The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 27

55th Year 1986

SPECIAL REPORT

Station, cable trading '85

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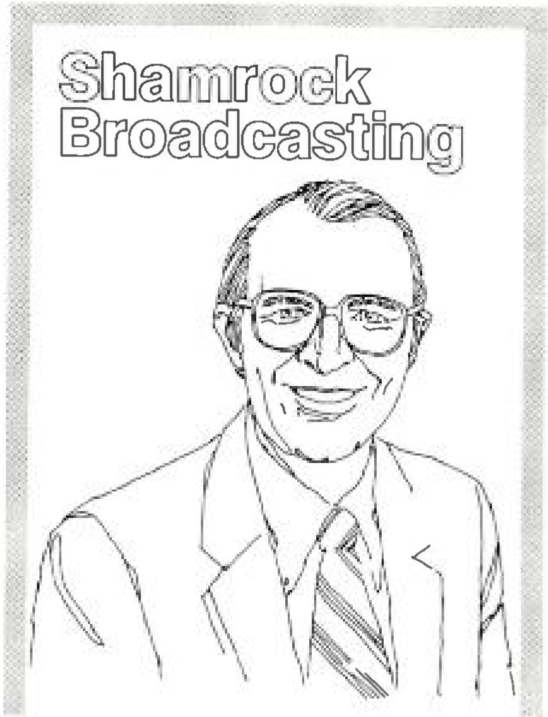

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Closed Circuit

'hird bidder

)nly candidates mentioned so far to ›urchase WOR-TV New York, Group W and :hris Craft Industries, have been joined ›y at least one other. Soon-to-be merged ›roduction companies, Lorimar and 'elepictures, have put in joint bid for ïenCorp station. So why wasn't bid vorth several hundred million dollars :onsidered "material information" and evealed in both Lorimar's and 'elepictures' merger-related proxy ;tatements? One source told 3ROADCASTING that it was felt merger vould close before deadline for WOR-TV ›ids arrives. And with time of GenCorp ›fficials being taken up by proposed sale ›f KHJ-TV Los Angeles, to Group W, final leadline for WOR-TV bids has been :xtended once again and is now not :xpected until at least week after Lorimar ınd Telepictures hold shareholders' neetings, Feb. 6, to vote on their merger.

Scratch one

'ederal Trade Commission investigation nto possible anticompetitive activities by Motorola with its campaign to makes its :-Quam AM stereo system nation's de 'acto standard has come up empty. FTC ;taff launched investigation last spring ıfter receiving complaint from Leonard Kahn, inventor and chief proponent of Kahn system that is vying with C-Quam ;ystem to be standard (BROADCASTING, March 11), but ended it Dec. 31 without 'ecommending action and without :omment. Kahn was disappointed by 'TC inaction, but said it does not ›rejudice any civil antitrust suit he may ›ring against Motorola.

On another front, Kahn hopes to drive Motorola out of AM stereo business or 'orce it to sell out by threatening federal ›atent infringement suits against receiver nanufacturers in Motorola camp, calling 'or injunctions barring them from making :-Quam-only radios.

Murdoch touch

Six Metromedia independent television stations will take on new promotional identity after Rupert Murdoch assumes control of station group. Since seller John Kluge is keeping Metromedia name and its radio stations, TV's in markets where there are grandfathered radio-television station combinations with same call letters will have to change names. In New York, WNEW-TV will become WNYW-TV and KRLD-TV Dallas will be KDAF-TV (Dallas-Fort Worth). Under consideration was change of KTTV(TV) Los Angeles to KFOX-TV, but that is said to be on hold. As announced, it will be known as Fox Station Group. Yet to be announced is selection of well-known 20th Century Fox Film Corp. logo for station promo breaks.

Better job

List of candidates competing for radio board vice chairmanship of National Association of Broadcasters continues to grow. Latest to surface is Jerry Lyman, president of RKO Radio. Other announced candidates are Robert Fox, KVEN(AM) Ventura, Calif.; David Palmer, WATH(AM)-WXTQ(FM) Athens, Ohio, and Ken McDonald, McDonald Broadcasting, Saginaw, Mich. Interest in vice chairmanship may stem from proposal to enlarge roles of radio chairman and vice chairman.

All barter

Hint on marketing plans of anticipated syndication blockbuster, *The Cosby Show*, by Viacom Enterprises was forthcoming at NATPE convention. Joseph Zaleski, president of domestic syndication, said Viacom will keep "more than a minute" of barter time during syndicated runs, which will begin in 1989, according to well-placed source. Zaleski's hint would lend weight to one rumor that Viacom will offer show for two-year straight barter run, followed by subsequent cash runs.

Venturers

Hubbard Broadcasting, in association with Raleigh, N.C.-based Capitol Broadcasting (three AM's, seven FM's, one TV), Petry Television, and Frank Magid & Associates will launch "USTV," new syndication operation, within next three months, according to Stanley E. Hubbard II, head of Hubbard Broadcasting. Capitol is largest of three Hubbard partners. Hubbard said that setup is suited to distribution of live sports events but that programing will know no bounds, except for first-run competition with networks. He mentioned that *Good Company*, which runs on Hubbard's KSTP-TV Minneapolis-St. Paul, and had unsuccessful run in syndication in early fringe, could even be revived. Petry will coordinate advertising sales within syndicated shows.

Hubbard said move into syndication was due to ready availabilty of distribution system via RCA's provision of free satellite dishes that will be pointed at company's Satcom K-2 exclusively (BROADCASTING, Nov. 25). Bird became operational earier this month, with more than 680 stations signed up.

Nets up

Network radio sales in first quarter should witness low double-digit percentage growth over comparable period of year ago, according to sampling of executives. (Network billings for first-quarter 1985 totaled $64,257,296, said Radio Network Association.) Biggest network advertiser this quarter looks to be Sears Roebuck. Also investing heavily in network radio is General Motors.

Star watch

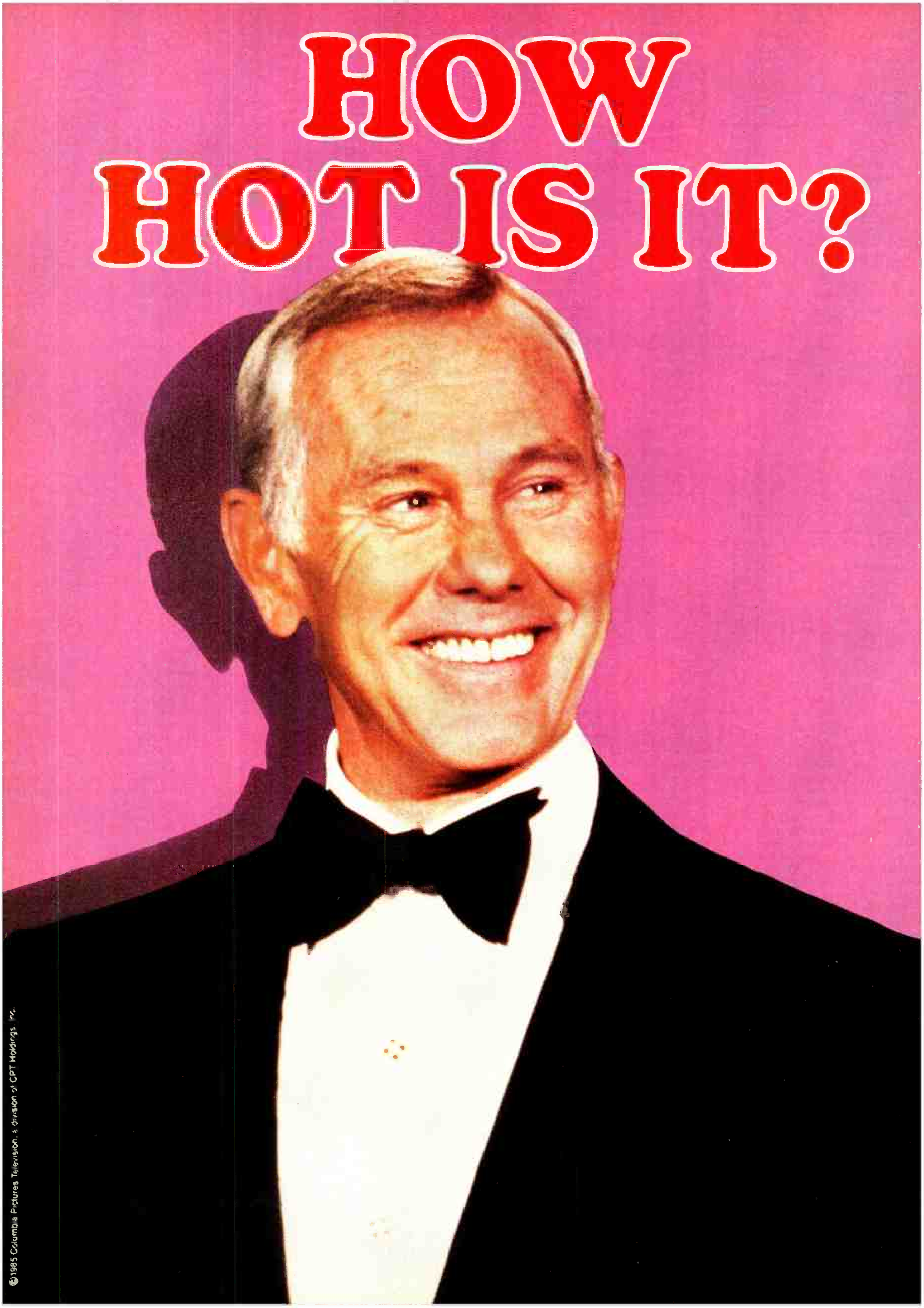
William H. Johnson, FCC Mass Media Bureau deputy chief, will take command of bureau from Feb. 1 through beginning of May. Idea is to let James McKinney, Mass Media Bureau chief, concentrate on responsibilities as head of U.S. delegation to Regional Administrative Radio Conference, in Geneva, on expansion of AM band.

McKinney is still praised for his ability to get things done for commission. But there is also concern in some quarters that McKinney profile is getting too high. "He may be getting out front a little more than he should," said one high FCC official. "He may be too much of a spokesman for the commission when he doesn't have a vote."

Cutting others in

Some syndicated news services may offer their programing in on nonexclusive basis. Richard Sabreen, vice president and general manager of Group W's Newsfeed Network, said service will be offered to more than one station in market "if the stations are willing to work it out." Such was case with Newsfeed's first nonexclusive arrangement with two independent stations, KHJ-TV, soon to be acquired by Group W, and KCOP(TV), both Los Angeles.

Hubbard Broadcasting's Conus Communications has not ruled out offering some service on nonexclusive basis as well. "Our premiere service will remain exclusive," said Charles Dutcher, vice president and general manager of Conus, but he said company was exploring offering various pieces of premiere package to all takers.


HOW
HOT IS IT?

Vol. 110 No. 4

Broadcasting Jan 27

A record year in broadcast station and cable system trading
NATPE coverage from New Orleans

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STRIKE IT RICH

STARRING JOE GARAGIOLA

Everyone wants to strike it rich. To win and win big. Now, your chance is here. With "Strike It Rich." The new game show that's going to make you a winner.

"Strike It Rich" dazzles. It pulsates. It sizzles. And it's full of non-stop action. Every day of the week.

It's more than just a game of luck. It's a game of risks. Of bold strategy. And quick thinking. Where players must decide whether to bank their winnings... Or go for it all!

And "Strike It Rich" features high technology at its peak. With a set that's literally the game board and one of the largest ever created for a TV game show. It takes six cameras just to capture all the action and excitement.

And wait till you catch host Joe Garagiola in action. He's enthusiastic. Personable. Energetic. And brings with him a proven network track record.

For sheer excitement, continuous energy and total audience involvement, you'll strike it big with "Strike It Rich."

It's the one new show so spectacular, it makes ratings success no contest.

Call your Blair Entertainment representative to see this exciting new program.

Created and Produced by Richard S. Kline in Association with Blair Entertainment.

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"CARSON'S COMEDY CLASSICS" IS SO HOT, THAT...

In NEW YORK, WPIX, 11:00 PM
It increases NEWS lead-in share by 50% and increases Men 18-49 and Men 25-54 over year ago.

In LOS ANGELES, KTLA, 11:00 PM
It's the #1 independent in the time period, beating two established sitcoms and increases year ago "TAXI" share by 29% and increases Adults 25-54 and Men 18-49.*

In CHICAGO, WGN, 10:00 PM
It increases the previous month's time period rating by 25% and share by 33%.+

In PHILADELPHIA, WPHL, 11:00 PM
It doubles year ago rating, increases share by 67%, and more than doubles Adults 18-49 and 25-54.*

In SAN FRANCISCO, KTVU, 7:30 PM
It's #1 in the time period among Men 18-49 and Men 25-54, and is averaging an 8 rating — up 33% over year ago "TAXI" and increases *all* other adult demographics as well as increases "M*A*S*H" lead-in share and *all* adult demographics.

In BOSTON, WLVI, 10:30 PM
It's the #1 independent in the time period and increases year ago share by 33%.*

In WASHINGTON, D.C., WDCA, 11:00 PM
It increases lead-in share by 33%, Men 18-49 by 21% and Men 25-54 by 89%.

In DALLAS, KTVT, 10:00 PM
It's the #1 independent in the time period and increases MOVIE lead-in among Adults 18-49 and Men 25-54.

Source: NIELSEN, October 1985, 1984;
*ARBITRON, October 1985, 1984;
+Chicago (10/28-11/22/85) vs. (9/30-10/25/85).

In HOUSTON, KTXH, 10:00 PM
It doubles year ago rating, increases share and Women 18-49 by 33%, increases Men 18-49 by 340%, more than doubles Men 25-54 and increases Women 25-54.

In ATLANTA, WATL, 11:00 PM
It increases year ago rating by 100%, share by 300%, triples Adults 18-49, increases Women 25-54 by 500% and Men 25-54 by 400%.

In SEATTLE, KCPQ, 7:30 PM
It's #2 in the time period among Men 18-49 and increases Men 18-49, Adults 25-54 and Teens/Kids over year ago.

In MINNEAPOLIS, KMSP, 10:30 PM
It almost doubles Men 18-49 and increases Men 25-54 by 50% over year ago as well as increases "TAXI" lead-in among Adults 25-54.*

In TAMPA, WFTS, 7:30 PM
It increases year ago rating by 50%, share by 25% and increases Men 18-49, Men 25-54 and Teens/Kids.*

In DENVER, KDVR, 10:00 PM
It doubles lead-in share and increases Women 18-49 by 75%, Women 25-54 by 67% and doubles Men 18-49 and Men 25-54.*

In SACRAMENTO, KCRA, SATURDAY, 6:30 PM
It's #1 in the time period and increases year ago rating by 75%, share by 46%, Women 18-49 by 400%, Women 25-54 by 660%, Men 18-49 by 50%, Men 25-54 by 163% and Teens/Kids by 350%.*

In PORTLAND, OREGON, KPTV, 7:30 PM
It's #1 in the time period among Teens/Kids, #2 among Men 18-49 and Men 25-54 (tie) as well as increases lead-in share, Adults 18-49 and 25-54.*

"CARSON'S COMEDY CLASSICS"

A St. Cloud Corporation Production
distributed by

Columbia Pictures Television
A UNIT OF THE Coca-Cola COMPANY

Change of heart

"Pre-buy" film deals are back in fashion at HBO. Such arrangements were very fashionable at the network five years ago when it pre-bought films from major and obscure filmmakers alike. But then, a year and a half ago, HBO Chairman Frank Biondi was forced out of office for having overextended the network in pre-buy and exclusive movie deals when pay-cable growth took a nose dive. Now, in quest of ever more product, and distribution rights, the network is negotiating with a number of filmmakers to finance their films up front.

"We had some heavy commitments" that caused HBO to "sit back and look at where we were," said Neil Braun, HBO senior vice president, film programing and home video. "Nobody would dispute that Silver Screen Partners was very good for us," said Braun, referring to the HBO-backed company that raised $83 million in a public offering to produce seven films (including the recent "Volunteers" and "Sweet Dreams") and that has been the company's single largest pre-buy agreement to date. "We are definitely back in the area of pre-buying and helping to structure film financing," said Braun. He declined to talk about specific deals, but said that "unlike other some other deals [HBO has done in the past] the risk of production does not shift to HBO."

Under the Silver Screen arrangement, HBO guaranteed the $83 million put up by investors. One new pre-buy deal has been announced; HBO has put up about half the estimated $20-million budget for Orion's "The Three Amigos," a comedy starring Steve Martin, Chevy Chase and Martin Short, due out next Christmas. Braun said HBO may pre-buy as many as 10 films a year if the right projects come along.

"There are companies who may produce six to 10 films a year and I would be interested in all of them," he said. Other deals will be one film at a time, he added. Negotiations to pre-buy a number of films are now ongoing, he said. HBO announced last week three "long-term" agreements with 20th Century Fox including a distribution arrangement whereby the studio will distribute those HBO-financed films to which the cable programer secures the exclusive theatrical rights. There is a "cap" on the number of films to be distributed but Braun would not say what it was.

The second agreement licenses, on a nonexclusive basis, to HBO more than 100 Fox films, including most of the movies the studio will produce from 1985 through 1988, plus some older films.

The third deal announced was a co-financing agreement to produce an unspecified number of made-for-cable movies and other original programs. Sources said last week the deal calls for both parties to contribute 50% of the financing, although it is structured so that Fox will put up a "revolving" fund that is replenished according to the performance of the finished products in the marketplace.

Into the fray. CNN's Moscow Bureau Chief Stuart Loory was among a group of Western journalists who flew to war-torn Afghanistan last week under the auspices of the Afghan government. Loory brought along a camera crew, and, according to a CNN spokeswoman, they hoped to send back their first reports on Sunday, Jan. 26, via the Soviet Union's Intersputnik satellite system. They hoped to interview Afghan prime minister Babrak Karmal, she said. The picture above, which shows Loory disembarking from a plane in the capital city of Kabul, was taken from footage of the group's arrival shot by Afghan TV and transmitted to CNN early last week through Eurovision. An NBC crew, led by Steve Hurst, was part of the group.

Free LPTV

Cable copyright reform legislation on a limited scale is likely to win swift passage through the House and Senate and become law within the next few months, a prominent legislator said last week. The legislation would allow operators to carry local low-power television stations without having to pay compulsory license fees.

Since LPTV stations were not around in 1976, the Copyright Act made no provision for them. The stations do not quite fit the act's definition of local stations and, under the act, any station that is not local is "distant." So no matter where a particular LPTV station is in relation to a cable system—100 miles away or right next door—the system would have to pay compulsory license fees to carry it.

In response to a letter from House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.) and Senate Copyright Subcommittee Chairman Charles McC. Mathias (R-Md.) last October, the Copyright Office said it would take a cable system's word that a local LPTV station is local and allow it to carry it without incurring additional distant signal fees. However, it also said Congress should amend the Copyright Act to define exactly what constitutes a local LPTV station.

Last Wednesday, the House Copyright Subcommittee reported out H.R. 3108, a one-paragraph bill that makes a place for LPTV stations in the copyright law and has thus far generated no opposition. The only uncertainty at the mark-up was whether Chairman Kastenmeier would be able to assemble the necessary quorum to pass it. After the session, Kastenmeier said the bill should win passage by the House in March. The Senate, he added, is also prepared to move quickly on a companion bill.

Under H.R. 3108, cable systems in the top 50 "metropolitan statistical areas" may carry as many LPTV stations within a radius of 20 miles as local stations—that is, without having to pay distant signal fees. Outside the top 50 areas, the radius is extended to 35 miles.

At the mark-up session, Kastenmeier said the legislation is needed to help LPTV stations. It would remove an "obstacle"—added compulsory license fees—that may prevent cable systems from carrying local LPTV stations, he said.

Video bulls

The bullish predictions that were once being made about cable are now being made about home video.

In a study that Merrill Lynch commissioned, Wilkofsky Gruen Associates Inc. forecast that home video will surpass cable in share of viewership within the next decade. In 1995, the study said, home video will capture 25% of total viewship, while cable will account for just 13%. Broadcast television (network and independent) will still have the lion's share, 62%.

The growth in home video viewership, which includes viewing of pre-recorded tapes as well as programs recorded off the air or cable (time-shifting), will be driven by the growth in the number of videocassette recorders. VCR's are now is use in 28% of all television homes, the study said. By the end of 1986, penetration will have reached 38%; by the end of 1990, 66%, and, by the end of 1995, 85%.

"Ever since the television age began, communications technology has pursued twin goals: the means to provide consumers with greater programing diversity and scheduling flexibility, and the means to sell premium entertainment in the home," said David Wilkofsky, chairman of the firm that produced the study.

The study also concluded that the home video industry would generate $20 billion in revenue in 1995 through the sale and rental of pre-recorded videocassettes, equalling projected broadcast network advertising revenue for the year and exceeding cable revenues, which it pegged at $12 billion.

(The study's 1995 cable revenue projection of $12 billion is low compared to revenue projections of other studies. Last year's A.D. Little study commissioned by the National Cable Television Association called for revenues of more than $16 billion in 1990. Arthur Gruen, Wilkofsky's partner, said the study's stingy projection for cable revenue is based on slower growth in cable penetration and a continuing decline in multipay households.)

One more time

\fter returning from the National Associ-ıtion of Broadcasters board meeting in the Caribbean, National Cable Television Asso-ciation President James Mooney sent a let-er to Capitol Hill and the FCC asserting, once again, that NCTA is ready to deal on iew must-carry rules, but not before the broadcasters come up with a solid "commu-nications policy and constitutional ratio-nale" for them.

The broadcasters "ought to be willing first o justify their position in policy terms


Mooney

which address the public interest and the interest of our subscribers," he said in the Jan. 21 letter. "Otherwise, cable runs the risk of effectively conceding the entire poli-cy and legal debate, and of entering a blind alley."

Mooney said he explained the condition to the NAB board members, but is not cer-tain they all took it seriously. "Early trade press reports suggest that cable's posi-tion . . . was regarded by some of those pre-sent as having merely cosmetic signifi-cance," he said.

Mooney said it was too early to say whether a deal could be worked out. But, he added, prospects should be "more clear" after broadcasters and cable operators file comments on the FCC's must-carry rule-making proceeding Wednesday (Jan. 29).

CAB deadline

The contest is for the best advertising on cable in 1985, the deadline for entries is Feb. 3, the grand prize is $25,000 and the sponsor is the Cabletelevision Advertising Bureau.

According to the CAB, the contest is open to individuals and groups at advertis-ing agencies who have produced a commer-cial for cable or a campaign or "strategic implementation" involving cable.

Along with the money, the grand prize winner or winners will receive a trophy. The nine runners-up will also receive trophies.

The awards will be presented the final day of CAB's fifth annual cable advertising conference at the New York Sheraton Cen-tre hotel, April 27-29.

Oak signing

Oak Communications Inc. may have lost out to M/A-Com in the battle to supply the cable industry with satellite scrambling gear, but it has been having some success on at least one front. The Rancho Bernardo, Calif.-based corporation won a $23-million con-tract to supply up to 200,000 more Sigma addressable converted/descramblers to Maclean Hunter Cable TV Inc. Under an ear-lier agreement, Maclean Hunter purchased 45,000 units and installed them in systems in New Jersey and Michigan.

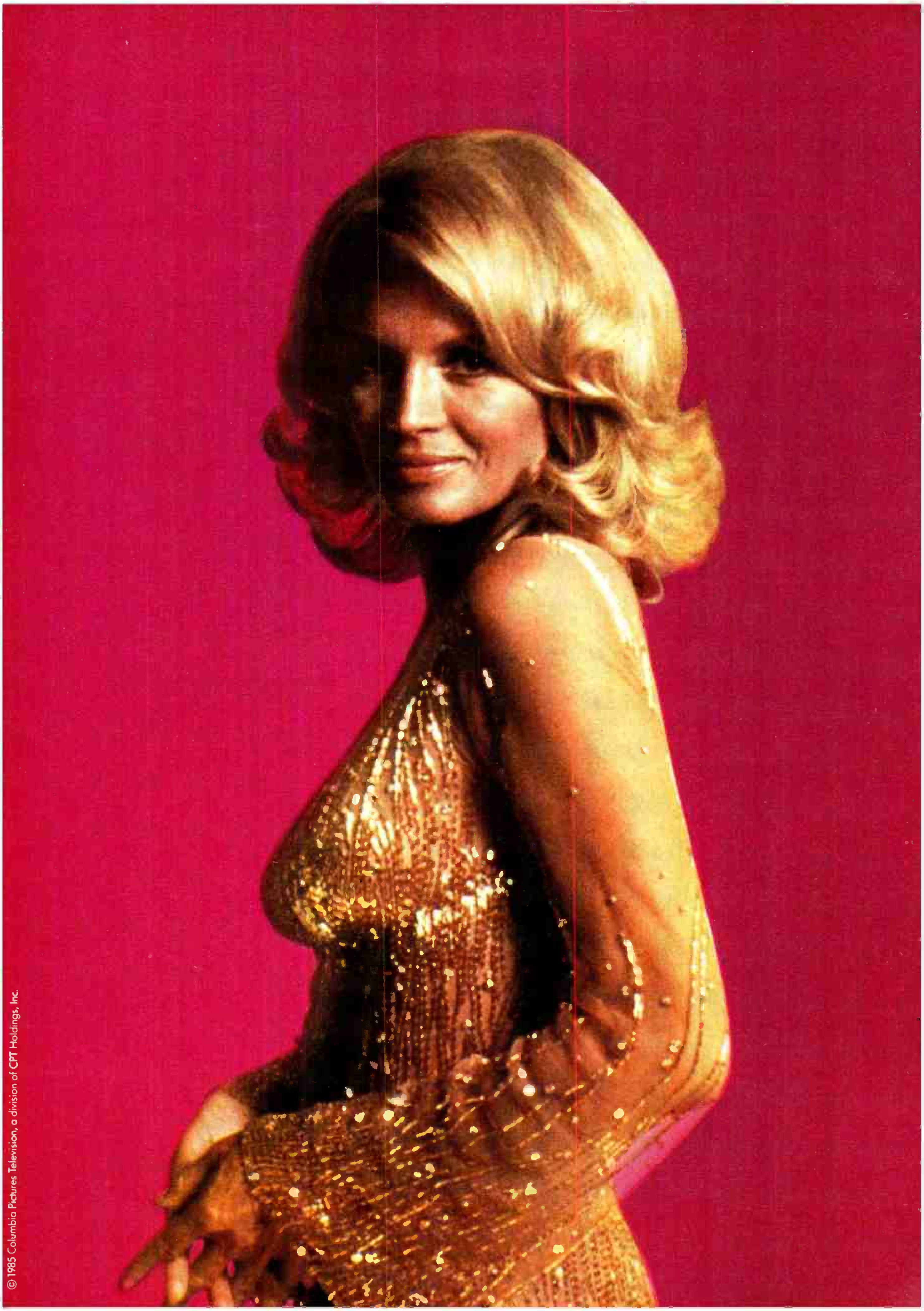
The Sigma system was developed by Oak in cooperation with Maclean Hunter. "The development of this remarkable secure de-coder concept is the result of an excellent relationship between Oak's technical team and the engineers and operations people at [Maclean Hunter]," said Rj Smith, vice presi-dent, sales and marketing, Oak Communi-cations.

And then there were 106

The National Academy of Cable Programing has winnowed 568 entries and come up with 106 nominees for its system ACE awards for outstanding local programing. Awards in 30 categories will be presented March 17 in Dallas in a ceremony scheduled as part of the National Cable Television As-sociation convention. Only local programs telecast between Feb. 1, 1985, and Nov. 1, 1985, are eligible for this year's awards.

CBN Cable Network plans to record the awards ceremony and mix parts of it with a close-up look at some of the award-winning programs in a one-hour program, that it will air May 18.

The nominees were selected by 30 local and corporate programing executives in Washington two weeks ago. "The ever in-creasing quality and variety of the programs produced at the local level make the system ACE judges' task more difficult each year," said Gene Linder, executive director of pro-graming and production, American Televi-sion & Communications, and system ACE chairman.



POLICE WOMAN IN NEW YORK

What a difference a year makes!

Monday-Friday, 5:00-6:00 pm WOR-TV	RTG	SH	000's WOMEN 25-54	000's MEN 18-49
WOR-TV POLICE WOMAN	**7**	**15**	**189** #1 in time period	**144** #1 in time period
Year Ago, WOR-TV				
MOVIE	4	8	101	98

Source: NIELSEN, New York; November 1985, 1984

A David Gerber Production
in association with

Columbia Pictures Television

She's tough on the competition!

Business Briefly

TV ONLY

Whataburger □ Fast-food restaurant chain will launch four-week campaign in early February in seven to eight markets. Commercials will be carried in all time segments. Target: adults, 18-49. Agency: Richards Group, Dallas.

Domino's Pizza Inn □ Fast-food restaurant chain will launch four-week flight in early March on about 10 stations. Daytime and fringe periods will be used for commercials. Target: adults, 18-49. Agency: Davidoff & Partners, Fairfield, Conn.

Armour Frozen Foods □ Cafe Classics line of frozen breakfast food will be tested in six markets starting in early February. Commercials will run in daytime, prime and fringe time slots. Target: women, 21-54. Agency: Fallon McElligott Rice, Minneapolis.

H&R Block □ Markets are being added to campaign started by tax preparation firm earlier this month (BROADCASTING, Jan. 6) bringing total to more than 100 markets by end of January. Commercials will run in all dayparts. Target: adults, 18-54. Agency for creative is Reinstein/Rein, Kansas City, Mo. Media is placed by in-house agency, BWA Advertising, Kansas City, Mo.

RADIO ONLY

Associated Milk Producers □ Advertiser kicks off five-week campaign this week in 35 markets, followed by three-week hiatus and another flight to continue for 10 weeks. Markets include Houston; Little Rock, Ark.; Oklahoma City; Memphis, and San Antonio, Tex. Commercials will be scheduled in all dayparts. Target: women, 18-34. Agency: Crume & Associates, Irving, Tex.

Minwax □ Wood finishing products will be spotlighted in six-week flight beginning in early February in Los Angeles and San Diego as supplement to television campaign. Commercials will run in all dayparts on weekdays and weekends. Target: adults, 25-54. Agency: Gilbert, Whitney & Johns, Whippany, N.J.

RADIO AND TV

British Caledonian Airways □ Advertising for airline reservations will start this week in five markets for about 15 weeks. Markets include New York, Atlanta and Dallas. Commercials will be placed in all dayparts. Target: men, 25-54. Agency: Winius-Brandon Advertising, Bellaire, Tex.

Pepsi-Cola USA □ Mandarin Orange Slice drink began national rollout last week following two-month test in Hartford and New Haven, both Connecticut; Springfield, Mass., and Phoenix. Rollout markets include New York, Los Angeles, San Diego and Milwaukee with other markets to be added over next few months. Target: women, 25-54. Commercials will be carried in all time periods. Agency: J. Walter Thompson Co., New York.

Carquest □ Vendor of auto after-market

products will begin spring campaign in late April in large number of markets, depending on participation of franchised dealers, in sports programs. Some markets will include both radio and television; some only radio and some only television. Target: men, 18-49. Agency: Pitluk Group, San Antonio, Tex.

Cherokee Group □ Manufacturer of women's apparel is launching campaign in late February in New York, Los Angeles, Miami and Honolulu for four weeks. Commercials will be placed in all dayparts. Target: women, 18-34. Agency: Klein & Labrucherie, Westwood, Calif.

Ad Vantage

Challenges recede. National Advertising Division of Council of Better Business Bureaus reported it handled 103 challenges to national advertising in 1985, down from 105 in 1984 and 110 in 1983. Of challenges in 1985, 37% resulted from NAD's monitoring of television, radio and other media; 43% originated from competitor challenges; 10% came from Better Business Bureaus and 15% were initiated by consumers. One case was result of challenge from consumer organization.

□

Here's Herb! For several months, television commercials for Burger King have been tantalizing viewers with references to person, called "Herb," who has never visited any Burger King restaurant. Ending period of suspense, Burger King has taped new commercials that raise curtain on much sought-after character. One spot showing Herb was set for premiere yesterday (Jan. 26) on NBC-TV's coverage of Super Bowl. Eccentric Herb stars in light-hearted news conference in one commercial, in which he reveals plans to visit and enjoy Whopper at selected Burger King restaurants in every state of U.S. Commercial also announces that first person to recognize Herb during his visits will win $5,000. Burger King also will spotlight Herb's big road show with million-dollar sweepstakes. Agency is J. Walter Thompson Co./New York.


Herb

□

Political spending. Midterm congressional elections in 1986, coupled with gubernatorial contests in 39 states, could mean as much as $150 million in political advertising for radio stations, according to study conducted by Radio Advertising Bureau. RAB says analysis is based on past off-year presidential contests during which political ads on radio increased 158% in 1978 over 1974 and 187% in 1982 over 1978. RAB analysis also factors in NAB 1982 formula that political advertising reflects 1.4% of average station's total time sales. RAB projects total national spot and local radio sales to total $7.5 billion.

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Founded 1931. *Broadcasting-Telecasting* * introduced in 1946. *Television* * acquired in 1961. *Cablecasting* * introduced in 1972 □ * Reg. U.S. Patent Office. □


Newhart
An MTM production distributed by Victory Television

Datebook

This week

Jan. 26-28—*California Broadcasters Association* winter convention. Keynote speaker: Dr. Robert Schuller, *Hour of Power* television ministry. Sheraton Plaza, Palm Springs, Calif.

Jan. 27-28—*American Teleport Association* annual meeting. Speakers include Congressman Tom Tauke (R-Iowa); Tom Rogers, senior counsel, House Subcommittee on Telecommunications, and former FCC Commissioner Henry Rivera. Capital Hilton, Washington. Information: (703) 734-2724.

Jan. 27—*National Academy of Television Arts and Sciences, New York chapter*, dinner. Copacabana, New York.

Jan. 27-31—*Midem*, second international radio program market. Palais des Festivals, Cannes, France. Information: (516) 364-3686.

Jan. 28—*Women in Cable, Greater Philadelphia chapter*, luncheon meeting, "How to Negotiate Your Next Job." Adam's Mark hotel, Philadelphia.

Jan. 28-30—"Marketing Your Station for Success," management seminar sponsored by *Television Bureau of Advertising*. TVB headquarters, New York.

Jan. 29—*National Association of Broadcasters'* seminar on how to reduce business costs related to telephone service. NAB, Washington. Information: (202) 429-5380.

Jan. 29—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Robert Pittman, MTV Networks. Copacabana, New York.

■ Indicates new entry

■ **Jan. 29**—*Media Institute* luncheon. Speaker: Stanley Hubbard, president and chief executive officer, Hubbard Broadcasting, Minneapolis. Mayflower hotel, Washington.

Jan. 30—Presentation of Sunny Awards for radio commercials produced in southern California, presented by *Southern California Broadcasters Association*. Sheraton Premiere hotel, Universal City, Calif.

Jan. 31—Deadline for entries in 18th annual Robert F. Kennedy Journalism awards for outstanding coverage of the problems of the disadvantaged, sponsored by *Robert F. Kennedy Memorial*. Information: Sue Vogelsinger, 1031 31st Street, N.W., Washington, 20007; (202) 628-1300.

Jan. 31—Deadline for entries in AM Stereo Radio promotion contest, sponsored by *National Association of Broadcasters*. Information: Radio Dept., NAB, 1771 N St., N.W., Washington, 20036; (202) 429-5417.

Jan. 31-Feb. 1—"Technology in Orbit," seminar sponsored by *Smithsonian's Resident Associate Program* with assistance from *Public Service Satellite Consortium*. Smithsonian, Washington. Information: (202) 357-3030.

Feb. 1—Deadline for entries in Gavel Awards, sponsored by *American Bar Association*, recognizing media contributions toward increasing public understanding and awareness of legal system. Information: ABA, 750 North Lake Shore Drive, Chicago, 60611; (312) 988-6137.

Feb. 1—Deadline for entries in fifth annual advertising

Major Meetings

Feb. 1-4—Sixth annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*. Amfac Airport hotel, Dallas.

Feb. 2-5—*National Religious Broadcasters* 43d annual convention. Sheraton Washington.

Feb. 7-8—*Society of Motion Picture and Television Engineers* 20th annual television conference. Chicago Marriott, Chicago.

March 6-8—17th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

March 15-18—*National Cable Television Association* and *Texas Cable Television Association* combined annual convention. Dallas Convention Center. Future convention: May 17-20, 1987, Las Vegas.

April 12-16—*National Association of Broadcasters* 64th annual convention. Dallas Convention Center. Future conventions: Dallas, March 29-April 1, 1987; Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

April 13-17—*National Public Radio* annual convention. Town and Country hotel, San Diego.

April 24-29—22d annual MIP-TV, international television program market. Palais des Festivals, Cannes, France. Information: David Jacobs, (516) 364-3686.

April 27-29—*Cabletelevision Advertising Bureau* fifth annual conference. Sheraton Center, New York.

April 27-30—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Loew's L'Enfant Plaza hotel, Washington.

April 27-30—*Broadcast Financial Management Association/Broadcast Credit Association* 26th annual conference. Century Plaza, Los Angeles. Future conference: April 26-29, 1987, Marriott Copley Place, Boston.

May 14-17—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 18-21—*CBS-TV* annual affiliates meeting. Century Plaza hotel, Los Angeles.

May 21-25—*American Women in Radio and Television* 35th annual convention. Westin Hotel Galleria, Dallas.

June 2-5—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 8-11—*NBC-TV* annual affiliates meeting. Hyatt Regency, Maui, Hawaii.

June 11-15—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Loew's Anatole, Dallas. Future conventions: June 10-14, 1987, Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

June 14-18—*American Advertising Federation* national convention. Grand Hyatt, Chicago.

June 19-22—*NATPE International* second annual production conference. Adam's Mark hotel, St. Louis. Information: (212) 757-7232.

June 22-25—*Cable Television Administration and Marketing Society* annual convention. Westin Copley Plaza, Boston.

July 20-22—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Atlanta Market Center, Atlanta.

Aug. 26-29—*Radio-Television News Directors Association* international conference. Salt Palace Convention Center, Salt Lake City. Future convention: Sept. 1-4, 1987, Orange County Convention Center, Orlando, Fla.

Sept. 10-13—Radio '86 Management, Programing, Sales and Engineering Convention, sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. New Orleans Convention Center, New Orleans.

Sept. 19-23—11th International Broadcasting Convention, sponsored by *Electronic Engineering Association, Institution of Electrical Engineers, Institute of Electrical and Electronics Engineers, Society of Motion Picture Engineers, Institution of Electronic and Radio Engineers* and *Royal Television Society*. Metropole conference and exhibition center, Brighton, England.

Oct. 2-5—*Association of National Advertisers* annual convention. Homestead, Hot Springs, Va.

Oct. 14-16—*Society of Broadcast Engineers* national convention. St. Louis Convention Center, St. Louis.

Oct. 24-29—*Society of Motion Picture and Television Engineers* 128th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York.

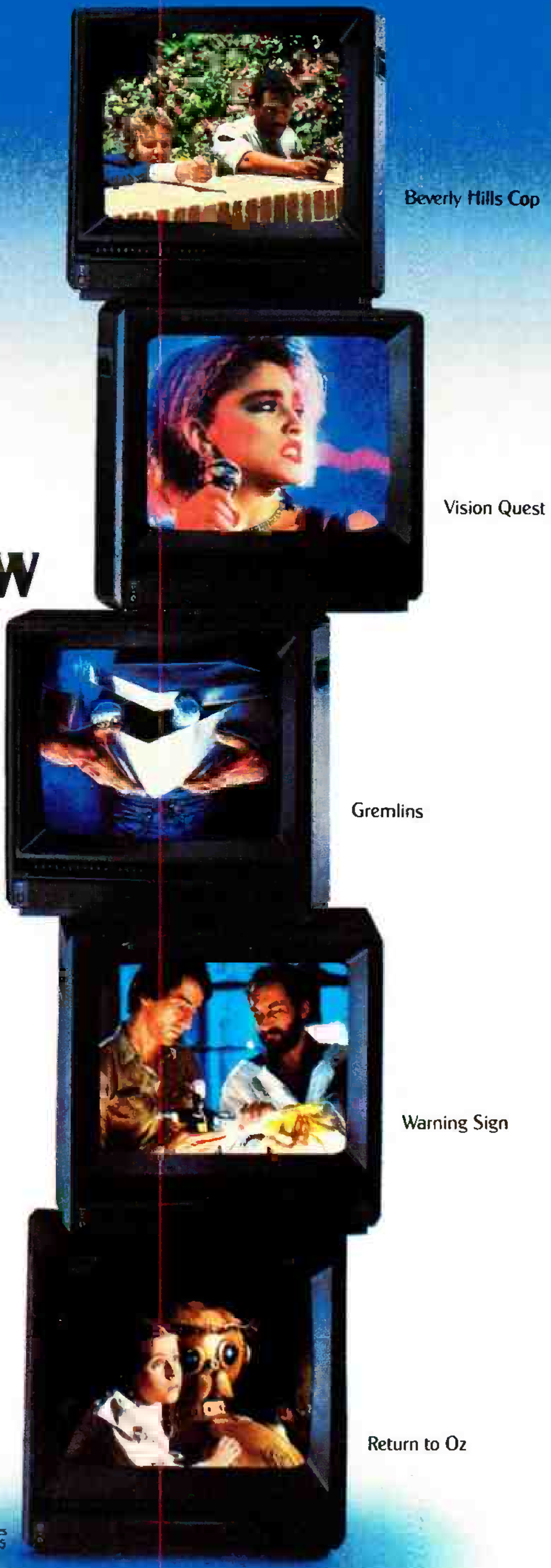
Oct. 28-30—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Nov. 17-19—*Television Bureau of Advertising* 32nd annual meeting. Century Plaza, Los Angeles. Future meeting: Nov. 11-13, 1987, Atlanta Marriott, Atlanta.

Dec. 3-5—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 23-27, 1987—*NATPE International* 24th annual convention. New Orleans Convention Center, New Orleans.

June 11-17, 1987—15th *Montreux International Television Symposium and Technical Exhibition*. Montreux, Switzerland.



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Ninth Configuration

The Bride

This past November,
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strategy is the
commitment from Hollywood.
Nine studios have
contracted for satellite time
on Request Television.
And they're providing the type
of pay-per-view programming
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Request Television.
We couldn't have
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REQUEST℠

First Run Entertainment—Ask for It.

journalism awards competition, sponsored by *Saatchi & Saatchi Compton Inc.*, New York advertising agency. Information: (212) 350-7870.

Feb. 1—Deadline for entries in Achievement in Children's Television Awards, sponsored by *Action for Children's Television*, presented for programs and public service announcements that make "significant contributions toward improving service to children on broadcast and cable television and on radio." Information: (617) 527-7870; ACT, 46 Austin Street, Newtonville, Mass. 02160.

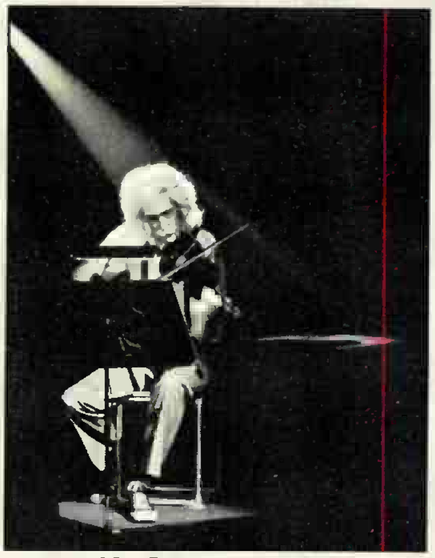
Feb. 1-4—Sixth annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*. Amfac Airport hotel, Dallas.

Stay Tuned

A professional's guide to the intermedia week (Jan. 27-Feb. 2)

Network television □ **ABC:** *The American Music Awards* (live), Monday 8-11 p.m.; *President Reagan's State of the Union Message/Democratic Response* (live speech, analysis), Tuesday 9-10 p.m.; *Ironman Triathlon World Championship* (swim/bike/run race), Saturday 4:30-6 p.m.; *The Disney Sunday Movie*: "Help Wanted: Kids"* (family entertainment series), Sunday 7-9 p.m. **CBS:** *Melba** (comedy series), Tuesday 8-8:30 p.m.; *President Reagan's State of the Union Address* (live speech, analysis), Tuesday 9 p.m.-conclusion; *Kung Fu: The Movie* (action-adventure), Saturday 9-11 p.m.; *Sins* (three-part mini-series), Sunday 8-11 p.m. and next Monday and Tuesday, 9-11 p.m. **NBC:** *President Reagan: State of the Union Address* (live speech, analysis), Tuesday 9-10:10 p.m.; *Peter the Great* (four-part mini-series), Sunday through next Wednesday, 9-11 p.m. **PBS** (check local times): *The Roommate* (drama, followed by interview), Monday 9-10:30 p.m.; *The Third Annual Report of the Secretaries of State* (foreign policy discussion), Wednesday 10-11 p.m.; *Einstein on the Beach: The Changing Image of Opera* (documentary), Friday 9-10 p.m.; *Brown Sugar** (profile series), Friday 10-11 p.m.; *Cats & Dogs** (pet health series), Saturday 3-3:30 p.m.

"The Empire Strikes Back" on Cinemax, HBO, The Movie Channel and Showtime



PBS's "Einstein on the Beach"

Cable □ **Arts & Entertainment:** "Repeat Performance" (fantasy), Saturday 10 p.m.-midnight; *Elton John in Central Park* (concert), Sunday 9-10 p.m. **CBN:** *CBN News Tonight** (nightly news series), Monday 10-10:30 p.m. **Cinemax:** "The Breakfast Club" (comedy/drama), Saturday 10:05-11:45 p.m.; "The Empire Strikes Back" (fantasy), Sunday 8-10:10 p.m. **The Disney Channel:** *Abraham Lincoln: Freedom Fighter* (profile), Sunday 10-11 p.m.; **HBO:** "The Empire Strikes Back" (fantasy), Saturday 8-10 p.m.; "Turk 182" (drama), Sunday 8-10 p.m. **The Movie Channel:** "The Empire Strikes Back" (fantasy), Saturday 7-9:05 p.m.; "The Breakfast Club" (comedy/drama), 9:05-11 p.m.; "Flamingo Kid" (comedy/drama), Sunday 8-9:45 p.m. **Nickelodeon:** *Snowbound* (adventure/drama), Saturday 2-3 p.m.; *The Tap Dance Kid* (drama), Sunday 2-3 p.m. **Showtime:** "Flamingo Kid" (comedy/drama), Saturday 10 p.m.-midnight; "The Empire Strikes Back" (fantasy), Sunday 8-10:05 p.m. **WTBS(TV) Atlanta:** *24 Hours of Daytona* (live car race coverage), Saturday 3:05-4:20 p.m. and Sunday 2:50-4:05 p.m.

Museum of Broadcasting (1 East 53rd Street, New York) □ *Mobil & Masterpiece Theatre: 15 Years of Excellence*, screenings of 36 of the 80 series that aired on PBS, Tuesday through Friday at 12:05, 2:05 and 4:05 p.m., Tuesday at 6:05 p.m. and Saturday at 12:05 p.m., through April 4. *Jazz on Television*, 50 programs giving historical perspective on relationship between jazz and television, highlighting jazz artists, and including local, network and international specials, Tuesday through Saturday at 12:15 and 2:30 p.m. and Tuesday at 5:30 p.m., through Thursday. Information: (212) 752-4690, ext. 33.

The National Jewish Archive of Broadcasting (1109 Fifth Avenue, New York) □ *Jewish Artists in Paris*, screenings of NBC special, "Chagall's Journey", Sunday at 12:30, 1:30 and 2:30 p.m. Information: (212) 860-1886.

Note: All times are NYT. Asterisk denotes series premiere.

Also in February

Feb. 2-5—*National Religious Broadcasters* 43d annual convention and exposition. Sheraton Washington, Washington.

Feb. 4—*Broadcast Pioneers* Mike Award dinner. Pierre hotel, New York.

Feb. 4-5—*Arizona Cable Television Association* 13th annual meeting and legislative luncheon. Phoenix Hilton, Phoenix. Information: (602) 257-9338.

■ **Feb. 5-9**—*International Radio and Television Society* faculty/industry seminar, "Merger Mania . . . The Media Explosion—Can It Be Business As Usual?" Faculty events: Feb. 5 (featuring ABC's James Duffy as keynote speaker) and Feb. 8-9, Rye Town Hilton, Rye, N.Y. Open seminar: Feb. 6-7, featuring I. Martin Pompadur, Television Station Partners; Milton Maltz, Malrite; Joseph Sitrick, Blackburn & Co.; Dennis Leibowitz, Donaldson Lufkin & Jenrette; Richard Wald, ABC News, and James Arcara, Capcities/ABC. Waldorf-Astoria, New York. To register: (212) 867-6650.

Feb. 6—*International Radio and Television Society* newsmaker luncheon. Speakers: Brandon Tartikoff, NBC; Brandon Stoddard, ABC, and Bud Grant, CBS. Waldorf-Astoria, New York.

Feb. 6—*Ohio Association of Broadcasters* Toledo managers' meeting. Sofitel hotel, Toledo, Ohio.

Feb. 7-8—*Society of Motion Picture and Television Engineers* 20th annual television conference. Theme: "Tools and Technologies for Tomorrow's Television." Chicago Marriott. Information: (914) 472-6606.

Feb. 8—Video dramatization workshop (15 sessions), sponsored by *Global Village*, nonprofit video production group and media center. Global Village, New York. Information: (212) 966-7526.

Feb. 9-12—*American Association of Advertising Agencies* winter annual meeting, sponsored by *Southern region*. Marriott's Camelback Inn, Scottsdale, Ariz.

Feb. 9-14—21st annual engineering management development seminar, sponsored by *National Association of Broadcasters* in conjunction with *Center for Management Institutes*. Purdue University, Stewart Center, West Lafayette, Ind.

■ **Feb. 10**—*Hollywood Radio and Television Society* newsmaker luncheon. Speaker: Ted Turner, chairman, Turner Broadcasting System. Beverly Wilshire, Los Angeles. Information: (818) 769-4313.

Feb. 11—*International Radio and Television Society* "Second Tuesday" seminar, "Women in Electronic Communications—A Progress Report," featuring Joan Lunden, ABC's *Good Morning, America*; Ellen Hulleberg, McGavren Guild Radio; Jacqueline Smith, ABC-TV; Geraldine Laybourne, Nickelodeon, and Joan Hamburg, WOR(AM) New York. Viacom Conference Center, New York. Information: (212) 867-6650.

Feb. 12—*FCC* en banc hearing to address issues of financing broadcast acquisitions by minorities and increasing advertising placements at minority-owned radio and television stations. FCC, Washington. Information: (202) 254-7674.

■ **Feb. 12**—*Caucus for Producers, Writers and Directors* general membership meeting. Speaker: Ted Turner, Turner Broadcasting System. Chasen's restaurant, Los Angeles.

Feb. 12—*National Radio Broadcasters Association-FCC* "AM Town Meeting," featuring James McKinney, FCC Mass Media Bureau chief. Marriott Downtown hotel, Chicago.

Feb. 12—"The Politics of Office Survival," panel sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington.

Feb. 12—*Women in Cable, San Francisco Bay Area chapter*, second governmental relations seminar. California Cable Television Association Office and State Capitol building, Sacramento, Calif. Information: Sharon Reneau, (415) 428-2225.

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FROM THE DESK OF:
CHARLIE COLOMBO
✓SCHEDULE KNIGHT QUALITY STATIONS 1ST QUARTER "TRAVEL PLUS" PROGRAM PRESENTATIONS WITH KEY BROADCAST BUYERS & DECISION-MAKERS.
✓REVIEW WITH NY SALES TEAM KQS SUBURBAN NETWORK DOMINANT BOSTON ADI NUMBERS.
✓PLAN TO DISCUSS "YANKEE SKI REPORTS," BOSTON CELTICS BASKETBALL & OTHER KEY FEATURES ON THE KNIGHT STATIONS.
KNIGHT QUALITY STATIONS
PAUL HALEY
GENERAL SALES MANAGER.
BEAU COASH
NATIONAL SALES MANAGER

Monday Memo

A radio and television station sales commentary from David Rodgers, president, Rodgers Group, Bristol, Conn.

Eleven ways to go broke with a radio or TV station

The pages of this issue of BROADCASTING chronicle the biggest deal-making year in the industry's history. Many of us wonder about the increasing multiples paid for both radio and TV stations. Will the "greater fool" be there to bail out some of today's buyers? I submit that you don't have to overpay to run into trouble. A lot of it is generated when the initial business plan is done. Without even addressing the subject of which market or which facility to buy, here are some potential problems that I see on a regular basis.

■ *Construction costs*—If at some point in our history, palaces were "in," they are certainly "out" now. Construction overruns must have plagued the Egyptian pharaohs as much as they plague us now. But the pharaohs had their own version of the Federal Reserve to fall back on and even the Corporation for Public Broadcasting can't make that claim today. Investors and lenders want to see that money in programing and promotion.

■ *Capital costs*—Particularly among radio stations, I see very little thought given to this item. Bankers may not be totally acquainted with our business yet, but they will blow out a proposal that does not consider equipment replacement or upgrade. Cash-flow lending may be new to them, but they have been lending to capital-intensive businesses for a long, long time and this is one area they will zero in on quickly.

■ *Programing costs* (primarily in television)—A number of people who have picked up construction permits and see themselves as instant millionaires may be in for a rude awakening. Some of those stations are not going to be built because syndicated program costs have gone through the roof. I am seeing stations that have no clear profit projections *in the future* because they are so encumbered with deferred program rights payments. If there is a solution to this problem, it will come in the form of a clear lock on highly rated programing that is known to be available at a given cost through a certain date. Simply put: If you don't know how to fill your total broadcast day with proved programing at a fixed cost, don't build.

■ *Promotion*—With all the ratings services churning out additional information (useful or not), both radio and TV have to prepare for year-round measurements. Promotion is as necessary to our business as is a transmitter. Ours is a business of perception. If the audience or potential advertisers don't know you're there, all else is for naught.

A well executed TV campaign may do more for a radio station with the buyers than the audience, so include a reasonable advertising budget in your plan. Perhaps you might even try using the same percentages of gross that you try to get your clients to spend.

David A. Rodgers has owned and operated stations in California, Connecticut and Georgia and worked in TV production. In addition to station ownership, his company, Rodgers Group, based in Bristol, Conn., is active in assisting others in preparing business plans and private placements and bringing them to market.

■ *Turnarounds*—They're great. Under the right circumstances, they are the quickest way to make a pot of money. But they are not for everyone—certainly not the first-time buyer. There is a good reason why this is so. Nobody can predict with certainty when you will be able to cover your operating costs and debt service. Consequently, you need almost unlimited working capital to fund your station. Most first-time buyers don't have that luxury. Therefore turnarounds should be left to your better-funded brethren.

■ *Limited partnerships*—These are certainly an attractive way to raise capital. Even if you lose (economically), you may recover a good portion of your investment through tax savings. The pitfall here is limited partner notes. Part of the attraction to a limited partnership may be the fact that you do not have to put up all of your capital initially. If other partners are unable to come up with their share of a planned contribution, or an additional call is made on the partners for unanticipated capital, the structure of a limited partnership becomes unruly. At that point the corporate form of organization is much better equipped to deal with unequal cash contributions. Since tax benefits are not necessarily at the heart of the plan, a corporation has more flexibility to raise fresh money.

■ *Receivables as working capital*—If the receivables are included in the station purchase, they certainly help when it's time to raise working capital. If they are yours for only 90 or 120 days or even a year, they should not be included in working capital. Unless you can double or triple sales in th[e] first month, the inevitable 60- or 70-day re[-]ceivables lag will mean that you are out o[f] cash on the day that you have to hand ove[r] the receivables to the seller. That 60-day la[g] is a mathematical killer, so do yourself [a] favor: find a source of working capital tha[t] will stay with you, not one that will take [a] hike at a critical moment.

■ *Bank fees and costs*—Many banks no[w] charge a 1% commitment fee. This is simila[r] to points in real estate. It is generally du[e] prior to closing, so cash must be found t[o] pay it. In addition, some banks will charg[e] the borrower the costs of drafting the loa[n] agreement, particularly if it is done by out[-]side council. Be sure to inquire about thes[e] aspects before committing to a bank loan.

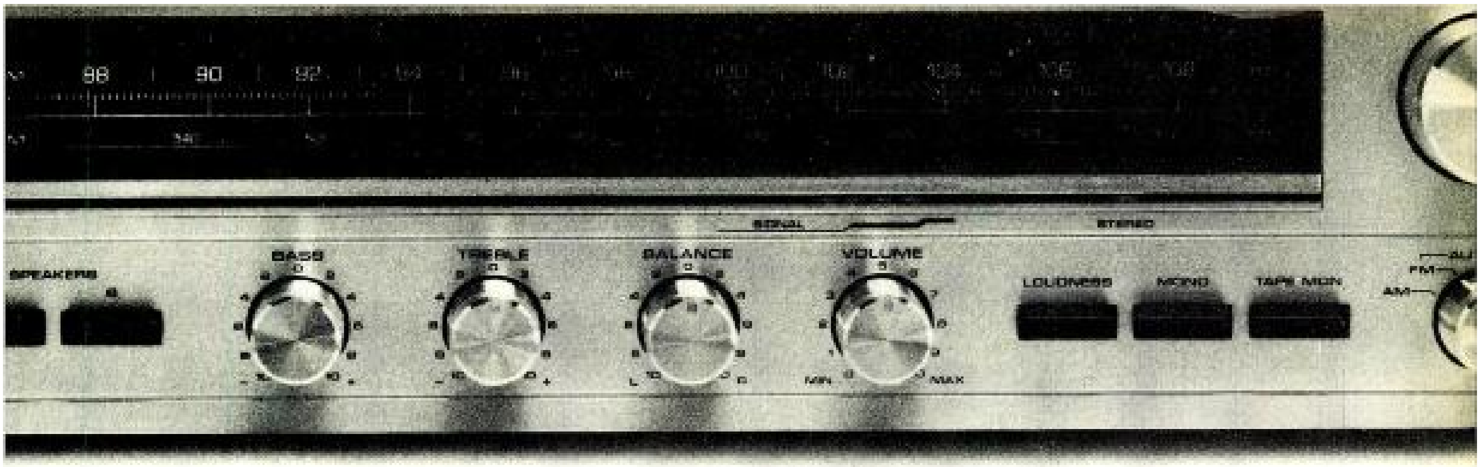
■ *Closing costs*—This is a euphemism fo[r] investment bankers, brokers, lawyers an[d] accountants. Very few deals get done with[-]out them. This is as much part of the deal a[s] capital costs, so plan for it. Ask for estimate[s] in advance. Since our business is blesse[d] with many competent professionals, yo[u] might as well get your money's worth b[y] using them to your fullest advantage. If the[y] hadn't made a contribution over a period o[f] time, they probably wouldn't be there.

■ *Contingency reserve*—When you d[o] your initial business plan, set up a contin[-]gency reserve. This is a standby commit[-]ment from your bank that is not expected t[o] be used for the initial purchase or workin[g] capital, but is available in emergencies. Th[e] bank will probably charge a fee of one half o[f] 1% per year to have it available, but it i[s] worth every penny. It is the cheapest insur[-]ance you can buy.

■ *Working capital*—This is it! This is th[e] heart of the matter. With enough of it, sta[-]tions survive the inevitable, unforeseen problems. Without it, the best-laid plans fo[r] stations with great prospects are doomed. This is where you beat Murphy and his laws.

Have you been to the bank for a secon[d] round of cash? It's one of life's lousiest ex[-]periences. The smiling lender who grante[d] you the first loan does not smile. He may no[t] even be on hand for the meeting. There ar[e] abrupt strangers who demand seemingl[y] endless sets of numbers and documents. N[o] coffee is offered and, more than likely, n[o] money either.

Perhaps you go to business friends. All o[f] a sudden they want 25% or more of the ac[-]tion for 5% of the money. You've jus[t] learned a very valuable lesson. The las[t] money in a deal is the most expensive, if—that is, if—you are fortunate enough to ge[t] it. Working capital loans are the most diffi[-]cult of all to secure. Plan on having 50% t[o] 100% more working capital than you thin[k] you will need. If your plan works out, yo[u] can always pay off your lender early or eve[n] pay yourself. ■



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Vol. 110 No. 4

TOP OF THE WEEK

The greening of NATPE, 1986

Vhat was an alternative market ias become part of mainstream is first-run programs abound imong syndication suppliers; ourth network emerging from iew critical mass; still falls ihort in developing new forms

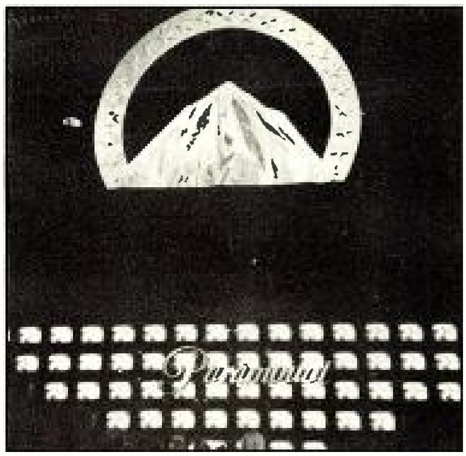
First-run sitcoms, game shows and chil- dren's animation programing dominated the 23rd annual NATPE International conven- :ion in New Orleans. But more significant :han any individual proposed new show or specific deal arranged during five days of ncessant selling was the growing awareness among broadcasters that the syndication marketplace is rapidly becoming the num- ber-one force challenging the established networks. There was both symbolic and real evidence at NATPE that a business once as- sociated with low-budget game shows and aged off-network series is now a viable economy that can support quality, first-run programing.

The syndicated program business has been growing steadily over the past 10 years, but only recently has it seen the kind of explosive growth heretofore associated with the personal computer, video game or VCR industries. Perhaps a signal that the syndication marketplace is no longer a seg- ment of the broadcasting business, but a pro- graming industry in its own right, was the presence of more than 100 security analysts and investment bankers at NATPE, walking the isles buttonholing syndicators and broad- casters alike.

"Syndication was something you knew nothing about and cared nothing for," re- called Multimedia Entertainment President Mike Weinblatt about his days as head of programing at NBC and later as president of the cable service Showtime. "But now ev- erybody has realized there's more money to be made in syndication than any part of the business."

David Salzman, from the office of the president at Lorimar-Telepictures, was more direct: "This business has gone from the ass- end to the high-end."

Those proclamations were at least in part fueled by the sheer volume of programs at NATPE which suppliers were trying to sell (or "clear" when the program, more often than not, included barter commercial time) to broadcasters. Excluding movie packages and specials, suppliers introduced 85 new first-run syndicated programs at NATPE, a



Exhibitors Paramount (above) and Disney (below)

35% increase over last year. The biggest jump came—for the second consecutive year—in game shows, which saw their num- ber more than double.

From an attendance standpoint, NATPE was judged a success. Traffic was up, al- though at slightly below the annual 20% in- creases usually recorded.

NATPE reported that registration totaled 7,431—a 7% increase over last year and a figure that so overwhelmed NATPE officials (they originally expected attendance to fall off as a result of the New Orleans location) it was decided to freeze next year's registration and exhibit fees at 1986 levels. Two program suppliers actually pulled up on sight at the 180,000-square-foot convention center to bring the number of exhibitors to 247.

Counting of heads, however, ignores an- other side of this year's NATPE programing conference. Alongside the well-traveled syndicator and the rank-and-file broadcast- er—the general NATPE crowd of past years—could be found Hollywood studio heads chatting with small-market program directors, or Olympian stature film directors like Milos Forman, who was delivering an eloquent rebuke to broadcasters against hav- ing his films edited.

There was also a sense that the 23rd NATPE has grown from an annual gathering of program directors and syndicators to an international event drawing some of the big- gest names in the entertainment business. Outside of the official 107 "celebrities"

Speculation abounds: Bennett bound for MGM

Robert M. Bennett, the outgoing president of Metromedia Television, is talking with Ted Turner about joining MGM after the Atlanta cable entrepreneur assumes control of the Hollywood studio. The reports, which first surfaced more than a week ago at the NATPE International convention in New Orleans, were confirmed by sources familiar with the discussions. Last week Frank Rothman, MGM/UA Entertainment Co. chairman and chief executive officer, announced he would be leaving the company to return to private law practice once the sale to Turner is completed.

Exactly what role Bennett would assume at MGM is unclear, but the speculation had him in the top spot. "Bob and Ted have known each other for a long time," said one source. "They had a conversation about doing something together." However, other sources emphasized that Bennett is under no pressure to join Turner in running MGM—notwithstanding the unanswered question of what kind of company MGM will be after the acquistion is closed—and has other opportunities, including investing in a station or station group or starting his own production company. As reported, Bennett stands to gain up to $30 million from the sale of his 2% interest in Metrome- dia Inc. to founder John Kluge ("Closed Circuit," Jan. 6). Bennett could not be reached for comment.

Riverboat rewards

Entertainer Jackie Gleason won NATPE International's Iris award of the year for his "enormous contributions to TV entertainment," and WCVB-TV Boston, WCBS-TV New York, KING-TV Seattle, KUED(TV) Salt Lake City and KGMB(TV) Honolulu each won two Iris awards for outstanding locally produced TV programing. The awards were presented at an awards ceremony at the NATPE program conference in New Orleans last week.

Pictured above, l-r: Alexis Lauren, WHAT-TV Madison, Wis.; Jeff Clarke, also WHAT-TV; Maria Smith, KUED(TV) Salt Lake City; Don Loy, WOKR(TV) Rochester, N.Y.; Stan Thomas, CKND-TV Winnipeg, Canada; Penny Martin, KCST-TV San Diego; Ralph Dolan, KSTP-TV Minneapolis-St. Paul, Minn.; Sturges Dorrance, KING-TV Seattle; Mike Sullivan, WCCO-TV Minneapolis-St. Paul; Craig Smith, KGW-TV Portland, Ore.; Patricia Chappell, KING-TV Seattle; Jim Collins, WFMY-TV Greensboro, N.C.; Alex Trebek, *Jeopardy* host and ceremony co-host; Ella Fitzgerald, ceremony entertainer; Dan Miller, WSMV(TV) Nashville; Bob Jones, NATPE president; Jerry Eaton, WJZ-TV Baltimore; Lee Petrik, KATU(TV) Portland, Ore.; Paul LaCamera, WCVB-TV Boston; Don Browers, KMTV(TV) Omaha, Neb.; Doug Parker, WTAJ-TV Altoona, Pa.; Dolores Danska, WCBS-TV New York; Charles R. Bradley, WPVI-TV Philadelphia; F. Robert McCourt, WSOC-TV Charlotte, N.C.; Phil Arnone, KGMB(TV) Honolulu; Cullie Tarleton, WBTV(TV) Charlotte, N.C.; Jim Hart, WBIR-TV Knoxville, Tenn.; John Mucha, WBNG-TV Binghamton, N.Y., and Bettie Denny, KETV(TV) Omaha.

Karen Lee Copeland, WNBC-TV New York, also won an award but was not present at the ceremony.

counted by NATPE organizers—names that included Jackie Gleason, Warren Beatty and Dr. Ruth Westheimer—were executives like 20th Century Fox Chairman Barry Diller, who could be seen mingling with broadcasters at the Fox booth. Broadcasters at NATPE said they couldn't remember the last time a major Hollywood studio head spent a couple of days meeting individual broadcasters at an industry trade show.

Indeed, the presence of Diller and others of his rank—Walt Disney Co. motion picture and television chairman Jeffrey Katzenberg was also on hand—seemed to testify to the growing role of syndication as an alternative market to the networks in which to launch "network quality" first-run programing. "You still need the networks," said John von Sooston, vice president of programing at Katz Television, "but now you see people like Don Taffner [producer of *Too Close for Comfort*, *The Ted Knight Show* and *Check It Out*] not even thinking about going to the networks because they can do as well or better in syndication."

Perhaps more significant than the programs being proposed—several broadcasters observed there were no new bold programs at NATPE in the mold of last year's *America* or *Inday*—was the unofficial executive shuffling that was as much the talk on the floor as which new courtroom show received the most attention.

Sources at 20th Century-Fox unofficially confirmed that Derk Zimmerman, vice president and general manager of Metromedia's WFLD-TV Chicago, would become head of the Fox Station Group—the six Metromedia independent stations acquired by Rupert Murdoch which awaits closing—and Jamie Kellner, president of Orion Entertainment Group, would join the team as head of the Fox Television Network ("Closed Circuit," Jan. 20).

Zimmerman, a highly regarded broadcaster and programer, and Kellner, a rising star in the creative community, would be the first two senior executives to join 20th Century-Fox chairman Barry Diller in launching a new programing service.

But despite all the attention paid to the first-run programs there was a sense that the convention was overrun by well-tested program formats, particularly game shows—with bingo variations the new twist this year—and courtroom drama shows. "In terms of quantity it was an excellent convention," said one major rep firm programer who wished anonymity, "in terms of quality it can be weeded down." The absence of any major first-run program on the ambitious scale of an *America* and *Entertainment Tonight* did not go unnoticed. "Those were all projects that rallied people," said Richard Frank, president of the motion picture and television division of Walt Disney Productions, and one of the former Paramount executives who oversaw the development of those shows. Frank attributed part of the absence of creativity in first-run syndication at this year's NATPE to instability at the studios. "Five major studios had total management changes in the past year," he point out "things slowed down."

As expected, there was a bountiful supply of new game shows at NATPE all jockeying for the same limited available time periods. That competition was made tougher because several major market stations had already bought their new daily shows for the 1986-87 season before the convention opened. The record-breaking ratings of *Wheel of Fortune*—the show has set a new standard for success among syndicated programs—and the run-to-the-top-of-the-charts performance of *Jeopardy!* and *The New Newlywed Game* have spawned more game shows than at any time in the history of the industry.

By the end of NATPE, four new shows could be counted as definitely going forward for next season: *The Oprah Winfrey Show* and *Nightlife with David Brenner*, from King World; *The New Hollywood Squares* from Orion Television; *The Judge*, from Genesis Entertainment, and *Superior Court* from Lorimar-Telepictures.

But even the clamorous game shows—some 19 of them proposed for next season in addition to the 15 already on the air—did not steal the show completely. New first-run sitcoms were the talk of the marketplace. The shortage of sitcoms scheduled to come off the networks and go into syndication has dwindled to four over the next two years—not nearly enough to satisfy the appetite of independent stations for late afternoon/early evening and late evening time periods.

Sitcoms, perhaps more than other forms

of programing, represented the strides achieved by the syndication marketplace. Program suppliers, in several cases taking broadcasters on as partners through a joint venture effort, are spending more than $75.5 million in producing 11 first-run sitcoms for the 1986-87 season. That figure will pale when—providing the shows are successful and can stay on the air—syndicators sell the back-end rights down the road for multiples of what it costs to produce those series.

The first-run sitcom surge is principally due to the success of *Small Wonder* in syndication (it was the highest-rated new weekly series in the Nielsen-measured November sweeps) and the healthy ratings achieved by three network-canceled-but-resuscitated-in-syndication sitcoms: *Too Close for Comfort, It's a Living* and *What's Happening Now*. Those syndicated programs have helped inspire others to duplicate their success. Broadcasters, in need of first-run sitcoms to fill weekday or weekend access time periods, have been gobbling them up just as fast as suppliers have been able to bring them to the marketplace.

Fever-pitch enthusiasm for first-run sitcoms was illustrated by suppliers like Lorimar-Telepictures, which two weeks ago at the Association of Independent Television Stations convention introduced the first-run sitcoms *Mama's Family* and *One Big Family* and then announced at NATPE that it had cleared 72 markets representing 65% coverage, including 36 of the top 40 markets. Reaction among affiliated stations for the first-run sitcoms was strong—Lorimar-Telepictures executives said that 10 affiliated stations, including NBC-owned KNBC-TV Los Angeles, had lined up for the shows. Moreover, five of those stations told the supplier that they intended to use *Mama's Family* and *One Big Family* as part of a checkerboard schedule in weekday access time periods.

BROADCASTING's wall-to-wall coverage of last week's NATPE International programing conference in New Orleans is found on pages 36-65.

John Rohrbeck, vice president and general manager of KNBC-TV, was one of the broadcasters at NATPE hunting for more first-run sitcoms to fill a checkerboard schedule. He had three first-run sitcoms in hand—*Throb, It's a Living* and *Mama's Family*—and needed two or three more. "I hope to have enough to checkerboard this fall," he said, "ideally six days a week." Rohrbeck expressed the hope that, if the technique proves successful, all the NBC-owned stations would be checkerboading sitcoms in access by the fall of 1987. "My concept would be that NBC starts prime time at 7:30," he said.

Indeed, the availability of first-run syndicated sitcoms has given top 50 market-affiliated broadcasters access to a kind and quality of programing that the FCC has prohibited them from scheduling in access time periods since 1970 when it enacted the television network financial interest and syndication rules.

Rohrbeck is not the only affiliated broadcaster who is convinced that sitcoms could change the face of access at stations across the country—a change that would be generated at the station level and not by any of the networks. "Through past experience with the networks at 7-8 p.m., it has certainly been proved that form of programing can work," said Jon Kelly, president of Kelly Broadcasting Co. and licensee of KCRA-TV Sacramento, Calif., and KCPQ(TV) Tacoma, Wash. "There's no reason it still can't be true if the quality of the production is good enough."

Kelly said he now has bought enough first-run sitcoms to checkerboard in access if he wants to, although he said he also has the option to stack them in verticle blocks on the weekend. And Kelly, like other broadcasters—especially at the group level as practiced by Metromedia, Taft and Tribune—wants to produce his own programing that will pay its way by being syndicated nationally. To that end, he formed Kelly Entertainment Co., capitalized it with $15 million, and promises to have a first-run sitcom at next year's NATPE. "It will get done." □

Another week that was for must carry

All the parties get ready for filing deadline at FCC; NCTA and INTV compare notes, leaving latter encouraged; Mooney cautions opposite numbers not to mistake affability for a deal

The must-carry tortoise kept up its progress last week, with all three of the principal industry parties—the National Association of Broadcasters, the National Cable Television Association and the Association of Independent Television Stations—advancing toward the target. The prospect that there will be a successful negotiated settlement seemed ever more likely, although the final outlines of a deal remained unclear. (The parties' interest in reaching a compromise also cropped up during a panel discussion at NATPE; see story, page 30.)

The NAB, INTV and Television Operators Caucus were developing a statement, for delivery to the cable interests, that would define broadcasters' policy approach to the wired medium's First Amendment rights. As of late last Friday, discussions on the statement were focusing on the view that cable is a partner with broadcasting in the delivery of video programing and that any proposed new rule would be predicated on the public interest benefit of local signal carriage and would be consistent with established FCC statutes and policy. In addition, the statement is likely to emphasize that any new rule would be tailored to the benefits of local signal carriage and accommodate the view that a cable operator should be afforded reasonable latitude in the exercise of editorial discretion as expressed by the *Quincy* court—a stand that NAB feels won't contradict its assertion in a brief filed in the *Preferred* case that likened cable to telephone companies, to the public walkways of shopping malls and to parking lots. The statement was being developed in response to NCTA President Jim Mooney's remark to the NAB TV board in St. Maarten, Netherlands Antilles, that such a declaration would do "an enormous amount of good" in furthering the fortunes of must carry.

INTV President Preston Padden met with Mooney and came away "very encouraged" by his perception of the cable leader's position, which he understood to be receptive to carriage of "real" TV stations (standard commercial outlets, other than duplicated networks and duplicated public broadcasting stations, which could meet a viewing standard), and subject to some cap on the amount of carriage capacity made available for must carry. (The NCTA is believed to be looking at earlier must-carry language that defined significantly viewed signals in terms of net weekly share.)

On the viewing test criterion—from which Mooney said he has moved "not a millimeter"—Padden is understood to have responded that his members believe cable networks should be subjected to similar tests before qualifying for carriage ahead of a broadcast signal. Mooney thought that idea both ludricous and an absolute impediment to further conversations; among other things, he said, it overlooks who owns the cable system in the first place. On another issue, Mooney assured Padden that cable has no interest in carving up broadcast signals for insertion of cable commercials.

At week's end the NCTA was preparing its comments in the FCC's must-carry inquiry. Mooney said they would "bang away unmercifully" at the importance of establishing a solid public interest rationale for any new must-carry rule that is worked out. It appears increasingly clear that the broadcasters' recommendation for such a rationale will bear heavily on preservation of a reasonable quantity of local broadcasting.

Mooney told BROADCASTING he had mixed feelings about the NAB's reaction to his remarks in St. Maarten and about Padden's response last week. "I just hope they're being encouraged for the right reason. I hope they understand what I'm talking about and do not mistake friendliness and candor on my part for new willingness to roll over on the issue. That would be a mistake."

Padden was in New York late in the week to meet with the board of the Station Representatives Association, which voted to file comments in the FCC inquiry supporting a reimposition of must carry but not favoring a single position.

The deadline for the comments is this Wednesday (Jan. 29). INTV's filing, Padden said, is in excess of 100 pages. The major thrust of INTV's comments will be to prove that the FCC has legal authority to adopt INTV's earlier proposal. That association is urging the FCC to carve out a whole new rule under its supposed ability to determine what signals may be carried under cable's compulsory license. INTV's proposed rule would say: "Cable television carriage of television broadcast signals is permissible, for purposes of Section 111(c) of title 17 of the United States Code, if the cable system carries, as part of the basic tier of cable service regularly provided to all subscribers at the minimum charge, the entire signals of all local television broadcast stations without discrimination or charge. A television broadcast station is 'local' as to a cable system if the cable system lies within the 'local service area' of the television station as defined in 17 U.S.C. SEc. 111 (f)."

The NAB's comments, said Jeff Baumann, senior vice president and general counsel, contain a proposal for new must-carry rules, similar to the one broadcasters presented to NCTA in October and based on a plan devised by the Television Operators Caucus. Under that proposal, cable systems with 12 or fewer channels would be exempt from any must-carry obligation, systems would not have to carry duplicative network signals, cable operators with more than 12 channels would have to set aside no more than 40% of their channels to carry local stations within 50 miles of the cable system (originally, TOC called for 35 miles, while NAB and INTV supported 50). The broadcasters have also expressed concern about insuring that cable operators don't charge a fee for carriage.

