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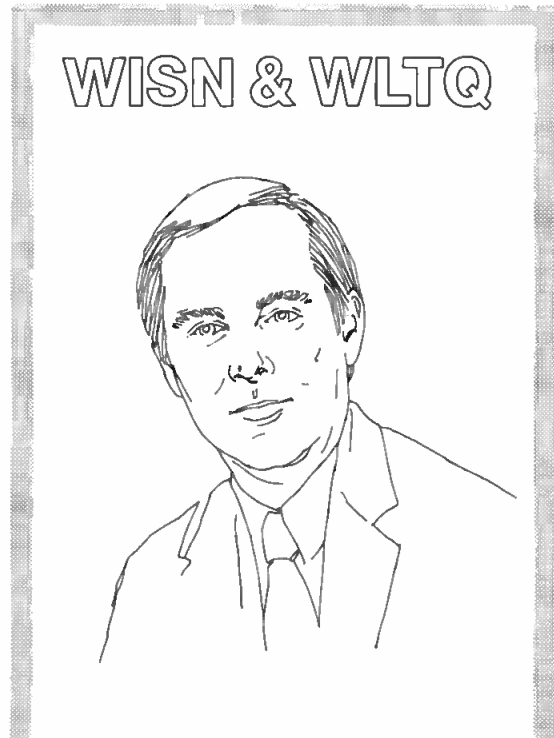
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Broadcasting **May 19**

Financial figures from BFM Networks complete fall schedules Setback for HDTV □ 4A's coverage

FINANCIAL FIGURES □ Broadcast Financial Management Association releases financial figures for nine of the top 10 markets for calendar years 1980 through 1984, as well as three-network revenue figures for those years. **PAGE 39.**

SET FOR FALL □ ABC and NBC announce fall schedules, substantially reworking the 8 p.m. hour. Comedies and law enforcement dramas abound. **PAGE 43.**

BACKHAUL FIX □ House subcommittee passes bill protecting broadcast networks against illegal reception of feeds. **PAGE 50.**

DECISIONS, DECISIONS □ Blair gets boost in takeover fight as FCC turns down Macfadden short-form application. Judge denies Blair request to enjoin tender offer. **PAGE 68.**

A's HAVE IT □ Four As meets at Greenbriar. Chairman Louis Hagopian announces public service campaign to fight drug abuse. **PAGE 69.**

HDTV SETBACK □ International Radio Consultative Committee delays consideration of HDTV studio system backed by the U.S., Japan and Canada for at least four years. **PAGE 70.**

STEP CLOSER □ Federal bankruptcy judge approves UPI reorganization plan in which it is to be acquired by Mexican publisher Mario Vazquez Rana. **PAGE 71.**

PARTNERS IN PROGRAMING □ Group W and Bristol-Myers agree to joint partnership for program production, including a first-run sitcom for fall 1987. **PAGE 73.**

NORTH AND SOUTH RISE AGAIN □ Five parts of

ABC's *North and South: Book II* mini-series rank in top 10, giving network weekly win. **PAGE 73.**

CUT TEXT □ CBS modifies and makes staff cuts at its Extravision teletext service, closing Los Angeles office and reducing staff to two. **PAGE 75.**

AWRT CONFAB □ American Women in Radio and Television set to open annual convention in Dallas. **PAGE 75.**

AFFILIATE BODY □ CBS affiliates ready to "Share the Spirit" at its annual meeting in Los Angeles. **PAGE 76.**

UP FOR SALE? □ Spanish International Communications Corp. announces as part of resolving dissident shareholders suit that it will sell its five Spanish-language television stations. Group could fetch up to \$400 million. **PAGE 79.**

AGENCY APPETITE □ Saatchi & Saatchi offers \$400 million for Ted Bates Worldwide. **PAGE 80.**

INDEPENDENT MINDED □ Milton Grant has a long career in broadcasting, with the latest chapter his string of successes of startup independents in major markets. The success comes from a long work day, much promotion and innovative financing. **PAGE 81.**

BUYING UP □ Heritage buys 43.5% stake in Rollins Communications for \$260 million. **PAGE 85.**

FINANCIAL ACUMEN □ Thomas Marinkovich left a comfortable partnership in a big eight accounting firm and is now Daniels & Associates' president and chief operating officer. **PAGE 103.**

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Long and short of it

At week's end White House and FCC Chairman Mark Fowler were understood to be still at odds over his hope for reappointment. Sticking point: Administration wants him to stay for full term (four years for Fowler's post under pending legislation that cuts commissioners back from seven to five years) while he wants abbreviated stay (probably two years).

Hostage freed

Also last week, Representative James Broyhill (R-N.C.), ranking minority member of House Energy and Commerce Committee, cleared way for Senate to confirm nomination of Patricia Diaz Dennis for Democratic FCC seat vacated by Henry Rivera. He did that by dropping hold on House vote for terms legislation (see above) which Senate Democrats have insisted must be signed into law before Dennis confirmation vote can be taken.

Well-placed source said Broyhill was holding out on vote to try to get commitment from White House to nominate Rodney Joyce, now number-two man at National Telecommunications and Information Administration, to FCC. Joyce had been Broyhill's candidate for number-one spot at NTIA, but lost out to Alfred Sikes.

Five in row

NBC will win May sweeps, giving it fifth consecutive sweeps victory. Network's two competitors were conceding point privately last week. For first 16 days of sweeps period (April 30-May 15), NBC was leading with average 16.1 rating and 26.9 share. ABC was second with 14.7/24.6 and CBS was third with 13.0/21.7. No one last week seemed willing to predict outcome of battle between CBS and ABC for second. Although ABC had strong early numbers due to mini-series *North and South, Book II* (see box, page 73), CBS is expected to rally with strong performances from season-ending cliff-hangers from both *Dallas* and *Falcon Crest*.

Some other time

FCC has asked Court of Appeals in Washington to postpone until late this year at earliest consideration of Meredith Corp.'s challenge of commission finding

that company's WTVH(TV) Syracuse, N.Y., had been in violation of fairness doctrine. FCC was supposed to file brief in case, in which Meredith Corp. has mounted vigorous constitutional challenge to doctrine (BROADCASTING, Jan. 27), several weeks ago. Instead, commission asked court to permit it to postpone filing until after court rules on whether it has jurisdiction to consider separate case in which Radio-Television News Directors Association and others have asked court to find fairness doctrine in violation of First Amendment (BROADCASTING, March 10). That case is stalled on procedural question.

Meredith has opposed FCC's motion, and company attorney said under FCC's request, it might be another year before oral arguments are heard in Meredith case. FCC official said both cases deal essentially with same issues and commission believes it "more appropriate" to deal with them at same time.

On way out

Word around New York late last week was that Ed Cramer, 61, president, Broadcast Music Inc., may soon part ways with music licensing organization. Cramer, who has been in his current position since 1968, declined to comment on report.

Vroom vroom

ABC Television is considering stereo broadcast of next Monday's Indianapolis 500. Decision was expected today (May 26) after further experimentation with mikes placed on perimeter of raceway to give left-to-right or right-to-left effect as cars pass cameras. Use was also being debated late last week of small, rotatable solid-state color video cameras placed inside cars during race.

PAC-lady

National Association of Broadcasters has found its successor to Robert Carmines as head of TARPAC, political action fundraising arm. She's Lydia Hofer, former PAC director of Independent Insurance Agents of America—for which, it's said, she raised annual contributions level from \$80,000 to \$500,000 from 1979 to 1986. Association officials are aglow over appointment, believe they've acquired real prize. She reports for work this Wednesday (May 21).

HDTV on line

One country high on high-definition television is Canada; Canadian Broadcasting Corp. has ambitious HDTV production under way, despite 1,125-line format's failure last week to gain approval as world standard (see story, this issue). Shooting began in Toronto last month on multipart 13-hour series, *Chasing Rainbows*, in co-production between CBC and Toronto production firm, Northern Light and Picture. Sony HDTV gear is being used in film-style, single-camera shoot, with Northern Light providing technical expertise and facilities. Program, scheduled to air in January 1988, is period piece set during World War One.

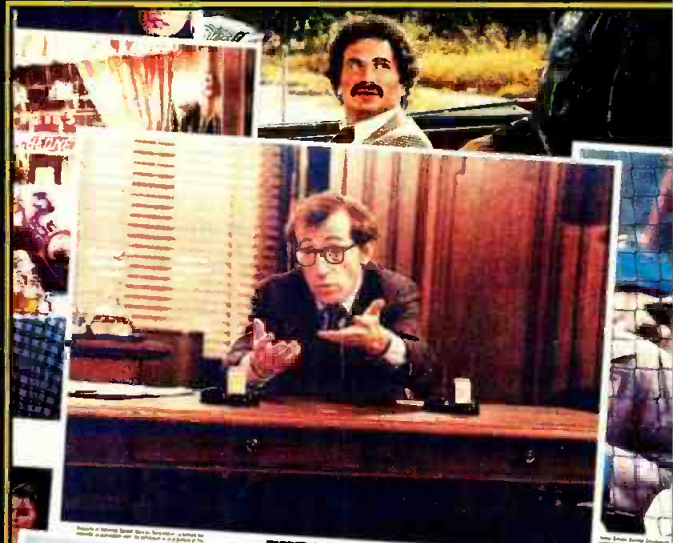
More talk

New nighttime, satellite-delivered, talk programming service for radio is being organized by Michael Castello, former executive producer of WOR(AM) New York's *Bernard Meltzer Show*. Dubbed American Radio Network, it will feature talk show hosts Barry Farber and Sonny Bloch, both personalities on WMCA(AM) New York, in separate shows during six-hour talk block from 8 p.m. to 2 a.m. NYT. (WMCA will serve as originating station for network.) Service is scheduled to be launched next month.

Rivers leeway

In presentations to stations, Fox Broadcasting is saying it will be flexible in scheduling *The Late Show Starring Joan Rivers*, either in announced 11 p.m. NYT time period, live, or taped-delayed at 11:30 NYT. Independents that sign for show would be taking risk in scheduling show at 11, when they often use half-hour off-network comedies to compete against affiliate newscasts. For new one-hour late night series to be successful, according to rep source, independent stations that sign up would have to double ratings of half-hour shows to make money. In hour-long Joan Rivers show, stations will receive five minutes in advertising time plus compensation tied to FBC revenues and market size. Half-hour sitcoms are cut for roughly six-and-a-half minutes, all for station sale. Case against Rivers at 11 is illustrated with Fox stations themselves. In New York March Nielsen ratings, WNYW-TV got 7/13 with *Taxi* at 11 p.m. to finish three points behind lowest-rated affiliate newscast.

INCREASE



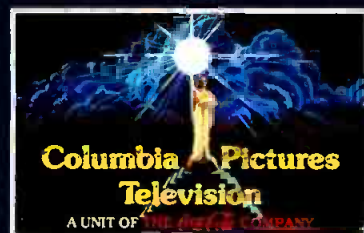
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| HARDCORE | SPRING BREAK |
| THE HOLLYWOOD KNIGHTS | STARMAN |
| JAGGED EDGE | TEMPEST |
| THE KARATE KID | |

VOLUME

VI



C-SPAN II update

C-SPAN will not charge cable systems for C-SPAN II, which will distribute via satellite live gavel-to-gavel coverage of the Senate beginning June 2, but it will require any system carrying C-SPAN II also to carry C-SPAN I, the seven-year-old public affairs network that features live gavel-to-gavel coverage of the House of Representatives. It will also prohibit systems from "cherry picking"—that is, preempting C-SPAN I programming with parts of C-SPAN II.

The C-SPAN board set down the guidelines for the distribution of C-SPAN II at a meeting in Washington last week. The board also welcomed the new chairman of C-SPAN's executive committee—James Whitson, president of Sammons Communications—and five new representatives of existing member-companies—Ken Bagwell, executive vice president, operations, Storer Communications; David Oman, vice president, development, Heritage Communications; Sheila Mahony, vice president, government relations, Cablevision Systems; John Sie, senior vice president, Tele-Communications Inc., and David Boehmer, vice president, operations, Centel Cable.

According to C-SPAN spokeswoman Susan Swain, the board voted to prohibit cher-



C-SPAN bash. C-SPAN threw a dinner party Monday night for its board members and other supporters to mark the opening of the Senate to television cameras. Among those on hand (l-r): C-SPAN Executive Vice President Mike Michaelson, C-SPAN Chairman Brian Lamb and Senate Minority Leader Robert C. Byrd (D-W.Va.). "The time has come" for television and radio in the Senate, Byrd said in his speech. They will make the Senate "a more effective institution," he said.

ry picking to "preserve the integrity" of C-SPAN I. The prohibition insures that viewers can watch C-SPAN I without having to worry about interruptions in the scheduled programming, she said.

C-SPAN II and the guidelines that go with it may be short-lived. It's being created by the Senate's decision to give television coverage of its proceedings a two-week trial beginning June 2. After the trial and a two-

week cooling-off period, the Senate plans to debate for a day or two whether to provide coverage permanently. Although no one is giving any assurances, most Senate watchers believe the Senate will vote for permanent coverage. Such a vote would also make C-SPAN II permanent.

C-SPAN I is delivered via Galaxy I, transponder 13; C-SPAN II will be beamed over Satcom III-R, transponder 19.

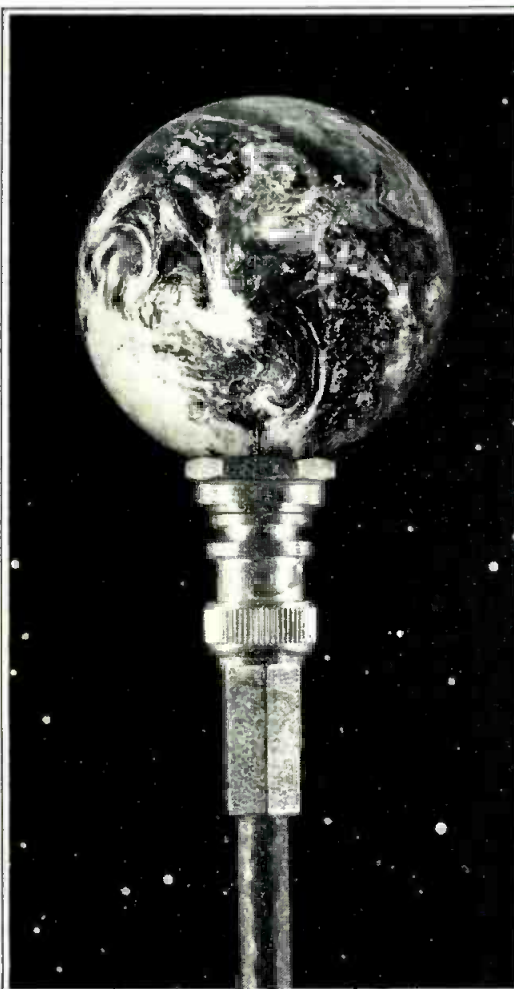
Among the other subjects of discussion among the board members was what to do if StudioLine goes out of business and C-SPAN loses the \$830,000 in annual revenues it receives from StudioLine for the lease of subcarriers of its two transponders. StudioLine's future was put in jeopardy when Chronicle Publishing Co., its principal owner, decided to quit providing operating capital needed to keep the pay audio service afloat at the end of this month ("Cablecasting," May 12).

According to Swain, the board decided it was too soon to write off StudioLine and the lease payments it provides C-SPAN, noting that its management is seeking a white knight to buy Chronicle's interest and provide the necessary operating capital until it can generate some revenues.

Should StudioLine fold its tent, Swain said, C-SPAN management could start taking cost-cutting measures. It could also return to the board and ask for an increase in dues, she said.

Shopping demand

The initial public offering of the Home Shopping Network (ASE: HSN) started high and ended higher. The 2-million-share offering of the Clearwater, Fla.-based merchandiser, which sells discount goods via shopping channels, had been pre-sold at least several weeks before pricing last Monday (May 12) at \$18. Pent-up demand of the investment community for HSN ("Closed Circuit," May 12) caused trading to be delayed until the opening price reached \$42. The stock closed last Tuesday at 42%, and Wednesday at



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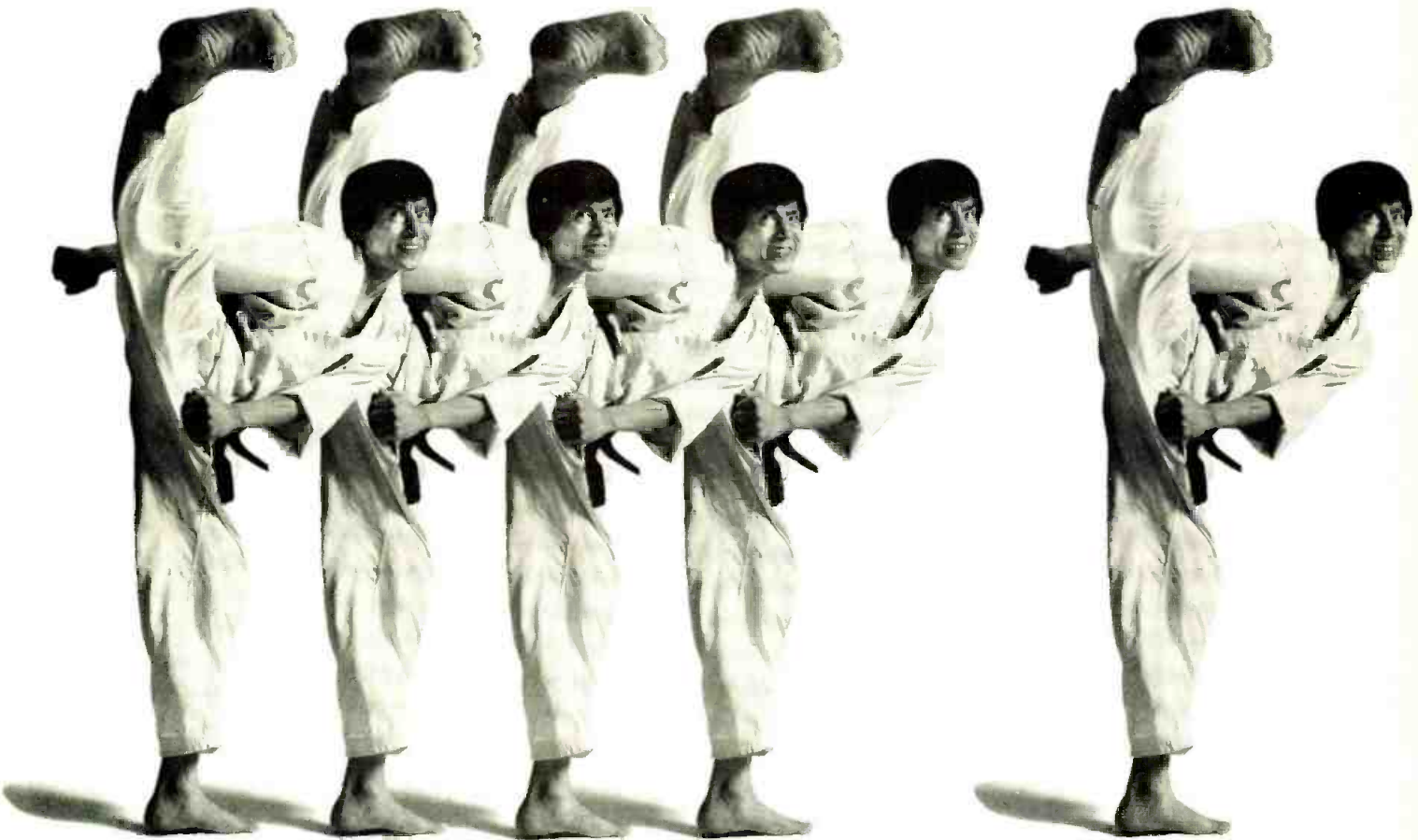
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5

47¼. C.O.M.B. Co., which earlier benefitted from the same enthusiasm for the shopping-via-television concept, continued its rise, going from 25¼ at the close of last week to 33¼ on Wednesday.

More must-carry advice

The Maryland Public Broadcasting Commission has recommended a cable carriage rule that would require cable operators, "to the extent technically feasible, to insure the inclusion of at least one public television station in every cable lineup." Where cable capacity is a problem, MPBC suggested a system where public TV stations providing a Grade A signal to the cable headend would get the highest priority. Priorities for other stations would be ranked as follows: local commercial UHF's, local commercial VHF's; public TV stations providing Grade B signal to cable headend; commercial UHF's providing Grade B service, and commercial VHF's providing Grade B service. "Such a plan should insure that cable's appetite for distant commercial signals could be satisfied only by first meeting the retransmission requirements of public television in the area." MPBC said.

Marketing trends

What the cable industry's marketers have been doing over the past year is reflected in the nearly 1,200 entries for the Cable Television Administration and Marketing Society's annual marketing awards, according to Barry Sherman, assistant professor at the University of Georgia, who helped winnow

124 finalists from the entries. "This year's entries indicate an emphasis on programs that market the headend as a video store—that is, programs that position cable as compatible with VCR's rather than as competition," he said. "The entries also show a definite trend from subscriber recruitment to subscriber retention."

The awards (in about 40 categories) will be presented at CTAM's annual convention in Boston on June 24.

Copyright update

The House Judiciary Committee has approved a bill that would make clear that low-power TV stations retransmitted by cable systems within a certain geographic area would not be considered distant signals and be subject to copyright liability. In other copyright news, the House Copyright Subcommittee staff held a meeting with representatives of three satellite carriers—Tempo Enterprises, the carrier of WTBS(TV) Atlanta; United Video (WGN-TV Chicago), and Eastern Microwave (WOR-TV New York). The focus of the meeting was to discuss the copyright implications of the satellite carriers' desire to charge backyard dish owners to receive scrambled superstation signals.

Report card on the way

What do people really think of cable television?

Consumers Union, publisher of *Consumer Reports*, is trying to answer that question. As part of an annual questionnaire-ballot for 1986, it asked members-subscribers who have subscribed to cable at any time since April 1983 about the nature and quality of their cable service. It also asked them to indicate how much they watch each of the major pay and basic cable networks and to evaluate the programming of each on a scale of one (poor) to five (excellent).

Another thrust of the survey is to determine how subscribing to cable affects people's television viewing habits and their other leisure-time activities, including going to the movies and reading.

Cable's pal

Cable marketers have been doing their best lately to join rather than fight home video. So it is something of a twist that a home video dealer is joining cable.

Erol's, a large home video dealer serving 400,000 club members in the Washington area, is producing a half-hour infomercial for cablecast over Media General's system in Fairfax county, Va. According to Erol's, Checkin' It Out With Erol's will debut June 2 and be repeated 24 times during the month.

Media General's survey of its 100,000 subscribers found that 54% of them own VCR's and that 73% of the VCR owners rent tapes from Erol's. "It's a unique way to sell deeper to our existing customers by presenting the advantages and benefits of belonging to our video club," said Erol's Dick Kerin, vice president of video clubs.

If the show's a hit in Fairfax county, said Ron Castell, vice president, advertising, Erol's will repackage it for other systems in the Washington area and, possibly, for systems in Erol's other markets, which include Philadelphia, Baltimore and Hampton Roads, Va.

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Accent on sales. For 10th straight year, Television Bureau of Advertising will sponsor Sterling Institute sales training seminars. First session will be held in Washington, June 23-25, and will focus on local sales managers. Second seminar is scheduled for Chicago, Aug. 18-20, and will be designed for experienced account executives. Final program will be structured for national sales managers of television stations and will be held in Los Angeles, Nov. 13-15.

□

Top campaigns. Top 11 TV spots and campaigns were honored in 18th Annual Retail Television Commercial Competition of Television Bureau of Advertising and National Retail Merchants Association during 65th Annual NRMA Sales Promotion/Marketing Conference. Commercials varied in production cost, weight of TV in media mix, length and marketing goals, but eight shared image-oriented theme, rather than brand orientation. Eleven first-place winners are as follows, ranked by market size:

Market size	category	store	location
1-20	commercial/event	Bloomingdale's	New York
	commercial/image campaign	Neiman Marcus Bigsby & Kruthers	Dallas Chicago
21-50	commercial	Norm Thompson	Portland, Ore.
	campaign/specialty store	Norm Thompson	Portland, Ore.
	campaign/mass merch. campaign/dept.store	Service Merchandise G.Fox	Nashville Hartford, Conn.
51-100	commercial	Tucson Mall	Tucson, Ariz.
101 plus	campaign	Profitt's	Alcoa, Tenn.
	commercial	Magram's	Burlington, Vt.
	campaign	Jones & Jones	McAllen, Tex.

TV ONLY

MCI Communications Corp. □ MCI will make its first use of network television in campaign that begins next week and includes spot television in 38 markets. Commercials will run in early evening news programs and prime time specials and sports events. Target: men, 25-54. Agency: D'Arcy Masius Benton & Bowles, New York.

R.T. French Co. □ Approximately \$10 million will be spent by advertiser to launch Pasta Toss, five new blends of cheeses, savory herbs and seasoning to be used on buttered pasta. TV



campaign begins June 2 on large lineup of stations and will achieve national coverage by mid-June. Commercials will run in daytime, fringe and prime periods. Target: women, 21 and older.

Domino's Pizza □ Franchised restaurant chain will conduct summer campaign for seven weeks in southern markets including Charleston, S.C.; Greensboro, N.C., and Miami. Commercials will be presented in fringe and prime periods. Target: adults, 18-49. Agency: Denison Group, Atlanta.

Serta Inc. □ Bedding manufacturer is launching summer campaign with two-week TV flight in May in more than 30 markets and another two-week effort in June in about 25 markets. Commercials will be placed in fringe periods. Target: adults, 25-54. Agency: Don Tennant Co., Chicago.

Shell Chemical Co. □ Product for removing weeds will begin four-week flight next week in eight markets. Commercials will be presented in all dayparts. Target: men, 35 and older. Agency: Allen & Dorward, Houston.

National Dairy Board, United Dairy Industry Association and International Association of Ice Cream Manufacturers □ Three business groups

TIRED OF TIRE-KICKERS?

When you're serious about selling your properties, the only people to talk to are the ones who are serious about buying. "Shoppers" waste everyone's time.

Frank Boyle and Company may be the newest broker on the block, but, when it comes to knowing who the serious buyers are, we've got a lifetime of experience.

We've spent 25 years traveling 40-45 cities a year to meet with radio group heads on a national basis. We can talk face to face with the movers and shakers in the industry and zero in quickly on the real interest in your properties. Then we guarantee to do the deal in less than 36 hours.



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Setting Strategies
Producing Sales Results**
for network affiliates in medium
and smaller television markets

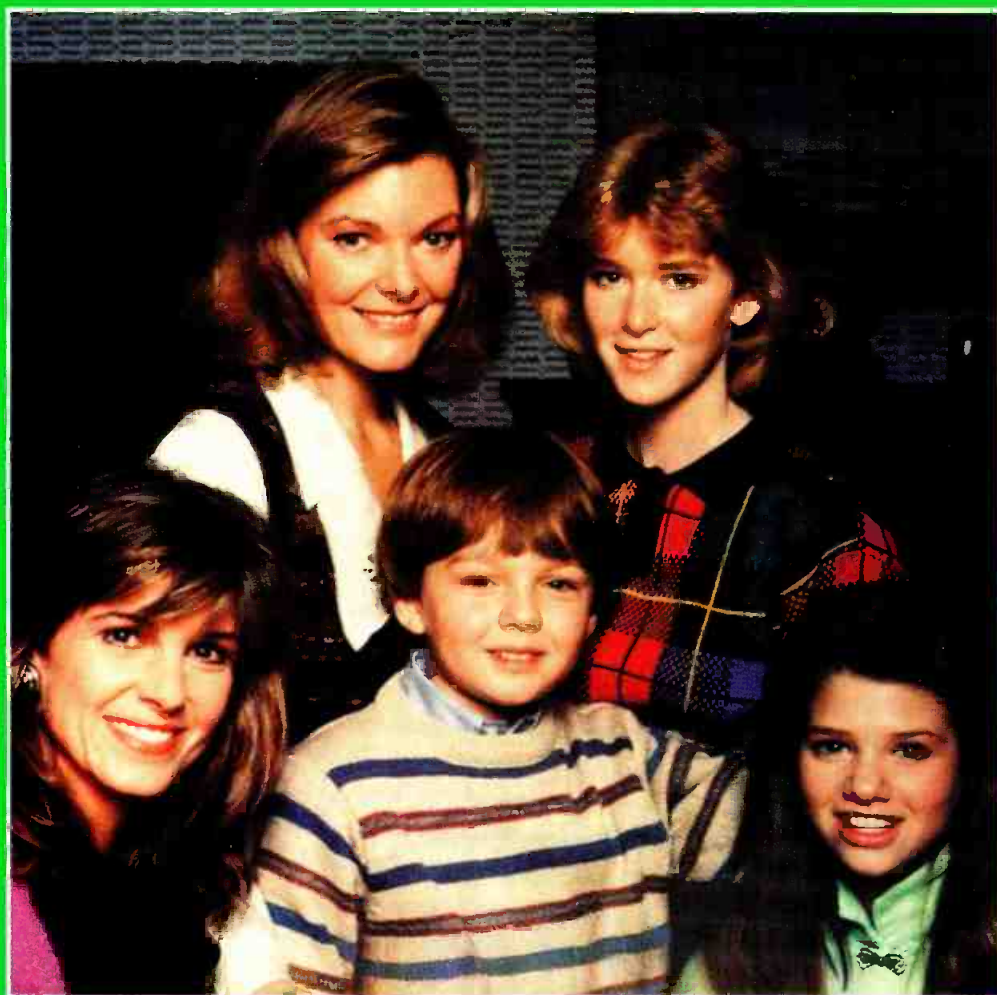


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WITHOUT USING
COSBY'S COATTAILS?**

KATE, ALLIE & THE KIDS THEY KNOW HOW TO HELP THEMSELVES



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two-hour
comedy block,
Kate & Allie
helped
themselves
to a #13 ranking
while becoming
CBS' biggest
sitcom
S*M*A*S*H
since
M*A*S*H.

KATE & ALLIE
They Make It On Their Own

Produced by **Reeves Entertainment Group**
Distributed by

MCA TV

Source: NTL season average 9/23/85-2/23/86 NTL regular season Sept. 1983-2/23/86. Subject to qualifications available on request.
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Scholastic software. Thirty colleges and universities will be the first to benefit from a nationwide program sponsored by Atlanta-based Softpedal Inc. \$EL-A-VISION, a new software system developed by Softpedal, was donated to those schools and is available to any college or university with courses in broadcast sales and management and audience research. With a microcomputer, a \$EL-A-VISION user takes a station's program schedule, advertising rates and rating service data and calculates sales and rating statistics in minutes. Students then use that information to learn about audience analysis and how to create a sales package based on a client's budget and demographic requirements.

Representatives of some of the schools receiving \$EL-A-VISION attended a micro-software seminar at the Broadcast Education Association convention in Dallas. Pictured are: (front row, l-r) Stan Tickton, Norfolk State University; Pat Reighard, Appalachian State University; Robert Williams, Brooklyn College; Karen Sandell, Ohio University; Tiana Spivey, San Antonio College; Judith Saxton and Michael Korpi, Baylor University; Peter Moller, Syracuse University; (back row) Tim Larson, University of Utah; Barry Sapolsky and Norm Medoff, Florida State University; Ted Schwalbe, State University College-New York; Donald V. Grede, president of Softpedal Inc.; William Christ, Trinity University; Sam Elliott, Bruce Linton and Max Utsler, University of Kansas-Lawrence; Barry Sherman, University of Georgia.

have joined forces to sponsor summer campaign in support of ice cream products with advertising on network television and selected spot TV markets. Campaign will start May 21 and end on July 27. Commercials will appear in prime, daytime and late fringe segments. Target: women, 21-54. Agency: D'Arcy Masius Benton & Bowles, Chicago.

RADIO ONLY

Delta Airlines □ Forty-week air travel promotion breaks this week in six southern markets, including Miami. All dayparts will be used. Target: adults, 25-49. Agency: BDA/BBDO Inc., Atlanta.

Emerson Quiet Cool □ Four-week campaign broke last week in 13 markets, including New York, Los Angeles, Boston, Chicago and Pittsburgh. Spots will air in mixed dayparts. Target: adults, 25-54. Agency: Lewis Gilman Kynett, Philadelphia.

RADIO & TV

Grandy's Inc. □ Fast-food restaurant chain is launching five-week flight this week in about 12 markets on West Coast and in Southwest. Commercials will be slotted in all dayparts. Target: adults, 25-49. Agency: Schey Advertising, Houston.

Rep Report

KAIT-TV Jonesboro, Ark.: To MMT Marketing from Katz Television Continental.

□

WUSN(FM) Chicago; KTEZ(FM) Lubbock, Tex.; WJS(AM)-WXYU(FM) Lynchburg, Va.; KROI(AM)-KPLY(FM) Reno, and WAMS(AM) Wilmington, Del.: To Masla Radio from Selcom/RAR.

□

WEZY-AM-FM Cocoa, Fla.: To Weiss & Powell from Roslin Radio.

□

KOPA(AM)-KSLX(FM) Scottsdale, Ariz.: To Major Market Radio from Selcom.

□

KASH-AM-FM Anchorage, Alaska: To Major Market Radio (no previous rep).

□

WPTR(AM)-WFLY(FM) and WOIC(AM)-WMMC(FM) both Albany, N.Y.: To Major Market Radio from Eastman Radio.

□

KAFX-AM-FM Lufkin, Tex.: To Christal Radio from Masla Radio.

□

WTGB-FM Orangeburg, S.C., and WNNK-FM Harrisburg, Pa.: To Christal Radio from Eastman Radio.

□

KAIR(AM)-KJYK(FM) Tucson, Ariz.: To Christal Radio from Selcom/RAR.

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The VPR-3's Z-Freeze™ allows you to freeze a video frame and release it on a programmable basis, with *field* accuracy. Because you said you needed better multi-generation performance, the VPR-3/Zeus now has a more accurate velocity compensator that handles the full band of velocity errors, instead of just a narrow spectrum as with conventional units.

If the absolute ultimate is what you need in your animation business, call your nearest Ampex sales engineer for a demo. You'll find you can do things with the VPR-3/Zeus that are

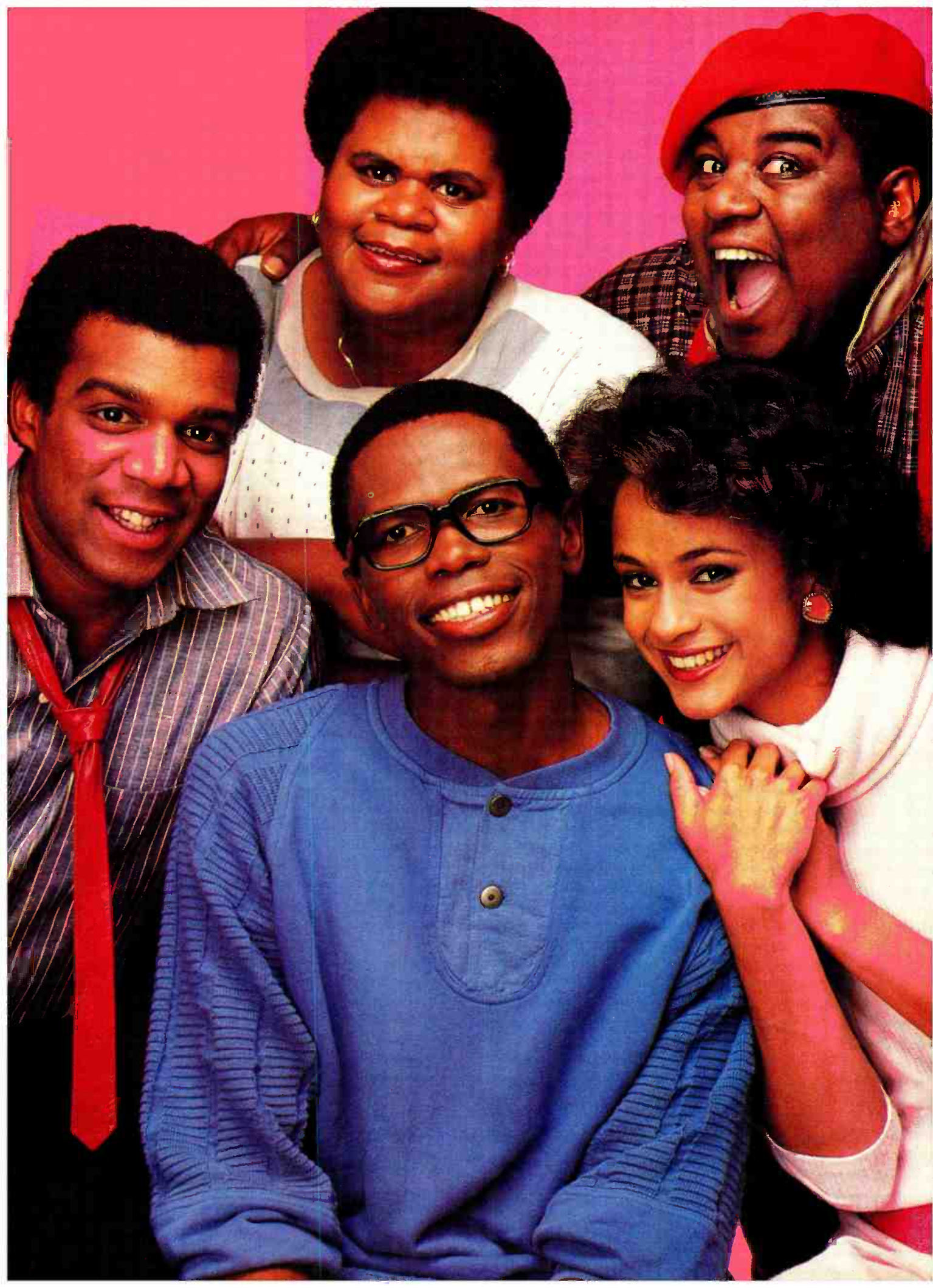
totally beyond the reach of any other system. And for the fastest editing combination you can buy, try the VPR-3 with an ACE editor—from Ampex, with product support and service, worldwide.

Atlanta (404) 491-7112 Chicago (312) 593-6000
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New Jersey (201) 825-9600
(In New York (212) 947-8633)
San Francisco (415) 367-2296
Washington, D.C. (301) 530-8800
Canada (416) 821-8840

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The VPR-3 gave you the advantage.
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**RENEWED
FOR YEARS TWO
AND THREE.**

**“WHAT’S
HAPPENING
NOW!!”
is happening
again!!**



In association with LBS Communications

This week

May 18-20—*Concert Music Broadcasters Association* conference. Westin hotel, Washington.

