; 3 kw H&V; 100 m. Address: 20445 Johnny Ave., Sonora, CA 95370. Principal is owned by H. Randolph Holder Jr., who also owns KVML(AM)-KZSQ(FM) Sonora, CA and WGAU(AM)-WNGC(FM) Athens, GA. Filed Dec. 8, 1987.
- Irwinton, GA (BPH871209MC)—Peachstate Media seeks 103.7 mhz; 3 kw H&V; 100 m. Address: 1367 Arlene Ct., Lilburn, GA 30247. Principal is owned by Len A. Archdeacon, who is also 24% owner of WXZE(AM) Sylvestor, GA and 2.5% of WLKQ-FM Buford, GA. Filed Dec. 9, 1987.
- Pleasant Hope, MO (BPH871210MF)—Multicom Broadcasting, Inc. seeks 95.5 mhz; 50 kw (H&V); 150 m. Address: Box 5697, Bryan, TX 77805. Principal is owned by Carolyn G. Vance, and her husband, William, who have no other broadcast interests. Filed Dec. 10, 1987.
- Pleasant Hope, MO (BPH871012ME)—Minorities Broadcasting Co. of Missouri Inc. seeks 95.5 mhz; 46 kw (H&V); 157 m. Address: 3713 Hyway 94 N., St. Charles, MO 63301. Principal is owned by William E. White, Johnny Roland, and Bettie J. Williams. It has interest in KIRL(AM) St. Charles, MO. White has interest in WAPZ(AM) Wetumpka, AL. Roland has interest in KXLW(AM) Clayton, MO. Filed Dec. 10, 1987.
- Laughlin, NV (BPH871214MD)—Rick L. Murphy seeks 107.9 mhz; 10 kw H&V; 728 m. Address: P.O. Box 5646, Laughlin NV 87029. Principal has no other broadcast interests. Filed Dec. 14, 1987.

Marysville, OH (BPH871202)—Charles H. Hutchinson and Richard H. Riggs seek 105.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 1137, Lima, OH 45802. Principal, Charles H. Hutchinson, also has 75% ownership interest in FM station in Shawnee, OH. Filed Dec. 14, 1987.

Locust Grove, OK (BPH871215MD)—David C. Simpson seeks 100.7 mhz; 3 kw H&V; 100 m. Address: Rte 1, Box 341, Fairland, OK 74343. Principal has no other broadcast interests. Filed Dec. 15, 1987.

Roseburg, OR (BPED871208MA)—State of Oregon acting by and through State Board of Higher Education seeks 91.5 mhz; 2 kw H&V; 93 m. Address: P.O. Box 3175, Eugene, OR 97403. Principal is state educational institution headed by James C. Petersen. Filed Dec. 8, 1987.

San Saba, TX (BPH871215MB)—Armadillo Broadcasting Inc. seeks 96.7 mhz; 1.6 kw H&V; 120 m. Address: P.O. Box 576, San Saba, TX 76877. Principal is owned by E.P. Garth, who also owns KBAL(AM) San Saba, TX. Filed Dec. 15, 1987.

### Actions

- Sacramento, CA (BPH871110MO)—Returned app. of Kidd Communications for 103.5 mhz; 3 kw H&V; 86 m. Address: 4096 Bridge St., Ste 4, Fair Oaks, CA 95628. Principal is owned by Chris Kidd who also owns 50% OF K17A1(LPTV) Fergys Falls, MN and 50% OF K28A1(LPTV) Wahpeton, ND. Action Dec. 18, 1987.
- Beverly Hills, FL (BPH871120MC)—Returned app. of Emcee Communications Inc. for 97.1 mhz; 3 kw H&V; 87 m. Address: P.O. Box 177, Inverness, FL 32651. Principal is owned by Christopher M. Moling, who has no other broadcast interests. Action Dec. 18, 1987.
- Newberry, MI (BPH871014MB)—Returned app. of Leon B. Van Dam for 97.9 mhz; 50 kw H&V; 352 m. Address: South Newberry Ave., Newberry, MI 49868. Principal has no other broadcast interests. Action Dec. 18, 1987.
- Salamanca, NY (BPH850625MB)—Granted app. of Altair Communications, Inc. for 98.3 mhz; 0.87 kw H&V; 183 m. Address: WGGO Radio-Star Route, Salamanca, NY 14779. Principal is owned by Gary L. Livingstone, who has no other broadcast interests. Action Dec. 16, 1987.
- Madisonville, TX (870330MI)—Returned app. of Texas Family Broadcasters for 96.1 mhz; 50 kw H&V; 492 m. Address: 111 W. Twilight Dr., Farmington, NM 87401. Principal is owned by Jimmie D. Gober, and family, who have no other broadcast interests. Action Dec. 16, 1987.
- Madisonville, TX (870331NZ)—Returned app. of Data International for 96.1 mhz; 50 kw H&V; 492 m. Address: Carrington & Polk, Centerville, TX 75833. Principal is owned by Marilyn S. Ware, who has no other broadcast interests. Action Dec. 16, 1987.
- Madisonville, TX (870330ND)—Returned app. of Madison Communications for 96.1 mhz; 50 kw H&V; 500 m. Address: P.O. Box 1337, Livingston, TX 77351. Principal is owned by Harold J. Haley, who has no other broadcast interests. Action Dec. 17, 1987.

## Facilities Changes

### Applications

#### AM

La Grange, TX, KVLG, 1570 khz—871215-Application for CP to change hours of oper to untd by adding night service with 500 watts; increase day pwr to 1000 watts; install DA-2 and make change in ant sys.

#### FM's

Rochester, NY, WRUR-FM, 88.5 mhz—871208-Application for CP for new FM educational on freq: 88.5 mhz; ERP: 2 kw H&V; HAAT: 70.6 m. H&V. 43 07 20N 77 37 15W.

Childress, TX, KSRW, 95.9 mhz—871208-Application for CP to make changes freq: 96.1 mhz; change ERP: 50 kw H&V; change HAAT: 145 m. H&V; change antenna height supporting structure, class, and modify licensed main facility.

### Actions

#### FM's

Key West, FL, WJIR, 90.9 mhz—871217-Application

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(BPED8709151A) granted for CP to make changes TL: 909 Simonton St. Key West, FL: change HAAT: 36.6 m. H&V 24 33 07N 81 47 53W.

■ Sterling Heights, MI, WUGM, 1030 khz—871217-Application (BMP870312AL) granted for Mod of CP to change TL to: 0.37 mi. ESE of the corner of Cass Ave and Heydenreich Rd. Mt. Clemens, MI. 42 36 22N 82 54 38W.

■ Brentwood, NY, WXBA, 88.1 mhz—871216-Application (BPED8709281A) granted for CP to make changes TL: Sonderling High School, 1st Street and 5th Ave: change HAAT: 29 m. H&V. 40 46 19N 73 15 19W.

■ Memphis, WGXK, 105.9 mhz—871216-Application (BPH8702261O) granted for CP to change TL: 7192 Raleigh-LaGrange Rd. Cordova, TN: change HAAT: 302.6 m. H&V: and make changes in ant. sys. 35 09 17N 89 49 20W.

## TV

■ Philadelphia, WYBE, ch. 35—871217-Application (BMPET871026KF) granted for Mod of CP (BPC8730801KP) to change ERP vis.: 523.6 kw; HAAT: 931 ft. (283.7 m.); ANT: Andrew C33RVA(DA); TL: E Domino Lane, Philadelphia. 40 02 26N 75 14 20W.

## Actions

### Commission Actions

■ FCC reaffirms grant of new FM station to Sunshine Broadcasting at Fort Myers Villas, FL—MM Dockets 83-1332, 1334 (Report DC-1073, Action in Docket Case) Action by commission Dec. 21, 1987 by MO&O (FCC 87-392).

■ FCC reinstates David Ortiz's application in comparative hearing for FM channel 279b at Lajas, PR—MM Docket 86-510 (Report DC-1072, Action in Docket Case), Action by commission Dec. 21, 1987 by MO&O (FCC 87-393).

■ FCC reaffirms conclusion that Fairforest, SC, is a "licenseable" community—MM Dockets 84-1309-1310 (Report DC-1070, Action in Docket Case), Action by commission Dec. 21, 1987 by MO&O (FCC 87-394).

### Staff Actions

■ Rockledge, FL—Designated for hearing 15 mutually exclusive applications for new FM station on channel 274A (102.7 MHz) at Rockledge. (MM Docket 87-556 by order [DA 87-1794] adopted Dec. 7, 1987 by the Chief, Audio Service Division, Mass Media Bureau.)

■ Corydon, IN—Designated for hearing, applications of Corydon Broadcasting Limited and Harrison County Broadcasting Co. for new FM station on channel 299B (107.7 MHz) at Corydon, and dismissed applications of Pruitt and Owen, Lopez Radio Inc., Corydon Broadcasting Limited Partnership, Corydon Communications Limited Partnership and Minority Communications. (MM Docket 87-559 by order [DA 87-1800] adopted Dec. 8, 1987 by Chief, Audio Services Division, Mass Media Bureau.)

■ Cedar Rapids, IA—Designated for hearing, applications of Cedar Rapids Broadcasting and Family Broadcasting Co. Inc. for new commercial television station on channel 48 at Cedar Rapids. (By order [DA 87-1711] adopted Oct. 27, 1987 by Chief, Video Services Division, Mass Media Bureau.)

■ Fort Scott, KS—Designated for hearing, applications of Courtney Jackson, Family Broadcasting Co. Inc. and Hefty Communications, Ltd. for new commercial TV station on channel 20 at Fort Scott. (MM Docket 87-553 by order [DA 87-1782] adopted Nov. 30, 1987 by Chief, Video Services Division.)

■ Harlan, KY—Designated for hearing, applications of Eastern Broadcasting Co. and Charles W. Berger for new FM station on channel 286A (105.1 MHz) at Harlan. (MM Docket 87-558 by order [DA 87-1780] adopted Dec. 3, 1987 by Chief, Audio Services Division.)

■ Minden, LA—Designated for hearing applications of John Jones, Jr. and Carl M. Fisher for new commercial TV station on channel 21 at Minden. (By order [DA 87-1709] adopted Oct. 27, 1987 by Chief, Video Services Division.)

■ Kittery, ME—Designated for hearing eight mutually exclusive applications for new FM station on channel 287A (105.3 MHz) at Kittery and dismissed application of Earl Terry Courtney. (MM Docket 87-549 by order [DA 87-1783] adopted Dec. 2, 1987 by Chief, Audio Services Division.)

■ Lawton, OK—Designated for hearing, applications of Day Broadcasting and Barton W. Ratliff for new commercial TV station on channel 45 at Lawton. (MM Docket 87-550 by order [DA 87-1781] adopted Nov. 30, 1987 by Chief, Video Services Division.)

■ Lagrange, OR—Designated for hearing, applications of A.J.T. Broadcasting Services Limited Partnership, Blue Mountain Broadcasting Co. and Carol M. Hodgins for new FM station on channel 261A (100.1 MHz) at LaGrande, and dismissed application of Non-Profit Concepts Inc. (MM Docket 87-557 by order [DA 87-1795] adopted Dec. 7, 1987 by Chief, Audio Services Division.)

■ Nashville—Determined that WTVF(TV) Nashville, produced program "On the Air with Ruth Ann Leach," should be treated as "bona fide news interview program" exempt from equal opportunity requirements of Communications Act. (By Staff Ruling [DA 87-1840] adopted Dec. 16, 1987 by Chief, Fairness/Political Programing Branch, Mass Media Bureau.)

### ALJ Actions

*By Review Board on dates shown:*

■ San Francisco (KQED, Inc. [KQED-FM, KQED-TV and KQEC-TV]) License Renewal proceeding—Scheduled oral argument for Friday, Jan. 15, 9:30 a.m., room 2355, 2000 L St., NW, on exceptions to initial decision of Deputy ALJ James F. Tierney [FCC 86D-69, released Jan. 16, 1987] granting renewal applications of KQED Inc. for stations KQED-TV, KQED-FM and KQEC-TV, channel 32 at San Francisco, and denying application of Minority Television Project for new noncommercial educational TV station on channel 32 at San Francisco. Each party has 20 minutes for argument. Minority Television, California Public Broadcasting, Forum, et al., and Mass Media Bureau may reserve part of their time for rebuttal. (By order, Dec. 9, 1987.) (MM Docket 85-396, et al.)

■ Hastings, NE—Reopened record and enlarged issues against Charles Ray Shinn, applicant for new FM station at Hastings to determine whether Shinn has reasonable assurance that his proposed transmitter site will be available. (MM Docket 86-362 by MO&O [FCC 87R-67] adopted Dec. 15, 1987 by Review Board.)

■ Las Vegas and Paradise, NV (Martin Internart, Inc. et al.) FM proceeding—Scheduled oral argument for Friday, Jan. 8, 10:00 a.m., room 235, 200 L St., NW, on exceptions to initial decision of ALJ Edward J. Kuhlmann [FCC 87D-32], released Sept. 24, 1987) granting application of Gary E. Willson for new FM station on channel 278C (103.5 MHz) at Paradise; and denying competing applications of Martin Internart, Inc. and Fremont Broadcasting Corp. for same facility at Las Vegas. Each party has 20 minutes for argument. Martin Internart and Fremont Broadcasting may reserve part of their time for rebuttal. (By letter, Dec. 11, 1987.) (MM Doc 86-363.)