"We will advocate a straight must-carry rule, but not comment on the INTV proposal other than to indicate it's another option," Baumann said. "Our filing will certainly demonstrate a public interest rationale for a modified must-carry rule," he said, adding that the TOC proposal took into consideration such a public policy rationale. For example, Baumann noted, the TOC proposal addressed such issues as saturated systems, the discretion of cable operators to choose signals for carriage, the ability of cable programers to get access to cable systems and the issue of duplicated network signals. NAB's filing will also contain major research to back up its assertion that there is a need for must-carry rules.

As for the courts, NAB, along with others, has asked the Supreme Court to review the *Quincy Cable TV* decision, which held that the FCC's must-carry rules violated the First Amendment. NAB hasn't heard one way or the other from the Supreme Court, which many observers view as a "good sign." NAB also thinks that the court's hesitancy to act may mean it's waiting to issue a decision on the *Preferred* case first. Indeed, broadcasters are hoping the high court will look at *Preferred* to see what linkage there is between the two cases.

Moreover, NAB believes that the outcome of *Preferred* could dictate what they do with the *Quincy* petition, Baumann noted. In the *Preferred* case, the city of Los Angeles maintains that cable is subject to physical limitations of available space on utility poles and in ducts below city streets, and as a result cites can regulate cable systems without violating their free speech and free press rights. "If the court affirms the *Preferred* decision, they may dismiss our petition for cert. If they overturn *Preferred*, they may hear the Quincy case," Baumann said. □

Must carry moves to New Orleans

Broadcasters and cable state their sides once again; both agree that a compromise would avoid many problems

"Why can't the farmers and the cowboys be friends here?" asked Stephen P. Effros, president of the Community Antenna Television Association, who was referring to the battle between broadcasters and cable over must carry. Effros was one of several speakers participating on a panel called "Must Carry: The Final Countdown," at the close of the NATPE convention.

He was joined by moderator Dick Block, a Los Angeles television consultant; Kay Koplovitz, president and chief executive officer of the USA Network; National Association of Broadcasters President Eddie Fritts, and Preston Padden, president of the Association of Independent Television Stations.

There was little they could agree on. Effros offered his solution to the broadcasters' dilemma over the loss of the FCC's must-carry rules. He suggested cable systems offer a long-term contract to broadcasters for a minimal fee to carry their signals, an idea he espoused in December and one that broadcasters have rejected.

"Instead of fighting, let's find out where we can reach agreement. I am proposing long-term, low-fee contracts which will principally eliminate 90% to 95% of the issue," Effros said. When asked how long contracts would be, he replied seven to 10 years. "The contract should be long enough to make it clear to the broadcaster that we're not interested in getting rid of the broadcaster, but it has to be short enough so that we can maintain some editorial discretion in a new marketplace 10 years from now," Effros explained.

The problem with the CATA proposal, argued Padden, "is that it's a one-way street." If CATA would modify its proposal to include the right of the station to decide whether it's going to give long-term, dollar-a-year contracts to cable operators for the right to carry their signals, then broadcasters would have equilibrium, Padden said.

He admitted that cable has helped broadcasters, particularly UHF independent stations. "At the same time there's no question the cable industry wouldn't exist if it weren't for broadcasters' signals to retransmit. Particularly, the importation of distant independent signals was the fuel for the growth of the cable industry over the last decade," he said. "Our position is very simple: We can either go back to having a mutual relationship that makes sense or we're going to have a fight, because we're not going to sit still," Padden said.

But Koplovitz insisted that cable operators are not sitting around trying to figure out ways to not carry broadcasters' signals. "Very little movement has happened in change of signals in the last year," she said. The arguments made by stations concerned about being dropped by cable systems, Koplovitz said, are similar to the battle USA Network has experienced as a cable programer fighting to get carriage. "In spite of that, we've managed to get carriage across the country and I think most television stations will also."

There's no reason why a new station, she continued, should be given an advantage over an established business like USA. "We competed for that position. I just want to be playing in a fair game," she said. At the same time, however, Koplovitz said she can see issues on which all the parties can come to agreement. "I think there probably will be some compromises eventually."

"What's at stake here is a public policy issue," Fritts argued. "The FCC has entrusted licenses to broadcasters to serve local communities. How can they serve local communities when cable precludes that service from being offered because they exercise editorial discretion not to carry the local stations? The whole system becomes out of balance," he said.

"Just because you have a license in a local area doesn't mean that you have some God-given gift that you are supplying programing that the people need to see or even want to see," Effros responded.

However, Fritts countered: "It's a given that broadcasters are required to carry local programing, to be involved in the local community to retain that license, to operate in the public interest of that community, where as the cable service is not required to serve any particular needs other than entertainment or news or information services."

Fritts also stressed that NAB plans to fight for must carry in the courts and at the FCC, but at the same time will seek to negotiate a compromise with the cable industry. "Absent a compromise, we'll have a very long, expensive battle."

But Effros maintained that it doesn't matter what kind of compromise the Washington trade associations may agree to, "it's still going to be challenged in court. When it comes to the government telling you to do something, somebody's going to challenge you in court and they're probably going to be right. Given that, what I am seeking is a way to accomplish this without getting the government involved." □

More musical chairs at CC/ABC

New management wastes no time in reordering executives: Cohen named executive VP of ABC Division; Arcara to head combined radio operations; Mandala takes charge of TV network; ABC Spot Sales' Flynn resigns; rumors have Arledge forced to choose between news and sports divisions

The new leadership at ABC continued to rearrange management faster than many observers had initially anticipated, and in doing so caused some additional resignations last week. The changes have reduced responsibilities for at least three recently promoted ABC officials while executives from Capital Cities now sit atop three of the four groups into which ABC's businesses have been organized.

The decisions were reportedly being made last week by a small group that included CC/ABC Chairman Thomas S. Murphy and President Daniel B. Burke, ABC Division President John B. Sias and ABC Broadcasting Division President Michael P. Mallardi. Most of the top-level changes were expected to be completed in time for the beginning of the Capital Cities/ABC Inc. management meeting in Phoenix that begins today, Jan. 27, and continues through Thursday night. As of last Friday afternoon these changes had been announced:

■ Mark H. Cohen, previously executive vice president of the ABC Broadcast Group, was appointed last week to the post of executive vice president, ABC Division, and also as a vice president of CC/ABC. The 28-year ABC veteran will maintain his current oversight duties but within the narrower structure of the ABC Division. His responsibilities include "coordinating the financial and day-to-day operating aspects of the division. He also continues to have responsibility for the areas that support the operating units: business affairs and contracts, business analysis and planning, marketing and research services and television administration." Cohen will report to Sias.

■ Capital Cities executive vice president in charge of radio, James P. Arcara, was appointed to take over as president of Capital Cities/ABC Radio, the combined radio operations of the newly merged companies. Charles A. De Bare, who previously headed the ABC station group, will take early retirement. ABC Radio President Ben Hoberman had already announced his retirement before the merger (BROADCASTING, Dec. 16, 1985). Two current ABC Radio executives will report to Arcara: Edward McLaughlin, as president of ABC Radio Networks, and Don P. Bouloukos, previously vice president operations for the ABC Owned Radio Stations who last week was promoted to president of the CC/ABC Owned Radio Stations. Arcara himself will report to Mallardi.

■ Mark Mandala, who until last March was president of the ABC-owned television stations, and who has since been president of ABC Television, overseeing both the network and the owned stations, had his title reduced to president of the ABC television network. The 25-year ABC veteran will oversee "sales, affiliate relations, advertising and station promotion, sales development and affiliate projects and the art department." Mandala, who will report to Sias, replaced George H. Newi, who was appointed to president of the network in March, having previously been its vice president-general manager. Newi now becomes senior vice president in charge of affiliate relations, replacing the current vice president in charge of affiliate relations, Richard Kozak, who announced his resignation.

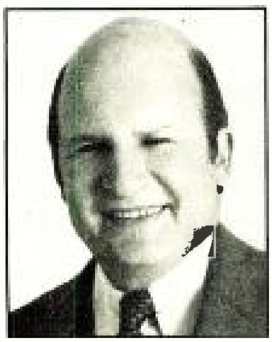
■ Walter Flynn, vice president and general manager of ABC Television Spot Sales, resigned Thursday. Flynn called the new leadership "great people" but said: "I think that with restructuring of the new CC/ABC I just didn't see that my future was what I wanted it to be." The head of spot sales said there still was no decision about to whom that department would report. Flynn said no indication had been given as to whether the eight owned television stations would continue to be represented in-house, or whether the company would switch to an outside rep firm. Currently four of the stations are represented by John Blair & Co.

At least some of the others leaving the company also indicated an acceptance of the changes being made. ABC's De Bare said: "With the two companies coming together there are a lot of players and not as many holes. Some decisions were made available to me on very short notice, a couple of days ago, and although it was very traumatic, it seemed appropriate."

By Friday afternoon there were organizational questions still unanswered. Leadership of the owned television stations had yet to be announced and in the running were at least two candidates: Dennis Swanson, president of the ABC-owned stations, and Lawrence J. Pollock, president and general manager of WPVI-TV Philadelphia. A suggestion that the eight-station group would be split in two to accommodate more than one executive was still part of the "corridor talk" last week at ABC.

That talk also was continuing to suggest that Roone Arledge, president of ABC News and Sports, would have to give up one of those two divisions, with most people suggesting he would turn over ABC Sports to an as yet unnamed executive. At least one observer commented that ABC might want Arledge to continue his involvement with the network's 1988 winter Olympics which, it was said, is already being sold as an "Arledge production." Arledge did not return phone calls last week.

Also still unknown was the future organization of the ABC Broadcasting Division. The previous week CC/ABC was on the verge of announcing a high-level appointment in that division for Joseph P. Dougherty, when the Capital Cities executive vice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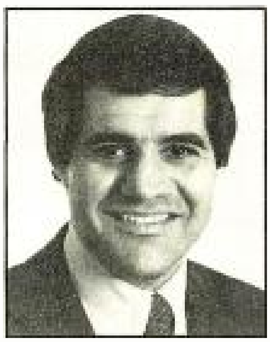
Arcara


Bouloukos


Mandala


Newi

president and director suffered a stroke. Dougherty was still in intensive care last Friday.

Otherwise the leadership immediately below Murphy and Burke appears in place, with Sias overseeing the network, entertainment, news and sports; Mallardi overseeing the owned television stations, radio, broadcast operations and engineering and ABC Video Enterprises; Phillip J. Meek overseeing publishing, and Ronald J. Doefler as CC/ABC's chief financial officer. There is no longer a president of ABC Television, nor is there an ABC Broadcast Group.

The latter was to have been the responsibility of ABC Chairman and Chief Executive Officer Frederick S. Pierce, but plans to split up the group and reduce his authority, led to Pierce's resignation at the very beginning of the merger ("Top of the Week," Jan. 13).

An ABC spokeswoman also indicated last week which of the former company's board members will continue on the CC/ABC Inc. board. Besides Leonard Goldenson, who will be chairman of the combined board's executive committee, and Frederick Pierce, currently a consultant to the company, the five other members will be Frank T. Cary, Alan Greenspan, Leon Hess, George P. Jenkins and Thomas M. Macioce. Also new to the CC/ABC board will be Omaha-based investor Warren E. Buffett, who will, it is believed, speak at the management meeting in Phoenix. The first meeting of the combined board will be in March. □

Meredith wants a shot at the fairness doctrine

It thinks its appeal of FCC decision involving WTVH(TV) Syracuse is good case to test rule's constitutionality

Almost two years ago, in a case involving the League of Women Voters, the Supreme Court appeared to invite a challenge to the constitutionality of the FCC's fairness doctrine. It indicated it would revisit its decision in the 1969 *Red Lion* case upholding the constitutionality of the doctrine if the commission or Congress provided a "signal" that its rationale was no longer valid (BROADCASTING, July 9, 1984). Last week, the Meredith Corp. said in a brief filed with the U.S. Court of Appeals in Washington that the commission has now provided that signal. What's more, the brief said, the commission has produced the findings on which the court can hold the doctrine is unconstitutional.

The brief, filed in an appeal of the commission's holding that Meredith's WTVH(TV) Syracuse, N.Y., had violated the doctrine, constitutes the second challenge to the doctrine's constitutionality now pending before the appeals court in Washington. The other was brought by a number of media groups. Like Meredith, they are relying heavily on the commission's report, issued last August, on its year-long inquiry into "the statutory, constitutional and policy implications" underlying the doctrine. For the commission's conclusion was that the spectrum scarcity argument on which the Supreme Court had relied in *Red Lion* can no longer be supported. It also said the doctrine serves to inhibit rather than promote robust speech and is susceptible to abuse and manipulation by the government.

But rather than acting on its own findings, the commission said it would defer to the courts and to Congress. Indeed, the commission's report seemed tailored to respond to two footnotes in the Supreme Court's opinion in the *League of Women Voters* case. One referred to the "signal" the Supreme Court would consider regarding changes in the "technological developments" of the broadcasting business. The other said the high court would be forced to reconsider the constitutional basis of *Red Lion* if it were shown that the doctrine has the effect of "reducing rather than enhancing speech." And Meredith said in its appeal that its case illustrates the "failings" of the doctrine and its administration that the commission had detailed in its report.

Given the FCC's obvious distaste for the doctrine and the exhaustive case it has made for declaring it unconstitutional, it is not clear how the commission can defend it in court. General Counsel Jack Smith acknowledged that the situation is "unusual." As a result, he said, the commission's response in the two cases "will be the subject of conversations between this office and the commissioners." But regardless of the commission's position, there are a number of intervenors in both cases who will defend the doctrine.

Abrams

The Meredith case is the first since Mark Fowler became FCC chairman in 1981 in which a station was found to have violated the doctrine. It grows out of a series of editorial advertisements that ran on WTVH in 1982 supporting continued construction of a nuclear plant in upstate New York. The ads were sponsored by the Energy Association of New York, an association of utilities, and the complaint that the station had not presented opposing views was filed by the Syracuse Peace Council, a group advocating nuclear disarmament.

Meredith, whose principal attorney in the case is Floyd Abrams, one of the country's best known specialists on the First Amendment, maintained that the commission erred in its decision even in terms of the manner in which it applied the doctrine. While the doctrine requires a broadcaster who airs one side of a controversial issue of public importance to provide time for competing views, Meredith said none of the newspaper articles on which the commission relied for its determination that the issue involved was controversial were published during the time the EANY ads were being run—between July 7 and Sept. 7, 1982, and only two were published within two months of that time. Meredith also noted that neither the commission nor the SPC complained of unfairness in WTVH's coverage of the nuclear plant issue before the New York Public Service Commission approved construction on April 16, 1982. Accordingly, Meredith said, the commission "departed from past practice as to the showing required to establish controversiality."

But Meredith's major argument dealt with the constitutional issue. And in that respect, it leaned heavily on the Supreme Court's decision, in 1974, in *Miami Herald Publishing Co. v. Tornillo*. Like communications attorneys ever since that decision, Meredith noted that the high court had held a Florida state law similar in thrust to the fairness doctrine to be in violation of the First Amendment: The law guaranteed political candidates who had been attacked by a newspaper a right of reply in that newspaper. The court said such a statute would not encourage the publication of diversity but, rather, would encourage editors to steer clear of controversy. Meredith said that "there is no basis for concluding that the chilling effect of the doctrine on the coverage of controversial issues is any less real for broadcast journalists than for print journalists."

And Meredith devoted much of its 56-page brief to the proposition that the commission's report on the doctrine has eliminated whatever rationale existed for according the broadcast press less First Amendment protection than is accorded the print press. Meredith, for instance, quoted the commission as stating that "the explosive growth in various communications technologies" renders the doctrine "unnecessary" and "undermines the scarcity rationale of *Red Lion*." The FCC report noted the dramatic increase in the number of radio and television stations as well as the expansion and introduction of a host of new services. Hence, Meredith said, "the specter of monopolistic control of the airwaves, shutting off access by the public to conflicting ideas—the specter which had animated the decision in Red Lion—has no present reality."

That responded to the Supreme Court's call for a "signal." As for the high court's interest in whether the doctrine inhibits rather than enhancing speech, Meredith noted that the commission's report concluded that the evidence "demonstrates that the fairness doctrine in operation thwarts the laudatory purpose it is designed to promote....

3roadcasters are burdened with counterpro-luctive regulatory restraints and the public is leprived of a marketplace of ideas unencum-ɔered by the hand of government." Meredith aid that conclusion is bolstered by discus-.ions of "incident after incident" in which ›roadcasters "declined to air discussions of ›articular issues for fear of incurring fairness ›bligations and the attendant legal and ad-ninistrative costs."

Meredith also cited the commission's re-›ort in support of the view that the doctrine 'provides a dangerous opportunity for gov-:rnmental abuse." The report, Meredith no-ed, said the commission and its staff, in 'airness cases, subject programing to "min-ıte and subjective scrutiny"—the kind of at-ention the Supreme Court has made clear it vould not tolerate in the print context. And he risks of government intrusion, Meredith ;aid, are "all the more unacceptable" when it s recognized that commissioners are presi-lential appointees. Nor, Meredith said, is :oncern about executive efforts to use the 'airness doctrine to advance political ends ɔased only on conjecture. It noted that three ?residents—Kennedy, Johnson and Nixon—were found to have conducted campaigns to gain support for their policies and attack opponents through the doctrine.

The appeal is not needed to head off sanctions against Meredith as a result of what the commission said was WTVH's violation of the fairness doctrine. The station notifed the commission in July 1984, while the complaint was pending, that it had determined that the nuclear plant issue had become controversial and that, as a result, it had offered the Environmental Defense Fund and the SPC 103 spots to present contrasting views. As a result, the commission said no remedial action was required. However, Meredith said the "liveness" of its appeal is not affected, since the commission had left intact its earlier ruling that the station had not acted reasonably in fulfilling its obligations under the fairness doctrine. And, Meredith said, quoting a 10-year-old commission ruling: "Any fairness violation remains 'a permanent part of the station's record' with the consequence that 'future violations by this station would stand to suffer harsher treatment than similar violations by other stations.' " □

Ratings realignment

Time buys Burke; Arbitron and SAMI will operate ScanAmerica jointly n attempt to compete with Nielsen

Time Inc. and Arbitron have joined forces to :hallenge A.C. Nielsen as the preeminent 'elevision audience research company. Time's wholly owned product-movement re-;earch firm, Selling Areas-Marketing Inc. 'SAMI), purchased the Cincinnati-based Burke Marketing Services Inc, a major mar-keting research firm 40%-owned by Arbi-:ron, 55% employe-owned, with the remain-.ng interests held by a foreign-based 'esearch firm. SAMI and Arbitron also agreed to form a joint venture to continue :esting the ScanAmerica measurement ser-vice in Denver, rolling it out to other markets and eventually establishing it as a national service. ScanAmerica was developed by Arbitron and Burke to link television audience demographic and viewing data (collected though Arbitron's people meters) with product purchase data collected by a home data scan wand reading universal product codes. The deal is expected to close in early April.

According to Jack Brown, who will continue as chairman of Burke and who will report to Carlyle Daniel, president of SAMI, the venture combines the broadcast research data gathered by Arbitron with SAMI's market sales data and the "analytical and forecasting skills that we bring to bear."

The partners intend to expand the ScanAmerica service by linking it with another new research tool known as Telecount, an electronic measuring device that identifies and records all commercial spots as they are received by TV sets in use.

According to A.J. (Rick) Aurichio, Arbitron president, the venture will lead to the development of perhaps the first "total marketing system," providing advertisers, agencies and broadcasters with local market and national ratings, commercial exposure data, resulting product purchases as well as tracking product flow from warehouses to homes.

Aurichio denied that Arbitron's sale of its interest in Burke was dictated by its parent, Control Data Corp., which is reportedly selling assets to offset its losses (which may approach $400 million in 1985). Through the first nine months of 1985, Control Data, based in Minneapolis, reported a net loss of $269.6 million on revenue of about $3.7 billion, compared to a net gain of about $600,000 on revenue of $2.7 billion for the first nine months in 1984. But according to Aurichio, "that has nothing to do with it." He said that Burke was simply "better aligned with SAMI than with Arbitron" because Arbitron is not in the test marketing business like those two.

Aurichio said the Denver test of ScanAmerica will probably be expanded from the current 200 homes to 600 in January 1987. He said test participants are responding very well and "using the buttons" on the measuring equipment so that the data can be gathered. He said plans call for rolling out ScanAmerica as a national service in 1988 or 1989 and that by the end of the decade the service will in 12 to 20 markets.

For the service on a national level, he estimated that networks would pay about 25% of fees assessed, or about $3 million (compared to the approximately $5 million they currently pay for national Arbitron ratings yearly), agencies between 25% and 30%, with the rest being paid by advertisers. It's believed that local stations would pay about what they do now for local Arbitron ratings, an average of $350,000, but would receive more comprehensive information. □

ATC and Houston utility team up to acquire cable properties

Cable MSO and energy company may get 22 systems as part of ATC's participation in Group W cable buy

American Television & Communications Inc., the nation's second largest cable MSO, and Houston Industries Inc., a Houston-based electric utility and energy corporation, have agreed to form a joint venture to acquire and develop cable systems. The deal is designed to give ATC greater ability to increase its presence in the cable business and to give Houston Industries entree to the business.

The venture could quickly become one of the nation's largest MSO's. ATC belonged to a consortium of five MSO's that agreed last month to purchase Group W Cable and its 1.9 million subscribers from Westinghouse Electric for $1.75 billion. In announcing its deal with Houston Industries last week, ATC said the ATC-HI venture would pick up the 22 Group W Cable systems (523,000 subscribers) earmarked for ATC if the buying MSO's decide to liquidate Group W Cable and divvy up its systems.

According to David O'Hayre, senior vice president, investments, ATC, what the buyers will do with Group W Cable is still very much up in the air. If they decide to break up the company, they will have to pay some $400 million in recapture taxes, he said, and if they keep it intact, they will avoid the taxes but end up with a lower "depreciable basis."

O'Hayre said that if the consortium decides to keep Group W Cable intact and operate it jointly, the ATC-HI venture will look elsewhere for cable properties and will grow more slowly.

At Houston Industries, the feeling is that Group W Cable will be broken up and that the joint venture will absorb the 22 systems set aside for ATC. "The prospects are excellent that [the systems] will be divided," said Houston Industries spokesman Steve Gonzalez.

The joint venture is a 50-50 arrangement. Each party will be expected to put up half the money for all acquisitions. In the case of the 22 Group W systems, each would have to put up roughly $250 million. According to O'Hayre, at the outset, the joint venture will hire ATC to manage its properties.

By forming joint ventures to share the cost of acquiring systems, O'Hayre said, ATC can expand its cable holdings further than if it bore the entire cost alone. The joint venture is also a way for ATC to expand and keep debt off the balance sheet of its parent company, Time Inc., he said.

ATC's participation in the Group W deal, which is expected to close in June, was in no way contingent on finding a partner to share the financial burden, O'Hayre said. Time Inc., he said, is capable of going it alone.

ATC and Houston Industries were brought ogether "several months ago" by one of ATC's investment bankers, First Boston, O'Hayre said. Talks between the two "got serious" last October or early November. The parties reached an agreement in principle on Jan. 14.

Although ATC will own just half of the ATC-HI properties, it may be able to reap some of the advantage of full ownership. O'Hayre said that if the joint venture picks up the Group W systems, ATC will try to use all of their subscribers as leverage in negotiating affiliate fees with cable programers.

Don D. Johnson, president and chief executive officer, Houston Industries, said the proposed agreement with ATC is the culmination of many months of investigation of the cable industry. "We believe this joint venture offers Houston Industries a vehicle to sustain profitable growth and further diversify our operations," said Johnson.

Elaborating on Johnson's prepared statement, Gonzalez said Houston Industries sees cable as a business with a lot of similarities with its principal business of supplying electricity to 1.3 million customers in the Houston metropolitan area. Both business involve network distribution systems, customer service and billing, he said.

Houston Industries's electric company is Houston Lighting & Power Co. Its other subsidiaries include Primary Fuels Inc., an oil and gas drilling and exploration company, and Utility Fuels Inc., which acquires and supplies lignite and coal to Houston Lighting's generators. Houston Industries, which is traded on the New York Exchange, reported net income of $366.3 million on revenues of $4.2 billion in 1984, and, according to Gonzalez, both numbers are expected to be "significantly" higher in 1985.

The joint venture is shooting for an operational date early in the second half of 1986. According to an ATC spokeswoman, a separate headquarters will be set up for the venture. Its chief executive officer will report to a committee of senior management of the partners, she said. □

Wick hopeful on U.S.-Soviet cultural exchanges

USIA director returns from Soviet Union saying talks will be 'fruitful'; foresees TV providing link between two countries; does not see ABC's 'Amerika' causing problem for U.S. government or network

U.S. Information Agency director Charles Z. Wick was back in Washington last week after a nine-day visit to the USSR, optimistic over the prospects of the cultural-exchange agreement that was one of the concrete results of the Geneva summit. His talks with Soviet officials in Moscow and Leningrad, he said, "were frank and open, and will be fruitful." He said the Soviets also agreed to review their policy of jamming western broadcasts they find offensive—though they apparently made no promises. And Wick would not let concern over possible Soviet reaction to ABC's decision to proceed with production of its now-controversial mini-series *Amerika* (see page 72) rain on his parade. "I don't think it will be a sticking point," he said.

Wick reported on his visit last Thursday morning at a news conference crowded not only with reporters and television cameras but with USIA staffers. It was the second time in about 12 hours that Wick—who in his five years as head of USIA has demonstrated skill in promoting the agency and himself—had had an opportunity to speak to the country through the media. He had apperared on ABC News's *Nightline* on Wednesday night, driving to the Washington studio almost directly from the plane that carried him home from Europe.

The agreement calls for an exchange of Americans and Soviets engaged in a variety of cultural and professional pursuits—films, radio, television and sports and journalism, among them—in an effort to promote better understanding between the two countries. And Wick said at the news conference, "I couldn't be more optimistic about implementation of the exchange agreement." The last such agreement collapsed six years ago, a victim of U.S. anger over the Soviet invasion of Afghanistan.

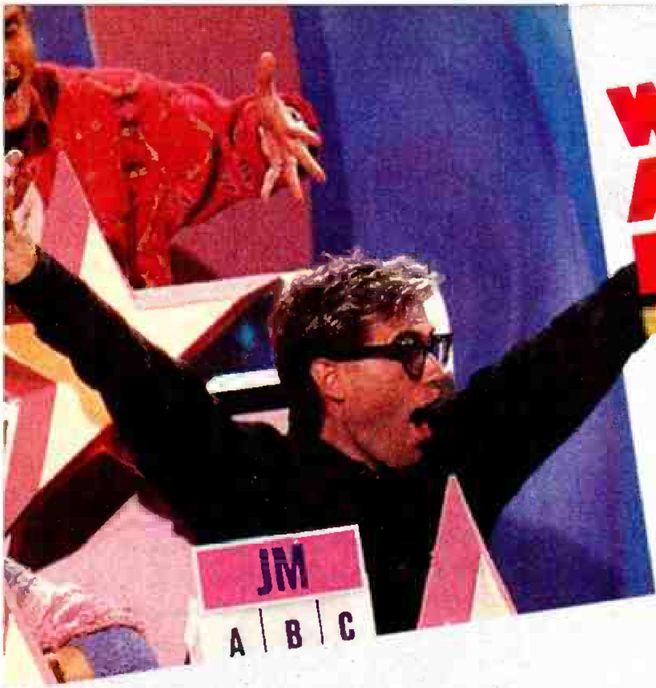
Wick spoke specifically about the possibility of U.S. and Soviet leaders addressing each other's country on television. He said "the success" of the exchange of New Year's greetings by President Reagan and General Secretary Gorbachev had "impressed the Soviets very much." Wick also cited the televised discussion on last Dec. 16 between American and Soviet cardiologists—the Americans in Washington and the Russians in Moscow—on developments in each country's efforts to combat heart disease. He said that program had been "particularly effective," and that he and Soviet officials had discussed cooperating on such programs in the future. Sports and sports medicine are possible subjects, Wick said.

It was the issue of jamming, probably as much as any other discussed, that illuminated the differences between the two countries. Wick said Leonid Zamyatin, head of the International Information Department of the Communist Party's Central Committee, told him he listens to the Voice of America's English language service but that he feels many of the VOA broadcasts in other languages are designed to bring about "unrest" and are "inimical" to the interest of the Soviet Union. Other western broadcasts, including those of America's Radio Free Europe and Radio Liberty, are also jammed. But it is the VOA programing, Wick said, that the Soviets find "most offensive." And, "rather than have the citizens listen to the broadcasts and determine what is true," Wick said without the trace of a smile, "the government was doing it for them by jamming." Still, Wick said, the Soviets understand the American position that that activity is "illegal," and "are disposed to take another look" at their jamming policy.

Wick made it clear he would let neither that issue nor ABC's decision to proceed with *Amerika*, the mini-series that will portray life in the U.S. after a Soviet takeover, dilute the satisfaction he felt about the results of his trip. In response to one of a number of questions on the ABC matter, Wick rejected the characterization of the network's decision—in the face of Soviet warning that ABC's planned projects in the USSR might be jeopardized—as "unfortunate," and said, no, "I don't think it will be a sticking point" in implementing the cultural-exchange agreement. He stressed that the government does not control the media, and offered the view that films—including those of the "Rambo" breed that are militantly anti-Communist and that Wick said caused his Soviet hosts to express "outrage"—reflect only public tastes and interests. And, no, he did not expect the Soviets to "retaliate" against ABC. That, he said, "would do violence to the spirit of the exchange agreements."

The most persistent questioner on the subject was a reporter for Tass, the Soviet news agency, Alexander Shalnev. He wondered about Wick's "personal feelings" regarding shows like *Amerika* and whether the USIA director thought such films constitute "a healthy trend." Wick suggested an analogy to literature. "One man's trash is another man's outstanding work," Wick said, adding that Shalnev is in a position "to tell your people this [America] is not meant to offend." But Shalnev was interested in the literature analogy. In what category—"rubbish" or "outstanding work"—would Wick place *Amerika*? Shalnev asked. Wick, who has been many things in his life, including a lawyer and agent for Tommy Dorsey, replied: "I'm not a film critic." Then he added in an aside, "I don't think I could win with either side."

Wick used the news conference to introduce the official who will be the USIA's coordinator of what is formally called the President's U.S.-Soviet Exchange Initiative. He is Stephen H. Rhinesmith, who has headed his own consulting organization, Rhinesmith and Associates Inc. As coordinator, he said, he will bring together suggestions for exchange programs already pouring into USIA from persons and groups interested in participating. Rhinesmith, who accompanied Wick on his trip to the Soviet Union, said that "within four to six weeks" there will be "follow-up meetings" with Soviet officials in Washington and Moscow "to put together programs to go this year." He also said both sides are under instructions to present plans for exchanges "at the next summit." That will be held later this year, but the date remains to be fixed. □



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Wall-to-wall television at NATPE

The syndicated programing marketplace has been put through its annual taste test the past few weeks culminating with last week's NATPE convention in New Orleans, and already a handful of new shows have emerged as the bold new competitors for the 1986-87 season. New syndicated strips, such as Bel Air Program Sales' *We Love The Dating Game*, Orion Television's *Hollywood Squares*, King World's *The Oprah Winfrey Show*, Lorimar-Telepictures' *Superior Court* and Genesis Entertainment's *The Judge*, have broken away from the 85 proposed first-run programs (compared to 63 last year) introduced at NATPE, to become leaders in the syndicated marketplace.

One of the reasons for the increase in program offerings is the larger number of vendors on hand at NATPE to display their wares. This year, 247 exhibitors occupied 180,000 square feet of floor space at the new New Orleans convention center, compared to 218 exhibitors last year.

The following capsules are reports on the product represented by some of the major distributors at the show.

■

At the **Embassy Communications** booth, broadcasters lined up to meet the stars of *Who's The Boss*, a series Embassy has slated for off-network distribution in the future. Embassy President Gary Lieberthal reported that sales for the off-network *Silver Spoons* (which will be available in 1987), were over $80 million and *Facts of Life* (available this year) has sold in more than 100 markets. Most NATPE buyers, he said, come to renew the shows they already have. This year, however, he feels buyers were particularly "desperate for comedies." Among Embassy's other proposed offerings are the network series *227* and *Embassy III*, a movie package of 20 feature films. All of Embassy's off-network series are offered on a cash basis. But Lieberthal suggested that may change with the syndication of *Who's The Boss* and *The Cosby Show*.

■

MGM/UA Television introduced two new first-run, half-hour game shows at NATPE—*The Frame Game* and *Love Me, Love Me Not*. *Frame Game*, a cash-only bowling show, however, is not a firm go. Joseph Tirinato, president, MGM/UA Television Distribution, said the strip is "moving along nicely, but it's still premature as to whether we're launching it or not." *Love Me, Love Me Not* is a "courtship game," offered on a cash-plus-barter basis geared toward affiliates. Tirinato also said MGM/UA is expecting to renew *Fame*, a one-hour series in its fifth season. He reported considerable interest in the feature film package, *The Tough Guys*. "We're selling over double what we projected," Tirinato said. Among the other MGM/UA offerings were the *Premiere Network* movie package and the half-hour series, *Kids Inc.*

■

Traffic was heavy at the **Claster Television Productions** booth. It reported heavy interest in its new animated half-hour weekly barter series, *JEM*. "Well over 60% of the country has been cleared" since the series broke six weeks ago, said CTP President John Claster. *JEM* is slated to debut in May 1986. The cartoon character is currently on the air as part of Claster's *Super Saturday/Super Sunday*, a first-run barter animation

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package. (A daily *JEM* series is planned for September 1987.) *My Little Pony 'N' Friends*, a new half-hour animated series also debuted at NATPE. The series, slated to air this fall, has cleared 87 markets and is available on a barter basis. Claster's two daily half-hour strips, *GI Joe* and *The Transformers*, are being renewed. *The Transformers* is cash/barter and appears on 142 stations and *GI Joe*, offered for barter, is being carried in 126 markets.

■

Genesis Entertainment's *The Judge* was one of NATPE's hottest attractions. The first-run courtroom strip, available this fall for cash/barter, was in a heated battle with Lorimar-Telepictures's *Superior Court* for stations. Genesis President Gary Gannaway said that *The Judge* "has a track record, referring to the fact that the series has been on the air for 12 years on WBNS(TV) Columbus, Ohio. As NATPE drew to a close, Genesis had commitments from a number of group operators including Pulitzer, Times Mirror, Lin, Taft, the CBS O&O's, Channel 5 TV Co., Cox, Allbritton, Gannett, King Broadcasting, Viacom and Gillette.

Another first-run offering from Genesis was *The Best of the National Geographic Specials*, 24 one-hour specials available on a barter basis. Among other Genesis programs at NATPE: *World War II: GI Diary*, 25 half hours, narrated by Lloyd Bridges; *Wild, Wild World of Animals*, 115 half hours, and *The Africans*, six one-hour specials.

■

King World announced a firm go for its new late-night half-hour strip, *Night Life Starring David Brenner*. The barter-plus-cash series (two 30-second spots withheld) has been sold to 65 stations representing 68% coverage. Stations include WABC-TV New York, KCOP-TV Los Angeles, WLS-TV Chicago, KBHK-TV San Francisco, WDIV-TV Detroit, KXAS-TV Dallas, KHOU-TV Houston and KMSP-TV Minneapolis.

The Oprah Winfrey Show, which King World is positioning for early-morning time periods, has been sold in 97 markets representing 85% clearance. Major markets include ABC-owned WABC-TV, KABC-TV, WLS-TV, KGO-TV San Francisco and WPVI-TV Philadelphia.

True Confessions, which King World is positioning as a daytime anthology series coming out of afternoon soap blocks, has been cleared in 40 markets, including WCBS-TV New York, KCBS-TV Los Angeles, WLS-TV Chicago, KTVU(TV) San Francisco and KHOU-TV Houston.

The Rock 'N Roll Evening News, which King World is offering on a straight basis, is to date sold on 56 stations representing 40% coverage. The weekly one-hour show is targeted for weekend access time periods. Among stations that have signed up are KCBS-TV and KXAS-TV Dallas. New York and Chicago are yet to be cleared.

■

Orion Television's *Hollywood Squares* was one of the most-cleared shows going into NATPE and continued to pick up momentum during the convention. Before NATPE, *Hollywood Squares* was cleared in 32 markets for access time periods. The show will air in access time periods on WABC-TV New York and WLS-TV Chicago. Among markets cleared at NATPE were WISH-TV Indianapolis; KYW-TV Philadelphia; KXTV(TV) Sacramento, Calif.; WSMV-TV Nashville and WSPA-TV Greenville, S.C. Orion Television senior vice president Scott Towle said *Hollywood Squares* has now cleared 50% of the country.

■

Lorimar-Telepictures announced it cleared all three of its first-run sitcoms: *It's a Living*, *Mama's Family* and *One Big Family*. The first-run sitcoms have been cleared in 72 markets representing 65% clearance, including 36 of the top 40 stations.

Lorimar-Telepictures said that KNBC-TV Los Angeles renewed *It's a Living* and bought *Mama's Family* for the fall 1986. In addition, 10 network affiliates have agreed to pick up the sitcoms.

The company also announced a firm go for its new courtroom drama show, *Superior Court*.

■

Turner Program Services, a subsidiary of Turner Broadcasting System, has cleared 73% of the country with its Goodwill Games, an international athletic competition to be held in Moscow July 5-20. As of last Tuesday (Jan. 21), TPS had announced commitments from WNEW-TV New York, KTLA-TV Los Angeles and WGBS-TV Philadelphia. A commitment for Washington was expected to be announced last week as well.

Henry Gillespie, TPS president, said the games would clear 85% to 90% of the country "at 3:30 p.m. on March 3." The games, consisting of 129 hours, are being made available on a barter basis and are expected to be carried in 50 countries and to be tuned in by 500 million homes. It was said last week that Bond Media is buying the Australian rights.

■

Henry Siegel, chairman and president of **LBS Communications**, said that LBS did more business at this NATPE than in all of the company's previous years combined. He also said that LBS had a good convention in terms of advertising. While it did not introduce a new strip this year, the company is said to be ready to take over sales of barter time in Group W's animated strip, *Ghostbusters*.

LBS and Columbia Pictures Television division, Colex, made a strong showing at the convention. It entered the convention with no clearances for *Gidget* but emerged with 50% of the country firm, and offers in another 20%. Colex cleared the show for four years—two years of barter first and four years of cash after that.

Dan Greenblatt, president of LBS Distribution, said that the 90-minute children's show, *Kideo TV*, was LBS's hit show at the convention with clearances in 90% of the country. *Kideo TV* will probably be expanded to two hours by 1987-88.

He also said that another animated strip, *Heathcliff*, was a "pleasant surprise" with clearances in 75% of the country, due in par to the show's strong performance in Los Angeles. *Strictly Business* did not "receive th attention it deserved," according to Greenblatt. He said that the company is in 20 markets with the weekly half-hour report produced at WNBC-TV New York.

Tales of the Darkside, which goes to strip in 1987, has now been sold in 25 markets.

■

Despite having that highest-rated show, *Small Wonder*, in the convention's hottes genre (first-run sitcoms), one observer said the mood at the **Metromedia Producers Corp.** booth was like that of a "wake," given the expectation that the company's purchaser, Rupert Murdoch, will fold the Metromedia syndication division in with 20th Century Fox.

Nonetheless, prospects for the New Program Group-produced *Small Wonder* look as bright as ever, according to Steve Leblang, director of domestic syndication research. The show will be in a minimum of 93 markets in 1987, including 44 of the top 50.

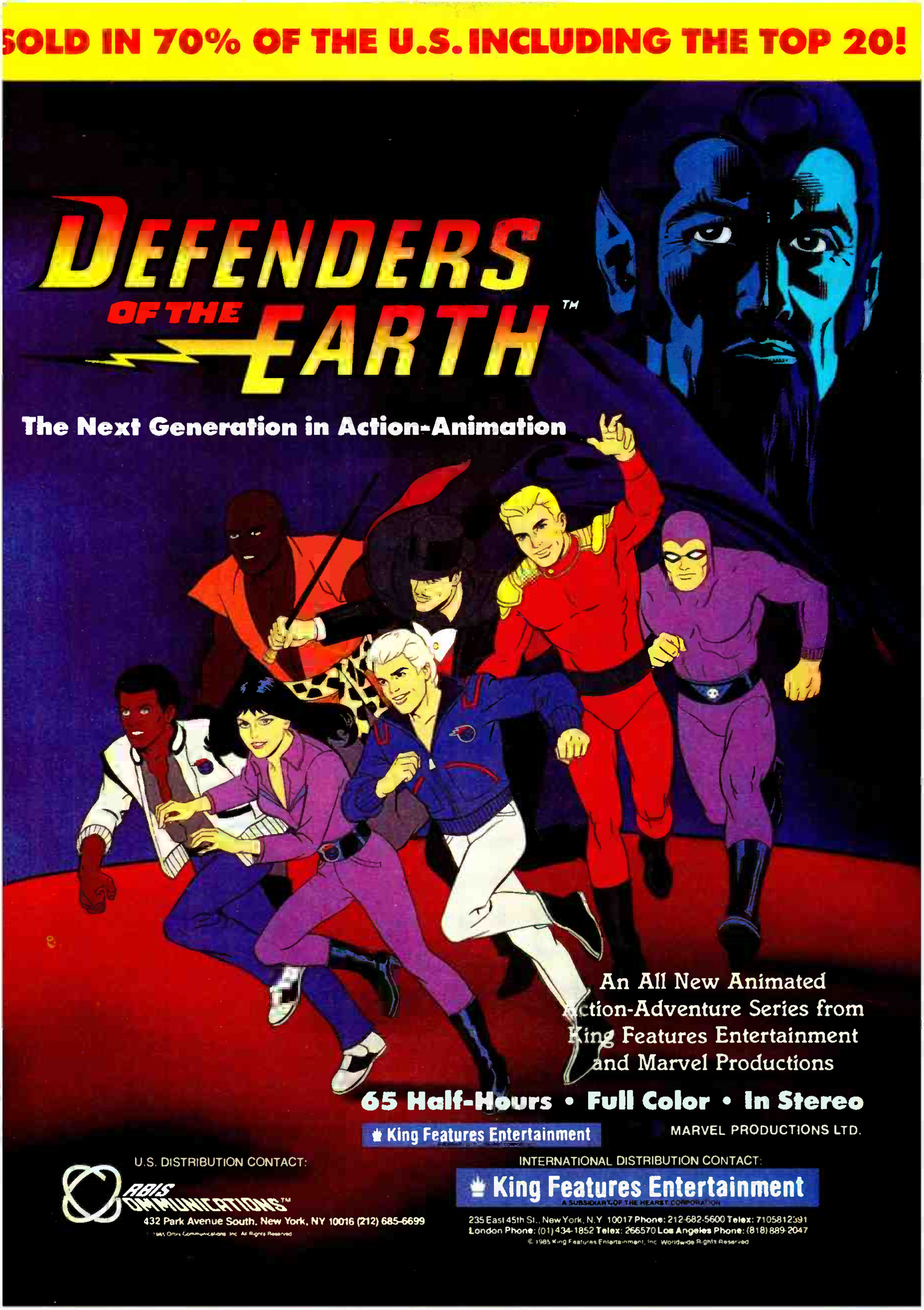
■

Multimedia Entertainment President Mike Weinblatt announced that *Donahue* will be moving out of its morning time period on WBBM-TV Chicago and into an afternoon time period during the second half of 1986. *Donahue* has been losing at 9 a.m. to WLS-TV's locally-produced *Oprah Winfrey Show* which will premiere in syndication this fall.

Weinblatt said that outside of Multimedia's first priority of maintaining *Donahue* and continuing to move it into afternoon time periods (it switched from NBC affiliate WXAS-TV Dallas at 9 a.m. to replace *America* on ABC affiliate WFAA-TV, for example) the company is developing programing for other dayparts, particularly the late night and access time periods. Among the new series Multimedia brought to NATPE was *Break Through*, a weekly half-hour series focusing on advances in science and medicine. The series is produced by Kelly Entertainment the production arm of Sacramento, Calif.-based Kelly Broadcasting Co., licensee of KCRA-TV Sacramento and KCPQ(TV) Tacoma Wash. Multimedia was also introducing a weekly international video music series targeted for late night. Since the deals for both series were finalized shortly before NATPE Weinblatt said it would be about a month before it would be known if either of the new series would be going forward.

■

Group W Productions brought three new first-run programs to NATPE—*Beauty Affair with Jose Eber* (half-hour strip); *Let The Good Times Rock* (weekly barter hour), and *Ghostbusters* (65 barter animated half-hours). Keven Tannehill, vice president of sales and marketing, said that *Ghostbusters* was a firm go with 70% clearance, including all of the top 30 markets, even before NATPE. The animated strip has been cleared principally by independents—"the same clientele as our *He-Man* and *She-Raa* audiences. Tennehill also said Group W's talk/in-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formation series—*PM Magazine* and *Hour Magazine* were all a firm go for a returning season. In addition, Tennehill reported that KING-TV Seattle has picked up *PM Magazine*, giving that show a clearance in the Seattle market where it has been out some 18 months since it was dropped by KIRO-TV.

Group W Television Sales also found strong interest in its *For Kids Sake* campaign. Although not expecting to sign any stations at NATPE, Group W managed to close agreements with four: KMOL-TV San Antonio, Tex; WYFF-TV Greenville, S.C.; WCSH-TV Portland, Me., and WLBZ-TV Bangor, Me. Launched at Group W's NBC affiliate, WBZ-TV Boston, *For Kid's Sake* is a year-long integrated programing and promotion package designed to bring attention to current issues facing children. The campaign, which will be broadcast on the other Group W stations, affords an opportunity for a local advertiser to associate with a public service message produced by Group W stations.

■

Columbia's big entry at NATPE was *The Real Ghostbusters* for fall 1987 availability. Joe Indelli, president of television distribution, said that *Real Ghostbusters* had been cleared in 70% of the U.S. in just three days of selling and had been picked up by all six Metromedia independent stations along with WTAF-TV Philadelphia, WLVI-TV Boston; WCIX-TV Miami, and the Gaylord independents in Cleveland, Milwaukee and Seattle. Indelli said that Columbia's new feature package, *Volume VI*, was now cleared in 30 markets, and was breaking the records set by its previous feature package, *Volume V*.

■

MCA-TV renewed *Puttin On The Hits* for the third year on the Tribune stations and cleared 20 markets for its just-released feature package, *Marvelous 10*. In addition, more than 50 stations have lined up for the *Universal Pictures Debut Network II* at license fees higher than those collected for the first 100 markets of *Universel Pictures Debut Network I*. *Debut II* includes 24 feature titles delivered at the rate of one a month to stations on a straight barter basis. Titles include "The Breakfast Club," "Mask," "Brewster's Millions" and "Fletch." None of the titles have run on the networks, although some have had pay cable exposure. MCA-TV President Don Menchel said the *Debut II* station line up pretty much follows that for *Debut I*, except in Los Angeles, where it moves from incumbent KCOP(TV) to KTLA-TV; in San Francisco, where it moves from incumbent KBHK-TV to KTVU(TV); and in Portland, Ore., where it moves from KPTV(TV) to KECH(TV). All the incumbent stations are owned by Jack Matranga. Menchel also said that a it would be a few weeks before a decision would be made whether to proceed with a second season of *FTV* and the new *WinAmerica Sweepstakes* after clearance levels are analyzed.

■

Fox/Lorber Associates was offering two first-run series, *The Best of You* (a co-production; see All American Television, page 42) and *The David Susskind Show*. Fox/Lorber's David Fox reported that the *The David Susskind Show* (130 half hours offered on a cash basis) attracted considerable interest. The "Bruce Lee Martial Arts Theatre," a package of 15 films, and the "Young Duke," a package of 15 early John Wayne westerns, continued to pick up new markets, Fox said. (All the film packages are cash.) Among other FLA products: "Curtis Signature, Collection," 12 made-for-television features and *King... Montgomery to Memphis*, a two-hour documentary on Dr. Martin Luther King Jr.

■

Fries Distribution Co. offered five first-run programs at NATPE, including *Fries Frame 2*, a collection of 20 films, and *Fries Late Night Theatre* (six films), which are both available on a cash basis. *FF2* has been sold in 10 markets, including KHTV(TV) Houston, WTOG(TV) Tampa, KTVU(TV) San Francisco and WVTV(TV) Milwaukee.

Also new for Fries is *Cover Story*, *Legends and Legacies* and *Off the Wall*. The first, which aired on the USA Network, is 26 half hours of "celebrity profiles" of people including Billy Crystal, Suzanne Somers, Debbie Allen and Michael Landon. It is available for cash plus barter, with Fries retaining one 30-second-spot per week. Stations will have new episodes through next November, according to Bob Lloyd, executive vice president for worldwide syndication.

Legends and Legacies (available for cash plus barter) profiles sports and film personalities. It is designed for Saturday night viewing, Lloyd said. *Off the Wall*, a half-hour "comedy magazine show" produced by Gaylord Productions, has been bought by the Gaylord television stations (in Tampa, Fla., New Orleans, Dallas, Houston, Cleveland, Milwaukee and Seattle). It is available on a cash-plus-barter basis.

■

Paramount announced it has taken over the distribution rights to *Solid Gold*, which until now it produced for distribution by Television Program Enterprises. The weekly hour dance series currently airs on about 215 stations. Steve Goldman, executive vice president of sales and marketing, said that Paramount is aiming to upgrade *Solid Gold* stations from an independent-dominated base to affiliates. Among stations to renew or pick up *Solid Gold* at NATPE were WBZ-TV Boston; WFSB-TV Hartford, Conn., and WPXI-TV Pittsburgh.

Despite a setback in New York when WABC-TV decided not to carry *Entertainment Tonight* next season, Paramount reported the daily strip is now cleared or renewed in 80 markets representing 67% coverage, including 19 of the top 20 markets. (*Entertainment Tonight* is still not cleared in New York.) In Chicago, *ET* is moving from WMAQ-TV at 6:30 p.m. to WFLD-TV at 7:30 p.m., and in Houston it is moving, effective next September, from KHOU-TV at 6:30 p.m. to KPRC-TV at an undecided time period. *Portfolio XI*, Paramount's new cash feature package of 22 titles, in 1(weeks of selling has cleared 60 markets, including WNEW-TV New York; KCOP(TV) Lo Angeles; WFLD-TV Chicago; WPVI-TV Philadelphia; KTRK-TV Houston; KBHK-TV Sa Francisco; WPLG(TV) Miami, and WJXT(TV Jacksonville, Fla. In off-network sitcoms *Cheers* has been picked up in 125 markets *Family Ties* in 128 and *Webster* in 115.

■

Tribune Entertainment vice president, Bill Kunkel, said that Tribune had a "surprisingly good" convention. Tribune announced its involvement in a new first-run sitcom, *Easy for You*, a joint project with Viacom Enterprises, and Primetime Entertainment Productions. Tribune will sell the barter time in the 26-episode show. The combination of Tribune and Viacom comes on the heels of an announcement by the two companies that distribution of Tribune's cash product will now be handled by Viacom, and Tribune will handle all spot sales in Viacom product.

Tribune is expected to enter into another such relationship for sales of barter spots in another first-run sitcom based on a short-lived network series. Kunkel said that with the increased presence of advertisers at the convention this year, negotiations on first-run co-ventures were common.

Tribune is currently in 50% of the country and 50 of the top 50 markets with *The Mystery of Al Capone's Vault*, a two-hour live event to be hosted by Geraldo Rivera on April 14.

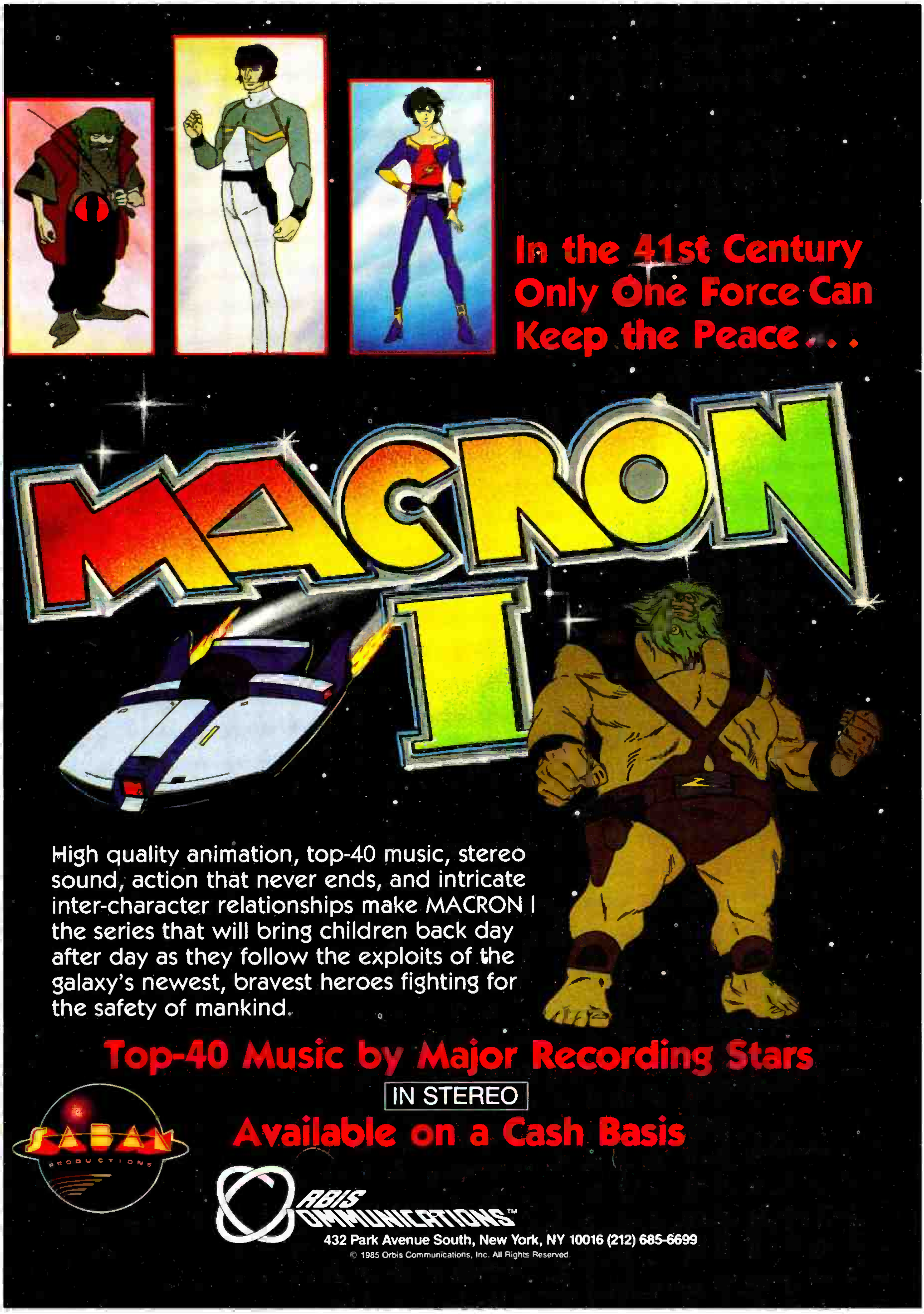
With mixed ratings now coming in on its *Rocker '85*, a two-hour year-in-review of the music business, Kunkel said that a decision on whether to develop the special into a series will be made by March or April.

■

Orbis Communications' offering of *Hangin' In*, a half-hour sitcom from the CBC, has been well received, according to John C. Ranck, Orbis vice president of station sales. Ranck said that offers have been made in 25-30 markets on the show, but that deals will not be signed until the company sizes up the cash back-end portions of the offers. Orbis is offering the show for barter runs during the summer, with the option to pick up the show for subsequent runs on a cash basis. Ranck said that in one case, KPHO-TV Phoenix, an all-cash deal was struck, due to the station's interest.

In late night, Orbis announced clearing *Tales of the Unexpected* on WABC-TV New York, KABC-TV Los Angeles and WLS-TV Chicago. Ranck said that he hoped *Comedy Tonight*, which has been renewed for another 26 episodes, will be moved into better time periods in the coming year. Despite the show's finish behind late night comedy competitor, *Comedy Break*, Ranck said that given the amount of time necessary to develop other late night shows, Orbis would be patient. He said renewals have been good so far, led by WNEW-TV New York.

Macron, an all-cash animated strip, has been cleared in eight markets including KTTV(TV) Los Angeles and WFBN(TV) Joliet Ill. (Chicago), and has offers in six more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markets. Ranck said that sales of the barter time in *Defenders of the Earth*, the company's other animated strip, have already begun.

■

Walt Disney Domestic Television took a high profile at this year's convention—if not for its presence on the floor with a huge, characteristically Disney-esque castle, then for its three new syndication products. Robert Jacquemin, senior vice president, said that the company emerged from the convention in a strong enough position to continue its planned launch of more first-run product for the fall of 1987.

Jacquemin said that Disney "wrote a lot of business at the convention." Its package of 25 movies, *Magic I*, as well as 178 one-hour episodes of *The Wonderful World of Disney*, have been cleared in just under 50% of the country, while the company's debut first-run offering for the fall of 1987, 65 half hours of *Duck Tails*, has cleared on 18 outlets, including all of the Metromedia stations. Clearances are on a barter basis with four minutes for stations and two minutes for Disney in the fourth quarter, and three-and-a-half minutes for stations and two-and-a-half for Disney during the fourth. Disney has had the show on the market for three months.

Duck Tails features Disney characters Scrooge McDuck, Donald Duck's three nephews, Huey, Dewey and Louie, and other characters. The series will feature "high adventure" stories designed to appeal to both girls and boys. Jacquemin said that since "there is no way we could afford to do the same animation we do for theatricals" with the syndicated project, *Duck Tails* will be animated overseas. The story lines will still be created in this country, however.

At a luncheon the day before the convention's official start, Jay Finkelman, vice president of marketing, explained that the Disney sales team had been culled from the station, rather than syndication, ranks (with the exception of Jacquemin). Every Disney executive was obliged to go to classes at the Disney University and then spend time at Disneyland dressed as a Disney character greeting children. "Seeing the reaction has to get to you," he said.

■

Viacom Enterprises, in association with Tribune Entertainment, and Primetime Entertainment Productions, made its mark on the convention with the announcement of *Easy for You*, a half-hour, weekly sitcom that focuses on the comic adventures of a group of immigrants just arrived in the U.S. The show's 26 episodes will be sold on a cash-plus-barter basis. The series is based on the British hit, *Mind Your Language*.

Among station groups that will carry the new show are Taft and Tribune. Most stations will be using it for weekend access runs, but Joseph Zaleski, president of domestic syndication, said about 5% of the present clearances will be carrying the show in an access checkerboard.

In other clearance news for Viacom, the one-hour weekly *MTV Top 20 Video Countdown* has been sold in 40 markets in two days, according to Zaleski. Stations and Viacom will each get six minutes of barter time.

Zaleski said that barter sales of *Exclusive*, a half-hour gossip magazine, are short of a go, and that a decision will be made on the show within the next two weeks. Zaleski said the show still needs clearances in the top three markets.

Renewals of *Comedy Break* were said to be strong. KTVU(TV) will carry the show in access beginning in the fall.

■

Hal Roach Studios said its *Laurel and Hardy Show* had cleared 18 markets as of last week, including WTTG(TV) Washington, WJBK-TV Detroit and stations in New Orleans, Memphis and Nashville. The program consists of 26 feature-length films, three of which have been "colorized"—"Way Out West," "Helpmates" and "Music Box" (with color to be added to more films later, said Rob Word, senior vice president, creative affairs).

The film packages run 70 minutes (designed for a 90-minute slot) and will be available May 1986 through January 1989 on a cash-only basis for unlimited runs. The films have been formated with color wraparounds and bumpers, which also include home movies of Stan Laurel recently acquired from his daughter, Lois. In addition to its *Laurel and Hardy Show*, Hal Roach Studios is selling a colorized version of "Topper" and "Way Out West" to airline companies (including Delta Airlines), Word said. The company has plans to colorize 12-15 more films, including "It's a Wonderful Life," "Santa Fe Trail" and "Night of the Living Dead."

■

King Features Entertainment's new 12-film movie package, *The Performers, Marquee Edition*, cleared in about 32 markets as of last week, including: KHTV(TV) Houston; WFLD-TV Chicago, WEWS(TV) Cleveland, and KNBC(TV) Los Angeles, a spokesman said. The package is available on a cash basis and includes such titles as "May West," with Ann Jillian; "Endless Love," with Brooke Shields, and "High School U.S.A," with Michael J. Fox.

King Features (a subsidiary of the Hearst Corp.) also announced that it will join with sex therapist Dr. Ruth Westheimer "to create and syndicate [Westheimer's] first broadcast televison series." The company will create 130 half-hour programs designed for late night time slots (five days a week), and will include interviews with celebrities including George Burns, Burt Reynolds, Willard Scott, Cyndi Lauper and Joan Rivers. The program, which has a projected start date of January 1987, is available on a cash basis, with one minute for barter withheld.

■

The Best of You "is the leading daytime and a.m. strip here," maintained George Back, president of **All American Television,** which is jointly distributing the first-run, half-hour beauty makeover series with Fox/Lorber Associates. The program, Back said, has also had a "gratifying reception from Madison Avenue." Originated in Canada the show has experienced "100% renewal" in its second year there, and will offer stations an "opportunity to participate in merchandising revenues from product tie-ins." Offered on a barter basis, *The Best of You* i slated for an April debut. According to David Fox, executive vice president of Fox Lorber, the series had been cleared in abou 45 markets prior to NATPE. "We've added another 20 markets since the convention began," Fox said.

There also was "strong interest," Back said, in AAT's *All American Bingo*. *AAB*, a local show being syndicated nationally, is currently on the air in five markets including Honolulu; Portland, Me.; Charleston-Huntington, W.Va.; Quincy-Hannibal, Mo., and Albuquerque, N.M. The show is being offered on a cash basis and will involve barter later. AAT was also selling the off-network syndicated comedy, *Fridays*.

Available this fall on a barter basis is AAT's *Beyond 2000*. The one-hour weekly series was introduced at NATPE and focuses on science and information programing. AAT's other NATPE offerings: in first-run syndication—*America's Top 10* with Casey Kasem, a weekly half-hour series; *New York Hot Tracks*, a 90-minute weekly music series distributed in conjunction with Golden West Television, and *Deja View*, two one-hour specials, hosted by rock musician John Sebastian, that feature new videos of hi songs from the 1960's and 70's.

■

At its suite in the Westin Canal Place **Worldvision** experienced active interest i its product, according to John D. Ryan, senior vice president for domestic syndication Worldvision's lineup includes *Throb*, a first run sitcom that received good notices at re presentations by Katz and HRP, and a cartoon version of *Rambo*.

Worldvision has offers in every market fo *Throb*, but is waiting for the best time periods on good stations. Ryan said that distribution of the show will be on a barter basi of one year. He said Worldvision is not guaranteeing a strip, nor is it negotiating backend cash deals. Ryan said that station interes in the series has come from a healthy mix o affiliates and independents. And he added Worldvision would probably emerge fron the convention with 60% to 70% of the country for *Rambo*.

■

Coming out of NATPE, **Samuel Goldwyn** director of sales, Jack Masters, said that the company's convention success story was *Explosives II*, its 17-title film package of action-adventures. Masters estimated that the company had done $6 million in business on the package, which is now sold to roughly 25 markets. Deals are for eight runs ove five years. Among clearances for the package are WNEW-TV New York, KTTV(TV) Los Angeles and WFLD-TV Chicago.

As for the launch of *On the Record*, a record-reviewing show with Robert Christgau of the *Village Voice*, and Steve Pond o


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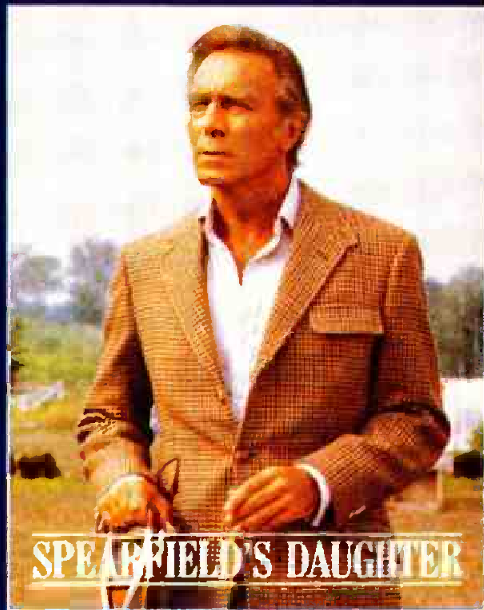
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MUSSOLINI AND I

Rolling Stone that is being cleared on a barter basis, Masters said that 15 stations picked up the show at NATPE, including WOIO(TV) Shaker Heights, Ohio (Cleveland), as well as stations in Houston and Dallas. Masters said that interest has been expressed by affiliates in the top three markets. He said there is an April 1 deadline for deciding whether to go with the show or not.

Masters said that *Makeover* is not being offered this year.

■

NATPE sales for **Blair Entertainment** included 11 more markets for the fall 1986 premiere of *Strike it Rich*, including WRTV(TV) Indianapolis, KTSP-TV Phoenix, WJTF-TV Nashville, WDAU-TV Scranton, Pa., and WGHP-TV High Point, N.C.

In other sales, Tony Brown, senior vice president, general sales manager, said that the company's first movie package, *Revenge*, was cleared in 20 markets for sales of more than $2 million. Brown said Blair will debut its second movie package sometime in the summer and *Break the Bank* was renewed for a second season, he said.

Blair logged 21 renewals for the third year of *Divorce Court* at the convention. Brown was unperturbed by the ads for *The Judge* which cite the ratings of *Divorce Court* as a testament to the viability of courtroom shows. Imitation, he said, is the highest form of flattery.

FCC panel at odds over effect of deregulation

Mergers and takeovers seen as positive byproduct, Patrick, McKinney say; Quello and attorney Lane disagree

The takeovers and mergers of broadcast properties spurred by the FCC's deregulatory policies are having a positive effect.

At least that's what FCC Commissioners Dennis Patrick and James McKinney, FCC Mass Media Bureau chief, said in a panel presentation at the NATPE convention last week.

That duo's assessment was not unanimously endorsed. Commissioner James Quello and John Lane, of the law firm of Wilkes, Artis, Hedrick & Lane, said that the FCC's deregulatory initiatives, which also appear to have caused station prices to soar, have encouraged nonbroadcasters to acquire broadcast corporations. They also implied that the public may turn out to be the real loser.

Patrick said he thought it "in general positive" that "additional persons" are now interested in broadcasting. "One of the elements of [the] marketplace is the possibility of takeovers and mergers, be they hostile or friendly," Patrick told the about 40 persons attending the panel session. "That is one of the more substantial incentives to cause broadcasters to utilize the license, a very valuable license, in the public interest."

McKinney said broadcasting was "generally poorly managed." He said the "pressures" of takeovers and mergers were good for the business, and would result in broadcasting becoming more efficient. "I think that CBS today is more efficient than it was a year ago," McKinney said.

Quello, however, said he had "grave doubts" about whether the FCC's policy toward takeovers would be good for the industry. "And I'm a little bit worried about your fast-buck artists," Quello said. "Professional broadcasters have been imbued with the idea of serving the public with good programing and serving the public interest."

Lane said he thought the jury was still out. "The prices that these stations are going for, the new people coming in; clearly, do they have the same commitment that broadcasters had traditionally?" Lane asked. "It's going to be very difficult when you pay for and finance a property at the prices stations are now being exchanged at to also maintain staff and do local programs and to resist the temptation of increasing the commercial contents."

On other topics:

■ Quello said that "with Gramm-Rudman coming on," public broadcasters were going to be pinched for funding. "I think this issue of [permitting public broadcasters to advertise] will come up again, and it will be up to Congress to decide whether they're going to allow advertising or not," Quello said.

■ McKinney said a public notice would be prepared so the FCC can consider "clarifying" the "fuzzy lines" between the "enhanced underwriting" public broadcasters are permitted to offer and the advertising they are not supposed to present.

■ McKinney said the "only thing" that would "revive" the FCC's dormant rulemaking on financial interest and syndication would be if program producers and distributors asked the FCC to implement its "tentative" decision that essentially eliminated the rule.

■ Quello asked the National Association of Broadcasters, the Association of Independent Television Stations and the Public Broadcasting Service to provide the commission with a "comprehensive" list of the children's television programing available. "I think most people would be surprised by how much children's programing is out there," Quello said. "I expect to be pleasantly surprised; if we're not, maybe then we ought to do something on it."

■ Lane predicted that the Supreme Court won't overturn the *Quincy* decision, in which the appellate court ruled that the must-carry rules were unconstitutional.

■ Lane also recommended keeping a close eye on where the telephone companies are going in the future. "I think they will be into advertising and programing delivered to the home over a broadband system," Lane said. "That obsoletes everything."

■ McKinney noted that Rupert Murdoch will soon have control of both a television studio and "virtually a network" of Metromedia TV stations. The Department of Justice and the FTC have had "problems in the past" with a "closeness between origination and distribution," McKinney said. But he thought that sort of closeness was good. "I think overall it's good for the industry," McKinney said. "I think in the long run it will provide better programing, and I think in the long run it will provide better service to the public, and I'm not negative about it at all." □

Barovick, Quello, Patrick, McKinney, Lane

NATPE panel reminisces about the good old days

And nobody has much good to say about today's programing

Some of television's pioneers assembled at a NATPE breakfast session last week to tackle a venerable question, "Old Time TV...How Good Was It Really." Moderated by *20/20* host Hugh Downs, the panel—former NBC President Sylvester (Pat) Weaver, comedian Sid Caesar, writer J.P. Miller and director George Schaefer—assessed some of the changes in television since its infancy. For the most part, there was little praise for the way the medium has evolved.

For Miller, who was the author of televi-

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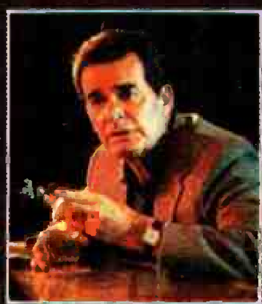

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sion plays including the *Days of Wine and Roses*, there have been few changes for the better. On balance, he said, "the money is better today, but just about everything else is worse." For example, Miller said, "in the early days when you wrote for television, your producer was the boss. You knew there wasn't a gang of people behind him pulling strings...Nobody interfered with you."

To director Schaefer, who directed some of the *Hallmark Hall of Fame* productions, the primary change is the disappearance of live television. "The live shows had excitement. They had a wonderful feeling of control for directors," he explained. The process now, he added, "is so different."

Caesar also expressed concern about developments in programing: "Too many people are between the performer and audience today. There are editors of the editors, then there are producers of the editors, and the editors of the producers. There's no directness any more," Caesar told the broadcasters. "You have to touch the audience, especially in comedy. Comedy should be done in one take, because the adrenaline comes up. If you do make a mistake, fine, it shows you're human."

The whole philosophy behind television programing today is different, Weaver contended. In the early days of television, he said: "We said: 'We are going to attract the total audience. And the way we're going to do it is we're going to take this marvelous new instrument, which is a communications instrument, and take people to the theater, the living theater in New York, and let the whole underprivileged masses see what the rich privileged people have been able to see for generations. It will open up a new world of the Athenian masses.' Our philosophy was, we must not limit television to programs done in studios."

Downs asked Weaver what the effect has been on the networks' programing philosophy since television has become a much bigger business. "I think that makes it worse, because the managements do not do the kinds of things that television could do and ought to do," Weaver replied. "I am talking about coverage of the great empty areas. One-third of the people in this country went to the ballet last year; one-third went to the opera last year; two-thirds went to the theater. All of these forms are exploding and yet there is no coverage. Once in awhile they throw a bone to the dog," he said.

"What do you think has brought the industry to abandon that 39-week season?" Downs also asked the panelists.

"It has helped the VCR's a lot, as well as cable and it will help DBS and everything else," Weaver responded. Weaver attributed the change to expanded programing costs, especially the costs for talent. "Why this was allowed to happen, I don't know. Actually, I do know. Somebody who makes a hit in a so-so potboiler, says: 'I won't work next year unless you raise me from $1,500 a week to $10,000,' and they pay it," he said.

What about the charge that accountants have taken over the industry? "Not just accountants; agents and business managers and lawyers have taken over instead of showmen. It's very true," Schaefer said. "There are just as many and maybe more good writers, wonderful performers, fine directors and producers, but they do not get a chance to do their best work," he said. "Today almost all good writing that's been done for television is sitting on shelves someplace and the junk gets on the air. It's a terrible system at the moment," Schaefer said.

Downs, Caesar, Weaver, Schaefer, Miller

"Nowadays, you can't compete with the guns and car chases," Miller remarked. "We used to be able to mention things like truth, beauty, art. Nowadays those things make networks blanch."

Caesar believes that the advent of remote control has taken the public's attention span down to about three seconds. "And in three seconds, if there's not a car in the air or a plane in the middle of a nose dive on fire, smashing into a helicopter which is also on fire, coming down on a fire hydrant which is also on fire that is exploding, there's no action. If it's not moving, if it's not exploding, they don't watch."

Additionally, Caesar thinks the censorship of the early TV days forced "us to be funny. We couldn't go near sex. We couldn't touch religion. We couldn't go anywhere near politics. I think we need to depend more on creativity." Moreover, he emphasized that more attention should be paid to talent and content.

"Is there a case to be made that the public is settling for what it gets?" Downs asked. "People don't know what they want until you show them the variety of things that are available to them," Weaver answered. "When we did the Royal Ballet in 1955, much to the disgust of our clients, we had 30 million viewers and no drop in the Nielsen minute by minute," he said.

One member of the audience asked the panelists what they think about the commercial sector sharing a portion of its profits so that public broadcasting might be able to do more of the type of programing that Weaver and the others discussed. Weaver said he advised the Carnegie Commission when it recommended creation of a public broadcasting system: "If you guys want a decent public service set up, you have to do what they do abroad. You go to the 85 million homes and everybody who has a television set makes that check on the IRS form and sends in their $20 for public broadcasting. And that's the way we should do it and it's inexcusable that we don't, but it's political that we don't." □

New cooperation between news and programing

Panelists discuss using news personalities for nonnews functions

The lines between the news and programing departments may be blurring. And, according to a NATPE panel, that's not a bad thing.

The panelists also agreed that expanding a news personality's role at the station is to be desired, as long as that works to the station's benefit.

Larry Gants, director of programing and promotion for KHQ-TV Spokane, Wash., said that when it comes to news and programing departments these days, there's no longer a "them-and-us" mentality. At KHQ-TV, said Gants, "We have a tremendous team effort going." Gants said the program manager and the news director meet weekly to discuss programing and advise each other.

Also, according to Gants, the personalities of the newspeople appear to be "important" to viewers. "So we [the news and program departments] work very closely on trying to develop those personalities to the greatest advantage, not only on the news programs, but beyond. We're now having our news people cut our station's PSA spots, getting them involved in dealing with the community other than by simply delivering the news."

Said Debra Zeyen, program manager of KDKA-TV Pittsburgh: "If I want my news anchor to be authoritative, that anchor may in fact do anything within the station so long as it supports the concept of that anchor being authoritative. And that means that he may in fact be my host on my major children's hospital telethon."

Bob Warfield, vice president and news director of WDIV-TV Detroit, said it had to be remembered that news anchors are a station's "front-line" people. "The whole PSA issue, I think that helps again in broadening the perspective of these individuals," Warfield said.

Said Gants: "As the news goes, so goes the station. So when you deal with these personalities in the newscast and you utilize them beyond the newscast basis, you're supporting the whole station; you're building a stronger superstructure."

Warfield recommended that broadcasters exercise caution in how they used news per-

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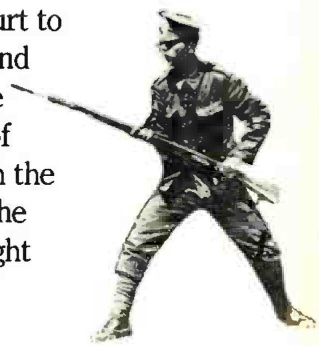

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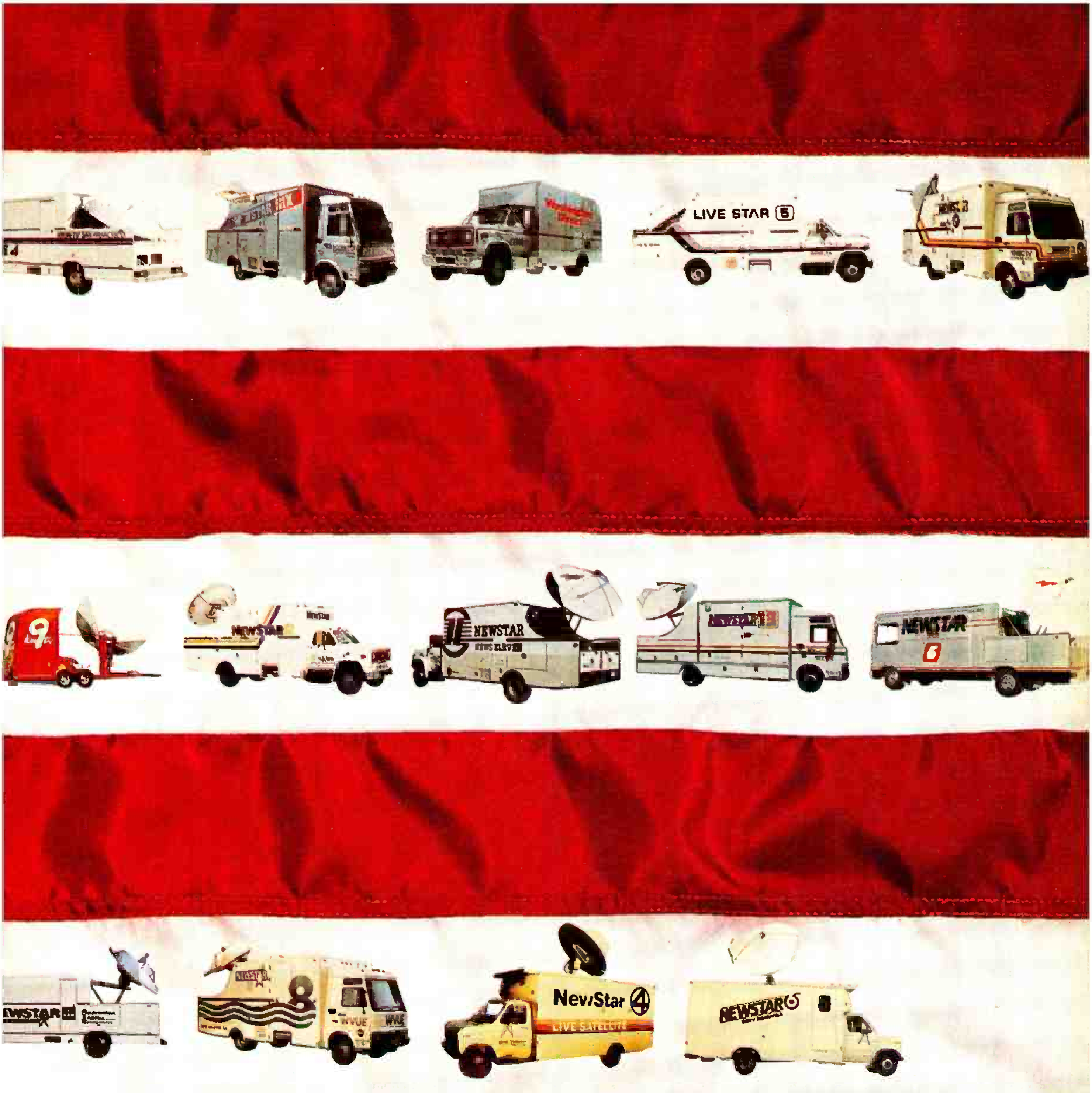
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Keelor, Warfield, Zeyen, Gants

sonalities outside their anchoring capacities. He expressed reservation about using them to host "news-entertainment" specials. The "press," he said, was critical of broadcasters moving toward a "news-infortainment" format. "They're accusing us of not delivering the news any more," Warfield said. "You may not care about the press, but in a market like Detroit where the people have high readership and care and believe what they read, it's important that you draw those lines very clearly."