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

■ **May 19**—*Women in Cable, Dallas-Fort Worth*, meeting on scrambling and TVRO. Holiday Inn, Crowne Plaza, Dallas.

May 19-23—Summer Institute of Religious Broadcasting, sponsored by *National Religious Broadcasters* and *Nyack College*. Nyack College campus, Nyack, N.Y. Information: (201) 428-5400.

May 20—*Women in Cable, Greater Philadelphia chapter*, luncheon. Dunfey's, Bala Cynwyd, Pa.

■ **May 20**—*Media Research Club of Chicago* meeting, "The Middle Aging of America and How It Will Change the Cultural Landscape." Lawry's on Ontario, Chicago. Information: Anita Schmidt, (312) 828-1170.

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

May 21—*American Film Institute* seminar series, "Producers on Producing: Television." Speaker: Michael Mann (*Miami Vice*). Louis B. Mayer library building, AFI campus, Los Angeles.

May 22—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Mort Hock, senior VP-entertainment division, Doyle Dane Bernbach, Copacabana, New York.

May 23—"Broadcast Opportunity Partnership," semi-

nar (second in series of three) for minority entrepreneurs interested in broadcast ownership, sponsored by *White House, NAB's Broadcast Capital Fund Inc. (BROADCASTAP)*, *FCC* and *Department of Commerce*. Atlanta. Information: (202) 429-5393.

Also in May

May 25—*Georgia AP Broadcasters Association* annual meeting and awards luncheon. Georgia Center for Continuing Education, University of Georgia, Athens.

May 25-27—High-definition TV conference, sponsored by *Institute for Graphic Communication*. Holiday Inn, Monterey, Calif.

May 25-31—Seventh *Banff Television Festival*. Banff Springs hotel, Banff, Alberta, Canada. Information: (403) 762-3060.

May 28—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Tom Griffin, chairman, Sunbow Productions, and chairman, Griffin Bacal Inc., New York advertising agency Copacabana, New York.

May 28—*American Film Institute* seminar series, "Producers on Producing: Television." Speaker: Philip Capice (*Dallas*). Louis B. Mayer library building, AFI campus, Los Angeles.

May 29—*Pacific Pioneer Broadcasters* nostalgia night. Home Savings, Los Angeles.

■ **May 29**—*Women in Film and Video, New England chapter*, public meeting, "Women at Work: Success by Design." WBZ-TV Boston. Information: (617) 527-3963.

May 29-31—*Television Bureau of Advertising* sales staff meeting. Stouffer hotel, White Plains, N.Y.

May 29-June 1—*NATPE International Educational Foundation* third annual management seminar. American University, Washington. Information: (212) 757-7232.

May 30—Deadline for entries in community service awards sponsored by *National Broadcast Association for Community Affairs*. Information: Marsha Kaminsky, vice president for public affairs. WOR-TV, P.O. Box 9, Secaucus, N.J., 07094; (212) 764-6755.

May 30-June 1—Advanced economics conference for journalists, co-sponsored by *Foundation for American Communications* and *Gannett Foundation*. Stouffer Pine Isle Resort, Atlanta.

May 30-June 1—*Showbiz Expo '86*, products and services trade show for business and production areas of entertainment industry. Panels presented by *Directors Guild, Writers Guild, Women in Film, Association of Visual Communicators* and others. Santa Monica Civic Auditorium, Santa Monica, Calif. Information: (213) 668-1811.

May 31—Deadline for nominations for IBC Award, to be presented during 11th *International Broadcasting Convention*, to be held in Brighton, England, Sept. 19-23. Information: IBC Secretariat, IEE Savoy Place, London, WC2R 0BL; telephone: (01) 240-1871 (extension 255).

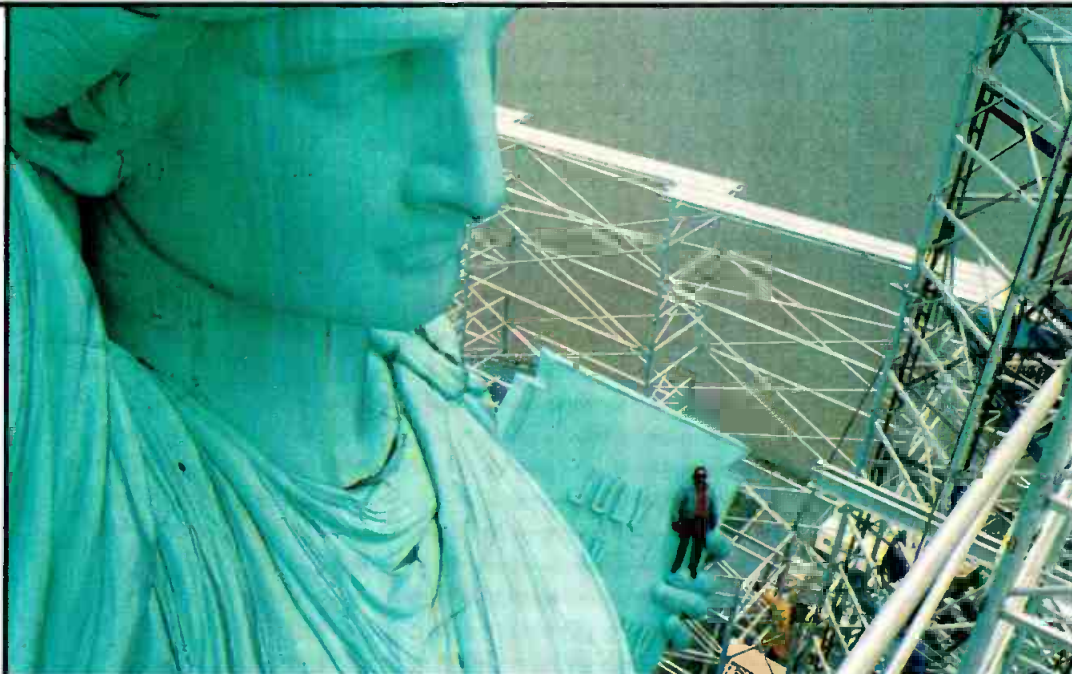
May 31-June 1—*International Television Association, Philadelphia chapter*, screenwriting workshop. Hahnemann University Hospital auditorium, Philadelphia. Information: (800) 854-8544.

June

June 1-4—International summer consumer electronics show, sponsored by *Electronic Industries Associ-*

■ Indicates new entry

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- 24 Twenty-five second program inserts
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Sched: Don Johnson,
Liz Taylor, many more.

My All-Star birthday bash will really take off!"



Bob

Bob Hope Enterprises
 Burbank CA.

NBC has been celebrating my birthday on TV since 1978, but we started using TV Log long before that. TV Log's always been used to promote my specials because TV Log, put simply, is effective. Join me, my wife Dolores and our guests: Don Johnson, Jonathan Winters, Phylicia Rashad, Mac Davis, Brooke Shields, Sammy Davis Jr., Barbara Mandrell, and Elizabeth Taylor. It's going to be one heck of a party, broadcast on NBC on May 26 at 8 PM.

I've said it before and I'll say it again—where there's Hope, there's TV Log.

Tribune TV Log

The right time
 The right place
 The right audience

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 about Tribune TV LOG'S
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TV Listings

EVENING

8PM NEWS Johnson, Smith
 8:30 NEWS
 9PM THE 70'S COMPANY
 9:30 NEWS Kennedy, Bechtel
 10PM HART TO HART
 10:30 BLASION
 11PM NEW JERSEY NIGHTLY NEWS
 11:30 BYTES
 12AM NEWS
 12:30 LUPITA
 1PM MOVIE
 1:30PM LOVE AND WAR (Drama)
 1954. Move into the 1940s with the
 war and women on three young men.
 2PM ROCK ROCKS VIDEO TO GO
 2:30PM CARTOON
 3PM THE 70'S

8PM THE INVESTIGATORS
 8:30PM DANGLARMULSKI
 9PM PERMANENT CHASSI
 9:30PM SPELCHERER
 10PM DRAGNER
 10:30PM BASEBALL
 11PM MAGNUM P.I.
 11:30PM THE COBBY SHOW
 12AM THE COBBY SHOW
 12:30AM THE COBBY SHOW

8PM THE CROSS CREEK (Drama)
 1983. The "Fonda"
 8:30PM THE CROSS CREEK (Drama)
 1983. The "Fonda"
 9PM THE CROSS CREEK (Drama)
 1983. The "Fonda"
 9:30PM THE CROSS CREEK (Drama)
 1983. The "Fonda"
 10PM THE CROSS CREEK (Drama)
 1983. The "Fonda"
 10:30PM THE CROSS CREEK (Drama)
 1983. The "Fonda"
 11PM THE CROSS CREEK (Drama)
 1983. The "Fonda"
 11:30PM THE CROSS CREEK (Drama)
 1983. The "Fonda"

☆ **Bob's Biggest Party!**
Sched: Don Johnson,
Liz Taylor, many more.

ation. McCormick Place, Chicago.

June 1-4—*JCPenney-University of Missouri* television workshop for station personnel involved in public and community affairs. UMC campus, Columbia, Mo. Contact: Leigh Shallenberger (314) 882-7771.

June 2—*Southern California Broadcasters Association* annual "wingding." Sportsmen's Lodge, Studio City, Calif.

June 2—Deadline for entries in *National Federation for Community Broadcasters* community radio program awards, to "celebrate the best of community radio broadcasting." Information: NFCB, 1314 14th Street, N.W., Washington, 20005; (202) 797-8911.

June 2-3—*Pratt Center for Computer Graphics in Design* conference. Grand Hyatt, New York. Information: (914) 592-1155.

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

■ **June 3**—*New York Cable Club* luncheon, featuring Jim Mooney, president, National Cable Television Association. Cosponsored by *New York State Cable TV Association* and *New York Women in Cable*. Gallagher's restaurant, New York. Information: Sherri London, (212) 661-4500, or Stephanie Zarpas, (518) 463-6676.

June 4—*American Film Institute* seminar series, "Producers on Producing: Television." Speaker: Glenn Caron (*Moonlighting*). Louis B. Mayer library building, AFI campus, Los Angeles.

June 4-5—*Illinois Broadcasters Association* trip to Washington.

June 4-7—Euromedia '86. Topic: "Telecommunication—Network of Power." Kongresshaus, Innsbruck, Austria. Information: Kongresshaus Gesellschaft mbH, Postfach 533, A-6020, Innsbruck, Austria.

June 4-12—*Prix Jeunesse International*, children's and youth programing competition. Radio house of Bayerischer Rundfunk, Munich. For information, Munich telephone: 59-00-20-58.

June 5—*National Academy of Television Arts and Sciences. New York chapter*, luncheon. Speaker: Stuart Karl, president, Karl Lorimar Home Video. Irvine.

Calif. Copacabana, New York.

June 5-8—*National Cable Forum* press tour, sponsored by *Television Critics Association*. Beverly Hilton hotel, Los Angeles. Information: (213) 278-3940.

June 8-11—*NBC-TV* annual affiliates meeting. Hyatt

Regency, Maui, Hawaii.

June 9-12—*PBS* press tour. Century Plaza hotel, Los Angeles.

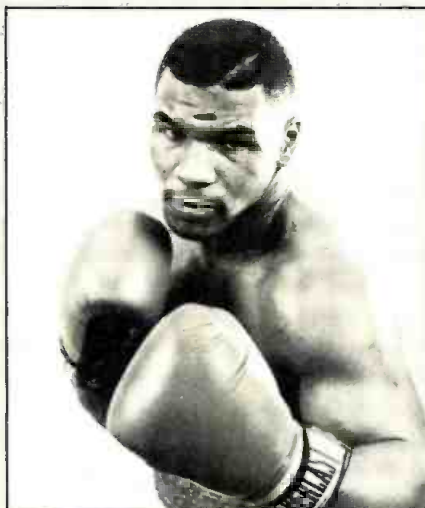
June 10—*International Radio and Television Society*

Stay Tuned

A professional's guide to the intermedia week (May 19-25)

Network television □ **ABC:** *Johnny Bull* (drama), Monday 9-11 p.m.; *Long Time Gone* (drama/detective), Friday 9-11 p.m.; *Indianapolis 500* (live auto race), Sunday 11 a.m.-3:30 p.m.; "The Right Stuff" (epic adventure), Sunday and next Monday 9-11 p.m. **CBS:** *Samaritan* (fact-based drama), Monday 8:30-11 p.m.; *The Flintstones' 25th Anniversary Celebration* (live/animated situation comedy), Tuesday 8-9 p.m.; *The 1986 Miss USA Pageant* (live), Tuesday 9-11 p.m.; *Blood Sport* (drama), Wednesday 9-11 p.m.; "All the Right Moves" (drama), Friday 9-11 p.m.; *Neil Diamond... Hello Again* (music special), Sunday 8-9 p.m. **NBC:** *On Wings of Eagles* (two-part mini-series), concluding Monday 9-11 p.m. **PBS** (check local times): *In Search of the Trojan War** (historical detective series), Monday 8-9 p.m.; *Painting Churches* (drama), Monday 9-10:30 p.m.; *Portrait of a Terrorist* (documentary), Tuesday 10-10:30 p.m.; *Guatemala: From Bullets to Ballots* (documentary), Tuesday 10:30-11 p.m.; *The Crossing* (documentary), Wednesday 10-11 p.m.; *Bernstein on Brahms* (orchestra), Friday 9-10 p.m.

Network radio □ **CBS Radio Network:** *Baseball Game of the Week** (American and National League season coverage), Blue Jays vs. Indians, Saturday at 1:20 p.m., and Mets vs. Padres, Saturday at 9:50 p.m. **CBS RadioRadio:** *The Spirit of Summer** (15-week light music/nostalgia series), beginning with three-hour episode to air between Friday and Sunday, continuing with one-hour episodes; *Rock Connections** (classic album-oriented rock series), beginning with three-hour episode to air between Saturday and next Monday, continuing with one-hour episodes through Sept. 1. **NBC Radio:** *S.U.M.M.E.R. '86* (four-hour nostalgia special), available for airing Friday through next Monday.



Mike Tyson on HBO



Leonard Bernstein on PBS

Cable □ **Arts & Entertainment:** *The Lady's Not for Burning* (drama), Tuesday 9 p.m.-midnight; *Kiri & Friends* (vocal concert), Thursday 8-9:30 p.m.; "The Firemen's Ball" (comedy), Thursday 9:30-11 p.m.; "The Overlanders" (drama), Saturday 10 p.m.-midnight; "Elvira Madigan" (romance), Sunday 9-11 p.m. **Cinemax:** *Bob Goldthwait—Don't Watch This Show* (stand-up comedy), Saturday 9:30-10 p.m. **HBO:** *Heavyweight Boxing: Mike Tyson vs. Mitch Green* (live), Tuesday 10-11:30 p.m.; "Grace Quigley" (comedy/drama), Friday 8-9:30 p.m. **The Learning Channel:** *Up in Arms* (discussion), Thursday 11:30 a.m.-12:30 p.m. **Showtime:** *Yes Live* (concert), Friday 10-11 p.m. **Viewer's Choice:** "The Goonies" (adventure), begins Wednesday, one hour and 51 minutes. **WTBS(TV) Atlanta:** *Women—For America, for the World* (interviews), Monday 10:30-11 p.m.; *U.S. Men's Basketball Trials*, Tuesday 10:20-10:50 p.m.

Museum of Broadcasting (1 East 53d Street, New York) □ *The Arts on Britain's Channel 4: Extending the Medium*, screenings of 70 hours of theater, music, dance, drama, visual arts and experimental television. Also featured are two seminars: "The Place of Channel 4 in British Television, and the Place of the Arts in Channel 4," Wednesday 12:30-2 p.m., and "Making Arts Programs for Channel 4," Thursday 12:30-2 p.m. *Bob Hope: A Half Century of Radio and Television*, screenings of more than 100 of the comedian's radio and television broadcasts, through June 14. Information: (212) 752-7684.

*Asterisk denotes series premiere. All times are NYT.



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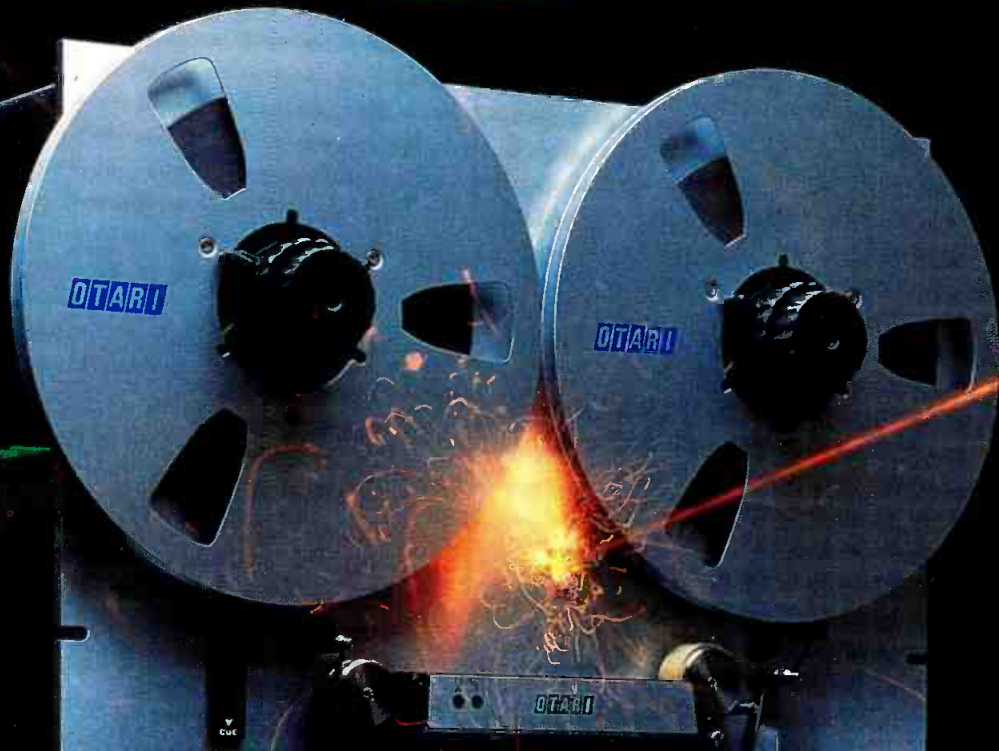


Born from Otari's line of heavy duty duplicating and loading equipment that moves tape at up to 480 ips, the ARS-1000 is engineered for continuous use, simple operation, and ease of maintenance.

Bulletproof? Of course not. But it is the kind of equipment that frees you to get involved in the real challenges of today's new, dynamic radio. Because you're not constantly fixing something that shouldn't have broken in the first place. From Otari: The Technology You Can Trust.

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Telex: 910-376-4890

OTARI®



"Second Tuesday" seminar. Speaker: Gene Pell, president, Radio Free Europe/Radio Liberty. Viacom Conference Center, New York.

June 10—*Women in Cable, New York chapter*, meeting, HBO Media Center, New York. Information: Rita Ellix, (212) 661-4500.

June 10-12—Fifth annual *International Radio Festival of New York*, Sheraton Center, New York. Information: 246 West 38th Street, New York, N.Y., 10018; (914) 238-4481.

June 11—Session on sales and marketing, sponsored by *American Women in Radio and Television, Washington chapter*, as part of "Women at the Top" series. National Association of Broadcasters, Washington. Information: (202) 347-5412.

June 11—*Ohio Association of Broadcasters sales workshop*, Embassy Suites, Columbus, Ohio.

June 11—*National Academy of Television Arts and*

Continues on page 32.

Major Meetings

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.

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

June 19-22—*NATPE International* second an-

nual 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 23-25—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, Programming, 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. 14-16—*Society of Broadcast Engineers* national convention, St. Louis Convention Center.

Oct. 24-29—*Society of Motion Picture and Television Engineers* 128th technical conference and equipment exhibit, Jacob K. Javits Convention Center, New York. Future conference: Oct. 30-Nov. 4, 1987, Los Angeles Convention Center; Oct. 14-19, 1988, Jacob Javits Convention Center, New York; and Oct. 22-27, 1989, Los Angeles Convention Center.

Oct. 26-29—*Association of National Advertisers* annual convention, Homestead, Hot Springs, Va.

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* 32d 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. 7-11, 1987—*Association of Independent Television Stations* annual convention, Century Plaza, Los Angeles. Future conventions: Jan. 6-10, 1988, Century Plaza, Los Angeles; and Jan. 4-8, 1989, Century Plaza, Los Angeles.

Jan. 21-25, 1987—*NATPE International* 24th annual convention, New Orleans Convention Center, New Orleans.

Feb. 1-4, 1987—*National Religious Broadcasters* 44th annual convention, Sheraton Washington.

Feb. 6-7, 1987—*Society of Motion Picture and Television Engineers* 21st annual television conference, St. Francis hotel, San Francisco. Future conferences: Jan. 29-30, 1988, Opryland hotel, Nashville; and Feb. 3-4, 1989, St. Francis hotel, San Francisco.

Feb. 7-10, 1987—Seventh annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*, Hyatt Regency, Atlanta.

March 28-April 1, 1987—*National Association of Broadcasters* 65th annual convention, Dallas Convention Center. Future conventions: Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990; and Dallas, April 14-17, 1991.

March 29-31, 1987—*Cabletelevision Advertising Bureau* sixth annual conference, New York.

■ **April 21-27, 1987**—23rd annual *MIP-TV, Marches des International Programmes des Television*, international television program market, Palais des Festivals, Cannes, France.

■ **April 26-29, 1987**—*Broadcast Financial Management Association* annual meeting, Marriott Copley Place, Boston. Future meeting: April 17-20, 1988, Hyatt New Orleans.

May 17-20, 1987—*National Cable Television Association* annual convention, Las Vegas Convention Center, Las Vegas.

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



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A television public service commentary from Thomas Goodgame, president, Group W Television Stations, New York

How to be ambitious with PSA campaigns

The broadcasting industry has a head start on all others in terms of community service. Television, as the most powerful medium, is certainly a unique presence in our lives, and broadcasters deal with that responsibility on a daily basis by contributing large amounts of time and resources to community concerns. True, we are bound by the FCC and common sense to make this effort, but I think it's safe to say that most of us exceed the guidelines.

We've all done a series of public service announcements or a one-month public service effort that may, in addition to PSA's, include the airing of a one-hour special and community outreach to local organizations. PSA campaigns run by television stations across the country raise the level of awareness on local and national issues of concern and are valuable to the communities served, but they are only the beginning. I believe that broadcasters must go beyond the PSA campaign to make a significant impact on the public we serve. The question becomes how to do it.

Group W has learned—and is still learning—that an ambitious public service campaign requires more than funds and manpower. By undertaking projects like "Second Chance" and "For Kids' Sake," we've hit on four major points that are critical to success: commitment to the campaign, finding the right project, taking a step-by-step approach and looking out for problems. Let's look at these points one at a time.

■ If you decide to go beyond the PSA campaign, you must have a solid commitment to go the long haul. And that entails the commitment to a specific cause, the commitment to meet the needs of your community, and the commitment to follow through on your promise. This commitment starts at the top. A general manager must demonstrate commitment to an ambitious campaign so that each department will, in turn, recognize it as a station priority. A long-term station campaign requires all departments to work together as a team for the overall effort to succeed.

■ A successful campaign involves the *right* project—one that will have meaning for your viewers and, at the same time, will attract advertisers. The best way to choose your campaign issue is to form a working group to brainstorm ideas. This group should include the public relations, public affairs, editorial, news, programming and sales departments. Look at the range of worthy social issues—health, drugs, crime, the homeless, the hungry, racism, education—and determine which issue will affect your



Thomas Goodgame was named president of Group W's Television Station Group on April 15. A television broadcaster since 1969, he joined Group W in 1981 as vice president and general manager of KDKA-TV Pittsburgh and in 1983 was named to the same position at WBZ-TV Boston. He is president of the New England chapter of the National Association of Television Arts and Sciences, is a member of the NBC affiliates board of directors and was recently elected to the television board of the National Association of Broadcasters.

community. Try to keep your focus as broad as possible, so you can reach large segments of your audience with your message. Keep your campaign "issue original" and not connected to existing institutions or events in your market. Make it an issue that will involve the entire station, with every department working together to achieve maximum impact. Finally, create your campaign around an issue that will yield a measurable result, with significant known benefits to your viewers.

■ Take a step-by-step approach as you develop your campaign. Here are some of the steps to help insure your success:

1. Decide on a start date, then work backward from that point.
2. Do your homework. Research the sub-issues you plan to build your campaign around.
3. Meet with community leaders and advocates in the field your campaign addresses. Learn which issues need immediate attention in your community and what problems are in search of solutions. Determine whom, at the community level, you'd like to work with as the campaign develops and who will spread the work to their own networks.

4. Keep your campaign working group intact to develop the structure of the campaign and determine how to treat various subjects. Establish which station talent you want most involved in the campaign. Develop a variety of on- and off-air plans to focus your campaign issue. Remember that you can't cover everything or plan for everything as you begin. Leave room to grow.

5. Appoint a campaign coordinator to keep the station, the community and the sponsors informed of upcoming events and programs.

6. Develop events with your sponsors or other community organizations. Some you will want to announce at your launch, others will develop during your campaign.

7. You may want to pitch the campaign to potential sponsors prior to launch. An incentive for sponsors to sign on early is the visibility they'll receive from the press launch.

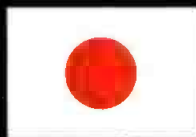
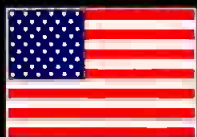
8. Organize a press/community kickoff. Develop press and sales kit materials. Produce several PSA's, a news series and an ad to launch the campaign.

9. As the campaign unfolds to your community, your station will continue to plan community events and to produce specials, PSA's, editorials and news segments relating to your campaign issue. The ebb and flow of the campaign will depend on the station's inventory levels, but off-air events can compensate for times when on-air inventory is low.

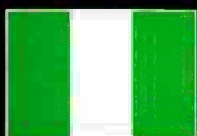
10. Identify ways to measure campaign success whether from viewer feedback, legislation passed, collateral material distributed or attendance at special campaign community events.

■ Be aware of two potential problems when embarking on an extensive total station effort—it is labor-intensive and it is costly. However, there are solutions:

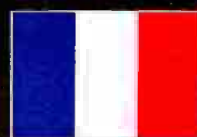
1. When you involve all departments of your station, you can potentially run into problems if your effort is not well coordinated. That's why I've recommended you appoint a station coordinator as soon as you begin. Another way to avoid problems due to the labor-intensive nature of the campaign is by capitalizing on the things you already do at the station. A long-term campaign places all your departments under a single umbrella. At Group W, we have found our staff puts out more and works better together



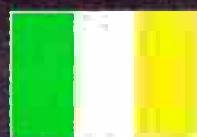
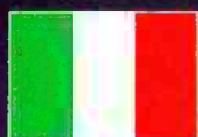
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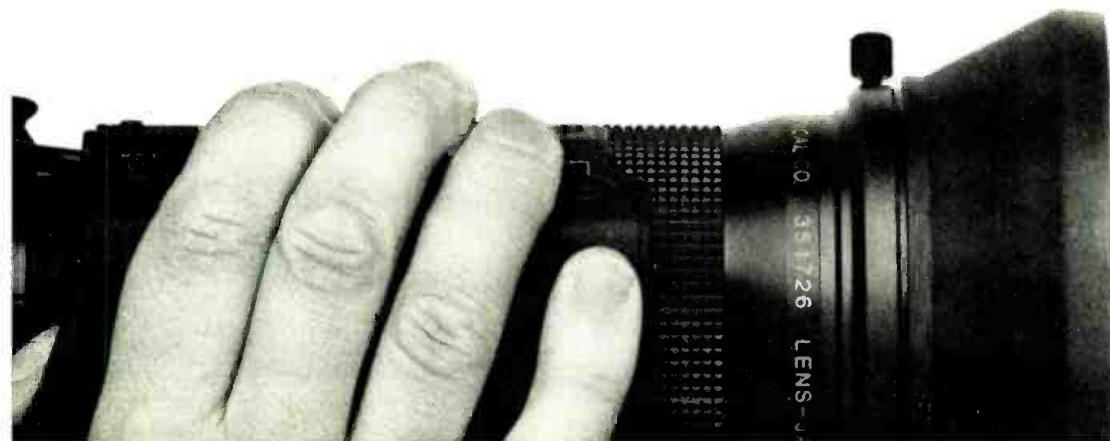
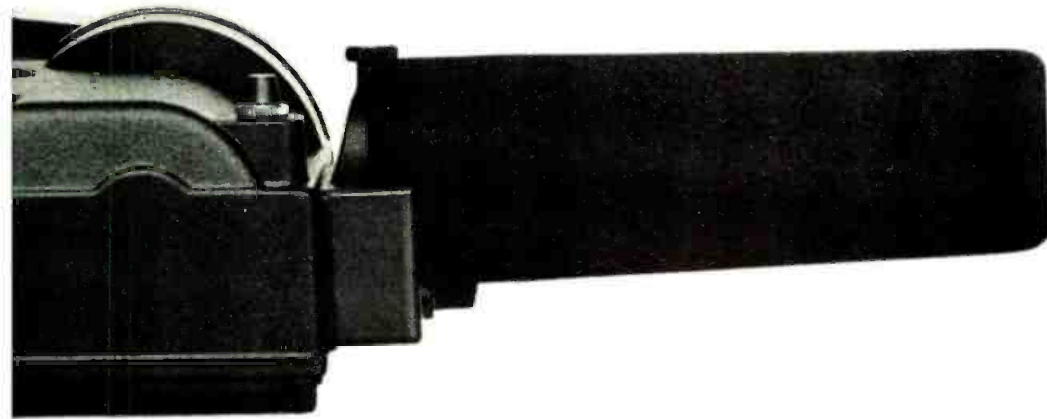
Compare it to its tube-type cousins and you'll find that it's 14% lighter, 22% smaller and eats less than half the power. 510 CCD elements per chip generate amazingly sharp resolution. Registration error holds rock-steady at a miniscule .05% throughout. Add the virtues of F5.6 sensitivity, instant startup, and high resistance to burn-in and physical shock and you have the ultimate lean machine for ENG.

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when it gains a focus.

2. Where do you get the money to pay for all the programming, collateral material and events fees? The key in a campaign of this nature is the opportunity to form a true public/private partnership with your sponsors on behalf of your community. It is critical that your sales staff serve as liaison between your sponsors and the station to maximize their involvement. The multitude of programming hours and the strong community components of your campaign are attractive and valuable to your sponsors and they are

willing to pay for them.

An integrated total station commitment to an important issue can benefit the quality of life in your market and bring you community recognition for your effort. The level of your commitment to public service determines the level of community recognition you get back.

What is most exciting is that we have turned the television set into a meaningful instrument to help our community. And when we use our power as broadcasters for the public good, people will say good things about television—and about your station. ■

Open Mike

Quality time

EDITOR: I enjoyed reading Dave McLaughlin's excellent May 5 "Monday Memo" on management quality. At Group W Satellite Communications, we have learned similar lessons in setting the performance standards necessary to insure quality in our growing satellite transmission business. What we've found is not only the cost savings the writer points to, but even more important, the ability to attract high quality business customers

that we might not otherwise see. Also, the pride that our quality efforts instill in all our employees has been very noticeable.—*Harlan J. Rosenzweig, president, Group W Satellite Communications, Stamford, Conn.*

Marketplace the answer

EDITOR: Regarding Ruben Lozner's April 28 "Open Mike," at the dinner table of American life there's no question he must sit on the left side. He stated: "The continued rush to deregulate will mean the gutting of the public interest concept so firmly embedded in the Communications Act." Is he serious? Everyone knows the biggest mistake ever made was interpreting the Communications Act to mean "the public owns the airwaves."

The original concept of the Communications Act was simply to regulate the engineering portion of our industry. Lozner implies that with continued deregulation America will go to hell. May I remind him that the newspaper industry has never been regulated, and America has certainly survived. Furthermore, he stated: "some including Chairman Fowler would have the marketplace determine where public interest lies." Who else? Who is the marketplace if not the public? Who better to determine where public interest lies than the public?

Where is it written that five people in Washington have the right to determine public interest?

Remember, if I as a broadcaster don't serve the public interest, the public won't have any interest in me or my business, and I'll fail. Also, what's this about General Motors? C'mon, this isn't 1927; it's 1986, and what's good for the public is good for America because the public is America.—*Rick Mendelson, general manager, WBTE(AM)-WDJB(FM) Windsor, N.C.*

In memoriam

EDITOR: I had a lump in my throat when I read that Rufus Crater had passed on ("In Brief," April 21).

When I came to New York about 25 years

Datebook

(Continued from page 26.)

Sciences, New York chapter, luncheon. Speaker: Rudolph Giuliani, U.S. attorney, southern district of New York. Copacabana, New York.

June 11—Association of Independent Television Stations general managers meeting. Luncheon speaker: J. Peter Grace, chairman, W.R. Grace & Co. Hyatt Regency Washington-Capitol Hill.

June 11-15—Broadcast Promotion and Marketing Executives/Broadcast Designers Association annual seminar. Keynote speaker: Gene Jankowski, president, CBS/Broadcast Group. Loew's Anatole, Dallas. Information: (415) 788-2324.

June 12-15—CBS consumer press tour, sponsored by Television Critics Association. Century Plaza hotel, Los Angeles.

June 12-15—Society of Cable Television Engineers annual engineering conference and Cable-Tec Exposition. Phoenix Convention Center, Phoenix. Information: (215) 363-6888.

June 12-15—Missouri Broadcasters Association spring meeting. Holiday Inn, Lake of the Ozarks, Mo.

June 13—Women in Communications, Washington chapter, luncheon. Speaker: Lynn Sherr, ABC News correspondent. Capital Hilton, Washington.

■ **June 13—"The Cost of Libel Conference: Economic and Policy Implications,"** sponsored by Gannett Center for Media Studies and Columbia University Center for Telecommunications and Information Studies. Columbia University, New York. Information: (212) 280-8392.

June 13-14—Third annual BROADCASTING-Taishoff seminar, "designed to identify and inspire future leaders of television news," sponsored by Sigma Delta Chi Foundation with grant from BROADCASTING-Taishoff Foundation, honoring memory of Sol Taishoff, founder of BROADCASTING magazine. ABC News building and Mayflower hotel, Washington.

June 14—Ninth annual Rocky Mountain Emmy Awards, sponsored by Arizona chapter of National Academy of Television Arts and Sciences. Camelview Radisson, Scottsdale, Ariz. Information: (602) 231-9474.

June 14-17—American Advertising Federation annual meeting, including "adFAIR" trade exposition (June 15-17). Grand Hyatt, Chicago.

June 15-17—Virginia Cable Television Association 20th annual convention. Pavilion Tower hotel, Virginia Beach, Va.

June 15-19—Nebraska Videodisk Design Workshop, sponsored by Videodisk Design/Production Group, Nebraska ETV Network/University of Nebraska-Lincoln. Lincoln, Neb. Information: (402) 472-3611.

June 16-19—NBC consumer press tour, sponsored by Television Critics Association. Century Plaza hotel, Los Angeles.

June 16-19—North American Television Institute seminar. L'Enfant Plaza, Washington. Information: (914) 328-9157.

June 18—International Radio and Television Society broadcaster of the year luncheon, honoring Bryant Gumbel and Jane Pauley of NBC, and IRTS annual meeting. Waldorf-Astoria, New York.

June 18—Academy of Television Arts and Sciences forum luncheon. Speaker: Richard C. Gallop, president and chief operating officer, Columbia Pictures Industries. Sheraton Premiere hotel, Universal City, Calif. Information: (818) 763-2975.

ago, I was introduced to this gravel-voiced reporter from BROADCASTING. Rufe never asked any easy questions, but he was always fair and thorough in his reporting.

All of us who had the privilege to know Rufe also know he was 'sui generis'—one of a kind—in his field of expertise.

We will miss his candor and humanity.—*Frank Boyle, president, Frank Boyle Co., Greenwich, Conn.*

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“We must all hang together, or assuredly we shall all hang separately.”

Benjamin Franklin, July 4, 1776

America's railroads and farmers always have had a special relationship, sometimes stormy, always interdependent. Railroads helped make the establishment of agricultural communities in the western states possible, but farmers came to fear the economic power of the railroads and became the driving force behind initial government rail regulation.

That early regulation was intended only as a means of curbing rate abuses. Over time, it became a controlling web that grew more and more pervasive, intruding in virtually every facet of railroad operation and, ultimately, restricting the railroads' ability to provide the services upon which farmers and other shippers depended.

Unable to adjust rates rapidly to meet changing business or competitive conditions and hampered even in decisions as to the use of equipment, rail service deteriorated and farmers suffered. Grain shipments rotted on the ground as rail car shortages became an annual occurrence.

By 1980, it was apparent that something had to be done. Congress recog-

nized the need and passed the Staggers Rail Act, partially deregulating the rail system. This legislation allowed railroads to conduct business in an orderly, logical manner and to negotiate contracts with farmers and other shippers.

Now, after five years of partial deregulation, it's obvious that Staggers has provided real benefits both for railroads and farmers. During this five-year period, nationwide grain shipping rates declined by 26 percent. A study conducted jointly by the Department of Agriculture and Kansas State University found "...a significant decrease in rail rates in Kansas..." and called deregulation "...an important contributing factor in a market which made these decreases possible."

Deregulation is working for farmers as well as railroads and the timing couldn't be better because farmers currently need all the help they can get. Yet a few special interest shippers operating under the misnomer, Consumers United for Rail Equity (C.U.R.E.), have asked Congress to modify the Staggers Act: in effect, legislating a subsidy for their own industries to the disadvantage

of farmers and other satisfied shippers.

The Association of American Railroads is prepared to provide journalists with more information on this subject, including rebuttals of the charges C.U.R.E. has made. These include charges that rail-dependent shippers are subsidizing those less dependent (the reverse is more accurate); that deregulation has allowed coal rates to rise too fast (they have risen much less since Staggers than before); and that the Interstate Commerce Commission is unwilling to protect "captive" shippers from unreasonably high rates (actually, the Commission just has adopted new rate guidelines that have been overwhelmingly endorsed by the nation's leading economists).

There's a story here, but you need facts, not assertions, to tell it properly. To get them, write: Media Information, Dept. 607, Association of American Railroads, 50 F Street, N.W., Washington, D.C. 20001. Or, if you're on a deadline, call us at (202) 639-2550.