*By Chief ALJ Thomas B. Fitzpatrick on dates shown:*

■ Linden, AL (Dianne E. Ellis, et al) FM proceeding—Designated ALJ Edward J. Kuhlmann to preside in proceeding scheduled prehearing conference for Feb. 10 and hearing for March 11. (By order, Dec. 9, 1987.) (MM Doc 87-539.)

■ Juneau, AK (Hameed Ahmad and Golden Bear Communications General Partnership) FM proceeding—Designated ALJ Joseph Stirmer to preside in proceeding. Scheduled prehearing conference for Feb. 11 and hearing for March 14. (By order, Dec. 11, 1987.) (MM Doc 87-540.)

■ Bradenton, FL (Gulf Coast Broadcasting Ltd., et al) TV proceeding—Designated ALJ Richard L. Sippel to preside in proceeding. Scheduled prehearing conference for Feb. 9 and hearing for March 9. (By order, Dec. 8, 1987.) (MM Doc 87-532.)

■ Ft. Lauderdale, FL (Metroplex Communications Inc. [WHYI-FM] and Southeast Florida Broadcasting Limited Partnership) FM Renewal proceeding—Granted Southeast Florida Broadcasting's request for immunity to Robert C. Walker, former program director of WHYI-FM, against self-incrimination with respect to whether he participated in recreational drug use with representatives of record companies and whether he received drugs from such representatives for recreational use. (By order, Dec. 18, 1987.) (MM Doc 87-50.)

■ Gainesville, FL (Gainesville Broadcasters and Matthew Provenzano) AM proceeding—Designated Chief ALJ Thomas B. Fitzpatrick to preside in proceeding. Scheduled prehearing conference for Feb. 10 and hearing for March 21. (By order, Dec. 9, 1987.) (MM Doc 87-536.)

■ Key West, FL (Hantke Communications Corp., et al) TV proceeding—Designated Deputy Chief ALJ James F. Tierney to preside in proceeding. Scheduled prehearing conference for Feb. 12 and hearing for March 15. (By order, Dec. 15, 1987.) (MM Doc 87-548.)

■ Ely, NV (Darryl Madlock and Mountlake Productions, Ltd.) TV proceeding—Designated ALJ Joseph P. Gonzalez to preside in proceeding. Scheduled prehearing conference for Feb. 9 and hearing for March 10. (By order, Dec. 8, 1987.) (MM Doc 87-533.)

■ Roswell, NM (PN Radio Co., et al) FM proceeding—Designated ALJ John M. Frysiak to preside in proceeding.

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Scheduled prehearing conference for Feb. 12 and hearing for March 15. (By order, Dec. 15, 1987.) (MM Doc 87-542.)

■ Oklahoma City (Seraphim Corp. [KGMC(TV)]) Show Cause proceeding—Designated ALJ Walter C. Miller to preside in proceeding. Scheduled prehearing conference for March 17 and hearing for April 25. (By order, Dec. 8, 1987.) (MM Doc 87-531.)

■ Stephenville, TX (Breckenridge Broadcasting, Co., et al) FM proceeding—Designated ALJ Joseph Chachkin to preside in proceeding. Scheduled prehearing conference for Feb. 11 and hearing for March 14. (By order, Dec. 11, 1987.) (MM Doc 87-541.)

By ALJ Joseph Chachkin on dates shown:

■ Twenty-nine Palms, CA (Carter Broadcasting Corp., et al) TV proceeding—Granted motion for summary decision by Carter Broadcasting and resolved air hazard issue in its favor. (By order, Dec. 21, 1987.) (MM Doc 87-448.)

■ Selbyville, DE (Anchor Broadcasting Ltd. Partnership, et al) FM proceeding—Granted request by Kirkley Paige Beal and dismissed application with prejudice. (By order, Dec. 15, 1987.) (MM Doc 87-504.)

■ Shreveport, LA (Word of Life Ministries Inc., et al) TV proceeding—Dismissed with prejudice application of Wes-

ley Godfrey for failure to prosecute. (By order, Dec. 9, 1987.) (MM Doc 87-87.)

■ Irondequoit, NY (Silver Broadcasting Ltd. Partnership, et al) FM proceeding—Granted request by Genessee Broadcasting Inc. and dismissed its application with prejudice. (By order, Dec. 15, 1987.) (MM Doc 87-517.)

By ALJ John M. Frysiak on dates shown:

■ Woodlake, CA (SEB Broadcasting, Inc., et al) FM proceeding—By separate orders, granted motion by KIKJ Company and dismissed with prejudice applications of SEB Broadcasting Inc., Vision Broadcasting, Baron Broadcasting, and Woodlake Ltd. Partnership for failure to prosecute ordered environmental issue specified against KIKJ Co. resolved in its favor. (By orders, Dec. 15, 1987 and Dec. 18, 1987.) (MM Doc 87-430.)

■ Harbor Springs, MI (Running Rhodes, Inc. and Patricia Ann Mason) FM proceeding—Approved settlement agreement and dismissed with prejudice application of Patricia Ann Mason; granted application of Running Rhodes for new FM on channel 280A (103.9 MHz) at Harbor Springs and terminated proceeding. (By MO&O, Dec. 8, 1987.) (MM Doc 87-466.)

By ALJ Joseph P. Gonzalez on dates shown:

■ Kansas City, MO (Channel 32 Broadcasting Co., et al)

TV proceeding—Memorialized CMTV, Inc.'s voluntary withdrawal of its application. (By order, Dec. 14, 1987.) (MM Doc 87-86.)

By ALJ Edward J. Kuhlmann on dates shown:

■ Solana, FL (Central Radio Communications, Inc., et al) FM proceeding—Dismissed with prejudice applications of Central Radio Communications Inc., Frederick I. Shaffer III, and Brent L. Harmon and Elvin L. Harmon, partners, for failure to prosecute; granted motion for summary decision by Charlotte Broadcast Partnership and resolved cross-interest issue in its favor. (By MO&O, Dec. 9, 1987.) (MM Doc 87-464.)

■ Lafayette, LA (Lafayette Communications, Inc., et al) FM proceeding—Granted request by 80-90 Limited and dismissed its application with prejudice, dismissed with prejudice following applications for failure to prosecute: Lafayette Communications Inc., George Van Hook Jr., Leam Broadcasting Inc., Phyla Broadcasting, Julie N. Frew, Klue Radio Inc., Linzer Enterprises, RVM Inc., Royal Broadcasting Partnership, Lafayette Communications Inc., and Crisler Communications. (By MO&O, Dec. 8, 1987.) (MM Doc 87-449.)

By ALJ Edward Luton on dates shown:

■ Blackfoot, ID (Richard P. Bott, et al) FM proceeding—Granted motion for summary decision by Clare Marie Ferguson and resolved air hazard and site availability issues in her favor. (By order, Dec. 9, 1987.) (MM Doc 87-223.)

■ Morganton, NC (Gnol Broadcasting Inc., et al) TV proceeding—By separate orders, granted motion for summary decision by R. L. Bush, Jr. and resolved short-spacing issue in his favor, granted request by Joel J. Kinlow, Jr. and dismissed his application with prejudice. (By orders, Dec. 10, 1987 and Dec. 22, 1987.) (MM Doc 87-82.)

By ALJ Walter C. Miller on dates shown:

■ Montecito, CA (LNJ Communications, et al) FM proceeding—Granted request by Raymond J. Briare and dismissed his application with prejudice. (By order, Dec. 14, 1987.) (MM Doc 87-426.)

■ Edinboro, PA (Susan B. Klaus, et al) FM proceeding—By separate orders, granted requests by Jeanine M. Joynt and Susan B. Klaus and dismissed their applications with prejudice; dismissed with prejudice applications of Paoella-CSOP Co. and Jeremy Warren and Cole Hughley, general partners, for failure to prosecute. (By orders, Dec. 15, 1987 and by MO&O, Dec. 17, 1987.) (MM Doc 87-511.)

By ALJ Richard L. Sippel on dates shown:

■ Destin, FL (Sharon S. Smith, et al) TV proceeding—Granted request by Emerald Coast Broadcasting and dismissed with prejudice applications of Sharon S. Smith, William F. Parrish, Jr., and Airwave Media, Ltd. for failure to prosecute. Application of Emerald Coast remains in hearing status pending resolution of air hazard issue. (By order, Dec. 7, 1987.) (MM Doc 87-488.)

■ Bay Shore, NY (Warren Price Communications, Inc., et al) FM proceeding—Granted motion for summary decision by RPS Communications and resolved air hazard issue in its favor. (By order, Dec. 15, 1987.) (MM Doc 87-246.)

■ Upper Arlington, OH (PN Radio Co., et al) FM proceeding—Granted motion for partial summary decision by BMS Communications of Upper Arlington and resolved air hazard issue in its favor. (By order, Dec. 21, 1987.) (MM Doc 87-37.)

By ALJ Joseph Stirmer on dates shown:

■ Kerman, CA (Barnard Broadcasting, et al) FM proceeding—Approved settlement agreement and dismissed with prejudice applications of A&A Broadcasting Corp., Kerman Radio Corp., and Minority Media Telecommunications, Inc., granted application of Barnard Broadcasting for new FM station on channel 232A (94.3 MHz) at Kerman, and terminated proceeding. (By MO&O, Dec. 17, 1987.) (MM Doc 87-238.)

■ Nicholasville, KY (Jessamine County Communications Ltd. and FM Nicholasville Limited Partnership) FM proceeding—By separate orders, granted motion for summary decision by Jessamine County Communications and resolved air hazard issue in its favor; approved settlement agreement and dismissed with prejudice application of FM Nicholasville Limited Partnership; granted application of Jessamine County Communications for new FM station on channel 273 (102.5 MHz) at Nicholasville, and terminated proceeding. (By order, Dec. 11, 1987 and by MO&O, Dec. 17, 1987.) (MM Doc 87-251.)

■ Karns, TN (John Strelitz, et al) FM proceeding—Approved settlement agreement among George S. Flinn Jr., John Strelitz, Karns Broadcasters, Ltd., Beaver Ridge Communications, Ltd., and Jacob Broadcasting Co. Inc. and dismissed with prejudice application of George S. Flinn Jr. (By order, Dec. 2, 1987.) (MM doc 87-343.)

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# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Radio station manager.** F/T; radio manager for 2.25 KW college station. Management of professional/volunteer staff teaching 1 radio section; demonstrated skill in staff supervision, programing, operations, promotions and fundraising activities. Masters degree in broadcasting, communications or related field preferred; bachelor's degree required. 2 yrs of broadcasting experience. Excellent benefits. Sal \$19,728-\$28,482. Send resume/cover letter by 1/20/88 to Brookdale Community College, Personnel Services Dept. RSM 1/20, Lincroft, NJ 07738. EOE/AA.

**We need a strong sales oriented,** successful manager to help build our new corporation. We're looking for our 4th station with 8 more to come. Leadership abilities and decisiveness, a must. Send resume to P.O. Box 66601, Macon, GA 31201.

**Rare opportunity for sales manager:** Sales people with successful radio group. Good people are hard to find, as are good companies! Join the best with sales - not excuses. Resume, salary history, references to Harry Dyer, KCH AM/FM, Box 524, Washington, IA 52353. EOE.

**General manager.** Emerging radio group looking for bottom line-oriented general manager with previous middle market (100-150) experience. Opportunity to participate in the rewards of a rapidly-growing communications company. Submit letter giving complete career and salary history and references. Responses will be kept strictly confidential. EOE. Box C-2.

### HELP WANTED SALES

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

**Come to Florida!** Sales position available on Florida's beautiful west coast. Join top contemporary station. Salary plus commission. Contact E. Friedman, WRGI-FM, 950 Manatee Road, Naples, FL 33961. Phone 813-775-3321.

**Pennsylvania's statewide radio network** seeks Pennsylvania's best young salesperson. Resourceful enough to create your market, and know how to sell it by ratings or just concepts alone. Good written presentation skills a must. Send resume, salary history and cover letter telling us why you're perfect for this job to Sales Dept., Pennsylvania Network, 260 S. Broad St., Philadelphia, PA 19102.

**Atlantic City market.** Local sales. Good money for willing worker. Great rock format and production department. 609-422-1416.

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

**Wolf in sheeps clothing!** Polished professional person who can close consistently. Great deal for great person. Central Florida, and we've got the best station in our medium market of 200,000. Deal direct with owner. Box B-23

**Sales manager** wanted for fast growing station near Allentown, PA. Oldies format. Virgin market. This facility was totally upgraded in March of 1987. Good numbers. Generous guarantee and percentages for the right person. Contact GM Ron Adams, WYNS, at 215-377-1160. EOE.

**Leading radio station** in exploding Greenville/Spartanburg, SC, market seeks experienced salesperson exuding confidence, drive, creativity and customer focus. Only the best need apply, in writing, in full confidence to: Tom Potts, WFBC, P.O. Box 1330, Greenville, SC 29602.

### HELP WANTED ANNOUNCERS

**Available now:** Station reorganizing staff and highly recommending very talented personality with program director experience. Background includes jazz, urban contemporary, AC, plus cable TV. Wide experience. Now seeks settling in good market. All areas considered, preferably South. Minority status. 914-762-9266.

**AM and FM combo,** Southeast, medium market needs announcer for adult contemporary hits format. Strong production. Good future with expanding station. Box C-9.