The panelists also appeared to agree that broadcasters should exercise restraint in promoting news personalities within news stories.

Zeyen conceded that KDKA-TV will cover events at which station talent is appearing, even though the station's news department normally wouldn't cover the event if that talent weren't appearing. "The question mark in my mind is that I don't believe the audience will believe you very long if you only do that to sell them a bill of goods," Zeyen said.

Warfield said WDIV-TV addressed such situations by first attempting to decide whether the event in question was newsworthy. He conceded, however, that a "conflict" can arise when the talent is doing something in behalf of a "good" cause. "I say to the staff: If you've got a camera lying around, no one's doing anything, and his lunch hour's over, maybe he'll run out and get a few shots," Warfield said.

Zeyen also said she thought "journalism with a capital 'J' " was dead. And she was happy about that. "In journalism with a capital 'J,' we tried so hard to be objective that we cut all emotion out of our reporting, and it's time we bring emotion back into the news and into all of our reporting," she said.

Warfield said he thought that maybe the "J" wasn't as big as it used to be, but that it was still around.

"We have come to realize that there is a defined audience out there with definable needs, and we have to meet them all," he said. "And sometimes that [means presenting] more than what happened today; sometimes that includes what you need to know; sometimes that includes life-style stories; sometimes that includes ways to make your life better." □

Indies ponder fourth network creation

Most likely form it would take would be ad-hoc variety, but consensus at NATPE is that such a move has uphill fight

While the three networks held affiliate meetings at NATPE, a panel of independent television executives in an adjacent room agreed that they would probably not be making it a foursome. The panel, moderated by KTLA(TV) Los Angeles program director David Simon, concluded that if a fourth network is created, it would take the form of programing cleared for a particular time period, something akin to the present array of ad-hoc networks.

Panelists said that as the number of independents rose, so too would the production of shows specifically for independents. Preston Padden, president of the Association of Independent Television Stations, backed up the forecast with evidence of independents' growing stature in the syndication marketplace. Based on NAB financial reports and estimates for the years 1981-1990, independent programing purchases now amount to twice that of affiliates. In 1975, independents bought $75 million worth of syndicated programing, accounting for 31% of all programing, while affiliates purchased $242 million worth, accounting for the other 69%. In 1985, independents upped their share of the market to 61%, with $708 mi lion in purchases, while affiliates purchas $460 million, the other 39%. By 1990, ind pendents will buy $1.552 billion in progra ing, accounting for 65% of all purchase while affiliates will be at $753 million, 35%.

The question of program costs was a dressed by Taft Broadcasting's Greg Mill who told the audience that independen have more control of the marketplace th they are given credit for. "Syndicators do control you unless you buy their show," said. From the syndication side, Al Masi president of Telerep, and its distribution c visions Television Program Enterprises/ peration Prime Time, said control bo down to simply picking the hits. Complica ing that, however, is the practice among sy dicators of forcing stations to take on ne shows as they renew the hits, Masini sai

As for a fourth network, Masini said th major structural problems had to be work out. With smaller markets not being able handle large cash license fees necessary cover the cost of production of a large firs run venture, he said, the risk remains wi the creator of the network who has to u some kind of barter terms.

Whatever the restrictions of the creati of an expanded ad-hoc fourth network, one denied such an undertaking would worthwhile. Mel Smith of Tribune Broa casting said that the greatest opportunity f success with a quasi-network exists fi within prime time, followed by late nig and daytime.

Miller, Padden, Simon, Smith, Metromedia's Diane Sass, Masini

The war over music licensing

Two sides get no closer to agreement at NATPE session

The production community and broadca industry don't always see eye to eye. At o NATPE session last week the two factio were pitted against each other over mus licensing: Broadcasters want to eliminate t current blanket music-licensing schem which Hollywood wants retained. By t sounds of their debate, there appeared to no middle ground.

A lively discussion ensued between pa elists Marvin Grieve, president of MG/Pe Inc., New York, who presented the produ ers/syndicators views on the issue, and Bruce Rich, an attorney with Weil, Gotsh & Manges, New York, who counsels t All-Industry Television Station Music L cense Committee, and committee memb Neil Pugh of WHIO-TV Dayton, Ohio.

The committee has launched a major i tiative in Washington to convince Congre to pass legislation that would eliminate t current music-licensing scheme. Televisi broadcasters are unhappy with the fees th now pay Broadcast Music Inc. and t American Society of Composers, Autho and Publishers for music rights, and und the proposed legislation, the music righ would be delivered with the programs wh

purchased from the syndicator or producer.

"I think there is ample evidence that most of the dollars we [TV stations] pay to ASCAP and BMI for music performing rights go right back to the producers of the programs for which we are already paying top dollar," said moderator Jack Zwaska, executive director with the committee. "Our problem, as I see it, is not with the composer. Our problems are with the Hollywood studios, who act not only as producers but also as music publishers and who get us coming and going," Zwaska said.

"The money involved is one thing. My biggest frustration is the fact that we have absolutely no negotiating options as far as music is concerned," Pugh said. "We pay a considerable price for a good piece of product and in that price the producer somehow finds his way to pay the director, the script writer, the actor, but not the music composer. In effect, we get a piece of property that is not totally ours until we give up a music tax, approximately 2% of our gross revenues every month to pay for that music," Pugh added.

Another aspect of the blanket licensing concept that frustrates Pugh, he said, is that 40% to 60% of his gross revenue comes from locally produced shows in which "I have no ASCAP or BMI music, and within which I am taxed 2%."

Pugh urged broadcasters to visit their congressmen and senators and press for passage of the committee's bill. "I think they'll get on board. I think we have a big chance of being successful," the Dayton broadcaster said. "This is the year that we get fairness in music licensing back where it belongs—in the source," Pugh added.

But Grieve argued that source licensing will only lead to "chaos." Grieve admitted the fees are "a lot of money." But he said that the system has been working for 40 years. Moreover, he pointed out that there are several options broadcasters can pursue in acquiring the music rights: "purchasing the performance rights directly from music composers and publishers; purchasing the rights on a per-program basis (you don't want to do that because the rates are too high); purchasing a blanket license, which you are currently doing." He said "broadcasters may demand that the performance rights are included when the programs are delivered or don't buy them." It's an open marketplace, Grieve maintained. "You can negotiate," he said, adding that "you have the means to do it and an organization to do it."

Grieve warned that if the legislation passes, broadcasters will have to "live with one of the biggest mistakes you'll ever make." Moreover, he emphasized, "can anyone argue that the television broadcast industry is hurting economically when individual stations have sold for $500 million? You represent an $8-billion industry that is getting larger and larger every year." If broadcasters feel they are being unfairly treated by ASCAP and BMI, Grieve suggested they seek review in the federal courts. "Negotiations over the years between these two industries has resulted in a rate reduction of nearly 50% negotiating among ourselves," he said. "In the end I think that if it works, don't fix it."

But "the system is broke," Rich contended, "and it needs fixing." He also refuted Grieve's contention that broadcasters have four options when it comes to music licensing. As for direct licensing, Rich said: "I think nobody in this room would suggest that broadcasters unhappy with blanket licensing could shag around the country and look for potentially thousands of disparate copyright owners and publishers and make transactions. Nobody in the courtroom ever suggested that was feasible, so let's strike that off the table," Rich said.

Why rock the boat, Rich asked rhetorically. Because "it's an issue of what's fair and appropriate," he said. Is it fair, Rich asked or appropriate for one element of the television production community to be insulated from the competitive process? "The answer broadcasters believe is that it sure ain't," Rich said. "There has never been price competition over the price of music performing rights in the history of television. The fact that a committee of television broadcasters sits across the table from ASCAP and BMI is no substitute for the marketplace. You can't walk away from a blanket license. The broadcaster can't not take syndicated programing—the broadcaster is over the barrel," Rich said.

But Grieve was not convinced. Indeed, he warned that source licensing "will not be the end. It will just put it on your heads, because we're going to pass it right on back to you gentlemen." □

Zwaska, Grieve, Rich, Pugh

No throwing in the towel at CBS: Movies, mini-series key to overtaking NBC in second half

Affiliates at NATPE hear no-discouraging-words scenario on new competitive posture

CBS is counting on mini-series and movies of the second half of the programing season to pull it out of the second-place position from which it now contemplates first place NBC.

The seven CBS executives who carried that message to a meeting of affiliates held in conjunction with the NATPE conference in New Orleans were unanimous in elaborating on the "it isn't over 'til it's over" theme. Said David Poltrack, research vice president for the CBS/Broadcast Group: "If our movies and mini-series can beat NBC, we can make a race of it in the second half." Echoed Harvey Shephard, programing vice president for CBS Entertainment: "The balance of the season will be determined by our movies and mini-series versus NBC."

Analyzing what might come next in CBS's prime time week, Shephard forecast continued dominance on Monday, expressed hopes that *Melba* and *Charlie and Company* would help the situation on Tuesdays, and said that although Wednesday's lineup was a disappointment (in ratings performance), CBS still considers *Mary, Foley Square, Crazy Like a Fox* and *The Equalizer* to be "very competitive" and hopes that, over time, the audience will respond favorably.

The bad news on Thursday was NBC's *Cosby* and *Family Ties*, while on Friday CBS is "doing well," Shephard said, even though *Twilight Zone* is "very difficult to mount. *Dallas* and *Falcon Crest* continue to do well even though there is a little erosion due to age," he said. Saturday is a problem that CBS hopes to handle with a strong movie schedule. Sunday is "gratifying."

Among the mini-series upon which CBS is pinning its second-season hopes are *If Tomorrow Comes, Blood and Orchids, Dream West* and *Sins*. All, to judge by a presentation tape shown to the affiliates, are conspicuous for sex, violence or adventure.

Tom Leahy, executive vice president with responsibility for the TV network and the entertainment division, said that CBS was "painfully aware of the importance of May" to the affiliates but said plans were either too competitive to share in an open forum or were still in development. Scott Michels, head of station relations, remarked—too—that "there's nobody at our network who believes that this season is done." He referred to a new promotion campaign that would involve trading a position in prime time for one in station access periods.

Van Gordon Sauter, president of CBS News, said he took his inspiration from Johnny Weissmuller (Tarzan), who advised: "Don't let go of the vine," and said he wanted to talk about "a few of the vines we're hanging on to." One was an upcoming 90-minute documentary by Bill Moyers, followed by a 30-minute discussion segment,

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relating to the black underclass in America. Sauter said it may be "upsetting to blacks and offensive to liberals." Another was the institution of a regional news exchange. Sauter said CBS was working on a plan to obtain access to Ku-band transponders.

Sauter referred to the *CBS Evening News with Dan Rather* as, with exception of the morning news, the "vital center of the news organization," and said it would be given "a coat of paint" in the form of some set modifications. NBC will use the new success of its *Today Show* to "bootstrap Brokaw" (that network's evening news broadcast).

Referring to CBS's own morning news, Sauter said the coming and going of talent during the past year "was not as graceful as you would like it to be." Nevertheless, "I am optimistic" about that broadcast, he said, adding that it must first win esteem within the family at the network and among the affiliates." Summing up, he said the main challenge was to keep the evening news where it is and to do something about the morning news.

The worried demeanors that characterized the other members of the CBS team failed to reach Neal Pilson, the executive vice president for sports, owned stations and network operations, who reported a "pretty good year" for the first of his charges. It was a year that may have marked a high-water mark in the proliferation of sports available to TV, he said. It all added up to what he termed CBS's "MESS: Major Event Syndrome and Strategy."

The lead wagon is the National Football League, Pilson said, with the past season demonstrating what one team could do. After Chicago took off in 1985, the balance of the season was up 10% for CBS. Negotiations for renewal of the NFL franchise won't begin until next year, he said, and will have to take into consideration that while ratings have been up sales have been down. "I expect a tough confrontation of wills," he said.

Pilson referred to another syndrome—"the escalating rights fees syndrome"—as a plague on the industry, and said the 1988 Korean Olympics negotiations "may signify an effort to hold them down." All three networks basically said: "Enough." Pilson said the Koreans were out to get $750 million and all American networks passed at $310 million. NBC eventually won the rights for $300 million-plus.

Pilson acknowledged the sports marketplace is changing but said he didn't think the alternatives (to conventional broadcast television) are yet there.

Tony Malara, president of the TV network, said the CBS go-slow approach to stereo television is under review in response to affiliate concern. He said the network would deal, in order, with pass-through capability (the ability to broadcast stereo materials presented to it by others), capacity to originate major events in stereo and then total stereo capacity. Malara said the pass-through target should be reached by Feb. 25. The conversion is an expensive proposition and should be tied to station readiness and set capability among the public at large, he said.

Among the odds and ends of information that surfaced during the discussion:

□ CBS has devised a system to compete with the NBC "Namedropper," which inserts station ID's in program material. Named "LIDIA," it will be ready by the affiliate convention in May.

□ Is CBS News talking with Connie Chung and is there any special research in progress on the morning news audience? No, said Sauter, there are no present plans for Chung and "I have every intention of being aware of the audience."

□ On Ku-band development: "We're going to stay ahead because we can't afford to stay behind," said Sauter. "Rest assured that we are on this case." Added Scott Michels, vice president of affiliate relations: "[The competition] isn't up to where we are today with the regional news feed. It's just by Ku-band; I don't think all the eggs are going to be in that basket." □

ABC details its hopes for improvement

Executives run down February sweeps lineup, plus network's trouble areas and solutions for its problems

Despite the network's third-place position, the mood was upbeat as ABC affiliates gathered at NATPE to hear network executives discuss their plans for improving ABC's performance.

The meeting opened on a positive note as moderator Gary Stark of WEWS-TV Cleveland reported that ABC's *MacGyver* finished second in the ratings for Wednesday (Jan. 15) night, "well ahead of *Mary* and *Foley Square*." (*MacGyver* previously aired on Sunday night.) Furthermore, Stark noted, CBS's *Crazy Like a Fox*, premiering in its new time slot, "ran third and only did a 20 share." NBC's *Blacke's Magic*, he said, dropped from its first week's 29 share to a 25. And, "at 10 p.m., business was as usual with *Hotel* [running strong]," he said, adding that the *Equalizer* did a 20 share. "Things are looking better and I think we can look forward to some good numbers ahead," Stark concluded.

But the seriousness of ABC's decline in the ratings was not underplayed. ABC Television President Mark Mandala underscored the network's intentions to work hard to overcome that slippage. He prefaced his own remarks by quoting a speech given by ABC Entertainment President Brandon Stoddard during the affiliates board meeting last December in which Stoddard said: "I want to see us make changes in our programing and the presentation of that programing that involves more respect for the audience. Over the past few years, I've grown tired and frustrated of programs that have little to do with emotion, with lots of meaningless action sequences and promotion extremes and oversell to an audience. I think we're all tired of the predictable, superficial and the cartoon of network prime. I believe the audience is not being treated with respect- . . . What I do promise for you is that we will begin to build an ABC that has a renewed sense of dignity, a new respect for itself, the affiliates and the audiences, and bring us the pride about what we do and the programs we present. If we do that, the audiences won't be far behind."

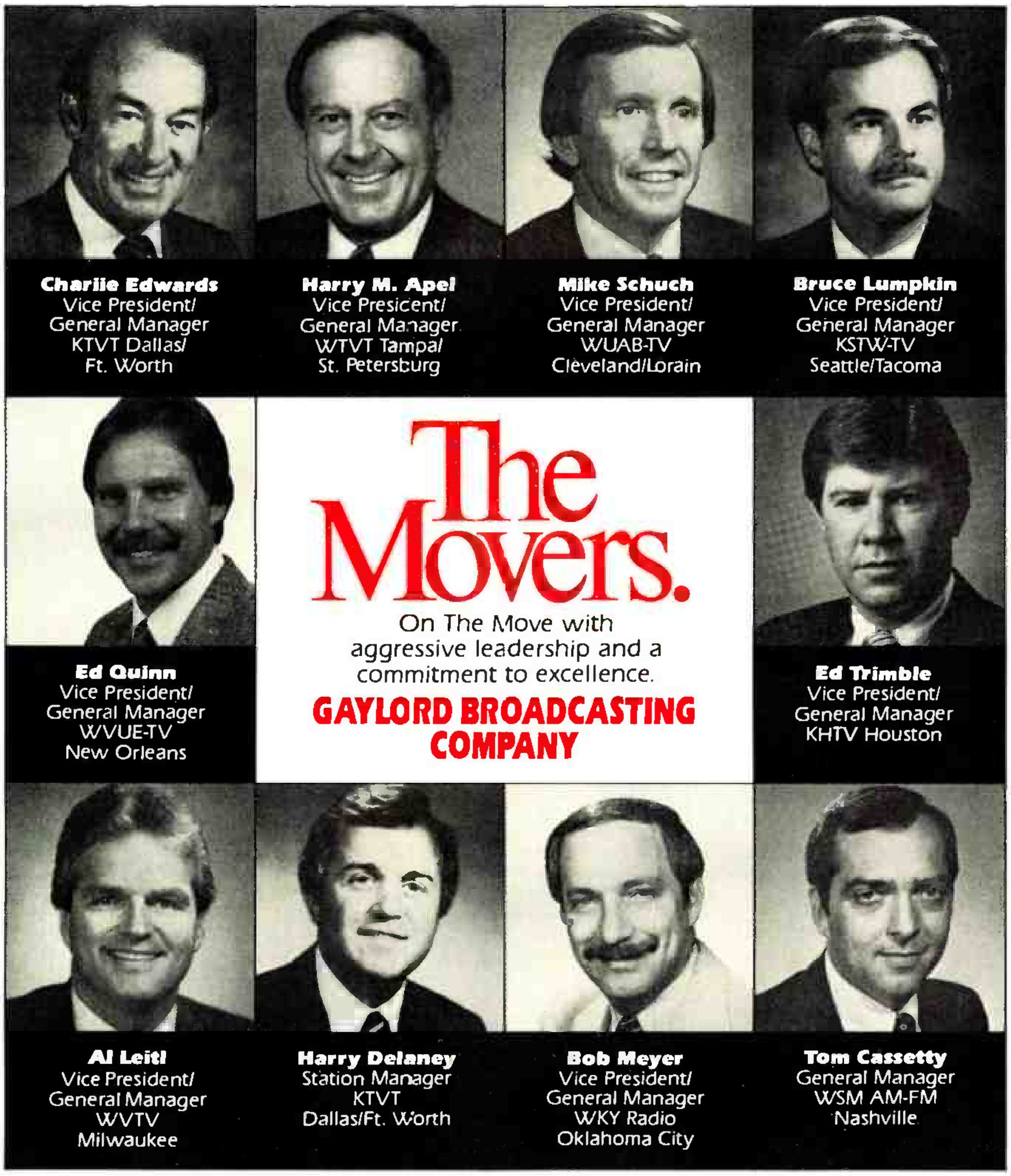
Mandala also emphasized that there is no "quick fix in prime time programing" and that it will take the network a long time to improve its standing. There has been some movement, however, he said. "We've seen some slight improvement in the fourth quarter in prime time and we've seen some slight improvement in the sweep books in November."

Mandala ran down a list of new shows on ABC, including *The Redd Foxx Show*, which debuted Jan. 18, and *Fortune Dame*, which is slated to air Feb. 17, replacing *Lady Blue*.

The ABC executive also said the network is counting on a strong February sweep performance. ABC appears to be pinning its hopes on the success of two key theatrical films, several mini-series and the *Disney Sunday Movie*, which premieres Feb. 2. Mandala described the Disney program as a combination of one- and two-hour family features. "The minute you see the first one, you'll know that we have something to be very proud of," he said.

ABC Television Network President George Newi outlined other February programing highlights, including "Octopussy," on Feb. 2, and "Mr. Mom," on Feb. 16. As for mini-series, Newi said ABC will premiere the first part of a four-hour mini-series, called *Harem*, on Feb. 9. It stars Omar Shariff and Ava Gardner. On Feb. 23, the six-hour mini-series, *Crossings*, debuts. February Monday night films will include "Choices," on Feb. 17, starring George C. Scott, Jacqueline Bissett and Melissa Sue Anderson, Newi said. "That deals with the controversial subject of abortion, but deals

Michaels, moderator Dick A'Hearn, WTVT(TV) Tampa; Shepherd; Leahy; Malara; Poltrack; Pilson; Sauter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with it in a way that I think we can all be proud," Newi said.

Newi said ABC would take a close look at its other dayparts, including early morning. "In *Good Morning America*, we're in a horse race. We still won the fourth quarter, albeit by a small margin. We're going to see what we can to improve it." In the afternoon, he continued, ABC is the "clear leader." ABC's daytime problem, however, remains the 11 a.m. to noon time period, Newi said. "We've addressed that with some new programing that just went on the air, *Pott Streets* and *Love, American Style*."

On the news front, Newi said *World News Tonight* "was a strong second in homes and a leader in adults 18 to 49" in the November books. He said *20/20* has increased a couple of share points and that 10 new stations began clearing *Nightline* live in January.

Newi acknowledged that late-night programing has aroused considerable concern. "We pledge to have a program for you by the fall. We're working on several projects. One you'll see in March called the *John Barber Show*. [Barber is one of the co-hosts on *Real People*]. "John will be doing zany on-location and studio interviews," Newi said.

Richard Kozak, ABC vice president for affiliate relations, reported on further network developments involving ABSAT and ABC News One. Both projects, he believes, "will clearly put ABC and its affiliates on the leading edge of newsgathering. What ABSAT represents is the utilization of the Ku-band technology and mobile vans for local newsgathering as well as uplinking news stories to the networks," Kozak explained. Further details on ABSAT, he said, would be presented at ABC's upcoming regional meetings. ABC News One, the network's regional news feeds project, Kozak said, is still in development but scheduled for completion next July. Kozak also reported that the network's plans for an affiliate ad insertion system are well under way and that more details will be unveiled at the regional meetings.

During a question and answer session following the executive presentations, Newi said ABC's first-quarter situation "looks stronger than the first quarter of last year, in terms of overall available dollars." He said: "We're running about 85% sold out for the first quarter. The overall picture is one of continued slowness in the marketplace, but with signs of improvement. I don't know anyone in the business who doesn't think that '86 is going to be better than '85," Newi said. □

Patch job. The FCC, "hopefully within the coming month," is planning to fix its radio deregulation order, according to James McKinney, FCC Mass Media Bureau chief. "And I think this time it will pass the final incremental court muster," McKinney said in a question-and-answer session following a panel presentation at the NATPE International program conference in New Orleans. McKinney noted that in its remand, the appellate court had objected to the commission's logging requirement. "The court has in effect said, 'Maybe the issues list is okay, but you've got to list all of the major programs, all of the substantial programs that address those issues,' " McKinney said. "I don't think that's a great burden, frankly." McKinney also said that if he were a broadcaster and was going to rely at renewal time on an issues-programs list, he would "want to list all of the substantial programs that I did in the past quarter in order to address those issues."

Public broadcasters debate alternative funding options

Panel debates whether noncommercial stations should increase enhanced underwriting or receive support from commercial broadcasters

The ongoing dialogue over who should fund public television continued in New Orleans last week at NATPE, as a discussion of enhanced underwriting, limited advertising and money from commercial broadcasters—among other things—left the noncommercial broadcasters divided over how to achieve needed revenue.

At one end of the spectrum was WMHT(TV) Schenectady, N.Y.'s Donald Schein, who was against either enhanced underwriting or advertising on the noncommercial medium. The more noncommercial broadcasters "go after enhanced underwriting, daypart spots and especially advertising, the more the antagonism [with commercial broadcasters] will grow," Schein said, adding: "The more we pursue these income-generating devices, the more we become like the commercial stations. In the end, the only difference will be the name."

Schein suggested that commercial broadcasters should have "the responsibility" of raising money each year for their noncommercial "sister stations" in their community. ("Where there are overlapping markets, a shared arrangement could be worked out," Schein said.) He said the commercial stations may want to make "an out and out gift" to the noncommercial stations for tax purposes, or join together in a given market to do a telethon, or provide a match for membership. "It really doesn't matter," Schein said, "so long as the goal is reached, which would be agreed upon by each commercial station."

In return, according to Schein's scenario, the public stations "would stop all underwriting efforts on the local and national levels—after all, there would no longer be a need for this.... To continue to go in the direction [public stations] are going, can only be disaster," Schein said. It would mean "the end of public TV as we've come to know it." He said public broadcasters should "call on our commercial brothers and sisters for the help we need so we can give them the kind of support they need, so we can begin pursuing our separate paths." Helping public TV is in the the commercial broadcasters' "best interests," Schein said.

Stewart Cheifet of noncommercial WITF-TV Harrisburg, Pa., thought asking commercial broadcasters for support was "pie in the sky." He said that of the current sources of financial support—federal funding, private donations and corporate money—the last, whether in the form of enhanced underwriting or limited advertising, had the greatest growth potential for new revenue with the least "downside risk."

Chiefet addressed some of the concerns shared by public broadcasters about using more corporate support. Among them: The noncommercial system will lose its government support, its mission and its members. Additionally, "the National Association of Broadcasters will hate us."

On the first concern of losing federal funds, Chiefet said that he hadn't noticed "that we had any more difficult a time with Congress this year than we've ever had in the enhanced underwriting environment." He added that he didn't think that dairy farmers in Pennsylvania, for example, would lose their government subsidy "because they charge for milk. And I'm not sure I should lose my subsidy because I charge for air time," he said.

As for losing public TV's mission, Chiefet asked noncommercial broadcasters at the NATPE session if they ever thought of ratings when planning their February sweeps program schedule and why they were at NATPE. "Is this the bastion of quality programing? Or are we looking for programs that might get us respectable numbers or lead-ins?" he asked. The marketplace will, if anything, "insure the continuance of quality," Chiefet said. "Who should fund public television? I would say, within respectable reason, anybody we can get to fund public

Stark, Mandala, Newi, Kozak

Schein, Saele, Rayvid, Cheifet

television. I don't think we are that easily corrupted," Chiefet said.

Jay Rayvid of WQED(TV) Pittsburgh, said that this was "really an issue of extreme expression, but not extreme differences. We need to find increased pools of funding while maintaining our identity," he said, adding that he thought it was "simple to say we ought to do anything we can to get money and to confuse underwriting and advertising. I think there are extreme differences between the two," he said.

He said WQED was "not opposed" to enhanced underwriting, or to "the principle of exploring new methodologies of getting new financing into public television." But, Rayvid asked: "Why would a program underwriter who puts substantial millions of dollars into financing a national program continue to do so if it could buy 50 markets at the same time for less? Or why would a program underwriter buy into a series if a competitor could buy an adjacency right up against their time in 50 markets and distribute materials and claim credit for the doings?"

WYES-TV New Orleans's Vincent Saele said his station was among those that are neither all entitlement supported nor recipients of a "disproportionate amount of their revenue" from production. WYES-TV, he said, is among those struggling to maintain "the local public television operation"—the "heart of the system." For WYES-TV, Saele said "the introduction of limited advertising does have very good potential to assist public television in the years to come."

The recent December pledge festival, Saele said, showed "the beginning, if not the continuation" of the decline in response from viewers, and "the beginning also of the frustration and the alienation of the audiences who are getting to the point where they are saying, 'Do we have to put up with all of this continually for all the years to come?' " Additionally, Saele said, the "entitlement gravy train is about to come to a halt." The question today, he said, is whether noncommercial television will survive.

One person in the audience responded to the discussion saying there seemed to be a "romanticism and a lack of reality" among public broadcasters when talking about advertising and enhanced underwriting. The "real world of advertising," he said, consists of businesses that want to sell products, not just enhance their corporate images. Another person at the session asked why noncommercial broadcasters weren't working toward the goal of producing good programing that will attract financial support, rather than "this constant squabbling.... This schizophrenia [among public broadcasters] is unbelievable." □

Will DBS in Europe meet same fate as in U.S.?

That appeared to be consensus of international panel at NATPE; cable too may have problems because of tax changes, penetration of VCR's

Although Europeans are now preparing to launch several high-powered satellites to accommodate direct-to-home video services, there are indications that such services won't fare any better there than they have here.

That seemed to be the consensus among panelists at the NATPE International program conference in New Orleans last week. Panelists also presented evidence that cable may be fizzling out in Britain as well.

Perhaps the major problem anyone wanting to launch a satellite video service in Europe must confront is programing. There's just not enough good programing to go around. On that, all of the panelists appeared to agree.

Among the other problems DBS services will face in Europe, according to the panelists: politicians in European countries that generally in the past have had broadcast facilities that were owned and operated by the state may not be pleased with too much programing originating outside their borders, and viewers there who want to pay for programing to supplement what they get from conventional television services already have access to videocassette recorders.

There also was some talk of how a worldwide standard for high-definition television might do wonders for the industry, and there was some oohing and aahing over the Japanese HDTV system.

But Gunnar Rugheimer, executive chairman of The Home Video Channel, London, lodged a dissent. Rugheimer said the Japanese system looked fine in a closed-circuit mode, but not when transmitted over the air. When transmitted, he said, the Japanese system cannot cover camera movement. "And there are a lot of people...who think there are theoretical reasons why this [shortcoming] will never be resolved," Rugheimer said.

Lawrence Gershman, president of MGM/UA Entertainment Group, said there were a variety of reasons why it would be difficult for European satellite services to acquire programing that terrestrial broadcasters wanted. Perhaps the most compelling reason: It would be difficult for a satellite operator, whose signal would encompass several European countries, to ante up as much for a program as the broadcasters in those countries could because a programer could strike a separate deal with each broadcaster.

Bill Cotton, managing director of the BBC, said that it would be hard to persuade Europeans to acquire pay programing because European broadcasting systems have already been offering those viewers "a fairly decent" service. "The introduction of pay television—be it satellite, be it by cable, be it by horseback, motorbike or roller skate—what they've actually got to prove is that they have to be able to bring to the audience a better deal than the audience is already getting," Cotton said. "That is not an easy trick when you have in place broadcasting organizations that are quite wealthy ...and they will be buying material and protecting themselves."

Bruce Gordon, president, Parmount Television International Service, said there were "enormous legal problems" in clearing programs for satellite transmission. "There is no doubt that sports and programing of great immediacy will be transmitted on satellite," Gordon said. "The programing that costs a lot of money to produce is where the prob-

Rugheimer, Cotton, Gershman, Gordon

lems lie."

Fred Cohen, former president of HBO International, said the number of cable subscriptions in the United Kingdom fell by about 13% last month, bringing the total to fewer than 125,000.

Cohen blamed the dismal prospects for cable in the United Kingdom on a variety of factors. For starters, he said, the government had changed its capital depreciation allowance scheme, making it much more expensive to construct. He also said cable service was too expensive in Britain and cited the competition from VCR's.

"I think to some extent, too, the program suppliers have overlooked the interests and needs of the public," Cohen said. "The public in England is very satisfied with what it's getting over the air."

Gershman also noted that at the time pay television services were first being launched in the U.S., domestic entrepreneurs didn't face an obstacle their European counterparts face: A lot of Europeans already own VCR's. "It becomes very difficult to market the concept of a pay service, either as a substitute or an adjunct, just purely from an economic basis," Gershman said.

Cotton had his own theory on why a pay service like HBO got off to such a blazing start in the U.S. "By and large, the American audience had never seen a commercial picture on television that had not been raped by commercials," Cotton said. "By and large, most European countries have actually been seeing motion pictures without commercials through the public service system."

Concluded Rugheimer: "There's a lot of hardware, a lot of technology out there, but we still have to find the audience and programing to expand on this. There's a lot more problems than meets the eye." □

General managers tell what makes them tick

They offer advice on what it takes to be a good GM

Starr, Castleman, Perris, McCombs, Barth

People with a lot of energy, an intense curiosity, the ability to listen and who "frankly, are dying to win," may want to become general managers. That was the consensus among panelists last Sunday in New Orleans at a session titled: "How to be a general manager and do you really want to?"

The six general managers on the panel—all alumni of WJXT(TV) Jacksonville, Fla.—agreed that a variety of skills are needed to manage a television station. Alan Perris, WTVJ(TV) Miami, compared the job to that of "the guy on the *Ed Sullivan Show* with the plates on the sticks. Generally, you get a few of them spinning and then hopefully you get all of them spinning, and then you can count on two or three of them wobbling and one falling before the end of the day. The problem with being a general manager," Perris said, is "you're the ultimate problem solver." To help deal with those daily problems, he advised being aware of "what's going on" at the station, in the community and around the country, and having a lot of energy to get through each day.

Perris also advised being "resilient" and remembering "it's only television. This is not brain surgery we're doing here. It's only television." He added that there were "two good reasons to be a general manager: If you're working for the right company," you have control; and "the bucks are pretty good."

Bill Castleman, KTXA(TV) Dallas, called that awareness Perris spoke of, "station sensitivity." It is important, he said, not just to be aware of what the station is doing, but "look at everything around you and ask: 'How does this apply to our station?' " Learning how to listen to people, delegating wisely and being able to ask questions were also on his list of needed characteristics. A general manager should be willing to experiment in sales, programing and promotion and should manage "by walking around" the station, Castleman said.

Irwin Starr, KGW-TV Portland, Ore., said a general manager must be willing "to question and admit" not knowing all the answers; take the job—not one's self—too seriously, and to give praise as well as criticism. The "next round" of general managers, Starr predicted, "will be managers," rather than simply 'programers' or 'sales people.' "The two words 'general' and 'manager' are even more applicable today," he said, adding that those in that position have to know how to manage people and resources as they "trim the fat and turn a profit."

To get into that "next round," Barry Barth, WFSB(TV) Hartford, Conn., suggested knowing "where you stand" within a company—the competition both within and outside it. "Ask: 'What are their qualifications versus yours?' Be brutally honest in assessing your skills and in how others assess them," he said. "Ask what you have to do to get on the general manager list." Additionally, Barth echoed the others on the panel when he said, "be prepared to move" as opportunities arise.

Jim Lynagh, president, Multimedia Broadcasting Co., who moderated the session, said that the talents needed to be a general manager include an ability to listen to the people you work with to be competitive, aggressive and have a broad outlook. "But more than any other single thing," he said, "what this job takes is energy—the ability to get up first thing every morning and start with a fresh outlook and be dying to get to work. Without that, forget it, because you can't win," Lynagh said.

Being a general manager requires dealing with crises and "issues of leadership," said Amy McCombs, WDIV(TV) Detroit. Having an ability to motivate people, "a mission, a purpose and a vision" are essential qualities for the job, she said, adding that those characteristics are needed at other levels within the station also. Asking "the right questions, and listening are also important, as is whom you hire. As a general manager," McCombs said, "there are a lot of areas you don't need to know about. But you better be pretty smart about hiring the right people."

As one of a handful of female general managers in the country, McCombs said she was "encouraged" by the growing number of women entering the broadcasting management ranks. She said being a general manager is "a wonderful job; it takes a lot of energy and intellectual drive...and I encourage women to go after it.

"This industry needs women," she said, adding, if "companies are willing to take the risk and let people who, perhaps, have never done the jobs before do it, I think women and minorities will have a chance to stay in the pipeline and keep developing." In the midst of the "tough financial decisions" being made by companies, McCombs said her "fear is that people will look to the proved manager—the person who has a track record, the person who has proved results. That's where the list of white males will be longer than the list of minorities and women," she said. □

Making the switch to stereo sound

Panelists offer advice on how to get the most from multichannel audio; they see great promotional benefits from station's new identity

While the costs of coverting a television station to stereo are high and the transition is not always smooth, overall the benefits of stereo TV outweigh the problems; one of the pluses being that stereo gives stations "a definite identity." That was the conclusion of participants on a NATPE panel last week that discussed ways to program successfully with stereo.

For WFSB(TV) Hartford, Conn., the experience with stereo has been mostly positive. The station's program director, Jim Lutton, shared his view of what has worked well for WFSB. "We use stereo to enrich and enhance our shows," he said, adding that his station

Klein, Wheless, Triplett, Lutton, LaMarche

is in a market where viewers have access to 22 signals. He noted that the station had to find a way to "stand out." And "stereo has been the way," he said.

Lutton advised broadcasters not to use stereo sound "frivolously," and to think more about how to produce that sound. Lutton also suggested stations simulcast programs with stereo radio stations until more viewers buy stereo TV's.

Lutton presented a tape of some of the programs WFSB has broadcast in stereo, including local caroling aired during Christmas and a special called *Buttons, Ballads and Ballyhoo*, which focused on a collection of political campaign memorabilia dating back to George Washington. Lutton noted that the latter was not just a straight documentary; the production included musical performances of campaign songs.

KRON-TV San Francisco's Bob Klein offered some tips on how to promote a station's new stereo sound. To kick off KRON-TV's first stereo broadcast, Klein said, the event was incorporated into the station's afternoon magazine show. The actual throwing of the switch for stereo was broadcast as part of the program. The throwing of the switch was followed immediately by a musical performance by a local rock band. He said music was played throughout the show, and that at the end, KRON-TV launched a contest with stereo TV sets as prizes.

WYFF-TV Greenville, N.C., uses stereo sound in producing *PM Magazine* segments, said the station's William Wheless. "Our crew was brought in with high expectations. We gave them the best equipment available," Wheless said. He noted that at first it took a lot of experimentation. And stereo has inreased post-production time by 20%-25%, he said.

Wheless said it was important to choose programs that are adaptable to stereo sound. At WYFF-TV, he said, "We feel multichannel sound is as important as color was. I urge you to jump into it with both feet."

Examining some of the problems encountered with stereo was Linda Triplett of WDBB-TV Tuscaloosa, Ala. She said her station experimented with stereo during the news. Some of it has worked and some hasn't, she said. Using stereo with left and right anchors caused confusion, Triplett said, since most viewers were watching on mono sets. She said that the audio levels would also drop on mono sets. Instead, Triplett suggested using stereo sound on news "just for music and just to enhance sound." A key use for stereo, she added, is in promotions. "It gives you a definite identity." □

ACT asks FCC for programing clarification

It wants children's shows that its says promote merchandise to disclose connection on screen

Action for Children's Television called on the FCC last week to require broadcasters to identify children's television programing that ACT said promoted sales for toys and other merchandise. ACT President Peggy Charren announced at a press conference during NATPE that ACT had filed a petition with the commission requiring that such so-called program-length commercials be interspersed "with a reasonable number of announcements informing the child audience that the program material is also an effort to promote the sale of the product or products in the story."

Charren said that ACT's petition (which seeks a declaratory ruling) was not trying to "ban or impede" the presentation of the programs. "All we're asking for," Charren said, "is that these very long sales pitches be identified to the audiences being sold."

Charren said ACT wanted shows "like *Challenge of the Gobots, G.I. Joe, He-Man and the Masters of the Universe, Thundercats* and *Wuzzles* to be clearly identified as program-length ads." Although ACT did not tell the commission what to say in the announcements, Charren suggested: "The program you are now watching is based on toy X and is designed to promote sale of that toy by company Y." She added that in her "fantasy life," she would like to have the disclaimer "crawling along the bottom" of the television screen during the program.

In its petition, ACT said that without such announcements, "there is clear harm—the programs are deceptive" to children. "The commission must quit kidding itself and face the real situation—a blatant effort by advertisers and public trustees to rip off the child audience," ACT said.

Charren said that ACT was "reminding" the FCC that program-length commercials "not only violate the commission's past rules and policies, but also Section 317 of the Communications Act of 1934," Charren said, "which imposes an obligation to identify the sponsor of commercial material so that the audience knows it is being commercially persuaded and by whom."

Asked during the press conference what benefit an announcement would have for children—especially those who could not yet read—Charren said that while it was sometimes a problem getting children to "fully understand" a disclaimer, it should still be made because one has "to assume someone will see it." Such an announcement would help show parents how "pervasive the problem is,.Charren said, adding that, "a clear pattern now exists in commercial children's television in which a product is developed prior to or together with an entertainment program integrally involving the product. Then the product is vigorously promoted by ads on other children's shows."

Charren said that "children's air time—especially in the after-school hours—was dominated by "cartoon programs starring brand-name toys. These shows," she said "with their big promotion budgets and opportunities for broadcasters to share profit

HRP's free advice. Dean McCarthy, vice president, program services, at Harrington, Righter & Parsons, opened his programing overview at NATPE with a strong admonition against barter shows that do not look as though they stand the chance of becoming "firm go's." He said that involvement in more than a few options for access would be a mistake. Among this year's new entries in access, McCarthy said that *We Love the Dating Game* is "the only viable alternative to *Wheel* and *Jeopardy*."

McCarthy encouraged his affiliate audience to take a look at first-run sitcoms although that genre posed some problems. Barter terms tend to be "prohibitively expensive," he said.McCarthy said if KNBC(TV) Los Angeles is successful with an access checkerboard of the new shows, renegotiation of their barter terms might result.

As for his picks for the coming year, McCarthy said that *Purely Personal*, sold by Colbert Television Sales, is "worthy of consideration," as is *Exclusive*, sold by Viacom. But the latter, he said, "doesn't appear likely to be launched." He also said that "you ought to do yourself a favor" and look at the Disney Magic I movie package.

Two HRP stations are offering locally produced bingo shows in the coming year—KWTV(TV) Oklahoma City (*Bingomania*, sold by Prijatel) and KGMB-TV Honolulu (*All-American Bingo*, sold by All-American Television). McCarthy said each is "worthy of your consideration."

from toy sales, place other programs at a competitive disadvantage. Young people are being deprived of the opportunity to see a wide range of programing, particularly live-action drama and nonfiction," she added.

The ACT president said it was "no coincidence" that the group announced its FCC filing during the NATPE convention because "deals made here at NATPE will determine what 50 million American young people will be watching next September. We want station managers, as well as the FCC," Charren said, "to take a hard look at their public-interest responsibilities and at the program-length ads now masquerading as children's TV programs. A commercial by any other name is still a commercial," Charren said.

According to ACT's petition, if the FCC does not require announcements identifying the so-called program-length commercials, then ACT "strongly urges the commission to open an official inquiry into program-length ads and get tough questions and answers on the record." □

Looking for that special quality in local shows

NATPE given advice on making local programing a success

Local programing specials can give a television station "on-air punch," "rev up" a staff and "even make money," Ann Miller of KPIX(TV) San Francisco, said last week at NATPE. The "key," she said, is getting everyone involved in the decision-making process from the beginning.

Among those testifying to those observations was WWL-TV New Orleans's John Pela. For his station, developing special programing is a way "to set the station apart" from its competitors and bring stories from around the world back to a local level in New Orleans. Since it first formed a "special projects team" in 1962, WWL-TV has covered the war in the Middle East, traveled to China and visited Egypt for background on the treasures of King Tut when that exhibit toured the U.S. (The tour included a stop in New Orleans.) The station's specials, which are "fully sponsored" by local advertisers, Pela said, have also included stories on the Mississippi river, houses in New Orleans and crime.

For Group W, special programing is often a cooperative effort among its five television stations. Among its specials was a 1984 public service campaign to raise public awareness and funds for Alzheimer's disease. It included an hour-long documentary on the subject, Group W's George Moynihan said. Additionally, a program entitled, *For Kid's Sake*, a mini-series for children on topics such as drug abuse, racial and ethnic heritage, divorce and adult-child communications, is now being offered in syndication. The program was initiated by Group W's WBZ-TV Boston and is expected to air on all Group W stations in the first quarter of this year.

Steve Currie of KOIN-TV Portland, Ore., said that "acting quickly" helped KOIN-TV to bring in additional revenue after the eruption of Mount St. Helens in 1980. Following that event, the station produced a documentary, a 120-page book and home videocassettes, which were marketed both domestically and internationally. The station did a similar special on Halley's comet, which includes a half-hour documentary hosted by former astronaut Alan Shepard, and 30-second and 90-second features. The "bottom line" in television specials, Currie said, is "think big."

For those in medium and small markets, Marion Meginnis of WBTV(TV) Charlotte, N.C., suggested using the station's available program segments and talent to help reduce the cost of producing specials. WBTV, for example, created a Grammy award special hosted by the station's weatherman. It included music video footage and a 900 telephone number for viewers to call to vote for their favorite performers during a 24-hour period. By "repackaging and recycling" its existing programing segments, the station has created specials on sporting events and travel, Meginnis said. □

Moynihan, Pela, Meginnis, Currie, Miller

Cutting controversy

Movie directors present their case for informing viewers when TV stations edit films and whether it was done with director's approval

Three Hollywood directors were in New Orleans last week to "start a dialogue" with broadcasters who edit their films to fit the time constraints of television. Directors Warren Beatty, Milos Forman and Mark Rydell told those at a Jan. 19 NATPE general session that it would be acceptable to them if their films were edited for TV, as long as the viewing audience was told.

Beatty said "the overriding issue" was whether movies are viewed in this culture as an art form. The issue was also what Beatty called "truth in advertising." That is, "when films are edited for television, that we not given the impression that they haven't been edited for television. Or, when they are edited without the approval of the director, that we don't give the impression that they are edited with the approval of the director." Beatty said the problem could be solved by having an announcement "at the beginning of a film, the end of a film and before each commercial break," saying that the film was edited with or without the approval of the director.

Forman, whose directing credits include "One Flew Over the Cuckoo's Nest," "Hair," "Ragtime" and "Amadeus," said that when "Hair" was edited and aired on 117 non-network stations without his knowledge, the resulting television version was "totally uncomprehensible. It was a diary of images, and the actual cuts were executed in a way that if my students would bring me these cuts I would send them home.... Would you call a gallery owner an exhibitor of art," Forman asked, if "to accommodate better the space of his gallery, [he] cut six inches of Picasso here, eight inches of Modigliani here, or chopped the feet off of Michelangelo's David because the ceiling was too low?"

The director said he "would be happy" if two things resulted from the discussion: that a film director is always offered the cut for television and that audiences "are informed of what they are seeing." He agreed with Beatty in having an announcement at the beginning and end of the film and before each commercial, because "it's honest, it reflects a respect for your audiences, to the filmmakers and to your own conscience. Because otherwise," Forman said, "you are just a dishonest *Reader's Digest*."

Rydell, who directed "On Golden Pond" and "The River," said that "in the best possible world," commercial televison should air films in their entirety without any commercial interruptions. "Now I know at this moment that's impossible, but it's not a bad dream to have," Rydell said, adding: "Why don't we put the pressure on the people who make the commercials—to make commercials that are so fascinating and so wonderful, that we could have a 15-minute block [of ads] during an intermission in the film...? I know that sounds idealistic," he said.

"We want to maintain community standards; we would like to help you to maintain community standards," Rydell said. "But we believe the control of this matter should be in the hands of those who create the art." He suggested that "you allow us to supply a plot for you—a plot that is determined by us that will allow you to make those commercials at times that won't interfere with the film."

Presenting a broadcaster's perspective,

Beatty, Swilling, Forman, Haldi, Rydell

WGN-TV Chicago's Chuck Swilling said he "wondered how our sales manager would feel" about putting in announcements during the breaks "about 'edited' or 'not edited' by the director. It would be an interesting experiment at best," Swilling said, adding that WGN-TV "tries very hard to maintain the film's integrity."

He said that the "responsibility of the broadcast" is the station's, so "the final decision of what has to be shown or what is shown has to be left with the station." A movie's content must be "compatible" in standards and in length with what the station thinks the community wants to see. Swilling said that if editorial control is "out of the station's hands, we feel it is a jeopardy for us."

Former NATPE President John Haldi, who is now with WBNS-TV Columbus, Ohio, called the NATPE discussion an examination of a "marriage of convenience between theatrical films and commercial TV." After showing a collection of movie clips containing examples of strong language, nudity and bloody and violent scenes, Haldi said that for broadcasters: "It is our obligation, our responsibility, our legacy to serve the viewer, the advertiser, the community and the licensee. We can ill afford to give this right away to anyone," he said.

Forman said that airing an edited version of a film that still retains the director's credit was "on the border of legality," and could be considered fraudulent or deceptive, since it was not saying the movie had been cut without the director's approval. Asked why a station would not admit to the last, Rydell said: "They're performing a crime and they know it."

Forman said the reason for "our suggestion" is to "start the dialogue, for unless we agree that you will put this credit there, nobody will try to talk.... [This is] to force people to talk," he said. Said Beatty at the session's close: "Could it possibly be that this meeting has been productive? Because, what I hear is that we're all in agreement. And if there is no objection, what do we do to implement this?" □

Barter update

NATPE's panel session on barter was characterized by concerns over sales of access strips on a cash-plus-barter basis and the lack of negotiation (as exists with cash sales) in the sales of such programs.

At the beginning of the session, moderator George Back, president of All-American Television, said that he hoped to meet with members of the financial management community to develop better ideas about barter sales.

Joseph C. Dimino, president of Storer Broadcasting's station division, said that barter "is not needed in the most expensive area" of programing, prime access, for game shows. Dimino said that retention of barter minutes in a show such as *Entertainment Tonight*, which does not command cash license fees as high as many shows, is reasonable, since such shows have relatively large production budgets. He also called for an end to the prime time access rule that prevents affiliates from carrying off-network product. Dimino said PTAR amounted to "unfair competition," and is ironic, given the free marketplace stance of the present FCC. Scheduling of off-network product, which is typically sold for straight cash, would help stop affiliates from losing barter time to distributors in access.

Speaking from the station rep's perspective, MMT founder and chairman, Gary Scollard, said that while barter has provided "vastly improved programing," it may also result in a glut of spots on unstable independents that may be unable to make their rating guarantees. He added that 15-second network spots will also serve to depress prices.

In response to an audience question concerning 10-second promotional segments following syndicated programs, Lorimar-Telepictures' Dick Robertson, from the office of the president, called the spots "terrible for our business" and something worth talking about "when stations and syndicators sit down and negotiate contracts."

Viacom senior vice president, Dennis Gilllespie, said that the advent of barter has stimulated competition. "We have seen increasing attention to quality," he said.

David Braun, director of media sales at General Foods, said that syndication offers the "best possible substitute" for the networks. □

Braun, Robertson, Gillespie, Dimino, Scollard

Do-it-yourself approach to local broadcasting

Broadcasters share success stories of locally-produced programing

Although representatives from stations told a NATPE audience that they could not proclaim there is a renaissance in local programing, they all urged stations to consider producing programing themselves. Along with NATPE President Bob Jones, program director of KYW-TV Philadelphia, and Joel Chaseman, president of Post-Newsweek stations, the panel included two broadcasters who have made notable additions to their schedules with their own game shows—Irwin Starr, vice president and general manager of KGW-TV Portland, Ore., and Phil Arnone, program director, KGMB-TV Honolulu (BROADCASTING, Dec. 9).

Starr, whose station produces the access game show *On the Spot*, said a major benefit to local production is not having to negotiate prices with syndicators. Starr said that the cost of producing *On the Spot*'s 39 first-run weeks is roughly equivalent to the average access strip (and much cheaper than *Wheel of Fortune*). He said the show is now past the break-even point. Starr said that cheaper alternatives to the show exist, but none have the long-term potential of his game show. In a conversation following the session, Starr said that access games have a typical lifespan of five years, but he said KGW-TV has not yet approached the development stage for a replacement for *On the Spot*.

Arnone, of KGMB-TV, whose *All-American Bingo* is being syndicated by Prijatel Productions, said that an important element to the show—and any local show—is the creation of an image within the community. But he said that image and profit were not

Jones, Chaseman, Arnone, Starr

exclusive—"local programing does not have to be a loss leader." For example, Arnone said, KGMB-TV produced *Hawaii High*, a talent show featuring local high schools that the station's news crews put together between newscasts. The station produces another show, *Hawaii Moving Company*, a weekly magazine that follows *60 Minutes* on Sundays, by using only three people.

Both Arnone and Starr said that another benefit of local productions was the esprit de corp it created within a station. As Arnone put it, the show "makes life more pleasant around the old telcvision factory."

Chaseman said that finding a niche for local programing is a "market-by-market call," but that the possibility of gaining control over a station's destiny was enticing. Chaseman cited Chicago as a market where local programing has been successful, to the point of beating national syndication. *Donahue* has gradually lost ground to *The Oprah Winfrey Show*, produced by WLS-TV Chicago. Now that *Oprah* will go into syndication next fall, the power of local appeal will be tested once again.

Local promotion. The need to promote syndicated programs on a local level was discussed at NATPE by promotion managers from stations and syndication companies.

Ann Pace, promotion manager, WJXT(TV) Jacksonville, Fla., said that covering the basics in promotion "is no longer good enough," and that "the time has come to raise hell to get the services we need" from syndicators.

Sandy Pastoor, program director, WTTG(TV) Washington, said that part of the promotion problem for stations resided with stations. "All you really have to do is ask" syndicators, she said.

From the distribution side of things, Lorimar-Telepictures vice president, creative services, Jim Moloshok, said that stations owed it to their own creative services departments to take advantage of all of the promotional material syndicators provide. King World's David Sams, vice president, creative services, said that stations should not sign contracts without full commitments for promotion.

NBC is latest to offer subsidized Ku-band trucks

It will help affiliates by paying half their cost; CBS decision on trucks expected shortly

NBC will subsidize half the cost (up to $150,000) of Ku-band satellite newsgathering trucks for NBC affiliates that have purchased or are planning to purchase trucks. That decision, announced after the network's affiliate meeting at the NATPE convention in New Orleans, sources said, came in response to "heavy pressure" from affiliates who wanted the network to do more than provide stations with portable uplinks (PUPS) with which to feed the new Skycom Ku-band affiliate news service. NBC started testing the service last October and network officials say it should be fully operational by late summer. All told, the network will spend $100 million over 10 years to implement and operate Skycom and subsidize affiliate truck purchases and other SNG facilities, said Larry Grossman, NBC News president. The announcement followed ABC's decision last December to subsidize (on a 50-50 basis up to $180,000) SNG truck purchases by its affiliates in the top 35 markets as well 15 other affiliates in markets yet to be determined (BROADCASTING, Dec. 9, 1985).

Grossman said affiliates taking advantage of the truck subsidy offer would actually purchase their own trucks with the network reimbursing them for half the cost up to $150,000 over a five-year period. In addition, the network will cover the costs of a $30,000 field communications system to be installed in each truck. But he also stressed that affiliates with subsidized trucks would have to assist the network on stories from time to time in return. "We are asking the stations to provide collateral usage [of the trucks] free to NBC News," he said. "If the news event is interesting, and if the station is covering it in its own area, then we will have access to that truck." He said there would be no restrictions on affiliate use of the trucks except that transponder access would be limited to NBC purposes only. The trucks will be outfitted with an NBC logo, he said.

Grossman acknowledged that the existence of syndicated news services and the efforts of the other two networks to beef up their affiliate news services "impelled" NBC to go ahead with its plan. Richard Sabreen, vice president and general manager of Group W's Newsfeed Network, said of the NBC announcement: "We think it's terrific." Most of the Group W stations and many of Newsfeed's members, Sabreen noted, are network affiliates. "One of the reasons we got into this [newsgathering effort]," he said, "was to give a competitive advantage with satellite technology. We feel fine about it. It gives stations more alternatives and we don't see it as an either/or situation." Sabreen said he expects many stations to utilize their own network affiliate news services and also subscribe to one or more syndicated news services, just as most stations take more than one wire service.

The type of SNG truck that NBC affiliates decide to purchase "is up to the stations," said Art Kent, vice president, news operations and satellite operations for NBC News. He said that NBC will consult with various truck manufacturers on the required Skycom specifications. He also said the network would be "encouraging manufacturing companies to be competitive in their pricing," given the liklihood that a good number of the more than 200 NBC affiliates may want to sign up in the coming months. "With the cooperative efforts of the networks and stations, and with the subsidization being offered [and with CNN apparently getting into the SNG business (BROADCASTING, Jan. 20)], it seems to me that the truck market will probably expand," said Kent.

Meanwhile, Grossman also disclosed that the PUPS Ku-band transmitters being manufactured by Harris will also be offered to stations on a subsidized basis. Kent said that production fell behind on the PUPS units because of a "minor problem with the power supply" but things are back on track. He said that work on the Skycom master control station in New York will begin in March and that the entire system will be operating by late summer.

That leaves only CBS of the three broadcast networks to make a decision on how to assist affiliates with truck purchases. And that decision, said Robert Horner, the CBS News vice president in charge of the network's affiliate news services, is just a few weeks away. "We have started discussions with truck manfacturers on what would be a group buy," said Horner, although he stressed that such a purchase was just one alternative being explored and would not necessarily involve a subsidy from the network. But, he added, "we haven't ruled out subsidies" either. "I admire what NBC and ABC have done. However, I'm not sure it is absolutely the best deal" they could have made for their affiliates. He said that Philip Jones, vice president and general manager of CBS affiliate KCTV(TV) Kansas City, Mo., will head a steering committee in the next week or two that will attempt to gather an affiliate consensus on the issue. "We are a few weeks away from some kind of truck decision," he said., adding that more important concerns than subsidies, in his view, include making sure affiliates get "the right piece of gear, plugged into the right system and at the right price in a fashion that makes it very affordable."

Horner also confirmed reports that the network was on the verge of signing a deal for full-time access to two Ku-band transponders plus some part-time access to other

Golden tribute. Former CBS News Correspondent Richard C. Hottelet (center) was presented with the CBS Radio Network's Gold Mike award in honor of a "distinguished career in radio broadcasting." Presenting the award to Hottelet at a private luncheon in New York were CBS Radio President Bob Hosking (left) and CBS Radio Networks Senior Vice President Dick Brescia. Hottelet was associated with CBS News for over 40 years, having joined Edward R. Murrow's team of London-based war correspondents in 1944. Last October he was named public affairs counselor for the United States Mission to the United Nations.

Ku-band transponders for transmissions by SNG field trucks. In addition, the network is also about to buy two Ku-band uplinks so that some material may be transmitted in that band from network bureaus.

As of today, with the launch of its two central time zone regional feeds, CBS is covering all but the Northeastern affiliates with satellite news feeds. The five feeds in operation, said Horner, are transmitting about 110 stories to affiliates a day. Two new feeds originating out of New York, which go to all regions, are contributing another 40 stories a day. The Northeast feed will probably be launched in March, he said. The launch of the regional services will cost the network around $10 million. The same estimate holds for ABC, but that does not include whatever costs may be assumed for affiliate trucks or the rest of the Ku-band facilities.

ABC will launch its Pacific-Mountain regional feed today (Jan. 27). (Technically, the Pacific portion starts today and the mountain portion will start Feb. 3.) The network launched its first regional feed, in the Southwest, last July, and expects to roll out to the rest of the country by May, with "the whole system up and running by July," said Don Dunphy Jr., ABC News vice president, affiliate news services. He said that the SNG trucks that are a part of the network's subsidy deal announced last month won't start going out to the field until July. He said the network expected 22 or 23 to be in operation by year's end and added that no decision had been made on which 15 affiliates besides those in the top 35 markets would receive subsidized trucks.

Cable News Network, quietly preparing to launch its own SNG service, last week revealed plans to market "fly-away" SNG trucks and a block of Ku-band transponder time to CNN's 200 station affiliates ("Closed Circuit," Jan. 20).

The cable news service is now negotiating with two vehicle makers and two satellite transponder suppliers. Although Paul R. Amos, CNN Vice President, declined to name the companies, he said CNN hopes to negotiate for an SNG vehicle costing $150,000-$200,000. Although assumed entirely by stations, the price tag would be far less than that paid for existing SNG trucks. Transponder time program transmission and the service's satellite-based communications system would also be offered to affiliates at wholesale rates, Amos added.

CNN is aiming to make the service operational by the second quarter of this year, he explained, and expects to expand it by the end of the service's first year from an initial core group of six affiliates to 30 of CNN's station affiliates.

The service was described by Amos as a "cooperative" among affiliates, with few limitations imposed by CNN on use of the vehicles. "The secret is letting the station retain control. TV stations need flexibility," he said. For instance, according to Amos, stations can use CNN central satellite booking facilities to feed other networks and stations could also join the service using other than the CNN truck.

Ed Turner, CNN senior vice president, explained that the company began exploring SNG technology because it is "too vital to the growth of CNN" to ignore and added the plan to market fly-away vehicles would place CNN at the "cutting edge" of SNG technology. □

NBC says cable news channel is no go, for now

Minimum subscriber figure was not met, says NBC's Wolzien who says MSO's used proposed channel as leverage in dealing with Cable News Network

NBC, which in recent months had called its planned cable news channel a "long shot," has confirmed speculation that this shot will not be fired at all, although the network says it remains commited to find its cable programing niche.

A spate of press reports in the past few weeks had speculated that NBC News would not go foward with its proposed cable news channel because of a lack of subscriber support from the cable industry. The speculation was confirmed last week by Tom Wolzien, the NBC News vice president in charge of the project, who said that the minimum 13.5 million subscribers the network said it needed upfront to proceed, "haven't come through."

A.C. Nielsen now requires that a cable network have at least that large a universe before it will measure viewing on the network. But, said Wolzien, "that is a higher level than the industry as a whole was willing to commit," but one the network thought was necessary from the start since the channel was to be primarily advertiser-supported. Wolzien declined to say how close the network came to its stated subscriber goal but said that "many millions" fit into the category of "I'll commit if it puts you over the top."

What proved to be a major obstacle, and one Wolzien said the network knew could emerge, was that many of the large MSO's used the NBC plan as leverage against CNN in their quest for special rate deals. "Despite their upfront comments about the benefits of a two-player market," said Wolzien, "their strategic interests were solved with new deals in a single-player market. We recognized that as a major potential difficulty." On the positive side, he said, "we have established our interest in the industry. People know that we are serious, and we remain dedicated to finding a way into [the cable program business]." And he said that cable plans had not been placed on the back burner with the failure of the first effort. Getting into cable "continues to be a major priority" for NBC News, he said, but refused to discuss the alternatives the network was considering. From now on, he added, such alternatives will be discussed "privately and not publicly."

Wolzien did not rule out the possibility of a joint venture between NBC News and a partner in the cable business, as long as the project "makes business sense." He declined to comment on the likelihood of talks resuming with Ted Turner on the possible sale of a piece of CNN. But privately, a source at the network said it was "highly unlikely," and that so far talks had not resumed. □

'WJR' favorites. The *Washington Journalism Review* announced the winners of its second annual "Best in the Business" poll at a party given by the magazine. More than 1,000 readers responded, nominating 636 broadcast and print journalists for excellence in 17 categories.

Two broadcasters were winners for the second time, although in different categories. Dan Rather, the first year's "best national evening news anchor," was this year's "most respected network TV anchor." Sam Donaldson, the first year's "best television White House correspondent," won his second prize for "best all-around network TV news correspondent."

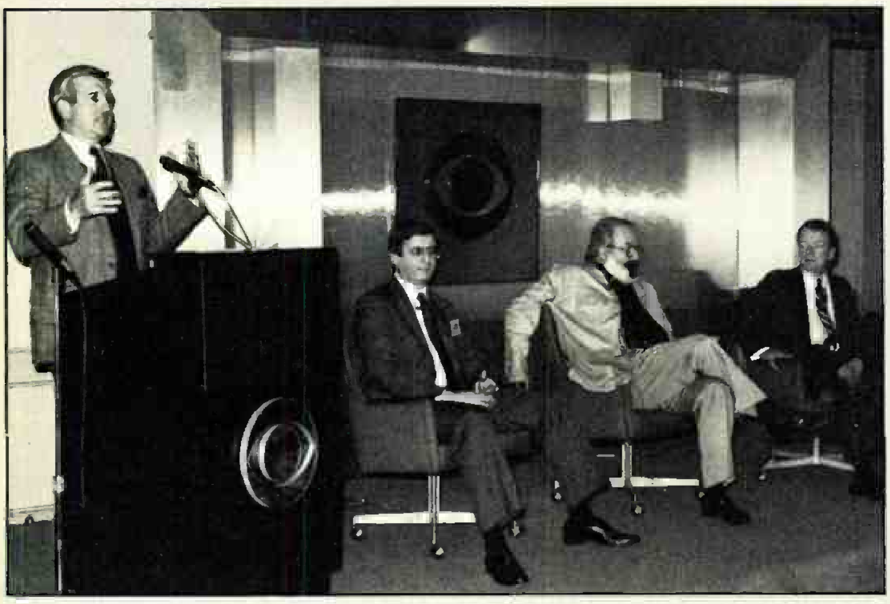
Following is the complete list of broadcasting winners:

- Most respected network TV anchor: Dan Rather, CBS News.
- Most provocative network commentator: Bill Moyers, CBS News.
- Best all-around network TV news correspondent: Sam Donaldson, ABC News.
- Best morning network TV interviewer: Bryant Gumbel, NBC's *Today*.
- Best weekend network TV talk show: ABC's *This Week with David Brinkley*.
- Best network TV magazine show: CBS's *60 Minutes*.
- Best radio talk show host: Larry King, Mutual Broadcasting.
- Best cable news program: CNN.
- Best local TV news: WCBS-TV New York (Northeast); WBBM-TV Chicago (Midwest), and WFAA-TV Dallas (West).

CBS executives appraise state of network

Sauter, Jankowski tell reporters at press tour that morning news program has stabilized, that company's $1-billion debt will be reduced in next several months, when CBS will shop for television station

In his first news conference since returning to the presidency of CBS News, Van Gordon Sauter told television critics participating in the Consumer Press Tour that the low-rated *CBS Morning News* remains a "unique challenge" but has "stabilized." In an apparent response to rumors that NBC News anchor Connie Chung might join the program, he predicted "no change in the personnel of that broadcast in terms of the major roles." In a far-ranging session at the Century Plaza ho-



On tour. CBS/Broadcast Group executives on hand at the consumer press tour included Gene Jankowski, president; Neal Pilson, executive vice president; Van Gordon Sauter, executive vice president and CBS News president, and Thomas F. Leahy, executive vice president.

tel in Los Angeles, Sauter said the *CBS Morning News* ratings slippage had been arrested more quickly than expected, following the departure last summer of its co-anchors, Bill Kurtis and Phyllis George. A new executive producer, Jonathan Rogers, joined the program in November. Sauter, who replaced Edwin Joyce as CBS News president last December, praised the current co-anchors, Maria Shriver and Forrest Sawyer, and said he is "very pleased" with the program's progress.

The executive said no heavy promotion of *CBS Morning News* is anticipated until at least the earliest next summer, giving the two-hour weekday show a chance to evolve and "be as good as [it] can." Sauter expressed optimism the series will become more competitive in the future.

"CBS News was running very, very well" last year despite reports about extensive dissent within the division, Sauter reassured reporters. Nevertheless, he said there is relief among CBS News staffers that "the anguish" of 1985 is behind them.

Responding to a question about that dissent, CBS/Broadcast Group President Gene F. Jankowski said that in 1984 "everybody in the news division. . . weren't all marching to the tune of the same drummer."

He said those problems have been addressed and he praised Joyce, now a vice president at CBS Enterprises, for his performance while heading CBS News.

Jankowski estimated CBS had assumed $1 billion in extra debt, in part as a result of Ted Turner's unsuccessful takeover bid last year but also as a result of a general economic slowdown.

He said CBS had sold more than $300 million worth of assets to reduce that debt and predicted the debt will be low enough within the next four to six months for the company to begin serious shopping for a television station. (CBS sold KMOX-TV St. Louis in 1985.)

"We're not about to buy a television tomorrow," he explained. "What we're going to do now is our homework to isolate. . .the cities where we think [a station] would make a good investment in the years to come," Jankowski said.

Jankowski insisted the current debt would not significantly affect the operations of CBS News or CBS Entertainment, both of which are operating with their largest budgets ever. He said CBS is now well protected against takeover attempts, which he said would require "a lot of cash" to be successful.

Sauter and Jankowski reaffirmed their commitment to *West 57th*, the one-hour prime time news series now on hiatus, and said it will return to the network's schedule next spring.

At a previous news conference, CBS Entertainment President B. Donald Grant had suggested the return of *West 57th* might be delayed, depending on the network's overall ratings performance. While supporting *West 57th* and expressing faith in its success, Sauter said he "would like to see a honing of its journalistic skills."

He also said CBS plans to present nine hours of "traditional" documentaries this year and that the documentary production unit would be "very visible and very tangible" in 1986. Walter Cronkite will appear in at least two hours of documentaries and Dan Rather in a one-hour documentary this year, according to Sauter. □

Second reading of Times Mirror study finds new nuances

Findings are source of some comfort, some discomfort for electronic journalists

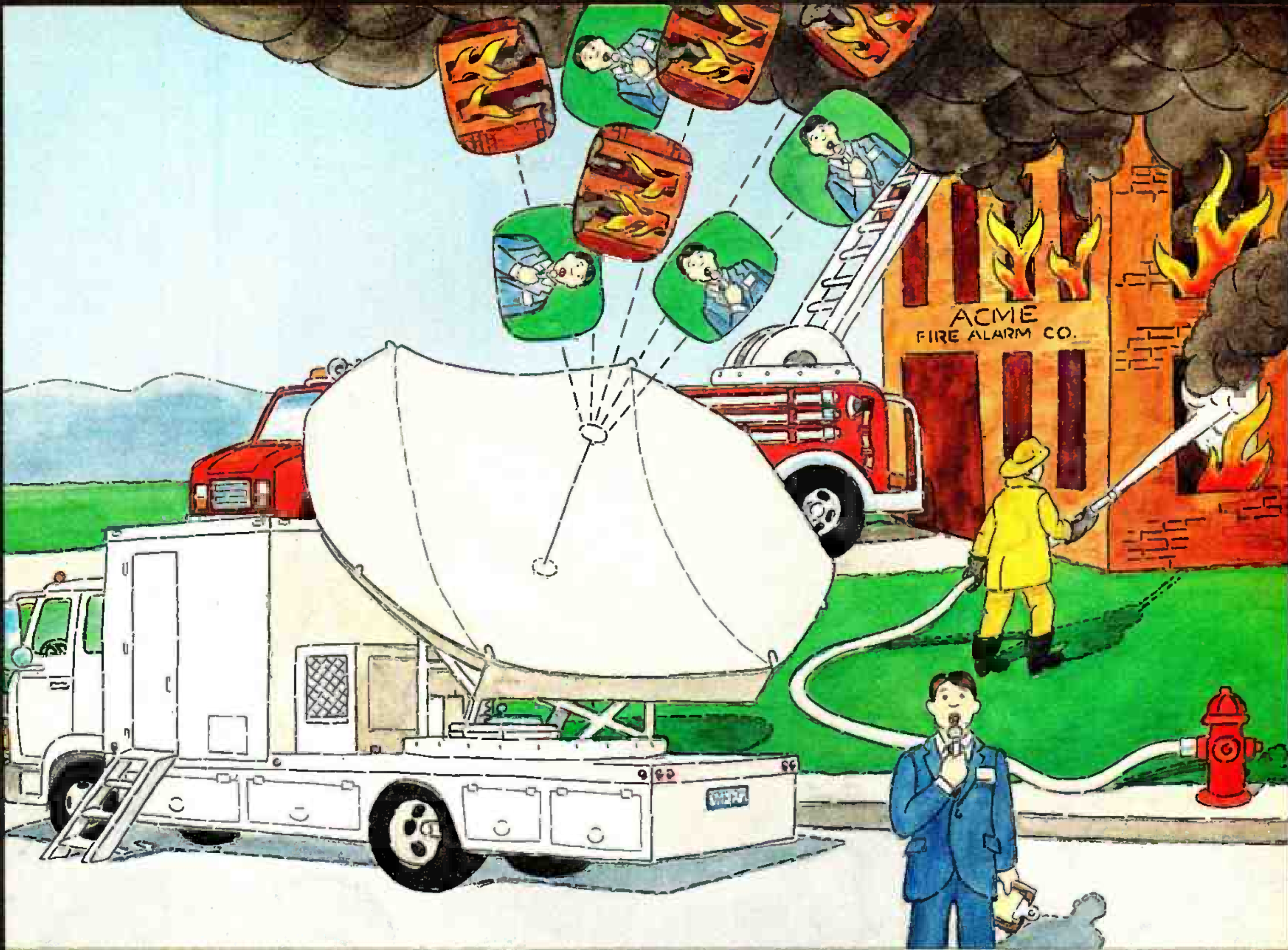
Times Mirror's massive study of "The People & the Press" helps resolve—to their peace of mind—some questions that have long troubled journalists. It concludes that there is "no credibility crisis"—that the public believes the press and that it likes the major news personalities who dispense the news (BROADCASTING Jan. 20). But the report also contains findings less likely to bolster the confidence of media representatives who follow, and try to influence, government policy regarding the press. For a bottom line, there is this one from the report: "The public does not believe in the absolute right of free press."

True, the survey found that, on most issues, the public opposes government interference with the media—but not by any thumping majority. For instance, only 50% of those questioned believe the government should not get involved in ensuring that political candidates have an equal opportunity to buy time on television (48% feel that way regarding the purchase of newspaper space), and only 48% say the government should not require news organizations to cover all sides of a controversial issue. A substantial majority (67%) does, however, believe in the watchdog role of the press—its criticism prevents the government from doing harm, rather than its job.

How the does the public feel about censorship itself? Despite a major effort to find *the* answer, the Times Mirror pollsters came up with several. In the first of two national surveys, the pollsters found that a plurality (44%) thought that the government should be able "to censor stories it feels threaten national security." Two months later, sentiment was found to have shifted: 44% of those questioned said the press should be able to report stories it believes to be "in the national interest." And in answer to another question, the pollsters found that Americans by a more than 2-to-1 margin think that current law which makes it "very difficult" to block publication of "almost any type of news" is "good policy."

The fact that the public's belief in a free press has its limits was evident in responses to questions about two actual press cases that were presented to respondents without the cases being identified. A substantial majority—66%—would have allowed publication of the Pentagon Papers, on the background of the Vietnam war, during that war. A narrow majority—52%—would have banned publication by the *Progressive* magazine of the article containing important information on the construction of an H-bomb, even though, as the magazine argued, all of the factual material had already appeared in published material.

But if the public leans toward the press in most cases in which the press is in conflict with the government, the public generally sides with the individual or with the community when the press is in conflict with them.



How to set up a live hookup without the usual hangups

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By a margin of almost 9-to-1, American believe that a news organization should fac libel suits if it publishes statements about a individual that are false. And contrary to th law now governing libel, 75% of those ques tioned believe it should be no more difficu for a public official than a private citizen t sue a news organization for libel; and 67% would require news organizations to pa damages to a public official if the facts in th story at issue proved false, even if the new organization thought the facts true at th time of publication. "Actual malice"– which public officials must prove in order t win a libel suit—is not a factor in the public' consideration of such matters, the repor says. "It accepts, instead, the rights of per sons to protect their reputations."

And in weighing press freedom agains community rights, Americans are more con cerned with the latter. In fact, the repor notes, "the public actually defines freedor of the press as *its* freedom." The surve found that 61% of those questioned believ freedom of the press means "the public has right to hear all points of view," while 23% believe it refers to the right of the press t "report what it chooses." (That findin should not necessarily disturb many in th media. More than one journalist has define freedom of the press in terms of a publi benefit.) And that attitude leads 72% of th public to the view that it is more important t avoid discouraging voting than to allow th networks to project election results befor the polls close.

Those attitudes, results of the survey indi cate, are the result of feelings and instinc rather than knowledge of press law and regu lation. For "knowledge about press law an regulation," the report says, "is often *les* than we would expect to see by chanc .... Whatever the question, the public get the wrong answer." For instance, 55% do no know that television stations are more close ly regulated by the federal government tha newspapers. Almost three quarters of th public do not know that libel law is differen for public officials than private citizens More surprising, "only three Americans i 10 can tell us that the First Amendent is th 'part of the U.S. Constitution' that 'men tions freedom of the press.'" Even if "th Bill of Rights" is considered the correct an swer, the report says, fewer than half th respondents—45%—give that as the consti tutional source of the free press guarantee

Those findings, the report says, sugges that the public is disposed to leave the pres pretty much where it is, in terms of govern ment regulation: "The press ought not to ex pect much public support for liberalizin press laws and broadcast regulation. But nei ther should the press expect public pressur in the near future to adopt greater legal con trols." But the report mentions one possibl exception—a "public demand to prohibi election projections before the polls hav closed." Congress is now working on legis lation to satisfy that demand—a bill mandat ing uniform poll-closing hours during presi dential elections that was introduced i response to the networks' promise not t project results if such legislation were en acted. □

February sweeps: CBS hopes to upset NBC winning streak

Wednesday night could shape up to be programing battleground

With network prime time schedules re-established after midseason fine tuning, CBS and NBC are counting on regular programing menus to carry the February sweeps for them. While two major mini-series (*Sins*, starring Joan Collins on CBS, and *Peter the Great* on NBC) will go head to head, the performance of the regular schedules are being described as key as NBC tries to win its fourth consecutive sweeps period.

By most accounts, the most interesting rating night of the upcoming sweeps may be Wednesday. With ABC's two prime time soaps—*Dynasty* and *Hotel*—dropping in ratings this year, researchers at NBC and CBS say the night is, to some extent, up for grabs. In the last six weeks of national ratings, ABC has won the night three times, NBC twice and CBS once (with a special movie presentation).

CBS has had the most difficulty of the three networks with Wednesday, and has revamped its lineup from 8 p.m. to 10 p.m. *Mary* and *Foley Square*, half hours that now run from 8 p.m. to 9 p.m. in place of the originally scheduled *Stir Crazy*, have not become the hits CBS had hoped. The two currently average 16.8/25 and 13.5/20, respectively, since their debut on Dec. 11 during the season's 12th week. To fill in for the originally scheduled *Charlie and Company* and *George Burns Comedy Week* from 9 p.m. to 10 p.m., CBS has transplanted *Crazy Like a Fox* from its Sunday schedule.