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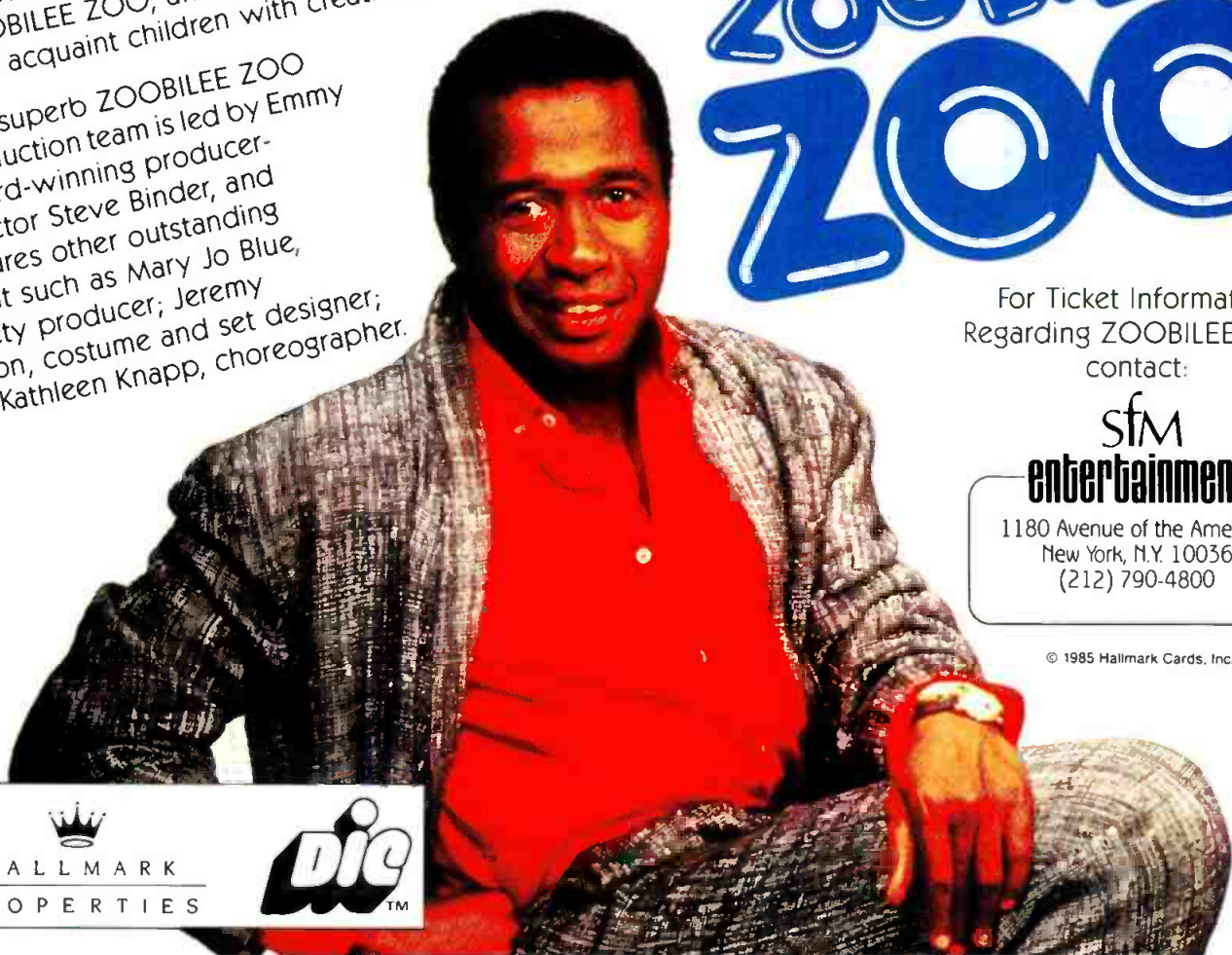
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Broadcasting May 19

Vol. 110 No. 20

TOP OF THE WEEK

Financial figures, finally

BFM lists revenue data for TV networks and nine of top 10 markets for 1980-84; ABC, CBS and NBC revenues rise 62.2%

The broadcast networks and major-market television stations had no complaints about business in the first half of the 1980's. According to consolidated figures compiled over the past year by the Broadcast Financial Management Association, revenues of the broadcast networks and stations in nine of the top 10 markets soared from 1980 to 1984, easily outpacing inflation.

The BFM financial survey, which was prepared with the help of the big-eight accounting firm of Arthur Young & Co., found the net revenues of the three networks jumped 62.2% over the five years, from \$4.1 billion to \$6.7 billion. Inflation over the same period, according to the Bureau of Labor Statistics, rose by 37.2%.

The survey also found increases of at least 44.2% over the five years in the consolidated operating revenues of the commercial stations in each of the top 10 markets except Dallas-Fort Worth. Of the seven markets for which complete data was available, Los Angeles showed the biggest increase in operating revenues (75%). It was followed by Philadelphia (71.5%), Boston (69.3%), New York (65.7%), Washington (64.7%), Chicago (56.2%) and Detroit (44.2%).

Houston and San Francisco showed the biggest jumps in operating revenue, 98.9% and 79.4%, respectively, but they have to be disqualified from any ranking of the markets by revenue growth because their revenues were underreported in 1980. According to BFM, in San Francisco, one station reported revenues for only one quarter of 1980, and in Houston, Taft Broadcasting's KTXH did not report revenues for 1980, 1981 or 1982.

BFM and Arthur Young were unable to generate figures for Dallas-Fort Worth because Times-Mirror's KDFW-TV there declined to supply any of its numbers. Bill Baker, vice president-general manager, KDFW-TV, said he already participates in a Dallas-Fort Worth-only survey and sees no need to participate in another. He said he is willing to make the figures contained in that survey available to BFM if the other stations in the market agree.

Hugh F. Del Regno, chairman of BFM and controller of CBS Entertainment, began prodding the networks and stations in the top 10 markets for financial information last spring after he became chairman of the association. Most were willing to participate because the consolidated revenues figures are valuable to them, he said. In addition to the networks, he said, 62 stations contributed their numbers.

The FCC used to collect, process and distribute similar figures for all TV and radio markets until deciding to get out of the business in March 1982. The last year for which it published figures was 1980.

(The National Association of Broadcasters has tried to fill the vacuum after the FCC stopped, by collecting and publishing consolidated financial figures, including expenses as well as revenues, for all television markets with three or more stations. According to Mark Fratrick, the NAB's director of financial and economic research, the NAB was able to report 1984 data for 97 markets, including 11 of the top 25 and three of the top 10. Like BFM, the NAB reports data only for those markets for which it receive information from all the major stations. Fratrick said he is confident NAB will receive more cooperation from major-market stations this year and will be able to include more of the top markets in its 1985 report.)

A closer look at the networks' net revenues over the years shows that the biggest jump came in 1984. The revenues rose nearly 20% that year from \$5.6 billion to \$6.7 billion. Such a big increase in a year when the inflation rate was just 3.8% is at least

partially attributable to ABC's telecasts of the summer and winter Olympics.

By breaking out the networks' net revenues by dayparts, the BFM survey reflects some of the programming trends in network television during the period. Most significant, sports revenues shot up more than 150% from nearly \$660 million to \$1.65 billion. In the process, sports replaced daytime, whose revenues grew a relatively modest 51%, as the networks' second most important source of revenues.

Prime time, of course, remained the principal source of revenues, although the revenues it generated grew by just 44.2% and although its contribution to the networks' total revenues slipped from 46.5% in 1980 to 41.3% in 1984. The only daypart to fare poorly in the survey was late night. Its revenues grew just 3.4% over the five years.

The 44.2% increase in prime time revenues came while the networks' prime time audience was dwindling. According to CBS analysis of A.C. Nielsen data, the combined average prime time rating of the three networks went from 54.6 during the 1980-81 season to 48.5 during the 1984-85 season.

Continues on page 43.

Five-year total television network revenues (in thousands)

	1980	1981	1982	1983	1984	% chg. 80-84
Revenues from client-supplied programming	\$18,232	\$22,976	\$19,757	\$29,699	\$30,774	68.8
All other gross revenues from time sales	4,808,317	5,191,238	5,764,441	6,518,286	7,800,541	62.2
Total gross revenues from time sales	4,826,549	5,214,214	5,784,198	6,547,985	7,831,315	63.3
Less advertising agency commission	722,892	781,319	866,247	980,678	1,173,735	62.4
Total net revenues from time sales	4,103,657	4,432,895	4,917,951	5,567,307	6,657,580	62.2

Five-year total network revenues by daypart (in thousands)

Daypart	1980	1981	1982	1983	1984	% chg. 80-84
Prime time	\$1,909,323	\$2,093,013	\$2,323,691	\$2,537,769	\$2,752,846	44.2
Late night	251,990	254,785	261,968	252,053	260,611	3.4
Daytime	822,227	875,212	976,591	1,080,457	1,241,737	51.0
Children	100,899	107,846	121,679	137,911	158,637	57.2
Sports	658,020	711,115	782,228	1,075,386	1,649,496	150.6
News	361,198	390,924	451,794	483,731	594,253	64.5
Totals	4,103,657	4,432,895	4,917,951	5,567,307	6,657,580	62.2

Television Network Revenues 1980-1984 (in thousands)

1980

	Prime time	Late night	Daytime	Children	Sports	News	Total
Revenues from client supplied programming	\$10,954	\$0	\$7,278	\$0	\$0	\$0	\$18,232
All other gross revenues from time sales	2,235,292	295,518	959,713	118,732	774,089	424,973	4,808,317*
Total Gross Revenues From Time Sales	2,246,246	295,518	966,991	118,732	774,089	424,973	4,826,549
Less advertising agency commission	336,923	43,528	144,764	17,833	116,069	63,775	722,892
Total net revenues from time sales	\$1,909,323	\$251,990	\$822,227	\$100,899	\$658,020	\$361,198	\$4,103,657

*Includes \$24,390,000 of revenues from political parties/candidates.

1982

	Prime time	Late night	Daytime	Children	Sports	News	Total
Revenues from client supplied programming	\$9,314	\$0	\$10,443	\$0	\$0	\$0	\$19,757
All other gross revenues from time sales	2,724,341	307,121	1,138,284	143,122	920,061	531,512	5,764,441*
Total Gross Revenues From Time Sales	2,733,655	307,121	1,148,727	143,122	920,061	531,512	5,784,198
Less advertising agency commission	409,964	45,153	172,136	21,443	137,833	79,718	866,247
Total net revenues from time sales	\$2,323,691	\$261,968	\$976,591	\$121,679	\$782,228	\$451,794	\$4,917,951

*Includes \$2,896,000 of revenues from political parties/candidates.

1984

	Prime time	Late night	Daytime	Children	Sports	News	Total
Revenues from client supplied programming	\$19,391	\$0	\$11,383	\$0	\$0	\$0	\$30,774
All other gross revenues from time sales	3,219,302	305,612	1,449,254	186,670	1,940,619	699,084	7,800,541*
Total Gross Revenues From Time Sales	3,238,693	305,612	1,460,637	186,670	1,940,619	699,084	7,831,315
Less advertising agency commission	485,847	45,001	218,900	28,033	291,123	104,831	1,173,735
Total net revenues from time sales	\$2,752,846	\$260,611	\$1,241,737	\$158,637	\$1,649,496	\$594,253	\$6,657,580

*Includes \$30,057,000 of revenues from political parties/candidates.

1981

	Prime time	Late night	Daytime	Children	Sports	News	Total
Revenues from client supplied programming	\$13,764	\$0	\$9,212	\$0	\$0	\$0	\$22,976
All other gross revenues from time sales	2,448,819	298,840	1,020,132	126,925	836,594	459,928	5,191,238*
Total Gross Revenues From Time Sales	2,462,583	298,840	1,029,344	126,925	836,594	459,928	5,214,214
Less advertising agency commission	369,570	44,055	154,132	19,079	125,479	69,004	781,319
Total net revenues from time sales	\$2,093,013	\$254,785	\$875,212	\$107,846	\$711,115	\$390,924	\$4,432,895

*Includes \$745,000 of revenues from political parties/candidates.

1983

	Prime time	Late night	Daytime	Children	Sports	News	Total
Revenues from client supplied programming	\$18,252	\$0	\$11,447	\$0	\$0	\$0	\$29,699
All other gross revenues from time sales	2,967,257	295,394	1,259,334	162,248	1,264,985	569,068	6,518,286*
Total Gross Revenues From Time Sales	2,985,509	295,394	1,270,781	162,248	1,264,985	569,068	6,547,985
Less advertising agency commission	447,740	43,341	190,324	24,337	189,599	85,337	980,678
Total net revenues from time sales	\$2,537,769	\$252,053	\$1,080,457	\$137,911	\$1,075,386	\$483,731	\$5,567,307

*Includes \$64,000 of revenues from political parties/candidates.

Five-Year Revenue Breakouts by Market

New York (six stations)

	1980	1981	1982	1983	1984	% chg. 80-84
Network compensation	\$17,419,556	\$17,592,587	\$17,556,697	\$17,267,196	\$16,540,769	(5.1)
Gross local time sales	280,142,889	315,061,981	397,646,938	436,552,593	494,902,360	76.7
Gross national/regional time sales	114,420,761	131,340,416	132,601,293	147,586,740	174,629,065	52.6
Total gross time sales (lines 2+3)	394,563,650	446,402,397	530,248,231	584,139,333	669,531,425	69.7
Less advertising agency commissions	\$59,011,268	\$66,630,233	\$79,500,212	\$87,221,218	\$99,813,772	69.1
Net time sales (lines 4-5)	\$335,552,382	\$379,772,164	\$450,748,019	\$496,918,115	\$569,717,653	69.8
Total sales of station (lines 1+6)	352,971,938	397,364,751	468,304,716	514,185,311	586,258,422	66.1
Other operating revenue	2,151,907	1,850,763	1,411,504	2,016,073	2,240,654	4.1
Total broadcast operating revenue (lines 7+8)	355,123,845	399,215,514	469,716,220	516,201,384	588,499,076	65.7
Total value of barter and trade out transaction (included in line 2 or 3 or both)	\$8,012,294	\$8,883,638	\$9,554,768	\$12,938,818	\$16,764,878	9.2

Los Angeles (eight stations)

	1980	1981	1982	1983	1984	% chg. 80-84
Network compensation	\$9,526,815	\$9,241,503	\$9,452,918	\$9,215,079	\$8,624,291	(9.5)
Gross local time sales	231,288,098	277,318,970	329,385,941	363,842,396	413,056,739	78.6
Gross national/regional time sales	150,302,914	174,152,374	219,231,209	247,407,281	273,776,740	81.4
Total gross time sales (lines 2+3)	382,191,012	451,471,344	548,617,150	611,249,677	686,833,479	79.7
Less advertising agency commissions	\$58,621,265	\$72,689,268	\$88,953,673	\$100,252,888	\$113,086,424	92.9
Net time sales (lines 4-5)	\$323,569,747	\$378,782,076	\$459,663,477	\$510,996,789	\$573,737,055	77.3
Total sales of station (lines 1+6)	333,096,562	388,023,579	469,116,395	520,211,868	582,361,346	74.8
Other operating revenue	2,481,944	2,743,397	1,667,521	2,059,080	5,047,808	103.3
Total broadcast operating revenue (lines 7+8)	335,578,506	390,766,976	470,783,916	522,270,948	587,409,154	75.0
Total value of barter and trade out transaction (included in line 2 or 3 or both)	\$6,461,449	\$8,003,150	\$8,655,321	\$11,070,139	\$12,614,392	95.2

Chicago (five stations)

	1980	1981	1982	1983	1984	% chg. 80-84
Network compensation	\$8,222,136	\$8,129,613	\$8,186,326	\$8,021,446	\$7,729,018	(6.0)
Gross local time sales	109,118,208	137,381,421	155,693,940	181,682,436	199,117,027	82.5
Gross national/regional time sales	119,467,300	113,797,297	125,239,100	144,498,900	166,232,500	39.1
Total gross time sales (lines 2+3)	228,585,508	251,178,718	280,933,040	326,181,336	365,349,527	59.8
Less advertising agency commissions	\$36,356,951	\$39,552,846	\$44,073,933	\$51,403,505	\$57,587,994	58.4
Net time sales (lines 4-5)	\$192,228,557	\$211,625,872	\$236,859,107	\$274,777,831	\$307,761,533	60.1
Total sales of station (lines 1+6)	200,450,693	219,755,485	245,045,433	282,799,277	315,490,551	57.4
Other operating revenue	3,849,191	2,887,385	3,739,022	3,809,505	3,713,367	(3.5)
Total broadcast operating revenue (lines 7+8)	204,299,884	222,642,870	248,784,455	286,608,782	319,203,918	56.2
Total value of barter and trade out transaction (included in line 2 or 3 or both)	\$3,798,559	\$4,638,810	\$6,072,581	\$5,991,673	\$6,552,987	72.5

Philadelphia (five stations)

	1980	1981	1982	1983	1984	% chg. 80-84
Network compensation	\$7,699,405	\$7,643,731	\$7,692,597	\$7,696,438	\$7,660,540	(0.5)
Gross local time sales	55,734,032	65,960,696	76,079,098	83,051,471	101,937,161	82.9
Gross national/regional time sales	93,706,502	107,633,117	124,574,265	142,643,248	161,442,053	72.3
Total gross time sales (lines 2+3)	149,440,534	173,593,813	200,653,363	225,694,719	263,379,214	76.2
Less advertising agency commissions	\$24,370,977	\$28,436,216	\$32,853,209	\$36,750,458	\$42,431,841	74.1
Net time sales (lines 4-5)	\$125,069,557	\$145,157,597	\$167,800,154	\$188,944,261	\$220,947,373	76.7
Total sales of station (lines 1+6)	132,768,962	152,801,328	175,492,751	196,640,699	228,607,913	72.2
Other operating revenue	1,193,245	1,059,907	1,216,346	1,131,377	1,135,106	(4.9)
Total broadcast operating revenue (lines 7+8)	133,962,207	153,861,235	176,709,097	197,772,076	229,743,019	71.5
Total value of barter and trade out transaction (included in line 2 or 3 or both)	\$2,292,121	\$2,434,984	\$3,552,535	\$4,701,865	\$5,610,413	144.8

Charts continue on page 42.

Five-Year Revenue Breakouts by Market cont.

San Francisco (seven stations)

	1980	1981	1982	1983	1984	% chg. 80-84
Network compensation	\$4,929,938	\$4,785,553	\$4,997,789	\$5,069,903	\$5,234,272	6.2
Gross local time sales	85,959,336	98,678,087	110,334,171	136,293,006	156,546,549	81.1
Gross national/regional time sales	93,582,859	111,555,864	139,898,581	147,729,698	169,346,131	80.1
Total gross time sales (lines 2+3)	179,542,195	210,233,951	250,232,752	284,022,704	325,892,680	81.5
Less advertising agency commissions	\$29,690,742	\$31,145,853	\$37,252,633	\$42,001,735	\$48,775,919	82.7
Net time sales (lines 4-5)	\$152,851,453	\$179,088,098	\$212,980,119	\$242,020,969	\$277,116,761	81.3
Total sales of station (lines 1+6)	157,781,391	183,873,651	217,977,908	247,090,872	282,351,033	79.0
Other operating revenue	1,316,596	1,447,362	1,706,241	2,126,010	3,010,785	128.7
Total broadcast operating revenue (lines 7+8)	159,097,987	185,321,013	219,684,149	249,216,882	285,361,818	79.4
Total value of barter and trade out transaction (included in line 2 or 3 or both)	\$3,461,374	\$4,584,951	\$5,889,907	\$7,826,698	\$7,671,598	121.6

Washington (five stations)

	1980	1981	1982	1983	1984	% chg. 80-84
Network compensation	\$3,772,810	\$3,823,252	\$3,882,720	\$3,908,924	\$3,894,260	3.2
Gross local time sales	48,675,619	55,058,350	64,439,336	77,846,009	90,822,319	86.6
Gross national/regional time sales	69,802,843	78,772,346	88,532,493	96,938,744	107,538,797	54.1
Total gross time sales (lines 2+3)	118,478,462	133,830,696	152,971,829	174,784,753	198,361,116	67.4
Less advertising agency commissions	\$17,300,698	\$19,644,918	\$22,372,366	\$25,538,627	\$28,996,297	67.6
Net time sales (lines 4-5)	\$101,177,764	\$114,185,778	\$130,599,463	\$149,246,126	\$169,364,819	67.4
Total sales of station (lines 1+6)	104,950,574	118,009,030	134,482,183	153,155,050	173,259,079	65.1
Other operating revenue	833,194	351,924	354,506	716,576	959,739	15.2
Total broadcast operating revenue (lines 7+8)	105,783,768	118,360,954	134,836,689	153,871,626	174,218,818	64.7
Total value of barter and trade out transaction (included in line 2 or 3 or both)	\$1,838,634	\$1,910,302	\$2,143,993	\$2,552,441	\$2,550,973	38.7

Boston (seven stations)

	1980	1981	1982	1983	1984	% chg. 80-84
Network compensation	\$5,875,200	\$6,064,000	\$6,088,200	\$5,912,400	\$5,731,800	(2.5)
Gross local time sales	53,737,900	61,616,000	75,202,500	89,112,800	95,213,200	77.2
Gross national/regional time sales	98,981,100	113,328,000	140,643,200	157,418,400	172,207,600	74.0
Total gross time sales (lines 2+3)	152,719,000	174,944,000	215,845,700	240,531,200	267,420,800	75.1
Less advertising agency commissions	\$22,411,900	\$25,689,200	\$31,196,500	\$35,091,500	\$38,908,900	73.6
Net time sales (lines 4-5)	\$130,307,100	\$149,254,800	\$184,649,200	\$205,439,700	\$228,511,900	75.4
Total sales of station (lines 1+6)	136,182,300	155,318,800	190,737,400	211,352,100	234,243,700	72.0
Other operating revenue	3,301,100	3,077,700	3,275,000	2,812,000	1,925,900	(28.6)
Total broadcast operating revenue (lines 7+8)	139,483,400	158,396,500	194,012,400	214,164,100	236,169,600	69.3
Total value of barter and trade out transaction (included in line 2 or 3 or both)	\$3,140,700	\$3,720,800	\$4,555,000	\$5,394,000	\$6,792,500	16.3

Detroit (five stations)

	1980	1981	1982	1983	1984	% chg. 80-84
Network compensation	\$5,971,800	\$5,845,400	\$5,810,800	\$5,623,900	\$5,798,800	(2.9)
Gross local time sales	51,129,774	57,723,563	64,340,997	74,622,109	93,642,139	83.1
Gross national/regional time sales	72,397,081	74,906,257	76,844,501	78,898,468	86,382,168	19.3
Total gross time sales (lines 2+3)	123,526,855	132,629,820	141,185,498	153,520,577	180,024,307	45.7
Less advertising agency commissions	\$17,705,869	\$18,790,346	\$20,178,295	\$22,146,695	\$26,277,024	48.4
Net time sales (lines 4-5)	\$105,820,986	\$113,839,474	\$121,007,203	\$131,373,882	\$153,747,283	45.3
Total sales of station (lines 1+6)	111,792,786	119,684,874	126,818,003	136,997,782	159,546,083	42.7
Other operating revenue	1,361,426	1,019,978	2,228,615	1,584,357	3,635,155	167
Total broadcast operating revenue (lines 7+8)	113,154,212	120,704,852	129,046,618	138,582,139	163,181,238	44.2
Total value of barter and trade out transaction (included in line 2 or 3 or both)	\$2,140,020	\$2,191,777	\$2,868,995	\$2,716,314	\$3,118,695	45.7

Houston (five stations in 80-82, six in 83-84)

	1980	1981	1982	1983	1984	% chg. 80-84
Network compensation	\$3,899,281	\$4,353,129	\$4,405,397	\$5,089,828	\$4,859,510	24.6
Gross local time sales	48,590,745	60,638,159	70,497,844	86,783,511	96,672,474	99.0
Gross national/regional time sales	77,716,867	95,812,188	122,728,725	142,989,949	155,996,404	100.7
Total gross time sales (lines 2+3)	126,307,612	156,450,347	193,226,569	229,773,460	252,668,878	100
Less advertising agency commissions	\$20,138,530	\$24,563,748	\$30,686,649	\$35,979,007	\$39,132,213	94.3
Net time sales (lines 4-5)	\$106,169,082	\$131,886,599	\$162,539,920	\$193,794,453	\$213,536,665	101.1
Total sales of station (lines 1+6)	110,068,363	136,239,728	166,945,317	198,884,281	218,396,175	98.4
Other operating revenue	1,485,622	1,243,141	4,965,100	2,684,901	3,464,077	33.2
Total broadcast operating revenue (lines 7+8)	111,553,985	137,482,869	171,910,417	201,569,182	221,860,252	98.9
Total value of barter and trade-out transaction (included in line 2 or 3 or both)	\$1,475,650	\$918,650	\$1,270,250	\$1,269,100	\$2,554,989	73.1

Continues from page 39.

The average number of homes reached by the networks also slid during the period, from 44.5 million to 41.9 million, even though the number of television homes increased. (After five years of decreases, the average prime time rating increased during the 1985-86 season to 49.1.)

The BFM report quantifies how much presidential election years mean to the net-

works. Political parties and candidates dumped \$24.4 million into the network coffers in 1980 and \$30.1 million in 1984. By contrast, they spent just fractions of those amounts in the off-years: \$745,000 in 1981, \$2.9 million in 1982 (when all the House seats and a third of the Senate seats were being contested) and \$64,000 in 1983.

A review of the market-by-market data shows big increases in local spot and national and regional spot sales in all markets and

slight decreases in most markets in network compensation. In New York, for instance, network comp dropped 5.1% from \$17.4 million to \$16.5 million over the five years. The advertising agencies' bite of revenues in the form of commissions got no larger over the years. According to the network and most of the market-by-market data, their increases were commensurate, more or less, with the increases in advertising revenues.

Now that BFM has started to collect the financial data, it isn't going to stop. Del Regno said that BFM and Arthur Young are now hard at work on the 1985 figures, which he hopes to release in "a couple of months." He also hopes to expand the market-by-market list to include not only Dallas-Fort Worth, but also markets 11 through 20. "What we are trying to do is give the industry what it wants," he said.

The stations in the nine markets that participated in the BFM survey are:

New York—WNEW-TV, WPIX, WOR-TV, WABC-TV, WNBC-TV, WCBS-TV. **Los Angeles**—KTTV, KHJ-TV, KABC-TV, KNBC-TV, KCBS-TV, KMEX-TV, KCOP, KTLA. **Chicago**—WFLD-TV, WGN-TV, WLS-TV, WMAQ-TV, WBBM-TV. **Philadelphia**—WCAU-TV, KYW-TV, WPVI-TV, WTAJ-TV, WPHL-TV. **San Francisco**—KGO-TV, KDTV, KPIX, KRON-TV, KTVU, KBHK-TV, KTZO. **Boston**—WLVI-TV, WBZ-TV, WCVB-TV, WQTV, WNEV-TV, WSBK-TV, WXNE. **Detroit**—WJBK-TV, WXYZ-TV, WDIV, WXON, WKBD (CBET Windsor, Ont., said its U.S. revenues were not significant). **Washington**—WTTG, WRC-TV, WDCA-TV, WDVM-TV, WJLA-TV. **Houston**—KHOU-TV, KHTV-TV, KPRC-TV, KRIV-TV, KTRK. For '83 and '84, KTXH was added. □

ABC, NBC join CBS in announcing fall schedules

All three networks substantially revise 8 p.m. hour; comedies, police dramas figure heavily

Twenty-four new network prime time series will be introduced by the three networks in the 1986-87 season, including 12 one-hour shows (nine dramas, two magazine programs and one fantasy adventure), 11 comedies and one half-hour drama. With 17 returning comedies, the total for that genre at the start of next season will be the most since the 1981-82 season.

Most of the new and returning dramas deal with the law or law enforcement. Two notably different new dramas this year are NBC's *Our House*, which explores the relationships of an extended family suddenly thrust together, and ABC's *Our Kind of Toun*, about a yuppie couple trying to balance separate careers and a marriage. There is also a rare half-hour drama, bordering on fantasy, *The Last Electric Knight*, on ABC, about a policeman who adopts a young karate expert.

All three networks were aggressive in re-scheduling the first hour of prime time. ABC and CBS both altered the first hour on six of seven nights. CBS left *60 Minutes* on Sundays at 7 p.m. alone while ABC left intact its first hour on Friday, *Webster* and *Mr. Belvedere*. NBC has retuned the first hour on five of seven nights, leaving Thursdays (*Cosby* and *Family Ties*) and Wednesdays (*High-*

way to Heaven) intact. On a night-by-night basis, NBC redid Tuesday from top to bottom and reprogramed the first half of Sunday and two-thirds of Friday. ABC started from scratch on Saturday, where the lead-in at 8 p.m. will be the new Lucille Ball comedy, *Life with Lucy*. ABC also performed major surgery on the Friday evening lineup, adding two new comedies and a drama to round out the last two-thirds of the night. (For a review of CBS's new schedule, see the chart on page 44 and BROADCASTING, May 12.)

"Come Home to NBC" is the network's promotional tagline for the new season, which was unveiled before a crowd of advertiser and agency executives in New York last week. CBS's new tagline is "Share the Spirit." ABC will announce its promotional theme in June at its affiliates meeting.

NBC Entertainment President Brandon Tartikoff told those attending the presentation that "we haven't played it safe" in designing next season's schedule. "We're going for dominance next season," he said. Part of the strategy is to bowl them over with laughter. NBC will have 13 comedies in its schedule, the most ever.

The first half of NBC's Sunday schedule will be new, starting off with *Our House*, at 7 p.m., a one-hour drama about a grandfather ("Cocoon's" Wilford Brimley) who takes in his daughter-in-law and three grandchildren after his son dies. The show will be launched next fall behind *Cosby* before moving to its

regular slot, said Tartikoff. At 8 p.m., a new half-hour comedy starring Loni Anderson will debut, about a rich widow who brings a down-on-his-luck uncle and one his cronies to live with her in Beverly Hills. That will be followed by the mid-season show, *Valerie*, from 8:30 p.m. to 9 p.m. Tartikoff said Sunday received the best of this year's pilots. "We addressed it first with our strongest test in drama and our strongest test in comedy," he said. "We are going right at *60 Minutes* and *Murder, She Wrote*." NBC Sunday *Night at the Movies* will round out the evening from 9 to 11 p.m. *Punky Brewster*, which bowed last season, is moving to syndication, while two other shows airing Sundays last season, *Alfred Hitchcock* and *Silver Spoons*, have been axed.

Despite the flop of NBC's "high concept" series last year, *Misfits of Science*, Tartikoff has not shied away from the genre. *ALF*, a half-hour comedy about a wisecracking, Muppet-like creature from outer space, will lead off Monday at 8 p.m. Following at 8:30 will be *Amazing Stories*, one of five series new last season that are returning to the NBC schedule. Last season, *Amazing* aired on Sunday at 8. NBC Monday *Night at the Movies* will return from 9 to 11. *Bloopers* has been canceled.

NBC's all-new Tuesday will feature two one-hour dramas, starting at 8 p.m. with *Matlock*, a spin-off series from last season's made-for-television movie, *Diary of a Per-*

fect Murder. Andy Griffith stars as a sly old country lawyer. (Former NBC President Fred Silverman is a co-executive producer.) A Michael Mann drama, *Crime Story*, will debut at 9. It is described as a "high-action alternative" to the CBS movie and *Moonlighting* and *Our Kind of Town* on ABC. The news magazine, *1986*, co-anchored by Roger Mudd and Connie Chung, will round out the Tuesday slate in the 10-11 slot. Tartikoff said NBC was "counterprogramming" Tuesdays, going primarily for the 35-plus audience that is not attracted to the younger skewing shows on CBS and ABC. *Remington Steele* and *Riptide* have been canceled.

Wednesday next season on NBC will be composed entirely of returning series, starting with *Highway to Heaven* at 8 p.m. *Gimme a Break* will have a new story line (Nell and Joey move to New York, deleting girls from the cast but adding Joey's younger brother) and a new day and time, Wednesday at 9 p.m. The midseason comedy, *You Again*, starring Jack Klugman, will air at 9:30 p.m., and *St. Elsewhere* will return at 10 p.m. The midseason replacement, *Black's Magic*, has been canceled. Last season's *Hell Town* was axed earlier.

NBC's powerful Thursday lineup returns intact: *Cosby* at 8 p.m., *Family Ties* at 8:30,

Cheers at 9, *Night Court* at 9:30 and *Hill Street Blues* at 10. Tartikoff said a *Cosby* spin-off, starring the Huxtable daughter played by Lisa Bonet, would start shooting in July and is being considered as a midseason replacement series for next fall or winter.

The A-Team was "clearly hurt" last season by ABC's younger-skewing comedies on Tuesday, said Tartikoff. Thus, the show is being moved to the lead-off spot Fridays at 8 p.m. He revealed that "big changes" will occur in the story line, with the team getting caught, tried and forced to work "above ground" with law enforcement agencies. That will take place in a three-part episode opening the show next season. A fifth member of the team will also emerge. *Miami Vice* has been moved from 10 p.m. to 9 p.m., opposite CBS's *Dallas*. The story lines, said Tartikoff, will explore the supporting cast more next year, although the main characters, Crockett and Tubbs, are scheduled to do more traveling, at least to London and Tokyo. A new drama at 10 p.m., *L.A. Law*, will be produced by Steven Bochco. It will feature an ensemble cast centering on the activities of a Los Angeles law firm. Bochco is the former executive producer of *Hill Street Blues*. This season's replacement series, *Stingray*, didn't make it to the new schedule, but Tartikoff said it would air behind *Vice* this summer and would be a replacement series next season as well. *Knight Rider* is gone for good.

On Saturday, *Facts of Life* moves up a half hour to lead off at 8 p.m.; *227* moves up one hour to 8:30; *Golden Girls* is back in the same time period, at 9, and *Hunter* also returns to its 10-11 slot. At 9:30, a new comedy, entitled *Amen* and starring Sherman Hemsley (formerly George Jefferson) as a crotchety deacon at a Philadelphia church, makes its bow.

NBC will air 29 hours of mini-series next season, 28 hours of made-fors and 16 hours of theatricals. At ABC, entertainment head

Across the boards

This is the 1986-87 network television lineup. A total of 24 new shows have been ordered for the start of the new season, for a total of 18 hours of new programming. NBC ordered five hours and three half-hours; ABC ordered five half-hours, four hours, and CBS ordered four half-hours and three hours. Of the 24 new series, ABC accounts for nine; NBC, eight, and CBS, seven. A total of 22 returning shows were moved to different time periods, including 10 for CBS, 9 for NBC and three for ABC. An asterisk following a program title indicates a new show, while two asterisks denote a new time period for a show.

Sunday

	ABC	CBS	NBC
7:00			
7:30		60 Minutes (CBS News)	Our House (Lorimar-Telepictures)
8:00	Disney Sunday Movie (Walt Disney Prods.)		
8:30		Murder, She Wrote (Universal)	Easy Street* (Viacom)
9:00			Valerie** (Miller-Boyet-TAL/Lorimar)
9:30			
10:00	ABC Sunday Night Movie	CBS Sunday Night Movie	NBC Sunday Night At the Movies
10:30			
1:00			

Monday

	ABC	CBS	NBC
8:00			
8:30	MacGyver** (Columbia)	Kate & Allie** (Alan Landsburg)	ALF* (Alien Prods.)
9:00		Taking the Town* (Warner/Pony)	Amazing Stories** (Spielberg)
9:30		Newhart** (MTM)	
10:00	Monday Night Football (ABC Sports)	Designing Women* (BTM/Columbia)	NBC Monday Night At the Movies
10:30		Cagney & Lacey (Filmways)	
11:00			

Tuesday

	ABC	CBS	NBC
8:00	Who's the Boss? (Embassy)		
8:30	Growing Pains (Warner)	Wizard of Elm Street* (BSR Prods./20th Cen. Fox)	Ben Mallock* (Viacom)
9:00			
9:30	Moonlighting (Picture Maker/ABC Circle)		Crime Story* (Michael Mann)
10:00		CBS Tuesday Night Movie	
10:30	Our Kind of Town* (MGM TV)		1986* (NBC News)
11:00			

Wednesday

	ABC	CBS	NBC
8:00	Perfect Strangers** (Miller-Boyet/Lorimar)	Together We Stand* (Al Burton-Universal)	
8:30	Head of the Class* (Warner)	Better Days* (Lorimar-Telepictures)	Highway To Heaven (Michael Landon)
9:00			Gimme a Break** (Lachman/Landsburg)
9:30	Dynasty (Shapiro-Spelling)	Magnum, P.I.** (Universal/Belsarius/Glen Larson)	You Again? (Taft Ent./Sweater Prod.)
10:00			
10:30	Hotel (Aaron Spelling)	The Equalizer** (Universal)	St. Elsewhere (MTM)
11:00			

Brandon Stoddard announced the network would offer nine new shows in prime time next fall, including four comedies, four dramatic shows and a new magazine show, *Our World*, a spin-off from last year's ABC News special, 45-85. In a presentation to advertisers last week, Stoddard said ABC's objective was to achieve "gradual improvement" in both the ratings and "quality level" of the prime time programing. "We are not trying to find lightning in a bottle," he said.

On Sunday, ABC will keep in place the *Disney Sunday Movie* which joined the schedule from 7 to 9 p.m. earlier this year, followed by *The ABC Sunday Night Movie* from 9 to 11 p.m. *Ripley's Believe It or Not* was canceled.

On Monday, *MacGyver* will lead off at 8 p.m., followed by the 17th year of *Monday Night Football*. ABC Sports President Dennis Swanson revealed last week that Frank Gifford had agreed to remain with the program, providing game analysis, while Al Michaels takes charge of the play-by-play duties. *Hardcastle & McCormick* is canceled.

Tuesday remains largely intact, with *Who's the Boss*, leading off at 8 p.m., followed by *Growing Pains* at 8:30 and *Moonlighting* at 9. *Our Kind of Town* will bow at 10 next season. The hour drama stars Shelly Hack and Tom Mason.

This year's midseason replacement comedy, *Perfect Strangers*, will lead off Wednesday at 8 p.m. It will be followed by a new comedy starring Howard Hesseman (formerly of *WKRP in Cincinnati*) as a teacher of a high school class of whiz kids "who must learn there is more to teen-age life than achievement tests and school books." *Dynasty* follows at 9, and *Hotel* will return to its 10 p.m. slot. *Our Family Honor*, *The Insiders* and *Hollywood Beat* have been canceled.