### HELP WANTED TECHNICAL

**N.C. FM/AM seeks aggressive C.E.** for new state of the art facility. Automation experience needed. Salary \$500 weekly. Send resume to Michael Thomas Whalen, WWMY, 7819 National Service Road, Greensboro, NC 27409.

**Chief engineer, radio.** Minnesota Public Radio station, SE Minnesota, full-power FM and ancillary facilities. Creative problem-solver with high technical standards to handle all engineering responsibilities: budgeting, maintenance, FCC compliance, design and construction, remotes and recording. FCC 1st Class or equivalent knowledge of theory/application. Salary competitive. Open until filled. Resume, references to Claudia Daly, General Manager, KLSE, 735 Marquette Bank Building, Rochester, MN 55904. EOE/AA.

**Chief engineer** for KSKA-FM, a public radio station in Alaska's largest community. Responsibilities include installation & maintenance of all studio, transmission, and satellite reception equipment. Requires technical degree and three years broadcast engineering experience. Salary \$25,000 to \$31,000 DOE. Apply to Bruce Smith, Gen. Mgr., KSKA-FM, 4101 University Drive, Anchorage, AK 99508. KSKA is an equal opportunity employer.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Radio producer.** Needed for public radio station, KUMR-FM. Responsibilities include production and hosting of classical music programs, production of modular feature material and assistance in the coverage, writing and reporting of local news. Bachelor's degree in a communications-related area or an equivalent combination of education and experience is required. One year of radio broadcasting/production experience, preferably in public radio, is desirable. Starting salary \$14,380 - \$15,500. Application deadline: January 15, 1988. For application forms and details regarding required audition tape, contact: Personnel Services, G-1 Parker Hall, University of Missouri-Rolla, Rolla, MO 65401 314-341-4241. Affirmative action/equal opportunity employer.

### SITUATIONS WANTED MANAGEMENT

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

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

**Operations/program mgr:** Country specialist with successful track record in major and medium markets. Strong leadership, marketing promotion, strategic planning and people skills. Mark Tudor 617-335-0365.

### SITUATIONS WANTED TECHNICAL

**Chief engineer** for 10 years. Experienced in all phases of FM and AM directional. Seeks company that will share my commitment towards engineering excellence. Box B-86.

### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Wants return to radio:** desires programing. Internship in then #1 station in Wash., DC market. Supported DJs, collected demographics on audience and music. Robert Ware 703-256-3223.

### MISCELLANEOUS

**Producers, sleep well!** Thirty six-second music beds. Introductory price just \$299.00. For demo, call Cape Ann Productions 617-356-2800.

## TELEVISION

### HELP WANTED MANAGEMENT

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

**National sales manager:** WCBD-TV is seeking an aggressive, results-oriented person with 2-3 years national rep experience. Strong communications skills and working knowledge of rating information are required. Station sales experience helpful. Send resume and cover letter to: John McMahon, GSM, POB 879, Charleston, SC 29402. EOE/MF.

**General manager** for market leading, group-owned television/radio combo in the Midwest. Leadership skills and senior broadcast management experience a must. Excellent salary and benefits. A career opportunity to lead a winning team. Please send resume to Box C-10. EOE.

**General manager** opportunity available with a 100+ network affiliate in the beautiful upper Midwest. Experience in all phases of station operation and general management required. We're a group-owned company with outstanding salary and benefit plans. Please send resume to Box C-11. EOE.

**KMPH-TV,** the nation's number 1 independent television station is seeking an experienced national marketing manager. Applicants should have extensive experience in national marketing (preferably independent) or national rep firm experience. Salary/commission commensurate with experience. Please send resume. Applications will be taken through January 15th. Send resumes to: Personnel Department, KMPH-TV 26, 5111 E. McKinley Ave., Fresno, CA 93727. No phone calls, please. An EOE, M/F/H.

**Station manager:** CVETC is seeking a manager for WNVTV-TV with studios located in Falls Church, Virginia. Manager is responsible for station operations and instructional interface with 13 school divisions in the northern Virginia area. Bachelor's degree and several years of fulltime experience. Master's degree in mass communication learning systems or related fields desirable. Apply to WNVTV-TV Search, 8101A Lee Hwy., Falls Church, VA 22042. Application deadline January 8, 1988. EOE.

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

**General sales manager:** Established independent is seeking a dynamic, aggressive general sales manager. The successful candidate will be a strong leader, self-motivated, and possess a proven professional track record in independent television sales. This group owned station is located in very attractive area of Sunbelt. Send resumes and information to: Box C-5.

### HELP WANTED SALES

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

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

**WPMT-TV,** the Fox/independent powerhouse serving the Harrisburg-York-Lancaster-Lebanon 45th ADI, is expanding its sales staff and has immediate openings for 2 local account executives. We seek experienced individuals to work with state-of-the-art research and production facilities. If you're one of the chosen two, you'll join a group of positive hard-working professionals who are indeed in the right place at the right time. Send resume, references, and your definition of "commitment" to: Barry Bruce, Local Sales Manager, WPMT-TV, 2005 S. Queen Street, York, PA 17403. EOE/MF.

### HELP WANTED TECHNICAL

**Maintenance engineer** with Type 5 experience. General studio maintenance with emphasis on 3/4". Send resume to Jack McGee, KDEB-TV, 3000 East Cherry, Springfield, MO 65802.

**Experienced maintenance engineers** needed for major state-of-the-art Sunbelt facility. Production, ENG, SNG. Competitive compensation and excellent benefits. We are looking for highly skilled people to maintain the most sophisticated facilities in the area. EOE. Box C-1.

**ENG Beta technician:** Minimum 3 years experience in the installation and maintenance of ENG Beta cameras, videotape equipment and related systems. Electronic school training and FCC general class radiotelephone license required. Heavy maintenance background in broadcast desired. Must be willing to work flexible hours and holidays. Submit resumes to: Ralph Lee, Chief Engineer, KSTP-TV, 3415 University Ave., St. Paul, MN 55114. Equal opportunity employer. M/F.



**Maintenance engineer.** WJKS-TV has an immediate opening for an experienced studio maintenance engineer. We are equipped with Sony Betacart and BVU, Panasonic MII, Grass Valley switchers, Utah Scientific routing, RCA and Ikegami studio cameras and Hitachi 1" VTRs. Our graphics are done with Chyron 4100, IRIS-C, NEC System 10, Aurora and Artstar. If ENG is your specialty, we need your maintenance skills on Ikegami HL-79E, HL-95 and Sony BVP-300 cameras, BVU and MII field recorders, 2 micro-wave trucks, a helicopter and a Hubcom uplink truck. Send your resume to: Personnel, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. EOE, M/F.

**Transmitter maintenance engineer.** WJKS-TV is seeking a qualified transmitter engineer with experience on the Harris BT-110U and General Electric TT-59A. We have a well maintained facility and an excellent staff to help you. Some night hours are required. Send resume to: Personnel, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. EOE, M/F.

**Wanted: Studio maintenance engineer.** Responsible for the maintenance of state-of-the-art broadcast quality equipment in expanding telecommunications center. Minimum qualifications: 2 year degree in electronics and 2 years experience in the maintenance of broadcast quality TV equipment. Equivalent combinations of education and experience may substitute for the stated qualifications. To receive full consideration resume must be received no later than January 29, 1988. Send resume to: Marshall E. Allen, Director, Educational Television Services, Telecommunications Center, Stillwater, OK 74078-0585. OSU is an affirmative action/equal opportunity employer. Successful applicant must comply with IRCA.

**Switcher/tape operator.** On-air switching, record and play back shows off satellite. Light production work. Dubbing on-air Q.C. Experience required. EOE. Reply to Tammy Schmoll, KTVB, 1007 W. 32nd Ave., Anchorage, AK 99503.

**Senior maintenance engineer** opening in upstate New York. Large TV facility loaded with the newest state-of-the-art equipment. Must be capable of troubleshooting studio equipment to the component level. Experience in maintaining digital and microprocessor-based equipment required. UHF experience a plus. Send resume and salary history to: WXXI Personnel Dept., P.O. Box 21, Rochester, NY 14601. EOE.

**Now accepting applications** for the position of technical director/master control operator for NBC affiliate in smog-free California central coast. Applicants must have strong experience in switching newscasts and/or electronic maintenance background. Send resume with salary history and requirements to James Brodsky, KSBY-TV, 467 Hill St., San Luis Obispo, CA 93401. No phone calls. Equal opportunity employer.

#### HELP WANTED NEWS

**Computer graphics producer.** News department needs computer graphics and series opens and to help refine overall on-air look. Send resume, references and salary requirement to Billy Gavitt, KWTY, P.O. Box 14159, Oklahoma City, OK 73113. EOE, M/F.

**News producers.** We are looking for a late news producer who can create fast-paced, highly visual newscasts. Candidates should have 2-3 years producing experience. We also need a weekend show producer. 1 year's experience required. Tape, resume, and references to News Director, WTEN-TV, 341 Northern Blvd., Albany, NY 12204.

**Reporter:** News 12 Long Island, America's only 24-hour local news channel, seeks strong field reporter with superior live on-air skills. Candidate should be capable, fast worker in all facets of reporting: ENG/SNG live, packages, and in-studio reports. Send tape, resume and references to John Hillis, One Media Crossways, Woodbury, NY 11797. No calls. EOE, M/F.

**News producer.** Experienced producer for 6 & 11pm news shows at southern CBS station. Send resume & tape to News Director, WNCT-TV, P.O. Box 898, Greenville, NC 27835-0898. EOE.

**Sports anchor/reporter:** We are looking for someone to carry our sports coverage beyond traditional highlights and scores. Must be an enthusiastic and personable anchor as well as an excellent feature reporter. Should demonstrate ability to reach non-fans as well as the hard-core sports nuts. Send tape, resume and references to Michael Sullivan, News Director, WCBD-TV, P.O. Box 879, Charleston, SC 29464. No phone calls, please. EOE, M/F.

**Move into management!** Dominant medium market affiliate needs executive producer. Must be able to handle day to day operations and many special projects. People skills and ability to direct and motivate producers and reporters essential. Perfect opportunity for major market producer who wants to move into management. Send resumes to Bill Payer, KTUL, P.O. Box 8, Tulsa, OK 74101. EOE.

**Reporter needed** for top rated ABC affiliate. At least two years experience doing wide variety of stories as well as "live" shots. Send tape and resume (no phone calls) to Bill Payer, KTUL, P.O. Box 8, Tulsa, OK 74101. EOE.

**Weekend weathercaster needed.** Prefer meteorologist but strong on-air presentation a must. Science/environmental reporting three days/week. Send tape and resume (no phone calls) to Bill Payer, KTUL, P.O. Box 8, Tulsa, OK 74101. EOE.

**Weather anchor/news reporter.** KOLR-TV needs someone as weekend weather anchor and news reporter three days a week. College degree and two years TV experience required. Send tape/resume to News Director, KOLR-TV, Box 1716, Springfield, MO 65801-1716. Smokers need not apply. No calls. EOE.

**Fox Television Stations, Inc., KRIV-TV,** Houston, is seeking a Monday - Friday weathercaster. Must have three to five years experience as a television weathercaster. Knowledge of color graphics desirable. Please send salary requirements, along with tape and resume to: KRIV-TV, P.O. Box 22810, Houston, TX 77027. Attn: News Director. No phone calls. EOE.

**Suncoast television:** Join the excitement! Seeking news/weather/sports personnel, production professionals, and promotion specialists. Tremendous growth area, challenging opportunities, excellent compensation. Send resume/references/salary history/non-returnable demo tape. P.O. Box 22607, Tampa, FL 33622-2607.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**The Gillett Group** is seeking production directors, editors and innovative copywriters to staff expanding sales service departments. Must have two years minimum experience. Send demo tape 1/2" with resume to: Judy Somers, 2242 North Great Neck Rd., Virginia Beach, VA 23451.

**Videotape editor.** Full service post-production company seeks fulltime post editor for CMX 3600, ADO, A-62, VPR-3, on-line and off-line. Computer graphics experience helpful. Resume to: Scene Three, 1813 Eighth Ave. South, Nashville, TN 37203, Attn: Joe Askins, 615-385-2820.

**Photographer/editor.** Leading TV news syndication company seeks skilled photographer/editor. Tape should demonstrate a keen eye, sound news judgment and creativity. Must be self-motivated. At least two years commercial TV news experience. Send tape, resume and salary requirements to: Glenn Graham, Crowley Financial Services, 2669 E. Commercial Blvd., Ft. Lauderdale, FL 33308.

**Videographer** for national cable programming network. Position requires extensive travel. Candidate will have 3-5 years experience shooting with Belacam and 3/4", with a minimum of two years on a magazine style program (PM Magazine). Send resume and demo tape to: Videographer Position, Black Entertainment Television, 4217 Wheeler Ave., Alexandria, VA 22304. No phone calls accepted.

**Post production editor:** Experienced with computer editing system, DVE, Chyron, GVG300, all tape formats. Send resume to Miami Video & Post, 16550 N.W. 52nd Ave., Miami, FL 33014. EOE.

**Lighting director** for public television station WETA. Responsible for studio and remote location lighting for national and local programs. Creativity, strong supervisory skills and ability to work within budget needed. Challenging opportunity for right person. Send resume, salary requirements and sample reel, by January 15 to Director of Operations, WETA-TV, Box 2626, Washington, DC 20013.