But national ratings for Jan. 15 show that ABC has still not completely lost its grip on Wednesday night. According to national Nielsens, ABC had an 18.3/28 for the night, while NBC had a 17.4/26 and CBS a 13/20. In its premiere at 9-10 p.m. that night, *Crazy Like a Fox* received a 13.6/20, ranking third in the time period. At 9-10 p.m. on NBC, the second episode of *Helltown*'s replacement, *Blacke's Magic*, was down from its NTI premiere of 19.1/28, scoring a 17.2/26. On ABC, *Dynasty* and *Hotel* scored a 20.4/30 and an 18.6/31, respectively, to win from 9 p.m. to 11 p.m..

CBS Entertainment President B. Donald Grant said he was pleased with the schedule alterations, particularly with the premiere performance of the *CBS Sunday Night Movie*, which replaced *Crazy Like a Fox*, moved to Wednesday, and *Trapper John, M.D.*, on hiatus. Grant said the Sunday movie will be with the network throughout the remainder of the season. In its Jan. 12 premiere, the movie *Rockabye*, starring Valerie Bertinelli, received a 25.3/38 to place fourth for that week. "Every midseason move so far has strengthened the schedule," Grant said, predicting CBS will make a strong move in ratings during the second half of the year. "You will see a tight race between us and NBC for the remainder of the season," he said.

In the second Sunday of three-way competition among network movies (Jan. 19), the *NBC Sunday Night Movie*, *Mafia Princess*, won the time period with a 24.4/37, as the *CBS Sunday Movie*, *Passion Flower*, got an 18.1/28 and the *ABC Sunday Night Movie*, *Club Med*, placed third with a 14.8/23.

Responding to the question of whether CBS's midseason schedule changes have depleted its stock of shows in development, Grant said CBS still has two hour-long shows produced by Lorimar—*Bridges to Cross*, starring Suzanne Pleshette, and *Oaks and Acorns* (working title), created by Earl Hamner, creator of *The Waltons*. CBS also has three half-hours of *Tough Cookies*, a show based on the movie, "Fast Times at Ridgemont High," and *The Harvey Korman/Valerie Perrine Show*, the working title for a series based on an episode of the *George Burns Comedy Week*.

First place NBC made few changes at midseason. NBC research vice-president William Rubens said NBC's strength is in its newer regular series, which will last beyond this season. Rubens said that strength is exemplified by NBC's having to replace only one fall series to date, and its current stock of backup series that includes hour-long shows such as *The Last Precinct* and *Remington Steele*, which he suggested may eventually replace the *NBC Sunday Night Movie*.

According to NBC research, CBS would have to average weekly wins of at least 0.9 rating points for the remainder of the season to come out ahead. The sweeps run Jan. 30-Feb. 26 in Nielsen and Jan. 29-Feb. 25 in Arbitron. At the end of the 17th week of the season, season-to-date ratings were at 17.7/27 for NBC, 17/26 for CBS and 15.2/24 for ABC. Grant noted that CBS won the 1984-85 season with the same 16.9 rating, and he attributed NBC's audience gains in part to a drop in ratings this year by ABC, "primarily in the young and very young" demographics. "If ABC were to gain, it would improve our position and be good for the entire industry," Grant said.

"At this point in time, our orientation is to be as competitive as possible between now and the end of the year," said CBS/Broadcast Group research vice president David F. Poltrack. He said CBS was looking to establish a platform to build upon for the coming season, since it faces an uphill battle to win this season. The following list highlights some of the special programing planned by the networks for the February sweeps. □

ABC

- Feb. 2—*The Disney Movie* (premiere)—"Help Wanted: Kids"; "Mr. Mom," *ABC Sunday Night at the Movies*.
- Feb. 3—"Gladiator," *ABC Monday Night at the Movies*.
- Feb. 8—*The Love Boat*, a two-hour special.
- Feb. 9-10—*Harum*—Four-hour mini-series starring Omar Shariff and Ava Gardner; at the turn of the century, a young American diplomat's wife is kidnapped and sold to a sultan.
- Feb. 17—"Choices," *ABC Monday Night at the Movies*; starring Jacqueline Bisset and George C. Scott.
- Feb. 23-25—*Crossings*—six-hour mini-series starring Jane Seymour, Cheryl Ladd, Lee Horsley and Christopher Plummer; the story of a woman who falls in love on an oceanliner in 1939; based on the novel by Danielle Steele.

NBC

- Feb. 2-5—*Peter the Great*—Eight-hour mini-series over four nights (9-11 each night), starring Maximilian Schell, Omar Sharif, Vanessa Redgrave, Lawrence Olivier, among others.
- Feb. 9—"Under Siege," *NBC Sunday Night at the Movies*; what happens when a terrorist truck bomb explodes in the U.S.. starring Peter Strauss, Hal Holbrook, George Grizzard and Paul Winfield; produced by Don Ohlmeyer in association with Telepictures; written by Bob Woodward, Christian Williams and Rich Harwood of the *Washington Post*.
- Feb. 10—"An Officer and a Gentleman," *NBC Monday Night at the Movies*; starring Richard Gere and Debra Winger.
- Feb. 14—*Disney DTV/Valentines Day Special* (working title); animated.
- Feb. 16—"Annie," *NBC Sunday Night at the Movies*; starring Albert Finney, Carol Burnett and Aileen Quinn.
- Feb. 17—"The Last Days of Frank and Jesse James," *NBC Monday Night at the Movies*; starring Kris Kristofferson and Johnny Cash.
- Feb. 23—"The Fifth Missile," *NBC Sunday at the Movies*; starring Sam Waterson and Richard Roundtree; what happens when a Trident submarine goes haywire.
- Feb. 24—"Flashdance," *NBC Sunday Night at the Movies*, starring Jennifer Beals.

CBS

- Feb. 1—"Kung Fu: The Movie," *CBS Saturday Movie*, starring David Carradine.
- Feb. 2-4—*Sins*—Seven-hour mini-se-

ries over three nights, starring Joan Collins; the story of Helen Junot, the head of an international magazine publishing empire who tracks down and destroys the man who destroyed her family during the Nazi occupation of France.

■ Feb. 9—"The Child's Cry," *CBS Monday Night at the Movie*; starring Lindsay Wagner.

■ Feb. 11—"Vital Signs," *CBS Tuesday Night at the Movie*; starring Ed Asner; a father and son, both doctors, wrestle with alochol and drug abuse, respectively.

■ Feb. 15—"The Wizard of Oz," *CBS Saturday Night Movie*.

■ Feb. 16—"Thompson's Last Run," *CBS Sunday Night at the Movies*; starring Robert Mitchum and Wilford Brimley; a policeman who used to be a friend of a convict is assigned to move him to another prison.

■ Feb. 18—"One Terrific Guy," *CBS Tuesday Night at the Movies*; starring Wayne Rogers and Mariette Hartley; a midwestern high school coach is confronted about conning young girls into sexual research.

■ Feb. 23-24—*Blood & Orchids*, four-hour mini-series starring Jane Alexander and Kris Kristofferson; a tale of prejudice and corruption, set in Hawaii, involving four youths accused of beating and raping an officer's wife.

■ Feb. 25—*The Grammy Awards*.

Life goes on in ABC's 'Amerika'. ABC Entertainment President Brandon Stoddard announced last Wednesday (Jan. 22) that ABC will proceed with production of *Amerika*, its 12-hour mini-series depicting life in America after a peaceful takeover by the Soviet Union, for broadcast in the spring of 1987. (The decision to put the program on hold had been made in the fall of 1985, after the original 16-hour version reportedly came in way over budget.) "In light of the inherent dramatic quality of the material, the decision to present *Amerika* was an easy one," said Stoddard. "*Amerika* is a powerful program about freedom and responsibility and the American character. There is no doubt in my mind that this program will continue the tradition of thoughtful, important dramatic productions that we have presented over the years. . . . There was never any lack of our faith in the concept or the script for *Amerika*." (Executive producer and director of the series will be Donald Wrye, who wrote the original screenplay.)

John Sias, president of ABC Television, said: "We decided to go ahead with *Amerika* because we believe in the project. I think it will be a program in the tradition of *Roots, The Winds of War, The Day After* and *Masada*. I also think it should be made clear that this decision was made by our entertainment division, supported by top management and with the full understanding of what pressures this decision might bring to other areas of our company."

ABC had been criticized for its postponement of production by a number of organizations. On Jan. 17 in Washington, some 30 protestors had marched with signs in front of the ABC News building, chanting such slogans as "ABC stand firm and free," "ABC is not for me" and "ABC don't be a wimp; we charge U.S. censorship." The protesters, organized by the Freedom Federation, a Washington-based ad hoc coalition, were predominantly emigres from European countries that have been taken over by the Soviet Union or its proxies. The Freedom Federation had claimed that in postponing production of *Amerika*, ABC had responded to pressure from the Soviets, who reportedly implied to ABC News Moscow bureau chief Walter Rogers on Dec. 15 that ABC's relations in Moscow would be complicated by the series (BROADCASTING, Jan. 20). But a spokesman for Stoddard said: "We did not delay anything as a result of their [the Russians'] objections. The primary decision was a budgetary one." (Stoddard told newspaper critics at an ABC press tour in Los Angeles that he would take those objections into account, reportedly beginning the controversy [BROADCASTING, Jan. 20].)

AIM claims PBS has double standard

Accuracy in Media holds press conference to decry Public Broadcasting Service's refusal to air AIM documentary

The Public Broadcasting Service's decision not to air *Television's Vietnam: The Impact of the Media*, a documentary claiming the news media helped shape America's negative perceptions of the Vietnam war, induced the program's producer, Accuracy in Media, to denounce PBS for broadcasting "propaganda" to the American people. At a press conference held last Wednesday (Jan. 22) at the National Press Club in Washington, Reed Irvine, chairman of the conservative, Washington-based media watchdog organization, said Congress should investigate the programing practices of PBS, which he said uses public funds to consistently present "far left" programing. "It was not simply that they were not getting programs on the other side; they don't want programs on the other side," Irvine said.

AIM's rejected documentary is the second of two it produced in response to a 13-part series, *Vietnam: A Television History*, that PBS first aired in September 1983. AIM's first documentary, *Vietnam: The Real Story*, was designed to correct what Irvine said were "many of the serious errors and distortions in the PBS series." PBS's airing of the AIM program, in June 1985, was a subject of much internal opposition at PBS, according to Irvine. However PBS was "hailed" by AIM and by critics at *The New York Times*, *TV Guide* and *New York* magazine, among others, said Irvine, because it dared to air a documentary criticizing a program it had already shown.

The second AIM documentary, according to Irvine, was designed to focus "chiefly on the [American media's] reporting of the Tet offensive in 1968, and on the battle of Khe Sanh. It shows convincingly" said Irvine, "that the reporting was badly flawed and that the negative picture conveyed to the American people was instrumental in converting the military defeats for the communists into psychological victories for them, and this was an important turning point in the Vietnam war." Planned as a continuation of the first documentary, *Television's Vietnam: The Impact of the Media* was designed to correct a "very serious omission—the failure to discuss the role of the media in Vietnam," Irvine said. According to Irvine, PBS President Bruce Christensen acknowledged at a Dec. 17, 1985, meeting with Irvine and others that PBS "had not adequately covered" that subject in its own program. Throughout discussions with PBS, AIM was given reason to believe that the second program would be aired, said Peter C. Rollins, the program's producer—especially if a half-hour debate followed the program. (The first documentary had been sandwiched by a $135,000 wraparound produced by PBS.)

However, on Jan. 9, Christensen authorized a letter to AIM saying that PBS had decided not to air the second documentary after all. AIM was told its documentary had a preconceived point of view and did not include opposing views, thereby not meeting PBS's journalistic standards, Irvine said

But Irvine claimed PBS had other reasons for not running the second program, and that they had "little to do with the fact that our film has a point of view and doesn't give time to the other side. That has rarely been a problem for PBS."

At the Dec. 17 meeting, according to Irvine, Suzanne Weil, senior vice president-programing, for PBS, said: "I don't believe fundamentally that the war was won or lost by the media. Nobody won that war." Weil's point of view, said Irvine, typified the beliefs of PBS. And, he said, "the truth is that *Television's Vietnam: The Impact of the Media* is too good a documentary to be acceptable to Sue Weil and her colleagues. It's too effective in making a point that they fundamentally disagree with."

Irvine said it was time PBS's practices were scrutinized. "In view of the one-sided, propagandistic, anti-American programs that PBS has aired over the years, coupled with its recent rejection of an outstanding documentary . . . , we believe that a thorough investigation of PBS programing practices and policies is necessary. Our multimillion-dollar Public Broadcasting Service should not be the private playpen of left-wingers who use our tax dollars to promote Guatemalan and El Salvadoran revolutionaries and denigrate American institutions," he said. (Irvine had earlier attacked several PBS documentaries—*Guatemala: When the Moun-*

Sixth Cosby record this season gives NBC another win

For the sixth time this season, *The Cosby Show* on NBC broke its own rating/share record and led NBC to another weekly win. According to Nielsen's National Television Index for the week of Jan. 13-Jan. 19, NBC had an 18.4 rating and a 28 share. CBS had a 17.9/27 and ABC a 13.8/21.

The Cosby Show's winning numbers, 38.5/55, were the best for any sitcom since March 13, 1979, when *Three's Company* had a 38.5 rating. Also helping in the NBC win was another best-ever performance from *Family Ties* (34.8/49), and a best-ever share performance from *Golden Girls* (24.2/39).

The 11th win of the season for NBC came in a week when ratings statistics took a dip compared to the same week a year ago, when the Super Bowl aired. Compounding the problem was the usual midseason drop in network program coverage. HUT levels for the week were down 2% to 65.4 from last year's 66.5. Combined network ratings were down 7% to 50.1 from last year's 53.7. And combined network shares were down 4% to 76.8 from last year's 80.3.

The win for NBC came with only two nightly victories, Thursday and Saturday. Both of those nights featured two-hour blocks of half-hour comedies. CBS won four nights—Monday, Tuesday, Friday and Sunday. ABC was a winner on Saturday despite a 17th-ranked finish for *Dynasty* (20.4/30) and a 23d-place finish for *Hotel* (18.6/31). At 15th, *Who's the Boss* (20.8/30) was ABC's highest-ranked program of the week.

The Wednesday debut of CBS's *Crazy Like a Fox* (13.6/20) found it third in its 9-10 time period. In the second battle of the network Sunday night movies, NBC came out ahead this week with *Mafia Princess*, the week's sixth-ranked program. ABC premiered *The Redd Foxx Show* on Saturday at 8-9, to a 14.2/24.

■ Monday was a strong win for CBS, with every program winning its time period, including 11th-ranked *Kate & Allie* (21.9/31), and 12th-ranked *Newhart* (21.6/31). At 9-11, the *ABC Monday Night Movie* (14.5/22), *Right of the People*, edged out the *NBC Monday Movie* (14.1/21), *Fatal Vision, Part 2*.

■ Tuesday, often an ABC night, belonged to CBS, with the two-hour telecast (9-11) of the *Grand Ole Opry's 60th Anniversary* (20.9/32). ABC's regular schedule won at 8-8:30 with *Who's the Boss* (20.8/30), and tied NBC's *A Team* (20.4/29) at 8:30-9 with *Growing Pains* (20.4/29).

■ ABC's Wednesday win was attributable to its 9-11 hour-long serials, their drop in ratings notwithstanding. A rebuilt CBS schedule could only manage a 13/20 overall to place third for the night. At 8-9, NBC's *Highway to Heaven* won the time period with a 19.9/29.

■ On Thursday, despite NBC's powerful numbers at 8-10, CBS took the 10-11 time period with 16th-ranked *Knot's Landing* (20.7/33). *Hill Street Blues* during that time had a 16.7/27. NBC's Thursday schedule combined for a 25.8/38, the week's highest-rated night by five points.

■ CBS had another strong night on Friday, as it won at 8-10 with *George Burns' 90th Birthday Party* (18.1/29), and eighth-ranked *Dallas* (23.2/36). At 10-11, NBC's *Miami Vice* (22.2/37) was the winner.

■ NBC's Saturday schedule featured the seventh- and 13th-ranked programs of the week in *Golden Girls* (24.2/39) and *227* (21.4/35), and won every one of its time periods. *The Redd Foxx Show* was second in its time period behind *Gimme a Break*.

■ Regardless of being beaten by NBC's movie at 9-11, CBS still won on Sunday with fourth-ranked *60 Minutes* (26.6/42) and third-ranked *Murder, She Wrote* (28.1/41).

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	38.5/55
2.	Family Ties	NBC	34.8/49
3.	Murder, She Wrote	CBS	28.1/41
4.	60 Minutes	CBS	26.6/42
5.	Cheers	NBC	25.4/36
6.	Mafia Princess	NBC	24.4/37
7.	Golden Girls	NBC	24.2/39
8.	Dallas	CBS	23.2/36
9.	Night Court	NBC	22.9/33
10.	Miami Vice	NBC	22.2/37
11.	Kate & Allie	CBS	21.9/31
12.	Newhart	CBS	21.6/31
13.	227	NBC	21.4/35
14.	Grand Ole Opry Anniversary	CBS	20.9/32
15.	Who's the Boss	ABC	20.8/30
16.	Knots Landing	CBS	20.7/33
17.	Dynasty	ABC	20.4/30
18.	Growing Pains	ABC	20.4/29
19.	Highway to Heaven	NBC	19.9/29
20.	A Team	NBC	19.7/29
21.	Falcon Crest	CBS	19.1/32
22.	Scarecrow & Mrs. King	CBS	18.9/27
23.	Hotel	ABC	18.6/31
24.	Hunter	NBC	18.4/31
25.	Simon & Simon	CBS	17.2/27
26.	Moonlighting	ABC	18.2/26
27.	George Burns Special	CBS	18.1/29
28.	Passion Flower	CBS	18.1/28
29.	Cagney & Lacey	CBS	18.0/29
30.	Facts of Life	NBC	17.0/29
31.	Blacke's Magic	NBC	17.2/25
32.	Hill Street Blues	NBC	16.7/27
33.	TV Bloopers & Prac. Jokes	NBC	16.7/24
34.	MacGyver	ABC	15.9/23
35.	Gimme a Break	NBC	15.4/26
36.	20/20	ABC	15.4/24
37.	Magnum P.I.	CBS	15.2/22
38.	St. Elsewhere	NBC	15.1/25
39.	Alfred Hitchcock Presents	NBC	15.1/21
40.	Amazing Stories	NBC	14.9/22
41.	Riptide	NBC	14.9/21
42.	Club Med	ABC	14.8/23
43.	Hardcastle & McCormick	ABC	14.8/21
44.	Webster	ABC	14.6/24
45.	Right of the People	ABC	14.5/22
46.	*Redd Foxx	ABC	14.2/24
47.	Knight Rider	NBC	14.1/22
48.	Fatal Vision, part 2	NBC	14.1/21
49.	Remington Steele	NBC	13.9/23
50.	Dynasty II: The Colbys	ABC	13.9/20
51.	Mary	CBS	13.8/20
52.	Crazy Like a Fox	CBS	13.6/20
53.	Airwolf	CBS	13.3/22
54.	Love Boat	ABC	13.1/22
55.	Bugs Bunny Special	CBS	13.0/19
56.	Mr. Belvedere	ABC	12.9/20
57.	Spenser: For Hire	ABC	12.8/21
58.	Funny	ABC	12.8/19
59.	Foley Square	CBS	12.8/18
60.	Misfits of Science	NBC	12.7/20
61.	Equalizer	CBS	12.2/20
62.	Benson	ABC	12.1/20
63.	Silver Spoons	NBC	11.8/18
64.	Diff'rent Strokes	ABC	11.8/18
65.	Lady Blue	ABC	10.9/18
66.	Twilight Zone-Movie	CBS	10.8/18
67.	He's the Mayor	ABC	9.4/15
68.	Punky Brewster	NBC	9.2/15
69.	Ripley's Believe It or Not	ABC	8.3/13
70.	Fall Guy	ABC	6.7/11
71.	Shadow Chasers	ABC	5.0/7

*indicates premiere episode

tains Tremble, *In Company Business* and *Witness to Revolution: The Story of Anna Louise Strong*—as being pro-Communist propaganda.) If PBS continues its practices, said Irvine, "I would think that a lot of people in this country will say, 'Why are we spending over $200 million on public broadcasting?' I would think that in these days of stringency, of budget reductions, that there might be opportunities to substantially cut funding for public broadcasting." He said a letter he received from Senator Barry Goldwater [R-Ariz.], chairman of the Senate subcommittee that oversees public broadcasting, "expressed a strong dislike of a lot of the [PBS] programing"—especially that of Eastern stations such as WGBH-TV Boston and WNET(TV) New York.

Asked whether AIM would try to distribute its program through other means, Irvine said the organization has plans to write to the country's public television stations "telling them what has happened, to make them aware of what their people around PBS have done. . . . There are good stations out there. There are good managers who would see that this is a mistake on the part of headquarters down at L'Enfant Plaza." Irvine said AIM also has talked with Ted Turner and may speak with Rupert Murdoch about airing the show, and that Vestron has shown interest in distributing videocassettes.

The first AIM documentary has already been translated into Vietnamese and put on videotape, and the second is being dubbed for a February premiere in Los Angeles. "I can't tell you the appreciation that [the Vietnamese in America] have shown for what AIM has done in correcting the record with our first film," Irvine said.

Suzanne Weil said the AIM documentary tells the American public nothing it hasn't heard before. The issue of the media's involvement in the Vietnam war "was addressed in the [PBS] series itself," she said. "It has been addressed in several *MacNeil/Lehrer* programs. . . . We just reran something called *The Military and the News Media*." AIM's story "is told in a very one-dimensional way," said Weil, who denied that PBS's decision not to run the AIM docu-

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mentary was based on its disagreement with the AIM premise. "Totally wrong," she said. "I think we made the right decision. We made the decision on programatic grounds. It had nothing to do with politics or pressure." Asked whether she thought AIM would succeed in discrediting PBS, she said: "People who complain about not getting something done I think have a hard time getting sympathy." □

Katz eye view of programing

It offers opinions on how to use new shows effectively in various dayparts

A presentation made by Katz Commmunications to its clients at the NATPE International conference on the coming year in programing began with a look at early fringe. J. Philip Oldham, vice president of programing, said that game show blocks will emerge as a trend in early fringe because of moves on both the supply and demand side.

"With access locked up" by a handful of successful shows and prospective successes, "many distributors will be relying on early fringe to launch game shows," he said. Oldham said game shows provide many benefits: Strong ratings from game shows in early fringe help local newscasts. Risks of carrying game shows are also minimized because such shows are usually pulled off the air within 13 weeks if they are not successful. They also do not lock stations up with long-term contracts.

The downside to programing game shows is their failure rate (Oldham said one in 30 succeeds) and, concurrently, the barter units that a station would have to continue to carry if it cancels the show. Games are typically sold for cash plus one barter minute for distributors. Another disadvantage to games is "the fear of success," Oldham said. When games are successful, the prices charged by syndicators typically rise drastically, as do their demands on scheduling. Disadvantages notwithstanding, Katz is recommending one-hour blocks of games for the time period.

Whether *Donahue* is an answer to non-game early fringe opportunities is inconclusive, since only 10 stations currently carry it as a news lead-in.

In other nongame first-run programing, Ruth Lee, associate director of programing for Katz, said that two new magazines, *The Oprah Winfrey Show* (King World) and *Exclusive* (Viacom), "look intriguing." Lee said that "we can expect to see two-hour blocks of talk shows in the morning" during the coming year. In cases where *Oprah* is not programed against the other morning hour *(Donahue)*, Lee said the "potential for her is exciting."

The crop of first-run sitcoms has specific demographic appeal, according to Mitch Praver, director of programing. For example, he said, *Small Wonder* (Metromedia Producers Corp.) appeals to children, teenagers and young women, while *What's Happening Now* (Columbia) appeals more to black audiences.

Bill Carroll, associate director of programing, said there was a shortage in half-hours and flagging interest in hours in the off-network market. Hours "tend to be steady performers," he said, but they lack "staying power" for six runs over five years. Carroll also passed on the speculation concerning the marketing of *The Cosby Show*. He said that the show could be offered for 1989 barter runs initially and cash runs after that.

Jim Curtain, associate director of programing, said the market for movie packages "shows no signs of relief" in prices in the near future. □

Diana Ross

Peter (of Peter, Paul & Mary), Dylan, Mary, Wonder and Paul

Day for a King. Last Monday's (Jan. 20) first national holiday celebrating the birthday of civil rights activist Dr. Martin Luther King Jr. was marked by a two-hour NBC television special, *An All Star Celebration Honoring Dr. Martin Luther King Jr.*, that evening. Featuring performers in three locations—The John F. Kennedy Center for the Performing Arts in Washington, Radio City Music Hall in New York and the Civic Center in Atlanta—the special was hosted by musician Stevie Wonder, who performed in Washington, and was broadcast in stereo one hour after the live shows ended in the three cities.

The television special featured music, songs, dances, footage of King's speeches and clips documenting the civil rights struggle, with narration by selected performers. Participants included (in Washington) Diana Ross, Bob Dylan, Elizabeth Taylor, The Pointer Sisters, Eddie Murphy, Gregory Hines, the Alvin Ailey American Dance Theatre, Debbie Allen and Michael Peters, Peter, Paul & Mary, Amy Grant, Quincy Jones and Washington Mayor Marion Barry.

In New York: Bill Cosby, Lionel Richie, Dionne Warwick, Bette Midler, Barbara Walters, Al Jarreau, Ben Vereen, Neil Diamond, Harry Belafonte, Whitney Houston and Ashford & Simpson.

In Atlanta: Coretta Scott King, Joan Baez, Dick Gregory, Cecily Tyson, Patti LaBelle, Wynton Marsalis, Thelma Houston, Kenny Loggins, Andre Crouch and Atlanta Mayor Andrew Young.

Musical highlights included "Bells for Freedom Still Ringing" (Dylan and Wonder), "Oh Freedom" (Baez), "Battle Hymn of the Republic" (Warwick), "Blowin' in the Wind" (Peter, Paul & Mary, with Dylan and Wonder), "Reach Out and Touch" (Ross), and the entire cast singing a new song written by Wonder, "Happy Birthday," for the finale.

The program garnered a 12.7 rating/20 share in Nielsen overnights. Thirty-second spots were sold for $150,000 each to the United Auto Workers and Procter & Gamble, among others. UAW and McDonald's ran commercials that tied their companies to the civil rights movement through clips of King.

Money raised through ticket sales for the three performances will benefit the Atlanta-based Martin Luther King Jr. Center for Non-Violent Social Change, headed by King's widow, Coretta Scott King. Speaking from the Civic Center, she said: "Let us continue to push nonviolently in the never-ending struggle for equality, justice and peace. And with God's help, we shall overcome."

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December 5, 1985

CBC draws up plan to de-Americanize Canadian television

Report calls for at least 90% of Canadian programing by 1987

The Canadian Broadcasting Corp. has issued a blueprint for Canadianizing television in that country, eliminating virtually all American material from that service by the start of the 1987 season. U.S. suppliers of commercial programing could still sell to the several private networks serving Canada, but not the CBC, the largest broadcasting service north of the border. Its program content would be at least 90% Canadian.

The proposal, part of a report the CBC says is designed to assure "equal time for Canada," reflects official Canadian concern with being swamped with American culture. The report notes that 72% of English-language programing in Canada is American produced—and that Canadians watch 45 hours of American programing for every hour of Canadian. "Our culture is the central nervous system of our nation," the report said. "But our geography and our southern neighbor combine to present Canadians with the world's toughest challenge in cultural preservation."

The CBC is not, itself, overwhelmed with American-produced programing. It has been making a conscious effort to increase the amount of home-grown product on its network for several years, and it now devotes a maximum of 80% of its time to such programing, compared with 50% in 1960. Virtually all of the foreign programing is American. The report, entitled "Let's Do It," calls for a Canadian broadcasting system "that carries, in total, more than 50% Canadian programing by 1990."

But the CBC's refusal to consider American commercial television programing beginning in September 1987—the proposal does not extend to "high quality programs," those seen on public television—would have an impact on American producers even though they could continue to sell to CTV and other private Canadian television networks. For it would withdraw from the bidding a broadcasting network that feeds programing across the country to some 900 English- and French-language stations and translators, as well as to cable systems by nine satellites. CBC's absence, then, would be expected to hold down the bidding.

At present, the report constitutes only a compilation of recommendations the CBC has forwarded to the government's Task Force on Broadcasting Policy. The task force will report its conclusions to Communications Minister Marcel Masse, and proposals that survive would have to be approved by the Canadian Radio-Television and Telecommunications Commission. And the proposed changes would not be without cost. The report calls for the creation of a second channel, which would broadcast in both English and French, to showcase programs of the regions, provisional broadcasting organizations and independent producers.

The report said such a channel would afford CBC greater scheduling freedom: "CBC could devote more time to concentrating on programs of lasting value, challenging viewers with enlightened entertainment, enriching drama and information for a variety of audiences." But it also said the "radical change" in CBC's existing programing, combined with other changes—including a reduction in the number of commercial interruptions—would mean additional costs of $75 million.

That would cause a problem for an organization that lost $7 million last year, particularly since 80% of its $800-million budget is financed by a government trying to reduce a $25-billion deficit (The rest of the $800 million is provided by advertising.) The report said some of the additional funds would be raised by independent producers and that the existing television channels, which would continue to generate almost $200 million annually, would "remain an important source of funds." But the report said it is "unrealistic to presume" that in the near future, public

Teletext tidbit. Without fanfare, the FCC has asked the Court of Appeals in Washington to remand the commission's order authorizing teletext.

In that order, the FCC had defined teletext as an "ancillary broadcast service" that would be exempt from the fairness doctrine, equal time obligations and other content regulation (BROADCASTING, April 4, 1983). The FCC's decision was appealed by the Telecommunications Research and Action Center, which argued that nonsubscription or ad-supported teletext must be subject to broadcast statutory and regulatory obligations.

The FCC's revelation that it was seeking the remand was easy to miss. It announced it in paragraph 46 of the text of its notice of proposed rulemaking seeking guidance on how it should classify subscription video services for regulatory purposes. (The FCC adopted that rulemaking early in October [BROADCASTING, Oct. 7, 1985], but the text of the rulemaking wasn't released until this month.)

In the text of the rulemaking, the FCC explained: "Although this proceeding will focus on the classification of subscription services, the approach ultimately adopted herein may also be relevant to the consideration of the regulatory treatment of nonsubscription teletext services." The FCC also said that if the court agreed to the remand, the commission would, in the interim, "apply all statutory and administrative provisions applicable to regular broadcast services to any nonsubscription teletext services offered by broadcast licensees."

Andrew Schwartzman, executive director of the Media Access Project, which is representing TRAC, said TRAC has asked the court to deny the remand. TRAC, according to Schwartzman, is arguing that it is "too late in the game." (Oral argument is scheduled for Feb. 20, Schwartzman said.) TRAC is also arguing, as the FCC had once argued, according to Schwartzman, that there is an expeditious need for guidance on the subject. In addition, Schwartzman said, the FCC's indication that nonsubscription teletext would be subjected to broadcast regulation in the interim had "a hollow ring to it."

Schwartzman speculated that the FCC's decision to seek remand represented a "cave-in," spurred by the commission's inability to come up with a rationale that would pass the "ho-ho test."

funding would increase sufficiently to improve the programing services called for in the report. Still, it said, in support of bearing the new burden: "There is no doubt that public television would be more distinctive and more appreciated if CBC funding were sufficient to allow a noticeable reduction in the quantity of commercial interruptions in some programs."

The report is concerned with more than protecting Canada's cultural integrity. It proposes handing America what the Canadians would consider a dose of its own medicine. It said the CBC has been investigating the possibility of a Canadian English-language service available at no cost to U.S. cable systems. The service would provide a market for Canadian producers and a vehicle for Canadian advertisers seeking exposure in the U.S., as well as U.S. companies. "Various models have been studied," including the transformation of CBC's CBET(TV) Windsor, across the border from Detroit, into a superstation. "This service," the report said, "would give Americans for the first time an electronic awareness of Canadian attitudes to the world, the U.S. and Canada." □

ABC and CIA. American Legal Foundation has asked U.S. Court of Appeals in Washington to direct FCC to conduct investigation into what ("Closed Circuit," Jan. 20) ALF says were "deceptive broadcasts" by ABC News regarding Central Intelligence Agency. ALF, conservatively oriented public interest law firm, contends ABC was guilty of news distortion and suppression, as well as violation of fairness doctrine, in series of two reports on *World News Tonight*, in September 1984. Reports claimed CIA had used now defunct banking firm in Hawaii operated by one Ronald Rewald as cover for "foreign and domestic operations." Second report contained interviews with Rewald and one Scott Barnes regarding CIA's alleged effort to use Barnes to kill Rewald. ABC, after strong protests from CIA, acknowledged that allegations of murder plot could not be supported, but it did not back down from other elements of story. CIA and then ALF filed complaints with commission; commission rejected both without requesting ABC to respond to them. Commission said it was being asked "to second-guess the journalistic judgment and editorial workings of ABC News"—which it declined to do. In seeking review of commission action, ALF said it had presented "detailed information revealing that ABC deliberately deceived the public." It also said commission's refusal to investigate was based on "misinterpretation" of its own distortion/suppression precedent and on "crabbed reading of the 'controversiality' test governing fairness doctrine complaints." ALF said court should reverse commission order and direct agency to conduct investigation to insure public's First Amendment rights are safeguarded.

Washington Watch

More on must carry. NATPE International has endorsed thrust of Association of Independent Television Station's recommendation that FCC adopt "may-carry" rule to encourage cable carriage of local television signals. "While it may require additional refinement or narrowing, NATPE is persuaded by INTV approach linking responsibility to carry local signals with compulsory license to carry distant signals," NATPE said in comments at FCC. INTV proposal, based on FCC's supposed authority to determine which signals may be carried under cable's compulsory copyright license, would "permit" cable companies to carry TV signals under compulsory license, as long as system carries on its basic tier "entire signals of all local television broadcast stations without discrimination or charge" (BROADCASTING, Oct. 8, 1985). In its comments, NATPE said INTV approach, by permitting cable operators to select local stations they want to carry and to negotiate individually for distant signals, gave marketplace "the greatest latitude." NATPE also said such regulation would be within FCC's jurisdiction, and that, "as drafted, the INTV rule would not require cable operators to carry *any* signal, thus avoiding First Amendment problems that proved fatal to the must-carry rules." NATPE also recommended that any rule insure that public and educational TV programing and stations will be carried by cable operators and not encourage imposition of fees for carriage. "This approach will afford the greatest opportunity for marketplace forces to work their will while at the same time enhancing the public interest," NATPE said.

□

Space journalism. Radio-Television News Directors Association has asked Congress to help clear way for newsgathering from space by amending Land Remote-Sensing Commercialization Act of 1984. One change sought in act, which governs remote-sensing satellites now used for agricultural, mapping and environmental monitoring purposes, would give news organizations licensed by Landsat systems right to televise and print satellite images prior to general release to public. Second proposal seeks to clarify First Amendment rights of users in light of possible national security and international treaty implications of remote-sensing technology. Amendments, detailed by RTNDA President John Spain of WBRZ-TV Baton Rouge in statement delivered Jan. 7 to House Committee on Science and Technology and Senate Committee on Commerce, Science and Transportation, were requested in anticipation of general hearings on act scheduled in House by spring or before. Although Spain noted "suitability" of technology for widescale use in news is still being explored, he said remaining questions were "how and to what extent—not whether" capabilities would be tapped. Spain also cited "potentially enormous benefits" to remote sensing industry by development of private sector market for newsgathering, prospect he believes is in line with Reagan administration policy of developing domestic commercial uses of outer space.

□

Interference compensation. FCC Mass Media Bureau has found Sudbrink Broadcasting Co., former licensee of WNWS(AM) South Miami, Fla., eligible for $113,271.44 to compensate for expenses incurred in modifying its transmitting facilities to offset effects of Cuban interference. Such compensation was authorized by Radio Broadcasting to Cuba Act.

□

Fairness challenged. Neighbor to Neighbor (NTN), which is affiliated with San Francisco-based Institute for Food and Development Policy, has alleged that KBHK-TV San Francisco has run afoul of fairness doctrine by failing to provide reasonable opportunity for presentation of contrasting views on U.S. support for El Salvador and contras in Nicaragua. In its complaint, NTN said that each Sunday evening from 10 p.m. to 11 p.m., station aired paid religious program featuring Rev. Jerry Falwell. Falwell's show, according to group, regularly voiced support for U.S. backing of government of El Salvador and contras in Nicaragua. But station, according to group, has not broadcast "any" prime time programing opposing U.S. military or other support for El Salvador or Nicaraguan contras. NTN said it had sought to buy half hour of prime time to air its *Faces of War*, which it described as "professionally produced, broadcast-quality program" that generally opposed U.S. military intervention in Central America, but that station declined. NTN said it realized had it had no right to demand that station air *Faces of War*. But, according to NTN, station did have obligation to afford reasonable opportunity for presentation of reasonable amount of programing during prime time opposing U.S. military intervention in Central America. NTN also said station had obligation to "act reasonably" in negotiating with NTN to resolve fairness complaint, as NTN alleged station had not done. In letter to James McKinney, FCC Mass Media Bureau chief, station noted that it was not required to respond formally to allegations unless FCC staff said so. But station also said it believed it important to point out that on same day NTN filed its complaint with commission, NTN's executive director and NTN supporter appeared on KBHK-TV's regularly scheduled public affairs program, *Weekday*, to discuss Nicaraguan situation and *Faces of War*. "The discussion lasted for approximately half of 30-minute program, from 2 p.m. to 2:15 p.m.," station said.

RIDING GAIN ON RADIO

On deck

Major League Baseball Productions has named Public Interest Affiliates, a Chicago-based radio program supplier, as the exclusive syndicator for the new Baseball Radio Newsatellite service as well as the 15-minute radio version of the syndicated television series, *This Week in Baseball*.

The Baseball Radio Newsatellite is a new programing service for local stations. It will include player interviews and game actualities. Plans call for the service to begin operation April 7 (opening day for Major League Baseball) with two daily (Monday through Friday) feeds via Satcom I-R. According to Major League Baseball Productions, there will be a 30-minute early morning feed (5:30 a.m. NYT) designed as a news highlight service that will be re-sent to West Coast stations three hours later, and a second 15-minute feed at 3:30 p.m. that can run as a self-contained program. There will also be one 45-minute feed at 11 a.m. NYT on Saturday and Sunday.

Strong finish

Network radio business finished 1985 on a high note with December posting a 25% jump in billings over December 1984 to $27,057,851. For the entire year, network radio sales climbed 14% over 1984 to $328,708,708. Data is from the Radio Network Association, which relies on financial information collected confidentially each month from different network companies by the accounting firm of Ernst & Whinney.

"This gives stations access to programing materials they've always wanted, but never were able to get before," said Geoff Belinfante, executive producer for Major League Baseball Productions. "In concept, it's no different from where we were a year ago with our television highlight service, Sports Newsatellite," he said. In less than a week, PIA has signed KMOX(AM) St. Louis, WWWE(AM) Cleveland; KTRH(AM) Houston, WFBR(AM) Baltimore and KCMO(AM) Kansas City, Mo., for the new radio service.

This Week in Baseball is hosted by baseball Hall of Fame broadcaster Mel Allen and is scheduled to premiere on April 11. It will be satellite via satellite to stations over Satcom I-R each Friday afternoon of the baseball season. The series was previously distributed by CBS Radio.

Both the Baseball Radio Newsatellite and *This Week In Baseball* are being offered to stations on a market-exclusive, barter basis.

New sounds

Emmis Broadcasting has shifted the format of KMGG(FM) Los Angeles, which was programing a hybrid of adult contemporary and contemporary hit selections, to what Emmis Vice President Doyle Rose describes as a contemporary hit radio (CHR) sound with a "heavy emphasis on rhythm & blues." Along with the switch came the new calls KPWR(FM).

In the old format, the station slid from a 2.4 12-plus metro share in the summer 1985 Arbitron report to a 1.8 in the new fall book. The radio station could not establish an image with the old sound, said Rose. "Now we have a strong position in the marketplace which listeners are able to identify."

Some of the artists on the new KPWR playlist include Whitney Houston, Billy Ocean, Sheila E. and Stevie Wonder. "These are artists who are heard on CHR stations all across the country," said Rose, noting that many of the offerings aired on KPWR are cross-over rhythm & blues songs. He said that the station is "very contemporary" in its presentation, playing no records more than a year old. KPWR is targeting a core audience

College gift. RKO General, the New York-based group owner of six AM, six FM and three TV stations, donated $25,000 to the United Negro College Fund for scholarships. Jeff Ruthizer, RKO General vice president of human resources (above left), presented the check to Chris Edley, president and chief executive officer of UNCF, saying: "We hope these scholarships will encourage and support students to pursue careers in broadcast communications."

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Live opera. Classical-formatted WNCN(FM) New York aired a two-hour, live remote broadcast with opera star Luciano Pavarotti from Tower Records' Lincoln Center store in New York. The special featured interviews with the opera tenor interspersed with selections from his new London Records' release, "Passione," as well as other titles from his library of recordings. According to WNCN, some 1,500 people visited the store to see Pavarotti (center), who autographed albums, photographs, books and other mementos. Among those who helped in arranging Pavarotti's appearance were (l-r): Bob Evans, WNCN's morning personality; Richard Rollefson, vice president, London Records; Guenter Hensler, president, Polygram Classics; Mario Mazza, program director, WNCN, and John Harper, vice president, Polygram Classics Marketing.

Human rights in Oklahoma. Swanson Broadcasting's adult contemporary KRMG(AM) Tulsa, Okla., has received the 1985 award from the Oklahoma Human Rights Commission for its initiation of project OFFER (Oklahoma Food for Ethiopian Relief). According to Melvin Hall, director of the commission, the awards are presented each year to persons or organizations for their "outstanding contributions in the field of human rights." Dale Forbis, KRMG news director (l), is pictured accepting the award from Oklahoma Governor George Nigh. The KRMG campaign raised over $160,000 to aid famine victims in Ethiopia.

of 18-34-year olds with its new approac and, according to Rose, will go directly u against the market leader, contemporary h KIIS(FM).

Rose is acting general manager of the sta tion while a new staff, which includes gen eral manager and program director, as we as several on-air personalities, is being a sembled. He is expected to return to h regular post overseeing Emmis' WLOL(F Minneapolis-St. Paul outlet in about thre months.

□

In other format changes, KDYL(AM) Sa Lake City has abandoned all-news in fav of Al Ham's "Music of Your Life" nostalg format. "Recent Arbitron ratings declin and projected expenses make it necessa to change," said KDYL General Manag Craig Hanson.

Between the pages

The Associated Press News Network w soon debut *Weekend Magazine*, described a a series of five special radio features take from 13 national magazines published b Hearst.

According to AP, the weekly 60-secon broadcasts will feature news and informa tion from such publications as *Cosmopol tan*, *Good Housekeeping*, *Harper's Bazaa* *Popular Mechanics* and *Science Digest*. Th series, which will be produced by Hear Magazines, will be satellite-fed to AP Ne work News affiliates every Friday mornin beginning March 14.

In a separate move, the AP network planning to expand both its weekday an

ɔliday sports programing in response to af-
iate requests for greater sports coverage, ɪid Jim Hood, deputy director for AP roadcast Services. Starting Monday, [arch 3, each of the network's 10 daily 90-ɛconds sportscasts will be lengthened to vo minutes—the same as the weekend ɔortscasts—while additional midday ɔortscasts will be added on several major ɔlidays. Also, *Sportsfeature*, the daily (Mon-ɪy through Sunday), 90-second feature ɪow fed at 10:32 a.m. NYT, will be ren-ɪed *The Competitive Edge*. It will feature ɔorts news and analysis from veteran ɔortscaster Jack Doniger.

Getting down on the farm

'he Westwood One Radio Networks and Iome Box Office will simulcast the one-hour ɔroadcast premiere of *The Best of Farm Aid: An American Event* on Monday, Feb. 10. The pecial will highlight performances from last eptember's concert—at Champaign (Ill.) Memorial Stadium—to benefit America's fi-ɪancially stricken farmers. The event was ɪrganized by country singer Willie Nelson vith help from singers John Cougar Mellen-camp and Neil Young.

Playback

Beginning with its Feb. 2 broadcast, NBC Radio Entertainment's monthly *Live From he Hard Rock Cafe* show, hosted by Paul Shaffer, band leader for NBC Television's *Late Night With David Letterman*, will be ɔilled as *The Paul Shaffer Show...Live From The Hard Rock Cafe*. NBC is also "contem-ɔlating" making the 90-minute program a veekly offering, according to a company pokeswoman.

In other NBC programing news, the NBC Radio Network is planning to debut a new 0-second weekday sports series today Jan. 27), entitled *Don Criqui On Sports*. The eries, featuring the NBC Radio and Televi-ɪon sportscaster, will be fed to stations ɛach weekday at 4:30 p.m. NYT.

□

'he ABC Radio Networks, now owned by Capital Cities, will offer affiliated stations a ɪew programing service called *Audio Date-ook*, subtitled *The Sounds of a Generation Come Alive*. The service, which is scheduled o be launched today, will consist of a 15-minute weekly feed of audio cuts featuring key news events" of the past 25 years.

According to ABC, *Audio Datebook* will ɪave actualities from stories that many of oday's radio listeners "grew up with," in-cluding President Kennedy's assassination, he Beatles' first appearance in the U.S., the Voodstock rock concert, President Nixon's esignation and the launching of the first pace shuttle.

□

'he American Comedy Network (ACN), Bridgeport, Conn., has signed its 125th af-iliate, contemporary hit WLS-FM Chicago. 'he station's morning personality, Paul Barsky, is incorporating ACN's fake com-mercials, parodies, political satire and char-cter sketches into his drive-time show. ACN was founded in 1983 by Katz Broad-casting originally as a comedy service for he company's owned radio stations, but it ttracted national attention and was quickly aunched in syndication.

Francis returns

Veteran radio and television personality Arlene Francis will return to WOR(AM) New York to co-host the *Joan Hamburg Show* once each week beginning Feb. 3. A mainstay on WOR for 23 years, Francis's own program was dropped in March 1984 ("Riding Gain," March 19, 1984). The *Hamburg Show* currently airs each weekday from 11 a.m. to 1 p.m.

IS update

IS Inc.'s *John Leader's Countdown USA* weekly radio program premiered on schedule over the weekend of Jan. 11-12 after the Mill Valley, Calif.-based company received an emergency temporary stay of a U.S. District Court injunction sought by United Stations, New York, not to launch the competitive countdown program for six months ("Riding Gain," Jan. 6). The dispute stems from the noncompete provision in the production contract between the parties that expired Dec. 31 ("Riding Gain," Sept. 30, 1985). The stay was granted by the U.S. Court of Appeals for the Ninth Circuit pending IS Inc.'s appeal of the injunction order.

Missing campaign

RKO Radio is kicking off a month-long public affairs campaign to educate and inform the public on missing and exploited children. Childalert is being conducted on all 11 of RKO's radio stations. The campaign was developed in cooperation with Washington-based National Center for Missing and Exploited Children.

Malrite Communications Group, Inc.

has acquired

KLAC-AM and KZLA-FM

(Los Angeles, California)

from

Capital Cities Communications, Inc.

The undersigned acted as financial advisor to Malrite Communications Group, Inc. and assisted in the negotiations leading to this transaction.

Shearson Lehman Brothers Inc.

January, 1986

Cable ad revenue on the up and up

Figures are good, with strong percentage gains in number of categories; 1986 may approach $1-billion mark foretold by Alter

Not all the figures have been tabulated, but it looks as though the cable industry generated more than $600 million in net advertising revenue in 1985. Paul Kagan has estimated that advertising revenue in 1985 for cable was about $630 million, up about 26% from a year ago. Cabletelevision Advertising Bureau President Robert Alter believes that estimate is "pretty much on [the mark]." More than 80% of that revenue, or about $525 million, was generated by satellite-delivered networks, Kagan estimates, up about 27% from 1984. The remaining $110 million was generated by local systems, representing about a 37% gain from the $80 million generated in 1984.

Alter said it is hard to predict what 1986 will produce, although Kagan believes the total could be more than $990 million (gross), which is not far off the $1 billion that Alter predicted cable could generate this year (in a speech he gave more than three years ago). Kagan's projection netted down, however, amounts to a little more than $840 million for 1986. "It's a tough year to project because of uncertainties in the advertising economy," said Alter. Unknown variables at this point, he added, such as the effect of the split-30 advertising on overall expenditures (some have suggested that advertisers may use more split-30's to cut back on total expenditures), whether a major new product category will emerge and uncertainties about retail sales, make this year's ad revenue picture harder to project. But he suggested that the recent availability of "new and favorable data" for the advertiser-supported cable networks may result in "a better year than many people think" on the ad revenue side. On the local side, Alter said business may run ahead of projections if "several of the proposed interconnects come together," such as those launched recently in Denver and Philadelphia.

According to Beverly O'Malley, senior vice president, director of electronic media, Dancer Fitzgerald Sample, the development of more sophisticated product usage data for cable homes (supplied primarily by Simmons Research, which breaks out product usage data by cable and noncable homes) enables advertising agencies to more accurately define and target the appropriate use of cable networks on a client-by-client basis. O'Malley said that all of the agency's more than 20 national clients use cable to some degree. She said that buys are based heavily on demographic and product usage data, although viewing data is also a factor. "If it can be demonstrated that a substantial portion of the cable universe uses [a client's] product," O'Malley said, then the client will use cable. "Cable is more efficient and more targetted and extremely effective in reaching heavy users [of television]," she said.

Despite a generally sluggish first quarter, which follows a poor fourth quarter industrywide, cable network executives paint a fairly rosy picture for the coming year, predicting gains for individual networks of anywhere from 15% to 45%. A rundown of the advertising sales activity (in net terms) of some of the major networks follows:

Turner Broadcasting System's superstation WTBS(TV) Atlanta is still setting the pace. A Turner executive said previous estimates that the station would take in about $140 million, up 13%, were not far off. CNN and CNN Headline (which are sold as a package) had combined revenue of more than $50 million, an increase of almost 27% over last year.

MTV had the second highest net revenue among the cable networks (including WTBS) in 1985 with about $75 million, according to a source with knowledge of the figures. The three MTV Networks Inc. cable channels had combined net revenues totaling almost $90 million for the year, with Nickelodeon contributing about $8.5 million and the one-year-old VH-1 generating another $4.5 million.

A soft sports marketplace in general coupled with the poor fourth quarter experienced by the industry, produced a good "but not spectacular year" for ESPN, according to Bob Jeramiah, director of advertising sales. Jeramiah declined to cite exact revenue figures, but said that ESPN was up almost 20% for the year. That would put its 1985 sales revenues in the $71-million range. Jeramiah said that the network's largest category was automobiles, while that market, plus oil, gas and additives and tires, batteries and accessories accounted for 25% of ESPN's advertising revenue base. Breakthroughs for 1986, he said, include the addition of Toyota and Volkswagen as automobile advertisers. Anheuser-Busch recently renewed a five-year contract extending its commitment to ESPN through 1990. The package is valued at about $70 million. Another new sign-on for 1986 is Diet Coke. As for 1986, if the economy holds up, said Jeramiah, "there should be no problem attaining a 25%" gain in net ad revenue.

John Silvestry, vice president, sales, USA Network, said that the company had a net advertising revenue gain of more than 30% in 1985. He would not say what the network's total ad sales amounted to for the year, but it is believed that the figure is between $40 million and $45 million. He attributed the sales growth to ratings gains and the continued broadening of the network's program schedule. The network started last year with coverage of about 33% of the television universe and finished the year with coverage of 37%, said Silvestry. "We're looking for a strong 1986," he added, projecting ad revenue growth of between 15% and 25%.

CBN Cable is projecting net revenue in the $34-million range for its fiscal 1985, which ends on March 31, compared to about $20 million in 1984. Doug Greenlaw said the network's year started out slowly but picked up in the second half. But selling in the network's first quarter (April-June) is soft.

According to an executive at The Nashville Network, that service's revenue for FY 1985 would be about $27 million, compared to $15 million last year.

Lifetime declined to state what its ad revenue was in 1985, but a source with knowledge of the results said the network sold almost $22 million. "We are starting to get a good level of acceptance for our women's programing," said Andrew Feinstein, vice president and advertising director, Lifetime. About $10 million was generated by the network's Sunday schedule of programing targeted to medical professionals. Last year, the network ad sales totaled about $18 mil-

First in line. AGB Television Research, which has been testing a "people meter" audience measurement service in Boston since last February, reported it has signed its first subscribers in the U.S.—Young & Rubicam and BBDO.

Joseph G. Philport, president of AGB Television Research, U.S. subsidiary of AGB Research, London-based owner, said the Boston test, using 440 households, is a success. He added that the cost of the project, $2.5 million, was defrayed by 37 clients, including advertisers, agencies and media outlets. The Boston facility will continue to be used as a "demonstration lab" as the system expands.

AGB Television expects a total sample of 5,000 households with 13,000 persons by September 1988. Y&R and BBDO will not be required to make any payment (about $100,000 to $500,000 annually) until 2,000 homes are assembled in the national sample.

Other contenders in the people meter competition are the A.C. Nielsen Co. and 'Scan-America. Joseph Ostrow, executive vice president of Y&R, acknowledged the agency had a financial commitment in the AGB people meter project and voiced the view that "the media industry will benefit by the competion among research firms."

lion, with about $8 million coming from the medical programing. Feinstein said recent ratings improvement has led him to project ad revenue growth of between 35% and 40% for 1986. Bristol-Myers has been added to the network's roster of consumer advertisers for 1986.

The Weather Channel made a profit last year for the first time, with revenue growth of over 50%, said the network's president, Mike Eckert. "It was our best year ever," he said. He declined to state what the company's ad revenue totaled last year, but it is believed the figure was about $10 million, compared to about $6.5 million in 1984. TWC was up 40% in household coverage last year, with a universe of 19 million homes. Eckert is projecting 30% growth in ad revenues for TWC this year.

Elio Betty, senior vice president, advertising sales, Financial News Network, said the network had net revenue of between $10.5 million and $11 million in 1985, up 45%. He cited FNN's expansion to 24 hours last May, which generated about 35% more inventory, as the primary factor in that growth. FNN's cable subscriber base grew to 20 million, 15 million of which have access to the 24-hour network (the others still receive the 13-hour version). While the fourth quarter was poor generally, said Betty, the financial service category, FNN's bread and butter, remained healthy. He noted statistics indicating that financial services was the fastest growing advertising in 1985. The network lost $7.2 million in 1984, and $800,000 in 1985, but has been profitable since the second quarter of last year. □

Sellout crowd for RAB Managing Sales Conference

Radio managers meet to talk business; exhibit hall returns with double last year's tenants

The Radio Advertising Bureau (RAB) reached its pre-set attendance level of 1,000 paid registrants for the upcoming annual Managing Sales Conference early last week, marking the second time in as many years that the event was sold out nearly two weeks before it began. The midwinter sales meeting, which will be held for the sixth consecutive year at the Amfac hotel adjacent to the Dallas-Fort Worth Airport, will kick off Saturday afternoon (Feb. 1) with a special 30-minute workshop on "getting the most out of MSC '86" and will run through Tuesday morning (Feb. 4).

This year's conference features a new attendance twist. It marks the first time the conference is open only to RAB members. (In the past, nonmembers were allowed to attend by paying a slightly higher registration fee.)

The 1986 conference also marks the second consecutive time that the conference will have an exhibit hall and, according to Wayne Cornils, RAB executive vice president, who is in charge of organizing the event, there will be 40 exhibit booths on the floor, twice as many as a year ago. "Last year, the exhibit hall was an experiment, but it proved to be very popular," Cornils said.

The format for this year's gathering of radio sales executives and managers will be similar to last year's. There will be three keynote speakers, one each morning, beginning with a San Francisco-based motivational speaker and corporate sales consultant, Denis Waitley, who will deliver the "motivational" keynote address on Sunday, Feb. 2. On Monday, it will be a La Jolla, Calif.-based sales consultant, Tony Alessandra, who will deliver the "training" keynote speech. Don Keough, president and chief executive officer of the Coca-Cola Co., Atlanta, is scheduled to give the "client" keynote talk on the closing day of the meeting. Keough is to discuss the marketing strategy in the so-called "Cola Wars."

Some sessions that are expected to attract a large measure of attention are a Sunday morning forum on stress management, conducted by Dr. Steve Allen, son of the noted entertainer of the same name; a workshop that same morning on "vendor money," which Cornils describes as 100% retail advertising money that, until now, has been mostly used by newspapers and television stations, and a Monday morning session on radio sales training conducted by Robert A. Heckman, former IBM executive in charge of sales training, and consultant Jim Taszarek of Phoenix-based Radio Sales Systems.

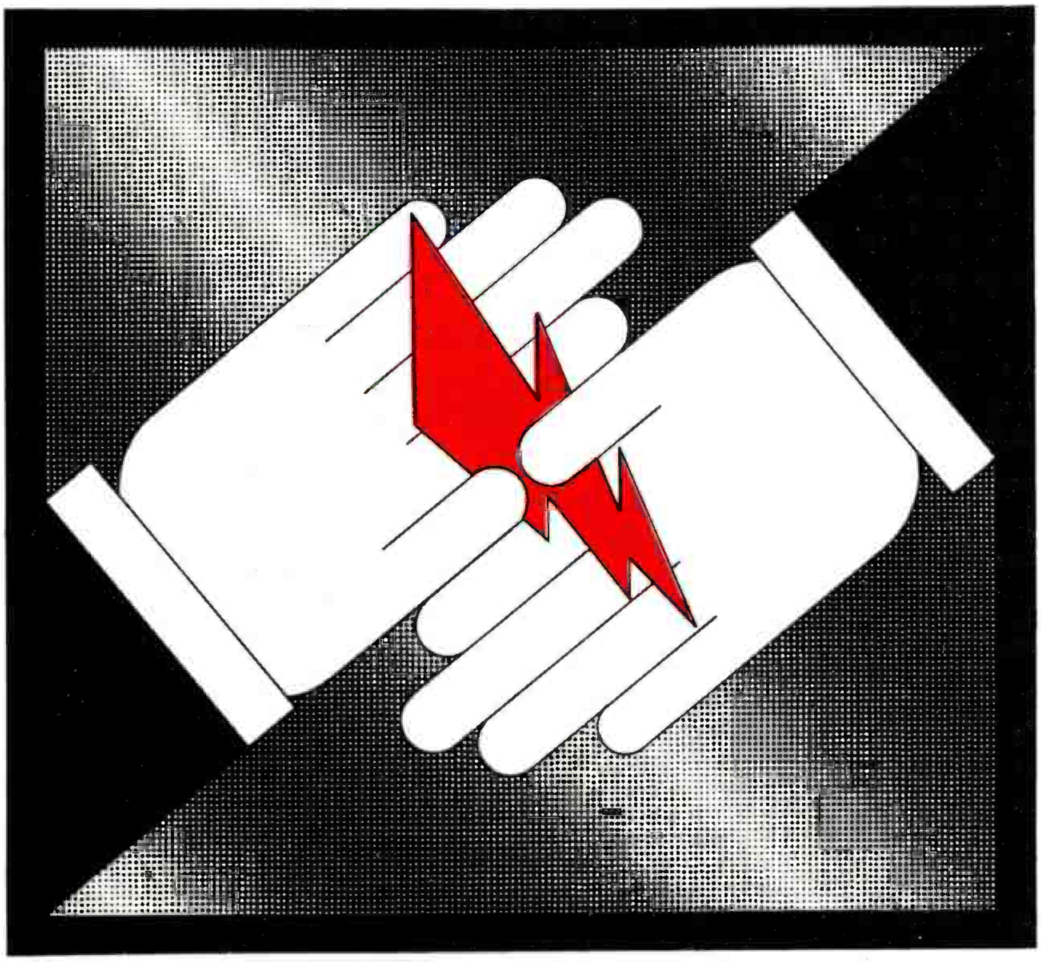
Next year's sales meeting is already set for the Hyatt Regency hotel in Atlanta, Feb. 7-10. □

Stock Index

		Closing Wed Jan 22	Closing Wed Jan 15	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
	BROADCASTING						
N	Capital Cities	209	211 5/8	– 2 5/8	– 1.24	19	2,714
N	CBS	111 1/2	115 3/4	– 4 1/4	– 3.67	25	2,609
O	Clear Channel	16 3/4	16 3/4			25	49
O	Gulf Broadcasting	1/4	3/4	– 1/2	– 66.66		11
O	Jacor Commun.	5	4 3/4	1/4	5.26		28
O	LIN	34 5/8	37 1/4	– 2 5/8	– 7.04	24	913
O	Malrite	12 1/8	12 1/8			14	101
O	Malrite 'A'	12 1/4	12 1/2	– 1/4	– 2.00	14	51
O	Price Commun.	9 5/8	9 3/8	1/4	2.66		56
O	Scripps Howard	50	50			29	516
O	SunGroup Inc.	4 1/2	4 5/8	– 1/8	– 2.70		6
N	Taft	83 1/4	85	– 1 3/4	– 2.05	16	752
O	TVX Broadcast Group	12	12			50	70
O	United Television	25 3/8	24 7/8	1/2	2.01	76	277
	BROADCASTING WITH OTHER MAJOR INTERESTS						
N	A.H. Belo	52 1/8	51 3/4	3/8	.72	26	602
A	Adams Russell	27	28	– 1	– 3.57	17	166
A	Affiliated Pubs	53	54 1/2	– 1 1/2	– 2.75	22	649
N	American Family	32 7/8	31 3/4	1 1/8	3.54	16	985
O	Assoc. Commun.	30 3/4	31 1/4	– 1/2	– 1.60		146
N	Chris-Craft	53 1/2	53 1/4	1/4	.46	38	341
N	Gannett Co.	59 3/8	60 1/4	– 7/8	– 1.45	19	4,763
N	GenCorp	69	70 5/8	– 1 5/8	– 2.30	39	1,510
O	Gray Commun.	117	116	1	.86	20	58
N	Jefferson-Pilot	47 3/8	48 1/4	– 7/8	– 1.81	7	1,393
N	John Blair	23 3/4	22 1/8	1 5/8	7.34		190
O	Josephson Intl.	7 1/8	8 1/8	– 1	– 12.30		33
N	Knight-Ridder	40 3/4	40	3/4	1.87	70	377
N	Lee Enterprises	41 1/4	43 1/2	– 2 1/4	– 5.17	18	530
N	Liberty	34	33 1/4	3/4	2.25	14	345
N	McGraw-Hill	47 3/8	47 3/4	– 3/8	– 0.78	16	2,387
A	Media General	73 3/4	78 1/2	– 4 3/4	– 6.05	15	519
N	Meredith Corp.	66	68 1/8	– 2 1/8	– 3.11	12	624
O	Multimedia	27	27 1/8	– 1/8	– 0.46		297
A	New York Times	48	49 3/8	– 1 3/8	– 2.78	16	1,922
O	Park Commun.	23 1/4	22 1/4	1	4.49	21	320
N	Rollins Commun.	26 1/8	26 1/2	– 3/8	– 1.41	30	381
T	Selkirk	23 1/8	23 3/4	– 5/8	– 2.63	50	187
O	Stauffer Commun.	114	118	– 4	– 3.38	18	114
A	Tech/Ops Inc.	22 1/2	20 1/4	2 1/4	11.11	15	52
N	Times Mirror	50 1/8	52 3/4	– 2 5/8	– 4.97	13	3,236
N	Tribune	50 5/8	53 1/8	– 2 1/2	– 4.70	17	2,051
A	Turner Bcstg.	13	14 1/8	– 1 1/8	– 7.96	30	283
A	Washington Post	119	120 1/2	– 1 1/2	– 1.24	13	1,525
	CABLE						
A	Acton Corp.	1 3/4	1 7/8	– 1/8	– 6.66		10
O	AM Cable TV	2	2				7
N	American Express	51 1/4	51 7/8	– 5/8	– 1.20	16	11,360
N	Anixter Brothers	20 1/2	19 7/8	5/8	3.14	21	372
O	Burnup & Sims	7 3/8	7 5/8	– 1/4	– 3.27	4	66
O	Cardiff Commun.	3/16	15/16	– 3/4	– 80.00		
N	Centel Corp.	47	47 3/4	– 3/4	– 1.57	10	1,299
O	Comcast	22 1/8	23 3/8	– 1 1/4	– 5.34	38	439
N	Gen. Instrument	18 1/2	17 1/8	1 3/8	8.02		597
N	Heritage Commun.	21	20 1/2	1/2	2.43	41	305
O	Jones Intercable	8 1/4	8 5/8	– 3/8	– 4.34	34	85
T	Maclean Hunter 'X'	14 3/4	15	– 1/4	– 1.66	20	543
A	Pico Products	2 7/8	2 3/4	1/8	4.54		10
O	Rogers Cable	11 1/8	11 3/8	– 1/4	– 2.19		253
O	TCA Cable TV	27	27 1/4	– 1/4	– 0.91	34	180
O	Tele-Commun.	35 3/4	36 1/4	– 1/2	– 1.37	397	1,680
N	Time Inc.	62 1/8	63 5/8	– 1 1/2	– 2.35	18	3,890
O	United Artists Commun.	26 1/2	28 1/4	– 1 3/4	– 6.19	36	543
N	United Cable TV	37	37 1/8	– 1/8	– 0.33	58	559
N	Viacom	53 5/8	54 7/8	– 1 1/4	– 2.27	20	951

		Closing Wed Jan 22	Closing Wed Jan 15	Net Change	Percent change	P/E Ratio	Market Capitalization (000,000)
	SERVICE						
O	BBDO Inc.	48	49	– 1	– 2.04	16	309
O	Compact Video	7 3/8	7 1/8	1/4	3.50		31
N	Comsat	34 3/4	35 1/4	– 1/2	– 1.41	10	628
O	Doyle Dane B.	18 3/4	19 1/4	– 1/2	– 2.59	13	99
N	Foote Cone & B.	47 1/4	45 3/4	1 1/2	3.27	11	178
O	Grey Advertising	192	194	– 2	– 1.03	12	116
N	Interpublic Group	42 3/8	43 7/8	– 1 1/2	– 3.41	14	461
N	JWT Group	32	31 1/2	1/2	1.58	18	289
A	Movielab	7 3/4	7 3/8	3/8	5.08		12
O	Ogilvy Group	44	44 1/2	– 1/2	– 1.12	15	402
O	Sat. Syn. Syst.	7 3/4	6 3/4	1	14.81	29	44
O	Telemation	5	5			5	5
A	Unitel Video	5 1/2	5 7/8	– 3/8	– 6.38	16	11
N	Western Union	11	12 5/8	– 1 5/8	– 12.87		268
	PROGRAMING						
O	American Nat. Ent.	2 13/16	2 3/16	5/8	28.57	14	6
O	Barris Indus	18 3/8	18 1/2	– 1/8	– 0.67	48	160
N	Coca-Cola	77 1/8	80	– 2 7/8	– 3.59	15	10,105
N	Disney	115 3/4	121 3/4	– 6	– 4.92	22	3,788
N	Dow Jones & Co.	43	44 1/4	– 1 1/4	– 2.82	20	2,771
O	Financial News	8 1/8	8	1/8	1.56		85
O	Four Star	5 3/4	5 1/2	1/4	4.54	6	4
A	Fries Entertain.	11 3/4	12 1/4	– 1/2	– 4.08	20	39
N	Gulf + Western	49	52 1/2	– 3 1/2	– 6.66	14	3,120
O	King World	35 3/4	36	– 1/4	– 0.69	35	363
A	Lorimar	47 3/4	46 3/8	1 3/8	2.96	12	366
N	MCA	47 3/8	45 7/8	1 1/2	3.26	29	3,550
N	MGM/UA	23 3/8	20	3 3/8	16.87		1,161
N	Orion Pictures	11 1/4	10 3/4	1/2	4.65		106
N	Playboy Ent.	9 5/8	9	5/8	6.94		90
O	Reeves Commun.	12 1/2	13 1/8	– 5/8	– 4.76		155
O	Republic Pictures 'A'	10 1/4	8 1/2	1 3/4	20.58	73	29
O	Republic Pictures 'B'	9	8	1	12.50	64	6
O	Robert Halmi	2 7/8	2 3/8	1/2	21.05	31	49
O	Sat. Music Net.	17	18 1/2	– 1 1/2	– 8.10		115
O	Telepictures	22 1/8	21 3/4	3/8	1.72	24	292
N	Warner Communications	39	36 7/8	2 1/8	5.76		2,375
O	Westwood One	45	45			42	149
	ELECTRONICS/MANUFACTURING						
N	3M	89	89 1/4	– 1/4	– 0.28	15	10,178
N	Allied-Signal	45 1/2	45 3/8	1/8	.27	9	7,282
N	Arvin Industries	20 3/8	21	– 5/8	– 2.97	9	317
O	C-Cor Electronics	6 1/2	7 1/4	– 3/4	– 10.34	19	19
O	Cable TV Indus.	3 1/8	3 1/4	– 1/8	– 3.84	31	9
A	Cetec	7 1/4	7 1/8	1/8	1.75	17	15
O	Chyron	6 7/8	7 1/4	– 3/8	– 5.17	22	69
A	CMX Corp.	1 1/8	1 1/4	– 1/8	– 10.00		4
A	Cohu	10 1/4	10 1/8	1/8	1.23	10	18
N	Conrac	16 3/8	16 3/4	– 3/8	– 2.23	19	98
N	Eastman Kodak	47 1/2	47 1/2			14	10,730
N	General Electric	67	68 1/4	– 1 1/4	– 1.83	13	30,525
O	Geotel Inc.	1 1/4	1 1/8	1/8	11.11	20	4
N	Harris Corp.	25 7/8	26	– 1/8	– 0.48	15	1,041
N	M/A Com. Inc.	13 5/8	14 1/8	– 1/2	– 3.53	14	592
O	Microdyne	6 1/8	5 5/8	1/2	8.88	76	27
N	Motorola	36 1/2	37 3/8	– 7/8	– 2.34	37	4,349
N	N.A. Philips	37 3/4	37	3/4	2.02	11	1,089
N	Oak Industries	2	1 7/8	1/8	6.66		61
N	RCA	61 7/8	63	– 1 1/8	– 1.78	16	5,550
N	Rockwell Intl.	34 3/4	35 1/2	– 3/4	– 2.11	8	5,183
N	Sci-Atlanta	12	11 5/8	3/8	3.22	16	279
N	Sony Corp.	20 1/8	19 1/2	5/8	3.20	15	4,647
N	Tektronix	56	57	– 1	– 1.75	14	1,144
N	Varian Assoc.	26 1/4	24 3/4	1 1/2	6.06	22	564
N	Westinghouse	42 7/8	42 3/4	1/8	.29	12	7,489
N	Zenith	18 5/8	19 7/8	– 1 1/4	– 6.28	931	430
	Standard & Poor's	229.79	230.97	-1.18	-0.51		

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING's own research.



Changing Hands 1985

Broadcast station sales go through the roof
Transactions total more than $5 billion
Another record for cable deals

The traceable dollar value of broadcasting stations changing hands in 1985 was an astronomical $5,668,261,073, double the previous record for a year of station trading. And the 1985 figure substantially understates the true worth of transfers that included major groups lumped with other assets in corporate takeovers, mergers and buyouts for which only gross prices are known.

Never had there been a year of such tumultuous selling and buying. The companies owning two of the three television networks were sold, and the owner of the third was restructured to avert a takeover. Involved in the buying and selling were many of the major groups: Storer, Cox, Evening News Association, Gulf, Taft, Times Mirror, Group W, Gannett, Hearst, Tribune, Scripps Howard. Springing into prominence were such newcomers as Rupert Murdoch, Kohlberg Kravis Roberts & Co. and Price Communications.

This year, new records were set in FM stand-alones, AM-FM combinations and TV stations. Not only were the deals bigger, there were more deals in major markets coast to coast. In every market in the top 11 and all but one in the top 23, at least one TV station changed hands. Five TV stations were traded in Los Angeles, four in New York and Chicago, three in Washington.

The largest sales of last year could not be evaluated since they involved the transfer of station groups along with extensive other interests. Without including the transfer of NBC stations to General Electric, ABC to Capital Cities, Storer to KKR, the Evening News Association to Gannett and Cox to private status by its founding family, the 1985 total for AM stations, FM stations, AM-FM combinations, VHF and UHF television and radio-TV groups sold was $5,668,261,073. The previous yearly record was set in 1983, when

$2.8-billion worth of properties changed hands. The figure for 1984 was $2.1 billion.

The effect of the FCC's relaxation of ownership limits for broadcast properties generating new buyers from old companies accounts for a large portion of the upturn in stations totals, but the biggest reason was the sudden realization of the financial community of the profitability of broadcast properties, resulting in the wide availability of money for broadcast acquisitions. The volatility of the market was emphasized by KKR's sale of KTLA(TV) Los Angeles, an independent VHF, to the Tribune Co. for $510 million, twice the price KKR paid for the station two years before.

The biggest broadcast-related sale of last year, although not yet closed, was General Electric's $6.3-billion purchase of RCA. NBC, only a slice of RCA, will become an even smaller slice of what will be one of the biggest U.S. corporations with annual sales of over $40 billion.

Capital Cities Communications Corp. swallowed ABC in a transaction valued at $3,429,909,422. Capcities became the first entity to

32 years of station transactions

Dollar volume of transactions approved by FCC

	Total	*Radio only*	*Groups**	*TV*
1954	$ 60,344,130	$ 10,224,047	$ 26,213,323	$ 23,906,760
1955	73,079,366	27,333,104	22,351,602	23,394,660
1956	115,605,828	32,563,378	65,212,055	17,830,395
1957	124,187,660	48,207,470	47,490,884	28,489,206
1958	127,537,026	49,868,123	60,872,618	16,796,285
1959	123,496,581	65,544,653	42,724,727	15,227,201
1960	99,341,910	51,763,285	24,648,400	22,930,225
1961	128,804,167	55,532,516	42,103,708	31,167,943
1962	101,742,903	59,912,520	18,822,745	23,007,638
1963	105,303,078	43,457,584	25,045,726	36,799,768
1964	205,756,736	52,296,480	67,185,762	86,274,494
1965	135,123,766	55,933,300	49,756,993	29,433,473
1966	135,718,316	76,633,762	28,510,500	30,574,054
1967	172,072,573	59,670,053	32,086,297	80,316,223
1968	152,455,412	71,310,709	47,556,634	33,588,069
1969	231,697,570	108,866,538	35,037,000	87,794,032
1970	174,785,442	86,292,899	1,038,465	87,454,078
1971	393,547,924	125,501,514	750,000	267,296,410
1972	271,330,537	114,424,673	0	156,905,864
1973	230,381,145	160,933,557	2,812,444	66,635,144
1974	307,781,474	168,998,012	19,800,000	118,983,462
1975	259,485,961	131,065,860	0	128,420,101
1976	290,923,477	180,663,820	1,800,000	108,459,657
1977	289,871,604	161,236,169	0	128,635,435
1978	651,728,398	331,557,239	30,450,000	289,721,159
1979	1,116,648,000	335,597,000	463,500,000	317,581,000
1980	876,084,000	339,634,000	27,000,000	534,150,000
1981	754,188,067	447,838,067	78,400,000	227,950,000
1982	998,398,244	470,722,833	0	527,675,411
1983	2,854,895,356	621,077,876	332,000,000	1,902,701,830
1984	2,118,056,053	977,024,266	234,500,000	1,252,023,787
1985	5,668,261,073	1,414,816,073	962,450,000	$3,290,995,000
Total	$19,348,633,777	$7,542,079,256	$2,835,119,833	$9,993,218,764

Number of stations changing hands

	Radio	*Groups*	*TV*
1954	187	18	27
1955	242	11	29
1956	316	24	21
1957	357	28	38
1958	407	17	23
1959	436	15	21
1960	345	10	21
1961	282	13	24
1962	306	8	16
1963	305	3	16
1964	430	20	36
1965	389	15	32
1966	367	11	31
1967	316	9	30
1968	316	9	20
1969	343	5	32
1970	268	3	19
1971	270	2	27
1972	239	0	37
1973	352	4	25
1974	369	5	24
1975	363	0	22
1976	413	3	32
1977	344	0	25
1978	586	5	51
1979	546	52	47
1980	424	3	35
1981	625	6	24
1982	597	0	30
1983	669	10	61
1984	782	2	82
1985	1,558	218	99
Total	11,188	NA	982

Note: The dollar volume figures represent total considerations reported for all transactions with the exception of minority interest transfers in which control of the stations did not change hands and stations sold as part of larger company transactions, such as Capcities buy of ABC. All sales have been approved by the FCC. Also, prior to 1978, a combined AM-FM facility (now groups) was counted as one station in computing the total number of stations traded.

*Prior to 1971, figures represent total number of deals involving both radio and television stations. Beginning in 1971, when the FCC's one-to-a-customer rule, prohibiting the sale of co-located TV and and radio stations, became effective, figures represent the total number of separately located TV and radio stations that were sold in packages. In 1985, the mergers of large groups with interests other than broadcast stations could not be evaluated, since individual station values were not broken out of the larger sales. Group sales totals are now limited to compilations of "pure" stations sale—those only concerning TV and radio stations.

buy a major network since United Paramount Theaters, headed by Leonard Goldenson, took over ABC 33 years ago. Some radio properties involved in the transaction remain to be divested to comply with FCC crossownership rules, but Capcities/ABC wound up with eight TV's, making it the largest TV group in the country, with coverage of 24.39% of the U.S. TV market. The $3.5-billion price tag was softened somewhat by the proceeds from properties already spun off under FCC rules. The sales of Capcities' cable systems, four television stations and seven radio stations totaled $1,036,500,000, with sales of AM-FM combinations in Los Angeles, Chicago, New York and San Francisco still to come.

Kohlberg Kravis Roberts & Co.'s 11th-hour purchase of Storer Communications for $2.5 billion ended takeover attempts by Coniston Partners (Committee for the Full Value of Storer) that Storer had been fighting. KKR, which has become the pre-emminant practitioner of the leveraged buyout, scored a hat trick with the purchase of Storer, since it purchased Golden West in 1983 and Wometco in 1984. After the sale of KTLA, KKR/Storer was the seventh largest TV group owner with a 13.73% penetration of the U.S. market. Storer owns seven TV's and cable systems serving 1.5 million subscribers.