ABC has decided to counterprogram NBC's *Cosby-Ties* hour from 8 to 9 on Thursdays with a new news magazine show, *Our World*, which will focus on a day or

week or event in history and explore its significance today. The program is being produced by Av Westin, who is also executive producer of *20/20*, which will remain in its Thursday 10-11 slot. The two magazine shows will be separated by the returning *Colbys* from 9 to 10 p.m. Stoddard acknowledged that Thursday night was not an example of "perfect scheduling" with two magazine programs. "But it wasn't perfect last year either," he said. *Shadow Chasers* has been canceled.

Two returning comedies will stay in their slots to lead off the first hour on Friday nights, *Webster* at 8 p.m. and *Mr. Belvedere* at 8:30. Three new shows will then make their debut. The half-hour drama, *The Last Electric Knight*, will bow at 9. At 9:30, it's *Sledge Hammer*, a half-hour spoof of the tough-guy detective/cop genre. At 10 *Starman* will bow, described as a "continuation" of the recent theatrical release with the same title. *Different Strokes*, *He's the Mayor*, *Fall Guy* and *Benson* have all been canceled. Two comedies airing this spring, *Mr. Sunshine*, and *Joe Bash*, have also been canceled.

Lucille Ball will be reunited with Gale Gordon in *Life with Lucy* leading off Saturday at 8 p.m. The show pairs the two as partners in a hardware store. Their children are married to each other, have their own children and all are living under one roof. A second comedy follows at 8:30 starring Ellen Burstyn as a college professor, also living in an extended family situation. A drama, tentatively titled *Cold Steel and Neon*, will make its debut at 10. It's about a widowed cop and his two children. *The Redd Foxx Show*, *Love Boat*, *Lady Blue*, *Line Street* and *Fortune Dane* have all been axed.

ABC is planning to carry fewer hours of mini-series next season, 27 hours compared to 34 last season, but four more hours of made-fors, 24 hours compared to 20.

Among the minis will be the 12-hour *Amerika*, which received press attention earlier this year when the project was almost scrapped after the Soviet Union made veiled threats about shutting down ABC's news coverage in that country. The mini-series is about life in America after the supposed takeover of the country by the Russians. □

PBS holdout threatens must carry

Negotiations end after demand for carriage of all stations; cable fears deal could unravel; there's still no movement at FCC

"The shelf life of this deal is not forever," said National Cable Television Association President James P. Mooney last week in assessing the general prospects for adoption of the must-carry compromise pending at the FCC. Mooney's remarks came after he met last Tuesday with Bruce Christensen, president of the Public Broadcasting Service, and was unable to reach an accommodation with PBS on the compromise.

Public television opposes the compromise and is insisting that any new must-carry rule

require mandatory carriage of all public stations. Commercial broadcasters and cable apparently have offered to modify the compromise and give must-carry status to at least one public station. The noncommercial broadcasters won't accept that offer and instead are holding out for the must-carry proposal offered by the National Telecommunications and Information Administration that would basically require cable systems to carry all public television signals. Mooney expressed concern that the "whole thing could come unraveled."

Representatives of the FCC Mass Media Bureau met with Chairman Mark Fowler for about two hours last Wednesday (May 14) to discuss what to do about the must-carry pro-

	Thursday			Friday			Saturday		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
8:00			The Cosby Show (Carsey-Werner)	Webster (Paramount)	Scarecrow & Mrs. King** (Warner Bros.)	A-Team** (Stephen J. Cannell Prods.)	Life With Lucy* (Spelling-Ball)	Downtown* (Ron Samuels Prod./Tri-Star)	Facts of Life** (Embassy)
8:30	Our World* (ABC News)	Simon & Simon** (Universal)	Family Ties (JBU/Paramount)	Mr. Belvedere (20th Cent. Fox)			Ellen Burstyn Show (Walt Disney)		227** (Embassy)
9:00			Cheers (MTM)	Last Electric Knight* (Motown-Disney)					Golden Girls (Witt-Thomas-Harris)
9:30	Colbys (Shapiro/Spelling)	Knot's Landing** (Roundelay/Lorimar)	Night Court (Starry Night/Warner Bros.)	Sledge Hammer!* (New World)	Dallas (Lorimar)	Miami Vice** (Universal)	Cold Steel & Neon* (20th Cent. Fox)	Mickey Spillane's Mike Hammer** (Columbia)	Amen* (Carson Prods.)
10:00									
10:30	20/20 (ABC News)	Kay O'Brien, Surgeon* (Orion TV)	Hill Street Blues (MTM)	Starman* (Columbia Pics.)	Falcon Crest (Lorimar/Amanda/M.F.)	LA Law* (20th Cent. Fox)	Spencer: For Hire** (Warner Bros.)	Twilight Zone* (CBS Prods.)	Hunter** (Stephen J. Cannell)
11:00									

ceeding. Sources said no decision was made on how to proceed or when to schedule it for action. One official said it would be "difficult" for the FCC to resolve the proceeding before June 30, when Fowler's present term is scheduled to expire.

The bureau is scheduled to meet with Fowler again this week, however. "And we'll have meetings until the matter is resolved," said James McKinney, FCC Mass Media Bureau chief. "It's actively being pursued now."

If the FCC drags its feet on must carry it will likely hear from Congress. The National Association of Broadcasters, the Association of Independent Television Stations and the Television Operators Caucus have already conveyed to the Hill their concern that must carry is not on a fast track at the commission. House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) was asked to intervene on their behalf and urge the commission to speed things up. Furthermore, broadcasters are expressing an interest in seeing the subcommittee hold a hearing on the matter—an action the subcommittee considered earlier and one at which it appears to be looking more seriously.

The broadcasters will continue to press their case on the Hill. INTV is calling a delegation of independents to Washington this week to call on key House and Senate staff members. The group will also meet with McKinney and Alfred Sikes, new director of the NTIA.

INTV, in a letter to FCC Commissioner Dennis Patrick, repeated its arguments for the compromise. The letter states the independents' concern that without some form of must carry their stations won't survive. It emphasizes that cable carriage decisions are being determined by factors other than consumer preference. "WTGS-TV in the Savannah market is still carried on less than 60% of the cable systems in its market and is still paying to be carried on the ATC [American Television & Communications] system despite a robust 8 share of viewing in the rating services," the letter said. "WFTY-TV, the new independent in Washington, is being carried by only three of the 71 cable systems in the Washington ADI," it said.

There has been considerable speculation as to why the FCC has shifted into low gear and as to why the broadcasters have not been pushing the compromise. It appears broadcasters can at the most muster two votes favoring the agreement. (Commissioners Mimi Dawson and James Quello are said to support the compromise, while Fowler and Patrick are reportedly opposing it.) One theory is that the broadcasters have been waiting for the confirmation of Patricia Dennis, a National Labor Relations Board member, to the FCC, in the hope that she will break the tie in their favor. (Dennis's nomination has been on hold because of unrelated political factors but is said to be near release [see "Closed Circuit," page 7].)

NTIA's suggestion that the FCC adopt a rule that would require carriage of all local nonduplicated noncommercial educational

TV stations, including translators, is not acceptable to either commercial broadcasters or cable. Broadcasters say the NTIA proposal would be found unconstitutional and if it's adopted, "we'd be right back up on the Hill." Congress has already made it clear it would prefer the FCC solve the problem of must carry.

What the broadcasters and cable are offering would effectively mandate carriage of at least one noncommercial station on a cable system, but would not affect the compromise's proposed caps. Under the agreement systems with 21 to 26 activated channels are not required to carry more than seven qualified local stations. Systems with more than 26 activated channels are not required to devote more than 25% of those channels to carriage of qualified local stations. In order to qualify, stations also would have to meet a proposed 2% viewing share and a 5% net weekly circulation in noncable homes, by county. That standard, however, would be waived for the public signal.

The offer is being viewed as a concession on the part of cable and noncommercial broadcasters. Under the compromise, no preferences are given to one type of station over another and cable can pick and choose

the signals it wants to carry. By giving public stations such a preference, cable would be giving up some of the editorial discretion it gained. And commercial broadcasters, particularly independents who would have trouble meeting the 2% viewing share, would end up competing with public stations for carriage.

Holding the compromise together may prove difficult if the ABC Television Affiliates Association decides to launch an all-out effort to kill or modify the proposal. The affiliates also oppose the compromise, which they feel discriminates against network affiliates. In a closed-circuit broadcast last week, Joe Jerkins of KVUE-TV Austin, Tex., and chairman of the affiliates board of governors, asked the broadcasters for guidance on the matter. They were asked: "Do you want your association to continue to lobby the FCC and members of Congress in an all-out effort to modify the compromise to eliminate the discrimination against network affiliates?" Or if their attempts to alter the agreement fail, the affiliates were asked: "Should your association oppose the compromise altogether on the premise that having no rule at all is better than having the compromise?" □



Broadcasting powwow. There was a meeting of the minds last week as representatives of leading broadcasting organizations gathered in Washington for the first in what are planned to be yearly sessions sponsored by the NAB. The primary thrust of the four-hour meeting was to establish future areas of cooperation among the various groups. In attendance were representatives of the NAB, AAF, AWRIT, ANA, AMST, INTV, NPR, RAB, RTNDA, BEA, BFMA, IRTS, NABOB, NATPE, NAPTS, BPME, TIO, SPJ/SDX, Broadcast Pioneers, Council for UHF Broadcasters, Freedom of Expression Foundation, National Broadcast Editorial Association, National Federation of Community Broadcasters and Society of Broadcast Engineers.

NAB Joint Board Chairman Ted Snider (standing), KARN(AM)-KKYK(FM) Little Rock, Ark., said the NAB had been designated as the "coordinator" of the dates for all major meetings held by the associations. "We also agreed to attend each other's meetings, provide complimentary registrations and exhibit space at each other's conventions," Snider reported. Membership lists will be exchanged, and the NAB will compile a list of all the publications published by the associations.

The association representatives passed a resolution calling for more representation of broadcast organizations on the Accrediting Council on Education in Journalism and Mass Communications. They also seek higher quality of broadcast programs in colleges and universities. NPR and NAPTS refrained from supporting the resolution. It was decided that Eddie Fritts, NAB president; John Abel, NAB executive vice president for operations; Ernest Schultz Jr., executive vice president of RTNDA, and Chris Sterling, chairman of the BEA, will call on Secretary of Education William Bennett to discuss the broadcasters' concerns.

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WDIV	Detroit
WSOC	Charlotte
WIVB	Buffalo
KTVY	Oklahoma City
WPTV	W. Palm Beach
WTVC	Chattanooga
KHGI	Kearney
WBRZ	Baton Rouge
WTVW	Evansville
WYFF	Greenville
KVVU	Las Vegas
KRDO	Colorado Springs
WRBL	Columbus, Ga.
WECT	Wilmington, N.C.
KVEO	Brownsville
WDIO	Duluth
KIII	Corpus Christi
WGXA	Macon, Ga.
KOTA	Rapid City
KAIT	Jonesboro
KJCT	Grand Junction
KTVO	Ottumwa
KAVU	Victoria
KLDO	Laredo
KWNB	North Platte

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Law & Regulation

House subcommittee passes bill protecting networks against illegal use of feeds

Despite efforts by SPACE to defeat certain provisions, legislation wins unanimous support guarding sports and news backhauls

The television networks last week succeeded in gaining protection against dish owners intercepting news and sports backhauls and against the use of their feeds for "commercial or private financial gain." The victory came as legislation was adopted by the House Copyright Subcommittee (BROADCASTING, May 5). Provisions prohibiting the interception of such broadcast feeds were included in the Electronic Communications Privacy Act, H.R. 3378, which is a major rewrite of the "Wiretap Statute" of 1968. The networks' efforts were opposed by the Satellite Television Industry Association (SPACE). Nevertheless, the bill was unanimously adopted.

The bill asserts that communications not "readily accessible to the public" are protected from interception. But the bill would exempt home earth station owners from civil or criminal penalties for interception of unscrambled broadcast feeds as long as they were not used for commercial purposes. However, under the Communications Act it is still illegal to intercept unscrambled or scrambled broadcast feeds. Also, the measure reduces the penalty for illegal interceptions from a five-year felony to a misdemeanor. (Broadcasters would have preferred a clarification of the existing law without a reduction in penalties. However, the fees were lessened as part of a compromise with SPACE.) Interception of teleconferencing is also prohibited under the bill. And the measure reaffirms the current prohibition under the "Wiretap Statute" against interception of scrambled broadcast signals.

Subcommittee Chairman Robert Kastemeier (D-Wis.) noted that the legislation "tried to remain neutral" in its treatment of dish owners. He explained that the subcommittee did not want the bill to become a vehicle for deciding the policy on "what dish owners can receive." Furthermore, the chairman emphasized that the issue of scrambling broadcast and cable programming is a matter currently before the House Telecommunications Subcommittee. Kastemeier acknowledged that SPACE still has reservations about the provisions and said he was open to further discussion on the matter.

Throughout the drafting process, the networks, the National Association of Broadcasters and the National Cable Television Association strove to prevent SPACE from dragging scrambling into the debate on the

bill. Subcommittee members also preferred not to get in the middle of a fight on scrambling. Subcommittee staff members pointed out that the measure does not amend the Communications Act and specifically refrains from addressing scrambling.

SPACE, on the other hand, is expected to continue its opposition to the measure. In a last-ditch effort to defeat it, SPACE sent out a member alert just before the subcommittee markup. The alert, however, appeared to have backfired. None of the legislators spoke in support of the dish industry. Some members, one source said, were irritated by the alert because they felt it misrepresented the measure.

"This is a very serious matter and SPACE is concerned about the impact on dish owners," the alert said. "Therefore, it is a matter of utmost importance that no later than Tuesday, May 13, you contact by telegram your U.S. representative, in Washington, urging him or her to 'oppose any provision in H.R. 3378 which makes it illegal to view or listen to signals that are readily receivable on my dish.' Also mention that Congress has said 'that if signal providers want security, they should scramble their signals.'"

On a lighter side, SPACE opponents were chuckling over another paragraph in the alert: "When contacting your representative, it is also of utmost importance that you refrain from being disrespectful and from using vulgar language. This has been a problem in the past and has not at all helped our cause."

In addition, the networks were able to obtain more protection in the measure for journalists who record conversations in the course of pursuing a story and find themselves under existing law subject to "criminal conviction or civil liability." The legislation would remove that threat by making such recordings exempt from liability. □

Macfadden's move

It asks FCC to approve its short-form filing for John Blair & Co. and to turn down request for stay of grant pending appeal

The sparring between John Blair & Co. and Macfadden Holdings Inc., which is attempting a hostile takeover of Blair, continued last week.

On one front, Macfadden asked the FCC to reject Blair's objections to its short-form application seeking interim authority to buy Blair's stock. It also asked the FCC to reject a Blair request for a stay of a grant of Macfadden's application pending appeal.

Blair has alleged, among other things, that Macfadden's proposal reached too far beyond the takeover procedures the commis-

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AMERICA'S TOP 10 IS TOPS WITH FEMALES 12-24

KTLA	Los Angeles
WLVI	Boston
WDIV	Detroit
WSVN	Miami
KOVR	Sacramento
KTVK	Phoenix
WTMJ	Milwaukee
WSOC	Charlotte
WIVB	Buffalo
KTVY	Oklahoma City
WNEP	Wilkes Barre
WGGT	Greensboro
WXEX	Richmond
WPTV	W. Palm Beach
WDHO	Toledo
WJKS	Jacksonville
KDSM	Des Moines
WOAD	Davenport
WTVQ	Lexington
WTVG	Chattanooga
KGUN	Tucson
WAAY	Huntsville
KHOWL	Florence, Al.
KHGI	Kearney
WBRZ	Baton Rouge
WTVW	Evansville
WYFF	Greenville
KTSM	El Paso
WAGT	Augusta, Ga.
WTVQ	Rockford, Ill.
WRBL	Columbus, Ga.
WTVQ	Terre Haute
KBMT	Beaumont
WDIO	Duluth
KIII	Corpus Christi
WGXA	Macon
KOTA	Rapid City
KAIT	Jonesboro
KJCT	Grand Junction
KTVO	Ottumwa
KAVU	Victoria
KLDO	Laredo

SEVEN YEARS STRONG AND STILL COUNTING



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Washington Watch

Intellectual property. Senator Pete Wilson (R-Calif.) introduced legislation last week to guard against piracy of "intellectual property," including movies, records, tapes and television programming by foreign countries. Wilson, at press conference, said bill would tackle problems such as Canadian government allowing retransmission of U.S. TV signals without compensation to U.S. copyright holders. Measure would establish process by which U.S. trade representative could investigate whether foreign countries provide "adequate and effective protection of intellectual property rights." It would also direct President to enter into negotiations with foreign governments to "obtain greater intellectual property protection for U.S. companies."

□

Settlement approved. FCC Office of General Counsel has approved settlement agreement under which competing applicants for United Broadcasting Co.'s WDJY(FM) (formerly WOOK(FM) Washington) would dismiss their applications. According to agreement, District Broadcasting Co.—which had prevailed in initial decision affirmed by Review Board—would get \$1.28 million; Hispanic Broadcasting would get \$475,000 (BROADCASTING, April 21). Reversing Review Board, FCC had granted United renewal (BROADCASTING, Jan. 7, 1985), but competitors asked Court of Appeals in Washington to review. District and Hispanic asked appellate court to remand case and defer oral argument to permit FCC to consider settlement.

□

Another cut. FCC has agreed to permit Angeles Broadcasting Network, interim operator of KAGL(TV) San Bernardino, Calif., to continue operating until further notice. FCC had originally upheld decision granting Angeles Broadcasting's application for interim operation on deleted facilities of KHOF-TV San Bernardino, and Angeles went on air as KAGL last January. Later, however, after it was revealed that Angeles Broadcasting had failed to follow through on integration proposal that put it ahead in comparative contest, FCC granted competing application of Maranatha Broadcasting Co., but authorized Angeles Broadcasting to continue operating until seven days after Maranatha gave notice that it was ready to begin operation. Now it's being alleged, among other things, that persons Maranatha was relying upon for its integration proposal have parted company with proposed licensee. FCC said that pending pleadings raised questions about basic qualifications of both companies, but that it would be contrary to public interest to risk disruption of service while qualifications were being reevaluated. "We will therefore modify the terms of the stay order to permit Angeles to continue operation pending further action by the commission," FCC said.

□

Budget balancing. House budget committee has adopted budget resolution containing no cuts to Corporation for Public Broadcasting's appropriations of \$200 million in fiscal 1987 and \$214 million in FY 1988 (same as funding levels contained in CPB authorization legislation). Fate of CPB's appropriation for FY 1989 is uncertain; there is possibility it may be frozen at last year's level, \$214 million, minus 2.5%.

□

Board action. Association of Independent Television Stations board has reaffirmed group's support for television music licensing legislation that would repeal blanket copyright licensing system for syndicated television programs. At meeting in Phoenix, INTV board also announced it would support amendment to legislation that would protect rights of composers.

□

Steamboat Springs TV. In summary decision, Chief FCC Administrative Law Judge Thomas Fitzpatrick has granted application of Constance J. Wodlinger for new TV on channel 24 in Steamboat Springs, Colo. Wodlinger was sole remaining applicant after competitor's application was dismissed for failure to prosecute. Wodlinger is co-owner of KCLO(AM)-KZZC(FM) Leavenworth, Kan.

□

Another look. In supplemental initial decision, Chief FCC Administrative Law Judge Thomas Fitzpatrick has denied request of Elba Development Corp., licensee of KOTV(TV) St. Joseph, to change antenna location. In first go-round, both ALJ and Review Board had rejected station's request, noting that proposed change would result in creation of white area—not covered by Grade B contour of any TV signal—containing 9,936 persons. FCC said antenna moves that would result in creation of white areas of that magnitude weren't in public interest (BROADCASTING, Jan. 21, 1985). But FCC told ALJ to consider request anew, noting that it had changed its policy to permit consideration of access to actual or proposed alternative video technologies—for example, low-power television, translators and cable TV service—in calculating white areas. In supplemental decision, Fitzpatrick said record demonstrated that 4,940 persons would lose KOTV Grade B service—and wouldn't have alternative video services available—under proposed move. "A white area containing 4,940 persons is of such a substantial nature as to warrant denial of the application as contrary to the public interest," Fitzpatrick said.

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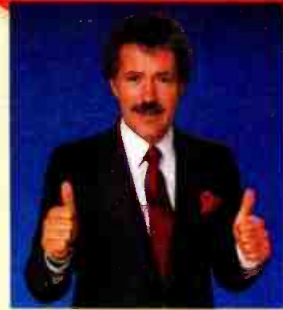
WHEEL OF FORTUNE



NOW
IN 199
MARKETS

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JEOPARDY!



NOW
IN 177
MARKETS

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MARKETS
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Seven one-hour specials celebrating women around the globe! Produced by Sandra Carter Productions.

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Last January, King World went to NATPE with 7 first-run shows, including 5 new programs. Thanks to your support, all 7 are firm "go's" for fall '86.

This fall, King World will deliver an unprecedented 17 hours of first-run programming every week with an annual production budget of over \$60,000,000!

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THE OPRAH WINFREY SHOW



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Stars David Brenner with Billy Preston. A half-hour strip guaranteed to liven-up late night TV! Produced by Motown Productions and King World.

THE ROCK 'N ROLL EVENING NEWS



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This one-hour weekly show is the first of its kind, focusing on the entire culture of music and its impact on society. Produced by Andy Friendly Productions in association with A&M Entertainment.

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sion has approved (BROADCASTING, May 12).

A novel issue arises in Macfadden's FCC proposal. Macfadden principals would be given access to Blair's nonbroadcast assets before the commission has found those principals to be qualified to be licensees. Under the plan, Macfadden's proposed trustee, Hugh Carey, former New York governor, would replace—while Macfadden's long-form application is still pending—Blair's seven-member board with himself; Peter Callahan, Macfadden chief executive officer and sole owner, and Michael Boylan, Macfadden president. Under the proposal, Callahan and Boylan are supposed to be insulated from the broadcast operations.

In its filing, Macfadden conceded that its proposed voting trust arrangement differed from those that the FCC had approved in the past. But Macfadden also asserted that the FCC's policy statement on takeovers "did not reach the issue of treatment of nonjurisdictional assets" and that, as a result, nothing prohibited the approach that Macfadden proposed. "There is nothing in the Communications Act that prevents the Commission from approving the trust arrangement," Macfadden added. "Furthermore, disapproval of the arrangement would defeat the commission's policies as well as its obligations to

read the federal statutes governing communications and securities transactions as harmoniously as possible. To reject immediate access to nonjurisdictional assets is to reduce the incidence of unsolicited offers, particularly those which depend significantly as many do upon borrowed funds."

On another front, several congressmen, apparently spurred on by Blair, wrote FCC Chairman Mark Fowler to request that he proceed cautiously. Representative Dave McCurdy (D-Okla.) said an attorney for Blair had told him that Callahan "is the publisher of a publication that features nudity, explicit sexual poses and grossly vulgar texts. In the interest of the viewing public in the Oklahoma City area [where Blair's KOKH-TV is located], I would hope that the commission would review the character and record of any prospective buyers to meet established standards for the use of public airwaves." (A Blair attorney said the McCurdy reference was to *Cheri*, which Macfadden once owned.)

Representative Mickey Edwards (R-Okla.) said the Blair company attorney had also told him that Callahan was the publisher of at least one pornographic magazine. "I would appreciate it if you would see to it that a careful review is made of the character and record of any prospective purchaser of a me-

dia outlet in Oklahoma City before deciding whether to approve any such purchase," Edwards said. "I would hope my constituents would be afforded the best possible protection against the unwanted intrusion into their lives of publishers or broadcasters whose character and record do not justify such a placement of the public trust."

Representative Andy Ireland (R-Fla.) said he was writing about the possible change in ownership of Blair's WFLA(AM)-WPDS(FM) Tampa, Fla. "I would appreciate it if you would see to it that a careful review is made of the character and record of any prospective purchaser of a media outlet in Florida before deciding whether to approve such a purchase," Ireland said.

Representative Dante Fascell (D-Fla.) took up the cause for Blair's WSCV(TV) Fort Lauderdale, Fla.: "I am particularly interested in WSCV because of its Spanish-language programming. Because of the large Spanish-speaking population in the community served by WSCV, it is important that all parties concerned be given every opportunity to have an input on the proposed change of ownership and possible change of program content. Therefore, I hope that the commission will not act with undue haste on this pending application," Fascell said. □

In Sync

Electromagnetic muster

The Electromagnetic Energy Policy Alliance, gathering for its annual meeting in Washington last week, defended current industry standards on limiting exposure to radio frequency radiation (RFR) against more stringent restrictions now under consideration by several federal agencies.

The standards, in effect as FCC regulations since last January, are based on what speakers said were definitive industry recommendations made in 1982 by the American National Standards Institute (ANSI). The current lack of consensus in the scientific community on the biological effects of RFR exposure, they added, should prevent more restrictive limits from being adopted.

The meeting, which drew more than 100 broadcast and communications industry representatives to Washington May 13-16, opened its second annual symposium last Wednesday with a half-day session reviewing RFR standards and regulatory trends, with later sessions devoted to RFR biological effects research, medical and legal aspects of liability and zoning and public and press issues.

According to alliance member Ron Peterson, environmental health specialist with AT&T Bell Labs, the suitability of the basic ANSI premises has been reinforced by findings released last month by the congressionally chartered National Council on Radiation Protection and Measurement (NCRP). Although the NCRP report recommends restrictions on public exposure to levels one-fifth those of ANSI, its findings regarding occupational exposure differ in only relatively minor respects from ANSI, Petersen ex-

plained.

Most worrisome to alliance members, however, is a yet-to-be-released Environmental Protection Agency proposal. The EPA paper considers four options, two of which would limit RFR exposure levels to one-fifth or one-tenth those of ANSI. Another option in the EPA proposal suggests regulations equivalent to the ANSI recommendations, and a fourth would require no regulatory action be taken at all.

An EPA decision on the question will serve as a guidance to other federal agencies, and it is widely believed that if a more stringent regulatory option were selected, the FCC would be pressured into implementing it for communications facilities, including broadcast transmission towers.

Delays have plagued the release of the EPA proposal, however, although last winter it was thought to be on the verge of release. According to David E. James of EPA's Office of Radiation Programs, top level personnel changes and the agency's preoccupation with nuclear radiation issues surrounding an accident at the Soviet Chernobyl power plant have pushed the document at least a month or more from release. Once issued, comments would be collected and another year would probably pass before any final judgment on the question were made, he added.

While definitive federal standards on RFR are under development, some broadcasters are concerned about efforts by state and local governments to fill the gap by developing restrictions on RFR levels, which in some cases go far beyond existing FCC-ANSI limits.

The National Association of Broadcasters

requested earlier this spring that the FCC preempt such regulations while federal guidances are under review, and, according to Barry Umansky, NAB deputy general counsel and EEPA president, the NAB petition was acknowledged by the commission at the beginning of the month, and put out for public comment due in August.

One state where regulations have gone beyond ANSI restrictions is Massachusetts. According to speaker Robert T. Watkins of the Massachusetts Department of Public Health, the state limit for public exposure is five times more stringent than ANSI, although he added that the impact has been minimal, with only two satellite uplink facilities having to adjust their RFR levels during the past two years.

A critic of broadcasters' adherence to occupational safety was Robert Curtis of the Occupational Safety and Health Administration, who repeated a plea first made last month at the NAB engineering conference in Dallas (BROADCASTING, April 21) in which he asked stations to adhere to ANSI occupational limits, even though OSHA does not have any enforcement power on the issue.

Shopping list

Expenditures for broadcast equipment may exceed \$5 billion in 1986, with TV stations spending an average \$336,000 for gear this year, according to a market survey report released by New York consultant Douglas I. Sheer & Associates and DC & A Market Research Services.

Sheer, a former advertising manager for an equipment manufacturer, notes in the



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Southwest Region 1-800-527-0804
(in TX 214-243-2537)
Western Region 1-800-241-7695
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 **FUJI** PROFESSIONAL
VIDEOTAPE

exclusively for this



report that broadcast expenditures, estimated at \$4.4 billion in 1985, could grow to \$8 billion by 1990, fueled by rising equipment costs, the higher yen-to-dollar ratio and market expansion.

On station equipment budgets, the several-hundred-page survey, conducted early this spring with 1,105 TV stations responding, shows the largest percentage of broadcasters (28%) planned to spend under \$100,000. One quarter have budgeted \$100,000-\$249,000, 21% will spend \$250,000-499,000 and another 24% plan to spend from \$500,000 up to \$3 million or more (2% gave no response).

Increases in 1986 equipment budgets were reported by 39% of the stations surveyed (as compared to 34% last year), while 35% said budgets would stay the same and 23% said they would decrease (3% answered "don't know").

The survey, which includes over 300 separate tables, charts and graphs, breaks down broadcast budget results by ADI market size, station type and region. Also provided are analyses of purchasing plans for major products like videotape recorders, cameras, production switchers and digital effects units, editors, monitoring equipment, transmitters and videotape, as well as for 30 other types of products. The entire report is available from Sheer for \$12,000, and results in individual product categories can be purchased separately for \$1,500 and under.

Floppy venture

CompuSonics Video Corp. of Denver is planning to demonstrate a prototype disk-based



improving the quality of life, thereby reflecting the contributions of the humanitarian inventor, Guglielmo Marconi." The fellowship is administered by the Polytechnic Institute of New York, and its governing body is chaired by Marconi's daughter, Gioia Marconi Braga.

Dr. Leonard Kleinrock, professor of computer science at UCLA, will receive the Marconi International Fellowship award for his contributions to "the first data transmission network linking computers at remote sites." The award will be presented July 3 at the Royal Academy in Brussels. "By bringing the power and capability of computers to a wider spectrum of users through networking, Professor Kleinrock's work may be seen as having an appreciable effect on the productivity and quality of life," according to the governing body. The fellowship was started in 1974, on the 100th anniversary of the birth of radio pioneer Guglielmo Marconi. Accompanied by a \$35,000 grant, it is awarded annually "to further research by a leading world scientist who has made a significant contribution to communications science and technology. The scientist's work must be directed toward

digital video recorder at the Summer Consumer Electronics Show in Chicago next June.

The new company will use the patented "CSX" digital encoding method developed by its parent, digital audio system manufacturer CompuSonics Corp., and hopes to license the technology for manufacture to other professional and consumer electronics firms.

According to CompuSonics Video President John Stautner, the digital video recorder prototype can provide five minutes of audio-video playback on a 6.6 megabit floppy disk using CSX encoding, which he described as a signal reduction method of removing "redundant and less perceptible" components of image and audio.

The demonstration system will compress video information by 1,000:1 and audio information by 8:1 to achieve a "conference" quality reproduction, he said, although less dramatic compression rates of 40:1 for video and 2:1 for audio can eventually be used to provide "broadcast quality."

CD-ROM or recordable laser-disk technology can also be used to achieve several hours of playback time, explained Stautner.

Although several other manufacturers, such as Abekas, manufacture hard-disk-based video systems, Stautner believes his product is the first that can simultaneously record digital video and audio on the medium.

CompuSonics Video will only develop the CSX video-audio process and has no plans

BAF has SNVs

SNVs. Satellite News Vehicles. With working digital or analog SCPC, BAF's SNVs are the most high-tech, state-of-the-art news gathering/broadcasting vehicles available. For the broadcaster, BAF offers 24-hour voice circuits, guaranteed news block hours on Gstar transponders, as well as occasional

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A. I'm A Big Girl Now
 — At his best as daddy, DANNY THOMAS' huge successes over the years carry over into "I'm A Big Girl Now", with DIANA CANOVA — going into a show of her own Fall '86!

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and daughter-in-law in DAVID's modern Park Avenue office!

C. It Takes Two — RICHARD CRENNAN and PATTY DUKE ASTIN . . . a Dr. and his wife — a new Assistant DA- and the side effects her career has on their formerly harmonious household.



And, providing the perfect complement and top young adult appeal — **D. On The Rocks** — Director JOHN RICH's first show after "All In The Family". "On The Rocks" parodies life in a minimum security prison-starring JOSE PEREZ (Steambath), MEL STEWART (All In The Family), TOM POSTON.

Houston/Dallas
 Milt Grant's Houston station KTXH enjoyed great results from SITCOM PACKS I**, including the great Women (18-49) V.P.S. as shown below. But apologies are in order to Clem Candelaria, the architect and leader in delivering KTVT-Dallas' #1 women 18-34, 18-49. When we preparing a previous ad Clem's brilliant results were attributed to Milt's genius . . . by way of this apology to both men we hope to set the record straight.



#1
in comic relief for women 18-49!

Media buyers don't buy households. They buy demographics. Among women 18-49 — your station's most requested avails — SITCOM PACKS dominated local competition by 30% - 50% in this prime demo!

Compare for yourself — the chart below wages SITCOM PACKS against the best of the syndicated competition in young women viewers per set!

Women 18-49 VPS*

Sitcom Packs in Houston**	49
Sitcom Packs in Dallas***	47
Barnaby Jones	34
Barney Miller	39
Diff'rent Strokes	39
All In The Family	42
Happy Days Again	44
Andy Griffith	42
Hart To Hart	42
Hawaii Five-O	28
Hogan's Heroes	33
I Dream Of Jeannie	42
The Jeffersons	48
Beverly Hillbillies	43
Alice	44
Good Times	47
Laverne & Shirley	45
Mork & Mindy	39
Dukes of Hazzard	33
Too Close For Comfort	48
Gimme A Break	52
M*A*S*H*	46
Three's Company	43
Brady Bunch	29

*Feb. 1986 NSI Report on Syndicated programs
 **Houston July 1985 NSI
 ***KTVT Dallas ranked #1 women 18-34, 18-49 5:30 p.m. seven stations in the market. (formerly titled Summer Gold) July 1985 NSI

If you're thinking about sitcom checkerboarding or building a comedy block . . . or taking it against the news . . . SITCOM PACKS is a proven performer. 90 half hours — 18 weeks-of workhorse programming-priced well below the very competition it thumps in VPS comparisons! Call now for further information about your market! Call J.C. "Jerry" Whitted at (212) 980-4455 in New York or Keith Resnick at (213) 465-8989 in Los Angeles; demo tape available.

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Gentlemen, please compare . . .

PROGRAM TITLE _____

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TITLE _____ STATION _____

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Golden West Television Productions
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to manufacture the system itself, but Stautner said it would be possible to design a family of products, including the recorder, a video database computer and editing systems, with equal applications to industrial, broadcast and, in the long term, consumer markets.

The company, formed last August, is 30% owned by CompuSonics, with another 30% in the hands of a group of private, founding investors and 40% owned publicly, Stautner said.

Notable numbers

Ampex has reported delivering its 1,000th VPR-3 videotape recorder and its 800th ADO digital effects system. The VPR-3 went to St. Louis production facility Innervision

Products, one of three new VTR's purchased by the company to upgrade an edit suite which will also include an Ampex ACE editor and three ADO 3000 special effects channels. Innervision also purchased three VPR-6 VTR's and a second ACE editing system for an additional edit suite. The ADO model 2000, went to WXIA-TV Atlanta, a Gannett-owned NBC affiliate, which will use the system with the station's Ampex AVC-33 production switcher.

Gearing up

CMX Corp. of Santa Clara, Calif., has introduced a \$30,000 video editing system, the 336XL. The unit, available beginning next month, allows for the use of up to five videotape recorders and includes checkerboard

auto-assembly, short cut wipe and dissolve and master-slave features.

□
Dolby Laboratories has a new professional master recording process, dubbed Dolby SR for spectral recording. The Dolby SR processors, available in \$750 single-channel plug-in modules for existing and new Dolby mainframes, provide a usable dynamic range equal to or greater than that of 16-bit digital recording, as well as low noise levels and reduced modulation noise and print-through.

According to the San Francisco firm, Dolby SR uses a new coding algorithm based on continuous analysis of changes in the signal spectrum and of level changes used in existing noise reduction systems. Production deliveries are to begin next

Satellite Footprints

ACTS attack. NASA's Advanced Communications Technology Satellite (ACTS) program is in jeopardy—another potential victim of Washington budget-cutting. The Reagan administration has recommended scuttling the program, which is costing taxpayers around \$85 million during the 1986 fiscal year. And, in slashing NASA's budget for 1987 from \$7.7 billion to \$6.8 billion, the House Budget Committee indicated that one of the programs that could go is ACTS. About the only good news for NASA comes from the House Subcommittee on Science and Technology, NASA's authorizing subcommittee. Last month, it reaffirmed its commitment to ACTS and voted \$95 million for it, less than the \$119 million NASA had requested, but better than nothing. But given the administration's opposition and the House Budget Committee's indifference, said one Science and Technology Subcommittee aide, "it's an uphill fight" to save ACTS.

ACTS is another in a series of NASA programs stretching back to the early 1960's designed to develop communications satellite technology for use by private industry and government agencies. Programs like ATS-6 and CTS in the mid-1970's helped spawn the C-band and Ku-band satellites in wide use today by the broadcasting and cable industries.

Under the ACTS program, RCA Astro-Electronics as prime contractor is assembling a satellite with revolutionary communications capability. According to Dan Brandel, the ACTS program manager, the satellite, which NASA hopes to launch in 1989, is designed for high-speed digital communications. It will feature scanning spot beams, on-board switching and a laser communications system for inter-satellite communications, he said. The satellite will operate in the Ka-band (20/30 ghz), giving the communications satellite industry experience with the heretofore untouched frequencies.

At a BROADCASTING-sponsored telecommunications seminar in Washington last January, Robert Lovell, director of NASA's communications division, which oversees the ACTS program, said commercial successors of the ACTS satellite will slash the cost of telephone calls by allowing users of the satellites to completely bypass terrestrial local and long-distance networks. Such satellites will allow businesses to call anywhere in the world for less than 10 cents a minute, he said.

If the ACTS program is scrubbed, a lot of people will be disappointed. As of April 30, 81 companies, universities and government agencies had expressed interest in conducting experiments with the ACTS satellite. Among the would-be experimenters: MCI, American Satellite, GTE Spacenet, Bonneville Communications, Scientific-Atlanta, M/A-Com, Vitalink, Bell Communications Research and Vertex.

Risk taking. Now that GTE Spacenet has secured a reservation for the launch of GSTAR III aboard an Ariane rocket next fall ("Closed Circuit," April 28), it's looking for some reasonably priced insurance. To fully insure the spacecraft and the launch, it needs about \$90 million worth of coverage. But given the dismal state of the space insurance industry, it and its insurance brokers will probably be hard pressed to cover a portion at reasonable rates. GTE Spacenet

wasn't saying much about its efforts to line up insurance, but a spokeswoman said it would purchase as much as it deems "prudent."