**TV production manager:** Top 50 network affiliate seeking aggressive production manager. Position requires hands-on experience, good organizational skills, strong technical background and ability to manage production and operational personnel. Commercial production a plus. Send resume and salary requirements to Bill Logan, WAVY-TV, 801 Wavy St., Portsmouth, VA 23704. No phone calls, please. EEO.

**Producer/director:** Network affiliate seeks director for #1 newscasts and some commercial production. Minimum two to three years directing experience required. Send resume/tape to Paula Jacobsen, Production Manager, KTIV-TV, 3135 Floyd Blvd., Sioux City, IA 51105. EOE.

**TV producer.** South Dakota Public Broadcasting seeks a cultural affairs/arts producer in Vermillion. Duties: Supervise the production of television programs in the area of cultural affairs/arts for South Dakota Public Broadcasting Network; including program hosting. Opportunities: Production of magazine style format; multi camera remotes; and arts documentaries. Education and experience: Graduation from a college or university with a bachelor's degree in communications with a broadcast emphasis and 3 years experience in the television production field or specialty area; or an equivalent combination of education and experience. Salary range: \$19,697.60 - \$22,172.80. Deadline: January 8, 1988. Send resume (including Social Security Number) or state application form to the Bureau of Personnel, 118 West Capitol, Pierre, SD 57501. Hand-capped documentation or DD214 forms required for preference points. An equal opportunity employer.

**Videographer/field director.** For West Virginia Public Broadcasting. Experienced in field and studio shooting, lighting, and directing. Responsible for editing, including content as well as technical aspects. Resume and salary requirements received by January 22, 1988 to: WNPB-TV, P.O. Box TV-24, Morgantown, WV 26507. c/o Videographer, EOE.

**Sr. videographer/editor** for weekly magazine format program and local documentaries for Dallas/Fort Worth public television station. Minimum 3 years experience in television EFP or ENG production. Send resume and work samples to: Gilda Jones, KERA TV/FM, 3000 Harry Hines Blvd., Dallas, TX 75201.

**Creative services director.** ABC affiliate serving newly expanded coverage area needs a hands-on creative services director to oversee production-promotion and sales service. Production experience a must. Send resume, references and salary requirements to: Jerry Heilman, General Manager, KTVO-TV, Box 949, Kirksville, MO 63501.

**Tape editor:** We need an individual capable of handling two high-volume a.m. shows. Need to possess not only a technical eye, but an artistic one as well. Resumes only. Paul Baldwin, News Director, WTLV-TV-12, 1070 E. Adams St., Jacksonville, FL 32202. EOE.

#### SITUATIONS WANTED MANAGEMENT

**Well versed operations and engineering manager** with both large and small market experience wants to be part of your station. Strong on people, budgeting, and technology (including computers) Box C-7.

**TV general sales manager...** self starter with leadership and management skills. Extensive background covering local, national and regional sales management-with strong rep experience! Sales management success with group-owned operations. Attending INTV. Reply Box B-50.

#### SITUATIONS WANTED TECHNICAL

**Experienced chief.** Major market TV station looking for a new opportunity. Good with people and technology. Box C-8.

**Master control room operator** over two years exp. 3/4" format, 1", 2" and live satt. exp. P. Hughes, Rt. 2, Box 62, Huntington, TN 38344.

#### SITUATIONS WANTED NEWS

**Meteorologist:** Personable, stable, AMS seal. Excellent and fast with colorgraphics. 8 years TV and radio experience. Sincere, credible style. Contract expiring. Seeking move up from medium to higher market. Box B-55.

**Award winning sportscaster** Show host, with 15 years experience. Great PBP & interviewer. Sports director or weekends. The personality for your newscast. 415-8780716.

**Feature or feature/weather** position sought by reporter with reputation for finding an interesting story under every rock. Unique audition tape does rest of my talking! 814-255-3932.

#### MISCELLANEOUS

**National home shopping network** client will buy last minute air time on TV stations in any US market, large or small. 15 minutes to 24 hours are okay Please send rate card and ROS closeout prices to: Vincent D'Autorio, VP, FCM Corp., P.O. Box 2527, Sarasota, FL 34230. 1-800-2266660 Florida or 1-800-752-6668 other.

**Career Videos.** Make an impact on employers with your personalized video resume tape prepared by our major market broadcast team. 312-272-2917.

**Media Marketing**--now in our fourth year of offering confidential job-hunting assistance to broadcast professionals nationwide. No placement fee or contractual obligations. Discover the difference, and give your career the winning edge! P.O. Box 1476--PD, Palm Harbor, FL 34682-1476. 813-786-3603.

**Primo People** is seeking anchorwomen and anchorwomen with command and on-air presence, all size markets. Send tape and resume to Steve Porricelli, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

**12 minutes of TV time** on small stations are available anytime at \$75.00 per 12 minute segment. Contact Vincent D'Autorio, VP, FCM Corp., P.O. Box 2527, Sarasota, FL 34230. 1-800-226-6660 Florida or 1-800-752-6668 outside Florida.

## ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**Academic: Asst. Professor** to teach broadcast news and other areas in accredited school of journalism and broadcasting. Send letter, credentials, 3 references to Dr. Marian Nelson, Oklahoma State University, Stillwater, OK 74078. Deadline is 2/15/88. EOE/AF employer.



**Mass communication/broadcasting.** Doane College invites applications for a new tenure-track position beginning August 1988 in a rapidly expanding program now planning a state-of-the-art production facility. Seeking a dynamic assistant professor with strong commitment to excellent undergraduate teaching at a vigorous, emerging college. Well-integrated theoretical and applied background, professional media experience and PhD preferred. Teach TV production and writing, media courses, and required speech course. Coordinate production facility/program. Salary competitive. Send application letter, vita, 3 current letters of reference with phone numbers, and evidence of teaching effectiveness by January 20, 1988 to Dr. Phillip Gilbertson, Vice President for Academic Affairs, Doane College, Crete, NE 68333. AA/EOE.

**Broadcasting.** Indiana State University seeks an assistant professor to teach broadcast programming and TV production. Other courses offered will depend upon specialty. A tenure-track position with salary negotiable and good fringe benefits. Ph.D. or near and experience expected. Demonstrated competence in research, scholarship and/or creative activity and teaching expected. Send letter of application, vita, and names of three references to: Joe Duncan, Director of Broadcasting, Department of Communication, Indiana State University, Terre Haute, IN 47809. Materials received after January 29, 1988 cannot be guaranteed consideration. AA/EOE.

**Assistant professor** (tenure track) available, September 1988. Salary range competitive. MFA or Ph.D. required for tenure and promotion. Professional experience and college teaching preferred. Responsibilities include teaching television/video production classes and classes in a specialization such as radio, film and news. Minorities and women are encouraged to apply. Submit a letter of application indicating interest, training and experience, a complete set of graduate transcripts and at least three letters of recommendation no later than February 15, 1988 to Dr. Keith Henning, Department of Communication Studies, California State University, Los Angeles, 5151 State University Drive, Los Angeles, CA 90032.

**Broadcast engineer: instructor position.** Teach some broadcast classes, repair and maintain broadcast equipment. Salary: competitive nationally, twelve month appointment. Qualifications: Master's degree and professional experience. Knowledge of the theory, techniques and methods associated with the operation and maintenance of modern audio and video television broadcast and non-broadcast equipment, must know FCC rules and regulations, must have 1st class radiotelephone operator's license or SBE broadcast technologist's certificate or SBE engineering certificate or NARTE certification. Employment date: July 1, 1988. For initial screening send letter, vita, three letters of recommendation and official transcript to: Dr. E. Joseph Broussard, Head, Department of Communication, University of Southwestern Louisiana, P.O. Box 43650 USL, Lafayette, LA 70504. EEO, Affirmative action employer.

**Assistant or associate professor:** Ohio University School of Telecommunications is looking for an industry professional with significant experience and a Master's or Ph.D. to teach courses such as broadcast and cable management, finance, economics and sales; communication policy and political economy of communications. Salary for a 9-month academic year \$22,000-\$33,000 or negotiable. Women and minority candidates are encouraged to apply. Application deadline is January 15, 1988. Position starts Fall, 1988. Contact: Mike Mirarchi, Chair, Search Committee, School of Telecommunications, Ohio University, Athens, OH 45701. Affirmative action/equal opportunity employer.

**University of Alaska Fairbanks** seeks tenure track assistant professors beginning August 1988 with expertise in: RADIO BROADCASTING: Audio production, broadcast journalism and production, programming, broadcasting and society. Engage in professional activity aimed at production and publication. Graduate degree required in radio-TV or allied field, plus substantial relevant professional broadcasting experience. TELEVISION BROADCASTING: Television production, videography, instructional broadcasting, broadcast journalism and production, programming, broadcasting and society. Engage in professional activity aimed at production and publication. Graduate degree required in radio-TV or allied field, plus substantial relevant professional broadcasting experience. Prior university level teaching experience, ability to teach advertising and/or public relations, or to manage academic personnel desirable for all positions. Salary: Minimum \$30,747, depending on qualifications. AEJMC accredited program with news-editorial and broadcast sequences, in community with daily and weekly papers, public and commercial radio and TV, cable. Send cover letter, resume, transcripts of graduate work, non-returnable sample of professional work, and names, addresses, phone numbers of two academic and two professional references to: Search Committee, Department of Journalism and Broadcasting, University of Alaska, Fairbanks, AK 99775-0940. Letter must be post-marked by February 5, 1988. The University of Alaska is an EO/AA employer and educational institution.

**Brooklyn College:** Tenure track position to teach in and coordinate undergraduate and graduate broadcast journalism program. PhD or minimum of 8 years industry journalism experience. Assistant or Associate Professor. September 1 start. Dr. Robert C. Williams, Chair, Department of Television and Radio, Brooklyn College, Bedford Avenue and Avenue H, Brooklyn, NY 11210. An AA/EO employer.

**Indiana University:** Department of Telecommunications seeks applicants for a tenure-track faculty position at the rank of assistant professor beginning August 15, 1988. Areas of particular interest include, but are not limited to: Electronic media audience analysis or programming; Electronic media advertising; Critical and comparative media studies; Common carrier systems, economics and applications. Qualifications are an earned terminal degree, university-level teaching experience, and demonstrated commitment to scholarly research. Salary is competitive and dependent on qualifications. Send transcripts; a vita describing teaching, research and professional work; copies of research; indicators of teaching effectiveness; and three letters of recommendation to: Don Agostino, Department of Telecommunications, Radio-TV Bldg., Indiana University, Bloomington, IN 47405. 812-335-6895. EOE/AAE.

#### HELP WANTED TECHNICAL

**Telemation Productions** Denver seeks highly experienced audio engineer with advanced technical and creative skills in audio production and post production. Background should include multi-track mixing, videotape and film recording, and editing support. Salary commensurate with experience. Please send resume and salary history to Production Manager, TMP/Denver, 7700 East Iliif Avenue, Denver, CO 80231.

**Maintenance engineer wanted:** Television production facility is seeking a maintenance engineer. If you are experienced with Sony & Ampex 1" videotape machines, CMX editing systems, Ampex & Abekus digital effects send resume to Jerry Ebberts, Telemation Productions, 7700 East Iliif, Suite H, Denver, CO 80231.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Premier Colorado post production facility** seeks highly experienced video tape editor with advanced technical and creative skills in computer editing, digital effects, and animation systems. Excellent client skills and references is a necessity. Experience on CMX 3400, ADO, Abekus desirable. Salary commensurate with experience. Major benefits and unique creative environment. Send resume and demo tape to Personnel Director, 24769, Denver, CO 80224.

**Videotape editor** with business sense wanted to help develop new editing facility. Sony BVU/BVE 800. Monthly retainer plus incentives. Send resume: CWI Productions, 43 King Street, Portchester, NY 10573.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Video production.** Looking for entry level position in an agency or production house. Have been independent producer during college. Video experience includes producing director, budgeting and live formats. Will relocate. Contact Mark Verduin, 616-429-5358, 1574 Oak Terrace, St. Joseph, MI 49085.

**Corporate video manager:** 16 years production experience in broadcast and corporate video production. Interested in finding a company wanting to start a video department, or expand an existing one. Especially interested in the Southwest or West Coast. Currently employed. Box C-13.

#### PROGRAMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

#### EMPLOYMENT SERVICES

**Government jobs.** \$16,040-\$59,230/yr. Now hiring. Your area. 805-687-6000 ext. R-7833 for current Federal list.

#### EDUCATIONAL SERVICES

**On-air training:** For TV reporters (beginners, veterans, cross-overs from print). Polish your delivery, appearance, writing. Practice with teleprompter. Learn from former ABC Network News correspondent and New York local reporter. Make demo tape. Call 212-921-0774. Eckhart Special Productions, Inc. (ESP).

#### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Ilurbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant cash**—highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media. 303-665-3767.

**1" videotape.** Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

**FM antenna (s):** Will buy used FM broadcast antenna(s) - any make - any model - call 806-372-4518.

#### FOR SALE EQUIPMENT

**AM and FM transmitter,** used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888, Telex 910-240-3856.

**FM transmitters** \*\*Harris FM 25K(1986)-AEL 25KG\*\* RCA BT-100\*\* Harris FM-10H3(10KW)\*\* RCA 5B-RCA 3BCCA3000D(3KW)\*\* Syntronics 3.5 FM\*\* Transcom Corp. 215-884-0888, Telex 910-240-3856.