The members of the Cox family and the company management that own Cox Enterprises took that company private with a tender offer for the remaining 59.8% of the shares outstanding. With an offer of $75 per share, the value of the buyout was placed at about $1.3 billion. Cox owns cable systems serving 1.76 million subscribers, five AM's, seven FM's and seven TV's and is the 10th largest TV group owner with an 8.645% penetration.

Gannett's purchase of the Evening News Association for $717 million ended the takeover challenge to that company by both L.P. Media, a group headed by producer Norman Lear and Jerrold Perenchio, and McLean, Va.-based businessman and Washington Redskins owner Jack Kent Cooke. Included in the sale were five TV's, two radio stations and nine newspapers, including the *Detroit Free Press*. Gannett spun off three of the ENA TV stations to Knight-Ridder Broadcasting and ENA's Detroit radio stations to a group of Detroit businessmen. One of the stations acquired, WDVM-TV Washington, which is in the same market as Gannett's headquarters in Arlington, Va., where *USA Today* is produced, was determined by the FCC not to violate the crossownership rules since the newspaper is a national paper. Gannett was given until Oct. 1, 1989, to sell WCZY-AM-FM Detroit, which it already owned, or *The Detroit News* acquired in the ENA purchase, by the time the stations' licenses expire.

□

For radio, the news has been equally spectacular. There were 1,558 radio stations sold in 1985, double the 782 stations sold in 1984. Radio-only station sales accounted for $1,414,816,073. That was almost 69% higher than last year's record of $977 million. With the increase in the number of stations sold came a decrease in average price per station, $980,097 in 1985, down from 1984's record of almost $1.2 million. Last year saw a new record for radio-only group sales. Taft sold five radio stations to CBS for $107.5 million, topping the sale of the Harte-Hanks radio group for $76.5 million in 1984. The second biggest radio trade in 1985 was Malrite's purchase of three stations from ABC for $75.5 million.

The record for FM stand-alones fell, again, with the sale of KJOI(FM) Los Angeles for $44 million. That price also briefly held the record for AM-FM combinations, set earlier when KTNQ(AM)-KLVE(FM) Los Angeles went to H&W Communications for $40 million. However, Capcities' sale of WPAT-AM-FM Patterson, N.J., to Park Communications for $49 million set the 1985 record.

□

Television station sales cannot be totaled in value since many stations were sold last year as parts of large properties with no individual prices assigned to the stations. The toal value of traceable sales of TV stations was $3.290 billion in 1985, nearly three times the $1.252 billion of 1984.

The summary of sales of all stations and groups over $1 million follows.

Groups

In a year of mergers, buyouts and unprecedented station trading, it was necessary to create a new category for BROADCASTING's annual "Changing Hands" special report: sales of station groups. (Some of the biggest group transfers cannot be evaluated; they were parts of corporate changes that also included other assets in total purchase prices. Examples were GE's proposed $6.3-billion takeover of RCA with all of the latter's manufacturing and marketing resources as well as its NBC radio and television networks and stations; Capcities' $3.5-billion acquisition of ABC and its publishing, video, radio and television operations; the Kohlberg Kravis Roberts takeover of Storer's television stations and many cable systems; the Cox families' taking private Cox Communications and its broadcast, cable and auto auction holdings, and Gannett's purchase of the Evening News Association and newspaper and broadcasting properties).

□ The largest pure station transaction last year was Metromedia's sale of its seven TV stations to the Australian newspaper publisher, Rupert Murdoch, who became a U.S. citizen. Murdoch, who purchased 20th Century Fox last year with Denver oilman Marvin Davis (who later sold his interest in Fox to Murdoch), bought the Metromedia TV stations for $2 billion and spun off one, WCVB-TV Boston, to Hearst for $450 million. Murdoch was given two years by the FCC to rid himself of newspapers or newly acquired television stations in New York and Chicago where he ran afoul of crossownership rules. Murdoch also bought the Metromedia Producers Corp. syndication and programing arm later in the year for $40 million. Murdoch becomes the proprietor of the fifth biggest TV station group in terms of total station coverage: reaching 18.295% of total U.S. television homes. John Kluge, who had taken Metromedia private 11 months earlier for $1.45 billion, was left with Metromedia's radio group, various entertainment enterprises and outdoor advertising properties that were sold last week (see "Bottom Line," this issue). Kluge also sold KHOW(AM) Denver for $11 million, a high for the year in stand-alone AM's.

□ Also closing last year was Taft's $760-million purchase of Gulf Broadcasting and its radio and television group. That sale moved Taft into the number-eight spot of TV group broadcasters with an 11.205% penetration of the U.S. Taft later spun off five radio stations to CBS (see below).

□ Next was the purchase of WXYZ-TV Detroit and WFTS(TV) Tampa, Fla., by Scripps Howard for $246 million. The sale was the largest spin-off from the Capcities/ABC merger, with $200 million going for the Detroit station and $46 million for Tampa. The buy made Scripps Howard the 14th largest TV group with 7.515% coverage.

□ At the end of the year, spin-offs from the ENA-Gannett merger were beginning to show up at the FCC. KOLD-TV Tucson, Ariz. (ch. 13, CBS), KTVY(TV) Oklahoma City (ch. 4, NBC) and WALA-TV Mobile, Ala. (ch. 10, NBC) were sold for $160 million to Knight-Ridder Broadcasting. The sale made K-R the 20th largest TV group with market penetration of 4.67%.

□ The largest radio-only group sale came when CBS purchased Taft's spin-offs from the latter's purchase of Gulf: WSUN(AM)-WYNF(FM)St. Petersburg, Fla.; KLTR(FM) Houston; KTXQ(FM) Fort Worth, and WLTT(FM) Bethesda, Md., were sold for $107,500,000. The purchase enlarged CBS's radio portfolio to seven AM's and 11 FM's.

□ WKZO-TV Kalamazoo, Mich. (ch. 3, CBS); KMEG(TV) Sioux City, Iowa (ch. 14, CBS), and KOLN-TV Lincoln (ch. 10, CBS) and KGIN-TV Grand Island (ch. 10, CBS), both Nebraska, were sold by Fetzer Broadcasting to Gillett Communications Co. for $80 million.

□ WHTM-TV Harrisburg, Pa. (ch. 27, ABC), and WETM-TV Elmira (ch. 18, NBC) and WSTM-TV Syracuse, both New York (ch. 3, NBC), were sold for $79 million by Times Mirror. WHTM was purchased by Smith Broadcasting Corp. (47.2%), a firm owned by Robert Smith, who also owns WCTI-TV New Bern, N.C. William Reyner, an attorney with the Washington communications law firm of Hogan & Hartson owns 24.8%, and George Lilly, (a former vice president

TIMES HAVE CHANGED.

July 1, 1985

Traded

An exchange of cable television systems passing 446,000 homes and serving more than 205,000 basic subscribers has been transacted between

Storer Communications, Inc.

in Phoenix, Mesa and Paradise Valley, Arizona; and southern Orange County, California

and

Times Mirror Cable Television

in Louisville, Kentucky; North Little Rock and Jacksonville, Arkansas; and Point Pleasant, New Jersey.

CEA represented both parties in this transaction. This notice appears as a matter of record only.

851 Lincoln Center
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COMMUNICATIONS EQUITY ASSOCIATES

In 1985, Times Mirror Cable TV and Storer Communications transacted a trade valued at $230 million — the largest exchange in the history of the cable television industry.

Communications Equity Associates negotiated the transaction. It's part of $665 million in cable television sales, acquisitions and financial transactions represented by CEA in the past year.

At CEA, our service has kept pace with our success. Last year we opened offices in Washington, D.C. to meet the needs of the broadcast industry. And we continued to expand our staff to over 40 people, providing unparalleled service.

1985 was a record year for CEA. With the largest volume of transactions of any broker and investment banker exclusively serving the communications industry, CEA is the leader.

And that's no small change.

SOLD

River Country Cablevision, Inc.
serving Black River Falls and Brockway Township, Wisconsin

Woodsfield Cable Co.
serving Woodsfield and Monroe County, Ohio

Home Vue Cable TV
serving Upper Merion Township, King of Prussia, Doylestown, Buckingham, Chalfont and New Britain, Pennsylvania

Western Cable, Inc.
serving Cameron, Calvert, Franklin and Bremond, Texas

San Val Cablevision, Inc.
serving Chowchilla and parts of Merced, Madera, Fresno and Tulare Counties, California

Panhandle Cablevision, Inc.
serving Bonifay and Vernon, Florida

Certain assets of
American Cablesystems of Virginia, Inc.
serving Galax, Hillsville, Fries, Independence, Grayson County and Carroll County, Virginia

TCI Media of Andover, Inc. and
TCI Media of Addil, Inc.
serving Warren County, Venango County, Crawford County, Forest County and Mercer County, Pennsylvania; and Ashtabula County, Ohio

Hartford CATV, Inc.
serving Hartford, West Hartford, East Hartford, Windsor, Bloomfield and Simsbury, Connecticut

Starshine Cable TV, Inc.
serving Belleview, Marion Oaks and Cedar Key, Florida

Long Beach Cablevision Co.
serving Long Beach and Signal Hill, California

Scott County Cable TV Co.
serving Oneida and Huntsville, Tennessee

Fentress County Cable TV Co.
serving Jamestown and Allardt, Tennessee

Twin Cities Cable TV, Inc.
serving Lutesville, Marble Hill and Glenallen, Missouri

Coast to Coast CATV of Marion County
serving Marion County, Florida and surrounding areas of the Ocala National Forest

Sublette Community T.V.
Satanta Community T.V.
Plains Community T.V.
serving Sublette, Satanta, Plains, Haskell County and Meade County, Kansas

Sunbelt Cablevision, Inc.
serving Abbeville, Headland, Kinsey, Ashford and Cowarts, Alabama

TCI Media of Greenup County and
TCI Media of Kiski Valley, Inc.
serving Greenup County and Boyd County, Kentucky; and Mars, Pennsylvania

Certain assets of
Group W Cable, Inc.
serving Coquille and Bandon, Oregon

Certain assets of
Gulfstream Cablevision of Pinellas County, Inc.
serving Williston, Florida

Certain assets of
Group W Cable, Inc.
serving Clarksburg, Fairmont, Anmoore, Bridgeport, Stonewood, Nutterfort and Barrackville, West Virginia

Certain assets of
Group W Cable, Inc.
serving Baker, LaGrande and Union, Oregon

American Cablesystems Corp. — S.E. Region
serving Bluefield, West Virginia; Glade Springs and Abingdon, Virginia; Gray, Tennessee; and Greeneville, Tennessee

ACQUIRED

Gulfstream Cablevision of Pasco County acquired certain assets of Storer Communications, Inc.
serving Pasco County, Florida

Group W Cable, Inc. acquired Gateway Cablevision Corp., serving Leon County, Florida

Cablevision Industries, Inc. of Liberty, New York acquired Burnt Store Marina SMATV serving condominiums in Lee County, Florida

American Cablesystems Midwest, a limited partnership, acquired the assets of Joyce Cable, Inc.
serving Joliet, Bollingbrook, Crest Hill, Frankfort, Lemont, New Lenox, Romeoville and Will County, Illinois

Wometco Cable TV, Inc. of Miami, Florida acquired Bladen County Cablevision
serving Bladenboro, Clarkton and Bladen County, North Carolina

Amtech Cable of Indiana III Limited Partnership acquired certain assets of Horizon Communications Corp. of Indiana
serving Carmel, Indiana

American Cablesystems Midwest, a limited partnership, acquired American Cable Communications, Inc.
serving Beecher, Peotone, Manteno, Lockport, Shorewood and Mokena, Illinois

Sammons Communications of Pennsylvania, Inc. acquired Westshore Cable T.V.
serving Mechanicsburg, Pennsylvania
and certain assets of Keystone Communicable, Inc.
serving Gettysburg, Pennsylvania

First Carolina Cable Fund I, Ltd.
acquired Ware Shoals Cablevision, Inc.
serving Ware Shoals, South Carolina

First Carolina Cable Fund I, Ltd.
acquired McCormick Cablevision, Inc.
serving McCormick, South Carolina

Telemedia Company of Logan County
acquired Cablevision, Inc. of Russellville
serving Russellville, Lewisburg and Logan County, Kentucky

FINANCED

$25,000,000 Senior Secured Debt and $10,000,000 Subordinated Debt arranged for Gulfstream Cablevision of Pasco County

$21,000,000 Senior Secured Debt arranged for Gateway Cablevision Corp. of Amsterdam, New York

$2,500,000 Subordinated Debt arranged for Hi-Desert Cablevision, LTD., Victorville, California

$3,850,000 Senior Secured Debt arranged for Kennedy Cablevision, Inc. of Reidsville, Georgia

$57,000,000 Senior Secured Debt arranged for Clear T.V. Cable Associates of Toms River, New Jersey

$900,000 Senior Secured Debt arranged for Community Cablevision Co. of Oklahoma

TRADED

Storer Communications, Inc.
in Phoenix, Mesa and Paradise Valley, Arizona; and southern Orange County, California
and
Times Mirror Cable Television in Louisville, Kentucky; North Little Rock and Jacksonville, Arkansas; and Point Pleasant, New Jersey

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COMMUNICATIONS
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ASSOCIATES

with Park Broadcasting who owns a group of five TV's) owns 8%. Future station management will share in the remaining 20%. WSTM was purchased by a group owned equally by Lilly; David Zamichow, the general manager of WMUR-TV Manchester, N.H., and Richard Armfield, WKFT-TV Fayetteville, N.C., general manager. WETM was purchased by Smith (80%) and Reyner (20%). Lilly also bought WKFT(TV) Fayetteville, N.C., for $5,175,000 from a group headed by Derwood Godwin and six others, who also own WPLJ(AM) Raleigh, N.C.

□ KLAC(AM)-KZLA(FM) Los Angeles and KSSR-FM Houston were spun off by ABC to Malrite for $75.5 million. Malrite had tried to purchase KTNQ(AM)-KLVE(FM) Los Angeles and later sued to block their sale to H&W Communications but settled out of court. It then made the deal for KLAC-KZLA.

□ The Amaturo Group divested its radio properties to Keymarket Communications for $60.1 million. The stations sold were KMJM(FM) St. Louis, KMJQ(FM) Houston and WKTI(FM) Detroit. The Amaturo Group also sold its television stations for $10 million to Gordon Broadcasting. Those stations were KHGI-TV Kearney (ch. 13, independent), KWNB-TV Hayes Center (ch. 6, ABC) and KSNB-TV Superior (ch. 4, ABC), all Nebraska. Gordon Broadcasting is owned by Robert Gordon, former president of Western Broadcasting.

□ KHON-TV Honolulu (ch. 2, NBC) and satellite KAII-TV Wailuku, (ch. 7, NBC), both Hawaii, were sold for $47.5 million by the *Des Moines Register* to Burnham Broadcasting, a group headed by Peter Desnoes. Desnoes is a former vice president of ABC owned TV stations and general manager of WLS-TV Chicago.

□ Keymarket sold WKJN(FM) Hammond, La., WSSL-AM-FM Greenville, S.C., and WJDX(AM)-WMSI(FM) Jackson, Miss., for $24,250,000 to a new group headed by Lawrence Patrick, former senior vice president of the National Association of Broadcasters. It also sold WRLX(AM)-WFFX(FM) Tuscaloosa, Ala., and WRUS(AM)-WBVR(FM) Russelville, Ky., for $7 million to David Klemm and William Fleming, who also purchased WFNI(FM) Palatka, Fla. Keymarket Communications is based in Aiken, S.C., and is owned by Paul Rothfuss and Kirby Confer.

□ Price Broadcasting capped off a year of buying with the purchase of WEEK-TV Peoria, Ill., and WCRG-TV Columbia-Jefferson City, Mo., from Kansas City Southern Industries for $30 million. Price spent a total of $100 million on station acquisitions last year.

□ KPKE-FM Denver, WLLZ-FM Detroit and KDWB-AM-FM Minneapolis-St. Paul were sold for $27 million by Doubleday Broadcasting to Robert F.X. Sillerman, a former principal in Sillerman-Morrow Broadcasting. Sillerman also bought KHOW(AM) Denver from Metromedia.

□ Jeff Smuylan gained control of Emmis Broadcasting, which owns WENS(AM)Shelbyville, Ind.; WLOL(FM) Minneapolis, KMGG(FM) Los Angeles, and KSHE(FM) Crestwood, Mo., for $20 million.

□ KTPX(TV) Odessa (ch. 9, NBC) and KWAB(TV) Big Spring (ch. 4, NBC), both Texas, were sold for $16.5 million by John Tupper and Richard Shively to a group headed by Francis Martin, chief operating officer of Chronicle Broadcasting, San Francisco.

□ Dakotaland Broadcasting Co., owned by Sherwood Corner and Gilbert Moyle, sold KDLT(TV) Mitchell (ch. 5, NBC), KEVN-TV Rapid City (ch. 7, NBC) and KIVV-TV Lead (ch. 5, NBC), all South Dakota, to publicly traded Heritage Broadcasting Group, for $15.5 million.

□ KENZ(AM)-KSAC(FM) Sacramento and KSJQ(FM) Manteca, both California, were sold for $12 million by Jonsson Communications Corp., which owns two AM's and three FM's and publishes *Sacramento* magazine, and is owned by Ken Johnson and family, to a group, headed by Dex Allen, which owns KMEN(AM)-KGGI(FM) San Bernardino, Calif.

□ KSFY(TV) Sioux Falls (ch. 13, ABC), KABY(TV) Aberdeen (ch. 9, ABC) and KPRY(TV) Pierre (ch. 4, ABC), all South Dakota, went for $10 million from Forum Publishing Co. to David Bradley and family, publisher of the *St. Joseph* (Mo.) *News-Press* and *Gazette*. The buyers also own three TV's and four Missouri cable systems.

□ WLXR-AM-FM La Crosse, Wis.; KXXL-AM-FM Grand Forks, N.D., and KKYC(AM)-KKRC(FM) Sioux Falls, S.D., were sold for $8 million to Vaughn's Inc., a Minneapolis-based manufacturer owned by David Willette. The seller was Tom Ingstad, who also bought KMMM(AM)-KGGG(FM) Rapid City, S.D.

□ WYHY(FM) Lebanon and WSEV(AM)-WMYU(FM) Sevierville, both Tennessee, were sold for $7.5 million by Sun Group Broadcasting to Republic Broadcasting Corp., whose principals are Robert Castellini, William Dewitt, Mercer Reynolds and Randy Michaels who also own WLW(AM) Cincinnati and WSKS(FM) Hamilton, Ohio. Sun Group, a publicly traded company, majority owned by George Mooney, later bought KEAN-AM-FM Longview, and KYKX-FM Abilene, both Texas, for $8,250,000 from John D. Osborne and Rusty Reynolds.

□ Former NBC vice president, Richard Penn, and his brother, Morgan, a New York stockbroker, bought KQEO(AM)-KZZX(FM) Albuquerque,N.M., and KVOR(AM)-KSPZ-FM Colorado Springs for $5.4 million from Sunbelt Communications, principally owned by C.T. Robinson and William Moyes.

□ Frederick Gregg, owner of a Lakeland, Fla.-based cable operator, Quest Communications, bought KIKM(AM)-KZXL(FM) Sherman, KZEY(AM)-KROZ(FM) Tyler and KNET(AM)-KYYK(FM) Palestine, all Texas, for $4,750,000 from Thomas Gibson and family.

□ Charles Woods bought KWAS(FM) Amarillo, KFIX(FM) Laredo and KPAS(FM) Fabens, all Texas, and WAYE(AM) Birmingham and WACV(FM) Montgomery, both Alabama, for $2,950,000 from Good News Broadcasting and also bought KMTC(TV) Springfield, Mo., from Kenneth Meyer.

□ WSMY(AM) Weldon and WPTM-FM Roanoke Rapids, both North Carolina, and WGAF(AM) Valdosta and WTGQ-FM Cairo, both Georgia, were sold for $2,650,000 by Allen Woodall and Tim Moran to Ronald J. Verlander and Allen Woodall's brother, William. The buyers own a group of four AM's and four FM's.

□ Compass Communications, a new coporation owned by Don Curran and Herb Victor, former president and vice president, respectively, of Field Stations, bought an interest in the *Peoria* (Ill.) *Star Journal*'s KSSS(AM) Colorado Springs, KVUU(FM) Pueblo, Colo., and KRFM(AM) Salina and KICT(FM) Wichita, both Kansas, for $1 million with an acquisition plan in which Curran and Victor gain ownership of the stations in three increments, up to 50%, depending on the profits made.

VHF

Broadcasting's high water mark for a single station price was set last year when Tribune Broadcasting purchased KTLA(TV) Los Angeles (ch. 5, independent) for $510 million in May from Kohlberg Kravis Roberts, which had bought the station from Gene Autry in October 1984 for a then-record $245 million. The purchase made Tribune the fourth largest TV station group by market penetration (with 18.6%), the largest after the networks.

This points out, however, the difficulty in talking about record prices last year. With the emergence of station group/network sales, prices of many individual stations are difficult to estimate. For example, some industry observers put the value of Metromedia's WNEW-TV New York (ch. 5, independent), at about $560 million, which would make it the largest single sale if broken out of the purchase by Rupert Murdoch of six of Metromedia's seven stations. A new column has been added to the transaction chart on page 92 to track these sales.

□ The previous single-station record had been set only a week earlier with Hearst's purchase of WCVB-TV Boston (ch. 5, ABC) for $450 million when the station was spun out of the Rupert Murdoch purchase of Metromedia's stations. Hearst was the 16th largest station group after the purchase. In November, Group W announced it had purchased KHJ-TV Los Angeles (ch. 9, independent) from RKO General Inc. for $313 million and was bidding for RKO's WOR-TV Secaucus, N.J (New York). The $200-million difference between KHJ-TV and KTLA shows what being number six in a six-VHF market means.

KHJ-TV had been the subject of a comparative hearing before the FCC. Almost $95 million of the purchase price was set aside to buy out Fidelity Television, which had been challenging RKO for the KHJ-TV license for nearly 20 years. The deal moved Group W from 10th on the scale of TV groups, to sixth.

□ In July, WFTV(TV) Orlando, Fla. (ch. 9, ABC), was sold for $185 million in cash by SFN Communications to Cox Communications. Cox, which owns five AM's, seven FM's and eight TV's, became the 10th largest television group.

□ In a spin-off from the Capcities acquisition of ABC, WTNH(TV) New Haven, Conn. (ch. 8, ABC), was purchased by a limited partnership of Cook Inlet Communications (30%) and Whitcom Partners (70%) for $170 million. Cook Inlet was one of 13 regional corporations formed to manage cash awards paid by the U.S. government to displaced Eskimos. Whitcom Partners is the New York-based publisher of the *International Herald Tribune* and other newspapers and operates five cable systems in Maine and New Hampshire.

□ At the end of the year, KMOX-TV St. Louis (ch. 4, CBS), was sold for $122.5 million by CBS to its one-time syndication division, Viacom International, which will now own five TV's. CBS had retained Morgan Stanley to sell the station as part of its asset disposition plan to pay off part of the debt CBS incurred in resisting, successfully, a takeover by Turner Broadcasting.

□ WKBW-TV Buffalo, N.Y. (ch. 7, ABC), was spun off by Capcities for $65 million to a star-studded group including basketball's Julius Irving, former UN Ambassador Donald McHenry, former football player O.J. Simpson, members of the Bill Cosby and Jackson families and others.

□ Price Communications made its largest of many acquisitions last year with the purchase of WZZM-TV Grand Rapids, Mich., (ch. 13, ABC), from KKR/Wometco for $62 million. Price Communications is a publicly owned, New York-based station group of 2 AM's, 1 FM and 3 TV's headed by Robert Price, president and largest stockholder. Price also purchased WEEK-TV Peoria, Ill. (ch. 25, NBC), and KRCG-TV Columbia-Jefferson City, Mo. (ch. 13, CBS), from Kansas City Southern Industries for $30 million.

□ WRGB(TV) Schenectady, N.Y. (ch. 6, CBS), was sold for $56 million by the joint venture of John Backe, former CBS president, and Scott Foresman Little & Co. to Freedom Newspapers, a Santa Ana, Calif.-based publisher of 31 daily newspapers and owner of four TV stations.

□ KHON-TV Honolulu (ch. 2, NBC) and its satellite, KAII-TV Wailuku (ch. 7, NBC), were sold for $47.5 million by the *Des Moines Register* to Burnham Broadcasting, a group headed by Peter Desnoes. Desnoes is the former vice president of the ABC-owned TV stations and general manager of ABC's WLS-TV Chicago.

□ The next largest sale was that of KVVU-TV Las Vegas (ch. 5, independent) for $27.5 million by a group headed by *Tonight* show host, Johnny Carson, to Meredith Corp. The sale was originally reported in 1984, but Meredith asked the FCC to delay approval until after the new 12-12-12 station ownership limits went into effect. Carson and playwright Neil Simon also sold KNAT(TV) Albuquerque, N.M. (ch. 23, independent), for $2,250,000 to Trinity Broadcasting, Santa Ana, Calif.-headquartered nonprofit station group.

□ Draper Communications purchased KGBT-TV Harlingen, Tex. (ch. 4, CBS), from Tichenor Media systems for $25 million.

□ Wometco sold KVOS-TV Bellingham, Wash. (ch. 12, CBS), to Barry Ackerly, owner of the Seattle Supersonics professional basketball team, for $25 million. The purchase gives Ackerly a station group of one AM and five TV's.

□ Mario Iacobelli, who sold his other TV, WCTI-TV New Bern, N.C., in January (see below), bought WREX-TV Rockford, Ill. (ch. 13, ABC), for $21 million from Gilmore Broadcasting.

□ Citadel Communications purchased KCAU-TV Sioux City, Iowa (ch. 9, ABC), from Forward Communications for $15 million. Citadel also bought AM-FM stations in Tucson (see AM-FM combos). Forward is owned by former treasury secretary William Simon and Raymond Chambers of Wesray Corp.

□ KAAL-TV Austin, Minn. (ch. 5, ABC), was sold for $13.25 million cash by the News-Press & Gazette Co. to the Wooster Republican Printing Co., a Wooster, Ohio-based group of three AM's, three FM's and one TV owned by Albert Dix and family.

□ WPMI(TV) Mobile, Ala. (ch. 5, independent), was sold for $11.95 million by Roy Hess to Michigan Energy Resources Co., a publicly held utility holding company that owns WSTR-AM-FM Sturgis, Mich., and six cable systems. It is headed by William Evans, who has interest in two AM's and two FM's.

□ KDLH(TV) Duluth, Minn. (ch. 3, CBS), was sold for $9.5 million by the family of late D.D. Palmer to Benedek Broadcasting, owned by Richard Benedek, which owns three TV's.

□ KTXS(TV) Sweetwater, Tex. (ch. 5, ABC), was sold for $8 million by S.M. Moore to group headed by Billy Goldberg and Lester Kamin, who own two TV's in Texas. Kamin owns a Houston-based station brokerage firm.

□ Skoal chewing tobacco manufacturer, U.S. Tobacco, sold WPBN-TV Traverse City, Mich. (ch. 7, NBC), and its satellite, WTOM-TV Cheboygan, Mich. (ch. 4, NBC), for $5,150,000 to Frank Beam, the owner of a Key Biscayne, Fla.-based group of three TV's.

□ KTRV(TV) Nampa, Idaho (ch. 12, independent), was sold for $4.9 million by Cary Jones and John Serrao to the Toledo Blade Co., a Toledo, Ohio-based newspaper publisher, TV group owner and cable operator. Buyer is owned by Paul Block and his brother, William.

□ Barakat Saleh sold WSVI(TV) Christiansted, St. Croix, Virgin Islands (ch. 8, ABC, NBC), to Elf Communications, a Seattle-based group of three AM's and three

1's, for $4,350,000.

☐ Richard Ingham, who owns WTRS-AM-Dunnelon and WFTP(FM) Fort Pierce, both
›rida, sold KIEM-TV Eureka, Calif. (ch. 3,
ꞋS, NBC), for $4 million to Precht Televi-
n, a group owner headed by Robert
ːcht.

☐ KCWS(TV) Glenwood Springs, Colo.
ı. 3, independent), was sold for
,518,196 by David Sontag to David Wil-
ms, who owns *The Palm Beacher*, a daily
wspaper in Palm Beach, Fla.

☐ KMCC(TV) Clovis, N.M. (ch. 12,
ꞋC), was sold for $1.5 million by the es-
e of Bill McAlister to Marsh Media Inc.,
narillo, Tex.-based TV group owned by
ınley Marsh and family.

☐ KMON-AM-FM Great Falls, Mont., own-
, Don Bradley and Lyle Courtnage,
ught KTVG(TV) Helena, Mont. (ch. 12,
ꞋC), for $1.5 million from Lynn Koch.

UHF

XLT(TV) Sarasota, Fla. (ch. 40, ABC), was
ld for $40.5 million cash by Robert Nelson
a group principally owned by Douglas
ırker, station manager of WTVJ(TV) Miami;
anuel Calvo, creative services director at
ːTV(TV) Miami, and Jim Gresham, a
oadcasting consultant from Stamford.

☐ NEP Communications, owned by
ıomas P. Shelburne, sold WNEP-TV Scran-
ı, Pa. (ch. 16, ABC), to The New York
mes Co. for $40 million. Shelbourne also
vns WAGM-TV Presque Isle, Me. The New
ırk Times Co. now owns one AM, one FM
d four TV's.

☐ Former STV operation KBCS-TV Cor-
ıa, Calif. (ch. 52, independent) was sold
r $30 million. Seller was Rancho Ber-
rdo, Calif.-based cable, satellite decoder
anufacturer, Oak Communications, head-
by E.L. McNelly. Buyer was Estrella
ɔmmunications, a new corporation headed
Joe Wallach, former executive director of
azil's Globo TV Network.

☐ Milt Grant purchased WWSG-TV Phila-
lphia, Pa. (ch. 57, independent), for $30
illion cash from William and Leon Gross.
ant, who sold independent TV's in Hous-
n and Dallas in 1984, also purchased
FBN-TV Joliet, Ill. (ch. 66, independent),
st year for $2 million plus assumption of
bts from UPI owners Douglas Rhue and
illiam Geissler.

☐ WPDS-TV Indianapolis (ch. 59, indepen-
ːnt) was sold for $22 million by Anapcomp
c., a publicly held, Indianapolis-based
ımputer services firm with no other broad-
st interests, to Outlet Communications.
ıtlet became the 18th largest TV group
ith the purchase.

☐ WDHO-TV Toledo, Ohio (ch. 24, ABC),
as sold for $20 million by the estate of
.L. Overmeyer, who in the 1960's had at-
mpted to start a fourth network, United
etwork, which folded after one month. The
ıyer was Television Station Partners,
ilkes-Barre, Pa.-based TV group owned
I. Martin Pompadur and Ralph Becker.
ɔmpadur, former broadcast division vice-
esident with ABC, was former president
of Ziff Corp., and Becker was president of it's subsidiary, Ziff-Davis Broadcasting.

☐ WLFL-TV Raleigh, N.C. (ch. 22, independent), was sold for $14.5 million by Grant Cotton to Television Corporation Stations, a Richmond, Va.-based group owned by Tom MacDonald, Gene Loving and John Trinder. TVX, as it is known, recently went public and the infusion of funds enabled it also to purchase WNOL-TV New Orleans (ch. 38, independent), for $13.7 million from Hal Protter. Part of those funds also came from the sale of WRLH(TV) Richmond, Va. (ch. 35, independent), for $14.4 million to Abell Communications.

☐ A group headed by Jerry Condras sold WPDE(TV) Florence, S.C. (ch. 15, ABC), to Diversified Communications, a Portland, Me.-based station group headed by Horace Hildreth and family, for $14.5 million. Condra later bought KTRM(AM)-KZZB(FM) Beaumont, Tex. (see AM-FM sales).

☐ Kenneth Meyer, who owns three AM's and four FM's, sold KMTC(TV) Springfield, Mo. (ch. 27, ABC), to Charles Woods, owner of a Lubbock, Tex.-based group for $13 million.

☐ Guilford Telecasters sold WGGT(TV) Greensboro, N.C. (ch. 48, independent), to Ed Herlihy, former general manager of WATL(TV) Atlanta, for $11 million.

☐ WKAB-TV Montgomery, Ala. (ch. 32, ABC), was sold for $10,225,000 by Bahakel Communications to a group principally owned by former Maryland senator, Joseph Tydings.

☐ William Trout, who also owns KTCG(AM) Waterloo, Iowa, sold KCBR(TV) Des Moines, Iowa (ch. 17, independent), to Richard Duchossois and family, who also own WASK-AM-FM Lafayette, Ind., and KDAL(AM) Duluth, Minn., for $7,550,000.

☐ Griffin Television, owner of KWTV(TV) Oklahoma City and headed by Duane Harm, purchased KPOM-TV Fort Smith, Ark. (ch. 24, NBC), from Raymond Schindler and family for $6,240,000.

☐ Glen Taylor, who also owns WMCC(TV) Marion, Ind., purchased WOAC(TV) Canton, Ohio (ch. 67, independent), for $5.8 million from Morton J. Kent.

☐ KAUT(TV) Oklahoma City, (ch. 43, independent), was sold for $5,550,000 to Rollins Communications Inc. by Gene Autry's former wife, Ina, who owns three AM's and two FM's.

☐ Jacksonville State University sold WJSU-TV Anniston, Ala. (ch. 40, CBS), for $5.5 million to Price Broadcasting, which is principally owned by John Price.

☐ WLDI(TV) Canton, Ohio (ch. 17, independent), was sold by Lonnie Rex to Trinity Broadcasting Network, nonprofit group of seven TV's based in Santa Ana, Calif., for $4.5 million.

☐ WHTV(TV) Meridian, Miss. (ch. 24, CBS), was sold for $4 million by Frank Spain to group owning three TV's and headed by Steve Pruet.

☐ WLEX(TV) Lexington, Ky., owner, Harry Barfield, sold WCOV-TV Montgomery, Ala. (ch. 20, CBS), to David Woods, general manager of KARD(TV) West Monroe, La., for $4 million.

□ First-time TV buyer, Woody Sudbrink, veteran trader in radio stations, bought WCEE(TV) Mt. Vernon, Ill. (ch. 13, independent), from William Varecha and the Orion Broadcast Group. for $3.6 million.

□ WEVV-TV Evansville, Ind. (ch. 44, independent, NBC), was sold for $3.1 million by Alvin Dauble to Ralph C. Wilson, who owns three TV's.

□ WRVB(TV) Vineland, N.J. (ch. 65, independent), was sold for $3 million by the trustee in bankruptcy to Press Broadcasting, a subsidiary of the *Asbury Park Press*, which owns WJLK-AM-FM Asbury Park, N.J. Press is owned by Jules Plangere and Ernest Lass.

□ Louis Kern sold WRDG(TV) Burlington, N.C. (ch. 16, independent), to Jack Reburg, former owner of KTCT(TV) Tulsa, Okla., for $2.8 million.

□ Media Central Inc., a Chattanooga-based TV group of five TV's, bought WDBD(TV) Jackson, Miss. (ch. 40, independent), for $2 million from Bernard Dixon.

FM

The largest stand-alone FM sale set another record last year. KJOI(FM) Los Angeles was sold for $44 million by the estate of Edward Noble (which still owns XETRA-AM-FM Tijuana, Mexico) to a new corporation, Regency Broadcasting, formed by former Malrite president, Carl Hirsch. KJOI had also set the FM record in 1984 when Noble purchased it for $18.5 million.

□ The largest single-station FM spin-off from the Capital Cities Communications/ABC merger was that of KTKS(FM) Denton, Tex. (Dallas), for $16 million to Gannett Co. That was followed by the sale of WRIF(FM) Detroit for $14 million by ABC to Silver Star Communications, an Atlanta-based station group principally owned by National Association of Black Owned Broadcasters president, Bob Lee.

□ A group headed by William Yde and brothers, George and Reg Johns, bought WMET(FM) Chicago, for $12.5 million from Doubleday Broadcasting, which also sold four stations to Sillerman Communications (see group sales). Yde had earlier purchased WZPL(FM) Greenfield, Ind., for $11 million from H&W Communications. Yde and Johns brothers bought KKCW(FM) Beaverton, Ore., from John Q. Tilson for $5,060,000.

□ WCJX(FM) Miramar, Fla., was sold by Wodlinger Broadcasting for $10.6 million to Beasley-Reed Broadcasting. George Beasley owns a Goldsboro, N.C.-based station group of six AM's and nine FM's which purchased KXJX(FM) Pella, Iowa, for $1,555,000 from brothers, Don and John Linder, who own a Wilmar, Minn.-based group of four AM's and two FM's.

□ DKM Broadcasting sold WZNE(FM) Clearwater, Fla., for $10 million to Reflector-Herald Inc., a Denver-based publisher headed by Dudley White and family.

□ Sandusky Newspapers Inc. bought KBZT(FM) San Diego for $9,670,000 from Jim Levitt and his brother, John, owners of KEZR(FM) San Jose, Calif.

□ KGOL(FM) Lake Jackson, Tex., was sold for $8,750,000 by John Brown University, which owns three AM's and three FM's, to John Frankhauser and John Rich, who own stations in Lubbock and El Paso, both Texas.

□ Ron Samuels and Carl Como sold WNFI(FM) Palatka, Fla., for $8.5 million to Klemm Media. Klemm Media, a Warren, Conn.-based consulting firm principally owned by David Klemm, also bought two of Keymarket Communications' AM-FM combinations in Alabama and Kentucky (see AM-FM sales). Klemm is also owned by William Fleming, a Hartford, Conn., banker.

□ Ed Walters, owner of WAUK(AM) Waukesha, Wis., sold WYEN(FM) Des Plaines, Ill., for $8 million to Vernon Merritt, who owns WFDF(AM)-WDZZ(FM) Flint, Mich.

□ Otto Schoepfle, owner of WEOL(AM)-WBEA(FM) Elyria-Lorraine, Ohio, sold WELE-FM Deland, Fla., for $7.5 million to American Media Inc., Patchogue, N.Y.-based group of one AM's and three FM's, principally owned by Alan Beck. Beck later bought KWED-FM Seguin, Tex., for $4.2 million from group principally owned by Stanley McKenzie who also owns co-locat KWED(AM).

□ WCFI(FM) Daytona Beach, Fla., w sold for $7,350,000 by Steve Seymour ar Stu Frankel to Duffy Broadcasting, Dalla based group principally owned by Robe Duffy and Marty Greenburg. The station w originally sold to William Boyd and fami for $6,750,000, but that deal fell throug Duffy Broadcasting also sold KCNR-FM Por land, Ore., for $6,975,000 to William Fai ing, owner of KKSN(AM) Vancouver, Wasl

□ Sixty-six percent of WQMF(FM) Jeffe sonville, Ind., and WEBN(FM) Cincinnati w sold for $7 million by Frank Wood to his so Frank.

□ Fred Mezey, who also owns WGGG(AI Gainesville, Fla., sold KQAK-FM San Fra cisco for $6.4 million to Ivan Braiker ar James Ireland. Braiker has interest in Higl smith Broadcasting, Ireland in KMZQ(F Henderson, Nev. (Las Vegas).

□ WHME-FM Toledo, Ohio, was sold f $6,250,000 by William Hillebrand to O born Communications, a group owned l Frank Osborn, Brownlee Currey and eig others, including Ralph Guild, president the McGavren Guild station representati firm. Currey owns the *Nashville Banner* a other newspapers.

□ Grand Canyon Broadcasters sold KHE FM Phoenix to Affiliated Communications, subsidiary of publicly held Affiliated Pub cations, Boston, for $6 million. Grand Ca yon is owned by Ralph Ferguson, who al owns co-located KHEP(AM).

□ WQRS-FM Detroit was sold f $5,075,000 by Outlet Communications Alexander Tanger, who also owns WTMI(F Miami.

□ WCLS(FM) Detroit was sold by Robe Liggett for $5,050,000 to Harvey Deuts and Lorraine Golden. Golden is gener manager of WNCI(FM) Detroit, and Deuts has an interest in WQBH(AM) Detroit. Robe Liggett, with Larry Benston, sold KTYD(F Santa Barbara, Calif., for $3.1 million Home News Publishing Co., a New Brun wick, N.J.-based publisher and group own of four AM's, three FM's and two TV' owned by William Boyd. It had original contracted to purchase WCFI(FM) Dayto Beach, Fla., but that deal fell through.

□ Donald P. Moore, who also ow WCUX-TV Vineyard Haven, Mass., so WQRC(FM) Barnstable, Mass., for $4.7 mi lion to Gregory D. Bone, his father, Dou las, and Thomas A. LaTanzi. Bone WQRC's marketing director. LaTanzi is an O leans, Mass., attorney.

□ Capitol Broadcasting Group, a Mobil Ala.-based group of three AM's and fo FM's principally owned by Kenneth Jon son, bought WFMA(FM) Rocky Mount, N.C at the end of the year for $4 million cas Seller was Melvin Warner, who also ow co-located WCEC(AM).

□ KKCI-FM Liberty, Mo., was sold for $ million by Larry Saunders and Dick Laml who also own WPEX(AM)-WWDE(FM) Ham ton, Va., to Eric Hauenstein and Bob Herp who own KLZI-FM Phoenix, KVTE-FM Sa Lake City and WKZS-FM Murfreesbor Tenn. An earlier sale to Keyboard Broa

casting for $4.2 million fell through. Hauenstein and Herpe also bought WZKS(FM) Murfreesboro, Tenn., for $3,833,280 from Ronald Kempff and KUUT(FM) Orem, Utah, for $1.5 million from Gary Munson and Scott Christianson, who also own KLZI(FM) Phoenix.

□ Sterling Recreation Organization made its largest single station acquisition last year with the purchase of KBVL(FM) Boulder, Colo., for $4 million from Russel Shaffer, who also owns co-located KBOL(AM). It also purchased KILA(FM) Henderson, Nev., for $1.5 million. Although it has a commercial license, KILA has operated as a noncommercial station for the last 13 years. It is owned by Jack French, who also owns KYYD(FM) Las Vegas and KCIR(FM) Twin Falls, Idaho. Sterling also bought KHTT(AM)-KSJO(FM) San Jose, Calif., and WKKR-AM-FM Racine, Wis., and sold KASH(AM)-KSND(FM) Eugene, Ore. (see AM-FM sales).

□ Speed-O-Print Business Machines Corp., principally owned by Peter Nisselson, bought WJYE(FM) Buffalo, N.Y., for $3,850,000 from Tech/Ops. The station was Tech/Ops' last property. Speed-O-Print also owns cable systems in New York state.

□ WQEZ(FM) Fort Meyers Beach, Fla., was sold for $3.5 million by Ronald Pierce to Larry Justice, who owns stations in Falmouth, Mass., and Jacksonville, Fla.

□ WCKS(FM) Cocoa Beach, Fla., was sold for $3.5 million by Southland Broadcasting, owned by *Providence Journal* director, Michael Metcalf, and William Corkhum and family, who have no other broadcast interests. The purchaser was Capitol Broadcasting Co., a Raleigh, N.C.-based station group principally owned by James F. Goodmon. It also bought WOHS(AM)-WXIK(FM) Shelby, N.C. (see AM-FM sales).

□ At the end of the year, Harry Shriver and Robert Baroll, owners of The Baltimore Radio Show Inc., which also owns WFBR(AM) Baltimore and WOYK(AM) York, Pa., bought WKHI(FM) Ocean City, Md., for $3 million from a group headed by Klein Lester, which also owns WKRE-AM-FM Exmore, Va.

□ Woody Sudbrink sold KPOI-FM Honolulu to KLZS-AM-FM Wichita, Kan., general manager, David Lyons, for $2.8 million. Sudbrink also sold KLPQ-FM Little Rock, Ark., to Signal Media Corp. for $2,750,000. Sudbrink bought KAAY(AM)-KLPQ-FM Little Rock from Multimedia last year and sold WLAC-AM-FM Nashville to Bob Price (see AM-FM sales).

□ WAVW-FM Vero Beach, Fla., was sold for $2.5 million by Robert T. Rowland and Doug Peraltra to group headed by Charles Andromedas and John P. Healey. Healey was an account executive with ABC radio. Andromidas is New York-based real estate developer.

□ Lawrence Wilson and Fritz Beesemeyer, who also purchased KAIR(AM)-KJYK(FM) Tucson, Ariz. (see AM-FM sales bought KKFM(FM) Colorado Springs, f $2.5 million from Leon Lowenthal.

□ Evert Person, who also owns co-locate KSRO(AM), bought KREO(FM) Santa Ros Calif., for $2.5 million from a group heade by Hank McCullough.

□ Michael Schwartz and Don Wilks sol WZFM(FM) Briarcliff Manor, N.Y., for $2. million to Gerald Lebow, Gerald Poch an Leonard Fassler, the owners of WNVR(AM Naugutuck, Conn.

□ Swanson Broadcasting, owned by Ge ock Swanson, bought KDLB-FM Henryett Okla., for $2.4 million from Rebecca Lan bert, who also owns KROS(AM)-KSAY(FM Clinton, Iowa.

□ Emmanuel Shipman sold his only sta tion, KMGO(FM) Goleta, Calif., fo $2,350,000 to group headed by by Ale Sheftell, former part owner of WAVA(FM Washington. Buyers also have an interest i KIST(AM) Santa Barbara, Calif.

□ KDAB-FM Ogden, Utah, was sold fo $2.2 million by Dave Droubay to Bertra Lee, president of WNEV-TV Boston, and Ski Finley, former president of the Sherida Broadcasting Network.

□ Kermit Edny, who also owns co-locate WHKP(AM), sold WKIT(FM) Hendersonvill N.C., for $2.2 million to George Franci who owns AmCom General, a Winston-Sa lem, N.C.-based group of two AM's and tw FM's.

□ Former New York stockbroker Joel Fai man bought WSBH(FM) Southhampton, N.Y. for $2,150,000 from Malcolm Kahn. Fai man later bought WTMA(AM)-WSSX(FM Charleston, S.C. (see AM-FM sales).

□ WLYF(FM) South Bristol Townshi N.Y., was sold for $2.1 million by Elto Spitzer and Daniel Blume to Arnold Lerne and Ronald Frizell, who own three AM's an three FM's.

□ Compass Communications bough KBOQ(FM) Marina, Calif., for $2.1 millio from Leo Kasstleman. Compass also bough a 50% interest in the *Peoria* (Ill.) *Star Jour nal* stations (see group sales).

□ Josephson International, publicl owned, Dearborn, Mich.-based group prin cipally headed by Marvin Josephson, bough WHFM(FM) Rochester, N.Y., for $2,050,00 from Albert L. Wertheimer and John A. Pal vino.

□ Cliff Gill sold KWVE(FM) San Clemente Calif., for $2 million to Charles W. (Pasto Chuck) Smith, a nationally syndicated reli gious broadcaster.

□ Wilkes-Barre Fine Music Broadcastin Co., principally owned by Richard G. Ev ans, sold WYZZ-FM Wilkes-Barre, Pa., for $ million to WARM Broadcasting, a subsidiar of Susquehanna Broadcasting Co., York Pa.-based group owned by Louis Appell.

□ WKVY-FM Vicksburg, Miss., was sol for $2 million by Red Carpet City Broadcast ing to J.C. Lewis, owner of a Savannah Ga.-based group of one FM and three TV's.

□ WLNT-FM Baraboo, Wis., was sold fo $1.9 million by Thomas Holter to forme Wisconsin TV Network president, Terr Shockley, after those four TV's were sol

·For The Record," Nov. 12, 1984).

□ David W. Small, former president of MGC(FM) Dallas, bought KQCR(FM) Cedar apids, Iowa, for $1.9 million from Dale owle and William Clymer.

□ Craig McCoy and family, former own- :s of McCoy Broadcasting, which merged ·ith Western Sun Inc. in 1979, bought CCY(FM) Pueblo, Colo., for $1,825,000 om Kennebec Broadcasting Co., a Sacra- iento, Calif.-based group of two AM's and x FM's owned by Doc Fuller, J.N. Jeffrey, ıd Edward Brock.

□ KEZA(FM) Fayetteville, Ark., was sold ɔr $1,750,000 by Kim Hendren, who has ɔ other broadcast interests, to local oral ırgeon, Dr. J.B. Hays, who has no other roadcast interests.

□ WJYR(FM) Myrtle Beach, S.C., was ɔld for $1.7 million by David Rawley, who ɩso owns WINH(AM)-WGMB(FM) George- ɔwn, S.C., and WJYW(FM) Southport, N.C., ı Don McCoy and Doug Grimm. McCoy wns WDLP(AM)-WGNE(FM) Panama City, la. Grimm is a regional manager for Arbi- on.

□ WLNR(FM) Lansing, Mich., was sold for 1,655,000 by group headed by John Van ɩer Aa to John H. Johnson, publisher of *'bony* and *Jet* magazines and purchaser of 'KBW-TV Buffalo, N.Y. Johnson also has an ıterest in a Chicago cable franchise.

□ KTXF(FM) Brownsville, Tex., was sold ɔr $1,650,000 by a group owning KVEO(TV) rownsville, KIKN(AM) Pharr and KPEJ(TV) Odessa, all Texas, to Diane Levy, Hazel Arnold and five others. Arnold and Levy are Houston investors with no other broadcast interests.

□ Dan Cutrer and Louie Tomaso who have an interest in KAMA(AM) El Paso, bought KEXX-FM Corpus Christi, Tex., for $1.6 million from a group owning KZTV(TV) Corpus Christi and KVTV(TV) Laredo, headed by Van Kennedy.

□ Joyner Broadcasting, a group headed by Tom Joyner, bought WLRW(FM) Champaign, Ill., for $1.6 million from William Goldstein. It also bought WENC(AM)-WQTR(FM) Whiteville, N.C., and WLDS(AM)-WEAI(FM) Jacksonville, Ill. (see AM-FM sales).

□ At the end of the year, Gary Portmess and his wife, Judy, owners of WHAG(AM) Hagerstown and WNTR(AM) Silver Spring, both Maryland, bought WPBR(FM) Palm Beach, Fla., for $1,550,000 from Everett Aspenwald.

□ Victor Ives, owner of AM-FM combinations in Yakima and Richland, both Washington, bought KLIQ(FM) Lake Oswego, Ore., from David Jack for $1.5 million.

□ WXCR(FM) Safety Harbor, Fla., was sold for $1.5 million by Dan Johnson, who also owns WTMV(TV) Lakeland, Fla., to Entertainment Communications Inc., a Bala Cynwyd, Pa.-based station group of three AM's and five FM's owned by Joseph Field.

□ WRYO(FM) Crystal River, Fla., was bought for $1.4 million by James Robinson and Joel Sharp from William C. Lamon. They also bought the J.B. Falt stations (see group sales).

□ WLPR(FM) Mobile, Ala., was sold for $1,364,000 by Nicholas Panayiotou to Faulkner-Phillips Media Inc. James Faulkner was the former owner of a Bay Minette, Ala.-based group of three AM's and two FM's.

□ WWQQ(FM) Wilmington, N.C., was sold for $1,275,000 by James Heavner, owner of one AM and three FM's to Miami businessman, Mark Woolfson. He also bought WKQE(AM)-WBGM(FM) Tallahassee, Fla.; WGUS-AM-FM Augusta, Ga., and WSBY(AM)-WQHQ(FM) Ocean City, Md.

□ W.B. Belche sold WIDO(FM) Dunn, N.C., for $1.2 million to a group headed by Mike Nigris, Steve Baum and Kenneth Eisenberg, who also own KVEC(AM) San Luis Obispo and KPGA(FM) Pismo Beach, both California.

□ Robert Sherman, a partner in the New York-based advertising firm, Della Femina, Travisano, & Partners Sherman and Aiken, bought KLOZ(FM) El Paso for $1.2 million from Edward Hensen, who also owns WAVG(AM)-WLRS(FM) Louisville, Ky.

□ WHTZ(FM) Lakeland, Fla., was sold for $1,150,000 by Kelley Communications to Herb Dolgoff, owner of WCMQ-AM-FM Miami.

□ WTRU(AM) Muskegon, Mich., owners, Frederick Tascone, William Schroeder and Ronald Piesecki, sold co-owned WQWQ-FM for $1.1 million to Robert E. Goodrich, who owns WVIC-AM-FM East Lansing, Mich.

□ Chester Tart, former vice president of John Blair & Co., led a group that bought KMBY(FM) Seaside, Calif., for $1,050,000 from Stoddard Johnston.

AM

The largest AM transaction of the year was the sale of KHOW(AM) Denver for $11 million by Metromedia to Sillerman Communications, a new corporation headed by former Sillerman-Morrow Broadcasting Group head, Robert F.X. Sillerman. Sillerman-Morrow sold its last property in July 1985. Sillerman also purchased four Doubleday stations.

□ WIND(AM) Chicago was the next largest AM stand-alone sale. It was sold by Westinghouse to Tichenor Media Systems for $6,855,000. Last year Tichenor sold KGBT-TV Harlingen, Tex. (see VHF sales), and purchased KSYR-AM-FM El Paso (see AM-FM sales).

□ WPLO(AM) Atlanta was sold for $6,850,000 cash by Dyson Kisner Moran Corp. to Capital Cities Communications after it bought Ragan Henry's WAOK(AM) Atlanta for $4 million. Capcities had gone into negotiations to buy WPLO before it merged with ABC. Sold at the beginning of the year, DKM went on to expand into a much larger group with the subsequent purchase of 10 Stuart Broadcasting stations.

□ Ragan Henry also sold WDIA(AM) Memphis for $2.5 million to Adams Communications, a Wyzata, Minn.-based group headed by Stephen Adams. Adams Communications had sold WKDJ(AM) Memphis earlier in the year for $1,520,000 to Viacom Broadcasting. Henry was also buying in 1985. He and his wife, Regina, purchased WCIN(AM) Cincinnati for assumption of liabilities.

□ WNWS(AM) Miami was sold for $4 million cash by Neil Rockoff, former general manager of KHJ(AM) Los Angeles, to Jefferson-Pilot Broadcasting Co., which sold its WGBS(AM) Miami for $3.4 million to Amancio Suarez, a Miami businessman and real estate developer with no other broadcast interests.

□ Storz Broadcasting, headed by Robert Storz, sold all its radio properties last year, with the most expensive going to Shamrock Broadcasting, Burbank, Calif.-based station group of two AM's, six FM's and five TV's owned by Roy Disney and family. Shamrock bought WHB(AM) Kansas City, Mo., for $3.5 million. Storz also sold KXOK(AM) St. Louis for $2 million to Emmet Capstick, president of St. Louis Federal Savings & Loan, and a group of St. Louis businessmen. The last divestiture of Storz Broadcasting was the sale of WQAM(AM) Miami for $2,850,000 to Daniel Cohen and four others who also own stations in Gainesville, Fla., and an FM in Miami.

□ First Omni Communications, owned by Terry McRight and Dr. Robert Mohr, sold KKAT(AM) Ogden, Utah, for $2.8 million to Willet Brown, who owns three AM's and three FM's in California.

□ Seventy-six percent of WTID(AM) Suffolk, Va., was sold for $2,650,000 by John Laurino, who owns WYAL(AM) Scotland Neck, N.C., to Southern Starr Broadcasting Group, an Altamonte Springs, Fla.-based group of two AM's and three FM's principally owned by Peter Starr. Starr also purchased an AM-FM combination in Pascagoula, Miss. (see AM-FM sales).

□ KXA(AM) Seattle was sold for $2.2 million by Richard Pratt and Daniel Nelson to Olympic Broadcasting Corp., group of one AM and four FM's principally owned by William Highsmith.

□ At the end of the year, Thomas Roberts sold WTMR(AM) Camden, N.J., to Sandra Shenfeld, who also owns WSSR(AM) Washington, N.J. Price was $2.2 million with $1.8 million in cash.

□ Art Modell, owner of the Cleveland Browns, sold WJW(AM) Cleveland to purchase Gannett's AM-FM combination there (see AM-FM sales). He sold the AM for $2.1 million to Booth American, a Detroit group owned by John Booth and family. Booth owns three AM's and six FM's and cable systems in seven states. Booth had tried to purchase 25% of the Evening News Association before it was bought by Gannett.

□ WKBW(AM) Buffalo, N.Y., was spun off by Capcities to Price Communications for $2 million.

□ Jeffrey Chandler, owner of KKOS(F Carlsbad, Calif., bought KMLO(AM) Vis Calif., from Gene Alfred for $2 million.

□ Jim Gabbert, former president of t National Radio Broadcasters Associatic bought KOFY(AM) San Mateo, Calif., for million from Doug Pledger and Robert D: Gabbert also owns KZTO(TV) San Franciscc

□ Sconnix Broadcasting sold WRBD(A Pompano Beach, Fla., at the end of the ye for $1,800,000 to John Ruffin, a Co Springs, Fla.-based entrepreneur with other broadcast interests.

□ KLSZ(AM) Aurora, Colo., was sold f $1,778,000 by Leo Payne to Century Broa casting, a Chicago-based group of thr AM's and two FM's principally owned George Collias, chairman.

□ Lotus Communications, a Hollywoo based group of seven AM's and seven FN principally owned by Leonard Kalmesc bought KGST(AM) Fresno, Calif., f $1,764,000 from Richard Ryan.

□ WPOM(AM) Riviera Beach, Fla., w sold for $1,750,000 by Rodney Dore a Garth Reeves to partnership headed by Fe Nettre, general partner, who also ow WRIT(FM) Stuart, Fla.

□ WFIX(AM) Huntsville, WAJF(AM) Dec tur, WRAB(AM) Arab and WSHF(AM) She field, all Alabama, were sold for $1,500,0 by J.B. Falt, who now owns no other st tions. The purchaser was Comco Inc., group headed by James C. Robinson, cha man; Joel Sharp, president, and 22 others. owned two AM's and two FM's. One princ pal in the group is Walter Windsor, form chairman of SFN Communications, wl sold WFTV(TV) Orlando, Fla.

□ A group headed by Frank Lazarus a Jerrold Lyons which also owns KXEW(A Tucson, Ariz., bought KOPO(AM) Maran Ariz., for $1.5 million from Steven Russ and Thomas Curley.

□ WLQY(AM) Hollywood, Fla., was so for $1,500,000 by a group headed by Dani Cohen to Carl Maduri and Tony Lupo. M duri is general manager of WAPE(AM) Jac sonville, Fla., and Lupo is vice president Statewide Broadcasting, Pompano Beac Fla.-based group owned by brothers, Sc and Jordan Ginsburg.

□ Dr. Gordon Page sold WHBO(AM) Pinn las Park, Fla., for $1,430,000 to Metropl Communications, a Cleveland-based static group of three AM's and five FM's principa ly owned by Norman Wain.

□ John Payne, Tim Meyers and Bill Dai bought KLPS(AM) Santa Rosa, Calif., f $1.4 million. Payne is a local real estate i vestor. Myers is former vice president of tl Radio Advertising Bureau. Daisa is sal manager at KOIT-AM-FM San Francisco. Sel er was F. Robert Fenton, who also ow three AM's and two FM's.

□ WKMI(AM) Kalamazoo, Mich., w sold for $1.4 million by David Steere Ronald Kackley and Randy Jung, news d rector and sales manager, respectively, WHFB-AM-FM Benton Harbor, Me.

□ KHMO(AM) Hannibal, Mo., was sold f $1,350,000 by Don C. Dailey to brothe

Frank and James Bick, who also own KIDS(FM) Palmyra, N.Y.

□ KOKA(AM) Shreveport, La., was sold for $1,150,000 to John Thomas, John Vaughn and Buddy Wooly, who also own KVKI(FM) Shreveport. Seller, headed by James A. Reeder, also owns co-located KCOZ(FM).

□ A group headed by station manager, Barbara Lewis, including Harvey Sandler, an investment counselor from Hewlett, N.Y.; Mario Gabelli, a New York securities broker, and Bob Buford, owner of Buford TV, bought WRKL(AM) New City, N.Y., for $1,118,000 from Betty Ramey.

□ Milton Mitler sold WALE(AM) Falls River, Mass., for $1,050,000 to Frank Battaglia, a Woodside, N.Y.-based computer software design firm owner.

Following radio station resale values

An annual study of prices paid for radio stations shows prices going up for FM stand-alones and AM-FM combinations but dipping slightly for AM stand-alones. Compiled by David Schutz, managing director of ComCapital, a New York-based investment banking firm, the study reviewed more than 650 station transactions in 1985 (the number differs from that in the chart on page 92 since BROADCASTING totals all stations sold in either multiple or single-unit transactions). The study, released to BROADCASTING for use in this "Special Report," excluded partial sales, sales of stations held by the seller for more than 10 years and first-time sales, limiting the sample to 212 sales.

The study shows that 70% of the stations were sold at a profit, 26% sold at a loss and 4% sold at their previous price. FM stand-alones led the list with price increases averaging 25%. AM-FM combinations were second with an average 11% increase in value. AM stand-alones showed an average 1% drop in value.

Condition	All Stations	FM Stand-alone	AM-FM	AM Stand-alone
Resold at a higher price	149	49	61	39
Resold at a lower price	56	5	14	37
Resold at the same price	7	1	2	4
Average (gross) change	+100%	+212%	+100%	+21%
Average length of ownership	4.5 yrs.	3.9 yrs.	4.6 yrs,	4.7 yrs.
Average compound change	+10%	+25%	+11%	−1%
Median compound change	9%	24%	14%	0%

AM-FM Combos

Dominating radio sales for last year were the spin-offs from the various mergers and large group acquisitions. Number one on the list was the sale of WPAT-AM-FM Paterson, N.J. (New York) for $49 million. As in the other services a new record price was established last year. Capcities sold the stations to Park Communications, the Ithaca, N.Y.-based newspaper publisher and station group of eight AM's, eight FM's and seven TV's, whose president is Roy Park.

□ Leading the list for radio sales for most of the year was the purchase of KTNQ(AM)-KLVE(FM) Los Angeles, for $40 million, to H&W Communications, owned by Democratic representative from Hawaii, Cecil Heftel. The stations were sold by K-LOVE Radio Broadcasting. Malrite sued for breach of contract, saying it had a definitive agreement to purchase the station, but later settled out of court.

□ Another spin-off at the end of the last year was the sale of WWJ(AM)-WJOI(FM) Detroit for $39 million by Gannett after the latter's purchase of ENA. The stations were purchased by a group of Detroit businessmen headed by David Hermelin. It also owns a cable system in Oxford, Miss.

□ WGST(AM)-WPCH(FM) Atlanta were sold by Meredith to Jacor Communications Inc., for $20 million. Meredith also purchased KVVU-TV Las Vegas from *Tonight* show host, Johnny Carson. Jacor, based in Cincinnati, is publicly owned group of five AM's and five FM's, headed by Terry Jacobs.

□ WLAC-AM-FM Nashville were sold for $18.5 million by Woody Sudbrink to Price Communications. Sudbrink also bought KAAY(AM)-KLPQ-FM Little Rock, Ark., for $3,750,000 from Multimedia Radio Inc. Price also purchased WNIC-AM-FM Dearborn, Mich., for $18.2 million from Josephson International which bought the stations for $4 million in 1977. Later, Price bought WIBA-AM-FM Madison, Wis., for $5.6 million from the Des Moines Register Co. It was a year of great expansion for Price, which also bought WZZM-TV Grand Rapids, Mich.; WEEK-TV Peoria, Ill., and WCRG-TV Columbia-Jefferson City, Mo., as well as Capcities spin-off, WKBW(AM) Buffalo, N.Y.

□ Scripps Howard was given 18 months to spin off KMEO-AM-FM Phoenix, after it bought KNXV-TV Phoenix. It sold the AM-FM combination for $16 million to Group W.

□ WGKX(AM) Memphis and KSSN(FM) Little Rock, Ark., were sold for $13.5 million by Kirby Confer and Paul Rothfuss, the principals in Keymarket Communications, to Al Kaneb, owner of two AM's and two FM's. Keymarket made bigger news by buying all the FM's owned by the Amaturo Group for $60.1 million (see group sales listing). Kirby and Rothfuss were also limited partners in the purchase of KIPR-AM-FM Diboll, Tex., for $1 million from Linda Rubey, Connie McNab and Marsha Shields. Tom Love was general partner in the buying group.

□ KMCO-AM-FM Kansas City, Mo., was sold for $11 million by Richard Fairbanks and family, who own two AM's and two FM's, to Summit Communications, a Winston-Salem, N.C.-based owner of four AM's, four FM's and four cable systems in North Carolina and Georgia.

□ Gannett sold WWWE(AM)-WDOK(FM) Cleveland to the Cleveland Browns owner, Art Modell, for $9.5 million. Modell sold WJW(AM) there to buy the AM-FM combination.

□ Tech/Ops sold its WPLM(AM)-WFOG(FM) Suffolk, Va., for $9,250,000 to WOR(AM) New York personality, John A. Gambling. Gambling owns two AM's and two FM's. Tech/Ops, a Boston-based equipment manufacturer, sold its last station, WJYE(FM) Buffalo, N.Y., and has no other broadcast properties.

□ KQAM(AM)-KEYN-FM Wichita, Kan., was sold for $8 million by Jim Long and country music singer Charlie Pride to David A. Roth, who owns AM-FM combinations in Fort Pierce, Fla.; Orleans, Mass., and Reno.

□ KIXI-AM-FM Seattle was sold for $8 million by Wally Nelskog to a group headed by Earle Horton and Gordon Stenback, general manager of WRMR(AM)-WLTF(FM) Cleveland.

□ Affiliated Publications Inc. sold WHYN-AM-FM Springfield, Mass., for $7.8 million to a New York holding company owned by Sherman Robbins and Thomas Ries. The buyer also owns Robbins & Ries Advertising and R&R Syndications.

□ KSGO(AM)-KGON(FM) Portland, Ore., was sold for $6,750,000 by the Des Moines Register Co., which also sold WIBA-AM-FM Madison, Wis. (see above), and now has no other broadcast interests. KSGO-KGON were bought by Barry Ackerly, the owner of the Seattle Supersonics professional basketball team, who also bought KVOS-TV Bellingham, Wash.

□ Sconnix Broadcasting Co. sold WTMA(AM)-WSSX(FM) Charleston, S.C., for $6.4 million to Faircom Charleston, owned by Joel Fairman, a former New York stockbroker who also purchased WSBH(FM) Southhampton, N.Y.

□ KHTT(AM)-KSJO(FM) San Jose, Calif., were sold for $6,250,000 by Sterling Recreation Organization to Naragansett Capital Corp., a Providence, R.I.-based, publicly owned venture capital firm, headed by William Considine. Naragansett has an interest in nine cable systems. Sterling also sold KASH(AM)-KSND(FM) Eugene, Ore., for $1.4 million to Community Pacific Broadcasting Corp., principally owned by David Benjamin, which, in turn sold KEED(AM) Eugene. Community Pacific also purchased WKKR-AM-FM Racine, Wis., for $2,050,000 from Joel Thorpe.

□ KIIZ(AM)-KIXS(FM) Killeen, Tex., were sold by Neal Spelce for $5,750,000 to Grace Broadcasting, a West Bloomfield, Mich.-based group of three AM's and three FM's, principally owned by Harvey Grace.

□ Surrey Broadcasting sold KAIR(AM)-KJYK(FM) Tucson, Ariz., for $5.5 million to a new group, Citadel Communications, owned by Fritz Beesmeyer and Lawrence R. Wilson. Beesmeyer is former general manager of KIOI(FM) San Francisco. Wilson is an attorney from Phoenix. Surrey, owned by J.W. Nichols and his son, J. Kent Nichols, formerly owned five stations, but with this sale, has no other broadcast interests.

□ WJAX-AM-FM Jacksonville, Fla., were sold for $5,260,000 by Silver Star Communications to Scott and Jordan Ginsburg's Statewide Broadcasting. Silver Star later bought WRIF(FM) from ABC. Statewide is Pompano Beach, Fla.-based group owning five AM's and four FM's.

□ KRMD-AM-FM Shreveport, La., were sold for $5 million by Smokey Hyde to George Francis, a former senior vice president of Voyager Communications. Francis also purchased WHHQ(AM)-WHHR(FM) Hilton Head, S.C., for $3.7 million from Tom Harvey and WKIT(FM) Hendersonville, N.C., for $2.2 million.

□ WJYA-AM-FM Marietta, Ga., were sold for $5 million by LWB Corp. to Xenophon Zapis, owner of WHLO(AM) Akron, Ohio, and WZAK(FM) Cleveland.

□ Malrite sold WZUU-AM-FM Milwaukee for $4.9 million to Amos Press, publisher of *Scott's Stamp Catalogue* and owned by J. Oliver Amos.

□ KLUB(AM)-KISN(FM) Salt Lake City were sold for $4.5 million by Frank Carmen to Linda and Ballard Smith. Linda Smith is the daughter of the late Ray Kroc, founder of the McDonald's restaurant chain and owner of the San Diego Padres baseball team.

□ John B. Reynolds sold his WJBR-AM-FM Wilmington, Del., for $4.3 million to Carter Burden, owner of WAEB-AM-FM Allentown, Pa., and WCTR-AM-FM Huntington, W.Va.

□ WOCB(AM)-WRZE(FM) West Yarmouth, Mass., were sold for $4,150,000 by Sillerman-Morrow Broadcasting to Patch-Dunn Associates, principally owned by former WCIB-FM Falmouth, Mass., owner Ken Patch and family. Patch-Dunn also bought WHUT-(AM)-WLHN(FM) Anderson, Ind., for $2,762,000 from Eastern Broadcasting Corp., Washington-based group of four AM's and five FM's owned by Roger Neuhoff. Sillerman formed a new group, Sillerman Communications, that also purchased four Doubleday stations (see group sales).

□ KKPL-AM-FM Opportunity, Wash., was sold for $4 million by Scott Munson to the station's general manager, Scott Christianson.

□ Stoner Broadcasting bought WAVI(AM)-WDAO(FM) Dayton, Ohio, for $4 million from Bud Crowl.

□ Ellek Seymour, who bought his first stations in Ocean City, Md., and Bethany Beach, Del., last year, expanded his portfolio with purchases of WDSC-AM-FM Dillon, S.C., for $3.5 million from Phillip Brown; WYAK-AM-FM Surfside Beach-Garden City, S.C., for $1,560,000 from a group headed by Robert E. Johnson, and WSVS-AM-FM Crewe, Va., for $1,413,000 from Thelbe Silverman. Seymour is now the owner of 1 AM's and nine FM's.

□ Country music entertainer Mel Tilli sold KIXC(AM)-KMML(FM) Amarillo, Tex. for $3.5 million to the stations' general manager, Richard Haines.

□ WBBB(AM)-WPCM(FM) Burlington N.C., were sold for $3.4 million by Pegram Harrison to James Fort and John Yochum who own three AM's and three FM's in North Carolina.

□ Bud MacMurray and Robert Fenton sold KCEY(AM)-KMIX(FM) Turlock, Calif., for $3,375,000 to a group from Kalamazoo Mich., headed by brothers Kenneth and Jerry Miller, attorneys.

□ KLAZ-AM-FM Little Rock, Ark., were sold for $3,375,000 by Ron Curtis to group headed by Robert Oppenheimer, owner of an Austin, Tex.-based group of three AM's and four FM's.

□ Jack Simpson sold KLEO(AM)-KSKU(FM Wichita, Kan., for $3.3 million to Jerome Atchely, the former owner of KSSN-FM Little Rock, Ark., and WGKX-FM Memphis.

□ WKNR(AM)-WKFR-FM Battle Creek Mich., were sold for $3,250,000 by Joseph A. Waldschmitt to the stations' general manager, David L. Hicks.

□ WGH(AM)-WNSY(FM) Newport News Va., were sold for $3.2 million by R.J. Minor to Susquehanna Broadcasting Co. which also bought WYZZ-FM Wilkes-Barre Pa. Susquehanna is York, Pa.-based group principally owned by Louis J. Appell.

□ Richard James and Steve Hunter, who also own WIGY(AM)-WJTO(FM) Bath, Me. bought WIBX(AM)-WIBQ(FM) Utica, N.Y., for $3,145,000 from ERI Communications.

□ WXCM(AM)-WIBM(FM) Jackson, Mich. were sold for $3.1 million by John B. Casciani to Van Wagner Advertising, a New York-based advertising firm headed by Jason Perline.

□ American General Media Inc., an Arroyo Grande, Calif.-based station group of four AM's and three FM's owned by Lawrence Brandon and family, sold KKAL(AM)-KZOZ(FM) Santa Maria, Calif., for $3,050,000 to Martin Hawke and Jim Barker. Barker is a former vice president of RKO General. Hawke is former owner of KSYC(AM) Yreka, Calif.

□ WSUB(AM)-WQGN(FM) Groton, Conn., were sold for $2.9 million by Richard Lightfoot to Joel Hartsone and Barry Dickstein, owners of WDOV(AM)-WDSD(FM) Dover, Del., and WUHN(AM)-WUPE(FM) Pittsfield, Mass.

□ Burbach Broadcasting, an Erie, Pa.-based group of two AM's and three FM's, principally owned by John Laubach and Robert Burstein, bought WMRN-AM-FM Marion, Ohio, for $2.8 million from Robert Kanuth, John Courtright and George Joachim.

□ WDUR(AM)-WFXC(FM) Durham, N.C., were sold for $2.8 million by Richard Glover to Donald Curtis, who also has an interest in WTAB(AM)-WKSM(FM) Tabor City, N.C.

□ WIRC(AM)-WXRC(FM) Hickory, N.C., was sold for $2,750,000 by Jerry Oakley,

›m Swatzel and William MacDonald to 'estcom Inc., a group of ten owning WHAL-M)-WYCQ(FM) Shelbyville, Tenn. They ıch already have a 10% interest in West-›m.

□ WMER(AM) Westbrook and WJBQ(FM) ›rtland, both Maine, were sold for 2,750,000 by John W. Bride and family, ho also own WMBA(AM) Ambridge, Pa., to llen Malcom, a Washington-based inves-r, and Peter Smyth, the former sales man-ıer of WOR(AM) New York.

□ Ken Williams and Garlyn Shelton sold TON(AM)-KTQN(FM) Belton, Tex., for 2,630,000 to Chess Enterprises, which also ›ught KERV(AM)-KRVL(FM) Kerrville, Tex., ır $1,230,682. Chess is headed by Joe bernathy, general manager of KNOW(AM)-EYI(FM) Sheridan, Ark.

□ KCOL-AM-FM Fort Collins, Colo., were ›ld for $2.5 million by E.F. Huse to Jack linkow, a broadcasting consultant from hicago and former general manager of RIF(FM) Detroit and WLS-FM Chicago.

□ Phil Sydral, the former owner of *Inside ports* magazine, bought KRAM(AM)-ITT(FM) Las Vegas for $2.5 million from 'on Cole.

□ KFRE(AM)-KFRY(FM) Fresno, Caif., ere sold for $2.5 million by Walter Lake to alph Guild, president of the rep firm, lcGavren Guild Inc.

□ Carl Lanci and Randall Blair bought 'INW(AM)-WOOS(FM) Canton, Ohio, for $2.5 ıillion from Jack Steenbarger and Earl /ise. Lanci and Blair also bought WKLH-M-FM St. John's, Mich., for $1.2 million 'om Charles McLravy.

□ WKQE(AM)-WBGM(FM) Tallahassee, la., were sold for $2,340,000 by brothers cott and Jordan Ginsburg to Mark Woolf-›n. Woolfson later bought WGUS-AM-FM 'orth Augusta, Ga., for $2 million from Cal oung and Donald Kern and WSBY(AM)-'QHQ(FM) Ocean City, Md., for $1,975,000 'om Evening Post Publishing Co. He also ›ught WWQQ(FM) Wilmington, N.C.

□ KMMM(AM)-KGGG-FM Rapid City, S.D., 'ere sold for $2,275,000 by Gene Taylor roadcasting to Thomas Ingstad who also ›ld AM-FM combinations in Wisconsin, outh Dakota and North Dakota (see group ıles). KNUJ(AM)-KXLP(FM) New Ulm, linn., were sold for $1,325,000 by Hazel lickelson to James D. Ingstad, who owns n AM-FM in Breckenridge, Minn., and is rother of Thomas Ingstad.

□ James Goodmon, owner of Capitol roadcasting Co., a Raleigh, N.C.-based ation group of two AM's, five FM's and ne TV, bought WOHS(AM)-WXIK(FM) Shelby, I.C., for $2,225,124 from Paul Porter and larold Watson. Goodman also bought 'CKS(FM) Cocoa Beach, Fla. (see FM ıles).

□ Ivan Braiker and Jim Ireland bought SRN-AM-FM Reno for $2,110,000 from Carl .oliff. Braiker and Ireland had earlier pur-hased KQAK-FM San Francisco for (see FM ıles).

□ WIOU(AM)-WZWZ(FM) Kokomo, Ind., 'ere sold for $2.1 million by David C. Keis-ır, who owns three AM's and three FM's, to group headed by Howard L. Schrott that owns two AM's and two FM's.

□ KLCL(AM)-KHLA(FM) Lake Charles, La., were sold for $2 million by Perry Samuels to Harold Holder, owner of AM-FM's in Thomasville, Ga., and Selma, Ala.

□ The *Santa Barbara News-Press* sold KTMS(AM)-KKOO(FM) Santa Barbara, Calif., for $2 million to Harry McMurray and Robert Fenton. McMurray owns KATO(AM)-KXKQ(FM) Safford, Ariz. Fenton owns two AM's and two FM's. Together they also own KCEY(AM)-KMIX(FM) Turlock, Calif.

□ WMBG(AM)-WQKS(FM) Williamsburg, Va., were sold for $2 million by Cicero Green, who has no other broadcast interests, to a group which has interest in limited partnerships in seven AM's and eight FM's. It is headed by general partner, Robert Understein, and limited partners, Jason Shrinsky, Bruce Eisen and James Weitzman, partners in Washington communications law firm of Shrinsky, Eisen & Weitzman.

□ WALG(AM)-WKAK(FM) Albany, Ga., was sold for $1,925,000 to Robert (Peabo) Bryson, recording artist, by Allen M. Woodall. Woodall also owns WDAK(AM)-WEIZ(FM) Columbus, Ga., and had an interest in two AM's and two FM's which he sold to his brother, William Woodall (see group sales). With Ronald J. Verlander, William Woodall owns four AM's and four FM's. They purchased WLET-AM-FM Toccoa, Ga., for $1.8 million from Otto MacDonald and WJPD-AM-FM Ishpeming, Mich., for $1 million from Eugene Halker who also owns WIKB-AM-FM Iron River, Mich. Verlander's father is a general partner in KBSI-TV Cape Girardeau, Mo.