It's not just NASA's string of disasters that have dried up insurance dollars and jacked up the rates. Arianespace has had troubles of its own. On Sept. 12, 1985, it was forced to blow up one of its rockets and its payload of two satellites after the rocket went off course. The loss to insurance underwriters: around \$150 million.

Why rent when you can buy? The People's Republic of China has purchased two Intelsat transponders for distribution of television programming throughout the huge country. China, which has leased transponders from Intelsat in the past, decided to buy after Intelsat's board of governors approved the sale of transponders last December. According to Intelsat, China's transponders are on the Intelsat satellite at 66 degrees east longitude. The deal is subject to approval of the board when it meets next month.

Intelsat decided to sell excess transponders for domestic use to meet the needs of some of the Intelsat signatories and to bring in additional revenues. Four other countries have purchased slots: West Germany (three), Norway (two), Israel (three) and Gabon (two). An Intelsat spokesman would not disclose any of the prices, saying it was up to the buyer to do so.

Cosat expands line, holdings. Cosat Technology Products announced last week a deal to acquire 23% of Skyswitch Satellite Communications Co. and to manufacture and market Skyswitch's line of private satellite earth stations, which complement Cosat's data and digital voice network offerings.

We'll be there. CBS has promised to deliver one of its executives to testify before the House Telecommunications Subcommittee on June 12 on the scrambling of the network's satellite feeds. Subcommittee Chairman Timothy Wirth (D-Colo.) was upset when nobody from the network showed up at the first hearing on the subject in March. To accommodate CBS, the subcommittee postponed second hearing, originally scheduled for May 12, because it conflicted with CBS's annual affiliate meeting. A CBS spokesman said last week the network hasn't decided which executive it would send to Capitol Hill. Phil Jones, chairman of the CBS affiliates board and vice president-general manager of KCTV-TV Kansas City, Mo., told BROADCASTING that he is ready to testify on June 12.

The subcommittee wants to know why CBS is scrambling its satellite feeds and, in the process, depriving backyard dish owners, including those outside the reach of any CBS affiliates, from receiving CBS programming directly from the birds.

Who's in charge here? The Washington chapter of the Society of Satellite Professionals elected new officers at its May meeting. The new officers (and their positions): John Scott, consultant (president); Paul Unger, president, Unger Associates (vice president); Ruth Pritchard, director of publications, Satellite Systems Engineering (secretary-treasurer); Ginnie Kontnik, manager of marketing, Wetacom Inc. (membership chair); David Price, executive vice president, Pittelli & Price (publicity chair), and Warren Baise, marketing consultant, Pyramid Video (program chair).

B O S T O N



THREE IN A ROW!

For an unprecedented third consecutive year, The New England News on WNEV-TV has won the Emmy for New England's Outstanding Newscast. What's more, we won more Emmys for news than any other station in New England.

At WNEV, we're also proud of the Emmys we won for outstanding editorials and locally-produced programs. We feel good about these accomplishments because they recognize the commitment we make every day to be the best television station in New England.

*Feel Good
about
that*
SE7EN

month.

The new Dolby process received its first studio application last month when producer Phil Ramone used the SR modules to prepare master stereo music tracks with numbers performed by Billy Joel and Mick Jagger for Touchstone Films' "Ruthless People," scheduled for release this summer.

□

Zenith has introduced a new addressable cable television system using a proprietary

RF scrambling technology called PM (phase modulation). The PM system, with a scrambling technique using phase reversal of carrier encrypted sync suppression, is fully compatible with broadcast BTSC stereo sound, for which Zenith developed its transmission system, and includes a serial data port for impulse pay per view. The Glenview, Ill., company has also developed Pay-Mate, a universal add-on addressable decoder that can be adapted to existing

decoders for addressable capabilities.

□

Two new headend combiners for use in MATV, CATV and SMATV systems have been developed by **Blonder-Tongue Laboratories** of Old Bridge, N.J. The OCA-8 is an active output combiner with eight broadband input ports and can be used in headends to combine and amplify up to eight modulators or processors.

TELECASTINGS

Mini-comedy

Among the mini-series that CBS is planning for next season is one entitled *Fresno*, a spoof of night-time soap operas, starring Carol Burnett. Believed to be the first comedy mini-series, the program is described as being about two "bitter rival families who attempt to drive each other into oblivion, or Bakersfield, whichever is closer." The MTM production has not yet been given an air date, but CBS said the five-hour mini would be the first to be scheduled in one-hour episodes.

Coming back

Author John Jakes, two of whose novels have been turned into successful mini-series by ABC (*North and South* last November and *North and South: Book II*, May 11-18), has been signed by the network to write an "original novel for television," probably for airing two seasons from now. The novel, "California Gold," will deal with a single generation of characters moving to and living in California from 1870 through World War I. The project will be a joint production of ABC Entertainment and Warner Bros. Television.

Chernobyl review

ABC News's next installment of *Viewpoint* is scheduled for Thursday, May 29 (11:30 p.m.-1 a.m.), and will focus on a "free versus a closed press," primarily with coverage of the Chernobyl nuclear accident and terrorism in mind. There will probably be five panelists and the program's producers hope to get at least two network news executives to appear, as well as an official representing the views of the U.S. government. The network is also trying to line up Victor Posner, one of the Soviet Union's most articulate English-speaking spokesmen, who was uncharacteristically silent during most of the Chernobyl coverage. Should Posner appear, the broadcast may be produced live from Vanderbilt University in Nashville. If Posner, a Soviet journalist whose comments at length on ABC following Reagan's State of the Union address ignited criticism directed against the network, is unavailable, and someone from the Soviet Embassy in Wash-

Howard winners. WCVB-TV Boston won the large market television award in the Jack R. Howard broadcast awards competition for its "A World of Difference" public service campaign designed to reduce prejudice and increase ethnic awareness. The small market television winner was KGBT(TV) Harlingen, Tex., for its 15-part report on child abuse.

The large market radio winner was KMOX(AM) St. Louis for a series of reports on issues facing the farm community. And WVA(AM) Wheeling, W. Va., won the small market award for "Unanswered Prayers, Appalachia in the Eighties," a report examining the impact of the government's Great Society programs.

The Jack R. Howard awards are the broadcast portion of the annual honors bestowed by the Scripps Howard Foundation.

ington appears on the program, it may broadcast live from a university in Philadelphia. (Soviet Embassy personnel may not travel farther than 250 miles from the nation's capital.) *Nightline* anchor Ted Koppel will host the program.

On the road

The network news programs aren't the only organizations with traveling anchors. The CBS affiliate in Boston, WNEV-TV, is launching a month-long series of remote news broadcasts during its 6 p.m. and 11 p.m. newscasts. The station's *New England News* will be reporting from various locations within the six New England states. The remote broadcasts are part of the station's "Celebrate New England" campaign, designed to highlight the people, history and culture of the region.

Suit settled

The National Geographic Society and non-commercial WQED(TV) Pittsburgh have settled a copyright infringement suit against Alan Landsburg Productions Inc. for "the unauthorized use" of a segment of the 1981 National Geographic special, *The Sharks*. The suit, filed in U.S. District Court for California's Central District, was settled out of court for an undisclosed cash payment by Landsburg Productions. According to National Geographic, in 1983, "without permission from producers," Landsburg Productions made a copy of the program and used 90 seconds of it in a commercial TV special, *Sharks Don't Die: The Making of Jaws 3-D.* Said Dennis B. Kane, the society's vice president and director of television and educational films: "The National Geographic Society vigorously defends its

copyrights and intends to do so in the future. We certainly hope incidents like this will not occur again."

Production paring

John E. Goldhammer has signed an exclusive agreement with Paramount Domestic Television and Video Programming for development of television series and specials through his Goldhammer Productions, the studio has announced. The agreement is the first of its kind for the Paramount unit, with Goldhammer expected to focus primarily on first-run syndicated and pay television fare. Goldhammer, who has been Paramount's executive vice president for domestic programming since 1985, has also served in production capacities with the division's *Entertainment Tonight* and *America*.

Rocking in Gibraltar

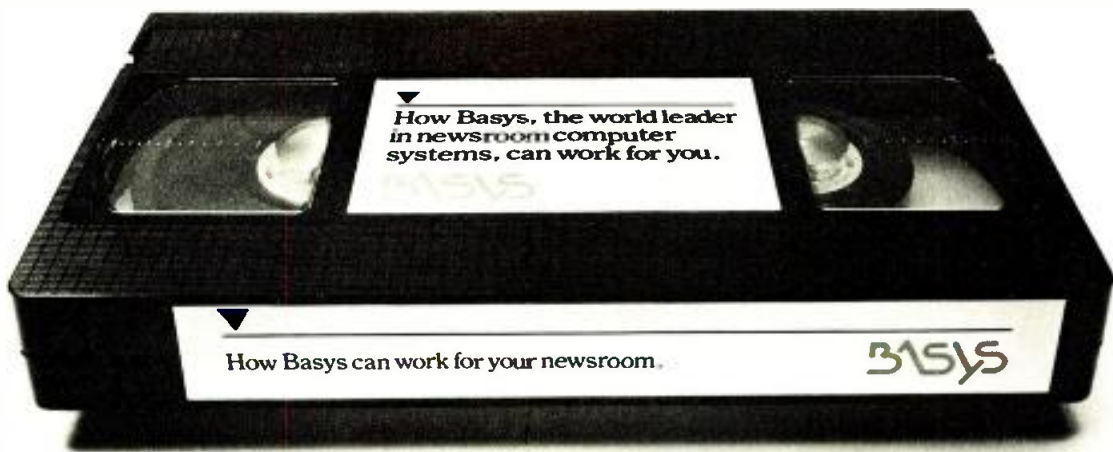
Coast Television Ltd., a television production company based in the Gibraltar, will produce three international music specials for distribution by MGM Television: *Ibiza, the Party, Tom Jones in Spain* and *Gibraltar Rock*. The first, *Ibiza, the Party*, will be a 96-minute rock music special taped July 5 at Ibiza's Ku Club. It will feature "international jet-setters from the worlds of film, rock music and sports," along with "an array of star bands and performers."

The second special, *Tom Jones in Spain*, also 96 minutes, will be taped July 17-28, and will feature singer Tom Jones in "a tongue-in-cheek style adventure" shot in various locations in Spain.

The third special, *Gibraltar Rock*, will be a one-day rock concert filmed in August at the Rock of Gibraltar. Negotiations for a Brit-

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*Sources include Arbitron Daypart Audience Estimates Summary— May, 1985. This free video offer limited to qualified newsrooms.

ish superstar are under way.

Coast TV will use the facilities of the largest independent television production facility in Europe, the new K2000 in Bilbao, Spain. All three programs will be produced by English television producer Ken Mallin and directed by American television producer/director Ron Kantor. Coast has been supplying English language programming to southern Spain for the past 18 months.

More 'Adam'

NBC will return to the issue of missing and exploited children with a sequel to its 1983 drama, *Adam*, the true story of one couple's attempt to create national awareness of the problem after the kidnapping and murder of their 6-year-old son. *Adam: His Song Continues* will feature Daniel J. Travanti (*Hill Street Blues* Emmy award winner) and JoBeth Williams (*The Day After*, "The Big Chill") in return performances as John and Reve Walsh. *Adam* drew a 23 rating and a 33 share in its initial broadcast on Oct. 10, 1983, ranking seventh for the week, and was rebroadcast twice. Like the three broadcasts of *Adam*, the sequel will conclude with a roll call of missing children. It will begin production on June 2.

Good reception

KZKC-TV, a Kansas City, Mo., UHF station, says that its offer to viewers to upgrade their television reception has been a success. The station began the offer last July and says it has been receiving at least 40 requests per week by mail and telephone calls. A spokesman said that KZKC-TV has been sent a total of 1,600 requests and has improved reception in about 1,300 homes. The station provides one free service call to each viewer and a UHF loop antenna at no charge. The station has also instituted a contest for the viewers who have sought reception improvement; their names will be entered in a drawing for a 19-inch Sony color TV set to be awarded in December.

Looking upward

Noncommercial television broadcasters must decide on the nature of public television's mission in the next decade and what satellite system they will use to carry it out, according to Richard Green, Public Broadcasting Service vice president for broadcast operations and engineering. Green discussed the replacement in 1991 of Westar IV, the satellite used to interconnect the public television system, at a PBS conference in Washington late last month (BROADCASTING, May 5).

He said that the PBS system must decide whether to limit itself to current conventional broadcast services or to include narrowcast services aimed at special interest groups such as students, educators and business professionals. The goal, Green said, is to select a system by 1988, with construction in 1989 and testing in 1990.

On the burner

The Corporation for Public Broadcasting has selected 16 new projects to fund, including two children's programs—*Walking on Air*, a 60-minute *WonderWorks* special based on a Ray Bradbury story about a 12-year-old disabled boy's dream of space exploration, and

DeGrassi Junior High, a 13-part dramatic series about students' lives at the fictional school.

Four public affairs shows will be funded—*The Mormons*, an hour-long documentary on the Mormon church; *Hungary: From Bayonets to Ballots*, an hour documentary on modern Hungary from the perspective of an exile returning on the 30th anniversary of the anti-Soviet uprising; *Conversations on the Constitution with Bill Moyers*, a six-part series of hour programs on the 1987 bicentennial of the U.S. Constitution, and *The Canadians*, a four-part series on the Canadian people.

Also receiving money are two arts programs—*Roanok*, a three-hour dramatic recreation of the first contact between Indians and English settlers between 1584 and 1590, and *Corridos*, an hour-long presentation of traditional Mexican-American ballads. Other arts programs selected for funds are a nine-part series about *Art of the Western World*, and a six-part, 90-minute, *Live From Lincoln Center* series. General cultural programs are a 90-minute program called *The Shawmut Valley Baptist Church: A Portrait of American Fundamentalism*; *The Pen Celebrations*, a 60-minute program featuring interviews with Alice Walker, Kurt Vonnegut Jr., Eudora Welty, E.L. Doctorow, Woody Allen and Arthur Miller, and *From Babalu to Broadway with Harry Belafonte*. The last is a three-hour series on the contributions of Latin music to American culture.

Selected as finalists for research and development or scripting funds are: *Witness to History*, a proposed weekly series to be hosted by Dick Cavett examining the role of journalism by focusing on a major news story and journalists who covered the event; *The Espionage Explosion*, a proposed four-part series on the nature and role of intelligence gathering, and *The White Suit*, a proposed 90-minute drama based on a Ray Bradbury story about a group of "Hispanic youths in the barrio who join together to buy a white summer suit."

CPB selects television projects three times a year following its Open Solicitation rounds. The next submission deadline is Sept. 12.

Emmy show

NBC will broadcast the 13th annual daytime Emmy Awards ceremony live on Thursday, July 17, at 3-4:30 p.m. (Eastern time). Thirty-five shows have been nominated for awards, including four with 10 or more nominations for different categories: CBS's *As the World Turns*, 20, and 10 each for ABC's *All My Children*, CBS's *Guiding Light* and PBS's *Sesame Street*. This year CBS has the most nominations with 82, followed by ABC with 49, PBS, 27, NBC, 25, and syndicated, 23.

From Bedrock

CBS is celebrating the 25th anniversary of the *The Flintstones*' debut on the network with a one-hour special Tuesday, May 20 (8-9 p.m.), *The Flintstones' 25th Anniversary Celebration*. It will be hosted by comedians Tim Conway and Harvey Korman.

Information source

Americans from 18 to 29 are conscious of the dangers of drunk driving and regard television as the leading medium disseminating such news, according to a study conducted by the Roper Organization for the Television Information Office. When asked where they had seen or heard about the dangers of drinking and driving, 75% identified television, 17% radio, 34% newspapers and 8% magazines. TIO Director Roy Danish paid tribute to the networks and local broadcasters who provide free time for public service announcements and interviews with members of such groups as Mothers Against Drunk Driving.

Seen and not heard

KDKA-TV Pittsburgh's experimental closed captioning of its 6 p.m. *Eyewitness News Update* during May has been extended through a year-long partnership with Pittsburgh-based Landmark Savings and American Data Captioning Inc. Landmark will sponsor the closed captioning of KDKA-TV's 11 p.m. news between June 1986 and April 1987.



Bicentennial talk. Chief Justice Warren Burger (r) appeared on the National Association of Broadcasters May Telejournal with NAB President Eddie Fritts (l) to discuss plans of the U.S. Bicentennial Commission, which Burger chairs. Burger stressed the importance of broadcasters promoting the 200th birthday celebration of the Constitution.

WHAT SOUTH-EAST MARKET TV STATION IS NUMBER 3 AMONG MAJOR MARKETS IN THE COUNTRY?

WTVT Tampa/St. Petersburg

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WTVT/Tampa/St. Petersburg



A Gaylord Broadcasting Station On The Move

Partial victory in Pulitzer battle; Icahn buying Viacom shares

Just before a week-long trial was to have begun between certain shareholders of Pulitzer Publishing Co. and majority shareholders—Joseph Pulitzer Jr., chairman; Michael Pulitzer, vice chairman, and a cousin, David Moore—a partial resolution was reached in the battle for control of the company. The St. Louis-based media company announced Monday that it had reached an agreement with four of the seven shareholders who had filed suit against the company, and who subsequently became defendants in the company's countersuit (BROADCASTING, April 7, 14).

Those four shareholders, and an additional shareholder who was not party to the litigation, will sell roughly 22% of the outstanding Pulitzer shares back to the company for \$95 million. Applied to all shares, the transaction indicates a value of \$430 million for the company, well below the \$625 million last offered by Alfred Taubman, and not far from what the shareholders might have been able to get had the company completed a planned initial public offering of stock. Taubman, a Bloomfield Hills, Mich.-based investor, still has an option to purchase the 20% (now 27% as a result of last week's announcement) owned by other dissident shareholders, three of whom are still party to the litigation.

Last week's announcement also indicated that the company has made a similarly priced offer to the remaining dissident shareholders, if they can disengage their option agreement with Taubman, and if they don't resume the litigation, which was delayed until this Wednesday, May 21. By next January, those shareholders can "put" the option decision to Taubman.

Even before last week's announcement, preparation for an initial public offering by Pulitzer had stopped. There is still the possibility that the company, to refinance the share buy-back, might go forward with some type of offering. It is also possible that with a still-binding agreement among the three majority shareholders not to sell to an outside party, the company may remain a family-controlled, privately held concern.

New York investor Carl Icahn buys Viacom stock, talks with company about various options; Viacom makes debt offering with provisions guarding against takeover

Reports that linked Carl Icahn to large purchases of Viacom stock proved correct last week. A filing of Icahn & Co. with the Securities and Exchange Commission last Thursday indicated that the New York-based investor and certain "affiliates" owned 17% of Viacom's 20.6 million shares—a number of shares that will double next Monday following a two-for-one stock split.

The filing also said that Icahn was willing

to purchase the rest of the company for \$75 per share in a negotiated merger, although the document itself was not a formal tender offer. The Icahn group had purchased 2.9 million of its 3.5 million Viacom shares between April 16 and May 9 at prices from \$62.25 to \$70 per share.

Viacom said that Icahn first contacted its investment bankers, First Boston Corp., on April 29, "to discuss his position in the company's common stock and various alternatives open to the company and to him." Icahn had further discussions directly with Viacom officials last Tuesday about possibly having the company buy back his shares and developing an undisclosed "joint venture agreement." The company described those talks as "inconclusive."

More conclusive was Viacom's insistence on maintaining its own independence. The day before Icahn's filing, it submitted a registration statement with the SEC for an offering of \$250 million in debt and for 7,475,000 "units," consisting of one share of common stock and one warrant to purchase an additional share of stock. Those securities carry with them certain "sweetener" provisions that would increase the cost of the company if an outsider, such as Icahn, acquired 20% or more of Viacom's stock.

Other provisions of the debt offering, and previously adopted defensive mechanisms, led one investment banker to describe the

company as "loaded to the gills with poison pills." Among those defenses were certain provisions contained in Viacom's filing—limiting the company's overall debt burden, special "restricted" payments and the sale of assets—similar to ones used by CBS to help it fend off Turner Broadcasting System's tender offer a year ago.

Apparently, the company was confident enough not to have established any arrangement with a "white knight," although it had discussions with several parties, reportedly including Hallmark Cards Inc. (an investor in the leveraged buyout of SFN Companies) and a station group owner, Shamrock Holdings.

A Viacom spokesman said last week he was uncertain whether the company had to respond to Icahn's bid, since it was not a formal tender offer. One of those associated with the company said the bid was merely Icahn's way of suggesting an appropriate price for the company to buy back his shares. Investors may have been skeptical of the bid as well, judging by the closing of Viacom's stock at 65½, up 50 cents, below what the stock might have traded at if the \$75-per-share offer were considered viable.

The company said it was willing to help Icahn find a buyer for his shares, but that it would not use proceeds from the securities offering to buy back his shares. It also indicated it might use the proceeds to buy shares back from everyone but Icahn. □

John Blair wins at FCC

Commission turns down Macfadden short-form application, but Blair is turned down in request for injunction

John Blair & Co., which has been fighting off a hostile takeover attempt by Macfadden Holdings Inc., won a major victory last Friday when the FCC refused to approve Macfadden's short-form application seeking interim authority to buy Blair's stock.

Macfadden's proposal presented a novel issue in that it would have given Macfadden principals access to Blair's nonbroadcast assets before the commission had found those principals to be qualified to be licensees (see story, page 50). Under the plan, Macfadden's proposed trustee, Hugh Carey, former New York governor, would have replaced—while Macfadden's long-form application was still pending—Blair's seven-member board with himself; Peter Callahan, Macfadden chief executive officer and sole owner, and Michael Boylan, Macfadden president. Also under the proposal, Callahan and Boylan were supposed to be insulated from the broadcast operations.

But last week the FCC ruled that Macfadden's proposal to immediately replace Blair's board went too far. It also said Macfadden's proposal to have Carey sit on the board along with Macfadden principals "was inconsistent with the requirement that Macfadden be strictly insulated from the trustee during the period of the trusteeship."

Also late Friday afternoon, John Blair's request to enjoin Macfadden's tender offer was denied by a judge. The New York-based

publishing firm making the \$25-per-share cash tender offer for Blair's stock announced immediately afterward that it would sue Blair to prevent the company from spinning off what remains of Blair's marketing division.

The spin-off, announced the previous day, is currently only a letter of intent between Blair and the venture capital arm of Warburg Pincus. The letter suggests that Warburg, upon completion of due diligence, would agree to pay Blair \$11 million for convertible preferred stock having a majority vote in Advo. The preferred stock would be convertible into Advo's common stock, and for an additional \$9 million, Warburg would own 28.6% of the network mail operation (assuming Warburg had converted its preferred stock). The remainder of the common shares would be distributed, pro rata, to Blair's current shareholders.

Blair also said it would attempt to revise provisions in some of its currently outstanding debt, a move that would hinder Macfadden's tender offer ("Top of the Week," May 12). Blair Chairman Jack W. Fritz said the letter of intent with Warburg confirmed a higher value for the company than was represented by the Macfadden tender offer.

One participant in last week's events disagreed, suggesting that in order to provide Advo with positive working capital (the agreement with Warburg calls for \$7 million), Blair would in effect have to pay to transfer the company's largest division. Warburg's vice chairman, John Vogelstein, is a former director of Blair. □

4A's goes for biggest pubserv campaign

Outgoing chairman says advertising is suffering low esteem these days; he announces three-year, all-media effort to fight drug abuse

Under partly cloudy skies in White Sulphur Springs, W. Va., more than 750 advertising agency executives, their spouses and the press gathered for the American Association of Advertising Agencies's annual meeting at the Greenbrier resort last week (May 14-17) and heard outgoing 4A's Chairman Louis Hagopian announce an all-media public service campaign to fight drug abuse in America. The announcement of the campaign came during remarks by Hagopian in which he discussed "advertising accountability in America."

Hagopian said that advertising's image is in poor repair. The business, he said, "does not receive the great esteem it deserves these days. . . . The general public doesn't trust us, and our clients tend not to entrust us, not with their time or participation in their plans." The public sees "too many ads, most of them boring, self-indulgent or disrespectful, and people have learned to zap advertising with their machines and with their minds."

One cause of the ills, he added, is that advertising agencies "have a self-defeating taste for celebrity," which he said may have grown "from the low esteem in which we are held," or because "we are always groveling to get our names in the papers because we think it will validate us." The industry also suffers from "a failure of imagination," said Hagopian. "And if we are not to be esteemed for our imagination, what should people credit us for in America?"

A lot, Hagopian said, in answering his own question. Advertising allows a free press to be affordable and to be controlled "by the market, not by the government. That's beautiful."

Hagopian announced plans for a collaborative effort by America's media and advertising agencies for "a war on drugs." Developed and coordinated by the 4A's, the campaign will include participation by the three commercial television networks, radio, print and cable companies, and trade associations, to place \$1.5-billion worth of antidrug advertising messages (provided by and paid for by advertising agencies) during a three-year period. The campaign will begin about Sept. 15 on network TV and network radio.

"We as an industry are credited with—or sometimes blamed for—selling Americans fast food, soft drinks, cars and jeans," said Hagopian, who linked America's illegal drug use with violence, organized crime and international terrorism. "We need to take those brains and energy that have sold so much to the world and convince people that

drug usage is not chic, not acceptable, and is plain stupid." He said that "the public is used to hearing us holler: 'Buy.' Now we will tell them not to buy."

U.S. Attorney General Edwin Meese III lent his support via a videotaped message played at the meeting Thursday morning. He told the group that "your program to match the skills of America's best communicators



Hagopian

with the media will have an enormous impact on how Americans make [their choices] . . . Today there is a nationwide movement to fulfill our dream of a drug-free society. Working together we can make that dream real."

Richard T. O'Reilly, former president of "Campaign '80" to elect President Reagan, and national director of the war on drugs campaign, said that top executives of CBS, NBC and ABC have "agreed to give us schedules that will include a goodly number of prime time spots as well as other day parts," and that cable networks, the Cable-television Advertising Bureau, Radio Advertising Bureau and the Television Bureau of Advertising, among others, also have made commitments. Additionally, the 4A's will "meet soon" with the Association of Independent Television Stations and the National Association of Broadcasters, O'Reilly said. The 4A's also intends to coordinate efforts through its 28 regional councils for smaller agencies to develop ads to be run by regional and local stations and publishers, he said. O'Reilly said he told the media that "this campaign is not regular public service

advertising," and that it is not intended to replace Ad Council campaigns. He called the campaign "unlike any campaign ever carried out before in the public interest. . . . We want the public to be overwhelmed by this advertising, all day, every day, everywhere so that they can't escape it, and so that by a combination of media weight and superb communications, the awareness of illegal drug usage in our society turns people to action."

□

In other 4A's business last week, Hagopian was succeeded as chairman by 4A's Vice Chairman Robert E. Jacoby Jr., chairman, president and chief executive officer of Ted Bates Worldwide Inc. Jacoby has been chairman of Ted Bates since March 1976.

Also elected last week was Charlotte Beers, chairman and chief executive officer of Tatham-Laird & Kudner, as 4A's vice chairman. Delano W. Ladd Jr., chairman and chief executive officer of Edwin Bird Wilson Inc., was elected secretary-treasurer. Leonard S. Matthews will continue as 4A's president and a member of the board of directors.

Also on the 4A's agenda was the current activity in mergers and acquisitions in the advertising agency business. Len Matthews told BROADCASTING that while the impact of such giantism remains to be seen "we are seeing more changes in the advertising agency business as a result of [these mergers] than any time I can recall in the last 35 years." The challenge, he said, is for new super agencies to be managed in such a way as to avoid "corporate hardening of the arteries." He said that "bigness does breed bureaucracy. . . and the trick is going to be to find ways to manage the personal service business—which advertising is and always will be"—to avoid such problems. Some of the giant agencies resulting from some of the larger mergers, he said, "will probably end up doing very well," but their success "will depend in large part on whether they solve that problem of nurturing creativity and pursuing excellence in a larger corporate organism."

Among the advantages of forming super agencies that some see, he said, is "more complete coverage of the world market," which continues to get smaller. However, others argue, said Matthews, that some advertisers don't necessarily want the same agency everywhere. They want the best agency in every market—"which may or may not be the local office of [a client's] multinational agency."

During remarks made to those at the conference on Saturday, Matthews said he hoped that both agency and corporate mergers will bring "a more relaxed and reasonable view of conflict," adding that "it's total-



Jacoby



Matthews

ly reasonable for an agency to handle corporations that compete if internal agency security is planned and implemented. Investment bankers, accounting firms and lawyers all handle corporations who compete," Matthews said. "Why not advertising people?"

And if those conflicts are not resolved, Matthews said that many of the mid-sized agencies "are poised to pick up much of the conflicts that are going to fall out of these megamergers that are taking place."

Bob Kelly, president of Philadelphia-based Kelly, Michener Inc., agreed. Kelly, who conducted a seminar Friday morning on two-mid-sized companies negotiating a merger, said also that more opportunities will arise for the \$25-million-to-\$50-million-billingsized agency as "mega agencies" become even

larger and more bureaucratic.

Also addressing the issue of mergers was Chrysler Chairman Lee Iacocca, who last spoke to the 4A's in 1972. He said last Friday that he wanted to speak to the 4A's again "while there's still more than one advertising agency left in the country. Sometime soon, I have this feeling inside of me that you're going to be holding this convention in a phone booth."

Iacocca said that as a client he was concerned about "what happens to creativity," whether "bigger is better" and about competition. "There is nothing wrong with a sensible acquisition here and there... But somehow, you have to spread the joy around, especially to the clients—maybe in terms of lower rates," he said.

Iacocca also addressed the issue of credibility. Today, media power "is awesome... [It] doesn't just sell soap, it also moves mountains," he said, adding that "it's really scary, the power of the media today—not bad or good necessarily—but scary." Iacocca said he believes that his recognition from television started the rumors about his 1988 presidential candidacy. "I want to say right here, unequivocally," he said, "I am not interested in that—and I mean it... The guy who wins [in 1988] will be the one who comes across best on that little square box. You make no mistake about that. He or she may not be the best qualified but that doesn't seem to matter much anymore" as "perceptions" and media image become more important than reality. □

Technology

CCIR puts end to hope for HDTV standard

West Europeans vote to defer decision on 1,125/60 studio system supported by Japan, Canada and U.S.; de facto standard expected to emerge

In a major setback to high-definition television studio standardization, the International Radio Consultative Committee (CCIR) last week delayed for at least four years consideration of an HDTV studio system backed by the U.S., Japan and Canada, but opposed by a majority of West European governments.

Six dozen nations meeting in Dubrovnik, Yugoslavia, at the quadrennial plenary of the United Nations-sponsored body, agreed last Thursday to defer a decision on the Japanese-developed 1,125-line, 60 hertz HDTV system until the CCIR's next four-year study cycle ends in 1990.

The waiting period is to allow for the consideration of alternative, and still largely theoretical, HDTV proposals submitted jointly this spring by France, England, West Germany and the Netherlands. Also to have been considered during the upcoming cycle were HDTV transmission standards, but it was not known last week how the deferral on studio standards would affect that schedule.

The 1,125/60 system, in development since the early 1970's by the Japanese and others, has been under technical review by CCIR and television standards groups for the past three years. Despite sometimes extensive dispute over its technical characteristics, the proposal had proceeded through CCIR ranks to emerge last fall as the only HDTV technology suitable for consideration as a world standard.

But a number of European administrations led by France and the Netherlands expressed concern about the applicability of the 60 hz system in nations using 50 cycle-per-second PAL and SECAM television, and during the past year began urging opposition to the proposal.

In a strong showing of opposition one

week prior to the opening of the CCIR plenary, the 12 nations of the European Economic Commission—Belgium, Denmark, France, Germany, Greece, Ireland, Italy, Luxembourg, Netherlands, Portugal, Spain and the United Kingdom—unanimously agreed that a choice on standards was premature and a further study period of at least two years was required.

According to representatives of the U.S. television industry standards group, Advanced Television Systems Committee (ATSC), the proposal encountered "stiff resistance" during the plenary. Support for the system which the U.S., Canada and Japan had hoped would emerge from other smaller nations thought to be favorable to the 1,125/60 system never materialized, sources said.

After a day and a half of debate, CCIR, which generally operates on consensus (the organization hasn't voted on an issue in 28 years, according to one source), declined to bring the proposal to a vote and instead simply attached it to a general study group report.

U.S. proponents of the proposal, who argued that West European administrations had bowed to protectionist pressures in shielding their consumer electronics interests from what was feared to be a Japanese head-start on TV receiver technology compatible with the 1,125/60 system, were making much last week of recent indications that the majority of European broadcasters actually supported the proposal.

The European Broadcasting Union's technical committee, meeting at the beginning of the month, for the first time approved the possible selection of the system and the decision was heralded by system backers as clear evidence users approved the proposal.

Supporters were also confident the 1,125/60 technology, for which marketing efforts have already begun, is in a strong position to establish a de facto standard through broad user acceptance.

How widespread sales will be without a

world standard remains to be seen, but the leading HDTV system manufacturer, Sony Corp., already has 35-50 of the operations in use around the world and another 50-100 systems on order, according to Sony Broadcast President William Connolly. (A typical camera-recorder configuration costs roughly \$450,000.)

"As long as there is demand of that kind, we will fill it," added Connolly, who explained that many potential customers, particularly in the film production community, were not especially standards-sensitive on HDTV, particularly because of HDTV film-to-tape and tape-to-film transfer systems he said would allow producers to work in high-definition video but release their final product on 35 mm film.

The first Sony HDTV system has already been sold in the U.S., a \$1.5-million package ordered last month by New York producer Barry Rebo. Rebo told BROADCASTING he expects to have the operation on line in June and begin shooting his first HDTV feature, "Clubland," this summer.

In addition to several HDTV production efforts already reported to be under way, post-production applications could also attract extensive interest within the film and television production communities.

Richard Green, senior vice president for broadcast operations and engineering at the Public Broadcasting Service and former executive director of ATSC, explained last week that while there will certainly be productions done in high-definition, whether the industry at large follows suit depends largely on who does the first projects and how well they succeed. The technology offers clear advantages, he said, in the ability to rapidly view taped footage and the relative ease and cost efficiency of video post-production, but, he added, the production community will be a complex market to penetrate with the new technology because of long-established procedures in place for using 35 mm film. □

Judge OK's UPI reorganization

Developments on several fronts last week brought UPI close to emerging from the protection of the federal bankruptcy court in Washington, under whose authority the company has been operating for more than a year. At a hearing last Monday (May 12), Judge George F. Bason approved a reorganization plan whereby UPI would be acquired by New UPI Inc., which is principally owned by Mexican publisher Mario Vazquez Rana. At the hearing, a rival bidder for the wire service, a consortium led by FNN, neither challenged the proposed plan nor offered an alternative. It was disclosed at the hearing that the group was close to a settlement agreement with New UPI Inc.

The settlement agreement hadn't been signed at deadline, but lawyers for both sides were expecting it to be ratified Friday or early this week. Sources close to the negotiations refused to discuss the proposed agreement. But they acknowledged that it called for the dismissal of the many law suits that both sides brought against each other in several courts during the dispute.

New UPI, the sources said, had also agreed to pay the FNN group \$350,000 to cover part of the group's fees in pursuit of UPI. New UPI has also agreed to pay the \$1.7 million in back taxes owed by UPI owners Douglas Ruhe and William Geissler. In return, an agreement the two owners struck shortly after purchasing UPI in 1982, which gave all rights to the UPI database to the New York-based Comtex Co., would be declared void. Ruhe and Geissler sold Comtex the unconditional rights to the database for a 20-year period for \$1.2 million and 45% of Comtex's stock. Throughout the reorganization process, UPI and New UPI challenged that deal.

Ruhe and Geissler controlled UPI through a holding company, Media News Corp. Earlier this year, when Judge Bason barred them from having a say in the reorganization plan filed by UPI, Vazquez Rana, the wire service guild and unsecured creditors, Ruhe and Geissler gave control of MNC to FNN.

The proposed settlement would immediately give back to UPI the full rights to its database, although Comtex would retain a share in the revenues generated by it for up to six years. The database has been generating revenues of approximately \$1.5 million annually, although New UPI has suggested that it intends to expand and market it more aggressively. In addition to the \$350,000, the FNN-backed group would receive an ownership interest in Comtex stock, probably about 40%, sources said.

The creditors must approve the reorganization plan mailed out last week. The votes are due the first week of June. Bason has scheduled a confirmation hearing for June 10. □



Network anchors take the stand. The three network evening news anchors fielded questions at a luncheon in their honor last week in New York, sponsored by the International Radio and Television Society. Much of the talk surrounded NBC's interview with terrorist Abul Abbas. NBC's Tom Brokaw said that after long and hard reflection, the consensus at NBC News was "that we would do it again." Abbas was, said Brokaw, newsworthy "in and of himself." He said the network would have preferred not to have agreed to keep secret the location of the interview, but that was the only way the network got it. It was a worthwhile trade off, he said, because the public could then see "face to face" the "darkness of mind and harshness of judgment" with which Abbas had condemned the U.S. role in the Middle East. CBS's Dan Rather said that while "none of us want to help terrorists," any story or interview such as the one with Abbas must be called on the basis of "news judgment," considering the facts. ABC's Peter Jennings said there "was no harm hearing what Abul Abbas has to say." He said Abbas was "an adversary in a war" and the public ought to have the "full and free ability to understand what our adversaries are doing." Pictured (l to r): Rather, Brokaw and Jennings.

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Build a better rating system...

The National Association of Broadcasters 12-member Radio Audience Measurement Task Force (RAMTF) narrowed the field in its search for new radio station ratings methodologies last week, asking eight of 22 companies that have submitted proposals to make full presentations at the next committee meeting in Washington (a date has not been set).

Two rating services currently dominate the radio field—Arbitron Ratings Co., which uses diaries, the principal service, and Birch Radio, Coral Springs, Fla., which uses a telephone recall system and has been gaining momentum, particularly among agencies.

The eight companies with new proposals are: Audits & Surveys, New York; Birch Radio; Decision/Making/Information, McLean, Va.; ELRA Group Inc., San Francisco; Market Opinion Research, Detroit; McNair Anderson, North Sydney, Australia (that country's principal radio ratings service); NPD Research Inc., Port Washington, N.Y., and Impact Resources, Westerville, Ohio.