**AM transmitters** \*\*Transmitters\*\* Harris BC-10H(10KW)\*\* 5KW-Collins Power Rock (1978)\*\* 1KW-Harris MW1AHarris BC1H\*\* Collins 20V2 Gates BC500\*\* Transcom Corp. 215-884-0888, Telex 910-240-3856

**50KWAM** \*\*Gates BC-50C (1966) on air w/many spares, in STEREO\*\* Transcom Corp. 215-884-0888, Telex 910-240-3856

**New TV startups.** Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303-665-3767.

**1000' Kline tower** Good condition. Standing in central U.S. Call Bill Kitchen 303-465-4141.

**Silverline UHF transmitters** new, best price, latest technology 30kw, 60kw, 120kw, 240kw. Bill Kitchen or Dirk Freeman. Television Technology 303-465-4141.

**FM antennas.** CP antennas, excellent price quick delivery, from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

**TV antennas.** Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

**39 AM trans.** 65 FM trans. in stock. World leader in broadcast trans. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-226-8967/214-630-3600. Telex # 510-1011-588.

**Colorgraphics** Liveline III system, fully equipped, still being used on air. Available in January. Bill Laughlin, WDSU-TV. 504-527-0632.

**AM transmitters:** 50, 10, 5, 2.5, 1, 5 and .25kw Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

**FM transmitters:** 25, 20, 15, 5, 1, and 25kw Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497

**Harris MW-1,** five years old. Excellent condition. On 1330 KHZ. \$8,000 FOB Fort Pierce. Call Jim Chaplin or Fran Sherwood, 305-464-1330. WDKC, Fort Pierce, Florida.

**Sony 1"-BVH 1100** with TBC 3 available. Sony Portable 1" BVH-500A, Sony BVU-820, BVU 950, Sony BVE-800 Editor, Sony VO-6800 portable 3/4" all VTRs in new condition, and with full warranty. Call Video Brokers 305-851-4595.

**Vinten Mark:** 3 heads and peds 3 available. 45 Sony-VP-5000s, less than 100 hours. All with full warranty. Call Video Brokers 305-851-4595.

**Grass Valley routing switcher:** up to 64x64, Grass Valley 1600-7K switcher with DVE, Grass Valley 1600-1x, all with full warranty. Call Video Brokers 305-851-4595.

**Tektronix 528 wave form monitor:** (new), Tek 520 vectroscopes, Tek 1710, 1740, 1750. Call Video Brokers 305-851-4595.

**3D graphics system:** Cubicomp picture maker 30 (New) special low price-several available. Call Video Brokers, now! 305-851-4595.

**Sony color monitors-demo only:** 19" PVM 1910. 40 available with warranty call Video Brokers 305-851-4595.

**Available now:** Sony BVH-1000s, BVH-1100s, BVH-1100As, Ampex VPR-1Cs, VPR-2s, VPR-2Bs, VPR-3s, and one VPR-6. RCA and Hitachi triax cameras. Squeezezoom, ADO-1000, and other DVEs. Chyron 4100. Sony 1" VTRs as low as \$11,000.00. Call Media Concepts for a complete list 919-977-3600, ext. 45.

**Copper!** #8 & #10 ground radials; 2.3,4,6,8" strap; fly screen; round screen. 317-962-8596. Ask for copper sales.

**Blank tape, half price!** Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes \$6.49. Elcon evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video Inc. 301-845-8888, or call toll free, 800-238-4300.

**254' Rohn G-65 tower** with lights. 65' Rohn HBX self supporting tower. 250' LDF J-50 Heliax, 250' LDF HJ7-50A 1/8" Heliax. Phelps-Dodge 3-bay antenna with deicers 103.9. John Carroll. 517-362-3417.

**Used broadcast & video equipment.** We buy, sell, consign, service. Over 1200 units in stock. BCS-Broadcast Store 818-845-1999.



## RADIO

### Help Wanted Programing Production and Others

#### SENIOR EDITOR

Washington based media organization is seeking a Senior Editor for it's National desk unit. Responsibilities include supervising planning and execution of story coverage outside Washington, D.C., coordinating national coverage with programs, national news coverage of international and Washington news, supervising unit editors and production staff in preparation of national stories for programs. Must have B.A. or equivalent and six years journalistic experience, including national journalism and administrative/editorial experience. Demonstrated writing ability, and broadcast experience extremely desirable. Please send resume with salary requirements to:

National Public Radio  
Personnel Department  
2025 M Street, N.W.  
Washington, DC 20036  
EOE/AA

**Program Director/Morning Person for WCTO Long Island. Manager-administrator type with good voice. Disciplined beautiful-music morning person. Intelligent concerned, meticulous, ability to manage people. Computer knowledge helpful. Minorities and women urged to apply. Send full information and tape first letter to Richard J. Scholem, WCTO, Box 697, Long Island, NY 11747.**

### Help Wanted Management

#### CONTROLLER

Dynamic Group Radio Broadcasting Company seeks Controller with strong communications skills to oversee Accounting Operations. Reporting to the CFO, the successful candidate will evidence a demonstrated track record of increasing financial responsibility spanning the course of at least 5 years; an academic background to include, at minimum, undergraduate degree in Accounting, and both Public and Private industry experience.

Please forward resume and salary history to Box C-4. All responses will be maintained in strictest confidence.

EOE, M/F

### Help Wanted Sales

## Broadcasting Company Seeks VP of Sales

**A**n established national broadcasting company is looking for a key person in one of our industry's most vital markets, Detroit. We're reshaping the way the industry thinks of radio and we represent a truly unique opportunity for the right person.

This special individual will build and manage our sales team, charging it with energy and innovation.

To qualify, you must have detailed knowledge of radio station operation, extensive experience in selling broadcast advertising, and well-developed human relations skills. Knowledge of the Detroit market is a strong plus, as well as computer literacy and strong communications skills. We prefer a college degree and 3-5 years successful sales management experience in a top-10 market.

This position commands excellent salary and benefits. If you have the ability and qualifications, we encourage you to send your current resume promptly to:

## RICHARDSON-WILTON & ASSOCIATES

P.O. Box 3502 Church Street Station  
New York, NY 10008-3502

All replies will be handled in strictest confidence.  
Principals Only  
Fee Paid

### Help Wanted Management Continued

#### AA/EEO Administrator

National Public Radio's (NPR) Chief Executive Officer seeks imaginative individual with leadership qualities for new position as special assistant for affirmative action. The special assistant, as an active part of NPR's senior management, will report to the President and have three primary responsibilities: to assist in the implementation of the NPR Affirmative Action Plan, to coordinate NPR's efforts to provide leadership in these areas in the public broadcasting system, and to serve as Equal Employment Opportunity Officer for NPR. Position requires that incumbent have: a working knowledge of equal employment opportunity requirements as established in law or administrative procedures; substantial related work experience; leadership ability; strong interpersonal skills; and excellent oral and writing skills. Prior related broadcasting media exposure/experience a plus but not required. NPR offers a very attractive benefit package to include several individual company paid benefits. Salary commensurate with experience. Interested persons must submit resume, to include salary history/requirements to:

Ms. DeNise Johnson  
Director of Personnel  
National Public Radio  
2025 M Street, NW  
Washington, DC 20036

Women and minorities  
are encouraged to apply.

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Now that we have our 50,000 watt transmitter in St. Louis County: now that we have one of St. Louis' highest rated and most expensive air personalities: now that we have a \$1,000,000.00 promotion budget, we need additional sales people and a sales manager. If you are interested in unlimited income potential, the opportunity to build yourself a "team", send your resume and letter of interest that demonstrates your ability to develop sales and people, to:

Mr. Davis  
KIX 104FM  
111 West Port Plaza  
Suite 1000  
St. Louis, MO 63146

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Confidentiality will be assured.

### Help Wanted Announcers

#### VOA EUROPE INTERNATIONAL PERSONALITY/HOST

VOA Europe, the Voice of America's contemporary network to Western Europe seeks mature, versatile entertainer as personality/host. Must be an experienced, major market quality talent, used to extensive show prep, comfortable with script or ad-lib, and willing to work any hours. VOA Europe is a full-service format, which features contemporary music with adult personality hosts. Host will be an independent talent contractor. This means excellent pay but no benefits. Must pass Government security clearance. Programs produced at VOA Europe studios in Washington, D.C. Send recent tape with complete resume to: John Stevenson, VOA Europe, Rm. 1546, 330 Independence Avenue S.W., Washington, D.C. 20547

**Help Wanted Announcers  
Continued**

**ANNOUNCER  
(\$17,000+ Annually)**

Highly rated Tampa Bay FM & AM seeks announcer with production-copy ability. This is an expansion position to accommodate our very rapid growth. Medium energy, MOR-AC delivery. Liberal benefits & career opportunity. Cassette & letter to:

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7212 US 19 New Port Richey, FL 34652

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**Capitalist Tool**

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*No nonsense, no hype, no gimmicks and no excuses. Just hard work and winning results.  
Reply: Box 5754, Boston, MA 02114*

**Help Wanted Programing  
Production, Others Continued**

**Creative Services Senior  
Writer/Producer**

San Francisco's market leader seeks seasoned Writer/Producer to join fast paced, creative team.

Must have 4 years TV promotion experience or equivalent, samples of news and entertainment spots, print portfolio and excellent knowledge of post production and editing.

Send resume and demo reel to:  
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San Francisco, Ca. 94111**



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Talk show host for established news/talk station, beckons quality talent for explosive market. Topical, involved, entertaining, able to touch listeners, and superb controversial conversationalist. EOE. Tape/resume to: Broadcasting c/o WPBR, 3000 South Ocean Blvd., Palm Beach, FL 33480.

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Professional radio manager now seeking a new challenge. Major and medium market success in Baltimore, Houston, and Mobile/Pensacola. Taking calls now! 205-928-1182.

**TELEVISION**

**Help Wanted Programing Production and Others**

We are a rapidly growing NBC affiliate in an outstanding location. We have the following opportunities immediately available:

**ART & GRAPHICS DIRECTOR**

The successful applicant will schedule, approve, and be responsible for all efforts of the Art and Graphics Departments. Duties will include on-air graphics look for News and promotionals, studio staging design and print advertising. The individual we seek must possess thorough working knowledge of state-of-the-art graphics equipment, including 3-D modeling systems as well as TV graphic design, print advertising, layout and studio set design. Formal art & graphics training required. Supervisory skills helpful.

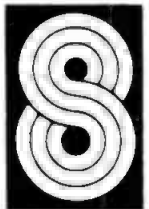
**ELECTRONICS GRAPHIC DESIGNER**

This individual will design and produce print, and electronic graphics relative to News and promotional efforts, utilizing state-of-the-art television graphics paint and modeling systems. Requires formal training in art design and experience on current TV graphics systems. Knowledge of current 3-D modeling systems helpful.

We offer a location that affords rapid growth as well as outstanding year round recreational activities along with competitive salaries and benefits. For immediate consideration send your resume to:

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WXFL-TV  
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**WXFL**

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**SATELLITE UPLINK  
ENGINEERS**

Cable News Network, the leading news system in satellite communications, has career opportunities for engineers with earth station maintenance experience. These positions demand an extensive background in television and satellite uplink engineering. There will be some travel involved. Turner Broadcasting System offers an excellent benefit and compensation program. Send resume to:

Jim Brown, Engineering  
Turner Broadcasting System, Inc.  
One CNN Center, Box 105366  
Atlanta, Georgia 30348-5366

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**Help Wanted Sales**

**TV SALES MANAGER**

Expanding television group seeking aggressive sales manager for independent station in the Northeast. Candidate should have proven radio or TV sales leadership experience with emphasis on local. Plenty of room for advancement. Send resume to: Box C-6. EOE.



## ALLIED FIELDS

### Help Wanted Management

#### DIRECTOR OF CURATORIAL DEPARTMENTS

The Museum of Broadcasting has an immediate opening for an individual with strong managerial skills, knowledge of the broadcasting industry and working knowledge of Radio and Television programming.

Please send resume only to Dr. Robert M. Batscha, Museum of Broadcasting, 1 East 53 Street, New York, NY 10022, Attention: Warren Levy.

### Help Wanted Sales

#### INTERMEDIA SALES DEVELOPMENT

A unique opportunity to join the nation's largest media corporation and one of the oldest newspapers in the Southwest in a visible, key sales development mission. Successful track record in broadcast sales, research sales or national media buying essential. Understanding of newspaper industry preferred. Master's degree preferred. Equal opportunity employer. Send resume to: Box B-83.

### Help Wanted Programing Production and Others

#### Editing Specialists

Due to rapid expansion, Cinedco/Ediflex seeks additional staff to be trained as Instructors of the Ediflex Editing System.

Requirements: 2-5 yrs. experience in video or film editing. Familiarity with computers and video systems helpful.

Send Resumes to: Cinedco  
Attn: Jill Stanton  
Manager, Systems Support  
1225 Grand Central Avenue  
Glendale, CA 91201

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 We are now accepting additional applications for both freelance and full time broadcast personnel for our national network. We place crews all around the country. Send resume and cover letter to:  
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**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc. count as one word each. Phone number with area code or zip code count as one word each.

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Ga.	Class C1	1,200,000
Ga.	Class A Combo	1,500,000
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## Media

Appointments at American Television & Communications Corp., Englewood, Colo.-based cable television operator: **Timothy Evard**, head of corporate marketing department; **Thomas Feige**, VP of national division; **John Field**, division manager in investments department; **Stephen Kniffin**, president of Denver division, Mile Hi Cablevision; **Jay Satterfield**, president of Indianapolis division, and **Jack Stanley**, president of ATC's Greensboro, N.C., division, named corporate VP's; **H. Jack Roemer**, director of investment accounting, elected assistant controller.

