

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.

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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.

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Senator Paul Simon (D-Ill.) employed satellite technology last Tuesday (Dec. 30, 1987) to reach voters in 10 Southern states as he is trying to influence in his quest for Democratic presidential nomination. Simon, in studio of WLTV(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.

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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 station's 315 affiliates. Stations getting on board at launch are receiving "early carriage incentive grant" amounting to 50% discount.

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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. Firestone 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.

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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 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 broadcasters of recent successes and tell them that in wake of recent action repealing must-carry rules they should do some long-range planning.

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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.

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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.

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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.