Moving on. ABC Radio Networks President Edward F. McLaughlin, 59, will take early retirement effective June 30, and plans to launch a new communications consultancy. McLaughlin's first client will be—ABC Radio Networks.

McLaughlin, a 22-year veteran of ABC, has been president of the ABC Radio Networks since July 1972 and was instrumental in that division's expansion from four to seven networks in 1982. (ABC Talkradio is now being offered as an ad-hoc programming service.) He first joined ABC in July 1964 as general sales manager for KGO(AM) San Francisco.

McLaughlin is the second top ABC Radio executive to leave since the Capital Cities takeover in early January. ABC Radio President Ben Hoberman, 63, retired from the company when the merger was finalized.

A successor to McLaughlin is expected to be named shortly by James Arcara, president of radio for Capital Cities/ABC.

The RAMTF was created in early 1985 by radio broadcasters concerned over a number of audience measurement issues including rising costs, adequate sample size and response rates. "When we began 14 months ago, we asked ourselves if we can reinvent the wheel," said RAMTF Chairman Ken

MacDonald, Sr., chairman and chief executive officer of Mac Donald Broadcasting Co., Saginaw, Mich. "Not only is it possible, there is apparently a choice of wheels."

Helping 'Hands'

The United Stations Radio Networks is in the final planning stages for its three-hour special next Sunday, May 25, on the Hands Across America benefit for the hungry and homeless in the U.S. It will feature live reports on the planned human chain of some six million people holding hands from New York to Long Beach, Calif. ("Riding Gain," Feb. 24). Anchored by WPLJ(FM) New York morning personality Jim Kerr, the program is being offered free to stations from 1 to 4 p.m. NYT via Satcom I-R. (The United Stations is the official Hands Across America radio network.)

According to Ed Salamon, United's executive vice president, programming, news directors and morning personalities from stations across the country will conduct interviews with people and celebrities along the chain. (Hundreds of radio stations have been playing a major role in promoting Hands Across America through sponsorships of portions of the cross-country link and through promotions tied to the day-long event.) Salamon said the network will air the "We Are The World" record followed by the new "Hands Across America" theme and, "possibly," a special rendition of "America The Beautiful," at 3 p.m. NYT. The special will contain four three-minute windows per hour allowing stations to break away for local coverage and/or commercial spots.

United also said it will produce and distribute two different news items each day this week on Hands Across America in addition to its daily celebrity updates.

There are two corporate co-sponsors of the event: Coca-Cola USA and Citibank/CitiCorp. And American Express is sponsoring the "toughest mile," part of the link in the Arizona desert.

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Group W and Bristol-Myers set up program partnership

Two will produce weekly sitcom and series of health specials

Group W's station group and production arm announced a multiyear, multimillion-dollar partnership with Bristol-Myers last week that will include production of a weekly first-run sitcom for fall 1987. In addition, the agreement calls for production of a series of one-hour health specials for the station group and syndication, and advertising support by Bristol-Myers in all of Group W

Production's programming for adults. The intent of the accord is to initiate a long-term relationship, according to both parties.

Edwin T. Vane, president and chief executive officer of Group W Productions, said that the idea of the co-production grew out of a meeting with Bristol-Myers during the NATPE International convention last January when the company's representatives presented the idea of the co-venture to a number of syndicators. A Group W presentation followed six to eight weeks later and the agree-

ment was reached about three weeks ago.

Despite the number of first-run sitcoms currently in the market, Vane said that Group W feels an opportunity exists for it to develop a success in a program form "heretofore limited to the three networks." The five Group W stations, all affiliates, will carry the show, which will be sold on a barter basis with three minutes for the stations and three minutes for Group W and Bristol-Myers. Bristol-Myers will not take all of the three minutes. The sitcom is budgeted at approximately \$350,000 per episode.

Vane said that the proposed sitcom production order by Group W and Bristol-Myers does not necessarily mean that the Group W stations will be checkerboarding first-run sitcoms in access in 1987. But Thomas Goodgame, president of the Group W television station group, said that by 1987, with the number of first-run sitcoms that will be in the marketplace, checkerboarding "will be an option we'd like to explore."

The development of the quarterly health specials was an outgrowth of Group W's success with *Second Chance*, a series of specials and public service announcements

'North and South' wins war for ABC

Powered by strong performances from each of the last five parts of its mini-series, *North and South: Book II*, ABC narrowly won the prime time race for the week ended May 11. ABC averaged a 15.6 rating/26 share, slightly ahead in rating and tied in share with NBC's 15.4/26. CBS garnered a 12.4/21. The percentage of homes using television (HUT) for the week of May 11 was 58.9%, up a half-point over last year's 58.4%.

Book II gave ABC victories on Tuesday and Wednesday (May 6 and 7), its two strongest nights, as well as Sunday (May 11) when the final episode topped CBS from its usual first-place ranking and clinched the week for ABC. The mini peaked in rating and share on Wednesday (May 7) when part IV averaged a 22.9/36. All five episodes that aired during the week (part one appeared the week before) were among the top-10 ranked programs.

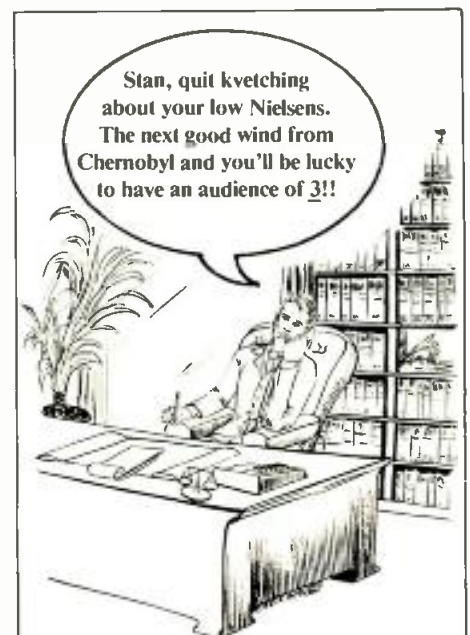
But even that strong showing wasn't enough to knock an original episode of *Cosby* from first place (28.3/49), or an original episode of *Family Ties* from second place (27.5/46).

Despite the overall strength of *Book II*, the conclusion of NBC's mini, *Deliberate Stranger*, beat part III of *Book II* on Monday (May 5), giving NBC the evening. NBC also won handily on Thursday and Saturday, which it dominated throughout the 1985-86 season. CBS won only Friday, with solid performances by *Dallas* and *Falcon Crest* from 9 to 11 p.m.

In the on-again-off-again horse race between the evening newscasts of CBS and NBC, the latter fell back as CBS increased its ratings lead to almost a point-and-a-half with an average 11.6/24 from May 5 to 9. NBC averaged a 10.3/22 and ABC scored a 9.6/20.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	28.3/49	34.	A Team	NBC	15.0/22
2.	Family Ties	NBC	27.5/46	35.	Hardencastle & McCormick	ABC	12.6/22
3.	North & South, Book II, pt. 4	ABC	22.9/36	36.	St. Elsewhere	NBC	12.5/22
4.	North & South, Book II, pt. 6	ABC	22.6/36	37.	Young Again	ABC	12.4/24
5.	Cheers	NBC	22.6/35	38.	Scarecrow & Mrs. King	CBS	12.3/21
6.	Deliberate Stranger, pt. 2	NBC	21.7/32	39.	Cagney & Lacey	CBS	12.2/18
7.	North & South, Book II, pt. 3	ABC	21.6/36	40.	The Blue Lightening	CBS	12.1/19
8.	North & South, Book II, pt. 5	ABC	20.8/32	41.	Leo & Liz in Bev. Hills	CBS	11.7/22
9.	Night Court	NBC	20.4/51	42.	Webster	ABC	11.5/24
10.	North & South, Book II, pt. 2	ABC	20.1/30	43.	Knight Rider	NBC	11.3/22
11.	Golden Girls	NBC	19.9/38	44.	Magnum, P.I.	CBS	11.2/21
12.	Growing Pains	ABC	19.7/33	45.	Last Precinct	NBC	11.1/19
13.	Who's the Boss	ABC	19.6/35	46.	Equalizer	CBS	11.0/19
14.	Miami Vice	NBC	18.8/33	47.	Stingray	NBC	11.0/19
15.	Dallas	CBS	18.6/32	48.	Alfred Hitchcock Presents	NBC	10.9/19
16.	Highway to Heaven	NBC	17.2/30	49.	Amazing Stories	NBC	10.6/20
17.	227	NBC	17.1/32	50.	Crazy Like a Fox	CBS	10.3/22
18.	60 Minutes	CBS	16.9/37	51.	Mike Hammer	CBS	10.3/17
19.	Murder, She Wrote	CBS	16.9/30	52.	Simon & Simon	CBS	10.0/17
20.	Falcon Crest	CBS	16.5/29	53.	Bridges to Cross	CBS	9.9/16
21.	Valerie	NBC	16.4/30	54.	Glimme a Break	NBC	9.8/21
22.	Bend Sinister	CBS	15.1/29	55.	The Underball	ABC	9.2/16
23.	Trapped in Silence	CBS	15.1/24	56.	Arrow	CBS	8.9/17
24.	Dalton: Code of Vengeance 2	NBC	15.4/24	57.	2:20	ABC	8.6/16
25.	Fast Copy	NBC	15.0/24	58.	Charles & Co.	CBS	8.1/17
26.	Kate & Allie	CBS	14.1/21	59.	Miss Hollywood 1986	ABC	8.0/16
27.	Knots Landing	CBS	14.0/22	60.	West 57th	CBS	8.0/14
28.	You Again	NBC	13.9/25	61.	Morningson/Eveningsun	CBS	7.1/12
29.	Newhart	CBS	13.8/20	62.	Punky Brewster	NBC	7.0/14
30.	Macklyver	ABC	13.6/24	63.	Mr. Sussman	ABC	6.5/14
31.	Blacks Magic	NBC	13.4/21	64.	Silver Spoons	NBC	6.9/13
32.	Facts of Life	NBC	13.2/27	65.	Joe Bash Special	ABC	6.2/10
33.	Hunter	NBC	13.1/20				

*Indicates premiere episode



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about the importance of organ donation. Group W's KDKA-TV Pittsburgh was recently awarded a Peabody for its production of a *Second Chance* documentary. Former Group W television station group president Lawrence Fraiberg, now head of MCA Inc.'s newly formed broadcast group, had a strong hand in the development of the health specials, as well as *Second Chance*.

Bristol-Myers will take four of the 12 advertising minutes in each of the health specials. Production cost of each of the programs will be roughly \$200,000. Early considerations for topics include vitamins, arthritis and the aging process. Whether the shows will have a host has not yet been determined.

Bristol-Myer's advertising support will include spots in Group W's *Hour Magazine* and *P.M. Magazine* beginning in the fall.

Airport incident. Syndicated talk show host Phil Donahue engaged in what he later said was the first fist fight of his adult life on Sunday, May 11, at New York's La Guardia Airport. He and wife, Marlo Thomas, were there to catch a plane to Boston where Thomas was scheduled to receive an award for her efforts to ban nuclear weapons. At the airport, a pro-nuclear activist and supporter of Lyndon Larouche approached the couple. Donahue dismissed as inaccurate reports that the activist had said he and his wife "ought to be murdered." Donahue told reporters last week that the individual actually said, in a very loud voice: "You ought to be in prison." At that point, Donahue said he stepped toward the man, who then kned Donahue in the groin, at which point fists began flying. Neither was seriously hurt and each filed civil complaints against the other.

Bristol-Myers advertising will appear in only one of the three proposed barter syndicated Group W shows scheduled to appear next fall, *Let the Good Times Rock*. Barter time in *The Beauty Affair with Jose Eber* has already been taken through a deal with Faberge. A proposed game show, *Fun for the*

Money, will not be produced.

Let the Good Times Rock has been cleared in roughly 50% of the country, but advertising sales, including the Bristol-Myers time, have already begun. Normally, barter requires clearances of at least 70% before beginning ad sales. □

Syndication Marketplace

■ **MCA-TV** hosted a party in New York last week in conjunction with the launch of sales of *Kate & Allie* in syndication. Before a crowd of station management, reps and others, MCA-TV President Don Menchel introduced a sales presentation tape explaining that *Kate & Allie* can "make it on their own" based on its network track record. The Reeves Entertainment Group production pulled a 20.4 rating last season to place 13th among all programs last season. There are 96 half-hours available for syndication.

■ **Tribune Entertainment** has signed two new movie critics for its *At the Movies* movie review program—Rex Reed, of the *New York Post*, and Bill Harris, of Showtime. The pair will take the place of Gene Siskel and Roger Ebert this fall. A variety of specials, features and interviews will be integrated into the program.

■ **JM Entertainment** is offering stations three options on the clearances of *In Sessions* and *Pete's Place*, two weekly half-hour music shows available beginning in the third quarter of this year. *In Session* is being offered on a barter basis with three minutes for stations and three minutes for JM. In conjunction with the show, JM will give stations *Pete's Place*, and not retain any time, leaving stations with six minutes. Stations also have the option of working the deal the other way around—taking *Pete's Place* on a barter basis, and getting *In Session* without any time withheld by JM. Jerry Molfeses, JM's president, says the plan was devised to give stations more control over their inventory. Stations, which are not obligated to carry both programs, can also buy one of the two shows on a cash basis. The two series have run on Canadian television. *In Session* is a 26-episode series of spontaneous studio jam sessions. Among the lineup of stars are Glen Campbell, Leon Russell, B.B. King, Larry Carlton, Larry Gatlin, Dan Seals, Johnny Winter, Dr. John and Roseanne Cash. *Pete's Place*, also 26 episodes, stars Pete Barbutti, and features visits by friends in his Las Vegas nightclub. Among guests are Cybil Shepherd, Harry Anderson, John Candy, Phyllis Diller, Connie Stevens, Dick Shawn and others.

■ **Grant Broadcasting System** reports signing eight stations to air the one-hour live program, *Adam: A National Update*, on May 27. The special will follow those stations' broadcasts of the two-hour movie, "Adam," in syndication. "Adam" documents the case of a missing child. Fries Entertainment has placed Fries Frame I, of which "Adam" is a part, in 97 markets covering 75% of the country. *Adam: A National Update* will be hosted by Doug Llewelyn, and will include a panel of experts, including John Walsh, father of Adam Walsh and founder of the Adam Walsh Resource Center; Representative Tom Lewis (R-Fla.), and Richard H. Calica, executive director of the Juvenile Protection Association, Chicago. An 800 number will be shown during the special for viewer responses. The live hour is being distributed on a barter basis with 10 minutes for stations and three minutes for GBS. The live show will be produced by wfbs-TV Miami, which along with Grant stations wgsb-TV Philadelphia and wgsb-TV Chicago will carry the show. The five other stations are wjtv-TV Lubbock, Tex.; ksas-TV Wichita, Kan.; wmod-TV Orlando, Fla.; kvrr-TV Fargo, N.D., and kshb-TV Kansas City.

■ **ITF Enterprises** has now cleared *Adventures of the Galaxy Rangers*, a "high-tech western set in space," in 72 markets covering 72% of the country. Sales are on a cash-plus-barter basis, with ITF retaining one minute. Among the show's recent clearances is wpix-TV New York. *Dancin' to the Hits*, a barter show (four minutes for stations and two-and-a-half minutes for ITF), has now been cleared in 65 markets, covering 70% of the country. Recent clearances for the show, mainly slated for weekend evenings, include koin-TV Portland, Ore.; kzkc-TV Kansas City, and wvho-TV Grosse Pointe, Mich. Delivery of the two first-run series is via Brightstar Communications of America's new syndicated delivery service, Syndistar. Brightstar is operating the service through RCA Americom's K-2 satellite, on which it has leased an eight-hour block of time. The two series are distributed for Gaylord by ITF Enterprises.

■ **TEN** reports that it has signed a deal with MTV granting the cable music network exclusive U.S. coverage of the International Music & Media Conference Awards ceremony held during the Montreux Golden Rose Festival on May 10. Taped coverage of the conference, along with 27 hours of footage from the festival, was scheduled to air May 16-18, *MTV on Location: The Montreux Rock Festival*. Among the artists appearing at the festival were to be a-ha, Big Country, Bronski Beat, Elvis Costello, the Eurythmics and Joe Jackson. The TEN coverage of the festival is now in 60 markets covering 63% of the country. Sales of the two-hour program are on a barter basis with 12 minutes for stations and 12 minutes for TEN.

■ **All American Television** and Alternative Network Television debuted the first of a series of monthly theatrical features, "Godzilla '85," on May 16 on 110 stations covering 90% of the country. Sales of the film, which like the original "Godzilla" in 1956 stars Raymond Burr, are on a barter basis with 10 minutes for stations and 14 minutes for All American. Stations will get all of the time during the movie's second run. "Godzilla '85," like the other theatricals that will be rolled out on a monthly basis beginning in September, has had no previous pay cable exposure. All American also reports clearing *Fridays* on 80 stations covering 75% of the country in its syndication debut. There are 52 one-hour versions of the show, formerly 90 minutes long. John Moffitt, of Moffitt-Lee Productions, handled the re-editing. Sales are on a barter basis with seven minutes for stations and five minutes for All American. Among clearances are wnbc-TV New York, knbc-TV Los Angeles, wgsb-TV Chicago, kgo-TV San Francisco, wdiv-TV Detroit and woiu-TV Shaker Heights, Ohio (Cleveland).

■ **Harmony Gold** will sell *Eye on Hollywood* domestically and internationally for kabc-TV Los Angeles, the show's producer. On kabc-TV the show airs under the title *Eye on L.A.* It also has been airing in late-night slots on a lineup of ABC affiliates constituting 45% of the country since February 1984. Domestically, Harmony Gold will sell the show to other stations in markets where it is already appearing on an ABC affiliate, provided it does not run head-to-head. Sales will be on a cash basis. In its syndicated form, sales will include 65 of the best of *Eye on L.A.* episodes.

CBS makes changes, cuts, at Extravision teletext service

Network hires outside firm to produce teletext pages, will close Los Angeles office, cut staff from seven to two

Just before the National Association of Broadcasters convention in 1983, CBS introduced a national teletext service, Extravision, and began urging its affiliates to produce a complementary local service and broadcast the national-local package to viewers within their markets along with the regular television programming.

Three years later, it appears that CBS's effort to lead broadcasters into the information age is foundering. Only three stations have stepped forward to produce local teletext inserts. And, because the promised low-cost teletext decoders never found their way into the marketplace, virtually no one watches the services.

Last week, CBS showed signs that its interest in teletext may be wavering. In a cost-cutting move, said company spokesman George Schweitzer, CBS has hired AP/TMS Information Services, a joint venture of the Associated Press and Tribune Media Services, to produce the "pages" of national news and sports that are at the heart of Extravision. The hiring of AP/TMS, he said, will allow CBS to shut down "this summer" the Los Angeles office where the pages are now produced and eliminate most of Extravision's staff of seven persons. Among those losing their jobs was Albert Crane, who had headed Extravision since its inception.

Schweitzer downplayed the significance of the move, saying it was a triumph of automation and nothing more. Through automation, AP/TMS can produce teletext pages more cheaply than the Extravision staff could. Extravision will continue to employ two persons, including Lynne Williams, who will have full editorial control of the service. From their new offices in New York, he said, they will also continue to produce some pages of intra-corporate information and industry news for distribution over the teletext system to affiliates.

The changes will save CBS around \$500,000 a year, Schweitzer said. He declined to say how much CBS had been spending on teletext and how much it will spend on the service after the Los Angeles operation is shut down. Over the years, according to CBS sources, CBS's financial commitment to teletext has dwindled from two or three million dollars a year to a few hundred thousand dollars.

Teletext is a digitally transmitted information service invented by the British in the mid-1970's. After creating teletext pages containing a mix of words and graphics, television stations broadcast them in a continuous cycle in the vertical blanking inter-

val of their regular programming. The teletext decoders attached to or built into television sets are designed to grab specific pages and display them on the television screens. As a practical matter, the number of pages any station can broadcast is limited to a few hundred.

Because most CBS affiliates broadcast Extravision along with network programming, the service reaches around 90% of all television homes. Most teletext proponents blame the unavailability of low-cost teletext decoders, either built into television sets or set-top adapters, for the failure of Extravision and other teletext services to take off. Without decoders, there can be no audience. "It's a great product," said Leslie Arries, president, WIVB-TV Buffalo, New York, one of the three stations providing local inserts from Extravision, "but it's not going anywhere until it can get some circulation."

That there are no decoders in the marketplace, the proponents say, is directly attributable to the FCC's failure to set an industry standard when it gave the go-ahead to teletext broadcasting three years ago. Today, there are two incompatible systems in use and each has its supporters. While CBS backs the North American Broadcast Teletext Specification (NABTS), Taft Broadcasting is committed to the British-bred World System Teletext. Taft has been broadcasting a teletext service, Electra, in Cincinnati over WKRC-TV since 1983 and it plans to broadcast the service over its 11 stations beginning some time this summer.

If the FCC had adopted NABTS as the national standard, all the new television sets that came out last Christmas would have been equipped to receive Extravision and other NABTS services, Arries said. Set manufacturers are not going to build in any kind of decoder without a standard, he said.

NABTS proponents have been saying that low-cost NABTS decoders were right around the corner since the debut of Extravision in April 1983. Today, for the first time, that corner may be in sight. Samsung, a South Korean consumer electronics company, is planning to introduce a NABTS set-top adapter that can be attached to the antenna terminals of any television set. According to Samsung, the unit will feature wireless remote control and retail for between \$249 and \$299.

There is some evidence that set-top decoders priced at \$299 will not be enough to give teletext the boost it needs. Zenith Electronics offered WST decoders to consumers in Cincinnati for under \$300 in conjunction with the launch of Taft's Electra in 1983, but it failed to sell many. From the experience, WST proponents have concluded that consumers are willing to pay no more than \$100 to receive teletext. Their hopes for success

now ride with the new breed of digital television sets, which can be equipped with WST decoders at minimal additional cost. Zenith plans to introduce such a set later this month. The only problem is that the set will be among the costliest in its line.

Neither Arries nor representatives of CBS's other two local teletext partners, KSL-TV Salt Lake City and WBTv(TV) Charlotte, N.C., was bothered by CBS's move.

The AP/TMS-based service "may prove to be as good as what CBS is now doing," Arries said. What CBS plans to do, he said, is not unlike what WIVB-TV has been doing in the daily production of its 20-page teletext magazine. Instead of purchasing costly teletext origination equipment and hiring extra staff to produce the magazine, he said, the station hired a local company, Macrotel, a division of Empire of America bank, to create the pages using copy supplied by the station's news department.

CBS's move came as no surprise to WBTv(TV). John Edgerton, vice president/administration for station's licensee, Jefferson-Pilot Communications, said CBS has been exploring ways of cutting costs for the past few months. And, he said, what it came up with is no cause for concern. "I would only be worried if I thought they were throwing in the towel." That CBS has signed on AP/TPS, he said, means the network "is determined to hang in there."

According to Paul Evans, general manager of teletext at KSL-TV, the station has been given ample assurances that CBS is going to hold up its end of the service. "They said there will be no interruption of service," he said. From what he's heard from CBS, he said, Extravision "should be as good as it ever was." □

AWRT convention: changing issues, 'new ball game'

Group celebrates 35th year; syndication, advertising law, special interest groups are on agenda; Beatrice Arthur, actress, to receive Silver Satellite award

American Women in Radio and Television says "It's a New Ball Game" for broadcasting—new issues, players and regulations. The theme of this year's annual convention applies to the 35-year-old association as well. This week (May 21-24), members will gather in Dallas at the Westin Galleria to talk about the issues at large and the changing organization.

Last year, AWRT moved to new quarters

in Washington, brought on board a new executive director and, in its most dramatic change, hired a management firm. The last, said AWRT President Norma Cox, vice president of Howard Cox & Associates, a Minneapolis advertising agency, has had two effects: Board members have had to assume some work previously handled by the national office, but the association now has access to expertise, information and services to run a national association headquarters more efficiently.

The administrative transition comes at a time of deeper change for AWRT and women in communications. That is the perception of Cox, after a year at the helm. "I'm seeing women come in at much higher levels," she said of the AWRT membership. "We have people not just in the traffic department but traffic managers, general sales managers and station managers. As women are moving up, they are either seeking out AWRT or remaining in AWRT. We need to continue to program at a higher level so women already at these levels will feel challenged and women aspiring to those levels will have opportunities to avail themselves of."

Despite the strides made by women in their jobs, Cox says she has gotten the impression "women who are members of AWRT do not like to be in charge. They are glad to do work; they are happy to assist, but they do not seek to be on top. They don't want to be in charge or to be the chair or president. I can't exaggerate the positive experiences I've had, the opportunities for growth. I would really like to encourage members to go after that number-one posi-



Cox

tion, within AWRT or within their own station or agency."

Cox reflected on AWRT's membership saying that its strength is in its diversity, with members from more than 90 job categories. However, three consecutive AWRT presidents have come from advertising or public relations: Jean Anwyll, president before Cox, was with McKinney/PR in Philadelphia; Cox is with an agency, and incoming AWRT president, Susan Dimick, is vice president of Hood, Hope & Associates, a Tulsa, Okla., advertising agency. The association, she said, is sensitive to that and feels it is important to continue to "make sure the broadcasting industry is well represented."

The association has added two members to its executive committee—Marlene Belles, AWRT vice president-membership, who is nominated to be president-elect for the 1986-87 term, is controller and business manager of KTVU(TV) Oakland, Calif., and Helen Disenhaus, a communications attorney with Dow, Lohnes & Albertson in Washington, who serves AWRT as vice president of government/industry affairs. "At the board level, that is something we want to encourage, but not as far as our members are concerned. One of the strengths we have is allowing people from stations to mix with people from other areas to get all viewpoints."

The annual AWRT convention appears to provide what its members want, considering that, according to Cox, "a lot of people are paying their own expenses" to attend. Stations do not support the trip as often these days as they used to, she said. "You can look at 10 years ago, we had 300 to 400 in attendance," but this year, preregistration is at 235, although on-site attendance does swell that number.

The "new ball game" in broadcasting is evident on the convention agenda by sessions on barter syndication, advertising law, special interest groups, negotiating a contract and international networking. But the main support for the theme comes from the general session, "Sports, the Media and Me: Who's on First?" A panel will take a look at the impact that sports and the media have on each other.

Another panel, "The Corporate Woman: Eating for the Health of It," will examine the need for a healthy diet, but will also focus on the impact of the media on nutrition and eating habits. According to Cox, "studies show that people get 80% of their health information from television and 70% of that comes from soap operas. We're trying to touch on what sort of responsibilities TV and radio should feel."

The annual banquet held during the convention will feature the presentation of the Silver Satellite Award, AWRT's highest honor, to actress Beatrice Arthur, co-star of NBC's *The Golden Girls*. □

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CBS affiliates share spirit of 1986 in L.A.

Business will be primary business of attendees at annual gathering

"Share the Spirit of CBS" is the theme of this year's annual meeting of CBS Television Network affiliates, opening this morning (May 19) at the Century Plaza hotel in Los Angeles. Sessions will begin at 9 a.m. and continue through Wednesday.

The biggest change, CBS-TV Network President Anthony C. Malara told BROADCASTING last week, is a switch of the affiliates' business meeting from last to first on the agenda and a change in venue for the business-oriented sessions. In the past, those sessions have been held in the nearby Plitt motion picture theater, along with the program-related presentations. This year, however, while the program-related fair remains in the theater, the bottom line concerns will

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be addressed in more businesslike meeting rooms at the Century Plaza hotel.

"Traditionally, we have wound up the meeting with our closed business session," Malara pointed out. "This year we are trying to give managers and station group owners the information they need about operations right up front, away from the theater." He said network executives will enter the Century Plaza meeting room at about 10:30 a.m. Monday to make presentations and take questions from affiliate representatives. Malara and affiliate board chairman Phil Jones will moderate the discussion.

"We've had a very nice response from those who have seen our fall schedule so far," Malara continued, referring to the May 8 pilot screenings for New York's advertising community. "We want to convey that feeling of excitement to our affiliates in the Plitt Theater sessions [across the street from the Century Plaza]." The focus of these three days will clearly be on what people watch [on their television sets]."

The first Plitt session begins at 2:20 p.m. Monday with a review of the 1985-86 season by Arnold Becker, vice president of program research, CBS/Broadcast Group. He is followed by CBS Entertainment President B. Donald Grant, who offers an overview and rationale of the 1986-87 prime time schedule. Kim Le Masters, senior vice president, programs, continues with a description of specific programs and a pilot screening. The session winds up with David Fuchs, senior vice president, CBS News, introducing *We The People*, a new series of one-minute informational segments commemorating the

1987 bicentennial of the U.S. Constitution. The series succeeds *American Portrait*, which has its last broadcast Oct. 28. Malara offers a salute to the latter series before adjournment.

Tuesday's business sessions will run from 8 a.m. to 12:15 p.m. and from 2:30 to 4:30 p.m., bracketing a luncheon presentation by CBS Inc. Chairman and Chief Executive Officer Thomas H. Wyman. In addition to two pilot screenings, morning presentations will be heard from Marianne Brayton, vice president of dramatic specials; Fred Rappoport, vice president of entertainment and information specials; Scott T. Michels, vice president of affiliate relations; Heather Reagan, vice president of marketing, affiliate relations; David Poltrack, vice president of research, CBS/Broadcast Group; Joanne Brokaw, vice president, educational and community relations, and Steve Mills, vice

president of motion pictures for television and mini-series. The afternoon gathering highlights the "Share the Spirit" promotional campaign for the coming season, overseen by Morton J. Pollack, vice president of advertising and promotion, CBS Entertainment. Tuesday night is left open for private social engagements.

Business sessions will be held at 8 a.m.-12:15 p.m. Wednesday, beginning with a keynote address by CBS/Broadcast Group President Gene F. Jankowski. Three pilot screenings follow, interspersed with presentations from CBS Entertainment by Michael Brockman, vice president of daytime and children's programs, and from CBS Sports by division president Peter Lund. A "theme luncheon" saluting the CBS affiliates is scheduled from 12:30-2:15 p.m., followed from 2:30-4:30 p.m. by a presentation by CBS News President Van Gordon Sauter. □

Changing Hands

PROPOSED

KATC(TV) Lafayette, La. □ Sold by Abellor Corp. to Adams Communications Inc. for \$31 million. **Seller** is owned by Loyola University, New Orleans. It also owns WWL-AM-TV and WJAY-FM New Orleans. **Buyer** is Wayzata, Minn.-based group of three AM's, three FM's and six TV's, principally owned by Stephen Adams. KATC is ABC affiliate on channel 3 with 100 kw visual, 20 kw aural and antenna 1,740 feet above average ter-

rain. *Broker: Sandler Capital Management.*

KHIT(FM) Bremerton, Wash. (Seattle) □ Sold by Bingham Broadcasting of Washington Inc. to Gannett Co. for \$6.5 million. **Seller** is owned by Bob Bingham. It sold four Alaska stations ("Changing Hands," Dec. 30, 1985) and KBRO(AM) Bremerton ("Changing Hands," March 17) and now has no other broadcast interests. **Buyer** is publicly traded, Arlington, Va.-based newspaper publisher and station group of nine AM's, six FM's and eight TV's headed by Allen H. Neuharth, chairman. KHIT is on 106.9 mhz with 100 kw and antenna 1,494 feet above average terrain.

KLEF(FM) Seabrook, Tex. □ Sold by Roy E. Henderson to The Classical Media Corp. for \$3,700,000 cash. **Seller** is also applicant for four new FM's. **Buyer** is owned by Joe E. Russo, his daughter, Kathryn Hamilton; Judy A. Berry; Harold B. Klinger and John E. Johnson. It owns D. Russo Companies, Houston-based diversified financial and real estate firm, with hotel and banking interests. It recently purchased 10% of United Press International. KLEF is on 92.1 mhz with 1.4 kw and antenna 485 feet above average terrain.

KFXD-AM-FM Nampa, Idaho (Boise) □ Sold by Boise Broadcasting Ltd. to Doubledee Broadcasting Group for \$1.2 million. **Seller** is owned by Richard Voight and Phillip T. Kelley, who own Dubuque, Iowa-based group of four AM's and two FM's. **Buyer** is owned by A.J. Krisik and David Obenauf. Krisik is former owner of KSFM(FM) Sacramento, Calif. Obenauf is Sacramento, Calif.-based consulting engineer. KFXD is on 580 khz full time with 5 kw. KFXD-FM is on 94.9 mhz with 46 kw and antenna 2,520 feet above average terrain. *Broker: Blackburn & Co.*

Broker for the sale of WXAL(AM)-WNAN(FM) Demopolis, Ala. (May 12), was Chapman Associates.

For other proposed and approved sales see "For the Record," page 86.

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5/19/86

SICC to sell off stations

Five full-power and five low-power outlets may go for \$400 million in effort to end FCC troubles; among those mentioned as possible buyers are Perenchio, U.S. ambassador to Mexico, Lorimar-Telepictures, Columbia, MCA and Paramount

As part of a court settlement resolving a disident shareholder lawsuit, Spanish International Communications Corp. has agreed to sell its Spanish-language television stations. The sales, subject to FCC approval, involve the company's five low-power and five full-power UHF broadcast outlets, including WXTV(TV) Paterson, N.J. (New York); KMEX-TV Los Angeles; WLTW(TV) Miami; KWEX-TV San Antonio, Tex., and KFTV(TV) Fresno, Calif. Sources speculated the sales could bring as much as \$400 million.

The settlement, announced last Tuesday (May 13), is seen as a major first step in resolving SICC's long-running problems with the FCC. In a formal statement, SICC said a majority of its shareholders had recommended the divestment "in an effort to accommodate issues raised by the FCC." SICC representatives were scheduled to meet with FCC officials last Thursday (May 15) with the hope of thwarting pending agency actions against the stations.

An FCC administrative law judge ruled in January that the stations' licenses should be revoked after concluding that SICC is under the control of Mexican citizens, a violation of federal law. The FCC has been continuing that investigation. A federal court tentatively concluded last August that some company executives and directors had engaged in business transactions detrimental to the company, tentatively siding with complaining stockholders in their allegation that senior SICC executives were guilty of fraud and mismanagement.

The *Los Angeles Times* reported May 10 that the settlement came "under pressure" from a federal judge presiding over the shareholder-initiated lawsuit, filed against SICC directors and management over SICC profits and policies. U.S. District Judge Mariana R. Pfaelzer was apparently anxious to end a week of acrimonious squabbling among the stockholders and pressed the two principals in the dispute, recently resigned SICC President Rene Anselmo and Los Angeles businessman Frank Fouce, to settle the matter out of court. The conflict began in 1976, when Fouce, along with Los Angeles-based Metropolitan Theaters, charged Anselmo and Mexican media entrepreneur Emilio Azcarraga in a federal lawsuit with profiting through fraudulent deals involving Spanish International Network, SICC's principal program supplier, to the detriment of Fouce and other SICC stockholders. SIN is

75% owned by Televisa, which is controlled by its president, Azcarraga, and other Mexican nationals in his family. Anselmo owns the remaining 25% of SIN.

Ronald L. Fein, special counsel to SICC for the sale, told BROADCASTING last week the stockholder lawsuit "is completely settled" as a result of the action. In addition to the mandate that SICC's stations be sold to a qualified buyer, the settlement agreement also specifies that the buyer must maintain the stations' Spanish-language format for a minimum of two years following their purchase. Other terms, said Fein, "are sealed and confidential," but other sources said they include a clause assuring employee retention. Fein is a New York-based attorney for the Washington law firm of Jones, Day, Reavis & Pogue.

SICC has appointed Bear, Stearns & Co. to handle the sale of its outlets. The financial investment company had no immediate comment on last week's announcement.

The *Wall Street Journal*, quoting unnamed sources, reported last Tuesday that the SICC station group had drawn a \$360-

million offer from A. Jerrold Perenchio, former co-owner of Embassy Communications Inc. Other published reports claim Perenchio's bid includes KDTV(TV) San Francisco and KTVW-TV Phoenix, both Spanish-language stations not owned by SICC. (Anselmo holds a 55% interest in the Arizona station and 40% interest in the California outlet.) The Hollywood-based executive is a partner in WJTV-TV Linden, N.J., a Spanish-language TV station serving New York. Perenchio is said to represent a group of investors that includes Hispanic leaders who want to retain the Spanish-language programming. There has been concern within the Hispanic community that the stations might eventually be converted to English-language programming to enlarge their access to New York, Los Angeles and other large markets. Perenchio, with producer and former Embassy partner Norman Lear, last year mounted an unsuccessful takeover bid for the Detroit-based Evening News Association. The two men sold their television and film properties in 1985 to Coca-Cola Co. for \$485 million.

Another interested group may include outgoing U.S. Ambassador to Mexico John Gavin, who leaves his diplomatic post on May 31. Los Angeles-area businessman En-

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rique Hernandez was quoted in area newspapers last week as welcoming Gavin as a potential investor in the venture, which Hernandez said has already offered "in excess" of \$266 million for the SICC stations. Hernandez owns several security-related businesses and has expressed interest in "keeping the stations in the hands of Hispanics as a good public and social service." Hernandez's written bid also reportedly includes KDTV and KTVW.

A third potential buyer is Reno-based Western Communications Inc., which once operated a Spanish-language TV station in San Juan, P.R. A representative of the company told the *Los Angeles Times* the firm is interested in examining SICC's financial records and making a "viable" offer for the station group. Attempts to reach the firm last week were unsuccessful.

There has also been speculation that an investment group headed by KMEX-TV vice president and general manager, Daniel Villanueva, might also bid for the SICC properties. Villanueva was unavailable for comment.

Others reportedly interested in the SICC stations include Lorimar-Telepictures, Columbia Pictures, MCA Inc. and Paramount Pictures Corp.

A spokeswoman for Bear, Stears & Co. told BROADCASTING her firm was still in the process of preparing a description of the SICC stations for prospective buyers and knew of no formal purchase offers as of last Wednesday. Solicitation of such offers was to begin in the near future, she said.

Anselmo resigned as SICC president May 2 ("In Brief," May 5) in an effort to help resolve the long-standing stockholder suit. He was replaced by SICC vice president, Emilio Nicolas, general manager of KWEX-TV. Anselmo continues as president of the Spanish International Network, in which he has a 25% interest. Spanish International Network issued a press release earlier this month denying press reports that Gavin was replacing Anselmo as its president.

Anselmo is being replaced by Nicolas on

the five-member SICC board of directors but retains his 24% interest in the group broadcaster pending its sale.