Appointments at Cencom Cable Associates, Chesterfield, Mo.-based MSO: **Robert Bailey**, VP of construction, Group W Cable, New York, named group VP-operations; **John Cousins**, retired captain in U.S. Navy, named director-military liaison.

**Robert Schutt**, VP and general manager, WDVE(FM) Pittsburgh, joins WRIF(FM) Detroit in same capacity.

**Patrick Scott**, VP-station manager, KOMO-TV Seattle, named VP-general manager.

**Larry Alford**, general manager, WBML(AM) Macon, Ga., joins KUXL(AM) Golden Valley, Minn., in same capacity.

**David Reeder**, general sales manager, WDCT(AM) Washington, named general manager.

**Dan Lutgen**, general sales manager, KTZZ-TV Seattle, named station manager.

**Sheldon Markoff**, business manager, WGBO-TV Joliet, Ill., adds duties as station manager.

**Victor Garvey**, manager, corporate events, NBC, New York, named director, corporate events and travel services.

**Doug Jones**, VP of research, King Broadcasting Co., Seattle-based group owner of three AM's, three FM's and five TV's, joins DKM Broadcasting Corp., Atlanta-based

group owner of eight AM's and eight FM's, as director of research.

**Stephen Martin**, district manager for southern Illinois, Continental Cablevision of Illinois, Pekin, Ill., joins Continental Cablevision of Michigan, East Lansing, Mich., as Eastern Michigan district manager.

**Marty Meyer**, business manager, Bennett Broadcasting, Sherman Oaks, Calif., joins KCBS-TV Los Angeles as manager, studio operations.

**Susan Dutton**, director of development and marketing, KNPB(TV) Reno, joins noncommercial KPBS-FM-TV San Diego as development manager.

## Marketing

Appointments at Young & Rubicam Inc., New York: **Klaus Gensheimer**, associate creative director, named senior VP; **Alistair Gillett**, manager of art buying, named senior VP; **C. Texas East**, senior television producer, named VP of Y&R New York; **Susan Bahr**, manager, New Electronic Media; **Mark Morrissey**, account supervisor; **Judith Reiss**, account supervisor, and **Jane Quelch**, account supervisor, named VP's.

**Edward Conlin**, senior VP-managing director of technology group, Bozell, Jacobs, Kenyon & Eckhardt, Dallas, joins Tracy-Locke, Dallas, as senior VP-general manager of business and technology group.

**Arlene Kekalos**, associate publisher, *Manhattan Inc.*, magazine, New York, joins Corinthian Communications as senior VP in charge of account services and new business.

Appointments at Lintas: New York: **Jack Eleftheriou**, art director; **Marie Connelly**, director of advertising and marketing division of Special Libraries Association; **Alida Gaines**, network supervisor; **Bob Knapp**, account supervisor, and **Ann Riddell**, account executive named VP's.

**William Morgan**, account supervisor, D'Arcy Masius Benton & Bowles, St. Louis, joins HDM Dawson Johns & Black, Chicago, as VP-account director.

**Ronald Carter**, VP and account supervisor, Barnes-Dennis & Associates, Greensboro, N.C., joins CRE, Indianapolis, Ind.-based marketing and communications agency, as VP of business development for consumer accounts.

**Gary Streiner**, executive producer with Zone One, in-house production unit, DDB Needham Worldwide, New York, named VP.

**Allen Turner**, director of market development, *TV Host*, Harrisburg, Pa.-based publisher of customized cable guides, joins Greater Philadelphia Cable Interconnect as executive director.

Appointments at WGBS-TV Philadelphia: **Edward Schaffer**, local sales manager to general sales manager; **Rich Hammond**, account executive to local sales manager.

**Marla Drutz**, promotion-marketing director, WJBK-TV Detroit, joins WXYZ-TV Detroit as director of sales research and retail development.

**Domenica Zagariello**, account executive, WRKS-FM New York, joins Katz Radio, New York as account executive.

Appointments at Mintz & Hoke Advertising and Public Relations, Avon, Conn.: **Steven Raye**, account executive, Cramer Krasselt, Milwaukee, named account supervisor; **Richard Swietek**, copywriter, Keilor Advertising, named to same position in Boston office; **Todd Hoffman**, senior account executive, Durfee Advertising, Boston, to same capacity there; **Tracey Churchill**, assistant production and traffic manager, Harland & Tine & White, named assistant traffic manager.

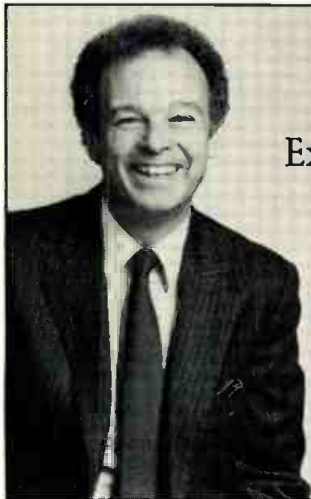
Appointments at Access Syndication, Los Angeles: **Pam Koch**, account executive station sales, Syndicast Services, New York, to manager, specials division; **Peter Rosenberg**, director of national sales services, Viacom, New York, to Northeast regional sales manager.

**Leni Salz**, local broadcast supervisor of all program buying and syndication activity, RJR/Ohlmeyer, New York, joins Lintas-New York as director of local broadcast.

**Carol Terakawa**, senior buyer, Della Femina Travisano, Los Angeles, joins Republic Radio, New York as Los Angeles-based account executive.

**Steve Herlocker**, senior account executive, Independent Television Sales (ITS), New York, joins KTZZ-TV Seattle as national sales manager.

**Tiy Bowton**, account executive, MMT Marketing, Los Angeles, joins Seltel, New



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York, as account executive for Los Angeles Raiders sales team.

**John Murtha**, account executive, WABC(AM) New York, joins WINS(AM) there in same capacity.

**Susan Rivieccio**, media buyer, Runyon-Saltzman Inc., Sacramento, Calif., joins KFBK(AM) there as account executive.

**Charles Martin**, sales executive, Sperry & Associates, Raleigh, N.C., joins Katz Television as Charlotte, N.C.-based sales executive.

**Perry Karmin**, director of broadcast media services, Faller, Klenk & Quinlan, Buffalo, N.Y., joins ICE Communications Inc., Rochester, N.Y.-based advertising firm, as media director.

**Elisa Vicari**, computer operations manager, Harrington, Righter & Parsons, New York, joins Independent Television Sales, New York as computer manager.

## Programming

**Carl A. Russell**, senior vice president, director of sales, MCA TV, retired Dec. 31. Russell joined MCA TV in 1962 in company's Atlanta office, where he became vice president, Southeast sales before moving to Chicago office in 1969, and New York office in 1975. Prior to MCA TV he was film program manager at WBKB-TV Chicago (now WLS-TV). He became senior vice president at MCA TV in 1980. Following his retirement Russell will become consultant.

Appointments at QVC Network, West Chester, Pa.: **Douglas Briggs**, senior VP, marketing planning, named executive VP, pro



Briggs



Giles

graming; **Ronald Giles**, senior VP and executive producer, named executive VP and executive producer.

**Bruce Swanson**, director of national sales, Worldvision Enterprises Canada Ltd., New York, named VP and general manager. He succeeds **Mel Watson** who retires.

**Angela Gerken**, VP revenue and business analysis, Home Box Office, New York, joins Showtime-The Movie Channel, New York, as VP, strategic planning.

Appointments at The Weather Channel, Atlanta: **Tamra Davis**, regional director, central region, named Eastern divisional director; **Mary Hogan**, regional director, Western region, named Western divisional director.

**Mark Gross**, general sales manager, WBW(FM) Mannassas, Va., joins Metro Traffic Control, Houston-based traffic reporting service, as regional director of mar-

keting. **Christopher Martin**, marketing representative-Los Angeles branch, United Insurance Co., Dallas, joins Metro Traffic Control, Kansas City, Mo., as marketing director.

**Jill Farren Phelps**, supervising producer, *Santa Barbara*, NBC-TV, named executive producer.

**James (Jerry) Eaton**, program manager, Group W's WJZ-TV Baltimore, joins co-owned KYW-TV Philadelphia as program manager.

**Cicero Cadell Jr.**, acting program director, noncommercial WNVC(TV) Fairfax, Va., and WNV(TV) Goldvein, Va., named program director.

**Jay Jarvis**, program director-operations manager, WTIP(AM)-WVSR(FM) Charleston, W.Va., joins WGTZ(FM) Eaton, Ohio, as program director.



Day

**Robert Day**, advertising and promotion manager, KCCI-TV Des Moines, Iowa, named director of programming.

**Judy Lisenby**, administrative assistant to president, KMGC(TV) Oklahoma City, named program director.

## News and Public Affairs

**Barry Keefe**, news director, WCLR(FM) Skokie, Ill., named director of news and public affairs.

**Steve Raible**, sports anchor, KIRO-TV Seattle, named sports director.

Appointments at KCBS-TV Los Angeles: **Valerie Coleman**, anchor of Sunday early news, adds duties as anchor of noonday news; **Chris Conangla**, anchor of weekday 6 p.m. and 7 p.m. news, adds duties as

noonday anchor.

Appointments at KAKE-TV Wichita, Kan.: **Lisa Price**, anchor, *First Edition* newscast and *Good Morning America* cut-ins, named weekend news anchor. She replaces **M.J. McKittrick**, who resigns; **Rhonda Scholtz**, producer, early morning news and *Midday Edition*, named producer, 10 p.m. news. She is replaced by **Kevin Westhues**, producer, KTKA-TV Topeka, Kan.

**Rich Marriott**, avalanche meteorologist, U.S. Department of Commerce Forest Service Avalanche Center, Seattle, joins KING-TV Seattle as weekend weather forecaster.

Appointments at KMOV(TV) St. Louis: **Faye DeHoff**, freelance producer, ABCNewsone, affiliate relations department of ABC News, New York, named 6 p.m. news producer; **Steven Perron**, associate producer, WLS-TV Chicago, named producer.

**Cathy Chermol**, associate producer and writer, *Wall Street Week With Louis Rukeyser*, PBS, Alexandria, Va., joins WTAE-TV Pittsburgh as associate producer of *Pittsburgh's Talking*.

## Technology

**James Chiddix**, VP American Television & Communications Corp., Englewood, Colo.-based cable television operator, named senior VP-engineering and technology.



Chiddix



Sarmiento

**Ed Sarmiento**, president, Editel-Los Angeles, joins Mediatech West, Hollywood,

**Engineering elections.** Stanley N. Baron, managing director of the technical division, NBC Inc., New York, has been elected engineering vice president of the Society of Motion Picture and Television Engineers for 1988-89. He succeeds Richard G. Streeter, director, advanced development, CBS/ Broadcast Group, New York. He will supervise and coordinate the nine SMPTE technical committees. Baron was SMPTE engineering director, television, during the 1986-87 term.

SMPTE also announced that Richard K. Schafer of Eastman Kodak Co., Rochester, N.Y., will assume the new post of secretary-treasurer. Schafer, who was previously the society's treasurer, adds duties as secretary previously held by Richard J. Stumpf, vice president, engineering and development, Universal City Studios.

Relected as SMPTE officers were: Blaine Baker, president, MPL Film and Video Inc., Nashville, conference vice president (in charge of SMPTE's national conferences); Irwin W. Young, chairman, Du Art Film Laboratories and Du Art Video, New York, sections vice president (in charge of administering SMPTE's 21 regional sections and six student chapters); Stephen D. Kerman, director of sales, television division, Tektronix Inc., Beaverton, Ore., financial vice president.

Stumpf is one of nine new SMPTE governors. Others elected were: Grant Dearnaley of the National Film Board of Canada; Charles B. Nairn, Communications Technology Inc., Huntsville, Ala.; John C. Gates, Gates Service Group, Natick, Mass.; Karl Renwanz, WNEV-TV Boston; Robert J. Ringer, RTS Inc., North Hollywood, Calif.; Bernard L. Dickens, CBS, New York; Earl V. Higgins, Ampex Corp., Cumming, Ga.; Donna Foster-Roizen, Telegen, Palo Alto, Calif.

Calif., as VP and general manager.

**Michael Vermillion**, manager of GTE, Infomart, Dallas, joins Teleconnect Long Distance Services and Systems, Cedar Rapids, Iowa, as senior VP of field sales.

**Dixie Lee Anderson**, VP of marketing, DUBS Inc., Los Angeles-based video duplication service, named senior VP.

Appointments at Sony Communications, New York: **Patrick Murray**, director of sales, Consumer Tape and Floppy Disk Division, Sony Magnetic Products Co., named VP of sales, Consumer Tape and Floppy Disk Division; **Lucian Rawls III**, Southeastern district manager, named marketing manager display products; **David Urry**, sales engineer, in Southwest region for broadcast division, named marketing manager, Betacam products; **Gregg Bond**, sales engineer, named marketing manager, production systems; **Jerome Cohen**, product manager for cameras, named marketing manager for broadcast cameras and monitors.



Keenze

**Thomas Keenze**, consultant, Wegener Communications, Norcross, Ga., joins Ikegami Electronics (U.S.A.), Maywood, N.J., as sales manager, RF Equipment and Special Products Division.