□ Aloha Broadcasting Co., owned by Barbara Dalderis and Pat Cannan sold KKUA(AM)-KQMQ-FM Honolulu, its only property, for $1.9 million to James Ellis and Jack Kelly, owners of KNMQ(FM) Santa Fe, N.M.

□ WSAU(AM)-WIFC(FM) Wausau, Wis., was sold for $1,875,000 by a group headed by David Eskowitz to the Milwaukee Journal Co.

□ A group headed by David Small, the former president of KMGC(FM) Dallas, bought KQCR(AM) Cedar Rapids, Iowa (see AM sales), and KKJO(AM)-KFST(FM) St. Joseph, Mo., for $1,845,000 from Jim Ramsland and Dale Cowle. Cowle divested all his broadcast properties with the sale of KASI (AM)-KCCQ(FM) Ames, Iowa, for $1.3 million to Ames Broadcasting vice president, Betty Baudler, who has no other broadcast interests.

□ New York Subways Advertising Co., owned by Marvin Schwartz, William Applebaum and three others, which owns the advertising franchise for New York's subway system, bought WFAS-AM-FM White Plains N.Y., for $1.8 million from Herb Saltzman.

□ KSET-AM-FM El Paso was sold by John Dunn and Berkely Fraser to a group headed by brothers, Jim and Jerry Ray, who also own KGNB(AM)-KNBT(FM) New Braunfels, Tex. The purchase price was $1,750,000.

□ WGUL-AM-FM New Port Richey, Fla., was sold by Ralph Johnson and William Sanders to Carl and Betty Lou Marcocci, former owners of WKTM-FM Charleston, S.C., for $1,750,000.

□ At the close of the year, KUIC(AM) Vacaville, Calif., owner, Harry Benton, bought KLLB(AM)-KRQK(FM) Lompoc, Calif., from Andrew Reimer and Donald Berlanti for $1,750,000.

□ Also at the end of the year, KMLB(AM)-KWEZ(FM) Monroe, La., was sold for $1.7 million by Robert Powell to Frank Holladay, who also owns stations in Biloxi and Meridian, both Mississippi, and Gainesville, Fla.

□ Times Publishing Inc., an Erie, Pa.-based owner of one AM and two FM's principally owned by Edward Mead and family, bought WVTY(AM) Dunedin-WTVY-FM Holiday, Fla., for $1.7 million from Sylvan Taplinger, Gary Hess and Martin Spector, owners of WTAI(AM)-WTVI(FM) Melbourne, Fla.

□ Southern Starr Broadcasting Group Inc., which bought control of WTID(AM) Suffolk, Va., also bought WPMP(AM)-WPMO(FM) Pascagoula, Miss., for $1,675,000 from Bob McGregor and Fred Jones.

□ Taft Radio vice president, Ted Ruscitti, bought WBVP(AM)-WWKS(FM) Beaver Falls, Pa., for $1,550,000 from Hall Communications.

□ Jerry Condra, who sold WPDE(TV) Florence, S.C., early last year, then bought KTRM(AM)-KZZB(FM) Beaumont, Tex., from Dorothy Bridgeman for $1,550,00.

□ WHFB-AM-FM Benton Harbor, Me., were sold for $1.5 million by Willard Banyon and family to a group headed by Donn

Winther, a former executive vice president of Selcom, New York.

□ Thomas Joyner, David Weil and Gregg Skall bought WLDS(AM)-WEAI(FM) Jacksonville, Ill., for $1.5 million from William Fay. Later, they purchased WENC(AM)-WQTR(FM) Whiteville, N.C., for $1.2 million from Herman Leder, James High and W.D. Black. They also bought WLRW(FM) Champaign, Ill. (see FM sales).

□ Marvin Collinson sold KCIM(AM)-KKRL(FM) Carroll, Iowa, to a group including his son, Paul, and owners of KGLO(AM) Mason City, Iowa, Gerald Bretey and Lewis von Nostrand. The price was $1.5 million.

□ Jack Rich, owner of KMMJ(AM)-KEZB(FM) El Paso, bought KRLB-AM-FM Lubbock, Tex., from Don Workman for $1,450,000.

□ WBTB(AM) Beaufort-WZYC(FM) Newport, N.C., were sold for $1.4 million by Frederick McCune and family to a group headed by Jacob Brown and Edens Broadcasting vice president, J. Phillip Goldman. Brown has an interest in KROD(AM)-KLAQ(FM) El Paso.

□ Equal partners Derin Carmack, Dan Jensen, Jack Spiker and Dennis Drake, who own KJUY(AM) Colorado Springs, bought KLOV-AM-FM Loveland, Colo., for $1,350,000 from Jerry Pound and Travis Reeves.

□ KIRX(AM)-KRXL(FM) Kirkville, Mo., were sold for $1.3 million by Vera Burk and family to David Nelson, owner of WAYY(AM)-WAXX(FM) Eau Claire, Wis.

□ Tichenor Media Systems, a Harlingen, Tex.-based station group of four AM's, one FM and one TV owned by McHenry Tichenor and family, bought KYSR-AM-FM El Paso for $1.3 million from Al Greenfield. Tichenor also bought WIND(AM) Chicago (see AM sales) after it sold KGBT-TV Harlingen (see VHF sales).

□ KVAN(AM) Vancouver, Wash., and KRGL(AM)-KXIQ(FM) Bend, Ore., were sold for $1,289,964 by Capp Broadcasting Group Inc. to Gentry Development Corp., owned by William Williamson, a certified public accountant from Roseburg, Ore., and Bruce Engel, Portland, Ore., businessman.

□ Adams Communications vice president, Matt Mills, bought KEIN(AM)-KLFM(FM) Great Falls, Mont., for $1,250,000 from Sundance Communications.

□ Robert Castellanos and James Johnson who have interests in WAFC-AM-FM Clewiston, Fla., bought WYUS(AM)-WAFL(FM) Milford, Del., for $1,250,000 from Herb Schnall and James Kane.

□ KFKA(AM)-KGBS(FM) Greeley, Colo., were sold for $1,240,000 by Bob Treadway, George Moore and Frank Gilbreth to Ed Elliot and Henry Zoller, local investors with no other broadcast interests.

□ Mark Pecen who owns a Chicago-based advertising time sales firm bought WAQE-AM-FM Rice Lake, Wis., for $1.2 million from Thomas Betscha and Willard Weegman.

□ Carl Como and Ron Samuels, who sold WNFI(FM) Daytona Beach, Fla. (see FM sales), bought KSLM(AM)-KSKD(FM) Salem, Ore., for $1.2 million from brothers, William and George Franklin.

□ KFLG(AM)-KAFF(FM) Flagstaff, Ariz., were sold for $1,183,000 by Guy Christian to Robert Towe, Richard Sharp, Richard Bonner and Charlene Parks. Towe and Sharp have cable interests in California and Bonner and Parks are attorneys.

□ General manager Ken Woodfin was joined by state legislator Milton Hirsch in purchasing WTHB(AM)-WZZW(FM) Augusta, Ga., for $1,150,000 from Frances Bennet.

□ KIOO(AM)-KVEE(FM) Grand Junction, Colo., were sold for $1.1 million to John C. Culpepper and Barry Turner by a group including Carl Anderson, the station's general manager. Together, Culpepper and Turner own a group of four AM's and four FM's with Culpepper individually owning FM's in Idaho and Florida.

□ Norton Warner, owner of a Lincoln, Neb.-based station group of three AM's and three FM's bought KSTR-AM-FM Grand Junction, Colo., for $1.1 million from Thomas J. Weins.

□ KJAN-AM-FM Atlantic, Iowa, were sold for $1.1 million by E.G. Faust to Valley Broadcasting Co., headed by John Carl, Robert Selden and Brent Slay, who have interests in three AM's and two FM's.

□ Charles Doss, who owns no other stations, sold WROM(AM)-WKCX(FM) Rome, Ga., to A. Mills Fitzner, a former general manager of WHGI(AM) Augusta, Ga., for $1,050,000.

□ Dennis Israel, owner of the New York-based station group, Sky Corp., sold WEZG-AM-FM North Syracuse, N.Y., for $1,050,000 to Franklin Lorenz, who also owns WBLK-FM Depew, N.Y.

□ WFRL(AM)-WXXQ(FM) Freeport, Ill., was sold for $1 million by C.R. Griggs, who also owns WSOY-AM-FM Decatur, Ill., and WLAP-AM-FM Lexington, Ky., to Arnold Zaff, who has an interest in WEIC-AM-FM Charleston, N.C., and a cable system in Oakland, Mich.

□ Ogden Broadcasting sold WAMT(AM)-WAJX(FM) Titusville, Fla., to Sidney Frazer, a former owner of WELE-AM-FM Deland, Fla.

□ Donald Jones, who owns four AM's and one FM, sold KFBC(AM)-KFBQ(FM) Cheyenne, Wyo., to John Schindeler and Stewart Haskell for $1 million. Schindeler is the general manager of KIIX(AM)-KTCL(FM) Fort Collins, Colo., where Haskell is the sales manager.

□ William Phalen and Leslie Rudd bought KAKZ-AM-FM Wichita, Kan., for $1 million from Barry Staub and Bud Beren.

Cable TV

The following is a list of the major cable sales in 1985. Since cable transactions are not required to be reported to any government agency, prices are not often disclosed so an accurate estimation of 1985's sales is impossible to tabulate. The industry norm for judging the cost of a cable sale is $1,000 per subscriber. With that as a rough guide, it can be said that cable sales totaled over $6 billion.

At the end of the year, Group W sold mos of its cable systems to a consortium of cabl MSO's, including Tele-Communication Inc., Time Inc.'s American Television & Communications, Comcast Cable, Daniel & Associates and Century Communications The price for the 135 cable systems came t around $1,050 per subscriber or about $1. billion. Adding the debt and tax liabilitie associated with the deal, it amounted t around $2.1 billion, or the largest deal i cable history.

The next largest sale, was Kohlberg Kra vis Roberts & Co.'s purchase of Storer Com munications. With KKR paying about $87 t $88 per share, the total price came to $2. billion.

Cox Communications was taken privat last year by members of the Cox family an management. The transaction was valued a $1.3 billion. Cox owns 50 cable system serving 1.7 million subscribers .

Capital Cities Communications sold it cable systems to the Washington Post Co. fo $350 million.

Warner Communications, purchase o American Express's interest in Warne Amex Cable was one of last year's large sales, with Warner buying the remainin 50% of the company for $450 million. Th WA systems serve more than 1.3 millio subscribers. Warner-Amex had earlier sol its Dallas system to publicly held Heritag Communications, Des Moines, Iowa-base MSO, for $110 million.

Jones Intercable, publicly held Engle wood, Colo.-based cable group headed b Glenn Jones, majority stockholder, bough most of Tribune Co.'s cable interests when i purchased 15 systems for $237 million. Th remaining six systems were reported to b under negotiations to be sold to Tribune Ca ble's president, Doug Dittrick.

One of the year's larger swaps was th approximately $200-million trade of eigh systems between Storer and Times Mirror Times Mirror acquired systems in Phoenix Paradise Valley and Mesa, all Arizona, an Laguna Beach, San Juan Capistrano and Sa Clemente, all California. Storer, in turn re ceived systems in Louisville, Ky.; Littl Rock and Jacksonville, both Arkansas, an Point Pleasant Beach, N.J.

McCaw Communications Co., bough systems in Tucson, Ariz.; Aberdeen, Wash; The Dalles, Ore., and a system serving As toria, Seaside and Warrenton, all Oregon from Cox Cable Communications, Atlanta based subsidiary of station group and pub lisher, Cox Communications, for $90 mil lion.

United Cable Television Corp. bough Times Mirror Cable TV's Hartford, Conn. system for $61.5 million. Times Mirror was forced to sell the system because of state cable-newspaper crossownership rules

A system serving Long Beach, Calif. was sold for approximately $40 million t Simmons Communications by Cable Com munications Co., a joint venture of Times Mirror Cable Television and Knight Ridde Broadcasting.

Cox sold its system serving Marquette

ich., for approximately $16 million to :esnan Communications, White Plains. .Y.-based cable group principally owned · former Group W Cable President William ·esnan.

A system serving Upper Merion Town-.ip, King of Prussia, Doylestown, Buck-gham, Chalfont and New Britain, all Penn-lvania, was sold by Robert F. McGinley ıd Marvin Scharfstein, who have no other .ble interests, to Lenfest Communications, Huntington Valley, Pa.-based group owned ' Gerry Lenfest, for approximately .2,750,000.

Cox Cable sold a system serving Fort 'ayne, Ind., to Citizen's Cable Communi-ıtions Inc. for $9,750,000. Citizen's is ıblicly traded, based in New Haven, Ind.

Austin, Tex.-based Prime Cable sold a ·stem in Marlboro, Mass., to American ablesystems Corp. for approximately $7 illion. ACS is a publicly owned group ısed in Beverly, Mass., and headed by Ste-ıen Dodge.

Cardiff Communications, publicly wned, Denver-based MSO headed by Pat ıtterson, bought systems serving West .ains, Mo.; Amarillo, Tex., and Wood-oor, Colo., for $5.2 million from, respec-vely, Community Cable, owner of four lissouri systems headed by Robert Neath-y; Suburban Cable, owned by Dale Merri-an, who has no other cable interests, and able West, a publicly owned group of six ·stems headed by Robert Krebs.

Gateway Cablevision, which also owns systems in New York state, sold a system serving Leon County, Fla., for approximately $5 million to Group W. Group W later bought a system serving Manatee county, Fla., from William Martin, Vernon Gill and William Roberts, Tampa-based cable consultants.

Storer sold a system in Pasco county, Fla. to Gulfstream Cablevision, a Tampa-based MSO owned by H. Gene Gawthrop, vice president with cable broker, Communications Equity Associates. The system has 4,280 subscribers.

Commonly owned Beaver Valley Cable TV Associates and L.M. Cablevision sold systems in Beaver county, Pa., and the Pittsburgh-based investment firm, Allegheny Financial Corp., sold a system serving nine towns in west-central Ohio for approximately $5 million to a new company owned by Robert McAllister, former vice president and chief financial officer of Warner Cable, and Walter Bent, former Warner Cable of Pittsburgh. □

Record sales good news for brokers

Although many of the mega-deals were not handled by brokers, 1985 was a good year all the same

Besides being the biggest year ever for the total sale of broadcast stations, 1985 was, predictably, the best year for every broker canvassed by BROADCASTING. Some brokers, accustomed to a specialty that has its ups and downs, wondered how long the good times would keep rolling.

Joe Sitrick, broker with Blackburn & Co. in Washington, said: "The industry is mature now; there's no more blue sky; we have a history to go on." Sitrick saw the bigger mergers of last year as anomalies: "You've really got to treat them as nonrecurring mega-sales," he said. Apart from them, "it was a good year for normal station trading."

Few brokers figured in the mega-deals. One who did was Howard Stark, who last year brokered over $300 million in sales. Stark was a consultant to Capcities, which acquired ABC and brought in the buyer in its sale of two TV stations to Scripps Howard for $246 million. But Stark also felt that the big deals were a phenomenon, "I think we've seen the peak year in 1985 for the big deals; there's not too much left out there," he said, "but there will always be some business."

Other brokers saw a possibility of time bombs ticking in the 1985 market. Cecil Richards, a broker headquartered in Falls Church, Va., whose firm figured in $50 million in sales last year, said: "There are some areas where deals have been done by people who are not large broadcasters and who are buying in response to a fad. There's not a lot, but I'm concerned that if a few deals don't work out and somebody gets burned, the herd instinct will reverse the progress we have made. A blow-up could cause all that interest to disappear."

Another broker, Bill Cate, chairman of Atlanta-based Chapman Associates, which had a record year of more than $200 million in sales of more than 100 stations, is also worried about unwise buying. "There are some nonbroadcasters who have taken the plunge and who will have to learn to service a heavy debt or they will be back selling their stations," said Cate. "It's too early to see yet, but most of the big deals usually have a year or two years of interest-only payments before the banks want their money. Starting in 1986, when those notes come due, I think there will be a great shakeout from some of the transactions. Not in the major groups who know what they are doing, but with some of the new group operators that could get be getting in over their heads." But Cate added: "I don't think the bottom will ever drop out of the station trading market. It may slow down in a couple of years if interest rates go up to a moderately high level."

Frank Kalil, a Phoenix-based broker who handled close to $100 million in sales last year, is bullish. "I know there are people who are saying that prices are peaking out," said Kalil, "but they were saying that when I started in this business in 1970. I don't believe there is a peak. There are circumstances that are affecting the volatility of prices right now but things aren't going to stop. Interest rates are low and that can be shown as profit for the station. More people recognize broadcasting as the good investment that a few people have known all along."

Stark also noted the increasing sophistication in the financial market. "One of the priorities of most banks these days is to make broadcast loans," said Stark. "They feel that you don't always get your money back from "brick-and-mortar" assets the way you can always get your money back from broadcast properties.

"This has been going on for a while," Stark continued. "As the bigger banks began to make loans, the smaller banks began to follow along, or they were invited to join by the larger New York banks; they learned the business and started to make their own loans."

Bob Mahlman, a New York broker who had over $75 million in sales last year, gave credit to "better information from the NAB, the NRBA and the RAB" for the "new interest from the financial community."

Ben LaRue, a broker headquartered in New York who sold over $110 million last year, felt the interest of bankers helped new buyers get started. LaRue brokered the largest stand-alone FM sale last year, the purchase of KJOI-FM Los Angeles by Carl Hirsch, former president of Malrite. "Carl Hirsch was able to buy KJOI," said LaRue, because of the availability of financing "and because of his reputation."

Stark explained: "Banks will lend you 60 to 70%, but they will not lend you money unless you have some equity. They will lend more depending on who it is. But with a new buyer with no equity it's just ludicrous. It's too much of a risk for the banks."

Are brokers expecting too much of broadcasting? Richards is worried. "In every business it can become a fad for financial interests to abuse a new industry," he said. "The country is awash in money, and broadcasting is the new girl on the block. Because there is a limited supply of good facilities, the extent of the increasing demand for them has been pushing multiples up, especially when appreciation in the future is based on inflation figures from the past."

Cate mirrored Richards views. "It's not going to stay boomtown-America forever," said Cate. "Some people who think they can do no wrong are going to get squeezed if interest rates get tight and they have to meet their notes."

Tom Gammon is president of Americom Media Brokers, which limits itself to radio properties in the top 100 markets and had over $65 million in sales last year. He foresees a correction in the trading market. "There are a lot of sophisticated players who have a full plate right now," said Gammon. "They are going to sit back and run the stations for a while." Gammon felt there would be some shakeouts, but not many. He pointed to the strength of the economy and low interest rates. "When interest rates are high, you have to pay lower multiples of cash flow just to meet your debt. At 20% you can only pay five times cash flow to make your note, but when rates drop to 10%, you can pay up to 10 times cash flow and still break even depending on growth to make a profit."

Jim Blackburn, vice president of Blackburn & Co., which had almost $200 millior in sales of some 60 stations, said things have changed. "A lot of older broadcasters—the kind who grew up building radios in the basement—now see 'businessmen' coming into broadcasting, and they feel a little out o their league. These are the people we wil see selling their stations and getting out o moving to smaller markets in the next year.'

Independent television is on some minds "There has been a great deal of growth," saic Blackburn, "but there have been some mar kets where too many independents have gone on the air, but it will still take a while for any shakeouts." Sitrick agreed, saying "Overall the prospects are excellent for inde pendent television, but things have gone too fast. Too many people were given construc tion permits without ever knowing really what to do with them when they got on the air, thinking they could always sell them at a profit. Too many stations, too soon and no enough product."

The AM market is also on brokers' minds "AM radio has bottomed out," said Sitrick "I don't see that it will decline as it did There are people who think they know how to run AM stations now, so there is more demand."

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On the cable front, 1985 trading in system was the biggest in history, with over $6 bil lion in sales last year (including the sale o Group W's properties).

Communications Equity Associates, one of the largest cable brokerages, reported $665 million in gross transactions last year including sales, trades and financing agree ments. CEA president, Hal Ewen, said i was the company's biggest year. Looking to the cable industry, Ewen felt that the biggest story of last year was the effect of the Cable Communications Policy Act passed in 1984 Ewen said: "From the standpoint of sales the impact of the deregulation had an enormous effect on system prices. The basic rate in creases are going to be very large."

Ewen pointed to his firm's biggest deal the trade of several Storer cable system with several Times Mirror systems, as indic ative of the trades he felt would be coming i 1986. "It requires a great deal of negotia tions and deliberation, since supposedl equal systems must be evaluated and priced in order to come up with an accurate esti mate to determine the price. Cable broker earn their money," said Ewen. "I see this a the beginning of a number of trades nex year. And we're working on more."

As for 1986, Ewen said, "Prices are hig and as a result I see a lot more sellers comin next year. It won't be as good as 1985, but will be another good year."

The country's largest cable broker, Dar iels & Associates, was still working on it financial figures for 1985, expected to b released next week. Vice president for cor porate communications, Bob Russo, de clined comment until those figures wer available. □

Business

Fifth Estate financing: the limits of limited partnerships

ɜw financing technique for oadcasters gets mixed reviews ɔm participants and observers

hen a limited partnership in a television ıtion works well, both investors and man- ement can eat their cake and have it too. ıt in the four years since that financing ɔipe came into common use in the Fifth ɪtate, both parties have found it in need of working. In fact virtually all of the initial ers contacted told BROADCASTING they ve recently sworn off the syndication of levision limited partnerships for start-ups d independents. Those who have financed tablished affiliates with such syndications em to be happy with the experience and ill continue to do so.

Changes in the tax code several years ago well as concurrent changes in the legal finition of limited partnerships increased eir syndication to a wide variety of profes- ɔnals and other relatively wealthy inves- rs. It is estimated that in 1985 the amount money raised in public and private syndi- tions totaled between $20 billion and $25 llion, at least three times the 1980 total and ore than three times the amount of money ised by public stock offerings in 1985.

Of that total the amount raised for televi- ɔn stations is but a tiny sliver. But within e industry the dozens of limited partner- ips have been an especially important fi- ıncing device for station general managers ıd former broadcasting executives who ant to run their own stations. They have so eased the costs of raising capital for dependent stations and start-up properties.

The experience appears to have been uni- rmly good in partnerships financing the ırchase of established affiliates with rela- ɪely predictable costs and revenue. Televi- ɔn Station Partners (TSP) did one of the ɔst television limited partnerships at the be- nning of 1983, buying four affiliates in a ɪ6.2 million purchase, of which $22.5 mil- ɔn was raised through the sale of 225 units.

The TSP partnerships were more income- iented than tax oriented (see "Primer," ıge 114) although they did provide tax-de- ıctible losses of $18,000 per unit during ɔ83 and 1984. The group of four stations ill show a small profit in 1985 and, more ıportant, should provide significant capital ıins for the limited partners if the stations e sold, or if the partners are bought out.

The concept worked well enough that SP's chief executive officer, I. Martin Pom- ıdur, soon became co-general partner in the ırchase of another affiliate, WBRE(TV) ʼilkes Barre, Pa., for $21 million, $9.5 mil- ɔn of which came from a limited partner- ship.

Most of the limited partnerships sold, however, have helped finance independents and start-ups and have been more tax-orient- ed. A few have been successful, such as the one Odyssey Partners sold to buy WTXX(TV) Waterbury (Hartford-New Haven), Conn. Thirty units were initially sold at $150,000 each. Recently seven of the units were bought in at double the price.

However, discussions with more than a score of people involved with the partner- ship form of financing indicate that the suc- cess rate of "tax oriented" partnerships has not been very good. Instead, stations in places such as Glenwood Springs, Colo.; Wilmington, Del.; Joliet (Chicago), Ill.; New Orleans; Marlboro, Mass.; Santa Fe, N.M., and Providence, R.I., all provide evi- dence of partnerships that have produced mixed results or worse for the general part- ner, and in some cases, for the limited part- ners as well.

Most of the problem partnerships appear to have several points in common. Manage- ment either underestimated programing, construction and equipment costs, or the en- terprises were hit by unforeseeable circum- stances. The amount of money raised pro- vided an inadequate cushion for those contingencies, and the stations ran out of working capital.

Because the limited partners could not be asked for additional money or would not give up the equity that might have attracted banks or venture capital, the general partners in some instances had to personally guaran- tee debts to banks and other creditors while a buyer or other investor for the station was found. In most such cases, stations either have been sold or financially restructured, or are about to be.

The experience at WNOL-TV New Orleans illustrates some of these problems. The start- up independent has already achieved com- petitive stature less than two years after sign- on, meeting its revenue goals and falling just two share points behind the market's other independent, Tribune Co.'s WGNO-TV, in the November rating books. Nonetheless, some time this week the station's limited partners are expected to vote on two separate propos- als to refinance/sell the station.

The limited partnership, called Channel 38 Associates, was formed of 100 units at $80,000 each that were sold in December of 1983. The general partners are Hal Protter, formerly chief operating officer of group owner, Koplar Communications; Thomas L. Siebert, partner in the communications law firm of Lovett, Hennessey, Stambler & Sie- bert, and his brother Craig L. Siebert, an

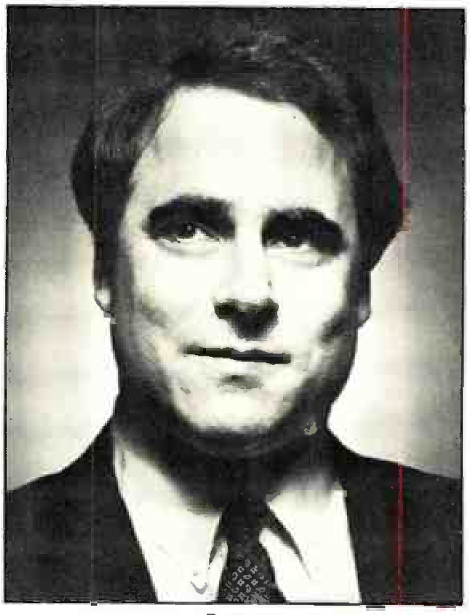
Annapolis, Md.-based accountant.

The selling document for Channel 38 Associates indicates that it was a fairly typical partnership. As a start-up independent, WNOL-TV was expected to provide the limited partners with tax losses close to the full amount of risk (see "Primer," below) and it was suggested that if the station were to be sold in 1989 at a 10-times-cash-flow multiple, those same partners might each be able to receive $213,460—more than double their investment.

But, according to Protter, problems surfaced even before the station went on the air. The station could not use any bank loan money until the partnership was completely sold and that did not happen until mid-December, several months later than anticipated. As a result the station had to rush to get on the air and incurred higher than anticipated construction costs. Said Protter: "We were told that if we did not get on the air by March 25 we would lose our rights to some important programing, including *He Man and the Masters of the Universe* and *Star Trek*."

There were other unanticipated problems. The roads had to be built a second time after floods washed out the first effort. Construction of the tower also ran into complications. Then there was the fact that the competition, WGNO-TV, was sold to Tribune Co. after the budget for WNOL-TV's partnership document had already been drawn up. With its competition in the hands of a more aggressive programer with deeper pockets, WNOL-TV incurred programing costs that were higher than anticipated.

The combination of early problems still affects WNOL-TV's income statement. While



Protter

1985 revenue for the station was recently projected at $4.9 million (above the initial projection of $4.5 million) the cost increases are projected to lead to a $2.9-million loss—by August the station, according to a source, had already lost $1.5 million. This compares to an initially projected 1985 loss of $621,000.

Furthermore, while the Channel 38 Associates selling document projected that the station would turn a $738,000 profit in 1986; a $2.1-million profit in 1987, and a $4.2-million profit in 1988; more recent projections show losses of $1.8 million and $128,000 over the next two years with a $1.8-million profit estimated for 1988.

The limited partners were thus faced wit[h] continuing to make payments, roughl[y] $25,000 more each, in the station long aft[er] the tax benefits were to have been used u[p]. So in October, the two New York-base[d] firms that syndicated Channel 38 Assoc[i]ates, Kidder Peabody & Co. and Renc[k] Levy & Co. wrote to the limited partne[rs] suggesting it was time to either refinance [o]r sell the station.

The two proposals that have surfaced a[re] not identical, but the letter of intent TV[X] Broadcast Group illustrates the benefits t[o] the partnership that both offers are likely t[o] provide. TVX, through a newly formed co[r]poration, would assume liabilities of the st[a]tion up to $6 million. If the liabilities at th[e] time the deal closes are less than $6 millio[n] the difference (currently anticipated to b[e] roughly $1 million) would be paid to th[e] partnership in the form of TVX stock. O[n] the positive side TVX would take care of th[e] taxes the partnership would have to pay o[n] the stock; on the negative side the stoc[k] would likely have to be held for two yea[rs] before it could be sold. The partnershi[p] would also get 100,000 warrants—also "ex[]tremely illiquid" for two years—to buy TV[X] stock at an amount expected to be roughl[y] $12 per share.

The station's other major debt is the lon[g] term debt incurred in construction an[d] buying equipment. If TVX had merely pai[d] off the notes, the depreciation and inves[t]ment tax credits already claimed by the par[t]nership could be "recaptured" immediatel[y] by the Internal Revenue Service. So th[e] TVX proposal instead would let the partne[r]ship keep title to the equipment, help th[e] partners refinance the equipment loan an[d]

A television financing primer

Partnership units are usually sold through established securities brokerage firms, investment banks or investment advisers. Given the $70,000-to-$150,000 price tag of a unit sold to an individual investor, and even higher for an institutional investor, it is not surprising that limited partners are generally wealthy.

This last point—that gains and losses are passed on directly to the partners— in particular distinguishes a partnership from a corporation and is, from the investors' point of view, the essential motivation for making the investment. It enables them to get the station's initial tax deductible losses and then shortly thereafter to benefit from the likely appreciation in the station's value when it is sold.

The formula for sharing profits and losses between the general partners (typically composed of a few entrepreneurs and maybe the station's management) and limited partners may vary, but the following example is typical:

Limited partners would take almost all of the operating losses (usually between 95%-to-99%). If the station operates in the black, the limited partners would take the same percentage of that profit (95%-to-99%) up to the point where they have obtained a certain return on their investment (frequently 10%). In the case of a hundred-unit partnership with $100,000 units, the partners would get the first $1 million of profit (10% of the partnership's equity of $10 million).

Any additional operating profit would first be used to pay certain fees (for example, to the partnership brokers and the station's management). Whatever earnings were left over would be split between the limited partners and general partners, subject to a new formula such as 65%/35% (limited/general) or 85%/15%.

Operating profit subjects the limited partners to taxes (mostly likely at a rate of nearly 50%) but for most television limited partnerships, no profit is shown for at least two years. In fact, most television limited partnerships are tax-oriented rather than income-oriented and project very little income for the first five years.

The tax-deductible losses will come from operating losses (especially at start-up stations), the interest paid on loans and depreciation (as assets age, their recorded value is reduced and this annual "write down" is treated as an expense). Loans are taken out by the partnership because it often contributes only a portion of the capital needed. Since most partnerships spread out the investors' payments over several years, another kind of bank loan, investor-note financing, helps cover the upfront purchase price or construction and equipment costs.

Yet another tax benefit is a credit amounting to 10% of the investment on certain kinds of new equipment. The credit directly reduces a partner's tax payment, as compared to a tax deduction, which only reduces the income against which taxes are assesed.

Tax-deductible losses from a TV station are not limitless, and a partner can usually claim losses only up to the amount of his investment. Thus if the partnership unit costs $100,000, the partner can claim up to $100,000 in tax-deductible losses. Many start-up independents will provide those "one-to-one" losses; established affiliates will provide smaller losses. For somebody paying a 50% tax rate on income earned elsewhere, his dollar share of the station's losses is therefore worth 50 cents in taxes not paid.

Theoretically, the ideal time for the general partners to cash out the limited partnership, either through selling the station or just buying out the limited partners, would be after the station has appreciated significantly in value and once the station no longer provides tax-deductible losses.

The chart on page 116 shows how all these tax benefits and rates would look in a simplified television limited partnership.

tners refinance the equipment loan and n lease the equipment at a rate equal to the tners' interest payments on the refinced note. At the end of four years TVX uld then purchase the equipment for a n equaling the principal due on the note.

Despite the efforts made to salvage the iited partners, it seems they could lose ne of the value of the $65,380 they have far put in, even adding back the $45,000 tax dollars they have saved. This is bese sooner or later they have to pay a substantial "recapture" tax once the equipment 'sold" to TVX. The bottom line five years m now will depend, in part, on the ount of TVX stock received and the subjuent appreciation of that stock and of the rrants.

Protter, who undertook the transaction th dreams of setting up his own station oup said he finds himself also on the short d, "I don't come out whole no matter what ppens. I haven't paid myself for most of 85 and used that money to pay the suppli-; instead."

Steve Pruett, president of Media Manage-nt Group, a Chicago-based partnership ndicator, said he will not do any future nited partnerships for independent stans, although he sold one last year for independent, WMSN-TV Madison, Wis. (He has st put together one for WHTV(TV), the CBS iliate in Meridian, Miss.)

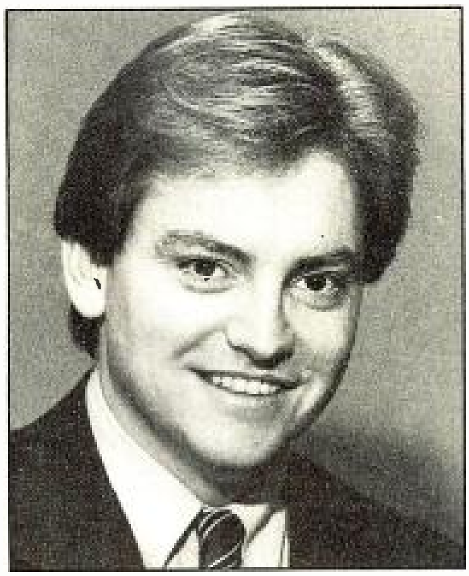
Pruett's experience comes from several dependent station partnerships, one of nich, WSTG(TV) Providence, R.I., he is rrently trying to restructure. Meanwhile has not taken fees that were due to him as neral partner and, along with the other neral partners, has personally loaned or aranteed debt for the station of more than .8 million. "The limiteds are basically inocent bystanders and you are there to abrb the risk...especially if you plan to sell ore than one," he added.

The cash shortfall lesson learned at STG(TV) convinced Pruett to raise addition- funds for WMSN-TV midway through sellg that partnership by increasing the partrs' equity from 50% to 60%. He added at in the future, "we will try to package the als so that we have senior debt (in addition the partner's investment) going in."

When the partnership money runs low, the ructure of the financing makes it difficult raise additional money. To begin with, the rtners are protected from having to put in lditional funds and, according to one bank- who asked not to be identified, and are ilikely to volunteer to help: "Fifty orthlontists from the Midwest don't know uch about the television business and en't likely to risk any more money on a ation in trouble, even if it is for a good ason."

If the general partner tries to go outside r additional funds, he is similarly hamred. One likely source, venture capital, is ilikely to undertake a rescue mission unss it is guaranteed a sizeable piece of the ation's equity, which in many cases is held most exclusively by the limited partners.

Most limited partnerships don't have any all" provisions by which the partners can forced to reduce their equity if the station in trouble. Pruett said this may change. "In the future any partnerships we do will include a call provision. That would make it fair to everybody...If you have a capital call, everybody will dilute (reduce his interest in the station). What we found out in



Pruett

trying to refinance is that we are the only guys to dilute so that when push comes to shove we have had to give it almost all up in order to refinance."

Banks do lend money to partner-owned stations but almost exclusively at the initial stages, not when the station is in trouble. Jose A. Echevarria, vice president and district head of Marine Midland Bank's broadcasting group, said there are differences, both positive and negative, between loaning to a partnership and to a corporation. Brian McNeill, vice president in charge of the broadcast group at The First National Bank of Boston, said: "I think it would be fair to say that the bulk of loans that we have said yes to have been economic [income] oriented, whereas the bulk we have said no to, have been tax-oriented partnerships, most of which have been independents."

An important lesson Protter said he learned is that a partnership-owned station requires management to immerse itself in financial dealings, sometimes to the detriment of running the station. The station's business manager, Protter said, could handle that job if he had the skills of a chief financial officer at a major corporation: "The typical guys think they can go get themseves a good station business manager and he can be the financial person, but there may not be any such people who can deal with rates of return, performance kickers and loan agreements...subordinated debentures and mezzanine financing."

Protter and Pruett are not the only ones who have sworn off limited partnerships for financing independents. Morton Kent, whose Nashville-based company has done eight such syndications, said he would not do any more and is now trying to buy out the limited partners, "because of their inflexibility if we have a soft season."

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The fact that a television limited partnership is sold or restructured only a year or two after it is formed is not necessarily indicative of failure. Unless the investors are interested in receiving taxable cash distributions from the station, it makes business sense to "cash out" the partners, either by selling the station or buying out the limited partners, soon after the taxable losses have been exhausted. This will often happen no longer than five years into the partnership, since most limited partnerships aggressively depreciate assets using the five-year "accelerated cost recovery system." Most partnerships have a maximum planned obsolescence of 10 years.

There are different methods of providing liquidity to those partners who want it, including the previously mentioned partial offer exercised by certain partners in WTXX(TV). Another offer will likely soon be made to 40% of the partners in a large partnership, giving them a 100% profit after only three years.

Selling the station is another solution, and often takes place only a year or two after the station has been bought, often at great profit to the partners. One example is KTLA(TV) Los Angeles, which was recently sold by Kohlberg Kravis Roberts for $510 million, twice its 1983 purchase price of $245 million. An even shorter turnaround is being planned for the two stations bought from Gross Telecasting by a limited partnership headed by John Backe. In many partnerships, the limited partners can force the sale of the station by a simple-majority vote.

For those operators who, like Protter, had thoughts of starting a station group with the help of limited partnerships, a likely goal is to take the individually financed stations, which by definition of the partnership agreements have to be kept separate, and "roll them up" into a single corporation. Such a move, which according to some has not been done before in this industry, will soon be announced by Odyssey Partners.

The "351 roll-up," named after a section of the tax code, is a tax-free transaction, provides the partners with stock, which even if closely held can more readily be turned into cash than the partnership units can be. Furthermore taxes on the increasing station profits are now kept at the corporate level rather than being transferred directly to the partners. The attraction to the general partner: Management can be hired to oversee all the stations and there is more flexibility in raising either debt or equity capital for the corporate entity than there is under the individual partnership structure.

There are some who think that limited partnerships will be less frequent in the future, regardless of their performance. Odyssey's Michael Finkelstein notes that when the financing structure began in earnest in 1981, media stocks were trading at multiples that were low relative to other industries.

Subsequently, there have been impressive revenue performances by stations, and changes in FCC regulations, including those facilitating mergers involving media stocks. Those factors have helped raise the multiples, thereby making a public stock offering a more attractive alternative for a station owner. Finkelstein cited the recent TVX offering (BROADCASTING, Aug. 19, 1985) as an example.

Mark Feldman, senior vice president of

The makeup of a typical limited partnership

Year	$100,000 partnership in established station	$100,000 partnership in start-up station
one	$15,000 loss-$7,500 tax benefit*	$30,000 loss-$15,000 tax benefit*
two	$10,000 loss-$5,000 tax benefit	$20,000 loss-$10,000 tax benefit
three	break even-no tax benefit	$10,000 loss-$5,000 tax benefit
four	$20,000 gain-$10,000 received **	$5,000 loss-$2,500 tax benefit
five	station sold-$200,000 returned ***	break even-no tax benefit
six		$10,000 gain-$5,000 received **
seven		station sold-$205,000 returned ***

* Assumes 50% tax rate
** The limited partner would not actually pay the tax, but instead would receive a check for the amount from the general partner who would deduct that sum from the distribution at the partnership's end.
*** Most of this would be taxed at lower capital gains rate.

Rothschild Inc., which helped initiate the Television Station Partners offering, thinks that the increase in station prices will make limited partnerships less attractive by reducing returns to investors.

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Proposed changes in the tax code that began surfacing early last year are affecting the sale of partnerships in all industries. Some of those proposed changes were discussed by Paul Pineo, a partner in the Rochester, N.Y.-based law firm of Nixon, Hardgrave, Devans & Doyle.

■ Elimination of the investment tax credit (see "Primer"). For a start-up station the ITC's could amount to several hundred thousand dollars, but for an existing station where most of the equipment has already been bought, the effect of the proposed change would not, Pineo said, be "terribly significant."

■ A reduction in the maximum tax rate. Since the primary motivation of many limited partnerships is to avoid taxes, the lessening of tax rates also lessens the motivation. A reduction of the rate to 40% or 45% from 50% or 55% for many investors would "reduce moderately the amount of equity that can be raised," Pineo said. But, he added, the impact of even that limited move could

Pineo

be counteracted if state and local taxes we no longer deductible from federal taxes.

■ One type of bank loan is used to cov the deferred contributions of investors (s "Primer"). Previously that investor-note nancing loan was considered part of the st tion's business and the interest on it was d ductible from taxable income. It has be proposed to reclassify the bank loan as "i vestment interest" whose deduction wou then either be not allowed or subject to ce tain limitations.

■ A proposed alternative minimum ta The capital gains tax—which automatical excludes 60% of the long-term gain on station sale—is considered an item of t preference. It has been proposed that taxpa ers who make use of preferences beyond certain limit pay at least a minimum ta That too would lessen the advantages of tl partnership.

"These rules will reduce the investor cor munity but will that change the investme in broadcasting?" said Pineo. "My hone reaction is no, it will only change in degre As long as stations continue to perform as the past, taxes are icing on cake. I don't se that as being as important in broadcasting cable television or in real estate." But seems clear it would more greatly affect tl tax-oriented partnerships of start-ups and i dependents than it would those of alreac established affiliate stations.

For whatever combination of reasor there is some evidence that the partnership at least for independents, have already b come harder to sell. At the beginning of la year the owners of WGGT(TV) Greensbor N.C., an independent, filed with the FCC t sell the station to Atlantic Television Limite Partnership for $11 million cash. The par nership's general manager was to be Edwa H. Herlihy, formerly general manager c WATL(TV) Atlanta.

Herlihy had arranged with L.F. Rotl schild, Unterberg, Towbin, to sell on a "be efforts" basis 140 units at $100,000 eacl providing the purchase price plus addition funds for working capital. In August, ac cording to one source, L.F. Rothschild salespeople had begun selling the partne ships but two months later had managed t place only 25 of the units. In December, th

Bottom Line

Roadside fortune. Metromedia Inc. said last week its billboard operations were being sold to Gerard P. Joyce, founder and president of Scranton, Pa.-based Patrick Media Group. Actual ownership of more than 40,000 billboards had previously been transferred in 1982 to limited partnership for $485 million. Sale announced last week also includes Metromedia-owned billboard management unit and it was unclear how much of $710 million would go to company.

□

Space deal. GTE Spacenet announced that Private Satellite Network Inc., New York-based provider of private networks, has signed contract for use of up to five transponders on GTE's Spacenet and GSTAR satellites. Contract, which runs through end of 1989, is valued at nearly $10 million. GTE said PSN's heaviest usage will be on GSTAR II, slated for launch in October.

□

Comsat offering. Comsat has received authorization from FCC to raise up to $216 million in long-term equity and debt to finance regulated and nonregulated business activities in 1985-87. FCC's Glenn E. deChabert said Comsat raised $101 million in 1985 and plans to raise $110 million in 1986 and $10 million in 1987. According to deChabert, Comsat has said it needs funds for variety of projects, including capitalization of Immarsat ($72 million over three years), completion of Ku-band satellite network for NBC-TV, construction of domestic fixed Ku-band satellites, joint venture with Holiday Inns (Hi-Net Communications) and payments on two high-power satellites ordered for Comsat's now-defunct satellite broadcasting subsidiary, Satellite Television Corp. FCC also adjusted Comsat's permissible debt-to-capital ratio from 35% to 40% and interest coverage ratio from 3-to-1 to 2.5-to-1.

□

Fiscal change. Gulf + Western has changed ending date of fiscal year from July 31 to Oct. 31. Spokesman said change was made to accommodate different calendar of publishing and movie businesses, which have grown in their importance to G+W. Martin Romm of First Boston Corp. recently issued report on company saying at price of 48⅞ it was trading at 13 times his estimate of 1986 per-share earnings, compared to similar companies, which he said trade at 15 times earnings. Helping improve multiple in future, he said, is commitment of G+W management to "using its free cash flow to repurchase shares." Romm said G+W subsidiary, Paramount's syndication of *Family Ties*, *Cheers* and *Webster* should produce over $400 million in revenue and "represent potential earnings stream of between $1.70-$1.75 per share beginning in fiscal 1987 through fiscal 1989."

ll Street firm informed Herlihy it would unable to sell the partnership, citing in-stor skepticism about tax benefits.

Alan Gottesman, the broadcasting securi-s analyst for L.F. Rothschild who helped vise the firm on the deal, said prospective stomers for the partnership were used to alyzing deals as a tax shelter whereas the lantic partnership was not structured that y. Gottesman said the firm was not dis-uraged by the experience and has another nited partnership in the works involving an independent in a larger market with a longer operating history.

While it is true that the limited partnership industry is not generally familiar with television station operation—calls to three partnership consultants found none of them could name one involving a television station—it is also probably true that investors are now more aware of the Fifth Estate than ever before.

Pruett said caution has been instilled by reports of a shakeout in independents, including a recent critical article in *Barron*, which"carries a lot of authority with investors," in Pruett's words."There is now an investor knowledge, or maybe broker knowledge, that say, 'Hey, these things aren't all printing presses. There can be losses here and the tax benefits aren't as strong as in oil and gas.' " But, said Pruett, "The quality deals are still going to get done. Smith Barney would love to have another deal like Television Station Partners and they would sell it in a day."

In Sync

Standard stalled

ie Advanced Television Systems Commit-e has deferred until March a vote estab-hing Scientific-Atlanta's B-MAC system an industry standard for satellite compo-nt transmission of enhanced television.

The ATSC's technology group on en-nced 525-line television, meeting last iesday, Jan. 21, in Washington, had anned to vote on a proposal that B-MAC used by proponents of component satel-e systems, but postponed the item to al-w for further consideration by committee embers.

Among the preparatory steps to be taken ior to the next meeting March 11-12 at S-s headquarters in Atlanta during which a ite is expected: A specialist subgroup on ansmission and reception chaired by engi-eering consultant Jules Cohen will develop recommendation on the B-MAC proposal, ong with a rationale to be presented to the ll group; a series of B-MAC demonstra-ons and hands-on tests and measurement ssions will be held for participants during e meeting, and a descriptive document on -MAC will be drafted, separating the op-onal and mandatory features of the system.

The proposed recommendation of a B-AC component standard first emerged at e group's November meeting, when an ternative system designed by CBS was ithdrawn (BROADCASTING, Nov. 25, 1985). ie S-A and CBS MAC (multiplexed analog omponent) systems together provided the isis for the technology group's initial es-blishment in June 1984 of a "strawman" AC standard for enhanced TV transmis-on by satellite.

The decision to postpone last week's ote, taken despite concerns that delays ould reduce the impact in industry of the oup's final decision, came after some embers asked that more information bout the system be provided prior to a andard selection. No actual testing of the -MAC system has been conducted by the TSC, although more than two dozen docu-ents outlining the systems in detail have een submitted to MAC standards group, as ell as to the international standards body, ternational Radio Consultative Committee CIR).

Several committee members also sug-ested that the group wait for results of a echnical comparison conducted by the Di-ect Broadcast Satellite Association of both S-A's B-MAC system and a B-NTSC system developed by General Instrument. The DBSA efforts, which center mainly on issues other than the systems' capacity for carrying enhanced TV, have been subject to extensive delays over recent months, but are currently expected to be completed soon after DBSA executive committee meetings scheduled for this Tuesday and Wednesday, Jan. 28-29.

Setup on setup

Agreement has been reached on techniques to be used in mixed NTSC-component television facilities, according to the Society of Motion Picture and Television Engineers. The decision, which makes it possible to develop extensive component capabilities in existing NTSC systems, settles a six-month discussion on the handling of "setup," an adjustment of picture brightness which is used in NTSC, but not in component analog or component digital signals.

NTSC signals will remain unchanged, operating with a nominal setup of 7.5%, while component signals will retain zero setup at the points of interconnection, according to a provisional agreement reached at December meetings of SMPTE standards working groups.

Recommended practices still to be completed for the agreement call for setup to be removed when decoding NTSC to component signals and added when encoding component to NTSC. Setup can be removed using either automatic or manually adjusted methods, or fixed removal. Fixed removal, according to SMPTE, requires that setup, which in NTSC has an allowable range of plus or minus 2.5%, have tighter tolerances to prevent NTSC setup or level errors from being decoded to components, a particularly critical consideration in the digital domain.

A setup handling option considered, but ultimately rejected, by standards committees, was that of eliminating setup from NTSC altogether. According to Merrill Weiss of NBC, who heads the standards working group on component analog video, "The option of removing setup entirely from the NTSC portion of mixed NTSC-component systems presented problems of acceptance because of the large effort required to implement such a change in systems and their operation."

SMPTE stressed in the proposed agreement that there would be no restriction on how a manufacturer handles a signal within its equipment with respect to setup and video levels, but only that voluntary standardization of the signal as presented at equipment interfaces would be sought.

Also involved in the decision, in addition to the CAV group, was the digital video standards group which is headed by Stan Baron of NBC and a joint ad-hoc group to study component studio implementation headed by Birney Dayton of equipment manufacturer Grass Valley Group.

Experimental booster

The FCC has authorized an experimental synchronous AM transmitter—the first in many years—for use with a Nevada AM station set to go on the air next July. The synchronous transmitter, or "booster," will be built in East Las Vegas to complement the signal of KROL(AM) Laughlin, Nev., 90 miles south.

Synchronous transmitter technology, in which identical programing is aired by two separately located transmitters on identical frequencies to fill coverage gaps or extend service areas, is common outside the U.S., but has been unused here in recent years until advances in transmitter technology led the FCC last year to reconsider allowing its application. Only one other synchronous AM transmitter is reported to be in operation in the U.S., in Lowell, Mass., with its authorization granted decades ago.

The experimental operation at KROL is expected to provide the commission with information on the potential benefits of this type of facility, according to Gary Thayer, a staff engineer in the commission's AM branch. The station will be required to report to the FCC at least every six months once the facility goes on the air, he said.

The station filed the synchronous transmitter application after an engineering survey showed that the construction permit granted the station would not cover the entire service area because predicted ground conductivity was lower than the FCC had indicated, according to KROL owner Thomas Letizia of Laughlin Roughrider Broadcasting.

The $1-million station construction project has begun on the primary transmitter, which will operate on 870 khz with 10 kw, directional daytime, and 1 kw, directional nighttime, according to the FCC. The synchronous transmitter facility, with construction scheduled to begin in February, will operate on 870 khz at 300 w, nondirectional daytime, 500 w, directional nighttime.

Designing and building the transmission plant for Laughlin Roughrider, which also owns KKJY-FM Albuquerque, N.M., and KPAH(FM) Tonopah, Nev., is consulting engineer Slim Sulyma of Williamstown, N.J. The station, added Letizia, will air the Drake-Chenault Enterprises "Evergreen" format in stereo and make extensive use of compact disk technology.

Reaching out

CBS and its affiliates have formed a new task force to explore ways to deliver the CBS Televsion Network signal to underserved areas of the country. The task force will also lobby Congress against satellite dish owners' efforts to make interception of broadcast satellite signals legal. "What we want to do is make our voice heard on Capitol Hill," said Paul Raymon, of WAGA-TV Atlan chairman of the task force, which is prin pally made up of representatives from t CBS Television Network Affiliates Asso ation. Although no one actually knows ho many homes are not served by any broa cast or cable signal, CBS said the estima was 400,000, or 2% of the national total. C is in the process of scrambling its C-ba satellite signal to affiliates and expects all filiates to pick up the network signal via sat lite by first quarter 1987.

TELECASTINGS

And the nominees are...

Dan Rather will host the 44th Alfred I. duPont-Columbia University awards in broadcast journalism, given to 14 nominees in seven categories, on Feb. 5. WNET(TV) New York will produce the 90-minute event, to be broadcast on PBS stations later that evening. The four nominees for the network award are ABC News for a *Nightline* report on South Africa, CBS for an *Evening News* segment, "Afghanistan: Operation Blackout," NBC News for its one-hour documentary, "The Real 'Star Wars'—Defense in Space," and PBS for the series *The Brain*.

Quarter gains

NBC claims it set a new record in late-night programing for weeknights during the fourth quarter of 1985. *The Tonight Show, Starring Johnny Carson* had its strongest fourth-quarter performance since 1980 with a 7.4/23, compared to a 7.1/22 for the fourth quarter of 1984; *Late Night with David Letterman*, recently renewed for its fifth season, had its best quarter with a 3.3/18, up from the fourth quarter of 1984, and *Friday Night Videos* had a 3.6/18, up from last year's 3.3/16. Ratings for *Saturday Night Live* for the fourth quarter of 1985 and the fourth quarter 1984 are not strictly comparable because the show premiered on Nov. 9 this season, compared to Oct. 6 last season, but in nine telecasts this season, including three reruns, *SNL* had its highest fourth quarter since 1982 with an 8/23. Last year for the fourth quarter it had 7.5/22.

Independent move

Newsfront, a weekly, half-hour television program focusing on the week's news of "religion, social and ethical issues," will leave the National Catholic News Service and the United States Catholic Conference to become a nonprofit corporation. According to Richmond J. Egan, executive producer, the move to independent status is expected to encourage more noncommercial television stations to air the show. "PBS guidelines discourage stations from airing programs when the producing agency has a vested interest in the topic," Egan said, adding: "Many stations want to air *Newsfront*, but can't because we don't meet station policy. With our new identity, we look forward to many more public stations adding us to their schedules." The program, now carried on 59 stations, will conclude its 1985-86 season with its Jan. 24 edition, resuming production in September.

Natural co-venture

The National Audubon Society, noncommercial WETA-TV Washington and the Turner Broadcasting System have joined for a three-year, 12-hour co-production of *Audubon Specials*, to begin airing in two months. A spokeswoman for WETA-TV declined to give specific dollar amounts, saying the one-hour specials will be funded partially by Turner, with WETA-TV and Audubon seeking additional funding from corporate underwriters. (Turner and Audubon funded the first special on the California condor, with Audubon raising $250,000 for it, a spokesman for Audubon said.) The specials will air on superstation WTBS(TV) Atlanta beginning March 1, receiving three encore presen tions, and on 313 Public Broadcasting S vice member stations in July, August a September. (On PBS the program is titl *National Audubon Society Specials*.) It will syndicated later by Turner Program S vices. The next program will be on t black-footed ferret (to air on WTBS(TV) in Ma and on PBS in July). Alternative agricultu Amazon rain forests, whales, wolves, cran and birds of prey will be among the ot subjects treated.

Making deals

Partners Charles Simon and Terry Laugh of Simon-Laughlin Productions ha reached an exclusive agreement with Lo mar Productions to develop "all forms (television) programing with emphasis network daytime and syndication serie The team's credits include developme work for *Solid Gold, Entertainment Tonig, Musical Chairs, Who Do You Trust?, To T the Truth, What's My Line?* and others.

On board news. The Shipboard Satellite Network, based in Northvale, N.J., has announced it is packaging a series of television and cable news and information programs for distribution to passenger ocean liners. David Kolozy, president of the network, said he had agreements to distribute the signals of *NBC Nightly News with Tom Brokaw*, ESPN's *SportsCenter*, *Entertainment Tonight* and PBS's *Nightly Business Report*, as a two-hour package five days a week. (On the weekends, Kolozy said, *Wall Street Week* and *The McLaughlin Report* would be substituted for *Nightly Business Report*. He said he was negotiating with HBO for the right to program some half-hour entertainment specials in the package on weekends in place of *ET* and has "options" on *This Week with David Brinkley* and *Nightline*.)

The new service was tested on Jan. 15 aboard the liner Queen Elizabeth II, which was equipped with a seven-foot dish and other receive equipment. Kolozy said the ship operators would bear the cost of the hardware (about $120,000) but would share the revenues from the 24 minutes of advertising time he intends to sell within the package each day. He said he expects to have 10 affiliated ships receiving the package of signals by the end of 1986 and expects to generate $6 million in revenue the first year. The signals will be beamed via Westar V to an international maritime satellite in the Inmarsat system from which the ships will receive them. Kolozy said he had agreements with advertisers such as Hyatt, AT&T, American Express, *USA Today*, Paine Webber and NBC.

He said the package would also carry tobacco and alcoholic beverage advertisements, which could take up a maximum of 20% of daily availabilities. Kolozy said he had agreements with Guinness (beer & ale), Cutty Sark (liquor) and Remy Martin (brandy), but no tobacco advertisers as yet. SSN is based in Northvale, N.J., and is using the facilities of USCI, the failed DBS company. A sister company to SSN, called Exposition Satellite TV, offers a package of news and information programs known as *U.S. Update* to major trade conventions around the world.

Committing to film and video

l's Center for Film and Video :servation organizes effort to se awareness of importance preserving television broadcasts

much as half to three quarters of all tele- on programs from the post-war 1940's ›ugh 1960 are believed to be permanently :—and the same fate could easily befall hundreds of thousands of hours of televi- ı programing that survive. But industry ›erts, led by the American Film Institute's ıter for Film and Video Preservation, are ıting to save from destruction the "na- ı's collective memory." To do it, they ee, television producers and broadcasters st begin a carefully considered and per- nent program of preservation.

Much of what has already vanished, par- ılarly from television's early years, was duced and aired live and never recorded any form. But many programs were ed, either recorded on film or by kine- pes (which filmed from TV receivers dur- broadcasts), or, beginning in the mid- ;0's, on videotape. As many as 200,000 :vision program hours are now thought to held by commercial and public TV net- rks and syndicators.

Not all that was recorded, however, still vives. While all the networks have pur- d some degree of preservation (particu- y of news material), and program pro- ›ers and film studios now practice careful .servation measures to profit from a wing aftermarket, many broadcast and :vision entities, large and small, have al- ›ed salvageable material to fall by the /side, victim of space constrictions, the h cost of preservation, degradation of :erials and the temptation to erase and re- videotapes.

The National Center, with offices in shington and Los Angeles, is among se urging a concerted television preserva- ı effort. It was formed in 1984 by AFI and National Endowment for the Arts, and wing on the expertise from a wide variety industry organizations, has managed to in motion a series of painstaking, long- n measures designed to save for posterity :vision programing captured on videotape . film.

Among the first steps taken by the center :urb the further loss of large quantities of entially valuable television footage was a uest of industry members for a two-year ratorium on the destruction of entertain- ıt programing and news tape or film. The ratorium proposal, outlined by Elton e (former ABC president and now televi- ı chairman for the center) in a letter sent October to more than five dozen televi- ı production companies and broadcast ups, would provide time to develop standards about programing that can ultimately be saved.

"So much of our past production is already lost," Rule explained to BROADCASTING, echoing the concerns expressed in his letter. "We know we can't save everything, but we can set up guidelines, recommendations for what to preserve, to help make those decisions."

According to Rule, the response to the plea has been "appreciable," with agreement on the moratorium already acknowledged by the three commercial networks, Lorimar and group broadcasters Allbritton Communications, Stauffer Communications and others ("Closed Circuit," Nov. 18 and Dec. 9, 1985).

Responsible for directing the effort to establish preservation guidelines is Jeanine Basinger, professor of film studies at Wesleyan University (Middletown, Conn.) and curator of its archives. "The criteria will not be something cast in stone," she said. "We're designing a flexible set of questions for the guidelines having to do with the original purposes of the material and dealing with the differences, for instance, between local, national, international news and commentary."

While Basinger and other center associates have just begun their consideration of the selection criteria, she acknowledged that whatever guidelines are chosen, preservers will ultimately have to make broad value judgments about the material they save or dispose of. "It can't be avoided," she said, adding, "Historians know that history is a series of accidents and what we save of it is a series of accidents."

Another step in the effort to determine what is to be saved, Basinger pointed out, is to find out what already exists. Accordingly, a critical ingredient in the center's work is the long-term development of a computerized catalogue of all existing television programs. That effort, dubbed NAMID (for national moving image database), has been set in motion by Joseph Empsucha, the center's staff archivist.

"NAMID is envisioned as a 10-25-year project to create on-line, a complete union catalogue of all film and television," explained Empsucha, "with complete credit and holdings information." The NAMID database, to be modeled after AFI's film catalogues and using the data mapping system developed by the Library of Congress, is seen by Empsucha as having as widespread use as possible, with archives, participating production, news and broadcasting organizations and, ultimately, public libraries, able to tap into it through a national common carrier service.

Initial development of NAMID, now still in the testing process, he said, will concentrate on gathering holding information from the industry, since no accurate estimates exist for the number of television titles available. "How much is made is researchable," Empsucha commented, "but how much survived is very complex."

The final step in the process (that of building extensive television archival collections), Empsucha and Basinger noted, comes as knowledge of what television material survives is developed through projects like NAMID. Center associates stress, however, that the creation of archives to store the television heritage is not the organization's role. Rather, the center will work to build networks among private businesses that produce and air the material and those public facilities that can serve as repositories, and help spread the share of responsibilities.

"We're looking for closer collaboration between the public archives and companies who make the material, plus the viewers, who can support archives and also demand excellence of the material," Empsucha said.

Preservationists acknowledged that for broadcast facilities themselves, for instance, the high costs of program storage discourage stations' preservation of what is widely viewed as one of the most vital television resources: local TV news.

"TV news is an area of tremendous need," Empsucha explained. "Local coverage of major events is unique and important. But that material is really in jeopardy."

Empsucha also said stations ordinarily have little market for local news videotapes, other than for station documentaries, and there is little incentive for stations to save material for public service reasons.

Accordingly, the best solution for many stations, believes Basinger, may be to turn over their holdings to public archives willing to take on the "admirable burden" of preserving and archiving material. Among potential archival bodies: state historical societies, state and local libraries, local colleges and universities or private collectors.

Although Basinger said the use of public archives may require careful negotiations with industry (many archives, for instance, have valid concerns about becoming holding grounds for material of commercial enterprises), she believes they have the potential to preserve a still growing medium like television. "An archive is not the dusty place people think of it as. It is an alive thing, especially with television. You have to care for it, feed it, stroke it."

Rule agreed: "There are a number of archives around the country and it is possible to get some archivists to grant space to broadcasters who don't have storage. We're trying to be the catalyst between them, seeking cooperation to have important bits of history saved for posterity." □

Intelsat primed for challenges of competition

Deputy director general cites expansion, concern over competition

Intelsat's deputy director general, John Hampton, appeared brimful of confidence last week that the global organization could more than hold its own in competition with fiber optic undersea cable in the 1990's and beyond. Regional satellite systems were not seen as a threat either. But when he got to the kind of private international satellite systems the U.S. has conditionally authorized, Hampton, in a speech to the Armed Forces Communications and Electronics Association, in Anaheim, Calif., spoke darkly of cream skimming, expressed concern over harm those systems could do to Intelsat.

Hampton, who billed his speech "Intelsat: The Tomorrow Organization," spoke of the 22-year-old organization's "amazing record"—its traffic has grown 500 times while its rates have been reduced to 20 times less than their 1965 level. And he said Intelsat has developed a "vigorous, innovative and, one might even say, highly entrepreneurial program of growth and expansion" through the end of the century. He outlined a five-point strategy, whose aim is to overcome "competitive challenges" and to respond to the demands of a highly sophisticated international communications market: New services and tariffs, lower cost and more flexible earth station design, advanced modulation and operating techniques, advanced satellite technology and increased reliability.

Hampton brushed off published reports suggesting that fiber optic submarine cable systems represent a dramatic breakthrough in technology that threatens Intelsat. Hampton said a just-completed cost-benefit comparison of service provided by an Intelsat VI satellite in a heavy-route "trunking" mode and by a TAT-8 fiber optic cable indicates the satellite service is much to be preferred. Despite "conservative assumptions," he said, the cost of a telephone circuit year on the satellite would be less than one-third the cost of service on the cable—$504 a circuit year as against $1,596. With less conservative assumptions, he said, a 4-to-1 cost/benefit ratio could be demonstrated. And those comparison, he said, do not take into account the "tremendous network flexibility" as well as direct access to customer premises satellites make possible.

Nor are regional satellites a source of concern at Intelsat, according to Hampton. He noted that Intelsat has already successfully completed technical and economic coordination with a wide range of them, including Eutelsat, Arabsat, Palapa and a number of U.S. and Canadian systems providing transborder service. But, Hampton said, those systems "are designed to serve well-defined and integrated geographic areas.... not to compete with Intelsat." Hampton said those systems, "as coordinated, thus honor the ternational treaty commitments of Arti XIV(d) of the Intelsat Agreements. [They not] undercut the basic philosophy of Intelsat Agreement of globally avera charges for telecommunications s vices..."

Hampton could not say as much for p vate trans-ocean or interregional syste that are allowed to provide service limite high-volume routes, such as New York-L don. Five such systems have been aut rized by the FCC, subject to their secur foreign correspondents with whom to s technical and economic coordination w Intelsat. And although Intelsat is confid of its ability to compete, Hampton sa those systems "could, indeed, do much ha to Intelsat." While that organization wo be obliged by international agreement provide globally averaged charges for routes, he said, "its 'so-called' competit would be allowed to skim the cream a ignore the small stream of traffic of Th World countries."

But Hampton advised his audience not regard the establishment of private syste as an accomplished fact. He predicted c gressional hearings, FCC "inquiries, a lots of activity in the executive, legislat and judicial branches" of the governm before the separate systems begin operati Hampton said, "U.S. policymakers and l islators still have not reached any final c clusions on their domestic course of actio and added, "Nothing has been decide Since Congress has expressed itself on separate systems issue in legislation, Ham ton's prediction suggests that Intelsat w resume the lobbying in which it engaged the last session of Congress. (However spokesman said Intelsat is not anticipat any congressional hearings.) The FCC concluded its rulemaking establishing new international service and given con tional approval to five applicants for se rate systems, but several petitions for rec sideration seeking modifications of th actions are pending, as well as two cc appeals.

The international phase of the proc through which a would-be separate syst must progress has yet to be entered by an the five U.S. applicants. None has reached an agreement with a foreign co spondent, and U.S. policy requires that s to be completed before the U.S. submits applicant's proposal for coordination w Intelsat.

Meanwhile, the president of one of five would-be separate systems indicate is nearing the make-or-break stage of its fort. The Pan American Satellite Co which proposes to provide service betw the U.S. and Latin American and within L in American countries, failed to make financial showing the commission had quired of it, by Jan. 15, and asked for extension to March 15. Then the comm sion granted the extension, conditioned PanAmSat's not exceeding the $10 millio had been authorized to spend on an R satellite before showing it has the $80 m lion-$90 million it needs to operate for year.

PanAmSat's president Fred Landman s

: problem is in securing a foreign corre-
ondent. Not only would that permit Pan-
nSat to seek coordination with Intelsat.
it, he said, the foreign partner would pro-
le overseas landing rights, and that, he
ded, would pave the way for prospective
stomers to make the commitment for tran-
onders that would produce the needed rev-
ues. Landman said talks are under way
th a number of prospective correspon-
nts. Some would provide financing as
ell as landing rights, but Landman said,
Ve don't need funds; we need landing
;hts." Landman declined to identify any of
ose he said were prospects.

PanAmSat's request for additional time to
ike its financial showing came at the end
a filing in which it gave details of its
eement with Cygnus, another of the five
uld-be separate systems, to share the or-
al slot at 45 degrees west longitude now
igned to Cygnus. The agreement provides for a sharing of interests, with Cygnus becoming a general partner in PanAmSat and PanAmSat acquiring an option to purchase 25% of Cygnus. PanAmSat's filing also seeks a waiver for its Ku-band transponders of the full frequency re-use standards the commission set in its order establishing the new separate system service. PanAmSat, in its filing, said early approval of the changes provided for in the agreement with Cygnus is critical to its negotiations with potential foreign correspondents.

PanAmSat plans to have its satellite launched aboard an Ariane rocket later this year. But Landman could not guarantee the PanAmSat bird will fly. If a correspondent cannot be secured and the necessary financial showing made by March 15, Landman said, the PanAmSat venture—into which he said investors have poured between $16 million and $17 million—will end. "We'll be in or out by March 15," he said. □

Changing Hands

PROPOSED

OK(AM) Tyler and KEYP-FM Whitehouse, th Texas □ Sold by Turner Communica-
ns to Broadco Inc. for $1.7 million. **Seller**
owned by Barry Turner and John Culpep-
, who own group of four AM's and four
1's. **Buyer** is owned by William R. Fritsch,
nda Meyer, Fred Morton and Dennis Yel-
, who also own KMZG-FM Lawton, Okla.
OK is on 1490 khz with 1 kw full time.
YP-FM is on 99.3 mhz with 3 kw and an-
nna 300 feet above average terrain.
oker: Chapman Associates.

SEL-AM-FM Lubbock, Tex. □ Sold by KSEL
. to a group headed by Donald J. O'Mal-
for $1.2 million. **Seller** is owned by Har-
Enterprises, Garden City, Kan.-based
oup of six AM's and six FM's, owned by
oyd Ballhagen (90%) and former FCC
ommissioner Robert Wells (10%). **Buyer**,
o has no other broadcast interests, is for-
er owner of KWNS-AM-FM Pratt, Kan., and
OV(AM)-KRGE(FM) Greely, Colo. KSEL is
950 khz with 5 kw day and 500 w night.
SEL-FM is on 93.7 mhz with 100 kw and
tenna 740 feet above average terrain.
oker: Norm Fischer & Associates.

QV(FM) Wichita Falls, Tex. □ Sold by
nerican General Media to SunGroup Inc.
: $1,050,000. **Seller** is Arroyo Grande,
lif.-based station group of four AM's and
ee FM's principally owned by Anthony S.
andon and family. **Buyer** is publicly
ned Nashville-based group, headed by
ank Woods. It owns three AM's and three
1's. It recently purchased KAFE(AM)-KKSS-
Santa Fe, N.M. ("Changing Hands,"
c. 23, 1985) and has right of first refusal
purchase KIIO(AM)-KVEE(FM) Grand Junc-
n, Colo. KKQV(FM) is on 103.3 mhz with
0 kw and antenna 440 feet above average
rain.

OVA(AM) Danville, Va. □ Sold by Virginia-
rolina Broadcasting Corp. to Faver
oadcasting Income Fund Ltd. for
00,000, comprising $231,000 cash and
mainder note at 11.5% over 20 years. **Sell-**
is owned by Henry H. Hogan, who has no
her broadcast interests. **Buyer** is limited partnership principally owned by general partners, William O. Woodall and Ronald Verlander, who own seven AM's and three FM's. WDVA is on 1250 khz full time with 1 kw.

KLAF(AM) Salt Lake City □ Sold by Murray Broadcasting Co. to TransColumbia Communications Ltd. for $550,000, comprising $450,000 cash and remainder note over three years. **Seller** is owned by Shirley Watson, who has no other broadcast interests. **Buyer** is principally owned by Robert G. Herpe and Eric Hauenstein, who also own KMGR(FM) Salt Lake City, KLZI(FM) Phoenix and WTMG(FM) Nashville. KLAF is on 1230 khz with 1 kw full time. *Broker: Blackburn & Co.*

CABLE

System serving Portales, Lovington, Silver City and Tucumcari, all New Mexico; Trinidad, Colo., and Liberal, Kan. □ Sold by Group W Cable Inc. to Century Communications for approximately $20 million. **Seller** is subsidiary of Westinghouse Broadcasting & Cable. Sale is part of divestiture of Group W's cable holdings (BROADCASTING, Dec. 30, 1985). **Buyer** is New Canaan, Conn.-based MSO, principally owned by Leonard Tow. System passes 27,000 homes with 21,000 subscribers and 360 miles of plant. *Broker: Daniels & Associates.*

System serving Palatka, Fla. □ Sold by Southland Communications Inc. to Cablevision Industries Inc. for approximately $7 million. **Seller** is parent of Communicable, Cocoa Beach, Fla.-based cable operator owned by William R. Corkhum. It owns two other systems in Florida and has interest in WCKS(FM) Cocoa Beach, Fla. **Buyer** is Liberty, N.Y.-based MSO owned by Alan Gerry. It owns systems serving over 250,000 subscribers. System passes 11,000 homes with 6,500 subscribers and 165 miles of plant. *Broker: Daniels & Associates.*

For other proposed and approved sales see "For the Record," page 122.

For the Record

As compiled by BROADCASTING, Jan. 16 through Jan. 22, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

Applications

AM

*■ Fort Yukon, Alaska—Gwandak Public Broadcasting Inc. seeks 900 khz; 5 kw-U. Address: East 3rd Ave., P.O. Box 126, Fort Yukon, Alasks 99740. President is educational trust headed by Barry Wallis. Filed Jan. 10.

FM's

■ Montecito, Calif.—Samuel T. Nee seeks 92.9 mhz, 0.41 kw, HAAT: 864 ft. Address: 1165 High Rd., Montecito, Calif. 93108. App. is individual with no broadcast interests. Filed Jan. 2.

■ Montecito, Calif.—Eric G. Jennings seeks 92.9 mhz, 0.42 kw, HAAT: 880 ft. Address: 10300 Castlehedge Terrace, Silver Spring, Md. 20902. Applicant is employed as business manager at WWRC(AM)-WGAY-FM Washington. His sister, Candace Jennings, is traffic manager at WGAY-FM. Filed Jan. 2.

■ Montecito, Calif.—Premier Broadcasting Inc. seeks 92.9 mhz, 0.25 kw, HAAT: 876 ft. Address: 1216 State St. #809, Santa Barbara, Calif. 93101. Applicant is owned equally by Robert H. Yamin, president, and his wife, Frederica. It also owns KBLS(AM) Santa Barbara. Frederica Yamin has interest in app. for new FM at Ellwood, Calif. Jan. 2.

■ Montecito, Calif.—Ellwood Beach Broadcasting Ltd. seeks 92.9 mhz, 3 kw, HAAT: minus 670 ft. Address: 18505 Mayall St., Unit 1, Northridge, Calif. 91324. Applicant is owned by general partners Dana M. Hall (9%) and Cherie Welty (11%) and limited partners Ray M. Stanfield (40%) and E.L. Cartwright (40%). Hall is daughter of Stanfield's wife. They have no other broadcast interests. Filed Dec. 31.

■ Montecito, Calif.—Star Signal Corp. seeks 92.9 mhz, 0.398 kw, HAAT: 868 ft. Address: 175 North Franklin, Chicago, Ill. 60606. Applicant is 20% owned by Melvyn J. Goodman, president; his father, Philip D. Goodman; Robert E. Neiman; Michael P. Richer, and Neal P. Robinson. Star Signal is app. for new FM's at Aspen, Colo; South Padre Island, Tex.; Reno, and Greenfield, Kerman and San Clemente, all California. Filed Jan. 2.

■ Montecito, Calif.—Franklin D. Graham seeks 92.9 mhz, 0.4 kw, HAAT: 888 ft. Address: 301 Guinea Rd., Stamford, Conn. 06903. Applicant is individual who has also applied for new FM at Christiansted, V.I. Filed Jan. 2.

■ Montecito, Calif.—Hildburg L. Charles seeks 92.9 mhz, 0.280 kw, HAAT: 830 ft. Address: 6808 Saddleback Dr., Bakersfield, Calif. 93309. Applicant is individual who has also applied for new AM at Waco, Calif. Filed Jan. 2.

■ Montecito, Calif.—El Capitan Radio Partnership seeks 92.9 mhz; 224 w; HAAT: 909.3 ft. Address: 1500 Deerwood Dr., Ukiah, Calif. 95482. Principal is owned by Gudrun Z. Dye (75%), who also owns KWNE(AM) Ukiah, Calif., and Brian De Silva (25%). Filed Jan. 2.

■ Montecito, Calif.—Spirit Broadcasting seeks 92.9 mhz; 288 w; HAAT: 816.7 ft. Address: 875 Glenway #42, Inglewood, Calif. 90302. Principal is owned by Michael Durden (80%) and Martin Moss and Jimmy Turner (10% each). It has no other broadcast interests. Filed Jan. 2.

■ Montecito, Calif.—Patricia Genevay seeks 92.9 mhz; 360 w; HAAT: 885 ft. Address: 19601 Crestknoll Dr., Yorba Linda, Calif. 92686. Principal has no other broadcast interests. Filed Jan. 2.

■ Montecito, Calif.—Radio Representatives Inc. seeks 92.9 mhz; 475 w; HAAT: 818 ft. Address: P.O. Box 660, Santa Ynez, Calif. 93460. Principal is owned by G. Dawn Delgatty and family, who have interest in KGDP(AM) Orcutt and KIRV(AM) Fresno, both California. Filed Jan. 2.

■ Montecito, Calif.—Montecito Hispanic Community Broadcasters seeks 92.9 mhz; 30 w; HAAT: 664.7 ft. Address: 159 Churchill Rd., Palo Alto, Calif. 94301. Principal is owned by Linda Hiniker, who has no other broadcast interests. Filed Jan. 2.

■ Montecito, Calif.—Josephson International seeks 92.9 mhz; 115 w; HAAT: 909.3 1,230 ft. Address: 400 Renaissance Center, Detroit 48243. Principal is publicly held group of two AM's and four FM's, headed by Marvin Josephson. Filed Jan. 2.

■ Montecito, Calif.—Joseph Edward Red Eagle Strickland seeks 92.9 mhz; 40 w; HAAT: 852 ft. Address: 971 Carrillo Rd., Santa Barbara, Calif. 93103. Principal has no other broadcast interests. Filed Jan. 2.

■ Montecito, Calif.—Robert Beverly Co. seeks 92.9 mhz; 350 w; HAAT: 852 ft. Address: 937 Arcady Rd., 93108. Principal is equally owned by Robert Lewis, general partner, and Stanley G. Emert, limited partner. It has no other broadcast interests. Filed Jan. 2.

■ Montecito, Calif.—Laurie Bentson seeks 92.9 mhz; 110 w; HAAT: 1,292 ft. Address: 1090 Ladera Ave., Montecito, Calif. 93108. Principal has no other broadcast interests. Filed Jan. 2.

■ Montecito, Calif.—Shawn Phalen seeks 92.9 mhz; w; HAAT: 1,171 ft. Address: 1389 E. Mountain Lane, M tecito, Calif. 93108. Principal has no other broadcast in ests. Filed Jan. 2.

■ Montecito, Calif.—Better News Inc. seeks 92.9 m 347 w; HAAT: 871 ft. Address: 3734 Ray Dr., Turey Po Md. 21037. Principal has no other broadcast interests. F Jan. 2.