A spokesman for the Congressional Hispanic Caucus, Representative Matthew Martinez (D-Calif.), is reportedly asking the House Telecommunications Subcommittee to look into the SICC sale and is urging the FCC to limit the transfer to a Hispanic-controlled company. The caucus wants the new owner to be sensitive to Hispanic community needs and issues. □

Saatchi bids \$400 million for Ted Bates

Price tag would be highest ever for agency; move is latest in flurry of merger activity in advertising industry

The more than \$400 million that Saatchi & Saatchi Co. has offered for Ted Bates Worldwide Inc. would be the largest price ever paid for an advertising agency. The offer continued the frenetic merger activity in the advertising industry, which only two weeks ago saw a merger of three major agencies: BBDO International Inc., Doyle Dane Bernbach Group and Needham Harper Worldwide (BROADCASTING, May 5).

The combined billings of those three to-be-merged companies, an estimated \$5 billion, would be exceeded by the combination of Saatchi and Bates, registering an estimated \$7 billion.

Last Monday's announced acquisition

would see Saatchi pay \$400 million for Bates, once the merger receives approval from the necessary government agencies and from each company's shareholders. (Bates is privately held.) Then, in 1988, an additional \$50 million would be split among roughly 200 "key employe-shareholders" of Bates—the company employs 5,600 people. Because only current employes can be shareholders of Bates, according to a company spokesman, that \$50-million carrot two years from now will likely keep those "key employe-shareholders" from immediately leaving. Saatchi's press release also noted that 11 key executives entered into "long-term (five-year) service agreements with the company."

Gina Greer-Whitley, manager of corporate communications for Bates, said that very little will change at the 46-year-old agency, which will continue to operate as a separate subsidiary of Saatchi, with Robert Jacoby continuing as chairman, chief executive officer and president.

Saatchi, a British-based company with direct marketing, public relations, management consulting and other services in addition to advertising, last April added roughly \$1.2 billion in billings to its worldwide totals through mergers with two U.S.-based agencies: Dancer Fitzgerald Sample and Backer & Spielvogel.

The Bates purchase would continue the 16-year-old Saatchi's long-standing growth-through-acquisition strategy. The purchase would also make Saatchi more of a worldwide agency since Bates currently has offices in at least a dozen countries where Saatchi is unrepresented. Saatchi has offices in 54 countries.

The addition of Bates will not itself greatly shift the geographical distribution of revenue for Saatchi: Both companies receive roughly 60% of total revenue within the United States. But the added representation, Saatchi says, will give it an edge in winning the large accounts of multinational advertisers. Saatchi's annual report shows the worldwide view of some of its major clients, including British Airways (advertising in 51 countries); Procter & Gamble (30); Nestle (16), and IBM (six).

There may be at least some negatives from the merger. Although Bates will continue to operate as a separate entity—including doing its media buying separately, said Whitley—some clients may leave either Saatchi or Bates because of "client conflicts" when two competitive advertisers are

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both represented under the Saatchi corporate umbrella. Published reports said that one likely conflict is that between P&G (Saatchi) and Colgate-Palmolive (Bates). Furthermore, it is not clear how much the acquired company will add to Saatchi's future bottom line. Bates pre-tax income for the past four years has grown at a compound rate of less than three percent, or less than the rate of general inflation. Pre-tax income for 1985 was \$54 million, on estimated revenue of \$465 million.

Jim Dougherty, who follows publicly held agencies for Ebertstadt Fleming, said that

Bates's performance has not been too different from the industry average: "Pre-tax income for the public agencies in 1985 was down."

Some securities analysts, such as Alan Gottesman of L.F. Rothschild Unterberg Towbin, were dubious of the merger's logic: "It might make a lot of sense but not if Saatchi is holding Bates as a separate company. . . . They don't need to merge to have affiliation agreements between a few offices. But this is the way it has been going all along. All you have to do is look at the multiple names of today's agencies, such as

BBDO, or Doyle Dane Bernbach, to see that mergers have always been the name of the game."

Dougherty said he thought the merger would be positive for Saatchi: "I wouldn't argue that there are any serious cost savings, but there is a difference at the revenue line. Bates gets Saatchi further into the Scandinavian countries and the Far East. It helps expand the network and lets Saatchi drag for a few more fish. Saatchi's internal generated profit growth has been helped by previous acquisitions, and I see no reason why the Bates purchase should be any different." □

The independent phenomenon of Milt Grant

More than 30 years in the indie business have given him a reputation for success through odd hours, lots of promotion and ambitious financing

Milton Grant has received a mixture of admiration, criticism and wonder far exceeding the size of his company, Grant Broadcasting Systems. And the glare of attention is not likely to diminish soon, for within the past six months GBS independent television stations have signed on in the third- and fourth-largest markets.

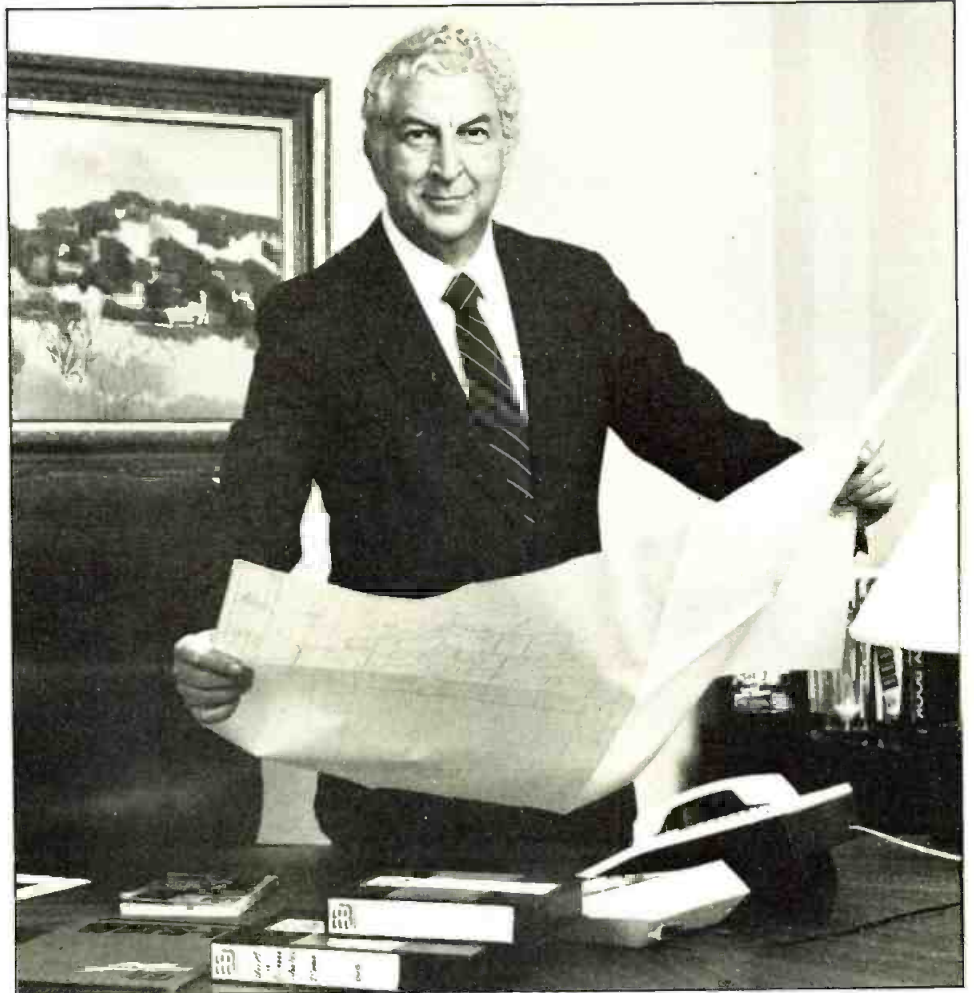
In the next year, or less, the industry may know whether GBS stations in Chicago, Philadelphia and Miami will add to or subtract from the Grant mystique.

Late last year GBS raised \$125 million, including roughly \$20 million in bank loans and \$85 million through a private placement of debt securities. Placing large "junk bond" offerings for an established media company may not be an overwhelming task, but the smaller GBS offering was a neater trick. Only six months before, the independent television industry had lost its courtroom battle on cable must carry, and evidence was surfacing of a more conservative attitude toward the stations among advertisers. In addition, there was talk of a shakeout among independent stations, especially start-ups such as Grant's, and it was often remarked that almost every major market had an unsold indie in it. That GBS raised the money was due, to be sure, to the client list of Drexel Burnham Lambert, but it was also due to Grant's reputation.

The reputation will be put to the test in the projected 1986 revenue goal that has been set for the three stations. A preliminary version of the Drexel prospectus said that by the end of this year, Grant hopes to have taken in \$55.8 million (with a negative cash flow of \$14.2 million).

Deserved or not, Grant's reputation precedes him into markets. The general manager of a competing Chicago station said: "Even before he took over the station, people kept coming up to me, asking: 'What impact has he had on the market?' I expected him to start by walking across Lake Michigan."

Grant's singular habits are part of the mystique. He rarely arrives at his office before noon—sometimes much later—and often conducts business meetings past midnight. The seller of one of Grant's three current



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stations said: "The first meeting I had with him started at 9 p.m. on Sunday night and went until two in the morning." The vice president of station sales for one major syndicator said: "Most of the deals I have had with Grant have been done at two or three in the morning."

Asked about his work schedule, the 58-year-old president of Grant Broadcasting System Inc. wryly remarked, "I have to keep up the image." He said his unusual hours allow him to work without "getting in stressful situations... and being interfered with by telephone calls." Much of his own work is talking on the telephone, to his three station managers and others. Grant, said one associate, very often takes "copious notes."

While Grant's national reputation may not have developed until his successful operation of television stations in Texas, he attracted local attention in the Washington-Baltimore area where he began in broadcasting roughly 40 years ago. Almost the first 10 of those years were in radio.

Grant said his disk jockey years—where he hosted a top-40 format—helped prepare him for television: "I learned about the audiences, and how to influence them so they respond to what you ask them to do." At one point Grant said he had a show that was simultaneously carried by at least four stations within the Washington market. As throughout most of his career, he was selling ads at the same time he was hosting or producing shows, developing a "strong identity with the sponsors."

By the mid-1950's Grant was in television. After a brief stint at WBAL-TV Baltimore, he spent five years working for WTTG-TV Washington, then owned by the DuMont Broadcasting Corp., until Metromedia purchased the station in 1958. Adapting his radio format for television, Grant hosted what *The Washington Post* described as an afternoon "dance party for teen-agers."

All the time, Grant recently recalled, he was thinking about owning and operating his own station. "After I watched what went on at WTTG-TV, I thought it would be very easy." There was an opening for channel 20 in Washington, so Grant put together some investors, and in 1966, WDCA-TV went on air.

Grant admits that he "went to school" in television at WDCA-TV: "We were up against four very strong television stations. No one had ever heard of UHF, and the adapters and converters were not in place." The station's



The Grant Broadcasting System track record

Station	Full-time GBS sign-on date	Competing independents in market	Sign-on-to-sign-off share in first four ratings books			
KTXH(TV) Houston *	11/82	2	6	3	7	7
KTXA(TV) Dallas/ Fort Worth *	5/83	4	4	5	6	7
WBFS-TV Miami	12/84	2	4	4	7	7
WGBO-TV Chicago	1/86	3	2	4	?	?
WGBS-TV Philadelphia	10/85	2	3	4	?	?

Notes: * Since sold by GBS. Shares come from A.C. Nielsen numbers as compiled by a station rep firm. July ratings sweeps are not included (they would tend to give independents higher rating in prime time).

capitalization, reportedly about \$3 million, was apparently not enough. Less than three years later it was sold for about \$5 million, half of which represented the assumption of liabilities. The FCC waived its antitrafficking rule (recently repealed) to approve the sale, explaining that Grant's company had "lost substantial sums in operating WDCA-TV and that, since no more funds were reasonably available, the three-year holding rule could be waived" (BROADCASTING, May 12, 1969).

Grant still had another 10 years in which to go to school in Washington, running WDCA-TV, first for Superior Tube Co., and then briefly for Taft Broadcasting, which bought the station in 1979 for \$15 million. But once again the station's manager was evidently ready to get back into the owner's seat, and he put together a group that applied for a vacancy on a competing UHF channel, forcing him to resign from Taft. At about the

same time Grant joined the licensee of two Texas UHF's, KTXH(TV) Houston and KTXA(TV) Dallas.

It is now a familiar tale of how after several years in Texas and \$12 million of net investment, Grant Broadcasting earned a \$163-million profit at the end of 1984 upon selling the two independent stations to Gulf Broadcasting—which sold them soon afterward to Taft Broadcasting. (Two weeks before the Gulf purchase, Outlet Broadcasting officials came close to buying the Texas stations for \$125 million ["Closed Circuit," May 7, 1984].) According to the preliminary version of the Drexel prospectus, Dallas had achieved a 40% operating profit margin (pre-tax income, plus depreciation and interest) for fiscal 1984, while KTXH was operating at a 33% margin (not directly comparable to Dallas because KTXH received insurance money to compensate for a 1983 tower accident).

It was because of the Texas years that more than idle attention was directed to Grant. And when it was announced that GBS, with many of the same backers, had bought a former STV operation in Miami, the stations there researched the GBS modus operandi. Still, as the chart above shows, since signing on in December 1984, WBFS(TV) Miami has managed to quickly grab sign-on-to-sign-off household share at the same pace as the Texas stations.

Since the WBFS sign-on, Miami has become a metered market, a technical change that improved the ratings of all independents. In fact, none of WBFS's independent competitors have lost share since the GBS station entered the market. But it is also true that Grant's channel 33 station quickly surpassed one of the two other independents to pull within two share points of an 18-year-

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old VHF station, all in less than a year.

Now Grant Broadcasting Systems, with the help of its fund raising, is in Philadelphia and Chicago. In Philadelphia, WGBS-TV is another former STV operation. The channel 57 station was purchased for \$30 million cash, and GBS, according to the preliminary Drexel prospectus, plans to spend an additional \$5 million for equipment. The company expects to get a five share of the audience in 1986 and a seven in 1987.

In Chicago, GBS bought a half-interest in WGBS-TV, licensed to Joliet, Ill., along with 99% of the initial tax benefits. The purchase was made from a limited partnership run by Focus Broadcasting, controlled by former UPI owners Douglas Ruhe and William Geissler, for \$5.1 million. GBS has an option on the other half for \$25 million that will escalate in five years to \$52 million. As part of its business plan the company is hoping to get just over a five share of market viewing in 1986.

The goals Grant set for his three stations are slightly lower than those he has achieved elsewhere. "I don't think that the shares have to be as great because the markets are greater," he said. GBS has some leeway in paying interest on its debt because most of the notes were "zero coupons," due in 1991 and 1992, the interest on which is not paid until the notes come due.

What have people found when looking for clues to the success of Grant's previous start-up operations? The GBS president himself provides some of the answer: "It is a creed we have, not to build a station, but to come on full grown."

Certainly part of the Grant system means promoting the station as "full grown." One radio general manager said GBS "spent a lot of money with us. Instead of doing commercials that run the full year, they took individual events and hit hard on them." The general manager of a competing Chicago station said that GBS probably holds the ad-page record for *TV Guide* in each city where the company has operated a station. And an executive at one group broadcaster who battled Grant in more than one market said: "He outbought everyone in the market... more billboards and more space."

A second part of the GBS system may be harder to analyze. That is what some people describe as Grant's intuitive grasp of public taste. Noland Hill, who competed against Grant's KTXA when she owned KRLD-TV Dallas, said of Grant, "Nobody is better at reading what the public wants and giving it to them. He has a real sense of theatrics and drama, even in the way he dresses. He truly identifies with the masses... He does the research and has a very good grasp on the statistical side." Grant, in talking about his radio days, said: "I have always enjoyed reaching out to the audiences. The more you can move them in some manner, the better, though always in a wholesome way. We try to become part of a town as quickly as possible, and never be dull."

Grant insists on referring to the company's success as a team effort. Most of his current station and sales managers moved from the Dallas and Houston stations to take over in Miami, Philadelphia and Houston—Grant himself is considered the general manager of

all the stations.

GBS has worked hard to please another clientele, advertisers. While not many start-up independents would think of setting up a national sales office in New York, Grant has one, apart from his station representation firm, staffed by two people.

The GBS sales effort had been overseen by Earl Jones, executive vice president. Jones left the company recently to set up International Broadcast Systems Ltd., an international television consulting, representation and investing firm that was also backed by GBS Chairman Sidney Shlenker.

Jones told BROADCASTING why he left a several-hundred-thousand-dollar-a-year salary and a 10-year tenure at GBS just after the company had started battle in two large markets: "I looked at the price of local television stations and didn't think they were going to get too much higher. Other people in GBS didn't share that point of view, but even if they are right, I don't think there is going to be the growth that will come from the privatization of television in Europe and elsewhere. This also gave me a chance to be a pioneer in my own business." GBS will probably announce a partial replacement for Jones by next week.

GBS station aspirations, said Grant, are kept simple. "We are not into production, or syndication." Some observers would also say the GBS stations are not into news. The five stations GBS has owned generally have run either *Independent Network News* or *CNN Headline News*. But the staffing level of 50 nonunion employees has not allowed for a local news operation. Staffing is lean,

but morale is said to be high. As the departed Jones has explained it: "Because Milt is a maverick, people always expected us to fail. That made us pull harder together."

The operation of GBS television stations that draws the most controversy is program acquisition. Grant has often heard assertions that he has special ties to syndicators, who, it is claimed, like him because he pays unreasonably high programing prices—which are ultimately paid by whoever buys the GBS station several years later.

If there is a truth to the Grant program-buying controversy, it is probably a mixed truth. Grant himself will admit that he has "helped distributors" by bidding aggressively for programing and that they like him coming into a market. There is also no doubt that GBS has been involved in some highly competitive bidding, sometimes by force of circumstance—KTXA(TV), for instance, went on the air at the same time that two other STV operations also converted to commercial independents.

On the other hand, both Texas stations, barring some fancy accounting, were more than paying off their programing bills before they were sold. It can also be noted that some of the same critics who accuse Grant of being too aggressive with his program buying also say that he won't succeed in either Chicago or Philadelphia because there is not enough good programing to be bought.

Grant's admirers say he is aggressive, opportunistic and talented. He has aroused controversy with an arrangement, approved by the FCC several weeks ago, to provide

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Sarasota, Florida

from

COSMOS BROADCASTING CORP.

CHAPMAN ASSOCIATES, INC. initiated the transaction and assisted in negotiations.



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consulting and financial support to the winner of the channel 14 license in Washington—the same one that Grant applied for six years ago. Some say that GBS will soon be running that station. A hearing schedule on the awarding of the license, and possibly on GBS's consulting and financing arrangement, will soon be set by the U.S. Court of Appeals in Washington.

Speaking for himself, the GBS president remembers a cartoon that illustrates two men receiving trophies. One, statuesque and well dressed, holds a small trophy awarded "for best form." Another, shorter and rumped, holds a large trophy "for winning." There is little doubt which of the two cartoon figures Milt Grant identifies with. □

Rollins family selling control to Heritage for \$260 million

Sale will give Heritage 43.5% interest; it will eventually buy the rest

Yet another family is giving up control of a media conglomerate, but this time apparently without divisiveness among the family members. The Rollins family last week announced they would sell a controlling 43.5% interest in Rollins Communications to Heritage Communications for roughly \$260 million.

Although the transaction announced last Tuesday was a sale of an option on roughly 6.4 million shares—at \$1.50 per share—Heritage President James Hoak said the deal was structured that way, rather than an outright sale, at the Rollins' request, and that Des Moines-based Heritage had every intention of exercising the year-long option. It was also clear from discussions with Heritage officials that they at some point intend to own all of Rollins, an Atlanta-based media conglomerate with 260,000 cable subscribers, an outdoor advertising division, five AM's, one FM and four TV's.

Negotiations between the Rollins' and Heritage began about six weeks ago after the idea was suggested by a New York-based investment banking firm, Shearson Lehman Brothers. David Lundquist, vice president of finance for Heritage, said: "My impression is that they [the Rollins'] have talked with a number of people off and on. As far as I know, in the time frame we were talking seriously to them, there didn't seem to be anybody else around."

When Heritage exercises its option, after receiving the necessary approval from the Justice Department, the FCC and local cable franchise authorities, it will buy roughly 2.2 million of the shares for \$41 cash each, and purchase the remaining 4.2 million with 11% notes with maturities averaging six years.

The agreement also reportedly said that if Heritage increases its ownership in Rollins to a majority of the outstanding stock during the next five years, it must do so through

Bottom Line

That's entertainment. MCA announced its intention to acquire Facility Merchandising, Front Line Management and Full Moon Records. Consideration will be paid with MCA stock. Facility Merchandising handles "novelty vending rights." Front Line is talent representation firm. MCA said company's records group president, Irving Azoff, is one of principals in acquired companies and will oversee new acquisitions. MCA also said it had exercised an option to increase its ownership of Toronto-based theater company from 33% to 50%. □

Self-discipline. At annual meeting of Foote Cone & Belding, shareholders approved measure that would eliminate their ability to take action without benefit of stockholders meeting. □

The better fifth. Josephson International said it has retained Shearson Lehman Brothers to "advise it on the possible divestment" of its office products group which contributed 75% of company's revenue in fiscal 1985. If completed, Josephson, which recently sold its financial services group, and has announced sale of remaining radio stations to current management, would be left with talent agency business, which contributed 18% of 1985 revenue. □

Spending at home. Liberty Corp. said board of directors extended company's 500,000 share-repurchase authorization to Dec. 31, 1987. Barry Edwards, vice president and treasurer, said company had already purchased 350,000 of authorized amount within past six-to-eight months, but had recently stopped because of increase in stock price. Times Mirror also said it would be repurchasing its shares on open market or through private market transactions "from time to time." Anthony Hatch, director of corporate public affairs, said there was no expiration date on share repurchase plan, nor any determination of when or how many shares would be bought. Times Mirror completed 7.5-million share partial self-tender offer, at \$60 per share, in July 1985, and now has 64.4 million shares outstanding. □

Unusual and extraordinary. Lorimar-Telepictures said company's new fiscal year would end March 31—previously Lorimar's had ended with July and Telepictures reported according to calendar year. Company said eight-month "short period" results would show net loss of approximately \$20 million. Loss would be "primarily attributable" to costs associated with Feb. 18 merger of two companies, and to loss reported in exchange of stock for \$44 million in "outstanding subordinated debt." Company also has called for redemption of roughly \$115 million, principal amount, in convertible debentures. Both of two separate issues are convertible at prices substantially below current trading price of stock. First-quarter results for fiscal 1987 will include gain of \$24 million on Lorimar-Telepicture's sale of investment in Warner Communications. □

Textbook example. SFN Companies said it completed previously announced sale of Silver Burdett publishing company to Gulf + Western for \$125 million cash. Glenview, Ill.-based SFN also said it completed redemption of \$205 million in 14 $\frac{1}{8}$ % notes issued to help finance Feb. 1, 1985, leveraged buyout. □

The real thing. Coca-Cola Corp. is purchasing 10% share of new public common stock offering by De Laurentis Entertainment Group Inc., motion picture production and distribution company formed last October following purchase of Embassy Pictures from Coca-Cola by independent producer-director Dino De Laurentis. Revelation was made in DLEG prospectus for initial public offering to raise \$15 million-\$50 million, depending on number of shares issued. Company will issue at least 1.5 million shares at about \$10 each, representing 16.9% of the approximately nine million outstanding shares after the offering. □

Reducing exercise. Robert Halmi, New York-based program producer and syndicator, moved up expiration date of 1.1 million unexercised stock warrants, initially issued in 1983. Company will now let warrant holders purchase stock through May 30, 1986, at \$1.94 per share. Previously, warrants permitted purchase of shares through Oct. 1, 1988, at price of \$2.

purchases at no less than the \$41-per-share price it is paying the Rollins family. That price is 25% above where Rollins stock (NYSE: ROC) was trading during the several weeks preceding the announcement. A purchase of all of Rollins Communications outstanding stock would cost roughly \$600 million.

O. Wayne Rollins, the 74-year-old chairman of Rollins Communications, started the company's broadcasting operations in 1950, building WRAD(AM) Radford, Va. He and his two sons, Randall and Gary, will still control two other publicly traded businesses—RPC Energy Services Inc., an oil and gas equipment and service business, and Rollins Inc.,

which comprises Orkin exterminating and a protective security business. All three operations were previously combined in one company, Rollins Inc., until they were split in 1984 (BROADCASTING, July 2, 1984). In addition, the Rollins' have extensive real estate holdings and other business interests.

Investors' initial reaction to the proposed transaction was positive and Rollins stock gained 4 3/8 on Wednesday to close at 37 1/4. Despite the potentially large debt burden for Heritage, its stock also increased the day following the announcement, up 1 1/4 to \$25.

Lundquist said the initial, and only, benefits to Heritage from a controlling, but not majority, interest in Rollins would be in consolidating both companies' cable subscribers—for a total of roughly one million—

giving the MSO discounts in purchasing equipment and programming. Both companies operate cable systems in Massachusetts; other Rollins systems are in Rhode Island, Connecticut and Wilmington, Del. It has also begun construction in Philadelphia, where Rollins has one of the city's four separate franchises.

Lundquist said: "We pretty much evaluated and justified purchasing the properties as if they were to continue to run as they have been." He added that for the present there would be no Heritage representative on the Rollins board: "Since the contemplation is that at some point, we will have the whole thing, it is not a critical variable here." Consolidated, the two companies would have had 1985 revenue of \$260 million. □

Summer jobs. The educational foundation of NATPE International has chosen five college communications instructors to receive summer internships. Each year NATPE pays teachers \$250 a week to work at local television stations to gain experience that will improve their teaching. Teachers chosen this year were: Lori Thomas, East Central University, Ada, Okla.; Maureen Nemecek, Oklahoma State University, Stillwater; William Jackson, Middletown State University, Murfreesboro, Tenn.; David Rogosky, Trenton State College, N.J., and Rob Bellamy, University of Arkansas, Little Rock.

For the Record

As compiled by BROADCASTING, May 8 through May 14, 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.

Ownership Changes

AM's

Applications

- KOBH-AM-FM Hot Springs, S.D. (AM: 580 khz; 300 w-D; FM: 96.7 mhz; 1.4 kw; HAAT: 440 ft.)—Seeks assignment of license from Sorenson Broadcasting Corp. to Tracy Bastian and his wife, Valerie, for \$120,000. Seller is Sioux Falls, S.D.-based group of seven AM's and six FM's owned by Dean Sorenson. Buyer is staff correspondent for *The Rapid City (S.D.) Journal*. Filed May 1.
- KBRG(FM) Fremont, Calif. (104.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Leon A. Crosby to Radio America for \$2,875,000, comprising assumption of

notes totaling approximately \$1.25 million and remainder cash. Seller has interest in WFAT(TV) Johnstown-Altoona, Pa. Buyer is owned by brothers, James Jay and Daniel Lee Villanueva. Daniel has interest in LPTV's W14AA Arlington, Va., and K66BV Detroit. James has interest in KKKX-FM Galveston, Tex. Their father, Daniel D. Villanueva, is VP and 6% owner of Spanish International Communications Corp., and general manager of KNEX-TV San Antonio, Tex. Elder Villanueva also has interest in KDTV(TV) San Francisco and KTVW(TV) Phoenix. Filed May 5.

- WNFI(FM) Palatka, Fla. (99.9 mhz; 100 kw; HAAT: 1,249 ft.)—Seeks assignment of license from Ronette Communications Corp. to Norman S. Drubner for \$8.5 million. Seller is owned by Carl Como Tuter and Ronald Samuels. It also owns KXYQ(FM) Salem, Ore. Buyer owns WNLC(AM)-WTYD(FM) New London, Conn., and WPAP(AM) Panama City, Fla. Filed May 1.

- WERK(AM) Muncie, Ind. (990 khz; 250 w-D)—Seeks assignment of license from Galesburg Printing and Publishing Co. to WERK Inc. for \$200,000, comprising \$75,000 cash and \$125,000 consulting agreement. Seller is principally owned by Lester Pritchard. It owns WGIL(AM)-WAAG(FM) Galesburg, Ill., and KMCD(AM)-KBCT(FM) Fairfield, Iowa. It also publishes *Galesburg Register-Mail*. Buyer is principally owned by James A. Beatty and Bernard Landman, who also own WOKZ-FM Muncie, Ind. Filed May 2.

- WKOL(AM)-WMVQ(FM) Amsterdam, N.Y., and WBSM(AM) New Bedford, Mass. (AM: 1570 khz; 1 kw-D; FM: 97.7 mhz; 3 kw; HAAT: 135 ft.)—Seek assignment of license from Metter Broadcasting Inc. to Sage Broadcasting Corp. for assumption of liabilities of WOKL(AM)-WMVQ(FM) and \$2,325,000 for WBSM(AM). Seller is principally owned by Michael Metter. It has no other broadcast interests. Buyer is owned by Leonard A. Fassler, Gerald A. Poch, Gerald M. LeBow, Kenny Karen and two others. It owns WNAQ(AM) Naugatuck, (Waterbury) Conn., and WZFM(FM) Briarcliff Manor, (White Plains) N.Y. It is also

purchasing WXYQ(AM)-WSPT(FM) Stevens Point, WJJK(AM)-WBIZ(FM) Eau Claire, all Wisconsin; WTAX(AM)-WDBR(FM) Springfield, Ill., and KMNS(AM)-KSEZ(FM) Sioux City, Iowa. ("In Brief," April 14, and below). Filed May 2.

- KLEF(FM) Seabrook, Tex. (92.1 mhz; 1.4 kw; HAAT: 485 ft.)—Seeks assignment of license from Roy E. Henderson to The Classical Media Corp. for \$3,700,000 cash. Seller is also app. for four new FM's. Buyer is owned by Joe E. Russo, his daughter, Kathryn Hamilton, Judy A. Berry, Harold B. Klinger and John E. Johnson. It owns D. Russo Companies, Houston-based diversified real estate and financial services firm, with hotel and banking interests. Filed May 6.

- KBUC-AM-FM San Antonio, Tex. (AM: 1310 khz; 5 kw-D; FM: 107.5 mhz; 100 kw; HAAT: 1,472 ft.)—Seeks assignment of license from TETCO Inc. to TK Communications Inc. for undisclosed price. Seller is principally owned by Tom E. Turner, who also owns KRYS-AM-FM Corpus Christi, Tex. Buyer is owned by John F. Tenaglia, Robert K. Weary, James P. Sunderland and his brother, Robert, and five others. It also owns KLUV-FM Dallas and WSRF(AM)-WSHE(FM) Fort Lauderdale, Fla. Filed May 1.

- WJJK(AM)-WBIZ(FM) Eau Claire, Wis., WTAX(AM)-WDBR(FM) Springfield, Ill., KMNS(AM)-KSEZ(FM) Sioux City, Iowa (WJJK: 1400 khz; 1 kw-U; WBIZ: 100.7 mhz; 100 kw; HAAT: 714 ft.; WTAX: 1240 khz; 1 kw-D; 250 w-N; WDBR: 103.7 mhz; 50 kw; HAAT: 320 ft.; KMNS: 620 khz; 1 kw-U; KSEZ: 97.9 mhz; 100 kw; HAAT: 1,000 ft.)—Seeks assignment of license from Sentry Broadcasting Inc. to Sage Broadcasting for \$8,150,000. Seller is Stevens Point, Wis.-based group of seven AM's and six FM's owned by Sentry Corp. insurance company. Group is headed by Tom Jirous, president. Buyer is also purchasing WKOL(AM)-WMVQ(FM) Amsterdam, N.Y., and WBSM(AM) New Bedford, Mass. (see above). Seller will own six AM's and five FM's. Filed May 1.

- WXYQ(AM)-WSPT(FM) Stevens Point, Wis. (AM: 1010 khz; 1 kw-D; FM: 97.9 mhz; 50 kw; HAAT: 340 ft.)—Seeks assignment of license from Sentry Broadcasting to Sage Broadcasting for \$1,250,000. (See above). Filed May 1.

New Stations

FM's

- Sparta, Ga.—Jana-Elizabeth Fogle seeks 97.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 226, Milledgeville, Ga. 31061. Principal has no other broadcast interests. Filed May 7.
- Hiawatha, Kan.—Hiawatha Educational Broadcasting Foundation seeks 91.1 mhz; 398 w; HAAT: 134.4 ft. Address: 800 S. First, 66434. Principal is nonprofit corporation headed by William Kropp, Warren Lowe and Melvin Strohm. It has no other broadcast interests. Filed May 7.
- Slayton, Minn.—Edgewater Broadcasting Co. Inc. seeks 103.1 mhz; 3 kw; HAAT: 269.2 ft. Address: 3180 30th

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St., Slayton, Minn. 56172. Principal is owned by Honee Lee Longstreet and Joseph LeTendre. They have interest in KVR(A)(M)-KVR(F)(M) Vermillion, S.D. Filed March 27.

■ Oakridge, Ore.—Michael Liss seeks 92.1 mhz; 1 kw; HAAT: minus 833.1 ft. Address: Box 3437, Chico, Calif. 95927. Principal has no other broadcast interests. Filed May 5.

■ Reedsport, Ore.—Michael Liss seeks 92.1 mhz; 1 kw; HAAT: 302 ft. Address: Box 3437, Chico, Calif. 95927. Principal has no other broadcast interests. Filed May 5.

■ *Villanova, Pa.—Villanova University in the state of Pennsylvania seeks 88.5 mhz; 460 w; HAAT: 275 ft. Address: 19085. Principal is educational institution headed by John H. Driscoll. Filed May 7.

■ McKinnon, Tex.—David R. Ross seeks 101.5 mhz; 790 w; HAAT: 607.2 ft. Address: Route One, Dover, Tenn. 37058. Principal has no other broadcast interests. Filed May 7.

■ Palacios, Tex.—Bay Broadcasting Ltd. seeks 100.7 mhz; 3 kw; HAAT: 300 ft. Address: Highway 35 East, Bay City, Tex. 77414. Principal is principally owned by Brenda Clark. It owns KIOX(AM) Bay City, Tex. Filed May 7.

TV's

■ Bluefield, W.Va.—Paul Lambert Ltd. seeks ch. 40; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 301 ft.; ant. height above ground: 134.5 ft. Address: 205 Juneway Dr., Chittenango, N.Y. 13037. Principal is also app. for new TV in Toledo, Ohio. Filed May 7.

■ Bluefield, W.Va.—Berton Mowers seeks ch. 40; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 301 ft.; ant. height above ground: 134.5 ft. Address: P.O. Box 1797, Syracuse, N.Y. 13201. Principal has no other broadcast interests. Filed May 5.

Facilities Changes

Applications

AM's

Tendered

■ WSJP (1130 khz) Murray, Ky.—Seeks CP to increase day power to 2.5 kw, install DA-2, and make changes in ant. sys. App. May 12.

■ KREL (1280 khz) Henderson, Nev.—Seeks CP to change city of lic. to Paradise, Nev.; add night service with 360 w; install DA-2; change freq. to 1290 khz; change TL, and make changes in ant. sys. App. May 6.

■ KOB (770 khz) Albuquerque, N.M.—Seeks CP to operate experimental synchronous AM station simultaneous with KOB facility in Santa Fe, N.M., on same frequency. App. May 12.

Accepted

■ KOOL (960 khz) Phoenix—Seeks CP to change TL. App. May 8.

■ WMIB (1510 khz) Marco Island, Fla.—Seeks MP to augment day and night pattern. App. May 8.

■ WCHK (1290 khz) Canton, Ga.—Seeks CP to change TL. App. May 8.

■ WKYK (940 khz) Burnsville, N.C.—Seeks CP to change TL. App. May 7.

■ WWRL (1600 khz) New York—Seeks CP to augment day and night pattern. App. May 8.

FM's

Tendered

■ *KVCE (91.9 mhz) Fallon, Nev.—Seeks mod. of CP to change freq. to 89.5 mhz. App. May 12.

Accepted

■ KLQZ (107.1 mhz) Paragould, Ark.—Seeks CP to change ERP to 1.924 kw. App. May 7.

■ KFYE (92.3 mhz) Pine Bluff, Ark.—Seeks mod. of CP to change HAAT to 938 ft. App. May 6.

■ KUTE (101.9 mhz) Glendale, Calif.—Seeks CP to change ERP to 2.36 kw. App. May 9.

■ KKLA (99.5 mhz) Los Angeles—Seeks mod. of CP to change HAAT to 618 ft. App. May 6.

■ *KIEG (90.3 mhz) Crested Butte, Colo.—Seeks mod. of

CP to change TL. App. May 7.

■ *WNLE (91.7 mhz) Fernandina Beach, Fla.—Seeks CP to change ERP to 10 kw. App. May 7.

■ WPCI (105.5 mhz) Perry, Fla.—Seeks mod. of CP to change TL and change HAAT to 394.98 ft. App. May 7.

■ WBUS (96.7 mhz) Newnan, Ga.—Seeks CP to install aux. sys. App. May 12.

■ WEAG (93.1 mhz) Indianapolis—Seeks CP to install aux. sys. App. May 7.

■ WJSN-FM (97.7 mhz) Jackson, Ky.—Seeks mod. of CP to change ERP to .638 kw. App. May 6.

■ WKSQ (94.5 mhz) Ellsworth, Me.—Seeks CP to install aux. sys. App. May 7.

■ WJBQ-FM (97.9 mhz) Portland, Me.—Seeks CP to change TL; change ERP to 16 kw, and change HAAT to 889.21 ft. App. May 7.

■ WMCM (93.5 mhz) Rockland, Me.—Seeks CP to change TL; change ERP to .562 kw, and change HAAT to 612.5 ft. App. May 7.

■ WMJX (106.7 mhz) Boston—Seeks CP to install aux. sys. App. May 12.

■ *WUMB-FM (91.9 mhz) Boston—Seeks mod. of CP to change TL; change ERP to .66 kw, and change HAAT to 205 ft. App. May 7.

■ WHER (103.7 mhz) Hattiesburg, Miss.—Seeks CP to change ERP to 100 kw. App. May 7.

■ WPCM (101.1 mhz) Burlington-Graham, N.C.—Seeks CP to change TL and change HAAT to 1,189.98 ft. App. May 7.

■ KLSI (93.3 mhz) Kansas City, Mo.—Seeks mod. of CP to change HAAT to 1,066 ft. App. May 6.

■ KCLU-FM (94.3 mhz) Rolla, Mo.—Seeks mod. of CP to change tower height to 114 ft. App. May 6.