**George Armes**, marketing manager, in-

strumentation tape products, Ampex Corp., Redwood City, Calif., named general manager, instrumentation and data tape.

**Steve Flanagan**, VP of engineering, Post-Newsweek Stations, Washington-based group owner of four television stations, joins Post-Newsweek's WFSB(TV) Hartford, Conn., in same capacity.

### Promotion and PR

**Edward Belkin**, news director and executive editor, KYW(AM) Philadelphia, joins Shimer vonCantz, Philadelphia, as VP, public relations.

**Glen Fortinberry**, chairman and CEO, Ross Roy Group, Detroit-based advertising agency, elected to board of directors, Anthony M. Franco Inc., Detroit-based public relations firm. Ross Roy holds minority interest in Anthony Franco.



Fortinberry



Kulik

**Pam Kulik**, community affairs director, KCCI-TV Des Moines, Iowa, named director of promotion, community affairs.

### Allied Fields

**Michael Packer**, general manager, KTRH(AM) Houston and president of Packer Communications, Kingwood, Tex.-based broadcast management consultancy, adds duties as consultant to WRC(AM) Washington.

**Joseph Simonetti**, mental-health director, Montefiore Hospital, New York, joins NBC Inc.'s, Employee Assistance program (EAP), New York, as employé assistance specialist.

**Karen Weimer**, accounting manager, Rasmussen Communications Management, Champaign, Ill.-based sports promotion firm, named business manager

**Susan Hill**, director of library and information center, National Association of Broadcasters (NAB), Washington, named VP, library and information center.

### Deaths



Rubin in 1970

**Aaron Rubin**, 72, former NBC executive VP, died Dec. 23 at his home in Lake Worth, Fla., of massive heart attack. Ruben joined NBC accounting department in 1937 moving to Blue Network, which later became American Broadcasting Co., in 1942 as assistant controller. He became chief accountant of NBC in 1954 and VP and treasurer in 1960. In 1961 Rubin became financial executive VP and in 1970 he was elected to board of directors. Rubin retired from NBC in 1977. He is survived by his wife, Mary, one son and one daughter.

**Herbert Dolgoff**, 62, owner-operator of Florida radio stations, died Dec. 19 at Boca Raton, Fla., hospital of apparent heart attack. Dolgoff began his broadcasting career with Storz Broadcasting where he eventually became VP-general counsel. In 1966 he became manager of Storz's WQAM(AM) Miami. In 1969 he moved to country formatted WWOK(AM), which is now Spanish-language WSUA(AM), as general manager. Three years later Dolgoff bought WCMQ(AM) Miami and instituted Latin music format. In 1985 he bought WTHZ(FM) Tallahassee, Fla., which he operated until his death. WCMQ(AM) was sold to Spanish Broadcasting System in 1986. He is survived by wife, Lois, one son and one daughter.

**Marty Mills**, 54, television research executive, died Dec. 6 of leukemia in his home in Stamford, Conn. Mills had been president of Marty Mills Associates, research communications firm. His previous positions included senior VP, director of marketing, LBS Communications; VP of marketing, Lorimar Television; director of programming, RKO Videogroup; and research director, Metro Media Television Sales, TeleRep and Metro TV Sales. He is survived by his wife, Toby, and one son.

# Broadcasting

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## Making the case for cable

Jack Cole has had a problem with the must-carry rules ever since they were adopted in the mid-1960's.

So the 57-year-old communications attorney—the Cole in Cole, Raywid & Braverman—has taken great pleasure in his prominent role in persuading the U.S. Court of Appeals in Washington two years ago to strike down the rules, which required cable operators to carry local broadcasts, and last month to do in a modified version of the rules as violations of cable operators' First Amendment rights.

"It has always been my belief that government had no more right to tell a cable system what it had to carry in terms of content than it could tell a newspaper or magazine what it must publish," says Cole, who represented the operators who challenged the rules. "That essentially was the theory of our lawsuits."

Cole, who speaks with a drawl that suggests he was raised farther south than he was, is an affable sort in an interview. But his reputation in dealing with the FCC and other members of the communications bar is for no-holds-barred advocacy. "He's a gutsy guy," says Henry Geller, the former FCC general counsel and former head of the National Telecommunications and Information Administration. "He goes right to the heart of the issue....He's painfully honest."

Every horizontal surface in Cole's Washington office is covered with the paper associated with a practicing lawyer. A large painting of an unidentified soldier stands guard over Cole's desk, a testament to an interest in antiques.

Another picture tells of what seems to be a more passionate avocation. It is a 1983 picture of the Cable Hackers in matching white polo shirts at Casa de Campo in the Dominican Republic. The Hackers are a group of cable executives including Daniels' John Saeman, United's Gene Schneider and Metrovision's Henry Harris who used to gather once a year at some golfing mecca for an all-golf (no business, please) getaway. Cole laments that after 12 years the tradition is petering out.

Cole is that Washington oddity: a native. He was born in the city and grew up in the close-in suburb of Bethesda, Md. His father went from a job with a regulator (the Interstate Commerce Commission) to one with the regulated (the Association of Southeastern Railroads).

Washington's Woodrow Wilson High School class of 1948 may have made its impact in other fields, but its mark on communications law has been disproportionately large. In addition to Cole, the class includes Washington communications attorneys Robert Coll, Grover Cooper, Robert Jacobi, Richard Hildreth and Alan Raywid (Cole's partner).



JOHN POPE COLE JR.—partner, Cole, Raywid & Braverman, Washington; b. Jan. 12, 1930, Washington; BS, Auburn University, Auburn, Ala., 1953; JD, George Washington University, Washington, 1956; staff attorney, Broadcast Bureau, FCC, 1956-57; attorney, Smith & Pepper, 1957-66; administrative aide, Representative Jack Flynt (D-Ga.), 1962-63 (on leave of absence from Smith & Pepper); present position since March 1966; m. Patsy Nan Moss, March 20, 1960; children—John, 26; Nina, 16.

After graduating from Auburn in 1953 and George Washington University Law three years later, Cole went to work as a staff attorney with the FCC. After a year, he joined the start-up law firm of Smith & Pepper, where he became immersed in the regulatory struggles of the budding cable industry. E. Stratford Smith, one of the firm's partners, was the executive secretary of the National Community Antenna Association, the predecessor of the National Cable Television Association.

In 1962, the firm granted Cole a leave of absence to work for a year for Representative Jack Flynt (D-Ga.), a member of the House Communications Subcommittee, as an administrative assistant. Cole said he took the temporary job to get another perspective on communications policy-making.

Upon his return to the firm, Cole was made a partner. But he stayed for only three more years. In March 1966, he and the late Roger Zylstra broke away to form their own two-man firm, which gradually evolved into Cole, Raywid & Braverman with 23 attorneys. Raywid joined the firm a year after its formation from the Justice Department; Burt Braverman became a "name partner" in 1979 when Zylstra left to try his hand as a cable entrepreneur.

Because of Cole's roots, the firm has been principally a "cable firm." But over the years, Cole says, it has successfully expanded into broadcasting, telephone and other types of litigation.

Cole sees his 30 years of representing cable operators as a continuous struggle to slip out of regulatory restraints imposed by

the FCC at the urging of broadcasters. "Broadcasters already had a great influence at the commission and were able to put some very substantial roadblocks in the way of cable development," Cole says. "Must carry was just a continuation of that."

Cole first questioned the heavy regulation of cable in light of the First Amendment in filings and articles in the early 1960's. In an *American University Law Review* article in 1965, Cole termed the must-carry rules and the distant-signal rules, which, before their deletion in 1980, limited the number of distant signals a cable system could carry, "prior restraint" and said there were "serious questions" about whether they were compatible with the First Amendment.

He got his chance to put his legal arguments to work in 1979 when Clifton Collins, owner of a small cable system, Quincy Cable TV, Quincy, Wash., came to him complaining about the FCC rules that forced him to carry duplicative network affiliate signals from Seattle and Spokane. Collins, who Cole says is a friend as well as a client, "was upset, to say the least, with the government telling him what he had to carry on his system."

Cole urged his friend to challenge the rules. "It was essentially my idea not to capitulate to the rule because I had felt all along that the rule was content-oriented, that it was a violation of the speech clause of the First Amendment...that he had an excellent case," he says.

After losing "at every single stage" at the FCC, Cole says, Quincy went to the U.S. Court of Appeals in Washington in February 1983. The court combined the case with a similar case by Turner Broadcasting System charging that the rules were a violation of the First Amendment rights of cable programmers, and, in 1985, rattled the broadcasting and cable industries with its finding that the rules were unconstitutional.

With the help of the National Cable Television Association, the broadcasters managed to persuade the FCC to adopt new rules that were less burdensome to cable operators. The NCTA played along to keep the National Association of Broadcasters from allying itself with efforts to impose new regulations on cable. But individual cable operators were no happier with the new rules than they were with the old. Cole gathered some of them together and challenged the new rules in the court. The court knocked them out on Dec. 11.

Immediately following the latest decision, Cole said he doubted whether the FCC or Congress would resurrect must carry, quipping that he was "too old to fight must-carry III." But the assumption in Washington communications circles is that, should must carry sprout up again over the objections of some cable operators, Cole would be among the first with an axe to try to chop it down again.

**In Nielsen Cassandra report** for November 1987 released on Friday, Dec. 30, **Wheel of Fortune** (appearing in 199 markets covering 99.3% of the country) **was again top-ranked show** with 19 rating. It was followed by *P.M. Magazine* (26 markets covering 24.7%) with 12.3 rating; *Jeopardy* (189 markets covering 98.7% of the country) with 12.1; and *The Oprah Winfrey Show* (190 markets covering 98.8% of the country) with 10.5. *P.M.* is distributed by Group W Productions and other three shows are distributed by King World. *Family Ties*, from Paramount, (172 markets covering 94% of the country) was highest ranked off-network show with 8 rating, and *Duck Tales*, from Buena Vista, (145 markets covering 92% of the country) was highest-ranked animated show.

**Following second attempt to sell *The Cosby Show* in 22 markets in which no station bid on show when it was originally offered, Viacom decided last week to reject all offers** it received in those markets. Only market of 22 in which no station bid was Tampa, Fla. (BROADCASTING, Dec. 28, 1987). Viacom is not accepting second bids in re-bid markets, it said, because it does not want to compromise records established in 169 markets that bought show.

**Woman sound engineer working for NBC News** in Burbank, Calif., has **filed \$10-million sex discrimination suit against NBC**. Lee Serrie, who has been with network 12 years, charges in suit filed in Los Angeles County Superior Court that she has been denied promotion to camera operator because of network's "unlawful and discriminatory practices." Complaint alleges that she has been denied equal treatment in employment because of her sex. It says NBC News employs no women camera operators and only three women sound engineers. In addition to seeking \$10 million in punitive damages, suit seeks court order barring NBC from engaging in discrimination and directing NBC to give Serrie next

camera operator position that becomes available. Serrie is being represented by Los Angeles attorney John Huerta, with National Organization for Women Legal Defense and Education Fund counsel for plaintiff. Serrie, in news release issued by NOW LDE says she filed suit after eight months of trying to discuss her complaint with network. "They have refused to face it." NE spokesperson said on Wednesday NBC could not comment since network lawyers had not yet seen Serrie's suit.

**Tele-Communications Inc. has withdrawn franchise application overbuild NYT Cable's system in Cherry Hill, N.J.** (BROADCASTING, Dec. 21, 1987). TCI cited changed set of circumstances—entry second bidder, Irving Kahn's Choice Cable TV—among reasons for pullout. Kahn plans to incorporate fiber optic technology in its system. NYT's renewal and Choice's franchise application will be taken up by township's cable advisory board on Jan. 20. TCI has also applied for franchise in Stratford, N.J. where NYT owned New York Times Co., also operates and where Kahn wants to build. Company has yet to make decision on that application.

Los Angeles based syndicator, **The Entertainment Network, filed for Chapter 11 bankruptcy protection** in Los Angeles. Following filing, production of *Top of the Pops*, weekly, one-hour CBS late night pop music series, was returned to BBC Enterprises subsidiary Lionheart Television, by original agreement between BBC and TEN in case of financial difficulties at TEN. *Top of the Pops* long-time hit on BBC-TV in England.