■ Montecito, Calif.—Montecito Minority Media se 99.8 mhz; 3 kw; HAAT: 871 ft. Address: 932 Spring Santa Barbara, Calif. 93103. Principal is owned by Fr Banales and his wife, Alicia, and Manteo Carrilo. Car has interest in new AM in San Diego. Filed Jan. 2.

■ Montecito, Calif.—Gwendolyn Alice Hanan seeks 9 mhz, 3 kw, HAAT: minus 335 ft. Address: 3463 State #499, Santa Barbara, Calif. 93105. Applicant is indivic with 20% interest as general partner. She has no other bro cast interests. Filed Jan. 2.

■ Montecito, Calif.—Peacock Broadcasting seeks 9 mhz, 0.22 kw, HAAT: 921 ft. Address: 320 Kristmont Lodi, Calif. 95240. Applicant is wholly owned by Patr Josephine Jacobsen, who also holds CP for KXZI San L Obispo, Calif. Filed Dec. 31.

■ Montecito, Calif.—Donald Love seeks 92.9 mhz, 0. kw, HAAT: 842 ft. Address: 16843 Klee St., Sepulve Calif. 91343. Applicant is individual with no other broad interests. Filed Jan. 2.

■ Montecito, Calif.—Don H. Barden seeks 92.9 mhz, 0. kw, HAAT: 754 ft. Address: 1249 Washington Blvd., floor, Detroit, Mich. 48226. Applicant is individual w interest in four Michigan cable systems. Filed Jan. 2.

■ Montecito, Calif.—Sim Farar and Sonja Farar seek 9 mhz, 0.280 kw, HAAT: 830 ft. Address: 22304 Mayall Chatsworth, Calif. 91311. Applicant is general partners of brother and sister, with each owning 50%. They have other broadcast interests. Filed Dec. 26.

■ Montecito, Calif.—Raymond J. Briare seeks 92.9 m 0.040 kw, HAAT: 2,794 ft. Address: P.O. Box 91151, Sa Barbara, Calif. 93190. Applicant is individual with no ot broadcast interests. His wife, Jean Feigenbaum Briare app. for new FM at Ellwood, Calif. Filed Dec. 27.

■ Smyrna, Del.—Cynthia J. Richardson seeks 92.9 m 3 kw; HAAT: 328 ft. Address: RD# Box 159A, Hockes Del. 19707. Principal has no other broadcast interests. F Jan. 2.

■ Smyrna, Del.—C.G. Associates of Smyrna seeks 9 mhz; 3 kw; HAAT: 286 ft. Address: P.O. Box 8712, N Haven, Conn. 06531. Principal is owned by Carl Gra (74% general partner); Charlotte M. English (20% gen partner); English's husband, Claude (2% limited partn and two others. Charlotte English is producer at WMAR-Baltimore. Grande is also applicant for new FM in Kitt Me. Filed Jan. 2.

■ Smyrna, Del.—First State Broadcasting seeks 92.9 m 3 kw; HAAT: 328 ft. Address: 115 S. Justison St., Wilmi ton, Del. 19801. Principal is owned by Joseph Farley Paul Teeven. It recently purchased WKEN(AM) Dover, I ("Changing Hands," Jan. 6). Filed Jan. 2.

■ Smyrna, Del.—Radio Smyrna Partners seeks 92.9 m 3 kw; HAAT: 328 ft. Address: 1203 Atlanta Rd., Seafo Del. 19973. Principal is owned by Patricia Clark (70%) Jeffrey Vadakin (30%). Vadakin is sales manager of WSU AM-FM Seaford, Del. Filed Jan. 2.

■ Smyrna, Del.—Benjamin Macwan seeks 92.9 mh kw; HAAT: 286 ft. Address: 47-01 Newton Rd., Long land, N.Y. 11103. Principal is producer for WGBI(FM) N York and is applicant for new stations at Richmond, Va., Hardeeville, S.C. Filed Jan. 2.

■ Smyrna, Del.—Charles J. Saltzman seeks 92.9 mh kw; HAAT: 275.5 ft. Address: 20355 N.E. 34th Co #2421, North Miami Beach, Fla. 33180. Principal has other broadcast interests. Filed Dec. 23, 1985.

■ Smyrna, Del.—Smyrna Broadcasters Ltd. Partners seeks 92.9 mhz; 3 kw; HAAT: 327 ft. Address: 1920 N NW, Washington, D.C. 20036. Principal is owned by Al C. Cordon and Daniel Baugeuss. It has no other broad interests. Filed Jan. 2.

myrna. Del.—Central Delaware Broadcasting Co. 92.9 mhz; 3 kw; HAAT: 328 ft. Address: 515 Westmin-Ave., Swarthmore, Pa. 19081. Principal is owned by is Y. Goldstein, who has no other broadcast interests. Jan. 2.

myrna, Del.—The Baltimore Radio Show seeks 92.9 3 kw; HAAT: 328 ft. Address: 13 East 20th St., Balti-, Md. 21218. Principal is owned by Robert Maslin and ers, Hope and Robert Barroll. It owns two AM's and FM. Filed Jan. 2.

myrna, Del.—Genesis Communications Inc. and Ju-L. Randolph seek 92.9 mhz; 3 kw; HAAT: 328 ft. ess: P.O. 926, Charlottesville, Va. 22902. Principal is ly owned by Randolph and GCI, which is owned by han G. Hall and Wilbur Vitols. Principal has no other 'cast interests. Filed Jan. 2.

myrna, Del.—Daniel Henning seeks 92.9 mhz; 3 kw; T: 283 ft. Address: 18½ N. Brown St., Orlando, Fla.). Principal has no other broadcast interests. Filed Jan.

myrna, Del.—Smyrna Radio Limited Partnership seeks mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 1581, n City, Md. 21841. Principal is owned by Paul Butler) and Darryl Nixon (90%). Butler is employed by, and n owns, WOCQ(FM) Berlin, Md., and WCPQ(AM)-SQ(FM) Havelock, N.C. Filed Dec. 31, 1985.

myrna, Del.—Smyrna Radio Inc. seeks 92.9 mhz; 3 HAAT: 328 ft. Address: Box 250, Smyrna, Del. 19977. ipal is owned by Mark Crouch, Horace Gross and four s. They also own WCTR(FM) Chestertown, Md. Jan. 2.

myrna, Del.—Rick A. Gold seeks 92.9 mhz; 3 kw; T: 283 ft. Address: 1149 Hollywood Terrace, York, Pa. 3. Principal has no other broadcast interests. Filed Jan.

myrna, Del.—Delaware Communications Co. seeks mhz; 3 kw; HAAT: 328 ft. Address: 4500 Perkiomen , Reading, Pa. 19606. Principal is owned by general er Kenneth Brennan; Albert Boscov and his wife, Eu-and Edwin Lakin and his wife, Alma. Boscovs and ns own WVLV(AM) Lebanon, Pa. Filed Jan. 2.

aneohe, Hawaii—Kaneohe Radio seeks 104.3 mhz, 81 HAAT: 2,127 ft. Address: 240 Kuuhale St., Kailua, aii 96734. Applicant is owned by Sally Ann Blanchard, ral partner (33⅓%), and limited partners Anthony P. iovanni and Franklin J. Dimino (each 33⅓%). Dimino DiGiovanni are applicants for new FM at San Clemente, ., and DiGiovanni has interest in app. for new TV at ato, Calif. Filed Jan. 9.

aneohe, Hawaii—Rainbow Broadcasting Co. seeks 3 mhz, 87 kw, HAAT: 2,080 ft. Address: 122 Maillard , BelAir, Storm Lake, Iowa 50588. Applicant is owned olene M. Fekel (28⅓%); her husband, Richard (33⅓%); Paul W. Russell (33⅓%), and Kendrick A. Mernitz). They have no other broadcast interests. Filed Jan. 9.

aneohe, Hawaii—John P. Marcom seeks 104.3 mhz, 8 kw, HAAT: 2,182 ft. Address: 1015 Gayley Ave., Box Los Angeles, Calif. 90024. Applicant is individual who iled 48 app.'s for LPTV stations. Filed Jan. 6 and Jan. 9.

ort Plain, N.Y.—Peconic County Telephone Inc. seeks 1 mhz, 3 kw, HAAT: 35 ft. Address: P.O. Box 2576, ntauk, N.Y. 11954-2576. Applicant is owned by Nanette kunas, president (90%), and Joseph Albert (10%). It has applied for new FM at Killington, Vt. Filed Jan. 6.

oodward, Okla.—John Jakubowski seeks 95.5 mhz, 3 HAAT: 328 ft. Address: 423 Cedar Creek Dr., Jackson-, N.C. 28540. Applicant is individual with no other dcast interests. Filed Dec. 31.

ardeeville, S.C.—Jeffrey R. Macris seeks 101.1 mhz, 3 HAAT: 328 ft. Address: 1 Pine Bark Ct., Brinklow, Md. 52. Applicant is individual employed as account execu-at WZYQ-FM Frederick, Md. Filed Dec. 16.

est Rutland, Vt.—Brian Dodge seeks 107.5 mhz, 3 kw, AT: 328 ft. Address: P.O. Box 105, Hinsdale, N.H. 51. Applicant is individual with interest in app.'s for new s at Alva, Okla.; Elk City, Okla., and, with his mother, Dodge, Harwichport, Mass. He is selling WTIJ-FM erbury, Vt., subject to FCC approval. Filed Dec. 9.

Gig Harbor, Wash.—Peninsula School District No. 401 s 89.9 mhz; 773 w; HAAT: 189.2 ft. Address: 14015 d Ave., N.W. 98335. Principal is educational institution led by Paul A. Cyr. Filed Jan. 6.

TV's

■ *Manhattan, Kan.—Department of Journalism and Mass Communications, Kansas State University of Agriculture and Applied Science, seeks ch. 21; 5.8 kw vis; HAAT: 6 m.; ant. height above ground: 25 m. Address: 104 Kedzie Hall, Manhattan, Kan. 66506. Applicant is educational institution headed by Wendell Lady. It has no other broadcast interests. Filed Jan. 15.

■ Billings, Mont.—BHC Associates seeks ch. 6; 100 kw vis, 10 kw aur.; HAAT: 479 ft.; ant. height above ground: 342 ft. Address: 1007 Blue Sage Ct., Hardin, Mont. 59034. Applicant is owned by Thomas A. Curtis and Daniel W. Coon. They have interest in KOUS-TV Hardin. Filed Jan. 10.

■ Billings, Mont.—Eagle Communications Inc. seeks ch. 6; 100 kw vis., 10 kw aur.; HAAT: 616 ft.; ant. height above ground: 362 ft. Address: 340 West Main St., Missoula, Mont. 59802. Applicant is principally owned by Elizabeth and Robert Precht and family. They have interest in six TV's. Filed Jan. 10.

■ Billings, Mont.—Comanche Enterprises seeks ch. 6; 100 kw vis, 10 kw aur.; HAAT: 567 ft.; ant. height above ground: 371 ft. Applicant is owned by Richard J. Fox, individual with no other broadcast interests. Filed Jan. 10.

■ *Klamath Falls, Ore.—Southern Oregon Public Television Inc. seeks ch. 22; 9.23 kw vis.; HAAT: 656.2 m; ant. height above ground: 31.7 m. Address: 34 South Fir St., Medford, Ore. 97501. Applicant is state institution headed by W. Boyce Stanard. Filed Jan. 15.

In Contest

Review board made following decision:

■ Hyannis, Mass. (Poupolo Communications Inc., et al) FM proceeding. Scheduled oral argument for Jan. 24 on exceptions to initial decision of ALJ Edward Luton granting app. of Poupolo Communications for new FM station at Hyannis, denying competing apps. of Radio Hyannis Inc., L&D Broadcasting Inc. and Hyannis and Cape Cod Broadcasting Co. Each party has 20 minutes for argument. Radio Hyannis, L&D Broadcasting and Hyannis and Cape Cod may reserve part of their time for rebuttal. By letter, Jan. 2.

ALJ Joseph Chachkin made following decisions:

■ San Diego (Catherine Juanita Henry, et al) FM proceeding. By separate orders: granted motion filed by Radio Representatives Inc. and dismissed its app. with prejudice and granted motion for summary decision filed by New Sounds of San Diego Inc. and resolved financial issue in its favor. By orders, Jan. 2.

■ Sebring, Fla. (Focus Broadcasting Communications Inc., et al) TV proceeding. Granted motion for summary decision filed by Channel 60 Inc. and resolved air hazard issue in its favor. By MO&O, Jan. 3.

■ Wiggins, Miss. (South Mississippi Broadcasting Co. and Sara I. Dunn Ltd.) TV proceeding. Granted joint request for settlement agreement and dismissed app. of South Mississippi with prejudice. App. of Dunn remains in hearing status pending resolution of air hazard issue. By MO&O, Jan. 2.

■ Reno (Washoe Shoshone Broadcasting, et al) TV proceeding. Granted request by TV Eleven Ltd. and dismissed its app. with prejudice. By order, Jan. 7. Following were granted by separate order: motion for summary decision filed by Reno Eleven Broadcasting and resolved air hazard issue in its favor; petition filed by David Moose to enlarge issues against Reno Family Television Ltd. to determine whether it has complied with requirements of section 73.3580 of rules relating to provision of public notice and section 73.3526 relating to maintenance of public inspection of file, and if not, effects thereof on its qualifications to be commission licensee; petition filed by Reno-Eleven Telecasters to enlarge issues against Reno Family Television to determine whether it possesses reasonable assurance of availability of site and whether it possesses financial qualifications to be commission licensee; petition filed by Nevada Television Corp. to enlarge issues against David Moose to determine whether Moose has reasonable assurance that his proposed tower and transmitter sites will be available, whether Moose misrepresented to commission, lacked candor or was careless in reporting to commission that he had reasonable assurance that his proposed transmitter site would be available, whether Moose is financially qualified to construct and operate for three months without revenues from his proposed station and what effect, if any, evidence addressed pursuant to aforementioned issues has on qualifications of Moose to be commission licensee; motion for summary decision filed by Nevada Television Corp. and resolved air hazard issue in its favor. By order, Jan. 13.

■ New York (City of New York Municipal Broadcasting System, et al) AM proceeding. By separate orders: granted motion for summary decision filed by City of New York Municipal Broadcasting System and resolved issue of request for waiver of section 73.21 of commission's rules in its favor; granted motion for summary decision and granted app. filed by Chemung County Radio Inc. and resolved air hazard issue in its favor; Chemung's app. was severed from proceeding and conditionally granted for new AM station at Horseheads, N.Y.; granted joint request for settlement agreement filed by City of New York, Mid Shore Communications Inc. and Marshfield Broadcasting Co. and dismissed app. of Mid Shore and Marshfield with prejudice; conditionally granted app. of City of New York for new AM at New York, and terminated proceeding. By MO&Os, Jan. 2 and Jan. 3.

■ Syracuse, N.Y. (Tureaud Broadcasting, et al) Granted petition filed by Flomaton Communications to enlarge issues against New Era Broadcasting to determine whether New Era misrepresented facts and/or lacked candor concerning its proposed transmitter site, and, if so, whether it possesses basic qualifications to be commission licensee. By MO&O, Jan. 7.

ALJ John H. Conlin made following decision:

■ Astoria, Ore. (Aircall Northwest Inc. and Pacific Paging Inc.) PLMS proceeding. Granted joint petitions for settlement agreement and granted amended app. of Aircall for new one-way station on 43.58 mhz and granted app. of Pacific Paging for new one-way station on 158.70 mhz, both at Astoria, and terminated proceeding. By order, Jan. 3.

ALJ Thomas B. Fitzpatrick made following decisions:

■ Franklin, N.H. (Northeast Communications Corp. and Central New Hampshire Broadcasting) FM proceeding. Granted joint request for settlement agreement and dismissed app. of Central New Hampshire with prejudice. App. of Northeast Communications is retained in hearing status. By MO&O, Dec. 30.

■ Lewistown, Pa. (Mifflin County Communications and Mifflin County Media) FM proceeding. Granted joint request for settlement agreement and dismissed app. of Mifflin County Media with prejudice; granted app. of Mifflin County Communications for new FM station at Lewiston, and terminated proceeding. Jan. 13.

ALJ John M. Frysiak made following decisions:

■ Ketchikan, Alaska (Denali Broadcasting Co., et al) FM proceeding. By separate orders: granted joint request for settlement agreements and dismissed apps. of Denali Broadcasting and Advancom Inc. with prejudice; granted app. of Media Ltd. for new FM station at Ketchikan, and terminated proceeding. By MO&Os, Dec. 31.

■ Orlando, Fla. (Marlin Broadcasting of Central Florida Inc., et al) TV proceeding. By separate orders: granted motion for summary decision filed by RCTV Inc. Inc. and resolved air hazard issue in its favor and granted motion filed by Sanford Seminole Television Network and dismissed its app. with prejudice. By MO&O, Jan. 8 and by order, Jan. 9.

■ Dalton, Ga. (Family Television of Dalton Inc., et al) TV proceeding. Granted motion for summary decision filed by Family Television and resolved air hazard issue in its favor. By MO&O, Jan. 8.

ALJ Byron E. Harrison made following decisions:

■ New Orleans (Horizon Broadcasting Inc., et al) TV proceeding. Granted joint requests for approval of settlement agreements filed by Crescent City Communications Co. and Nola TV; Nola and Mandeville Communications Co. of New Orleans; Nola and Mandeville Communications Co. of New Orleans, and Crescent City and Horizon Broadcasting and dismissed the apps. of Horizon and Nola with prejudice. Apps. of Crescent City and Mandeville are retained in hearing status. By MO&O, Jan. 3.

■ Reno (Circle L Inc. and Washoe Broadcasting Co.) TV proceeding. Granted motion filed by Circle L to enlarge issues against Washoe to determine: whether Washoe's principals, James Rogers and Clark Henry Tester, failed to effectuate integration proposal made in their capacities as owner/officers of Valley Broadcasting Co. during course of Valley's app. for KVBC-TV Las Vegas; Rogers and Tester made misrepresentations to commission or exhibited lack of candor in their capacities as owner/officers of Valley Broadcasting concerning integration of ownership into management proposed for KVBC-TV; Washoe and its principals have complied with provision of sections 1.65 and 73.3615 of rules, and, if not, the facts and circumstances surrounding such failure to comply; Washoe and its principals have demonstrated a pattern of carelessness, ineptness or disregard of commission procedures, and, in light of the evidence adduced under the aforementioned issues, whether Washoe has the basic and/or comparative qualifications to be commission licensee. By MO&O, Jan. 6.

ALJ Edward J. Kuhlmann made following decisions:

■ Detroit (Digital Paging Systems Inc., et al) MDS proceeding. Granted joint petition for settlement agreement filed by: Digital Paging Systems and Midwest Corp. for MDS service at Detroit; Private Networks Inc. and Multipoint Information Systems for MDS service at Pontiac, Mich., and Greater Media Inc. for MDS service at Royal Oak, Mich.; dismissed apps. of Midwest, Videohio, Private Networks, Multipoint Information and Greater Media with prejudice; with exception of Videohio, all other apps. formed joint venture app. of Detroit MDS Co. which was granted construction permit for MDS service at Detroit, and terminated proceeding. By MO&O, Jan. 7.

■ St. Louis (Digital Paging System Inc., et al) MDS proceeding. Dismissed apps. of Private Networks Inc., Midwest Corp. and MCCA Service Corp. with prejudice; granted amended app. of St. Louis MDS Co./Digital Paging Systems for MDS service at St. Louis, and terminated proceeding. By MO&O, Jan. 7.

■ Smithville, Mo., and Overland Park, Kan. (Joanna Glinter, et al) AM proceeding. Granted joint motion for settlement agreement and dismissed with prejudice the apps. of Joanna Glinter and Nadine Marie Bohan for service at Smithville; granted app. of Bott Broadcasting Co. for new AM station at Overland Park, and terminated proceeding. By MO&O, Jan. 6.

■ Cabo Rojo, P.R. (Olga Iris Fernandez, et al) FM proceeding. Partially granted motion to enlarge issues against Maria I. Ortiz Aviles to discover full scope of her former and current interest in WEKO(AM) Cabo Rojo, and her relationship with station's owners. By MO&O, Jan. 6.

ALJ Edward Luton made following decisions:

■ Toleson, Ariz. (Lifestyle Broadcasting Corp., et al) TV proceeding. Granted motion filed by Schulze-Wagner Partnership and dismissed its app. with prejudice. By order, Jan. 8.

■ Guadalupe, Calif. (Dellar-Davis Broadcasting Co., et al) FM proceeding. By separate orders: granted motion for summary decision filed by Kay Dee Communications Inc. and resolved air hazard issue in its favor and granted motion for summary decision filed by Randall and Kathleen Kalton ar resolved air hazard issue in their favor. By orders, Jan. 8 ar Jan. 15.

ALJ Walter C. Miller made following decisions:

■ Anchorage (Minority Broadcasters of Alaska, et al) T proceeding. By separate orders: granted motion for part summary decision filed by Native Alaska Broadcasting a resolved air hazard issue in its favor and granted motion fil by Minority Broadcasters of Alaska to dismiss its own ap with prejudice. By MO&O, Jan. 8 and order, Jan. 10.

■ Castle Rock, Colo. (Castle Rock Communications Ltd., al) TV proceeding. By separate orders: granted motions f settlement agreements filed by Christal Anne Phillips a Dorothy O. Schulze and Phillips and Virginia Cordova Kel and Daniel Cordova, and dismissed apps. of Schultze a Kelso-Cordova with prejudice; granted joint request for s tlement agreement and dismissed app. of Castle Rock w prejudice; granted amended app. of Christal Phillips for n TV station at Castle Rock, and terminated proceeding. I MO&Os, Jan. 8 and Jan. 10.

■ Gainesville, Fla. (American Communications and Tele sion Inc. and Gator Broadcasting) TV proceeding. Grant joint petition for settlement agreement and dismissed app. American Communications with prejudice; granted app. Gator Broadcasting for new TV station at Gainesville, a terminated proceeding. By MO&O, Jan. 9.

ALJ Joseph Stirmer made following decisions:

■ Pittsburg, Kan. (Family Broadcasting Co. and John Leland) TV proceeding. Granted joint request for settlem agreement and dismissed app. of Family Broadcasting w prejudice; conditionally granted app. of John H. Leland f new TV station at Pittsburg, and terminated proceeding. I MO&O, Jan. 10.

■ Las Vegas (Valley Broadcasters Co. and William H. He stadt, et al) TV proceeding. By separate orders: gran petition filed by Hernstadt to enlarge issues against Valley determine whether the ownership report filed by Valley Nov. 16, 1982 contained false information in violation section 73.3615(c) and constituted misrepresentation and lack of candor, to determine whether Valley violated pro sions of section 73.3613 of rules, principals of Valley fail to disclose interest in market and whether such interest v lated provision of section 73.3555 of rules, and in light evidence adduced under aforementioned issue; impact basic and/or comparative qualifications of Valley; gran petition filed by Valley Broadcasting to add issue agai Hernstadt to determine impact of commission decision *Voce Intersectario Verdad America Inc.* on comparative qualifi tions of Hernstadt. By MO&Os, Jan. 9.

■ Rock Springs, Wyo. (Kays Inc., et al) FM proceeding. separate orders: granted motion for summary decision fi by Faith Broadcasting and resolved air hazard issue in favor; granted joint request for settlement agreement a dismissed apps. of Kay Inc. and Mesa Broadcasting w prejudice; granted app. of Faith Broadcasting for new F station in Rock Springs, and terminated proceedings. MO&O, Jan. 10.

Facilities Changes

Applications

AM's

Tendered

■ WAPI (1070 khz) Birmingham, Ala.—Seeks CP to crease night power to 10 kw. App. Jan. 17.

■ KITA (1440 khz) Little Rock, Ark.—Seeks CP to a night service with 250 w; install DA-N, and make changes ant. sys. App. Jan. 14.

■ WWCC (1120 khz) Concord, Mass.—Seeks CP to crease day power to 5 kw and make changes in ant. sys. Ap Jan. 17.

■ WMMX (1110 khz) Xenia, Ohio—Seeks CP to char city of lic. to Fairborn, Ohio; increase day power to 1.1 k and make changes in ant. sys. App. Jan. 14.

■ KBAL (1410 khz) San Saba, Tex.—Seeks CP to incre power to 1 kw. App. Jan. 16.

Accepted

■ WKYJ (770 khz) Nicholasville, Ky.—Seeks MP to char TL. App. Jan. 17.

■ KWNC (1370 khz) Quincy, Wash.—Seeks CP to char TL. App. Jan. 17.

I's

dered

VQTC (102.3 mhz) Two Rivers, Wis.—Seeks CP to nge community of lic. to Manitowoc, Wis.; change TL; nge HAAT to 328 ft., and make changes in ant. sys. App. . 15.

:epted

:PDJ (92.3 mhz) Eureka, Calif.—Seeks CP to change P to 32.3 kw and change HAAT to 1,525 ft. App. Jan. 15.

:SUR-FM (99.5 mhz) Greenfield, Calif.—Seeks mod. of to change TL and change HAAT to 492 ft. App. Jan. 14.

:BZT (97.1 mhz) Los Angeles—Seeks mod. of CP to nge TL; change ERP to 20.9 kw; change HAAT to 00.54 ft., and make changes in ant. sys. App. Jan. 14.

:BCO-FM (97.3 mhz) Boulder, Colo.—Seeks mod. of to operate formerly authorized facilities as aux. App. . 16.

:URA (104.9 mhz) Ouray, Colo.—Seeks mod. of CP to nge TL. App. Jan. 14.

VOVV (95.5 mhz) Fort Pierce, Fla.—Seeks CP to change ; change ERP to 100 kw, and change HAAT to 980.72 ft. p. Jan. 14.

VCXL (101.7 mhz) Vero Beach, Fla.—Seeks mod. of CP change ERP to 1.39 kw and change HAAT to 464.78 ft. p. Jan. 14.

VIXV (95.5 mhz) Savannah, Ga.—Seeks CP to change and change HAAT to 980.72 ft. App. Jan. 14.

:NWS-FM (101.9 mhz) Waterloo, Iowa—Seeks CP to tall aux. sys. App. Jan. 14.

VKKY (104.9 mhz) Moss Point, Miss.—Seeks CP to nge TL and change HAAT to 328 ft. App. Jan. 15.

VRFM (105.1 mhz) New York—Seeks CP to install aux. . App. Jan. 14.

VQTR (99.1 mhz) Whiteville, N.C.—Seeks CP to nge TL; change ERP to 100 kw, and change HAAT to 981 App. Jan. 15.

:MOD-FM (97.5 mhz) Tulsa, Okla.—Seeks mod. of CP change TL; change ERP to 96.2 kw, and change HAAT to 26.76 ft. App. Jan. 15.

:HUG-FM (105.1 mhz) Phoenix, Ore.—Seeks mod. of to change TL; change ERP to 51.7 kw, and change HAAT 544.48 ft. App. Jan. 14.

WNJB (ch. 58) New Brunswick, N.J.—Seeks CP to nge ERP to vis. 1.321 kw. App. Jan. 7.

/NJX-TV (ch 22) Mayaguez, P.R.—Seeks MP to change ? to vis. 200 kw, aur. 20 kw; change HAAT to 1,137 ft., replace ant. App. Jan. 16.

/TIN (ch. 14) Ponce, P.R.—Seeks MP to change ERP to 120 kw, aur. 12 kw; change HAAT to 1,022 ft.; replace , and change TL. App. Jan. 7.

OCV-TV (ch. 36) Odessa, Tex.—Seeks MP to change AT to 502 ft. and change TL. App. Dec. 31.

/VER (ch. 28) Rutland, Vt.—Seeks CP to change max. ? vis. to 247 and change HAAT to 1,402 ft. App. Jan. 15.

I's

:epted

:TVK (ch. 3) Phoenix—Seeks CP to change HAAT to 78 ft.; replace ant., and change TL. App. Jan. 8.

:SCH-TV (ch. 58) Stockton, Calif.—Seeks MP to nge TL and change HAAT to 1,213.6 ft. App. Jan. 8.

VDTS (ch. 38) Seaford, Del.—Seeks MP to change ERP vis. 3,400 kw, aur. 340 kw and change HAAT to 1,485.9 App. Jan. 8.

VAYK (ch. 56) Melbourne, Fla.—Seeks MP to move SL side community of lic. App. Jan. 16.

VCTV (ch. 6) Thomasville, Ga.—Seeks CP to change P to vis. 97.5 kw, aur. 19.5 kw; change HAAT to 2,031 and change TL. App. Jan. 9.

VBKZ (ch. 63) Angola, Ind.—Seeks CP to change ERP vis. 2,900 kw, aur. 290 kw. App. Jan. 16.

VCLJ (ch. 42) Bloomington, Ind.—Seeks MP to change P to vis. 5,000 kw, aur. 500 kw; replace ant.; change TL, change HAAT to 1,044.02 ft. App. Jan. 8.

:HCA (ch. 41) Alexandria, La.—Seeks MP to change P to vis. 205 kw, aur. 20.5 kw and change HAAT to 297.2 App. Jan. 9.

:ADN (ch. 15) Lafayette, La.—Seeks CP to change ERP vis. 2,630 kw, aur. 263 kw. App. Jan. 7.

■ *KTCI-TV (ch. 17) St. Paul—Seeks CP to change ERP to vis. 1,000 kw and replace ant. App. Jan. 7.

■ *WEKW-TV (ch. 52) Keene, N.H.—Seeks CP to change ERP to vis. 60 kw. App. Jan. 7.

■ WGOT (ch. 60) Merrimack, N.H.—Seeks MP to change ERP to vis. 1,096 kw, aur. 110 kw and change HAAT to 942.9 ft. App. Jan. 8.

■ WJCB (ch. 49) Norfolk, Va.—Seeks MP to change ERP to vis. 2,970 kw, aur. 270 kw; change HAAT to 1,137 ft., and replace ant. App. Jan. 16.

Actions

AM's

■ KBBV (1050 khz) Big Bear Lake, Calif.—Dismissed app. to construct ant. and change TL. Action Dec. 23.

■ KWKW (1300 khz) Pasadena, Calif.—Returned app. to increase night power to 2.5 kw and make changes in ant. sys. Action Jan. 9.

■ WHBO (1040 khz) Pinellas Park, Fla.—Granted app. to make changes in DA sys.; reduce nighttime power to .5 kw, and change TL. Action Dec. 31.

■ WDUN (550 khz) Gainesville, Ga.—Granted app. to operate transmitter by remote control from main SL. Action Jan. 2.

■ WSFB (1490 khz) Quitman, Ga.—Granted app. to increase power to 1 kw. Action Dec. 26.

■ KIKI (830 khz) Honolulu—Granted app. to change TL. Action Dec. 30.

■ KSSK (590 khz) Honolulu—Granted app. to change TL. Action Dec. 30.

■ WTTL (1310 khz) Madisonville, Ky.—Granted app. to increase day power to 2.5 kw. Action Jan. 9.

■ WYST (1010 khz) Baltimore—Granted app. to change TL. Action Dec. 27.

■ WCSP (1520 khz) Crystal Springs, Miss.—Returned app. to change freq. to 590 khz and change power to 500 w. Action Jan. 9.

■ KOSC (1510 khz) Marshfield, Mo.—Returned app. to increase power to 1 kw. Action Jan. 9.

■ WDER (1320 khz) Derry, N.H.—Granted app. to change DA parameters. Action Jan. 13.

■ WXMC (1310 khz) Parsippany-Troy Hill, N.J.—Returned app. to add night service with 360 w. Action Jan. 9.

■ WLIR (1420 khz) Herkimer, N.Y.—Granted app. to make changes in ant. sys. Action Jan. 13.

Summary of broadcasting as of October 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,805	170	4,975
Commercial FM	3,846	418	4,264
Educational FM	1,220	173	1,393
Total Radio	9,871	761	10,632
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	381	222	603
Educational VHF TV	113	3	116
Educational UHF TV	185	25	210
Total TV	1,220	273	1,493
VHF LPTV	230	74	304
UHF LPTV	134	136	270
Total LPTV	364	210	574
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ WFBL (1390 khz) Syracuse, N.Y.—Granted app. to change TL; replace ant., and make changes in ant. sys. Action Jan. 10.

■ WQCC (1540 khz) Charlotte, N.C.—Granted app. to change TL. Action Dec. 24.

■ WHIZ (1240 khz) Zanesville, Ohio—Granted app. to make changes in ant. sys. Action Jan. 8.

■ WYNS (1160 khz) Lehighton, Pa.—Granted app. to increase day power to 5 kw; add night service with 1 kw, DA-2, and make changes in ant. sys. Action Jan. 8.

■ WKJB (710 khz) Mayaguez, P.R.—Granted app. to increase night power to 750 w. Action Jan. 10.

■ WIXR (1500 khz) Mount Pleasant, S.C.—Granted app. to change freq. to 1480 khz and change day power to .88 kw. Action Jan. 9.

■ WBUG (1430 khz) Ridgland, S.C.—Granted app. to decrease power to 880 w; change TL, make changes in ant. sys. Action Jan. 8.

■ KJSA (1140 khz) Mineral Wells, Tex.—Granted app. to change TL. Action Jan. 13.

■ WLVA (590 khz) Lynchburg, Va.—Granted app. to increase day power to 5 kw and make changes in ant. sys. Action Jan. 7.

■ WLEE (1480 khz) Richmond, Va.—Granted app. to change TL. Action Dec. 30.

■ WCRR (660 khz) Rural Retreat, Va.—Granted app. to increase power to 550 w. Action Jan. 8.

FM's

■ KZZZ (94.7 mhz) Kingman, Ariz.—Dismissed app. to change TL; change ERP to 12.589 kw, and change HAAT to 3,640.48 ft. Action Jan. 6.

■ KOOL-FM (94.5 mhz) Phoenix—Granted app. to change TL and change HAAT to 1,653.12 ft. Action Dec. 31.

■ KBZT (97.1 mhz) Los Angeles—Granted app. to install aux. ant. sys. Action Dec. 17.

■ KWAZ (97.9 mhz) Needles, Calif.—Dismissed app. to change ERP to 4.1 kw. Action Jan. 3.

■ KDJK (95.1 mhz) Oakdale, Calif.—Dismissed app. to change HAAT to 631.6 ft. Action Jan. 3.

■ KCRT-FM (92.7 mhz) Trinidad, Colo.—Granted app. to change freq. to 92.5 mhz; change TL; change ERP to 91.2 kw, and change HAAT to 1,033 ft. Action Dec. 31.

■ *WWPT (90.3 mhz) Westport, Conn.—Granted app. to move ant. 160 ft. north and make changes in ant. sys. Action Dec. 31.

■ WOVU (101.7 mhz) Ocean View, Del.—Granted app. to change TL. Action Jan. 10.

■ WRQX (107.3 mhz) Washington—Granted app. to install aux. sys. Action Dec. 17.

■ WQPD (94.3 mhz) Lake City, Fla.—Granted app. to install new transmission sys. Action Dec. 31.

■ WJYA-FM (104.1 mhz) La Grange, Ga.—Granted app. to change TL; change HAAT to 1,290.02 ft., and make changes in ant. sys. Action Dec. 18.

■ WKCX (97.7 mhz) Rome, Ga.—Granted app. to change ERP to .472 kw and change HAAT to 779.66 ft. Action Dec. 31.

■ WLNR (106.3 mhz) Lansing, Ill.—Granted app. to change ERP to 2 kw and change HAAT to 396.88 ft. Action Jan. 10.

■ WQXE (100.1 mhz) Elizabethtown, Ky.—Granted app. to change ERP to 2.14 kw and change HAAT to 379.82 ft. Action Dec. 31.

■ KQID-FM (93.1 mhz) Alexandria, La.—Granted app. to operate formerly authorized facilities as aux. Action Dec. 20.

■ KDBH-FM (97.7 mhz) Natchitoches, La.—Granted app. to operate aux. ant. sys. Action Dec. 11.

■ KOGM (107.1 mhz) Opelousas, La.—Granted app. to install new transmission sys. Action Dec. 20.

■ *WCSG (91.3 mhz) Grand Rapids, Mich.—Granted app. to change TL; change HAAT to 570 ft., and change ERP to 9 kw. Action Dec. 31.

■ WQXC-FM (100.9 mhz) Ostego, Mich.—Granted app. to change HAAT to 328 ft. Action Dec. 31.

■ WZND-FM (99.3 mhz) Zeeland, Mich.—Granted app. to change ERP to 2.4 kw. Action Dec. 31.

■ KHEZ (96.1 mhz) Crookston, Minn.—Granted app. to change HAAT to 415 ft. Action Jan. 9.

■ WLTE (102.9 mhz) Minneapolis—Granted app. to install transmission sys. Action Dec. 11.

■ WQAZ (92.7 mhz) Cleveland, Miss.—Granted app. to move SL to 114 T.M. Jones Highway, Boyle, Miss. Action Dec. 17.

■ WPMO (99.1 mhz) Pascagoula, Miss.—Granted app. to change HAAT to 980.72 ft. and change TL. Action Jan. 14.

■ *KSMU (91.1 mhz) Springfield, Mo.—Granted app. to change ERP to 403.44 ft. Action Dec. 31.

■ WBCY (107.9 mhz) Charlotte, N.C.—Granted app. to change TL and change HAAT to 1,692.48 ft. Action Dec. 31.

■ WLKZ (104.9 mhz) Wolfeboro, N.H.—Granted app. to change HAAT to 328 ft. Action Dec. 31.

■ WAYV (95.6 mhz) Atlantic City—Granted app. to change HAAT to 255 ft. Action Dec. 31.

■ WROW-FM (95.5 mhz) Albany, N.Y.—Granted app. to change ERP to 12 kw. Action Dec. 31.

■ WNQQ (106.3 mhz) Blairsville, Pa.—Granted app. to change ERP to 2.4 kw. Action Dec. 31.

■ WLER-FM (97.7 mhz) Butler, Pa.—Granted app. to change ERP to 2.3 kw. Action Dec. 31.

■ WZPR (100.3 mhz) Meadville, Pa.—Granted app. to change ERP to 20 kw. Action Dec. 31.

■ *KGNZ (88.1 mhz) Abilene, Tex.—change HAAT to 62.32 ft. Action Jan. 9.

■ WRR (101.1 mhz) Dallas—Granted app. to correct geographic coordinates, site elevation and overall tower height for presently licensed site. Action Jan. 9.

■ WSWV-FM (105.5 mhz) Pennington, Va.—Dismissed app. to change TL and change HAAT to 276 ft. Action Jan. 3.

■ WRXL (102.1 mhz) Richmond, Va.—Granted app. to change TL; change ERP to 20 kw; change HAAT to 786 ft., and make changes in ant. sys. Action Dec. 31.

■ WLUM-FM (102.1 mhz) Milwaukee—Granted app. to install aux. sys. Action Dec. 31.

TV's

■ KREY-TV (ch. 10) Montrose, Colo.—Granted app. to change ERP to vis. 6.16 kw, aur. 1.36 kw. Action Jan. 10.

■ WMFP (ch. 62) Lawrence, Mass.—Granted app. to change ERP to vis. 3,200 kw, aur. 320 kw and change HAAT to 929 ft. Action Jan. 13.

Call Letters

Applications

Call	Sought by
	New FM
KEDZ	Edwardo Diaz, Los Osos-Baywood Park, C lif.
	Existing AM's
KRKY	KNIC Pierce Broadcasting Co., Winfield, Kan.
KWEZ	KMLB Northeast Communications Inc., Mc roe, La.
WCMD	WXTR Charles County Broadcasting Inc., Plata, Md.
	Existing FM's
KJLO	KWEZ Northeast Communications Inc., Mc roe, La.
KCMA	KQZZ KCMA Inc., Broken Arrow, Okla.
	Existing TV
KAZR	KPOM-TV J.D.G. Television Inc., Fort Smitl Ark.

Grants

Call	Assigned to
	New AM
KKIP	Stephenson Broadcasting Co., Lowell, Ar
	New FM's
*WJIE	Evangel Schools Inc., Okolona, Ky.
WFMM	David C. Schaberg, Gladstone, Mich.
WSCP-FM	Oswego-Jefferson Broadcasting Inc., Pulaski, N.Y.
WCNA	Wafar Communications Inc., Clearwater, S
	New TV
KCJA	CRA Broadcasting Limited Partnership, Sa ta Fe, N.M.
	Existing AM's
WOXR	WEYY Woodard Broadcasting Co., Talladega, Ala.
KUZZ	KAFY Buck Owens Productions Co., Bake field, Calif.
KAFY	KUZZ Sunset Broadcasting Corp., Bakersfield, Calif.
KRFD	KMYC River Cities Corp., Marysville, Calif
KOIT	KXLR Bonneville Holding Co., San Francis
WCOG	WBUG Pennington Communications of South Carolina Ltd., Ridgeland, S.C.
	Existing FM's
KPWR	KMGG Emmis Broadcasting Corp., Los A geles
KRFD-FM	KFRD River Cities Corp., Marysville, Calif.
KMGG	KKBR Southcom Inc., Monte Rio, Calif.
KGMG	KEZL Par Broadcasting Co., Oceanside, C lif.
KOIT-FM	KOIT Bonneville Holding Co., San Francis
KITT	KMBQ Multimedia Radio Inc., Shreveport, La.
WEUZ	WSQV Kelly Communications Inc., Jersey Shore, Pa.
KBER	KBHV KBER Inc., Spanish Fork, Utah

Professional Cards

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Manager-key executive for very successful dynamic multiple operation east coast to back up top man near retirement. Excellent benefits, bright future. Strong, personal sales critical. Write Box Z-67.

Come grow with us in 1986. Group owned Fulltime Am/Class C FM, upper midwest snowbelt, seeks sales oriented as General Manager. You will be hands-on, street-fighting, and community-involved. Under 20,000 College Town, with outdoor Recreation. Box Z-62.

Sales manager. We ar looking for an outstanding individual to lead and motivate sales staff. Individual must sell local accounts and agencies. Proven record of sales and management a must. Extremely attractive Virginia market. Profitable AM/FM combo. Compensation package negotiable. An excellent opportunity. All replies held in strict confidence. EOE. Box Z-86.

General managers/sales managers: If you are interested in joining the management team of America's newest group broadcaster and have the credentials to equal it's existing team of CRMC and Wharton graduated managers, we would like to talk to you. Contact Martin A. McClung, CRMC President/CEO Twenty First Century Communications 915—694-5960. Interviews being held at RAB/Managing Sales Conference in Dallas at AMFAC 2/1 to 2/4/86.

Sales oriented manager can convert metrol Missouri FM into higher sales. Good people skills and a proven success record as sales or station manager essential. You will manage staff with emphasis on sales. Ability to hire, train, and manage sales staff for high billing essential. Station has long history of profits and high ratings. Rush resume and salary requirements to Box Z-75. EOE/MF.

Immediate opening station - sales manager with Mississippi Delta's most powerful and listened to country and contemporary AM/FM stations. No collect calls. Contact Joe Ray, WDMS, 601—334-4559, Greenville.

Sales manager. #1 rated midwest country station with sales staff of 6 in market of 200,000. Will consider first time sales manager. EEO-send resume and salary history to Box Z-100.

Orlando Minority Radio. Seeking Orlando Florida resident with strong civic record to join in building new FM, EOE. Hard work brings ownership opportunity. Resume, and community leadership history with first letter. Box Z-118.

Sales manager. Looking for your first sales managerial job? Growing Jersey Shore AM/FM seeks hungry, ambitious pro who can lead young sales staff. You must sell local accounts and agencies. We offer terrific growth potential to right person with proven sales track record. EOE. Reply Box Z-128.

Openings at all levels – sales, talent, sales, management/GM/programing and Engineering. Help us grow - - reap big rewards. Call us now...meet us at the RAB. Jim Sumpter 512—883-3516 (office) or 882-9364 (home) or Arnold Malkan 212—689-5315.

General Manager. Responsible for NPR station plus low-power FM and reading service at Western Illinois University. Supervises staff, acquires/develops programing, advises on budget and policy, assists in planning and fund raising, represents radio operations within the University and to the public. Reports to Broadcast Director. Requires experience in public radio programing and knowledge of regulations; Master's degree (Broadcasting preferred), with management/supervisory background and current/previous full-time public radio employment; strong supervisory recommendations. Salary highly competitive. Available A.S.A.P. To receive full consideration, applications should be received by February 28, 1986. Applications will be accepted, however, until position is filled. Send resume, transcripts, salary history with specific expectation, 2-3 supervisors' letters of recommendation to: Broadcast Director, Memorial 401, WIU, Macomb, IL 61455. WIU is an AA/EOE. Applications especially encouraged from minorities, women and handicapped.

General manager. WCPN-FM the only public radio station serving Cleveland seeks a general manager. WCPN completed its first year in September, broadcasts 24 hours at 50,000 watts with a format of news, public affairs and jazz. The station has 23 employees, a budget exceeding $800 thousand, and excellent broadcasting facilities. The general manager is the principal station executive responsible for all station activities including effective liaisaon with the Board, the community and other public broadcasting organizations. Applicants must have several years demonstratively successful broadcast management and possess a full understanding of public broadcasting. Leadership, maturity, balance and breadth of experience will be the most importan qualities considered. Benefits and other compensation are competitive and salary has been set in the low to mid forties as a minimum. Position available immediately. Forward resume to President, Cleveland Public Radio, 3100 Chester Avenue, Cleveland, Ohio 44114. An equal opportunity employer.

HELP WANTED SALES

Florida Gulf Coast 300,000 metro. Radio street salesperson. Long established AM and FM radio facility has a unique proposition for you. Street sales only. Minimum of 3 years sales experience needed for tough competitive market, which only an experienced pro can handle. The rewards are much more than you would expect. Nothing ventured nothing gained. Resume in confidence to P.O. Box 278, Fort Myers, FL 33902. Equal opportunity employer.

Alabama. New owner seeks dynamic experienced organized radio sales person with proven track record for growth opportunity. Send tape, resume, references to Doc. Leighton, WBYE, Box E, Calera, AL 35040.

Sales manager: Can you multiply sales through people development? Can you manage independent ego-driven sales people in a positive style? Are you aware of the power in close relationships with your sales people? Does your personal style indicate an excellence in sales ability? If so, Scantland Communications can offer you a chance for unlimited income potential, independence in your work, and an innovative environment focused on excellence. We are Billboard Magazines' Station of the Year for three years running, and offer a chance to join a Central Ohio company with integrity, purpose, and an eye for the future. If you have the talent, call Jim Hopes, Monday - Friday 10AM - 8PM 614—387-9345. EOE

Northwest Missouri has need of account executives with 2 or more years experience in street sales. To take charge of regional office for Missouri's highest power FM station. Bob Simmons, KMZU, 102 N. Mason, Carrollton, MO. 64633.

Top market California AM/FM combo looks forward to meeting you. Our CEO, Mr. Owens, seeks a professional entrepeneur in broadcast advertising sales and management. Two openings available. Candidates must be street sales people with mature experience and self discipline evidenced by university scholastic accomplishments in finance and business administration. If you qualify, our stations are perfect for you. We offer base plus commissions, major medical, other perks and incentives including bonuses and profit sharing. Like most of the industry we hire the mentally deranged but only require that your mental problems be manageable. Send letter and resume to Box 67. We are an EOE employer. This is a growth opportunity, many doors can open. Let's make some bucks. Box Z-87

WBCS-AM/FM Milwaukee has new opening for experienced account executive. If you'd like to join a winning team send resume to David Lebow, 5407 West McKinley, Milwaukee, WI, 53208.

Sales manager. WERZ in New Hampshire looking for talented, creative individual to assist us in one of America's top growth markets. Name your compensation plus benefits. Great market to work in and live in. Call Turner Porter 603—772-4757.

Young, aggressive group seeks selling sales m ager for small market regional station. Must be gc sales trainer with very high standards. Advanceme ownership possible. EOE M/F. Reply to Box Z-108

Account executive: Top rated Music of Your Life s tion in America has sales opening. Excellent opport ty. Send resume to Tom Schlosser, Station Mana WKWK-AM, 88 Waddles Run Road, Wheeling 26003. EOE M/F.

HELP WANTED ANNOUNCERS

Telephone talk. Major market station wants persona with provocative,humorous, imaginative telephone nesse. Send resume. EOE Box X-96.

SW Virginia AM AC seeks creative communicator. shift, some news, production. Tape and resume WBOB, PO Box 270, Galax, VA 24333. EOE/MF.

Classical music director: KCFR-FM seeks class music director. Responsible for music programi staff supervision, announcing, production of conc & short features. Qualifications: ability to work well others; lively, natural air sound; knowledge of class and other music; interest in music events/projects/p sibilities; minimum three years experience. Salary c petitive, plus benefits. Send letter of interests, resu three references with phone numbers, non-returna aircheck and produced feature to: Annette Grisw KCFR, 2249 S. Josephine, Denver, CO 80210. E AA.

Talk Talk Talk. Need "PRO" capable of handling m ing talk show. Send resume to Box Z-112. EOE.

Announcer. Golden opportunity for full-time, mat easy listening pro, at Cape Cod's most respected ra station. Experience with automation and high cali commercial production necessary. Send tape and sume to Denis M. Dever, WQRC, 737 West Main Str Hyannis, MA, 02601.

Looking for an experienced announcer to wor morning show and do production at a small ma country station. Sports knowledge would help. Ta and resumes should be sent to: Hugh Matthews, F gram Director, WMIS-AM, P.O. Box 1248, Natchez, 39120.

East coast suburban FM A/C station looking for m ing and afternoon personalities that can communic in a light hearted humourous way with their listen T&T Jocks don't reply. Resume and Salary requ ments please. Broadcasting Box Z-106.

HELP WANTED TECHNICAL

Chief engineer for AM/FM combo in Colorado! Str transmitter background required, studio construct experience helpful. Join our new, fast growing c pany! Resume, references, and salary requirement Mark Murray, KVOR/KSPZ, P.O. Box 966, Colora Springs, CO 80901. 303—632-3536.

National Public Radio is seeking a satellite operati technician. The ideal candidate should have two ye college or three years broadcast engineering exp ience. Familiar with operating computer I/O termin microwave and RF transmission systems, testing pr tices, operations and procedures. Valid drivers lice and good driving record a must. If your backgro matches these requirements, please send resume salary history to: National Public Radio, Person 2025 M Street, N.W., Washington, D.C. 20036, AA/E

HELP WANTED NEWS

Radio journalists available for television news sonnel. Find out about them on Medialine—the in try's daily updated job placement service. Call Me line at 312—855-6779 for a sample on the job listi and for subscription information.

WBBQ AM/FM, Augusta, Georgia, has immed news openings. Applicants should be skilled in ass ment reporting, on-the-air news announcing, and ing. Excellent facilites, working conditions, and be fits. Send photo, tape, and resume to Jim DeFon News Director, Box 2066, Augusta, Georgia 30 EOE, women and minorities are encouraged to ap ws director: Eastern, suburban daytimer. Extensive al coverage requires strong management and an- or capabilites. Box Z-110.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

omotion/ad director wanted for aggressive promo- nal minded AC in San Antonio. Must have proven ck record as promotion director and also be able to e charge of ambitious in-house advertising pro- am. EOE. Send resume to: Jack Collins, KSMG-FM, 30 Four Winds Dr., Suite 500, San Antonio, TX 78239.

lando minority radio. Seeking Orlando Florida resi- nt with strong civic record to join in building new FM. E. Hard work brings ownership opportunity. Re- me, and community leadership history with first let- Box Z-118.

ogram director for KVSC-FM public radio station. chelor's in related area and/or experience news, blic affiars, broadcast management. Application, nscript, three letters recommendation to Richard l, Mass Communications Department, St. Cloud ate University, St. Cloud, MN 56301 by February 24th.

RADIO MISC

aduating soon? Need an honest and thorough cri- ue of your tape and resume? I'm News Director for adult contemporary AM and a rock FM station, with years in the business. As former President of Con- cticut AP Broadcasters, I know what my colleagues ant. For $50, I'll send you a full report on yourself, swer your follow-up questions, and tell you where u should be looking. Send a check or money order to ke Allen, c/o News Clues, 13½ Washington Avenue, anbury, Connecticut, 06810. Reports guaranteed to u in 20 days.

SITUATIONS WANTED MANAGEMENT

ws-sports-management-sales. Began broadcast- g in 1972, BS Broadcasting.. Seeking position with vancement potential. Trained with the best sports nouncer in America. My news departments focus on e", creative, NOW news. Dan 1-800-251-9042.

eneral manager: Strong sales, programing and ad- nistrative skills. Experienced in major and medium arkets. Seeks knowledgable aggressive owner. Mid- est transplant to Calif. five years ago where my family d I plan to remain. Box Z-50.

nall/Medium market consultancy/management. n-street sales plus 33-years management. Sun Belt eferred. Box 33, Hastings, NE 68901.

ogram director radio professional with 16 years ma- and medium market. Result oriented. Aggressive. eks new challenge. Box Z-73.

ring money -- sales, management, programing, pro- otions, engineering -- I have done it all. With over 25 ars in broadcasting, I will get you the bottom line you ant -- A quality product with quality profits. Box Z-74

M/GSM Last 5 years as radio sales/mktg consultant. perience includes local station, agency, nat'l rep and twork Sales Director in NYC. Box Z-91.

year professional, station/sales manager, sales & ograming. Looking for new challenges in manage- ent in small or medium market. Western states pre- red. Box Z-94.

eneral manager with a high level of success built on years in management as a consistent producer. ong organizational, motivation skills. An aggressive hiever of sales and profits. Excellent credentials. x Z-96.

vners, want to slow down but can't turn loose? Tiger ner ready for your station(s)! Employed but looking opportunity challenge. Prefer midsouth AM/FM or all group. Box Z-124.

ation manager of medium market AM/FM combo eks GM position in small/medium Mid-Atlantic mar- . Hard working pro with 11 years' experience in all ases of broadcasting. Promotional genius, outstand- motivator, strong supervisory experience. More im- rtantly, bottom line conscious. Call 316—688-0940.

omotions director with 9 yrs. experience in con- ts, special events and sweepstakes. Highly cre- ve. Seeking challenging position in major market. ve Mann, 213—397-6415.

STIUATIONS WANTED SALES

Hard working gsm with high energy and ten year track record just delivered two biggest billing years in company history. Motivator. Good references. Turnaround success. Well organized and thouroughly knowledgable of industry. Seeks move up! Box Z-48.

National talk show needs experienced spot salesman, Los Angeles. Liberal commission. Write Box 1220, Alta Loma, CA, 91701.

Experienced general/sales manager (Now Group VP). Seeking sales manager or senior sales position, Midwest/East. Box Z-115.

SITUATIONS WANTED ANNOUNCERS

Employed veteran. Experienced A/C, urban CHR & jazz programing. Seeking announcing. Possible middle management. Dollars commensurate with ability. Box Z-71.

Columbia School of Broadcasting graduate. Entry level position. Good production and news. Prefer Midwest, but will consider other. John Dickson, 316—852-3347.

SITUATIONS WANTED TECHNICAL

AM-FM chief engineer. Experienced in maintenance and construction from low to high power. Box Z-82.

SITUATIONS WANTED NEWS

Informed and creative newscaster. Energetic speaker and concise writer with good production skills. For air check tape and resume. Contact Roger at 312—477-5427 after 3 P.M.

Dynamic female news and sportscaster, looking for position in medium to large market, on West Coast. Tracy, 415—692-5446, 415—692-2190.

Veteran news director, with business sense, still believes broadcasting is fun. Understands programing and journalism. Enjoys molding beginners. Interested in all-news, news-talk ND, PD, OM positions, top 75 markets. 901—578-1160, days, 901—794-4695, evenings, weekends.

All news man needs position in news or announcing. No town to large or small. Call Jack Pierce, 803—984-0641.

Why chase congresspersons by phone when I have them at my immediate disposal? Hire me as your Washington freelance radio news reporter and get better-than-phone-quality actualities, lively wraps and up-to-the minute localized coverage of the nation's capitol. Don't let hometown impact of a big national story move down the dial or appear in the papers. Call Aaron at 202—225-7134 for concise Capitol Hill news.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Audio production. 12 yrs. with CBS radio am/fm. Experience in: recording, editing, dubbing and final assembly of broadcast programs. Will re-locate. Salary open. Contact: L.G. Guilford, Box 919, South Orange, NJ 07079, 201—675-4933.

PD/on-air position sought by dedicated pro currently working at #1 station in Top 20 market. MBA background with programing, production, research, sales and sports experience in A/C and CHR formats. Rambo I'm not-can work with GM's, GSM's and consultants. Available for spring book-prefer Northeast, will consider all markets. Box Z-103

Programer, 21 years experience seeking operations/ programing position. CHR, Oldies, Adult Hit Radio. Box Z-90.

Experienced, energetic PD available. Thirteen year winning record at Columbus, Indiana's leading station. If you want a loyal, hard working PD or operations manager contact Mike King 3644 Greenbriar Drive, Columbus, IN 47203, 812—376-8350.

TELEVISION

HELP WANTED MANAGEMENT

General manager: Strong sunbelt network affiliate. Approximate 110th market. Must presently be employed as General Manager. Excellent opportunity. Send resume and state present salary. All replies confidential. Box Z-33.

Director of technical services. Senior management position for aggressive VHF PBS station. Projects nearing implementation include new transmitter and antenna on new 2,000 foot tower, new 65,000 square foot studio/office building and new cable channel service. Supervises on-air operations, engineering and maintenance, production services and graphic. Participates in overall station planning. Reports to General Manager. Minimum 5 years successful and relevant management experience. Strong technical and production background essential. Salary based on $40,000-$50,000 annually plus benefits. Send letter of application and resume by 2/21/86 to: Personnel, CCET/KVIE, P.O. Box 6, Sacramento, CA 95801. EEO/AA

General manager for TeleScene, Inc., a growing full service film and video production house in Salt Lake City currently expanding facilities and staff. Need aggressive experienced GM to lead the organization. Experience in managing a high quality video post-production facility desired. Excellent compensation package for qualified candidate. Send resume to Ray Milius, PO Box 30901, Salt Lake City, UT 84130. EOE.

HELP WANTED SALES

Account executive: Top 50 independent, seeking aggressive, hard-working individual with independent TV sales experience. Ability to work with local-direct business and to develop new business a must. Salary $30K+ excellent group benefits. EOE/MF. Send resume to: GSM, WVAH-TV, 23 Broadcast Plz, Charleston, WV 25526.

Sales manager: Sunbelt ABC affiliate is seeking a person strong in local sales and management. If you're a creative, aggressive leader and trainer with strong independent experience, send your resume with salary requirement to Box Z-77.

Television salesperson. WTNH-TV has a unique opportunity for the right salesperson to move into a top 25 market. We're adding to our six person staff. The candidate must have a record of excellence, and a demonstrated ability to write presentations that sell. Only if you are highly motivated to succeed should you apply to Bruce Lawrence, Local Sales Manager, WTNH-TV, New Haven, CT 203—784-8888.

Sales manager. NBC affiliate in Southeast looking for a strong, aggressive sales manager for our growth oriented, fast growing television operation. Send resume and salary history to Box Z-113.

HELP WANTED TECHNICAL

Maintenance engineer: Experience a must—background to include 2" Quad, TCR 100, 3/4"—Xmtr experience a plus—Digital Video experience a plus—Excellent salary and benefits—EOE—Call Ken Swisher, KODE-TV, 417—623-7260, a Gilmore Group Broadcast Facility.

Assistant chief engineer: Planned growth to chief for right person at expanding Sunbelt UHF in growing Florida capital. Hands-on leadership role. New Townsend transmitter, AMPEX 1", SONY 3/4" IKEGAMI Cameras, DVE, excellent facility. Resume to Ed Shaper, Chief Engineer, WTXL-TV, Box 13899, Tallahassee, FL 32317. EOE.

Chief engineer, UHF independent. Strong technical-/supervisory skills in transmitter, microwave and studio. Salary DOE, working conditions and benefits excellent. Mail resume to Steve Glickman, KSCI-TV, 1954 Cotner Ave., Los Angeles, CA 90025.

ENG maintenance technician. Immediate opening for experienced broadcast TV ENG maintenance technician. Primary responsibility for live pickup van. Minimum 2 years experience in component level repair of TV broadcast equipment. Military or technical electronics school or equivalent. Excellent salary and benefits. McGraw-Hill Broadcasting Co. Contact Norman Hall, KERO-TV, P.O. Box 2367, Bakersfield, CA 93303. 805—327-1441/ EOE.

Immediate opening for qualified maintenance engineer. Must have minimum of 2 years studio maintenance experience, and FCC license. RF experience a plus. Send resume to: KNMZ-TV, P.O. Box 580, Santa Fe, NM 87501. Attn: Director of Engineering.

Chief engineer, UHF independent. Stong technical/ supervisory skills in transmitter, microwave and studio. Salary DOE, working conditions and benefits excellent. Mail resume to Steve Glickman, KSCI-TV, 1954 Cotner Ave., Los Angeles, CA 90025.

RF maintenance engineer. Honolulu TV station seeks qualified technician to maintain VHF transmitter and microwave equipment. Experience with RCA TT25FL and M/A Com desired but not essential. General Radio License or SBE certification required. Send resume and salary requirements to Director of Engineering, PO Box 22609, Honolulu, 96822. EOE.

Maintenance engineers: Due to corporate takeover and expansion, Midwest Independent UHF is seeking qualified studio and transmitter engineers. Must have minimum three years experience and a FCC License. Send resume and salary requirement in confidence to Box Z-107.

Immediate opening for a technical director on the move upward. Eastcoast major market television station needs you now. Work with latest state-of-the-art equipment. We need your experience with CMX or ISC editing, DVE, live audio sessions and Chyron IV character generator. Apply today. Resumes to Box Z-129.

Transmitter/studio maintenance person needed to work in major market television station. 3-5 years experience with RCA UHF equipment and RCA Tcr100's. Send resumes to Box Z-130.

Transmitter engineer for VHF; 3 years experience in maintenance. Any other television experience helpful like microwave, satellite, studio. Equal opportunity employer. Call or writer KIMT-TV, Dale Byre, Chief Engineer, 112 N. Pennsylvania Ave., Mason City, IA 50401, Ph. 1—515—423-2540.

Maintenance engineer: San Jose, CA ABC net affiliate has a current opening. Applicants must possess a strong broadcast maintenance background, be experienced working with the lates digital equipment. Opportunity to work and live in one of California's finest areas. Excellent salary with paid medical, dental, retirement, plus. Send Resume to Dick Swank C.E., KNTV, 645 Park Avenue, San Jose, CA 95110, 408—286-1111. KNTV is an E.O.E.

Technical services manager (Chief Engineer) for growing public television station in #1 market. Manages daily engineering/operations activities and development of total technical facility. Requires minimum four years maintenance experience, FCC general license, EE degree or equivalent, three years supervisory experience and thorough knowledge of current broadcast equipment and production techniques. Salary to $42,000. Resume to Myra Pollack, WLIW-TV, 1425 Old Country Road, Plainview, NY 11803. EOE.

HELP WANTED NEWS

Several jobs available for television news personnel. Find out about them on Medialine— the industry's daily updated job placement service. Call Medialine at 312—855-6779 for a sample of the job listings and for subscription information.

Reporter/anchor. Must possess strong journalism skills. Send tape/resume to Dave Tillery, KQTV-TV, P.O. box 247, St. Joseph, MO 64506. EOE.

Number 1 affiliate with strong news commitment needs experienced co-anchor. New York Times station with excellent pay and benefits. If you are a dedicated pro, send your tape and resume today. News Director, KFSM-TV, Box 369, Forth Smith, AR 72902. EOE.

Reporter needed for Spanish-language TV news magazine. Two years experience in a major market required. Bi-lingual. Send resume and tape to J. Kassem, P.O. Box 5224, Glendale, CA 91201. EOE.

News director, Southwest network affiliate in highly competitive market seeking News Director with proven leadership and producing skills. EEO, M/F. BOx Z-37.

Co-anchor for our Live at Five and 10:00 newscasts, experience preferred, tape and resume to News Director, WISC-TV, 7025 Raymond Rd., Madison, WI 53711, EOE.

TV news anchor. Network affiliate. Write, produce, gather and deliver local news on programs at six and eleven p.m. Journalism degree or equivalent and 3 years experience on-air. Resumes only to News Director, WROC, 201 Humbolt St., Rochester, NY 14610. EOE.

Noon anchor/reporter: 2 years experience. Send resume, salary requirement, and videotape to News Director, WSLS-TV, P.O. Box 2161, Roanoke, VA 24009. EOE.

Meteorologist. Number one station is seeking a dynamic meterologist. Candidate must know weather and people. We have the latest state-of-the-art equipment. If you are currently looking for a new challenge and a chance to learn and grow with our meteorology staff, then send videotape and resume to A.R. Sandubrae, KWTV, P.O. Box 14159, Oklahoma City, OK 73113. On-air experience is a must. No phone calls please. EOE/M-F.

Sports director. At least 2 years experience in commercial television sports. Send resume, tape and salary requirements to James Smith, KPLC-TV, P.O. Box 1488, Lake Charles, LA 70602.

Producer for 6 & 10 newscasts. Must have experience producing newscasts. Send tape, resume and salary requirements to James Smith, KPLC-TV, P.O. Box 1488, Lake Charles, LA 70602.

Weatherperson needed for a progressive gulf coast station. Major duties include compiling and performing weathercast. Degree in meteorology preferred. Experience with colorgraphics weather computer helpful. Send resume and salary requirements to Box. Z-97

Idaho Public Television seeks writer/reporter/producer as host/editor of statewide nightly public affairs program. Advanced journalistic skills, strong on-air presence, and superior production abilites required. Position, in Boise, works with staff at all three Idaho PTV stations. Salary: $21,000 to $28,000; appointments normally made at the lower half. Request application by February 7, 1986, from Idaho Educational Public Broadcasting System, 1910 University Drive, Boise, Idaho 83725, 208—385-3344. Application and videotape must be submitted by February 14, 1986. Tape should demonstrate on-air, writing, and production capabilites, and include a copy of a program, 15 minutes or longer, produced by applicant. EEO/AA employer.

Reporter with anchor potential wanted: Aggressive, self-starter with one or two years reporting experience. Ideal candidate will have strong anchor potential. Shooting skills a plus. Send resume and tape to: News Director, KCAU-TV, 7th & Douglas Sts., Sioux City, IA 51101. EOE.

News director with strong administrative skills for leadership NBC affiliate in 130th market. Candidates must be experienced and seasoned in creative news management. Responsibilities include budget management of 28 member news department and play an important role in the management team concept. Apply directly to Clark L. Wideman, President/General Manager of WEAU-TV. Phone 715/—832-3474 or send resume to WEAU-TV, P.O. Box 47, Eau Claire, WI 54702. Accepting applications through January 31, 1986. An equal opportunity employer.

Little Rock's top rated news station is seeking a weekend anchor/reporter. Also taking applications for morning weather person, producer and tape editor. Send tape and resume to Bob Steel, News Director, KARK-TV, PO Box 748, Little Rock, Arkansas. No beginners. No phone calls.

Weekend anchor sought for aggressive, medium market station with total news commitment. 3 to 5 years television news reporting or anchoring experience required. No beginners. Thorough working knowledge of Central New York State a must. Tape and resume to: Personnel, Box 699, E. Syracuse, N.Y. 13057. EOE. No phone calls.

Weatherpeople. Agent has full and part-time positions for experienced and entry-level talent. Resume & Tape to: Jeff Wimmer, P.O. Box 1122, Flushing, NY 11354.

Two assignment editors needed for top-5 market TV station. Overnight position needs bright person to make rounds, assign crew, write stories for morning newscasts and assist in show production. Weekend position will handle crews and reporters on the weekend and write for weekday newscasts. Resume and writing samples to Box Z-114. E.O.E.

Reporter Cover state capital and local news. Some anchoring, unique Alaskan lifestyle. Tape and resume: News Director, KJUD, 1107 W. 8th, Juneau, AK 99801.

Producer. 11:00 PM news producer with at least two years experience producing TV news. Winning candidate will be an excellent writer, journalist, and manager. Send tape and resume to News Director, WXII-TV, 700 Coliseum Dr., Winston-Salem, NC, 27116.

Anchor/reporter: Number-one progressive station market seeking an anchor/reporter. Anchor experien required. Send tape and resume by February 7, 19 to Personnel Director, WTRF-TV, 96 Sixteenth S Wheeling, WV 26003. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

KPBS-TV, San Diego's public television static seeks experienced director/producer. Assignments clude: drirecting studio/remote productions, develc ing ideas, proposals, producing documentaries, te confernecs, dramatic, performance programs, ta shows. Minimum 3 years producing/directing expe ience. Bachelor's degree or equialent. Comple knowledge of current production technicques, abil to operte cntrol room equipment and field came Strong writier, researcher. Begins March 3rd. Salary the 20's. Excellent benefits. Apply directly at: S Diego State University Employment Office, San Dieg CA 92182. Deadline: 2-10-86. EEO/AA/Title IX Emplc er.

Commercial producer/announcer/writer. Immedia opening for senior director with experience, talent, e thusiasm, skills in location and studio tape productic Send 3/4" cassette showing best spots to Lew Koc Operations Manager, WAAY-TV, P.O. Box 2555, Hun ville, AL 35804. EOE.

Television director/videographer/editor to shoot, rect and edit instructional television programs for t National Technical Institute for the Deaf. MA plus years experience or BA plus 5 years experience in P instructional TV production, or a university broadca TV production center required. Demonstrated skills directing, camera operation, CMX editing, location a studio lighting and audio required. Betacam exp ience desirable. Manual communication skills or w ingness to learn required. Finalists will be asked send tapes. Closing Feb. 14, 1986. Send resumes Personnel Office, Rochester Institute of Technolo One Lomb Memorial Drive, P.O. Box 9887, Rochest NY 14623-0887. EOE/AA

Promotion manager wanted: Present manager lea ing for larger market. Bright, energetic person to he up winning promotion department. If you can devel effective print, radio, and on-air materials, buy mec juggle many projects, motivate a hardworking staff, a team player...if you have great gut instincts and wa to work for Southwest Florida's #1 station in the #10 market, send tape, resume, on-air and print samples Frank Watson, V.P./G.M., WINK-TV, P.O. Box 1060, Myers, Fla. 33902. EEO.

Videographer/director: Creative, hard-working in vidual needed to shoot and direct commercials, p motions and special projects. News and other dire ing/switching experience preferred. Send tape a resume to: Peter Kent, Creative Services Manag WXEX-TV, 21 Buford Rd., Richmond, VA 23235. EC

Scenic designer. Top 50 TV market affiliate nee multi-skilled set design and construction person. V assume duties relevant to planning, building, and al use accountability of sets, props, and displays need to sustain quality broadcast and production house c erations. College Degree or 2-4 years "hands-on" te vision broadcast design and construction experien required. Proven ability dealing with building mate suppliers, operating set shop equipment, maintain job costing, and supervising temporaries a must. Se Resume-with references-to: DIRECTOR PRODUCTI SERVICES, WHAS-TV, Box 1084, Louisville, Kentuc 40201. An equal opportunity employer.

Producer. Major market station wants creative, org nized leader to produce slick, top-rated, weekly ne magazine dealing with minority and urban contem rary issues. News experience helpful. Deadline, writ and people skills important. Send resume and tape phone calls) to Michael Cascio, Director of Public fairs, 4100 City Line Avenue, Philadelphia, Pennsyl nia 19131. An equal opportunity employer.

Photographer/editor. Top 20 NBC affiliate with lead promotion/public affairs unit is looking for a photog pher/editor with a strong background in product and/or news photography. Other requirements inclu familiarity with various lighting techniques and han on videotape editing experience in several forma Producing, directing and writing skills helpful. Colle degree preferred. Resumes by February 10 to: Box 119.

duction manager: Expanding operation needs charge leader for 10+ person department. 1", 2", VTR. DVE. Audio facility. Expanding commercial duction. Excellent personnel/professional growth ortunities. Resume to WTXL-TV, Box 13899, Tallasee, FL 32317. EOE.

anding television distribution company seeks c coordinator. Responsibilities include the coordion of product distribution both domestically and nationally. TV trafficking experience preferable. d resume and salary requirements to: Box Z-120.

)N-TV (San Francisco) seeks creative services er/Producer. Qualified applicants will have 5 years' tive writing and promotion production experience , post production, or commercial production facilioncepting, visual strength and technical skills red. In return, we provide excellent salary and bene-Send resumes to: Human Resources Director, Van Ness Avenue, San Francisco, CA 94109. An al opportunity employer.

notion producer. Network affiliate in top 25 market ing for an innovative, quality-conscious individual in our creative services team. Must have at least years experience as a promotion producer or relatadvertising expertise. Strong writing and editing s a must. If you feel you're qualified and want to in an exciting competitive market, please send me and tape to: Creative Services Manager, K-TV, 3435 N. 16 St., Phoenix, AZ 85016.

gram information associate-PBS. PBS is seeking eative, articulate individual with a BA in Journalism elated field (or the equivalent experience) and 2-4 s promotion experience with a PTV station or publations firm to join our staff. If you're our candidate, ll create promotional materials, press kits and speprint materials as well as work directly with PTVstas, independent producers and public relations s. If your've got excellent writing skills and the portto back it up and can speak articulately on your then we would like to hear from you. Please submit ter of interest, resume, the names of 3 professional ences and salary requiremnts to: PBS, ATTN: Shei-Humphrey, 475 L'Enfant Plaza, S.W., Washington, 20024. EEO/AA.

tographer/editor needed for the largest small marn the U.S. initiative, an eye for the unusual and an ty to work in demanding situations are a must for photographer oriented affiliate. 1 year minimum. d tape and references to Steve Brewer KTUU. POB 380, Anchorage AK 99510. 907—277-6397

AF-TV, Philadelphia, has an immediate opening an art director to manage in-house department. es include development and production of print sales "leave-behinds," On-air graphics, and more. person we're looking for should have at least three s experience in a television art department. Send r of application and resume to: Karen Corbin, cree services manager, 330 Market Street, Phila., PA 06. No phone calls please. We are an equal oppory employer.

SITUATIONS WANTED TECHNICAL

years broadcast engineering. 10 years as televi chief engineer & director of engineering. Start-up pgrade construction, studios & transmitters, union vs, people management and departmental budgetfrom scratch. Please reply to Box Z-13.

ef engineer: Experienced in all phases of engiring. Management, STL, studio and transmitter. Wil Taylor; 227 Gunter St. Jackson, MS 39216. 601—-7526. Resume on request. Contract work also conred.

SITUATIONS WANTED NEWS

rtscaster: ambitious, young journalist looking for ts opportunity. One year radio experience plus de. Currently working at number one station in mar-Top 80, call after 5, 717—838-6076.

d a good local kicker to end your newscast on? erienced feature reporter ready to make move. Box .

rs director seeks challenge. Morale builder, team er, budget controller. Ten Years of winning at two lium stations. Currently employed, excellent refer-es. Confidential inquiries Box Z-78.

Anchor/reporter: medium market, five years experience. Looking for medium/major market challenge. Sincere, authoritative delivery. Aggressive approach. BA, MA communication. 609—884-0770.

Reporter/anchor/producer foolishly returned to school. Good ratings. Multiple awards. Execellent writer. Pete, 312—565-0712.

Reporter. 50's market, 5 yrs. experience, looking for new challenge. Will consider parallel move; available immediately. For T&R, write: Box 2897, Little Rock, AR 72203-2897.

Brent Mann radiates on-air charisma. Handsome, intelligent, brash T.V. reporter/anchor wants start in small market. Call me before your competitor does. Brent Mann 415-771-3644.

Former NYC - TV reporter. Now on Far East assignment, returning to U.S. mid-March seeks reporter/ weekend anchor position. Affiliate and independent major market background. Box Z-126.

Unemployment stinks after 6 months! Meteorologist-top 30's experience, mature, friendly and accurate. AMS and NWA Seals. Family man seeks immediate opeing. Got one? Call Tim Chuey 803—574-6544.

Reporting position sought. Ambitious and innovative entry level reporter needs the chance to prove talent! Box Z-111.

SITUATIONS WANTED PROGRAMMING

Need an art director? The Broadcast Designers' Association employment service can send you, at no charge, members' resumes—some of the most experienced, talented designers in the business. If you need an Art Director, Graphic Designer and/or Video Designer, call the BDA office at 415—788-2324.

Ambitious talent. College graduate, network marketing experience seeks employment: programing, promotions, news. Willing to relocate. East Coast preferred. 718—338-9791.

Editor: 6 years overall production experience. Recently trained on CMX 3400. Am seeking a position as editor or assistant editor. Willing to re-locate. Call John at 314—644-1209 evenings and weekends.

MISCELLANEOUS

Primo People needs experienced sportscasters Send tape and resume to: Steve Porricelli or Jacki Roe, Box 116, Old Greenwich, CT 06870. 302—637-3653.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Syracuse University television, radio and film faculty position. Syracuse University, S.I. Newhouse School of Public Communications, Department of Television, Radio, and Film, seeks person with quality professional and/or academic experience in video/film production and writing or management. Tenure-track position available September 1, 1986. Advanced degree required or comparable professional experience. Salary and rank depend upon qualifications. Letter of application, resume (with names and addresses of at least three references) should be sent to: Dr. Ernest Martin, Syracuse University, S.I. Newhouse School of Public Communications, 215 University Place, Syracuse, NY 13244. The search will continue until the position is filled, but will not be closed sooner than February 15, 1985. Syracuse University is an AA/EOE.

Lecturer, nontenure track appointment. $15,000 to $17,000 for nine month appointment. Beginning August 16, 1986. Masters degree or substantial professional experience required. Teach audio and video production and writing courses. Send application letter and resume including three references by February 15, 1986 to: Don B. Morlan, Chairperson; Department of Communication; University of Dayton; Dayton, OH 45469.

Academic: Assistant or associate professor to teach television news, documentary and production courses. Extensive professional experience mandatory. Directing and programing experience highly desirable. New position, contingent on State funding. Salaries competitive. Appointment effective August 16, 1986. Application deadline March 1, 1985. Applicants should send letter of application, vita and three references to Dr. Richard M. Uray, College of Journalism, University of South Carolina, Columbia, SC 29208. Equal opportunity and affirmative action employer.