**Soviet leader Mikhail Gorbachev last week was assured of having a New Year's greetings broadcast to American people on New Year's Day.** What was not sure was whether Soviet Union television would carry President Reagan's greetings to Soviet people. ABC News announced on Wednesday it would carry two leaders

## Battle brewing over class A FM's?

*This month's meeting of the National Association of Broadcasters radio board in Hawaii (Jan. 18-21) has all the potential for a civil war. The board could become polarized along class lines (A's versus B's and C's) over an engineering proposal that would enable some class A FM stations to "double their power from 3 to 6 kilowatts." Under the plan, approved by a special NAB FM transmission subcommittee, roughly 60% of the nation's class A's could increase their power. But others, especially class A's in the Northeast (New Jersey and New York in particular) where the region is already crowded by FM stations, would not be able to upgrade because the subcommittee feels it would create interference to other classes of FM stations. If the board approves, the proposal will be submitted to the FCC as a petition for rulemaking.*

*The directors also will be asked to endorse a new policy statement on spectrum allocation issues in general. Improvement of services would be authorized, "but only to the extent that it doesn't create interference." And the board must decide whether to approve a staff recommendation to seek a freeze on all AM allocations until the FCC completes its AM technical standards proceeding.*

*As for the class A situation, New Jersey and New York broadcasters have already started to register their concerns. According to Joe Reilly, president and executive director of the New York State Broadcasters Association, 70% of the FM facilities in New York are class A's. "There's no question our area has more than a passing interest in this," said Reilly, who is monitoring the situation. It's not normally an issue NYSBA would get involved in and he "trusts the NAB board will strike a true compromise that is fair to everyone."*

*The New Jersey Class A Broadcasters Association, chaired by Bob McAllan of WJLK-FM Asbury Park, N.J., has already petitioned the FCC with its own plan to upgrade class A's. McAllan met with the NAB subcommittee members to discuss his proposal, but*

*according to NAB's Michael Rau, vice president for science and technology, the New Jersey plan did not ease the subcommittee's concerns about possible interference. The subcommittee, Rau said, wanted to insure that class A's could increase their power but not to the detriment of the entire broadcast system.*

*"It's basically correct that many class A's in the Northeast may not benefit from this, but the subcommittee felt this was better for the industry as a whole," Rau said. He added that it would be impossible to upgrade all those stations without "taking a bit out of other stations." John Marino of NewCity Communications, Bridgeport, Conn., chairs the subcommittee.*

*Since that session, however, McAllan's proposal has been revised (a supplement was filed at the FCC late last month) to incorporate new information. "We've reengineered the whole thing, so that the typical gain for class A's under this scenario will increase their coverage by about 40%," he said. The new filing includes an analysis of the FCC's table of allocations and shows that class A's can be upgraded with "de minimis or no impact to the vast majority of stations of other classes," McAllan said.*

*Rau said he will look at the new McAllan plan. "I can't say what the subcommittee will do," he added.*

*Like McAllan, Peter Amow of WDHA-FM Dover, N.J., is worried about the fate of his class A station. Amow has started a campaign to alert the industry to the issue. He has attracted the attention of another class A broadcaster and board member, William O'Shaughnessy of WRTN(FM) New Rochelle, N.Y. O'Shaughnessy represents New York and New Jersey and was sympathetic. "It seems the ones who would lose in the interim are the A's. It is indeed a difficult issue. As a holder of class A's, I might have to disqualify myself from voting, but I would imagine [directors with] class B's and C's would have the same dilemma," he said. "This could be the biggest battle on the shores of Hawaii," O'Shaughnessy added.*



pages—each running about five-and-a-half minutes—begin at 11:50 a.m. on Friday. CBS News decided not to carry pages but to use excerpts in *Evening News*. NBC News on Tuesday had not made decision. But it is no longer only major networks that are to be considered in such matters. TV Direct, a venture of Conus and AP, announced early in week it would carry messages by satellite to some 900 television stations equipped with Ku-band receive earth stations. It was to begin transmitting at 11 a.m., when embargo was to be lifted. CNN also to carry messages at that time. And C-SPAN said it would transmit messages three times during day, first time at 4:30 p.m. However, White House on Friday had not yet heard Soviets' plans. State embassy spokesman could not be reached.

□

cast Corp. announced that its subsidiary, **Comcast Cable of Maryland Inc.**, general partner of Comcast Cablevision of Maryland Partnership **has offered to purchase all its limited partnership interests for \$118,363 each and assumption of \$12,400 final payment on promissory notes**—total of about \$122 million. Comcast said deal is conditioned on approval of at least 75% of shares release of lenders. Offer will expire Feb. 1.

□

**Senator Paul Simon (D-Ill.) employed satellite technology last Tuesday (Dec. 30, 1987) to reach voters in 10 Southern states** by trying to influence in his quest for Democratic presidential nomination. Simon, in studio of WLTW(TV) Miami, was interviewed by anchors and political correspondents of 11 television stations. States represented are among 20 that will be involved in Super Tuesday primaries on March 8. Interviews, which ran about five minutes each, were relayed by Westar IV to following stations: KSTU-TV Houston; WTVD(TV) Raleigh-Durham, N.C.; WAGA-TV Atlanta; WBRC-TV Birmingham and WSFA-TV Montgomery, both Alabama; WDSU-TV New Orleans; WLBT(TV) Jackson, Miss.; WLXT(TV) Columbia, S.C.; WTKR-TV Norfolk, Va.; WAVE-TV Louisville, Ky.; and WFTS-TV Fort Myers, Fla. News departments had editorial control.

□

over week before Jan. 9 launch of *Prairie Home Companion* agreement, **Good Evening** (BROADCASTING, Dec. 7), American Music Radio said last week **165 stations have confirmed carriage** of Friday evening program for first six months—just over half of its 315 affiliates. Stations getting on board at launch are receiving "early carriage incentive grant" amounting to 50% discount.

□

**Up W Productions and Reeves Entertainment Group will bring back 10 of its Most Embarrassing Moments in syndication as weekly one-hour series for fall 1988.** Show will be produced by Woody Fraser of Up W Productions, and hosted by ESPN sportscaster Roy Firestone. Fraser was executive producer of 10 *Life's Most Embarrassing Moments* specials that aired between 1983 and 1986, and will act as host at that capacity on new series.

□

**Chairman Dennis Patrick will be on stump twice this week in Los Angeles.** On Wednesday (Jan. 6), he will tell members of the Los Angeles chapter of Academy of Television Arts and Sciences that the television production community will benefit from increasingly competitive television marketplace, which is producing more demand for programming. The following day, at Association of Independent Television Stations convention, he will remind independent network executives of recent successes and tell them that in wake of recent action repealing must-carry rules they should do some long-range planning.

□

**Network's growing awareness of value of promotion is evident in push for ACE awards program.** Total of 13 cable program services are promoting awards in their programming schedules. Number of billing companies have included messages and graphics in over 25 million bills for month of January, while some cable program guides are running free advertisements on awards. Cable programming service, Movietime, is running clips of ACE nominated programming throughout its schedule in January, and UA Columbia is producing three half-



**Tower trouble.** The 2,000-foot broadcast tower of Allbritton Communications' KTUL-TV Tulsa, Okla., collapsed on Saturday, Dec. 26, during an ice storm. The station remained black for nearly 24 hours after the incident. Said Jerry Fritz, head of engineering for Allbritton, "It's clearly a tragedy on our part but fortunately no one was hurt."

Power went out at about 3 p.m. in the Tulsa area during the storm, knocking KTUL-TV off the air. Before the electricity was restored, the tower in Coweta, Okla., 26 miles from the Tulsa studio location, had been felled, apparently by a heavy accumulation of ice. The tower collapsed on itself, leaving the transmitter building unharmed.

Within 24 hours after the collapse, KTUL-TV was able to begin transmissions to the local cable TV system, United Cable Television's Tulsa Cable TV, which penetrates about 40% of the Tulsa market. According to KTUL-TV engineering manager, Roman Hlohowskyj, the signal was first transmitted by satellite to the Tulsa Cable headend. The station's Conus SNG vehicle was used to send the signal over MCI's SBS III Ku-band satellite. Approximately five hours later a direct microwave link was established.

Hlohowskyj said that the next goal was to put temporary over-the-air antenna facilities into operation by late last week. It was hoped that a 20 kw signal could be transmitted to reach up to 60%-70% of the KTUL-TV service area. After that, he said, the station would try to set up higher power temporary facilities during construction of a new tower, which could begin in three to five months, he estimated.

No estimate of the cost due to the tower loss could be given. About \$2.5 million was paid to construct it in 1964, Hlohowskyj said. When the cost of building a modern tower is determined, it will have to be added to the loss of advertising revenue during the crisis as well as the intangible loss of audience. KTUL-TV, an ABC affiliate, is the top rated station in the Tulsa market. "The challenge," Hlohowskyj said, "will be to get back on the air as soon as possible to recapture our audience that may have sampled other stations."

hour promotional programs, one including interview with National Academy of Cable Programming Chairman Ralph Baruch, that will be donated to Arts & Entertainment and Tempo Television networks. HBO will carry awards ceremony live at 9 p.m.

□

**National Academy of Cable Programming** announced last week **two new appointments** to 40-member board: **Peter Chernin**, president and chief operating officer, Lorimar Film Entertainment, and **John Hendricks**, chairman and chief executive officer, Discovery Channel.

□

**Hy Badler**, VP of operations for CBS operations and engineering division in Washington, retires after 37 years with CBS. Badler is also fellow and governor of Society of Motion Picture and Television Engineers.

# Editorials

## On keeping powder dry

There'll be good news and bad news in abundance at this week's Los Angeles convention of the Association of Independent Television Stations. Perhaps the brightest item will be recognition of how well the independents are performing in the marketplace, and how much better the perception of that performance might be were INTV successful in getting the rating services to change their ways. Probably the most somber consideration will be given to the subject of must carry: how to live without it and/or how to get it back.

We're hard put to advise the association on either of those last named points, except to share our view that this is no time for a call to arms. Cable can neither be wished away nor bashed away at this point in telecommunications development. Dialogue's the way to go.

## Ambush

A monkeywrench of uncommon proportions—and so far unidentified origin—has been thrown into the policy works by Congress's enacting a provision prohibiting repeal of the FCC's newspaper-broadcast crossownership rules. The first casualty is Rupert Murdoch, whose hopes to hold on to the *New York Post* and the *Boston Herald* are reduced to the infinitesimal by this action. Whether he was the intended victim or merely an innocent bystander has yet to emerge from the web of senatorial courtesy woven round the incident.

It all happened in considering the continuing resolution that will fund these United States for the next year (the same CR that did not recodify the fairness doctrine). Senator Ernest Hollings (D-S.C.), at the request of a colleague (rumored to be Edward Kennedy, the Massachusetts Democrat), inserted the provision decreeing the status quo for another year.

The action ties the hands not only of the FCC—which had begun to entertain discussion of this long-overdue subject—but of all the other parties at interest as well, and particularly the Freedom of Expression Foundation, which had petitioned for a rulemaking. It has long been evident that the best way to insure diversity, viability and a level playing field among media interests is to let everyone play. The newspaper-broadcast area would have been a good place to start.

## Hart bashes press

Presidential pretender Gary Hart has chosen a broad brush for his criticism of the media—criticism occasioned in part by the role of the press in his mercurial political fortunes.

In a bylined *Washington Post* op-ed piece culled from a November speech at Yale University, the former senator paints an unflattering portrait of the journalistic standards and practices of the Fourth and Fifth Estates. Hart pauses at one point in his discussion to make this comment: "[A] headline is being composed by someone whose attention span has just been exhausted which reads: 'Hart Bashes Press.' Wrong." No, right. This page's attention span stretched to painful limits, we proceed to other Hart observations that fully justify the headline he deplors:

"So-called innovations such as CNN and *USA Today* represent sophisticated news packaging, not news collection. More diversity has not increased competition in serious news gathering . . . competition in news media has occurred in the style and form of presentation, not in improved substantive quality." In the

category of "our news simple and our politics spicy," Hart lumps *USA Today* and *ABC News-Break*, then throws in the *National Enquirer* for bad measure.

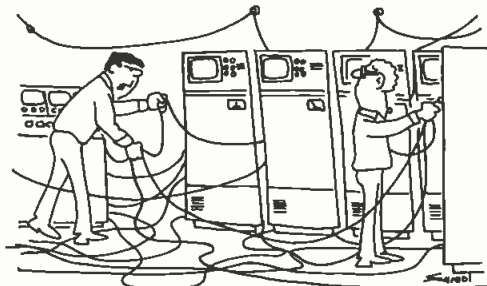
Expanding his criticism, Hart asks: "How far are we prepared to go as a society to peek into areas hitherto precluded? Should candidates be surreptitiously surveilled by reporters or private individuals? Should hidden cameras be used? How far should anonymous tips be pursued? Should rumors and gossip be widely printed? Should reporters tell untruths to obtain sensational responses? What are the limits?"

All good questions, some with answers that are clearly "no." But Hart adds that "even asking such questions" seems "a far cry from the America of Jefferson and Madison" and "more like what might occur in police-state capitals." Come again? Holding public officials accountable and subjecting them to press and public scrutiny are police-state practices? Sounds to us more like the democracy the writers of the First Amendment had in mind. True, the limits of press scrutiny deserve debate and get it, daily, in editorial decisions made in newsrooms across the country.

Oversimplification is a handy rhetorical device, but it does little to further the debate over journalistic ethics. There is not, as Hart suggests, some universal "media filter" that eschews substance and passes anything that promises to sell. There are, instead, tough choices made by professionals in a business that demands hard choices and a country that cherishes the freedom to make them.

## Curiouser and curiouser

The Senate Commerce Committee's report on S. 899 was released last week (see page 112). That's the bill that would force cable programmers to accept third parties to distribute their program services to dish owners (BROADCASTING, Nov. 23, 1987, et seq.). The committee concluded that legislation was needed to insure that dish owners receive cable programming at reasonable prices. What evidence did it cite for reaching that conclusion? According to the language of the report, the evidence presented at hearings "demonstrated that scrambled signals of cable programming are being made available to dish owners at prices comparable to those being charged cable subscribers" and that "all of the cable programming services that scramble now distribute their programming to dish owners." Are we missing something here? From the evidence that the marketplace is working fine, the committee concludes that it is not—predicting in its paranoia that the market structure now accounting for that equitable distribution will not do so in some unknown future. The ghost of Lewis Carroll writes again.



Drawn for BROADCASTING by Jack Schmidt

"Whoever dreamed up the term 'wireless cable' never worked here."



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