Two positions in journalism and mass communications. Search revised and expanded. The first position is for an assistant professor to teach television news writing, upper division special topics in broadcasting, and basic courses such as Reporting and Newswriting and Introduction to Mass Communication. The second position is for an assistant professor o teach photojournalism, film criticism, upper-division special topics in film or photography, and basic courses such as Introduction to Mass Communication. Applicants for both positions must be able to excel in undergraduate teaching and to contribute to both Journalism and Mass Communication majors in a private liberal arts college of approximately 2,900 students. Ph.D. in journalism or Mass Communications required; professional experience in media preferred. Send letter of application, vita, samples of published or broadcast work, three letters of recommendation to Dr. Gerald Francis, Academic Dean, Box 2187, Elon College, Elon College, NC 27244. Application deadline: February 15 1986.

The University of Nebraska at Omaha invites applications for a tenure track Assistant Professor position to begin August 18, 1986. Position will involve teaching combination of courses in Broadcast Journalism. Courses could include broadcast news writing, TV news video, TV and/or radio production and other courses both undergraduate and graduate, depending on qualifications and departmental needs. Ph.D. required, ABD will be considered; or Master's degree and very substantial broadcast news experience. Salary range: $23,000 to $26,000 with probability of summer teaching at 18% of base salary for two courses. Deadline for completed applications is March 1, 1986. Applicants should send credentials to: Dr. Robert Carlson, Chair, Department of Communication, The University of Nebraska at Omaha, Omaha, NE 68182-0112. UNO is an affirmative action/equal opportunity employer.

Radio-TV news: Assistant Professor, tenure-related, School of Journalism, University of Oregon. Begin September 16, 1986. To teach basic and advanced courses in nationally accredited radio-TV news program. Professional experience required. Ph.D/ABD preferred; minimum of master's with strong professional credentials. College teaching experience and record of research and publication helpful. Salary competitive. Send letter, resume, and three letters of reference to: Prof. Karl J. Nestvold, School of Journalism, University of Oregon, Eugene, OR 97403. Applications must be postmarked by Feb. 15, 1986. An AA/ EOE.

Ithaca college, School of Communications. Tenure eligible electronic/print journalism opening in the Television-Radio Department beginning August 15, 1986. Ph.D. with successful teaching experience required and professional journalism experience desirable. Teach a combination of journalism courses including news writing, reporting, interviewing, newsroom technology and news ethics. Will serve on departmental committees and act as academic advisor. Opportunity to develop program and curriculum for a new facility to be completed in 1988. Applications including a statement of interest and resume should be sent to Dr. Barbara L. Morgenstern, Department of Television-Radio, School of Communications, Ithaca College, Ithaca, NY 14850, 607—274-3242. Screening will begin February 28, 1986. Affirmative action/equal opportunity employer.

SITUATION WANTED INSTRUCTION

Instructor or teaching assistant position desired. Former NBC radio facilities engineer with university and community college television field experience. BA's in Radio-TV and Management, MA Education (I.T.). Currently teaching film, photography and video full-time to community college/adult developmentally disable. Contact Tony Mercurio, 320 Tulip Street, Fairfield, CA 94533. 707—422-4042.

HELP WANTED SALES

Engineer sales representatives for AV signal handling equipment. We design and manufacture routing switchers and distribution amplifiers incorporating state of the art technologies. We are looking for knowledgeable, responsible professionals who can break new ground while maintaining established contacts. If you understand facility engineering requirements and prefer profits over promises, send resume, company background data, and area of operations to Box Z-27.

HELP WANTED PROGRAMING

Video Professionals needed. Progressive broadcast production house seeks skilled professionals for immediate key positions. Excellent benefits and advancement potential. Salaries dependent on qualification. **Writer/producer/director.** Experience in all aspects of production. Emphasis on commercial script writing and producing long and short form direct responce programs for nationwide broadcast. Send demo, resume, references. **Editor** Creative editor with solid experience in all aspects of editing. Send demo, resume, references. **Chyron operator** Minimum 6 months experience on character generator. Must be proficient and able to work under pressure. Eye for composition and color. Send references, resume to: Fairfield TV Enterprises, Inc. P.O. Box 1342, Fairfield, IA 52556; 1—515-472-3993.

Production technician. In-house radio/TV news production for Washington, D.C.-based society of science professionals seeks a broadcast audio and video operating technician. Individual will operate Betacam gathering and post-production video facilities as well as an audio installation producing 156 shows per year. CMX, Chyron, GVG 100, lighting, audio gathering, editing, multi-track mixdown and post experience desired. Send resume to: American Chemical Society, 1155 Sixteenth Street, N.W., Washington, D.C. 20036, EOE, Attn: Personnel.

EMPLOYMENT SERVICES

Our clients in television and radio have lucrative opportunities for talented news anchors, sportscasters (including play-by-play), reporters, weathercasters, and photographers, along with proven leaders in management and sales. Contact Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476, or call 813—786-3603.

PROGRAMMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303—795-3288.

MISCELLANEOUS

Free 1986 broadcasting equipment and supply catalog. Lauderdale Electronic Labs, 16 SW 13th St., Dept. B-2, Fort Lauderdale, FL 33315.

Improve programming, increase sales with low-cost psychographic market/audience research. Call Carlman Booker Agency, 305—767-8633, Orlando.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723—3331.

Instant cash- highest prices. We buy TV transmitters and studio equipment. $1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404—324-1271.

Wanted: used VHS 3/4", 1" and 2" videotapes. Cash paid for all lengths. No defectives. Call Andy Carpel, 301—845-8888.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

AM-10KW/5KW/1KW-RCA BTA-10H mint condition, Gates 5P2 (1966) also Gates 5P (1962), Collins 21E (1960), ITA 5000A (1963) -- Collins 820D1, also RCA 1N1 -- Gates 250GY, Collins 250G. Call M. Cooper/Transcom 215—379-6585.

FM 30KW/20KW/3.5KW-BE FM-30 (1983) with FX-30 exciter, on air avail. 3/86 -- CSI T-20-F (1982) w/CCA exciter & stereo mint cond. -- McMartin 3.5K (1980) on air -- Call M. Cooper/Transcom 215—379-6585.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 404—324-1271.

GE 30kw UHF transmitter. Immediate delivery, good condition. Quality Media 404—324-1271.

Videomedia 1" VTR editor model Z-6000. New. Half price. Bill Kitchen, Quality Media, 404—324-1271.

New Silverline UHF TV transmitters. 20KW, $185,000. 60KW $345,000. 120KW $560,000. 60 and 120KW includes dual exciters, power supplies, unmatched quality and reliability! Trade-ins welcome. Bill Kitchen, Quality Media Corporation, 404—324-1271.

Portable Sony BVH-500 1" VTR with batteries, charger and dc power supply. 817—468-0084.

2kw UHF Transmitter. Brand new, Thomson-LGT. Suitable for low and full power. Never installed. 512—480-0084.

Over 80 AM & FM Transmitters in stock. 50kw, 10kw, 5kw & 1kw. AMS—25kw, 20kw, 10kw, 5kw & 1kw FMs. now in our 27th year. BESCO International, 5946 Club Oaks Dr., Dallas, TX75248.

O'Connor 100: Like new, very little use, studio only. $2400. Call Ray Hays WJXT-TV. 904—399-4000.

3/4" evaluat videotape! Guaranteed to look and work as new. Prices: Field mini KCS-20 minute cassettes $6.99, 30 minutes $9.49, 60 minutes $12.49. ELCON evaluated, shrink wrapped and delivered free! Master broadcast quality at half the price. Hundreds of thousands sold to professional users. To order call Carpel Video, Inc., collect, 301—845-8888 or toll free 800—238-4300.

Used broadcast TV equipment Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213—641-2042.

Ampex 4000A switcher, Commander II editor, Centro remote/ENG van, RCA TR-100 cart system, more. Call 205—956-2227.

3 bay low power circular polarized antenna made by Eri, only 1½ years old, only $2400! Excellent condition. Call 912—743-9107.

1" VTRS - SONY 1000, 1100s, 1100As, 2000, 500. AMPEX - VPR-1Cs, 2s, 2Bs, 3. NEC - 7000s, 8000. 2" VTRS - TR-600s, VR-1200Bs, VR-2000, TR-60s. ¾" VCRS - JVC CR8200, 5500, VE90 EDITOR, (Need 5850s/800s). HITACHI Z-31 cameras, RCA TK-46s, TK-44s, HL-79As, TK-76Cs. RCA film chains (complete or parts). TEK 529. Several empty remote trucks. Call Media Concepts. 919—977-3600

RADIO

Help Wanted Management

Josephson® RADIO

Experienced general sales manager needed to lead staff of seven professionals. Opportunity to grow with aggressive and expanding radio group. Excellent compensation and benefits. Must be motivated and able to maintain the tradition of being the rate leader in the market. Send letter and resume with references to Al Fetch, VP/GM, WSNY/WVKO, 4401 Carriage Hill Lane, Columbus, Ohio 43220 or contact in person at the RAB managing sales conference. Equal opportunity employer.

Help Wanted Management Continued

RADIO/TV

BROADCAST ADMINISTRATOR

Develops long-term and facilitates daily operations of WRSU-FM. Provides liason between the Board of Governors and the student general manager to guide the activities of the station. Serves as a non-voting member of the Radio Council; coordinates agendas, meetings, and execution of Council decisions. Works with student general manager to insure operations, comply with the WRSU-FM constitution and FCC regulations. Administers and allocates the station budget. Coordinates and teaches, for credit, broadcast news writing courses. In cooperation with the Department of Public Affairs and Development, implements programs in support of the outreach goals of the University.

Requires a bachelor's degree in English, Journalism or related fields and approximately three years' related experience with professional news and editorial administration. Also requires knowledge of FCC rules and regulations and libel laws. A related master's degree and experience working with stidents desirable.

Salary: $25,062-$33,830. Excellent fringe benefits—Interested applicants send resume stating salary requirements and indicating Reference Number 135, to:

THE STATE UNIVERSITY OF NEW JERSEY
RUTGERS

Division of Personnel Services
New Brunswick, NJ 08903

An Affirmative Action/
Equal Opportunity Employer

Help Wanted News

DALLAS/FT WORTH A/C FM NEWS DIRECTOR

Rare opportunity in America's hottest market with a respected broadcast company. Audience targeting, creative writing and a relatable delivery style are a must. Send tapes and resumes to: KMGC, Steve Nicholl, 1353 Regal Row, Dallas, TX 75247. KMGC is an equal opportunity employer!

Miscellaneous

REQUEST FOR PROPOSALS ON NEW RADIO AUDIENCE MEASUREMENT SYSTEMS

The Radio Audience Measurement Task Force (RAMTF) of the National Association of Broadcasters is soliciting proposals for new radio audience measurement systems. The creation of the RAMTF grew out of a concern for a number of key issues related to radio audience measurement. These issues deal with the cost, sample size, response rate, turnaround time, undersampling or oversampling of special segments, lifestyle representation, product purchase behavior, qualitative analysis, accuracy and the ability to make cross-media comparisons.

The Task Force is primarily interested in the measurement of radio listening in local markets and systems which are capable of developing audience listening estimates (e.g., reach and frequency, quarter-hour averages, cumes). Methods which correlate listening behaviors to other qualitative variables such as geodemographics, product purchase or expanded demographics are also of great interest. Proposals focusing on perceptual or attitudinal research are not the focus of this request for proposals (RFP). It is critical that the methods used to collect audience data be reliable, valid and yield high enough response rates. The audience data should be conducive to making effective sales presentations.

For application materials or further information regarding this RFP for new radio audience measurement systems, contact:

nab

Dr. Richard V. Ducey
Research & Planning Department
National Association of Broadcasters
1771 N Street, N.W.
Washington, D.C. 20036
(202) 429-5382

Help Wanted Sales

AP Associated Press

REGIONAL MARKETING EXECUTIVE, AFFILIATE RELATIONS

The Associated Press, the world's largest news organization, has an exciting position available in marketing news and programing services to the radio, television and cable television industries.

Qualified candidates should have strong interpersonal skills, 3+ years experience in broadcast sales, and a willingness to relocate and to travel extensively.

AP offers a highly competitive compensation and benefits package. For immediate consideration please forward your resume, with references and salary history to: Jim Williams, Director of Marketing, AP Broadcast Services, 1825 K Street NW, Suite 615, Washington, DC 20006.

AP is an Equal Opportunity Employer.

Live on the best South Carolina beaches

Work in one of the southeast's fastest growing top 100 markets, and, enhance your earnings. WKQB - Q-107; the 100 kw CHR needs a sales killer. If you've got a good education, a good businesslike appearance and are committed to working hard, rush resume' and photo along with employment references to Steve Judy, VP & GM, WKQB, 4995 Lacross Rd., suite 1600, North Charleston, South Carolina 29418. EOE.

GENERAL SALES MANAGER RADIO

- Can you multiply sales through people development?
- Can you manage independent, ego-driven sales people in a positive style?
- Are you aware of the power in close relationships with your sales people?
- Does your personal style indicate an excellence in sales ability?

If so, your talent can help us grow! We are one of America's outstanding broadcast companies, seeking a high performer with an outstanding track record. If you are one of the best in the industry, call now to arrange a confidential interview!

- Excellent income potential
- Salary plus incentive
- Opportunity for growth
- A chance to join a company with a commitment to excellence

If you feel you have the talent - ACT NOW!

CALL: Laura L. Burklund
Monday-Friday 8 am-5 pm CST
(leave message after 5 pm)
PHONE: 800-228-2271

KATZ
Broadcasting

Situations Wanted Management

Turnaround specialist
Bottom-line oriented owner selling successful FM desires to remain active. Strong manager, engineering background and First Phone, twenty years experience radio & TV. Age 39. Working 80 to 100 hours/week and loving it. Box Z-109

TELEVISION

Help Wanted News

WKRN 2
Nashville

News Producer - We are seeking someone to produce both newscasts and special feature segments. Applicants should be excellent writers, possess creative production skills and have experience producing both in the studio and in the field.

Consumer Reporter - We are looking for a solid reporter to handle both general assignment and consumer reporting. The person we hire should be able to go out and produce strong, interesting and unique segments.

Send resumes, references and cover letter detailing qualifications to Michael Sullivan, News Manager, WKRN-TV, 441 Murfresboro Rd. Nashville, TN 37210. E.O.E.

No Tapes or Phone Calls, Please!

Help Wanted News Continued

REPORTER

Award winning nightly newscast needs a Reporter with minimum of 1 year on-air television news experience. Send tapes to:
GLADYS HYATT
Cablevision of Connecticut
News 12
28 Cross Street
Norwalk, CT 06851
We are an equal oppty employer (M/F)

REPORTER

The number ONE independent is looking for a General Assignment Reporter. Five years reporting experience, excellent writing skills and experience in packaging a must. Send tape & resume to: Dan Cohen, WTTG-TV, 5151 Wisconsin Ave., NW, Washington, D.C. 20016. EOE M/F.

WEEKNIGHT NEWS ANCHOR

Aggressive TV news operation looking for experienced anchor to round out our weeknight team. We are a well-equipped Midwest affiliate on the move and determined to win. If you're ready for an exciting opportunity, please send resume and tape to Vice President and General Manager, Second Avenue at Fifth Street, S.E., Cedar Rapids, Iowa 52401. No phone calls, please.

NEWS MANAGEMENT

We are seeking an individual who will work closely with our News Director to: oversee the production of our three daily newscasts, working with producers and assignment desk; take charge of special projects like satellite news gathering and news series; handle administrative responsibilities, i.e. coordinating schedules of 65 newsroom employees.

This individual must have at least three years of production experience. Previous management experience is desirable.

Please send letter and resume to:

Ian MacBryde
News Director
KTVI
TIMES MIRROR BROADCASTING
5915 Berthold Avenue, St. Louis, Missouri 63110

ASSIGNMENT EDITOR

For number 1, Group W newstation in Baltimore. Qualified candidate should possess 3 years assignment editor experience or small market news director experience. Send resume to: WJZ-TV, P.O. Box 4861, Baltimore, MD 21211.
Equal Opportunity Employer

Help Wanted Technical

Maintenance Engineer

Chicago owned and operated TV station has an immediate opening for a maintenance engineer. Applicants should have state-of-the-art experience in digital electronics and microwave technology. Compensation includes $777.50/week plus a comprehensive benefits package. Interested applicants should send resume to:

X-15

equal opportunity employer m/f/h/v

CHIEF ENGINEER

- Central States Top 30 ADI
- VHF Network Affiliated Station
- Excellent facility & benefits
- Salary - 40's depending on qualifications

Ideal candidate should have 3-5 years engineering management experience with a commercial television station. The person should also have management experience in dealing with Union personnel. The individual should have a broad and deep understanding of ENG, SNG and other microwave equipment and capabilities as used today and projected in the future. The ability to motivate people and communicate positively with peers is a must.

This is a super opportunity for a dynamic individual. Please respond in strict confidence to Box Z-123. Equal Opportunity Employer.

Help Wanted Management

INTV

Vice President - Marketing

A unique opportunity for an aggressive, creative and hardworking individual to advance his/her career at the cutting edge of the growth sector of the business -- Independent Television. Our Marketing Vice President is headquartered in New York and manages regional offices in Chicago, Dallas and Los Angeles.

Demonstrate **your** marketing savvy from this position of industry visibility and be a key part of the new INTV management team.

Essential: A strong background in independent sales and research, administrative skills and experience in public speaking.

Send resume (photograph optional), salary history and a one-page description of your ideas for INTV Marketing to:

Preston Padden, INTV
Suite 502
1200 18th Street N.W.
Washington, D.C. 20036
EOE-M/F.

Help Wanted Sales

REGIONAL SALES REPRESENTITIVE

Forutne 500 Company Subsidiary; leader in the industry; producing station ID's, sales and production libraries, music commercials and television commercials, has opening for sales representative.

Candidates must have successful track record in radio and TV sales, advertising agency sales, or related fields. Position requires extensive travel. Company provides excellent salary, commission plan, plus company automobile, full expenses and outstanding benefits.

Please send resume and salary history to: Jack Adkins, VP/Director Human Resources, Media General Broadcast Services, Inc., 2714 Union Avenue Extended, Memphis, TN 38112. EOE, M/F.

Media General
Broadcast Services, Inc.

Help Wanted Programing, Production, Others

VIDEOTAPE OPERATOR

The Christian Broadcasting Network, Inc. has an immediate opening for an experienced VIDEOTAPE OPERATOR. Must be familiar with RCATR7OC, TR600, TCR100, VPR2, Sony BVU800 and 2000 series VT recorders. Requires 4 years experience as a Videotape Operator with at least 3 years at a major production or broadcast facility. If you are qualified and feel led to serve, please send resume along with salary history, in confidence to:

The Christian Broadcasting Network, Inc.
Employment Dept. - Box VO
CBN Center
Virginia Beach, VA 23463

Help Wanted Programing, Production, Others Continued

PROMOTION WRITER-PRODUCER

Copy that goes for the jugular? The eye of an Aesthete, Timeless good taste? Moxie? Post-production whiz? Major Market Station on the move offers freedom and challenge if your feel is right. Send now to C. Leyden WJLA 4461 Connecticut Ave. N.W. Washington, D.C. 20008. EOE

WJLA-TV 7

FIELD PRODUCER
Major Market TV Station

A great opportunity is available for an energetic, creative Field Producer with an award-winning magazine format TV show Primary responsibilities are to research and field produce segments, including originating story ideas, supervising crew and overseeing post production activities Must have minimum 2 years' magazine show field production experience. Strong writing and organizational skills Send resume to:

KPIX
Human Resources
855 Battery Street
San Francisco, CA 94111

NO PHONE CALLS, PLEASE.
KPIX IS AN EQUAL OPPORTUNITY EMPLOYER

KPIX 5
WESTINGHOUSE BROADCASTING AND CABLE INC

FIELD PRODUCER

KPIX in San Francisco needs an exceptionally good Field Producer for its award winning EVENING MAGAZINE. Responsible for idea development, field and post production. Strong writing skills and field experience in a variety of situations a must. Minimum 2 years prior magazine show experience. Send tape and resume to:

Human Resources
KPIX
855 Battery Street
San Francisco, CA 94111

NO PHONE CALLS, PLEASE.
KPIX IS AN EQUAL OPPORTUNITY EMPLOYER

KPIX 5
WESTINGHOUSE BROADCASTING AND CABLE INC

Situations Wanted Management

GROUP VP, GM
READY TO MOVE UP!

BOX Z-53

EXPERIENCED GOOD TV GM

BOX Z-52

Situations Wanted Programing, Production, Others

AWARD WINNING TV PRODUCER

News, documentaries, entertainment, programing, from creation of idea to final post production edit: corporate communications innovator; visionary thinker; sensitive people manager; published author; earned doctorate. Need opportunity where creative ability, administrative skills, intellect and integrity count. N.Y. Metro area preferred. Box Z-121.

Radio Programing

Lum and Abner Are Back

. . . piling up profits
for sponsors and stations.
• 15-minute programs from
the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737
Jonesboro, Arkansas 72403 ■ 501/972-5884

ALLIED FIELDS

For Sale Equipment

FOR SALE

4 - AVR 3's—1 - AVR 2
All operational, some spares and heads
Contact: Tom Mann
CFI
213—462-3161

FOR SALE

Gates FMC-6 Circular Polarized FM Antenna with heaters and mountain brackets. 94.1 mhz. $3,500. 2 Harris KSP-10 Automation systems. Includes 2 KSP-10 and 2 RA-10 Interface unites, dectors, time announce etc: All for $3,500. ED BAUER, KBOW/KOPR Butte, Mt. 59701, 406—494-7777.

Help Wanted Technical

CMX is an established world leader in the manufacture and service of computer-assisted video tape editing systems. We are now seeking experienced professionals to join our outstanding engineering and customer service network.

SENIOR FIELD SERVICE ENGINEER
Santa Clara CA

Candidate will be responsible for the on-site installation, service and repair of CMX products. This position will involve instructing customers in the operation and maintenance of equipment, as well as functioning as company liaison with customers on administrative and technical matters. Will also provide supervision to Field Service Engineers as needed. Ideal candidate will have a minimum of 5-8 years exp. in electronic systems troubleshooting. Knowledge of TV broadcast, TV post production and electronic test equipment required. Good communication skills and the ability to deal effectively with customers desired.

FIELD SERVICE ENGINEER
New York NY

Selected candidate will handle the technical activities in our New York City office. Will provide installation and service of CMX systems, as well as maintain liaison with field management. Position involves the training of customer personnel in the operation and maintenance of CMX equipment. Qualified candidate should have 4 years related exp.

Both positions require an AS in Broadcast Engineering/Electronics or equivalent. To take advantage of these exciting opportunities to join a winning team in the fast paced television editing equipment industry, send your resume in confidence to: **Ms. G. Brockett, Professional Staffing, 2230 Martin Avenue, Santa Clara CA 95050. (408) 988-2000.**

CMX
CMX Corporation
Affirmative Action Employer

Help Wanted Management

Help Wanted Programing, Production, Others

Employment Services

Consultants

Miscellaneous

Public Notice

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in open session on Thursday, February 6, 1986 from 9 AM to 4:30 PM in the Board Room of National Public Radio, 2025 M Street, N.W., Washington, D.C. Subject to amendment, the agenda includes: Chairman's Report, President's Report, and committee reports. The committees will meet on February 4 and 5 at the same location.

For Sale Stations

"TWENTY YEARS EXPERIENCE GOES INTO EVERY SALE"

H.B. La Rue, Media Broker

Radio TV CATV Appraisals

West Coast
44 Montgomery St. #500
San Francisco, CA 94104
415 434-1750

East Coast
500 East 77th St. #1909
New York, N.Y. 10021
212 288-0737

Atlanta
6201 Powers Ferry Rd., #455
Atlanta, GA 30339
404 956-0673 Hal Gore, V.P.

BOB KIMEL'S
NEW ENGLAND MEDIA, INC.

MEET THE MOCK
We're pleased to announce that William Lee Mockbee, former VP of WCVB-TV, Boston, has joined our company. Bill Brings 35 years of Radio and Television experience to help serve New England Media clients. If you'd like to buy or sell a station, or just renew old acquaintances, you can write Bill at P.O. box 353, Calais, ME, 04619 or phone him at 506—529-3847.

8 Driscoll Dr., St. Albans, VT 05478
802-524-5963

Location	Size	Type	Price	Terms	Contact	Phone
VA	Met	FM	$2200K	Terms	Mitt Younts	(202) 822-8913
AZ	Sm	AM/FM	$2100K	$450K	David LaFrance	(303) 234-0405
MS	Met	AM/FM	$1500K	$525K	Mitt Younts	(202) 822-8913
HI	Med	AM/FM	$1100K	$300K	Elliot Evers	(414) 495-3516
FL	Sm	AM/FM	$980K	$250K	Randy Jeffery	(305) 295-2572
NY	Sm	FM	$750K	Terms	Ron Hickman	(401) 423-1271
AL	Sm	AM/FM	$650K	$150K	Ernie Pearce	(404) 998-1100
IA	Sm	FM	$600K	$150K	Bill Lochman	(816) 941-3733
UT	Sm	AM	$595K	$120K	Greg Merrill	(801) 753-8090
MS	Met	AM	$435K	$125K	Ernie Pearce	(404) 998-1100

or information on these properties, please contact the Associate shown. For information on other vailiabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman ssociates Inc., 8425 Dunwoody Place, Atlanta, GA 30338. 404—998-1100.

CHAPMAN ASSOCIATES®
nationwide media brokers

Respected broadcaster considering sale of FM's/AM's in northeast medium markets $20 million area. Write owner Box Z-127.

901/767-7980
MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing in Sunbelt Broadcast Properties"
5050 Poplar • Suite 1135 • Memphis, Tn. 38157

Ponca City, Oklahoma FM Bankruptcy - Trustee MUST Sell, Fully automated, Excellent Studio. All New Harris Equipment Equipment Cost $152,925.00 Charles A. Johnson, POB 1069, Ponca City, OK 74602 - 405/762-6666 Attorney for Trustee

FLORIDA UHF TV

Burgeoning market; excellent equipment; priced to move.

Call 813—778-3617

WALKER MEDIA, Inc.
Lic. FL Real Estate Broker
Box 1845, 6101 Marina Dr., Holmes Beach, FL 33509

John F. Hurlbut, Broker

NORTHEAST COMBO
Highly rated fulltime AM/FM priced to go at under one million! Strong history of listenership and profits. Lots of room for sales growth. Don't miss this one! No agents. Serious financially qualified buyers only reply to Box Z-92.

- FM near large Nebraska city. 2x billing. $790,000. Terms.
- 2 FMs near cities in central Illinois. $240,000 and $590,000. Terms.
- Several UHF TVs and TV CPs plus 2 Lp TVs.

Business Broker Associates
615—756-7635, 24 hours

WASHINGTON DC AREA
FULLTIME AM
$800,000

Jim Swartz (301) 836-7700

FOR SALE

AM/FM Station. North-Central California. Hunter's/Fisherman's Paradise. Small town, in one of the five richest counties in Calif. Excellent potential. Only stations in two county area. Reply Box Z-99.

ORLANDO AREA
Suburban Clear Channel...50kw capabilities! Exciting Growth Market/Relocation Possibilities. $400,000. Will consider Partnership with silent investor and/or experienced broadcaster. Reply to Box Z-117

(2) OKLAHOMA FM'S

new equipment, satellite, Real estate both $295,000, retired, good terms 805—964-5098, buy either one.

OWNER-OPERATOR OPPORTUNITY!
Successful Fulltime AM. Full Service A/C with low dial position. Sunbelt 90,000 growth market. $475,000. $125,000 down. 20 year terms to qualified buyer. Box Z-104.

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted: Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: $1.00 per word, $18 weekly minimum. Situations Wanted (personal ads): 60¢ per word, $9.00 weekly minimum. All other classifications: $1.10 per word, $18.00 weekly minimum. Blind Box numbers: $4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted $80 per inch. Situations Wanted: (personal ads): $50 per inch. All other classifications: $100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

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 counts as one word each.

Fates & Fortunes

Media

Villiam Evans, general manager, WRCB-TV :hattanooga, joins WPMI-TV Mobile, Ala., as ›resident and general manager.

John Zanzarella, VP and manager, WZFM(FM) 3riarcliff Manor, N.Y., named president.

3ob Payton Proud, general sales manager, <AMZ(FM) El Paso, named general manager, <AMA(AM)-KAMZ, succeeding **Jim Thrash,** vho resigns to buy radio station in Houston.

Rackerby

Thomas Rackerby, president, San Diego division, American Television & Communications, named president of Denver-based national division. Named VP's, ATC, Denver: **Bonnie Blecha,** corporate assistant controller; **Daniel Danser,** assistant general counsel and ıssistant secretary; **B. James Gleason,** direcor of internal audit; **A. Graham Powers,** excutive director of construction, and **Tom Haris,** corporate controller. Operating division ›residents named corporate VP's, ATC: **:rank Chiaino,** Rochester, N.Y.; **Randall Fra:er,** Raleigh-Durham, N.C.; **Jeffrey King,** :harlotte, N.C., and **William Thomison,** Ausın, Tex.

:aren Carroll, general manager, KYKY(FM) St. .ouis, named VP.

:on Jamison, VP, major market sales, ›rake-Chenault, joins KLSC(AM) Denver as eneral manager.

ieorge Lyons, president and general manger, WZZM-TV Grand Rapids, Mich., re.gns.

'on Nelson, general manager, KMGG(FM) Los ıngeles, resigns.

erry McClellan, manager of broadcast marets, General Electric Microwave Products, ıtlanta, joins WMPV-TV Mobile, Ala., as genral manager.

lark Smidt, president, Clark Smidt Inc., oston, named interim general manager, 'OTB(FM) Middleton, R.I.

ohn Grant, director, programing, production ıd development, WPSX-TV Clearfield, Pa., amed station manager.

red Bohn, sales manager, WQSN(AM)-'QLR(FM) Kalamazoo, Mich., named station ıanager.

teve Fjeseth, finance administrator, KKPL-M-FM Opportunity, Wash., named station ıanager.

im Baker, operations supervisor, WTAT-TV harleston, S.C., joins WGXA-TV Macon, a., as operations-programing manager.

John Shelton, general manager, Group W Cable system in St. Louis, named general manager of Group W's Skokie, Ill., system.

Eric Weiss, general attorney, Mutual Broadcasting System, Arlington, Va., named director of business affairs.

Paula Jameson, House counsel and director of legal department, Dow Jones & Co., New York, joins Public Broadcasting Service, Washington, as general counsel.

Martin Siddall, senior financial analyst, McGraw-Hill Broadcasting Co., New York, named business manager for its WRTV(TV) Indianapolis.

Richard Bonick Jr., controller, Century Broadcasting Corp., Chicago, elected VP.

Jeffrey DeMond, senior audit manager, private business advisory services group, Peat Marwick Mitchell, New York, joins Bresnan Communications, White Plains, N.Y.-based cable MSO, as director of finance.

Constance O'Brien, business manager, WHYN(AM)-WHFM(FM) Springfield, Mass., named VP, business manager.

Beverly Keil, director of human resources, Washington Post Co., Washington, named VP, human resources.

Shirley Carroll, director of finance, noncommercial WPBT(TV) Miami, named VP, finance.

Jajean Lenz, computer operator, KKTV(TV) Colorado Springs, named business manager.

Marketing

Horace (Hank) Malfa, president of Cunningham & Walsh, New York, elected to additional post of chief operating officer.

John Greening, VP, account supervisor, Needham Harper Worldwide, Chicago, joins Needham Harper of Canada, Toronto, as VP, management representative.

Account supervisors elected VP's, SSC&B:Lintas, New York: **Becky Broers, Daniel McLaughlin, Russel Nype, Nancy Poor** and **Marjorie Wachtler.**

Elected VP's, Foote, Cone & Belding, San Francisco: **Shirley Patrone,** supervisor of broadcast buying unit; **Judy Hughes,** broadcast business manager, and **Richard Ward,** management supervisor. **Kent Miller,** account executive, Foote, Cone & Belding, New York, named account director.

Appointments, Young & Rubicam, New York: **Charles Capuano,** VP, executive producer, to senior VP; **John Di Sesa Jr.,** senior producer, and **Christine Jones,** executive producer, to VP's.

Stanley Marcus, chairman emeritus, Neiman-Marcus, New York, joins Needham Harper Worldwide there as consultant.

Appointments, N W Ayer, New York: **Richard Golden,** VP, director of developmental labs, to senior VP; **Vivienne Niemann,** account supervisor, **Carol Hawkins,** management supervisor, **Marilyn LaBrecque,** management supervisor and **Laura Donnelly,** account supervisor, to VP's.

Appointments, Barkley & Evergreen, Shawnee Mission, Kan.: **Stephen Brewer,** senior VP, new business development and strategic marketing planning, to executive VP, client services; **Jim Aylward,** VP, creative director, to executive VP, creative services.

Sharon Glynn, personnel director, McCann-Erickson, New York, named senior VP.

George Parker, from BBDO International, London, joins Carter Callahan Advertising and Public Relations, San Jose, Calif., as VP, creative director.

Named senior VP's, Saatchi & Saatchi Compton Inc., New York: **John Hayes,** VP, account supervisor; **Ella Kelley,** management supervisor, and **Abbott Wool,** director of media research-group media director. **Nancy Serlin,** VP, manager of creative resources, McCann-Erickson, joins Saatchi & Saatchi in same capacity.

James Arthur, senior VP, associate creative director, Campbell-Ewald, Warren, Mich., named group senior VP, creative director.

Linda Coleman and **Steve Hanika,** account executives, Tatham, Laird & Kudner, Chicago, named account supervisors.

Appointments, Durpetti & Associates rep firm: **Patrick Byrne,** Chicago sales manager, Hillier, Newmark, Wechsler & Howard, to regional manager there; **Greg Sunkel,** from Weiss & Powell, Chicago, and **Sheri Wolfe,** from Hillier, Newmark, Wechsler & Howard, Chicago, to account executives there; **Michael Blackman,** regional manager, Weiss & Powell, to regional manager, Atlanta; **Tom Carter,** general manager, KGTM(AM)-KNIN-FM Wichita Falls, Tex., to regional manager, Dallas; **Jay Kirchmaier,** account executive, Eastman Radio, to regional manager, Detroit; **Bruce Pollock,** VP, Eastman Radio, to regional manager, Los Angeles; **Brian Thomas,** account executive, Eastman Radio, and **Sandy Weggeland,** account executive, Eastman Radio, to account executives, Los Angeles; **John Fabian,** VP, sales, McGavren Guild Radio, to regional manager, New York; **Bob Poh,** from Blair/RAR, **Debbie Weinstein,** from Radio Advertising Bureau, **Michael Weiss,** from Weiss & Powell, and **Robert Williams,** from Weiss & Powell, to account executives, New York; **Cheryle Hangartner,** account executive, Eastman Radio, to regional manager, San Francisco.

Appointments, Lewis, Gilman & Kynett, Philadelphia: **Robert Genello,** senior VP, group management supervisor, to executive VP, director of operations. VP's, account supervisors, named VP's, management supervisors: **Joseph Barone; A. Thomas Tebbens Jr.; Robert Schell,** and **Edward Mahlman.**

Eleanor Hyman, account executive, Petry Television, Chicago, named group sales manager, mustangs team there. **Beth McCutcheon,** from Katz, Los Angeles, joins Petry National Television there as account executive.

Michael Phillips, associate creative director, senior art director, Medical Directions Inc., Chicago, joins Ensslin & Hall, Tampa-St. Petersburg, Fla., as senior art director.

Kweilin Nassar, public affairs director, KDKA-TV Pittsburgh, joins Mangus Catanzano & Skaare there as group manager.

Kathleen Clinton, group sales manager, hawks team, Petry Television, New York, named VP, director of sales, Petry Television. **William Shaw,** director of special projects and Chicago manager, Petry Television, succeeds Clinton.

Graham Kirk, senior VP, Smith Burke & Azzam, Baltimore, named executive VP, director of marketing services.

Patrick Grotto, Midwest sales manager, LBS Communications, Chicago, named VP, Midwest sales.

Dawn Hudson, account supervisor, Tatham-Laird & Kudner, Chicago, named management supervisor. **Tom Blim,** assistant account executive, TLK, named account executive.

Alicia Rosenfeld, media assistant, Bruce J. Bloom, New York, named media manager.

Hayden Williams III, national sales manager, WPRI-TV Providence, R.I., joins MMT Sales, Los Angeles, as member of independent team, Los Angeles.

Peter Smith, director of advertising and public relations, Gateway Apparel, St. Louis, joins Pulitzer Broadcasting Co., St. Louis, as VP, marketing, for eight-station group.

Ronald Pollock, account executive, CNN and CNN Headline News, Turner Broadcasting, New York, joins USA Network there as account executive.

Skip Bednarczyk, VP, general sales manager, WVKO(AM)-WSNY(FM) Columbus, Ohio, joins WIOD(AM)-WAIA(FM) Miami-Fort Lauderdale, Fla., as general sales manager.

Vicki Knight, general sales maanger, KEX(AM) Portland, Ore., joins KLIF(AM) Dallas-KPLX(FM) Fort Worth in same capacity.

Stan Reed, general sales manager, WNKS(FM) Columbus, Ga., joins WMJJ(FM) Birmingham, Ala., in same capacity. **Wanda Farish,** assistant sales manager, WNKS, to acting sales manager there.

Carolyn Barnaby-Merz, general sales manager, LIN Broadcasting's WBBF(AM)-WMJQ(FM) Rochester, N.Y., joins co-owned WIL-AM-FM St. Louis in same capacity.

Clay Brinker, from WCJB(TV) Gainesville, Fla., joins WBSP(TV) Ocala, Fla., as general sales manager.

Mary Pat Allen, account executive, WOTB(FM) Middleton, R.I., named general sales manager.

Fleetwood Gruver III, program director, WQXI(AM) Atlanta, named director of marketing, WQXI-AM-FM.

Jack O'Brien, local sales manager, WIVY-FM Jacksonville, Fla., named general sales manager.

James Barker, VP and general manager, KMFY(AM)-WAYL(FM) Minneapolis, joins WMVP(AM)-WZUU(FM) Milwaukee as general sales manager.

Mark Uncapher, account executive, WZFM(FM) Briarcliff Manor, N.Y., named sales manager.

Appointments, KAMA(AM)-KAMZ(FM) El Paso: **Fred Witt,** sales manager, KAMA, to sales manager, KAMZ; **Rick Rash,** senior account executive, succeeds Witt, and **Chris Nevil,** VP and general manager, KALY(AM) El Paso, to national sales manager, KAMA-KAMZ.

Steve Langford, account executive, WAVE-TV Louisville, Ky., named local sales manager.

Robert Gluck and **Tom McGarrity,** from Blair, New York, join WLVI-TV Boston as national and local sales manager, respectively.

Mark Friesch, director of sales, WKOW-TV Madison, Wis., and co-owned WAOW-TV Wausau, Wis., joins WISC-TV Madison as local sales manager.

Maryanne Brandmeier, local sales manager, KSDK-TV St. Louis, named national sales manager. **Bob Drewel,** account executive, KSDK-TV, succeeds Brandmeier.

Sheila Fitzgerald, from WIND(AM) Chicago, joins WFYR(FM) there as director of retail development.

Ray Wanty, account executive, KOOG-TV Ogden, Utah, named local sales manager.

Phillip Norton Jr., general sales manager, WHJJ(AM)-WHJY(FM) Providence, R.I., joi KHTT(AM)-KSJO(FM) San Jose, Calif., in sa capacity.

David Moody, account executive, WERE(A Cleveland, named regional sales manager.

Robert E. Gainey, account executive, WO (FM) High Point, N.C., named regional sa manager, WGLD(AM) Greensboro, N.C.-WOJ

Larry Jennings, from WITH(AM) Baltimo joins WIYY(FM) there as account executive.

Joni Towers White, account executive, Da & Phillips Advertising, Norfolk, Va., nam account executive, WVEC-TV there.

Julie Taylor Hitchins, account executi WMAQ(AM) Chicago, joins WLS-AM-FM th as account executive.

Earl Murton, marketing consultant, Busine land, Washington, joins WGMS-AM-FM B thesda, Md., as member of local sales depa ment.

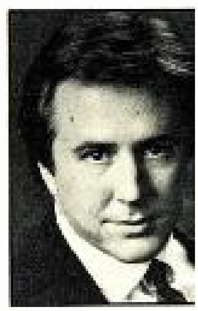
Programing

Frank O'Connell, chairman, president a chief executive officer, Optionware In Bloomfield, Conn.-based business appli tion software company, joins Th EMI/HBO Video, New York-based ho video partnership of Home Box Office a Thorn EMI Screen Entertainment, as ch executive officer.


Stuntz

Appointments, M Networks Inc.: **Ma Stuntz Jr.,** VP, bu ness development, senior VP, busin management and velopment; **Jo Reardon,** VP, natic accounts, to senior and general mana affiliate sales and m keting, and **M Booth,** VP, regio operations, to VP, affiliate sales and mark ing.


Reardon


Booth

Robert Bain, director, business affairs, Aa Spelling Productions, Los Angeles, joins lumbia Pictures Television there as direc business affairs.

Zamira Portnoy, from ABC Motion Pictu Los Angeles, joins Ruby-Spears Enterpri Los Angeles-based animation studio, as rector of business affairs.

Appointments, Vestron Video, Stamf Conn.: **Larry Kasanoff,** director, original graming, to executive director, feature programing; **Karla Fuller,** manager, sc evaluation, to associate director, feature evaluation, and **Joseph Brady,** VP, contro

VP, finance.

avid Fein, producer, most recently for por-
ons of Live Aid telecast, joins Lynch-Biller
roductions, Los Angeles, as senior VP.

ppointments, Vestron Video, Stamford,
onn.: **Larry Kasanoff,** director, original pro-
'aming, to executive director, feature film
ograming; **Karla Fuller,** manager, script
'aluation, to associate director, feature film
'aluation, and **Joseph Brady,** VP, controller,
VP, finance.

illiam Neal, manager of regional operations,
ome Box Office, Chicago, joins Centel Vid-
Productions there as executive producer.

imela Hansen-Clemens, director of devel-
ment, The Disney Channel, Los Angeles,
ns Roundelay Productions there as director
development. Roundelay has production-
velopment agreement with Lorimar.

uce Sterten, from Kline & Friends Produc-
ons Group, Los Angeles, joins Dick Clark
oductions there as VP, development.

ke Cheda, director of development, Walt
sney Productions, Los Angeles, joins
rry & Enright Productions there as director
development.

ida Lieberman, account executive, Televi-
n Program Enterprises, New York, joins
bune Entertainment Co. there as account
ecutive, station sales.

an Moors, VP and general manager,
N(AM) New York, joins Group W Satellite
mmunications there as Eastern sales man-
r.

orge Oliva III, operations manager, WERE-
) Cleveland, named VP, programing, re-
nsible for WERE and co-owned WGCL(FM)
e.

vid Emmel, writer-producer, creative ser-
es department, WYFF-TV Greenville, S.C.,
ned creative services director, succeeding
zie Mumford, named program director.

n Pierce, music director, WFOX(FM)
nesville, Ga., named assistant program
nager.

nne Adjan, program manager, WANE-TV
Wayne, Ind., joins WOTV(TV) Grand Ra-
, Mich., in same capacity.

cia Beth Daniel, program director, WDSU-
New Orleans, joins NBC, Los Angeles, as
ctices policy manager.

y Birdwell, VP and general manager,
S-TV Asheville, N.C., joins TVX Broad-
Group, Virginia Beach, Va., as director
rograming and research.

ert Brooks, executive producer, assistant
ram director, KSDK-TV St. Louis, joins
F-TV Kansas City, Mo., as program di-
or.

s Carter, director, WJBF-TV Augusta, Ga.,
ed nighttime production supervisor.

Smith, from WJR(AM) Detroit, joins
C(AM) New York as host of *The Paul
h Show.*

e Brody, from WSCR(AM) Camden,
., joins WNLC(AM)-WTYD(FM) New Lon-
Conn., as morning host.

le Hemingway, former talk show hostess,
WABC(AM) New York, joins KGIL(AM) San Fernando, Ca., in same capacity.

Robert W. Morgan, air personality, KMGG(FM) Los Angeles, resigns.

News and Public Affairs

Paul Frega, assistant news director, WVIT(TV) Hartford, Conn., named news director.

Liza McGuirk, supervising producer, CNN, Atlanta, named executive producer, New York bureau.


McGuirk


Schaefer

Bobbie Hornig, Capitol Hill news editor, NBC, Washington, leaves for Jerusalem, where her husband has been named consul-general. She will report for NBC part-time from Tel Aviv. **Terry Schaefer,** nightly news production assistant and part-time producer, succeeds Hornig.

Linda Mason, senior producer, *CBS Evening News with Dan Rather*, New York, named executive producer, weekend editions, *CBS Evening News.*

Daniel Schorr, former reporter for CBS and senior correspondent, CNN, from 1976 to 1985, joins National Public Radio, Washington, as national affairs correspondent. Schorr has provided news analysis to NPR's *All Things Considered* since 1978.

Terry Anzur, anchor-reporter, WBBM-TV Chicago, joins NBC Television Stations, Washington, as correspondent.

James Johnston, news editor-desk editor, Mutual Radio Network, Washington, joins noncommercial WAER(FM) Syracuse, N.Y., as executive news producer.

Marcia Ladendorff, anchor, CNN, Atlanta, joins WTLV(TV) Jacksonville, Fla., as co-anchor, 6 and 11 p.m.

Donna Deaner-Bryce, consumer editor, KCBS-TV Los Angeles, joins KTTV(TV) there as mid-day anchor.

Juana Hill, regional public information officer, Texas Department of Human Services, Dallas, joins KDFW-TV there as host-producer, *Insights* minority affairs program.

Scott Swan, sports producer, KHJ-TV Los Angeles, joins KESQ(TV) Palm Springs, Calif., as sports director.

Doug Hamilton, host, *Morning Edition*, Minnesota Public Radio, St. Paul, joins KTHI-TV Fargo, N.D., as anchor and public affairs producer.

Tom Van Howe, owner and president, Pilot Productions, Louisville, Ky., joins WOTV(TV) Grand Rapids, Mich., as co-anchor, noon and 5:30 p.m. news.

Nick Clooney, news anchor, KNBC(TV) Los

Line of duty. A helicopter carrying two ABC newsmen crashed Tuesday (Jan. 21) near Ellendale, Minn., killing them and the pilot. Joe Spencer, a general assignment reporter, and Mark McDonough, a producer, both based in ABC News's Chicago bureau, were en route from Minneapolis to Austin, Minn., to cover a strike at a Hormel meat packing plant there when their chartered helicopter disappeared from radar about 15 minutes after its 3:35 a.m. takeoff in heavy fog. According to a United Press International report, an FAA spokesman said that the pilot, Curtis Mark Haugen, chose to fly beneath a low cloud cover rather than follow an advised flight plan above the cover. The wreckage of the crash was discovered by a farmer about 1 p.m. Tuesday on his land 80 miles south of Minneapolis.

Spencer, 31, whose most recent on-air appearance had been on *Good Morning America* Tuesday morning in a taped segment on the strike, joined ABC in 1983. Previously, he had been a reporter and substitute anchor for WXYZ-TV Detroit in 1979-83. Other positions had included field anchor, KMGH-TV Denver, reporter and weekend anchor for WGHP-TV High Point, N.C., and Associated Press's New York broadcast bureau. Spencer is survived by his wife, Myra.

McDonough, 30, had worked with Spencer on a number of stories. He joined ABC in 1983. Before that, he was a producer, investigative reporting unit, for KMOX-TV St. Louis in 1981-83. Before that he had been a reporter for *St. Louis Business Journal* and reporter-editor for KMOX(AM) St. Louis. He is survived by his wife, Christy.

Angeles, resigns, succeeded by **Keith Morrison**, news anchor, Canadian Broadcasting Corp., Toronto.

Dick McMichael, from WRBL(TV) Columbus, Ga., joins WTVM(TV) there as anchor-reporter.

Howie Carr, political columnist, Boston *Herald*, joins WLVI-TV there as twice-weekly commentator.

Bob Siegel, reporter, KXAS-TV Fort Worth, joins KFMB-TV San Diego in same capacity.

Tracie Savage, reporter, WTVG(TV) Toledo, Ohio, joins WEYI-TV Flint, Mich., in same capacity.

Kathleen Leighton, reporter, WOWT(TV) Omaha, named anchor of new Sunday evening newscast.

Michael Kronley, anchor-reporter, KRCR-TV Redding, Calif., joins KSBY-TV San Luis Obispo, Calif., as general assignment reporter.

Steven Bray, recent graduate, Northern Illinois University, Dekalb, Ill., joins WAND-TV Decatur, Ill., as meteorologist.

Pat Finn, from KPNX-TV Phoenix, joins KRON-TV San Francisco as weekend weathercaster.

Technology

James Ary, chief engineer, WTVN(AM)-WLVQ(FM) Columbus, Ohio, named VP, radio engineering, for parent, Taft Broadcasting.

James Rushing, from Hughes Aircraft Co., Plano, Tex., joins C-Cor Electronics there as regional sales manager, South central region.

Bruce Pharr, marketing communications manager, Ampex Corp., Redwood City, Calif., named marketing manager, audiotape products, magnetic tape division.

Rick Hindman, senior coordinator, Kirkwood Telecommunications Systems, Cedar Rapids, Iowa, joins PBS Enterprises, for-profit subsidiary of Public Broadcasting Service, Washington, as assistant director, data services, responsible for development of vertical blanking interval projects.

Ira Singer, director of network services, State University of New York's New York Network, intrastate public television network, Albany, N.Y., joins noncommercial WMHT-TV Schenectady, N.Y., as director of engineering.

Ed Johnson, manager, RF facilities, KGO-TV San Francisco, named director of engineering.

Promotion and PR

Louise Alaimo, director, advertising and publicity, Embassy Home Entertainment, Los Angeles, named VP, advertising and publicity.

Bill Fouch, regional director, affiliate relations, NBC-TV, New York, named VP, affiliate marketing and corporate relations.

Candace Chatman, publicity assistant, Paramount Pictures, New York, joins Burson-Marsteller, New York, as entertainment group coordinator.

Vivian Lawand, creative director, Turner Cable Sales, Atlanta, named marketing director, Goodwill Games unit, TBS.

Borden Black, news director, WTVM-TV Columbus, Ga., joins Communicorp there as director of public relations. Communicorp is marketing communications firm.

Ellen Cherry, assistant promotion director, WERE(AM) Cleveland, named promotion director.

John Baldwin, promotion manager, WATE-TV Knoxville, Tenn., joins WGAL-TV Lancaster, Pa., as producer-director, creative services.

James Strader, from KCRA-TV Sacramento, Calif., joins WTLV(TV) Jacksonville, Fla., as manager of creative services.

Allied Fields

Paul Silverman, director and general manager, international services, Satellite Business Systems, joins Venture America Telecom Group, Oakton, Va., as president and chief executive officer. Venture America will help finance acquisition of telecommunications ventures.

Elizabeth Hartnett, controller, Electronic Industries Association, Washington, named staff VP. **Gary Shapiro,** staff VP, government and legal affairs, consumer electronics grou[p] EIA, named assistant general counsel.

Robert Butler and **Patricia Reilly,** attorne[ys] specializing in communications, Wiley [&] Rein, Washington, named partners of firm.

Kim Degnan, executive assistant to direct[or] general of Intelsat, Washington, and chi[ef] editor, *Satellite Communications*, joins TF Telecommunications Corp. there as manag[er] financial planning and service development

Julie Dolan, director, information and pub[li]cations, American Advertising Federatio[n] Washington, named VP, communications.

Deaths

Herbert W. Armstrong, 93, pastor gener[al] Worldwide Chruch of God, Pasadena, Cali[f.] died Jan. 16 at his home in Pasadena. He h[ad] suffered from heart ailment. Armstrong [es]tablished church's *Plain Truth* magazine a[nd] *The World Tomorrow* radio program in Ja[nu]ary 1934. Radio program was begun o[n] KORE(AM) Eugene, Ore. In 1953, it went [na]tional over ABC Network. Eventually, ra[dio] program was syndicated to some 200 statio[ns] by time radio was deemphasized in 1984. [Ra]dio broadcasts are currently syndicated [to] about 30 stations worldwide, but to only [one] U.S. station. Church's television broadca[sts] began in 1955-56, but were not successf[ul] and did not begin again until 1967. Tod[ay] television broadcasts reach over 350 stati[ons] worldwide. Armstrong's son, Garner [Ted] Armstrong, was featured on television bro[ad]casts until 1978, when he had falling out w[ith] his father and formed his own minis[try,] Church of God International, in Tyler, Tex. [In] addition to his son, Herbert Armstrong is s[ur]vived by two daughters.

Arthur S. Gross, 59, VP, worldwide sales, Republic Pictures Corp., Los Angeles, d[ied] of apparent heart attack Jan. 20 at his hote[l in] New Orleans, where he was heading Rep[ub]lic's sales team at NATPE International c[on]vention. Gross, veteran of over 25 years [in] industry, had joined Republic, then called [Na]tional Telefilm Associates, in 1977. He [had] previously headed his own international [dis]tribution company, Video International P[ro]grams. Gross's career included execu[tive] sales posts at Guild Films and United Art[ists] Television, both New York. He was also [pro]gram director at WABC-TV New York. H[e is] survived by his wife, Mary, and son.

Joel Sebastian, 53, announcer, radio [and] television personality, commercial voice-[over] artist and most recently morning air perso[nal]ity at WJMK(FM) Chicago, died of compl[ica]tions from pneumonia Jan. 17 at Evan[ston] hospital, Evanston, Ill. Sebastian came [to] Chicago in 1966, and before joining WJM[K in] July 1985, worked for numerous Chicago [ra]dio stations, including WLS(AM), WGN(A[M]), WMAQ(AM) and WIND(AM). Other stations [he] worked for included KLAC(AM) Los Ange[les] and WMCA(AM), WINS(AM), WNEW(A[M]), WNBC(AM) and WHN(AM), all New York. [His] commercial work included United Airli[nes,] Kellogg's, Budweiser and McDonald's, [and] his TV work included appearances on [day]time dramas *All My Children* and *Ano[ther] World*. He is survived by his wife, Fran[,] son and daughter.

'ally Nelskog: building om the ground up

ılly Nelskog says he doesn't "stick with ything too long." He likes to start things— ıong them, five radio stations that he built ım construction permits. At 66, the owner, ;sident and general manager of KIXI-AM- Seattle—which he has sold subject to :C approval—has been a broadcaster most his life.

Nelskog has worked as a disk jockey and has owned radio stations—nine of m—over the past 50 years. He has hosted :levision show, had interests in cable sys- ıs and owned a post-production studio in ıttle. He was also a director of the Nation- Association of Broadcasters for two ms. Washington communications attor- ' Michael Bader, of Haley, Bader & Potts, ls Nelskog an "all-around radio pioneer, o has grown up from being a ham radio :rator through all phases of broadcast- ."

Nelskog, the son of Norwegian immi- nts, was first attracted to the industry ough a high school drama teacher who rd him make announcements over the ool's public address system. The teacher ld me I had a good radio voice but that I n't know how to use it. So he straightened out," Nelskog recalls. And it wasn't long ore he "fell in love with being on the io."

By the time he was 18, Nelskog had a ham io license and a broadcast license—called rst-class telephone license in those days. was president of the Everett, Wash., high ool radio guild for two terms, worked at a ion in Everett (for about 25 cents an hour, ecalls) and received a scholarship to the nish School of Fine Arts in Seattle. ile at Cornish, he worked from midnight : a.m. at KRSC(AM) Seattle.

During World War II he was assigned for nonths to the Army Signal Corps in An- rage, keeping his hand in broadcasting producing a program for the troops sta- ed there. He transferred to the Army Air ps, got his commission as a second lieu- nt and was assigned to various posts in United States, the last one being Spo- e, Wash. There he was a commanding :er of a communications school and nlighted as a staff announcer from 6 . to midnight at KHQ(AM) Spokane.

ı 1946, Nelskog married Anne Bower. le honeymooning in New York, the new ım combined business with pleasure, se- ng a Muzak franchise for Spokane. He developed "a coin-operated route"— boxes—on the side. In 1949, Nelskog out of the canned music business and t back to radio full time at KREM(AM) kane as a program director and morning, noon and evening disk jockey.

WALTER (WALLY) NELS NELSKOG—owner, president and general manager, KIXI-AM-FM Seattle (pending completion of sale of station to Thunder Bay Communications); b. Nov. 8, 1919, Everett, Wash.; Alaska Communications System, Army Signal Corps (August 1942-January 1944); Army Air Corps, January 1944-November 1945; staff announcer, KHQ(AM) Spokane, Wash., 1945-47; Muzak and juke box franchise, 1946-49; program director and announcer, KREM(AM) Seattle, 1949; announcer, KING(AM) Seattle, 1949-1950; announcer and host of *Wally's Music Makers*, KRSC(AM) Seattle, 1950-55; announcer and host of *Wally's Music Makers*, KJR(AM) Seattle, 1955-56; host, *Wally's Hi-Jinx*, KTVW(TV) Seattle, 1956-57. Former owner: KUTI(AM) Yakima, Wash.; KORD(AM)-KZZK(FM) Pasco, Wash.; KYNG(AM) Coos Bay, Ore.; KQTY(AM) Everett, Wash.; KUDE(AM) Oceanside, Calif.; KYXY(FM) San Diego; KUDI(AM) Great Falls, Mont.; KQDY(AM) Minot, N.D., and KIXI-AM-FM Seattle; present position since 1959; married—Anne Bower, June 25, 1946; one child—Carol Anne Arkell, 33.

At KREM he soon discovered that "I didn't like my shift." He got a job at KING(AM) and then at KRSC(AM) Seattle where he had his own program—*Wally's Music Makers*. After five years he moved himself, the show, "and all of the audience," as he is careful to add, to KJR(AM) Seattle.

Nelskog also hosted an hour-long televi- sion show, *Wally's Hi-Jinx*, on KTVW(TV) Ta- coma, Wash. (now KCPQ[TV]). For a year, Nelskog "packed in about 3,000 kids every Friday night in one of the local halls" as they danced to the latest records. Soon he had saved enough money to obtain a construc- tion permit and build his own radio sation in Yakima, Wash. "I didn't want to be a disk jockey any more," says Nelskog.

Nelskog was 35 when he built his first station, KUTI(AM) (from the original con- struction permit). He got the entrepreneurial fever. While still running his first property, he put KQTY(AM) on the air in Everett, Wash., eventually adding KORD(AM)- KZZK(FM) Pasco, Wash., and stations in Ore- gon, California, Montana and North Dakota to his ownership portfolio. He has owned and sold nine radio stations over the years, he says. Asked when he owned each, how- ever, he draws a blank. "I don't recall the years. The maximum ownership of any wasn't very long, perhaps seven years," he says.

"I don't like to operate. I like to start things. I'm kind of a renegade," he says. "I love to start businesses." And then he sells them, "taking capital gains." He also has retained some of the buildings. "I'm kind of in the real estate business too," he says.

He recalls the early years of station own- ership as among the most enjoyable in his career. "Everything was a new experience, like a kid with a new toy," says Nelskog. "It was exciting, and we did very well." In those days "simplicity was the secret to suc- cess—playing lots of music [all of his sta- tions had a top 40 format] that the people wanted to hear."

Things have changed. "There are too many stations in some markets, and a lot of people are going to go by the wayside," said Nelskog the other day. "There's so many sta- tions, they have to position themselves in the market. It's not like the old days," says Nels- kog. "We never used to have to spend a nickel for promotion. But now you have to spend practically half of your income or more for promotion."

All of his stations have been sold now, most recently KIXI-AM-FM Seattle for $8 mil- lion. Nelskog will retain 5% "as sort of a gift," he says, and will have a consulting agreement with the new owners for five years. "But I'll be staying away from the station as much as possible because I like my boat and I like to fish and I've been working too damn long—too many years," he says. "I think I've earned a little respite."

Nelskog plans to take his 42-foot motor boat on a fishing expedition in Alaska. The boat "looks like a porcupine with all the an- tennas I have on it," he says. With the ham radio and short-wave equipment on board, he's "never out of touch with the world. That's how I'm going to have fun from now on."

Nelskog says he's looking forward to his retirement "like you can't believe." But for how long? Maybe "six months," was his an- swer. "I might go back to being a disk jockey at a top 40 station or buy a little station in eastern Washington," he laughed. "I might start some other business again, but who knows?" says Nelskog. "I like to stir things up."

In Brief

CBS will broadcast ***Special Report with Dan Rather*** on Feb. 6 (11:30-midnight), coverage of final stages of Philippine elections, along with regular coverage on morning and evening news programs, as well as *Nightwatch*. Bob Faw, David Jackson and Bill Redecker will report event for *CBS Evening News* and Terrence Smith will report for *CBS Morning News*. **ABC's *World News Tonight*** will originate **live from Manila** for Philippine elections Feb. 6 and 7. Joining Peter Jennings in Manila will be Mark Litke, Manila bureau correspondent, and Jim Laurie, chief Asian correspondent, based in Tokyo. ***NBC Nightly News with Tom Brokaw*** will broadcast from hotel in Manila on Feb. 6-7. Network is sending 35 people, with 12 to 15 from Asian bureaus, and rest from European bureaus. NBC will have six news crews and four editors and will broadcast from portable earth station. New operation will also report for *Today Show*.

□

American television networks covering **Philippine presidential election campaign** are resisting efforts of backers of opposition candidate Corazon C. Aquino to obtain their **tapes of local news shows.** Opposition is seeking material to back claim that President Ferdinand E. Marcos has unfairly monopolized coverage of campaign. American networks tape local news shows and use excerpts for stories they send to U.S. Request to subpoena tapes was made before Commission on Elections, where network representatives said issuance of subpoena would violate press freedom. Commission rejected request on technical grounds, but networks expect request to be renewed.

□

Young & Rubicam and BBDO have become **first subscribers to AGB** National Television Audience Measurement Service. AGB ser[vice] becomes operational in 2,000 households (5,200 people) as of S[ep]tember 1987, and 5,000 households (13,000) as of September 1[9…]

In stereo. *CBS Television Network, hastening to provide stereo television programing to eager affiliates, announced last week it will initiate stereo feeds with the Feb. 25 airing of* The 28th Annual Grammy Awards.

The plan to "pass-through" stereo programing to affiliates, announced last week by Tony Malara, CBS-TV Network president (see story, page 54), will also include the weekly series, The Twilight Zone; *a three-part mini-series,* If Tomorrow Comes, *to be aired March 16-18, and theatrical feature films and possibly major sports events such as the 1987 Super Bowl.*

Although Malara told Broadcasting *the announcement did not represent a major change in network plans (CBS representatives had consistently emphasized long-term conversion with regular programing beginning in 1988), he and other CBS representatives acknowledged a decision had been made to accelerate the availability of stereo audio and that the move came largely as the result of repeated queries from affiliates for specific startup dates from the network.*

When the topic arose at a November affiliate board meeting, Malara said the network decided to begin looking into ways to inexpensively provide stereo programs without discarding CBS's "orderly," long-term conversion plans for the service. Malara declined to say how much the conversion to "pass-through" capabilities would cost the network, but said a full changeover of all CBS facilities would cost the network $20 million.

The chairman of the CBS affiliate advisory board, Phillip Jones, vice president and general manager of KCTV(TV) *Kansas City, Mo., called the decision "pretty positive." "CBS is perceived as the dominant network, and it needs to always be on the front edge," Jones said. "It was important the network make the commitment" so stations could make future budgetary decisions accordingly. Jones added: "The affiliate push made them more sensitive to the fact the local communities are talking about stereo TV and that is was more of a factor than they had thought."*

CBS currently has 21 stereo affiliates; its owned station, WCAU-TV *Philadelphia, has been broadcasting in stereo since last June.*

□

Senate Rules Committee kicked off hearings last week on **camp[aign] finance reform legislation** pending in Senate. Among bills con[sid]ered by committee was S. 1806 that would, among other thi[ngs,] expand equal-time provisions of political broadcasting law. Ma[jor]ity of hearing was devoted to reform issues and not bill's requ[ire]ment that broadcasters provide candidates with free "equal ti[me"] if a candidate is subject of negative advertising funded by PA[Cs.] However, Rules Committee Chairman Senator Charles M[c] (Mac) Mathias (R-Md.) indicated there will be further hearing[s on] matter and that senators will examine equal-time provision la[ter.]

□

Group led by Viacom International and including investment hou[ses] Bear Stearns and Wertheim & Co. last week **agreed to buy 15[%]** independent studio **Orion Pictures** Corp., from WP Films Ass[oci]ates for about $26 million. WP is investment group led by Warb[urg] Pincus which helped form Orion in 1982. HBO also holds inte[rest.] Deal includes purchase of 812,500 shares of common at $12[…] share and warrants to purchase additonal 2,762,500 shares a[t…] per warrant. Parties said price was "subject to adjustment [in] certain circumstances." Deal was struck after Orion rejected [two] earlier offers, one from Anabasis Inc., whose principals produ[ced] "Rambo" films, and another from Los Angeles investment f[irm] Trafalgar Holdings. Both rejected bids sought control of O[rion.] Viacom and studio are currently negotiating "more meanin[gful] involvement by Viacom in Orion," companies said. Deal re[pre]sents Viacom's entry into motion picture production busin[ess,] which company has sought for some time. Sources said Via[com] was still interested in acquiring interest in MGM/UA altho[ugh] talks with TBS have apparently not resumed after breaking of[f…] month.

□

Sixteen **shareholder suits challenging proposed merger of RCA [and] General Electric were settled out of court** last week, subject to [ap]proval by court and two companies' boards of directors. Propo[sed] settlement increases price GE would have to pay, were it to e[xer]cise defensive option to purchase 28.3 million shares of RCA st[ock,] and also limits conditions under which GE could exercise [the] option. Increase in option price of $6.625 per share, to $59.75, […] would reduce difference between current market price for [RCA] stock and option price, which second bidder would have to m[ake] up if it were to buy out GE's options.

□

House Telecommunications Subcommittee Chairman **Tim [Wirth]** (D-Colo.), in letter to FCC Chairman Mark Fowler, **criticized [FCC] filing** two weeks ago with U.S. Court of Appeals concerning **e[fforts] by Radio-Television News Directors Association to have fairness [doc]trine declared unconstitutional.** At issue is whether FCC's fai[rness] doctrine report represents "final agency action" and is bas[is for] repealing doctrine. FCC says it is final action and "is reviewa[ble at] this time." Wirth called commission's filing on this point "[com]pletely lacking in merit." Wirth argued: "Since the commi[ssion] lacks authority to repeal fairness doctrine—and even then the[…] itself has not determined that it has such authority—I cann[ot see] how the failure to take action to repeal the doctrine wa[rrants] review." Indeed, Wirth wrote, that only if the FCC had author[ity to] repeal doctrine, could "its failure to repeal the rules arguab[ly be] viewed as final action subject to review." And, continue[d] subcommittee chairman, "since the FCC has not decide[d the] question of whether it possesses the authority to repeal the [doc]trine, there is also no decision, final or otherwise, to review [with] respect to the question of whether it has that authority."

□

Department of **Justice's antitrust division has asked for [a…] perspective on Preferred decision,** which held that cities [can't] deny franchise to cable systems if they have room for them. [FCC] and antitrust division are both said to be supportive of ca[ble] position; there are minor differences between their position[s…]

ːsentatives of each agency are hoping to work those out. itor General will have final word on whether government files se, which cities have appealed.

□

Deficit Trials," television commercial produced by New York-d chemical company W.R. Grace & Co., is **having some trouble ıing its intended audience.** Grace had hoped to place commer-which deals with issue of federal deficit, after President Rea-; State of the Union Address. As of last Friday, ABC had ted commercial, CBS (which regularly refused Grace's past advertising) had made no decision, and NBC was consider-commercial, but said no time was available near President's ess. Grace's advertising director, Steve Elliott, said commer-ıad been picked up by CNN and Independent Network News, ıad been accepted by WNEW-TV New York (independent) and -TV Washington (ABC), with time still to be bought. Elliott prime target was viewers in New York, Washington, Chicago Los Angeles, and company would be talking to independents affiliates in those cities. Spokesman for ABC said: "We re-ed it and chose not to accept it for airing in that time period use of its controversiality." Commercial features elderly man g tried by adolescent prosecutor and jury of children in year , when economy has failed. Responding to old man's plea that one was willing to make the sacrifices" in past, prosecutor "In 1986, the national debt reached $2 trillion. Didn't that ten you?" On leaving witness box, elderly man asks: "Are you going to forgive us?"

□

ı-TV New Orleans provided sidebar story to **Super Bowl XX** last ‹ when its sports anchor, Buddy Diliberto, on Wednesday's 10 newscast reported that **Chicago Bears quarterback Jim McMa-ıad said "all the women of New Orleans are sluts."** McMahon ed report, calling it "totally off the wall," and Bears threatened if station did not broadcast retraction. It was not long in ng. WDSU-TV General Manager Bob McRaney Jr. appeared on noon newscast on Thursday (Jan. 23) to **broadcast apology** cMahon, Bears, NFL, city of New Orleans and WLS(AM) Chica-Apology was repeated on 5 p.m., 6 p.m. and 10 p.m. news-s.) McMahon was said to have made remarks in interview that broadcast. But Diliberto, in statement issued by WDSU-TV in h he also apologized, acknowledged he had not verified story. newsman said purported interview "didn't happen." WDSU-TV suspended Diliberto pending further review of matter.

□

staff study issued last week **recommends deregulation of inter-nal communications facilities.** Study calls for phasing out exist-equirement that AT&T send part of its traffic by satellite and by cable—requirement imposed 20 years ago to assure devel-ent of international satellite service—and to end rate-of-return lation of Comsat and international service carriers, including T. It also calls for elimination of possible sources of bias in ers' choice of facilities. Such deregulation, study says, "would t in a more economically efficient level and mix of facilities in lower prices for using international facilities." However, y notes that FCC could not act unilaterally—it would need eration of foreign telecommunications authorities. Study also s proposed deregulation would require U.S. to work with for-governments in developing new policies regarding Intelsat; al system, study says, would not be able to continue global aging as means of holding down costs for developing coun-on so-called thin routes. However, study says new methods of cing could be developed—possibly from general tax revenues m taxes limited to suppliers of international telecommunica-services, including private carriers—if continuation of subsi-is considered desirable. Study was prepared by Evan R. el and James E. McNally Jr., of Office of Plans and Policy. It not represent commission policy, but was prepared in re-se to commission request when it issued notice of rulemaking ding loading guidelines applicable to AT&T. Commission report is intended to stimulate debate, and has invited com-s by March 10. Replies are due March 24.

□

d States Satellite Broadcasting, Hubbard Broadcasting's sat-broadcasting subsidiary, asked FCC to "clearly state" that **direct broadcast satellites,** operating in 12.2-12.7 ghz band, may be used temporarily for **nonbroadcast or fixed satellite service.** Such declaration would help USSB secure financing for its planned two-satellite DBS system. USSB said its optimism in DBS alone is not enough to convince financiers to back its system. "The investment community wants a fail-safe position," it said. "It wants to be assured by the commission that the commission will not unduly limit the use of DBS satellites to providing television programing." It asked FCC to "clearly state that, provided a DBS operator can demonstrate on an ongoing basis that it is actively seeking to provide a television program service, the commission will permit DBS satellites to be primarily used for an interim, but possible extended period of time to provide nonbroadcast services."

□

Regulatory Review Committee of **Connecticut legislature** last Tuesday (Jan. 21) **disapproved, by 10-2 vote, regulation** recommended by state Department of Consumer Protection that would have required **tags or labels on AM stereo radios** sold in state, disclosing which type or types of AM stereo signals they can receive. Although it is now unlikely labeling requirement will become state regulation, it could still become state law. State Representative Robert Ward (R-North Branford-Wallingford-East Haven) said he voted against regulation because there was no evidence it was needed. "It was presented as a consumer protection regulation, but the DCP has never had a complaint from consumers," he said. "I viewed it as a dispute within the industry." Regulation was instigated by AM stations in state using Kahn stereo system. They argued sale of radios capable of receiving only signals of incompatible Motorola C-Quam system made labels necessary so that consumers understood that they couldn't use C-Quam-only radios to listen to Kahn stations in stereo. DCP agreed, but Regulatory Review Committee did not. Upon rejection by committee, regulation is automatically forwarded to joint General Law Committee, but Ward said prospects that committee would resurrect regulation were dim. State Senator and Regulatory Review Committee Co-Chairman John Larson (D-East Hartford) agreed that General Law Committee is unlikely to overturn his committee's veto of regulation. However, he said, it's likely that DCP Commissioner Mary Heslin, who strongly believes in AM stereo labeling, will now ask legislature for law requiring it.

□

ABC News's *20/20* is close to filling slots that opened with departure late last year of two of its first-string correspondents, Geraldo Rivera and Sylvia Chase. Program has tapped **John Laurence,** veteran foreign correspondent, most recently with ABC News in London, **to replace Rivera,** whose strength was investigative pieces. Laurence has accepted new post on three-month trial basis, but program executives stressed last week job is his unconditionally if he wants it. Laurence, who started week ago (Jan. 20), has won many awards during his 20-year network journalism career, including three Emmys, two of which he won for coverage of Vietnam war while he was with CBS. *20/20* has also offered *World News Tonight* correspondent **Lynn Sherr** slot vacated by Chase, who left to join KRON-TV San Francisco as news anchor, beginning Jan. 26. (Rivera is currently doing freelance work, including assignments for CNN.) Sherr, who covers space shots, other science-technology stories and "social condition" pieces (battered wives, etc.) for ABC, is expected to make decision soon. *20/20* executive producer Av Westin said last week that basic direction and story mix of program, hard news, investigative and human interest pieces, will remain same.

□

J. Philip Oldham has moved from Katz Communications, where he was vice president of programing, **to Genesis Entertainment,** where he will become executive VP-general manager. Move is effective today (Jan. 27).

□

Katz Radio Group has replaced **Jerry Kelly** as head of **Republic Radio.** Successor is **Jerry Cregan,** 13-year veteran of company, who has been VP-stations, Central division, Katz Radio. Republic, formerly RKO Radio Sales before Katz Communications acquired firm in 1984 (BROADCASTING, April 2, 1984), represents stations in some 61 markets and bills about $30 million annually.

Editorials

Diversionary tactics

A little late perhaps, Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, has joined the diehard regulators who are desperately trying to sidetrack judicial review of the legality of the fairness doctrine. Wirth's breathless entry betrays the diehards' fear for the worst if the merits of the case against the fairness doctrine are put to a fair test in the appellate process.

Last week Wirth paused long enough in his campaign to become a United States senator, for God' sake, to sign a letter disagreeing with the FCC's declaration of a week before that its fairness report of last August constituted a final action that is subject to appellate scrutiny. If Wirth and company were to prevail, the Court of Appeals could reject a case, based upon the FCC's August action, that the petitioning broadcasters hope will prove that the fairness doctrine violates the First Amendment.

Wirth's letter, addressed to FCC Chairman Mark Fowler, also took pains to assert that the fairness doctrine had been incorporated by act of Congress into Section 315 of the Communications Act, a finding that the FCC refused to make in its August report. Wirth thus put himself at odds with another point made by the broadcasters who are appealing the August FCC action. The broadcasters say the doctrine was merely acknowledged by Congress in 1959 in amendments to Section 315 and is within the FCC's power to repeal.

It takes no legal training to read the Wirth letter for what it was intended to be: a source to be cited by defenders of the doctrine who are opposing the broadcasters in the appellate court. The scene is easily imagined: Charlie Ferris, the busy, busy counsel to the Democratic National Committee, which intervened in opposition to the broadcasters before the court, conferring with fellow ghosts in Wirth's employ to prepare a letter that will look good to the judges.

The happy thought is that it all may be a pointless exercise.

Whatever the court does with the case testing the FCC's fairness report of last August, another case, less susceptible to question for review, awaits the same court's attention. It is Meredith's appeal of an FCC finding of last October that Meredith's WTVH(TV) Syracuse, N.Y., had violated the fairness doctrine. Nobody can say that wasn't a final action by the FCC worthy of court review.

As is reported elsewhere in this issue in considerable detail, Meredith is taking dead aim at the fairness doctrine. It has hired Floyd Abrams, one of the foremost First Amendment lawyers in the country, who has prepared a brief that may set new records for persuasiveness and legal clarity. "In short," says the brief at one point, "the fairness doctrine is unconstitutional."

Wonder whom Charlie Ferris will recruit to answer that.

Catechism

Times Mirror has spent $257,000 on a Gallup study of public opinion about the news media and their performance. It was money well spent. If Gallup has discovered a quirky public that is full of ambiguities, it is because, this page has no doubt, that is exactly the kind of public that is out there.

Gallup has looked more deeply into the public mind than other researchers have looked. There is nothing in the Times Mirror study to discredit earlier research, such as the biennial surveys done by Roper for the Television Information Office or a survey done by Mori Research for the American Society of Newspaper Editors and released last spring (BROADCASTING, April 15, 1985). There is much in it to explain and refine earlier findings.

In general, Gallup found that the vast majority of people believe what they read, hear or see in print and electronic journalism (see BROADCASTING, Jan. 20). It also found substantial support for a government role in the supervision of news media performance (see story, this issue).

The media can take comfort in Gallup's discovery that 79% of its sample said media care about the quality of their work, while 11% said they don't care and 10% didn't know. Is there a contradiction between those responses and the 55% who said media try to cover up mistakes, while 34% said they are willing to admit them, and 11% had no reply?

Perhaps the most significant part of the Gallup work is its segmentation by types of respondents. The most vociferous critics of the media represent only 5% of the population, but they are more knowledgeable about the media than any other cluster in the population and far more expressive in making their opinions known. It is just possible that their attitudes have been disproportionately presented beyond their number in society.

There is, however, nothing in the Gallup survey to justify a lessening of journalistic discipline. The American audience likes its news but won't be conned. Something to remember.

Making up

The split between the National Academy of Television Arts and Sciences and Academy of Television Arts and Sciences of a decade ago was not on a par with, say, the fractionalization of a continental plate, although it caused the postponement of an Emmy awards telecast to the discomfiture of the network involved (NBC). In fact, it had mildy ludicrous overtones, with a power struggle that saw the 3,000-member New York NATAS chapter revoking the charter of the 5,000-member Los Angeles chapter. After a spate of charges, suits and boycotts, a compromise was reached, with an agreement to divide the Emmy-dispensing duties, although the two groups also remained divided.

Nonetheless, the news that the two academies have met to discuss a reunion ("In Brief," Jan. 13)—ATAS officers informally approved steps toward reunification in December—was heartening, if for no other reason than that its realization would represent the symbolic healing of an old wound. The spirit of cooperation appears to be blossoming here, and elsewhere, in the Fifth Estate. Could it be catching?

Drawn for BROADCASTING by Jack Schmidt
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