■ KHHK (95.3 mhz) Seligman, Mo.—Seeks mod. of CP to change TL; change ERP to 1.1 kw, and change HAAT to 556 ft. App. May 8.

■ KUDO (93.1 mhz) Las Vegas—Seeks mod. of CP to move SL to 66 East Tropicana Ave., Las Vegas.

■ WKPQ (105.3 mhz) Hornell, N.Y.—Seeks mod. of CP to change ERP to 5.6 kw and change TL. App. May 7.

■ *WDAV (89.9 mhz) Davidson, N.C.—Seeks CP to change ERP to 100 kw. App. May 7.

Summary of broadcasting as of Feb. 25, 1985

Service	On Air	CP's	Total *
Commercial AM	4,718	170	4,888
Commercial FM	3,875	418	4,293
Educational FM	1,231	173	1,404
Total Radio	9,824	761	10,585
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	401	222	623
Educational VHF TV	114	3	117
Educational UHF TV	186	25	211
Total TV	1,241	273	1,514
VHF LPTV	242	74	316
UHF LPTV	141	136	277
Total LPTV	383	210	593
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.

■ WZOL (92.1 mhz) Luquillo, P.R.—Seeks mod. of lic. to move SL outside community of lic. to Villa Fontana Park, Carolina, P.R. App. May 7.

■ KWDC (99.1 mhz) Denton, Tex.—Seeks mod. of CP to change HAAT to 1,147.6 ft. App. May 7.

■ KVIC (95.1 mhz) Victoria, Tex.—Seeks CP to change ERP to 100 kw. App. May 6.

■ *WGNV (88.5 mhz) Milladore, Wis.—Seeks CP to change TL; change ERP to 23 kw; change HAAT to 583.84 ft. App. May 9.

TV's

Accepted

■ WWTO-TV (ch. 35) La Salle, Ill.—Seeks MP to move SL outside community of lic. App. May 7.

■ KTAJ (ch. 16) St. Joseph, Mo.—Seeks MP to move SL outside community of lic. App. May 6.

Actions

AM's

■ KUET (710 khz) Black Canyon, Ariz.—Returned app. to increase day power to 50 kw and increase night power to 4.5 kw. Action May 6.

■ KERI (1180 khz) Wasco, Calif.—Granted app. to increase day power to 50 kw; install DA-2, and make changes in ant. sys. Action May 2.

■ WROL (950 khz) Boston—Returned app. to add night service with 1 kw and make changes in ant. sys. Action May 2.

■ KLPW (1220 khz) Union, Mo.—Granted app. to make changes in ant. sys. Action May 2.

■ WIMG (1300 khz) Trenton, N.J.—Granted app. to make changes in ant. sys. Action May 1.

■ KUIK (1360 khz) Hillsboro, Ore.—Granted app. to increase day power to 5 kw. Action May 2.

■ WEKO (930 khz) Cabo Rojo, P.R.—Granted app. to make changes in ant. sys. Action May 2.

FM's

■ KMZK (106.3 mhz) Sun City, Ariz.—Granted app. to move SL to 10820 Oakmont Drive, Sun City. Action April 30.

■ KWSS (94.5 mhz) Gilroy, Calif.—Granted app. to install new transmission sys. Action April 30.

■ *WWEV (91.5 mhz) Cumming, Ga.—Granted app. to change HAAT to 961.04 ft. Action May 6.

■ KLSS-FM (106.1 mhz) Mason City, Iowa—Granted app. to increase ERP to 100 kw. Action May 6.

■ WPOR-FM (101.9 mhz) Portland, Me.—Granted app. to install aux. sys. Action May 2.

■ *WERS (89.9 mhz) Boston—Granted app. to change ERP to 3 kw. Action May 6.

■ *KEMC (91.7 mhz) Billings, Mont.—Granted app. to change ERP to 72 kw; change HAAT to 662.56 ft., and change TL. Action May 6.

■ WHTZ (100.3 mhz) Newark, N.J.—Granted app. to install aux. sys. Action March 5.

■ WPRO-FM (92.3 mhz) Providence, R.I.—Granted app. to install aux. sys. Action April 29.

■ *KNTU (88.1 mhz) Denton, Tex.—Granted app. to change TL; change ERP to 100 kw; change HAAT to 402 ft., and make changes in ant. sys. Action May 2.

■ KMXU (105.1 mhz) Manti, Utah—Granted app. to change TL; change ERP to 63 kw, and change HAAT to 2,358.32 ft. Action May 6.

TV's

■ WXIX-TV (ch. 19) Newport, Ky.—Granted app. to change ERP to vis. 4,646, aur. 464.6 kw. Action April 28.

■ WMKT (ch. 54) Muskegon, Mich.—Granted app. to change ERP to vis. 4,395 kw, aur. 440 kw. Action April 28.

■ WEJC (ch. 20) Lexington, N.C.—Dismissed app. to move main SL outside community of lic. Action April 8.

■ WFLV-TV (ch. 22) Raleigh, N.C.—Dismissed app. to move SL to Durham, N.C. Action May 1.

■ WBNX-TV (ch. 55) Akron, Ohio—Granted app. to replace ant. Action April 25.

■ WECN (ch. 64) Naranjito, P.R.—Granted app. to replace ant. Action April 25.

■ *WVER (ch. 28) Rutland, Vt.—Granted app. to change

In Contest

Review board made following decision:

■ Mount Vernon, Wash., and Portland, Ore. (Valley Broadcasters Inc. and Northwest Indian Women Broadcasters Inc.) AM proceeding. Scheduled oral argument for May 30 on exceptions to initial decision of ALJ Byron E. Harrison granting app. of Valley for modification of lic. for KAPS (AM) Mount Vernon, Wash., denying competing app. of Northwest Indian for new AM at Portland Ore. Each party has 20 minutes for argument. Northwest Indian may reserve part of its time for rebuttal. By letter. May 5.

General counsel made following decision:

■ Washington (United Broadcasting Co., et al) FM proceeding. Granted joint petitions for settlement agreement by United Broadcasting, District Broadcasting Co. and Hispanic Broadcasting Corp. and dismissed apps. of District and Hispanic with prejudice; granted United's app. for renewal of WDJY-FM Washington, and terminated proceeding. May 6.

ALJ Joseph Chachkin made following decision:

■ Myrtle Beach, S.C. (Coastal Broadcasting of Myrtle Beach, et al) TV proceeding. By separate order: granted motion for summary decision by South Carolina Broadcasters and resolved air hazard issue in its favor; granted South Carolina's petition and added signal coverage issue against

ALJ John M. Frysiak made following decisions:

■ Orlando, Fla. (Marlin Broadcasting of Central Florida Inc., et al) TV proceeding. Granted Orlando Television Partners' motion for partial summary decision and resolved air hazard issue in its favor. By MO&O. May 1.

■ Newton, N.J. (Bogner Newton Corp., et al) TV proceeding. By separate orders: granted motions for summary decisions by Mountain Broadcasting Corp. and Newton Television Inc. and resolved air hazard issues in their favor. By MO&O's. April 29 and May 6.

ALJ Edward J. Kuhlmann made following decision:

■ Los Angeles and Norwalk, Calif. (RKO General and Fidelity Television Inc.) TV proceeding. Denied submission of settlement agreement and request for certification of case to full commission filed by RKO and Fidelity. Under settlement agreement RKO would have dismissed its renewal app. for KHJ-TV, Fidelity would have received construction permit for new station which would have been immediately transferred to Westinghouse Broadcasting and Cable Inc. for consideration of \$95 million and payment of certain existing liabilities and RKO would have sold Westinghouse KHJ-TV assets for approximately \$212 million. Denied petition to intervene filed by Los Angeles Television, a California partnership, and granted petition by United Church of Christ and National Association for Better Broadcasting for leave to intervene to extent of participation as amicus curiae. By MO&O. April 22.

ALJ Walter C. Miller made following decision:

■ Grundy, Va. (Tookland Pentecostal Church and Crescendo Communications) TV proceeding. By separate orders: grant-

Call Letters

Applications

Call	Sought by
New FM's	
WRFM	Radio Intermart Corp., Homestead, Fla.
KZZJ-FM	Rugby Broadcasting Inc., Rugby, N.D.
Existing FM's	
KXDZ	KBLK Korlyn Broadcasting Inc., Anchorage
WMET	WAPP Emmis Broadcasting Corp., Lake Success, N.Y.

Grants

Call	Assigned to
New AM	
WOOO	Jerry J. Collins, Royal Palm Beach, Fla.
New FM's	
KEDZ	Eduardo Diaz, Los Osos, Calif.
KLVV	Minority Media of Pahrump Inc., Pahrump, Nev.
WCHX	Mifflin County Communications, Lewistown, Pa.
Existing AM's	
WIGL	WSKR Keymarket Gulf Coast Inc., Atmore, Ala.
WELTO	WRLX Keymarket Communications of Alabama Inc., Tuscaloosa, Ala.
KSEK	KNZS Heartland Broadcasting Inc., Pittsburg, Kan.
WKLR	WMRS WLNH Radio Inc., Laconia, N.H.
KYND	KGIC Triplex Communications Inc., Beaumont, Tex.
KFMY	KLZX First Media Corp., Provo, Utah
Existing FM's	
KLIX-FM	KMTW Sawtooth Radio Corp., Twin Falls, Idaho
WLRT	WMHG Mid America Audio-Video Inc., Kankakee, Ill.
WESZ	WLRX Capital Broadcasting Inc., Lincoln, Ill.
WBYR	WUWU Devine Communications Corp., Wethersfield, N.Y.
KFRM	KKVC Ingstad Broadcasting Inc., Valley City, N.D.
WTRK	WZGO WZGO Inc., Philadelphia
WRIX-FM	WRIX FM 103 Inc., Honea Path, S.C.
KFMY-FM	KFMY First Media Corp., Provo, Utah
KTPS-FM	KTOY Tacoma School District No. Ten, Tacoma, Wash.
Existing TV's	
WFLD	WFLD-TV Fox Television Stations, Chicago
WEKT-TV	WHBP Hobart C. Johnson, Pikeville, Ky.
WWAA-TV	WOPC Evergreen Broadcasting Corp., Altoona, Pa.
WWJN-TV	WTHX Evergreen Broadcasting Corp., Johnstown, Pa.
KRIV	KRIV-TV Fox Television Stations, Houston

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RADIO

HELP WANTED MANAGEMENT

Call today, start tomorrow! Small market FM near Cincinnati wants aggressive GM/GSM. Small draw, high commission, good eqpt/coverage/staff. 312-670-2009 after 6 PM.

For the right GM, we'll put together a superb compensation package including possible equity! Looking for track record of operating successful stations, experience in turn-around situations, and good people skills. Medford, Oregon combo. Resume to Box D-44.

General manager/sales manager needed for unique AM/FM combo billing \$700,000+. Group owner acquiring as #7 and #8. Strong support available to energetic, loyal candidate. Salary and incentives negotiable. Lower Midwest resort location provides excellent lifestyle. Resume to Box D-61.

Midwest combo is looking for a goal oriented sales manager with local and national exposure. If you have a minimum of 5 years sales management experience and are ready for a challenge at the GM level, send resume and salary history, in confidence, to Blind Box D-56. EOE M/F.

Manager of radio operations. WNYC has recently completed the construction of new radio facilities in its lower Manhattan location which are state of the art. We are presently looking for a manager of radio operations to join a strong management team in maintaining and utilizing this facility to its full capacity. The responsibilities will include: directing, training and supervising less experienced technical personnel in a total preventative maintenance program, acting as second in command of Engineering Department and hands-on maintenance of radio broadcast equipment. Requirements include: At least five years experience in the full range of radio broadcast engineering duties including mixing consoles, recorders, turntables, transmitters, etc., two years experience at a managerial or supervisory level, a BSEE or related degree, a valid driver's license and a First or General Class license. Salary will be \$33,000 to \$38,000 commensurate with experience. If interested, please submit resume and cover letter to Personnel Director - WNYC, 1 Centre St. 32nd floor, NY, NY 10007. EOE. No phone calls. Please indicate position on envelope.

Sales manager for expanding Ozarks AM/FM. Must hire, train motivate sales staff, and carry list. Heavy community involvement. Send resume, references and salary history to P.O. Box 426, Carthage, MO 64836. EOE M/F.

Immediate opening for aggressive sales manager. Will give first chance to right person. Excellent market growth. #1 station in market will make job easier. Send your track record to Mr. McMahan, P.O. Box A, Bel Air, MD 21014.

General manager and/or equity partner for fulltimer in wealthy Southeastern suburb. Prefer experience in nostalgia or MOR. Must be able to sell. Outstanding opportunity for right person. 404-953-1798.

General sales manager. Aggressive AM/FM is looking for a GSM that is capable of becoming GM quickly. Must be a leader, streetfighter and ARB wise. Be able to plan and deliver results. Send detailed resume, salary history to Box D-82.

Immediate opening: Tennessee radio station seeks manager for only radio station in the market (near Nashville metro). This is a small market with exceptional growth. Send resume requirements and references to Box D-90.

HELP WANTED SALES

AM & FM combo in Texas panhandle city of 30,000 seeking sales person with strong production. Must be sharp, self starter and understand commission. One year experience. Resume and tape and photo to Darrell Sehorn, Box 1779, Pampa, TX 79065. 806-669-6809.

Small market comboman specialist or beginner willing to learn and take over owners account list. Southeast near major market. Box D-30.

The leading AM/FM in a rapidly expanding resort market needs an experienced sales person. Excellent working conditions, excellent pay and benefit package. Established account list. Must have good track record and management potential or experience. It's not a job, it's a future. Send resume to Jim Brett, Vice President and General Sales Manager, c/o WTNV/T93, 134 Mullin Street, Watertown, NY 13601. EOE.

America's newest all music adult contemporary Christian station will serve the Denver/Colorado Springs markets beginning July. Now seeking experienced sales people. Send resume only, P.O. Box 1385, Monument, CO 80104.

\$\$\$Attention\$\$\$ Greedy radio salespeople add to your income by providing leads. \$100.00 and up per client. For more information call toll free 1-800-446-7344.

A great opportunity awaits an experienced radio salesperson in Fayetteville-Springdale, Arkansas. KBRS is the #1 AM station in our 243,000 metro market and #3 overall 35-plus. Position includes established account list at 20% commission plus base. Contact Randy Pritchard, GM at 501-751-4675. EOE/M-F.

WHBC, one of the country's top rated AM/FM combos, is looking for an account executive. College degree, previous experience preferred. EOE. Minority applications encourage. Resume to: GSM, Box 9917, Canton, OH 44711.

Northeast Texas FM, Country. Sales position open, sales experience required. Draw plus incentives. Resume/references to General Manager, KEMM, Box 1292 Greenville, TX 75401. EOE/MF.

Florida: Tampa Bay's brand new WRFA, 50Kw (the only station that can be heard from one end of Florida to the other) is turning on the power real soon. Get in on the ground floor and choose your own account list. Experience a must. Contact Robert Stoehr, c/o WRFA, 800 SE 8th Ave., Largo, FL 33541. If you're ready immediately, call 813-581-7800.

HELP WANTED ANNOUNCERS

Virgin Islands radio urban FM seeks female announcer, and aggressive sales staff. Send tapes & resume. Box 487 Frederiksted, St. Croix, VI 00840.

Top 5 market: AC station seeks dynamic entertainer who knows how to let the music shine through. EOE. Resume to: D-40.

Staff announcer opening: New York city FM. Send resume: Box D-65.

Morning personality: One to one expert seeking stability or sharp personality working up. Production/team player a must. Attractive area on Lake Michigan. Tape-resume-salary required to: WHFB, 2100 Fairplain Ave., Benton Harbor, MI 49022.

HELP WANTED TECHNICAL

Assistant radio chief engineer. Requirements: two years engineering experience, a General Class license and knowledge of audio, radio frequency and digital electronics. Send resume to Personnel, KGBT/KELT, P.O. Box 711, Harlingen, TX 78550. EOE.

Southern Class C FM daytime AM is looking for chief engineer. Applicant should have several years of experience in the field and be able to work well with others. Benefits, salary commensurate with experience. Send resume to P.O. Box 3168, Tallahassee, FL 32315.

FM chief engineer, South Florida. Major group owner, proven track record as chief. Salary and resume in confidence to: Box D-79. EOE, M/F.

Chief engineer: Top 100 West AM-FM. Must be experienced in all areas of maintenance and repairs. Salary commensurate with experience. Contact Lindy Williams, engineering director, Lotus Communications Corp. 213-461-8225.

Chief engineer, (WFPK-FM/WFPL-FM) Radio Broadcasting Department of the Louisville Free Public Library. Requires FM radio engineering experience, FCC First Class Radiotelephone Operator's license. Respond to: City of Louisville, Department of Employee Relations, 609 West Jefferson, Louisville, KY 40202. EOE.

Radio engineer: Responsible for repair, installation, and maintenance of audio recorders, consoles, satellite and transmitting equipment. Driver's license and car required. AAS degree in ET or EC and previous stereo broadcast and production maintenance experience required. Digital background and SBE certification preferred. Salary \$20,000. EOE/AA. Send application, resume and 3 references to WRVO, Oswego, NY 13126.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Program director. Hudson valley New York state. Dominant full service AM experience a must. Air shift required. Send tape, resume & references to Thom Williams, WGHQ, Box 1880, Kingston, NY 12401. EOE.

PD & morning personality for adult contemporary FM. Send air check, spot samples and resume to: James Hoff, DJ-92. 3FM, 5640. South Broadway, Eureka, CA 95501.

Senior producer/announcer. Full-service public radio stations KUNI (100kw FM) and KHKE (10kw FM) need a senior-level producer/announcer to serve as host-/producer of daily folk music program, produce programs originating from live musical events, and produce modular feature for inclusion in magazine programs. A solid knowledge of music programming is required, with the emphasis on folk music. A broad liberal arts background is necessary, along with the ability to project a bright, informed image in on-the-air ad-lib situations. Highly developed professional production and interview skills are a must. Position requires a Bachelor's degree in Broadcasting, Communication, Speech, Theatre, or related field. A minimum of experience in public broadcasting desirable. Salary range \$18,044 - \$22,445. We think our successful candidate will enjoy working with our talented staff of radio innovators. We know you'll also enjoy Iowa's clean air, quality of life, informal lifestyle, and cultural and professional opportunities. Send letter of application, resume and a recent audition tape by May 30, 1986 to Carl R. Jenkins, Program Director, KUNI/KHKE, University of Northern Iowa, Cedar Falls, IA 50614-0359. AA/EOE.

Music director. WNYC-FM is NYC's public radio station serving an audience of 400,000/week. We are building a growing audience with our music policy emphasizing 20th Century and American music. We are presently seeking a music director to head a strong team in continuing our growth. The responsibilities include supervising the execution of music policy, directing music programmers, creating and supervising compliance with record acquisition policy, etc. Must be able and willing to do on-air fundraising; may be required to do a regular air shift; will plan special music programming together with programming staff. Requirements include a Bachelor's degree, music education or instruction at a professional level, several years experience in programming music in radio or other public forum, familiarity with classical music and 20th century concert music, contacts with NYC music world, good interpersonal skills, and some radio announcing experience preferred. Salary from \$26,000 to \$31,000. If interested please submit resume to Personnel Director - WNYC, 1 Centre St. - 32nd floor, NY, NY 10007. No phone calls. EOE. Please indicate position on envelope.

Operations/program director for 24 hour Christian AM eastern N C. Come grow with us! 301-747-0592.

SITUATIONS WANTED MANAGEMENT

Has mediocrity and a losing attitude become firmly entrenched at your radio station? Management, sales, programming team looking for a challenge. Turnaround or startup situation wanted. Box D-50.

Management pro: Strong on administration, sales, programming. Eighteen years GM experience. Looking for long term association with stable medium or small market station or group. Prefer southeast, midwest or southwest. Available immediately. 215—759-5303.

17 year manager: successful in all phases, available now. Prefer country-farm oriented. Call 308—532-8444.

General manager available. Former owner, manager. Knows all phases: sales, sales training, financial planning, programming turn around. Competitive, innovative, realistic. 704—487-1589.

Vice President of sales seeks similar position with growing Northeastern group. I am a top trainer, motivator and want to lead by example, that means carrying a list of my own. Box D-58.

Impact manager seeks Southeast GM or GSM challenge. Employed trainer, motivator, producer, that loves to win. Eleven years management with top 50 track record. I want to start a family. Box D-57.

28 year broadcast vet Dick O'Brien seeking operations manager/PD slot. Major/medium markets only. SW sunbelt states preferred. Have pipes-will travel. Formal preference: oldies/country/A.C. Let's talk! 517—723-7114 anytime.

Experienced, profit minded, sales-oriented manager wants to relocate in Florida. All offers considered. I will do it your way and be successful. Box D-81.

One to ten station markets. Turn arounds OK. 25 years experience all areas. Midwest Now. Box D-21

Need sales, ratings? 20 year successful selling GM (large markets) seeks small/medium challenge. 817-354-7150 (Dallas-Ft. Worth).

Experienced working general mgr. seeks position in FM/AM station with potential for buy-in and ownership. Future purchase or participation a must! Contact Ted Smith, 97 Rt. 202, Suffern, NY 10901. 914—357-9425 or 914—356-7060.

General manager. Professional - takes charge makes it happen! Strong in sales and full station operation. Have taken sick stations and made them well. Will stay put with "right" station. Small - medium southern market expertise. Ready now. Serious? Make me an offer I can't refuse. Jim Brownell, 803—459-5243 after 6PM EST.

SITUATIONS WANTED SALES

1 Billing sales pro at major market FM seeks challenge as GSM/LSM with aggressive growth-oriented broadcaster. Box D-1.

SITUATIONS WANTED ANNOUNCERS

Experienced, D.J., some sales. 98th market Good copy, production. Kevin, 309—794-9824 or 319—355-4212. Go anywhere now.

Fantastic female DJ Employed. Want work Denver area immediately!! Great voice, production, news! Great Personality! Steph, nights 303—758-3310.

Female DJ, love CW. Go anywhere. Copy, production. Entry level. Stacy, 319—355-4212, days. 319—386-4217, nights.

Two years' commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave anytime. 201—777-0749.

All sports PBP and more. 7 years preps and major college. Nothing too small. Pete, 414-822-3529.

Talkshow wanted: Law professor, major market on-air experience. Provocative, humorous, knowledgeable-politics, money, sports. Summer/permanent. 703—534-3194.

SITUATIONS WANTED NEWS

The best fresh sports voice in America is too good to keep on the farm...and my boss knows it! Call Barry, 802—885-8428. Or call my boss, Frank, 802—885-4555.

Aggressive news anchor, with solid skills and major market background, seeks challenge. Can relocate immediately. Roger, 312—437-4785.

News director: Looking for reporter's position in medium-large market. IL, IN, KY, MO, OH, TN. 309—833-3129.

Skillful, knowledgeable young sportscaster with WBT, WCHL experience. Seeks opportunity anywhere. PBP, sportstalk, reporting; can combine with news. Available today. John, 704—545-3433.

Sports director, with PBP. Minor league baseball, junior college basketball, network experience. Wants move up. David, 618—627-2344.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

PD/music director: 6 years announcing. Ready to advance. Trained in management. Light rock, AC preferred. Small/medium market. Jim, 615—896-4271.

Assistant program director: Afternoon drive from highly successful WEZC. Charlotte seeks position as program director. 16 yr pro. Steve Sutton, 404—479-4145.

PROGRAMING

Could your sales department use some better jingles to present to clients? Call Prime Cuts collect for our demo: 615—385-3007.

MISCELLANEOUS

Sales manager needed immediately for one of our client AM/FM stations in Florida. Must have solid background demonstrating leadership, stability, and performance. Group ownership. Attractive opportunity! Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476. 813—786-3603.

Attention broadcast personnel: Your chance to buy beautiful solid 14K gold gothic call letters on lapel pin or worn as tie tack with one fourth inch (1/4) high by (1/4) inch wide easy to read letters. Example: (KUSA-AM) or FM-TV. Send your call letters, media selection and check for \$295.00 for one lapel pin - 3 pins for \$700.00, 6-\$1,200.00, 12-\$2,000.00. Order 3 or more and pay 1/3 down, balance billed. Postpaid. 3 weeks delivery. Advertising tax deductible. Our 15th year. Satisfaction guaranteed. Anniversaries? Send to: Niles Jewelry Manufacturing Co. 9442 Stanley Avenue South Minneapolis, MN 55437.

Radio station owners/managers. Do you need or want additional billing in '86-'87? Marketing Success Formulas can sell new clients and significantly increase your station revenue! To determine how much, run through this simple exercise: Ave. local unit rate \$ x\$300 = \$ x15 = \$ x4 = \$ (If either of your last two answers represents a figure that will help, we should talk today.) For market availability and information call extension #3 @ 1-800—44MSF44 (in Indiana call collect 1-219—484-9383).

TELEVISION

HELP WANTED MANAGEMENT

Promotion manager, major market independent. If you're a creative, effective marketer with a strong background in print, on-air and radio, send resume, tape and 3 best print ads to: M. Stopnick, WDZL, 2055 Lee Street, Hollywood, FL 33020. EOE. Interviewing at BPME.

KNTV, the ABC affiliate in San Jose CA has an excellent opportunity for a highly-motivated, challenge-oriented individual who possesses strong leadership and organizational skills. Should have a good background in national sales. Send resume to: Marty Edelman, GSM, KNTV, 645 Park Avenue, San Jose, CA 95110. No phone calls. KNTV/EOE.

Local sales manager: KRIV-TV, Fox Television, Houston, has an opening for a local sales manager. Prior television sales management required. Vendor and cop experience preferred. Send resume to KRIV-TV, 3935 Westheimer Rd. Houston, TX 77027, Attn: G. Brammer VP/GSM EOE.

HELP WANTED SALES

Syndication sales persons wanted to sell syndicated television retail automobile package featuring unique personality. New package but proven tremendously successful in two medium and major markets. Reputable firm with track record. High commissions paid to right individuals. Seeking motivated sales persons with experience. VHS or Beta portable tape machines. Big commission checks, most markets open at this time. Send letter to Good Advertising, Inc. Communications Arts Building, Box 400, Olney, MD 20832.

Account executive: WJKS-TV NBC, Jacksonville, Florida needs a heavyweight sales person to handle major account list, minimum of three years of electronic media sales. Must have a proven record of excellence and possess a thorough knowledge of all aspects pertaining to television spot sales. Send resume to Ernest E. Rhyne, Local Sales Manager, PO Box 17000, Jacksonville, FL 32216. A Media General station, equal opportunity employer.

Aggressive experienced local sales executive needed. 2 yrs. minimum sales experience required. Direct broadcast sales experience preferred. Send resume to Penny Leigh, GSM, WRBL-TV3, PO Box 270, Columbus, GA 31994. Equal opportunity employer.

Opportunity knocks. Television salesperson wanted for small market affiliate in western state. Sales experience required. EOE Box D-75.

National sales manager: must be knowledgeable, aggressive and hands on. Medium midwest network affiliate. EOE. Send resume and income expectations/history to Box D-87.

General sales manager: group owned medium market Midwest affiliate. Need experienced and competitive pro to head strong, sales team. Reply with salary requirements to Box D-88. EOE.

HELP WANTED TECHNICAL

Chief engineer: sought for top-90 market network affiliate UHF station. Transmitter and microwave experience along with supervisory and maintenance experience. EOE. Send resume and salary requirements to Box D-5.

Production/maintenance engineer in 01.099.550.000.400 Kotzebue, Alaska needed. Low pressure, excellent benefits. Minimum two years in maintenance engineering A.S. degree or military training. Strong digital and microprocessor background. Send resume to NWAric Television, Box 51, Kotzebue, Alaska 99752.

Maintenance engineer: Telemation Productions/Chicago has two immediate openings due to retirement and advancement. Applicants should possess a minimum of 5 years maintenance experience with all types of studio equipment. Equipment includes: CMX 3400 editors, Ampex ADO, Ikegami cameras, Utah-Scientific routing, Aurora computer graphics, 4 camera/3 VTR remote truck. Interested persons should contact: John W. Gebhard, Chief Engineer, Telemation Productions, Glenview, IL 60025. 1—800-323-1256.

Chief engineer for telecommunications center: Responsible for engineering supervision, planning and maintenance. Facilities include public broadcasting stations WTVP-TV and WCBU-FM, CCTV, ITFS and satellite systems. Typical duties will include: Maintain high level of technical standards; specify, design, acquire or construct required technical facilities; administer departmental budgets; supervise staff and part-time engineers; advise management on technically related matters; maintain and operate equipment as necessary; ensure compliance with FCC regulations. Written and oral communication skills essential. Require minimum of B.A. in related field. Salary is dependent on qualifications and experience. By June 1, 1986 please send a current resume, including 5 professional references to: Joet L. Hartman c/o WCBU-FM/WTVP-TV, Bradley University, 1501 W. Bradley Avenue, Peoria, IL 61625. 309—676-7611 Ext. 235.

Maintenance person wanted by Eastcoast major market television station. Minimum 5 years experience required with TCR100's and 1". Must be willing to work nights. Send resumes to Box D-76.

Production crew member: Ability to operate studio and ENG camera, grip, light and stage with experience in stereo audio production essential. Send resume: Manager of Human Resources, WMHT-TV, Box 17, Schenectady, NY 12301. EOE.

Television maintenance technician. Midwest independent has immediate opening for person with two years, full-time maintenance experience with standard broadcast equipment. First Phone or SBE certification. Reply before May 23 to Box D-86.

Video field service engineer. Heavy maintenance background in 1" VTRs, small format VTRs, computer editing systems, cameras. Experienced only. SBE certification preferred. Send resume to: Alpha Video Electronics Company, 28 East Mall Plaza, Carnegie, PA 15106.

Southeast Missouri State University: Electronics engineer. Engineer: television, cable and radio. Southeast Missouri State University is seeking a talented individual to develop and implement a preventive maintenance system and to provide in-house repair of three-quarter inch production equipment, a campus cable system, and an FM radio station. Qualifications: Prefer at least two years experience in the field and an appropriate educational/training background and the ability to work with university students. This position is available immediately. Salary: \$18,000 per year minimum plus fringe benefits or commensurate with experience. To apply, send letter of application, resume and references to the Director of Personnel Services, Southeast Missouri State University, Cape Girardeau, MO 63701. Application deadline: June 13, 1986. An equal opportunity, M/F, affirmative action employer.

Maintenance engineer: studio engineering supervisor needed by PBS/NPR affiliate. FCC General Class license, experience with 2, 1, and 3/4 inch formats, LDK-6 cameras, and other studio equipment. Salary range \$20,000 to \$25,000. Apply in writing to Peggy Pfaff, Executive Secretary, WKNO-TV/FM, Box 80,000, Memphis, TN, 38152. For information contact Pat Lane, Chief Engineer, WKNO-TV/FM, 901-458-2521.

Maintenance engineer for Christian TV station. FCC General license required. Minimum 2 years television experience. Knowledge of Quad, Helical, VTR's, switchers, cameras, etc. UHF transmitter experience helpful. Opportunity to become Ass't. Chief. Reply to Chuck Saffell, C.E. WTBY-TV, 534, Fishkill, NY 12524. EOE.

Maintenance trainee for Christian TV station. Tech school training, hands-on experience helpful. Trouble-shoot. repair audio/video equipment. Learn UHF transmitter operation. Reply to Chuck Saffell, C.E. WTBY-TV, Box 534, Fishkill, NY 12524. EOE.

HELP WANTED NEWS

Reporters, photographers, producers, directors. Rapidly growing ABC affiliate needs your talents. Send resume and salary requirements to J. Allred, KBMT-TV, P.O. Box 1550, Beaumont, TX 77704.

We need a strong, aggressive consumer reporter. Creativity is the key to this high-visibility position. Must be a self-starter. Send resume and a statement telling us why you are the best consumer reporter around. Box D-47.

Midwest net affiliate seeks an aggressive producer for new evening newscast. Must be creative, strong writer with solid journalism background. No beginners. Send resume & letter detailing what you think a TV newscast should accomplish. Box D-46.

Assignment editor: #2 position in Southwest mid-market network affiliate. Looking for someone who can coordinate ENG units and reporters and produce enterprise stories. Strong supervisory skills a plus. Box D-48.

Co-anchor/producer in small western vacation market. Successful VHF net affiliate needs the best to complement male anchor on early & late weekday news. Escape city hassles in beautiful town near mountains. Fun-loving, hard-working department, well-equipped. Pays more than you'd think. Box D-45.

Sports director: We're a 30's market network affiliate that is tired of the same, dull sportscasts. If you can break the mold, and produce and anchor a sportscast that appeals to more than the hard core sports fans, send a resume, references and a "sports philosophy" to Box D-39.

Midwest affiliate seeks an assignment editor. Run assignment desk under direction of assistant news director. Be responsible for making daily reporter assignments. College degree. Send resume by June 1, 1986, to Personnel Director. WHOI-TV, 500 N. Stewart Street, Creve Coeur, IL 61611. EOE.

Malrite Communications Group needs certified meteorologist. Must be an experienced communicator. No beginners. Send tape and resume to: David Malmberg, K102WDGY, P.O. Box 4485, St. Paul, MN 55104.

Associate producer. Major market independent needs strong #2 producer. Must have #1 producer experience. Strong writing and editing skills required. Send tape and resume to: Pat Anson, KCOP-TV, 915 N. La Brea Ave., Los Angeles, CA 90038. No phone calls please. EOE.

Expanding staff. Immediate openings for photographer, producer, reporter/anchor. Minimum one year experience. Mail resume and tape to Neil Bayne, News Director, WSA-TV, P.O. Box 2429, Savannah, GA 31402. Absolutely no phone calls. EOE.

WRTV has an opening for a general assignment reporter. Minimum 3 years prior television news experience and college degree required. Send audition tape, resume and salary requirements in first letter to News Director, 1330 N. Meridian, Indianapolis, IN 46206. No phone calls and no beginners.

Bureau chief/reporter, Fort Walton Beach, Florida. Immediate opening, live bureau experience helpful. No beginners. Resume, salary & tape: News Director, WEAR-TV, Box 12278, Pensacola, FL 32581 (UPS: 4990 Mobile Highway, 32506).

News director/anchor. Small market CBS affiliate seeks news director/anchor. Strong management skills and solid journalism credentials required. Must also have strong air presence, communication skills. Excellent pay and benefits. EOE. Send resume to Box D-74.

Aggressive new company operating a statewide network needs senior newscast producers. Medium market Midwest affiliates need experienced, take-charge evening news producers. Judgement, leadership, writing skills, problem-solving of major importance. Team players, able to view newscast as a whole, not just a story rundown. Competitive salary & benefits. Ground-floor opportunity, letter and resume to Box D-93.

Co-anchor. Still seeking warm, energetic person to join our anchorman at 6 and 10 weekdays. Excellent writing, reporting, live skills essential. Experience required. Tape, resume to: Bob Allen News Director, KCRG-TV, Cedar Rapids, IA. EOE.

Weekend meteorologist: Major market independent needs personable weekend weathercaster. Duties also include radio, weather-related field reporting, vacation relief for chief meteorologist. AMS preferred. Minimum one year on-air experience. Good opportunity for talented small or mid-market person. Resume, references, salary needs (Required) and tapes of on-air and reporting work to Penny Parrish, News Director, KMSP-TV, 6975 York Ave. S., Mpls. MN 55435. No phone calls. EOE.

South Florida affiliate needs creative news photographer/editor. 2 years experience, minimum. Top-notch operation with visual emphasis. Send tape and resume to: WBBH-TV, 3719 Central Ave., Ft. Myers, FL 33901.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion writer/producer. WRAL-TV, Raleigh, NC is looking for a star. If you can light up a TV screen with top quality, creative ad concepts and would like to work for a station that will let your ideas shine, send your resume and reel to: Human Resources Department, WRAL-TV 5, 2619 Western Boulevard, Raleigh, NC 27606. EOE/M/F.

Promotion director. Raycom Sports Network is seeking creative, hard-working individual with experience in writing on-air and print materials, lay-out and design, video production and editing plus experience in coordinating on-air promotion, print, advertising and publicity. Individual must be able to determine areas of needed research and have the ability to gather data, prepare station and client presentations, produce monthly newsletter, and prepare annual report. Send resume and salary requirements to Jim Duncan, Raycom Sports, P.O. Box 33367, Charlotte, NC 28233.

Television news artist. One of America's top news teams seeks creative, versatile artist to create news graphics and enhanced skills. Must be conversant with Cubicomp and other state-of-the-art equipment. The successful candidate will have news judgment as well as artistic abilities and will be a self-starter able to work without minute-by-minute direction. Major East Coast market. Women, Blacks and Hispanics are especially encouraged to apply. Resume and work samples to: Artist Job, P.O. Box 19150, Washington, D.C. 20036.

Television director: WRAL-TV, Raleigh, NC is looking for an experienced director with strong news background. Must have a minimum of (2) years directing experience. If you're creative, aggressive, technically oriented and have strong management skills and want to work at the leading station in an exciting, growth-oriented market, send your resume and reel today to: Human Resources Department, WRAL-TV 5, 2619 Western Boulevard, Raleigh, NC 27605. EOE/M/F.

Television producer-director - WTVR-TV seeks qualified person to direct weekend newscasts, supervise weekend crew members, produce direct community oriented programming. Two years prior experience directing news a must. Minorities and females are encouraged to apply. Send tapes, if available, and resumes and salary history to Program-Operations Manager, 3301 West Broad Street, Richmond, VA 23230. No phone calls please. WTVR-TV is an equal opportunity employer.

Production manager: Top 100 CBS affiliate seeks take charge type to manage a progressive commercial production unit. Organizational skills a top priority. Send resume and salary requirements to Box D-78. EOE/M/F.

Videographer/editor. In addition to shooting and editing, duties will include lighting as well as training production assistants in these areas. Bachelor's Degree; 2-5 years as a videographer/editor; training or industrial background helpful. Salary \$18,000 - \$22,000. Send resume, three letters of recommendation, official transcript(s) and demo-tape by June 6 to: Donald Nickason, Monroe Community College, 1000 East Henrietta Road, Rochester, NY 14623. AAEOE/SUNY

Studio supervisor: Responsible for set up, lighting and strike of studios. Hire, train, schedule and supervise student crew. Construct sets and maintain studios and scene shop. Occasional directing, BA preferred. Must have demonstrable skills in basic carpentry and TV lighting with knowledge of current TV production technology. Minimum of 2 yrs current experience. Send resume by June 9, 1986 to William Lewis, Wright State University, 102 TV Center, Dayton, OH 45435. EOE/AA.

Director: elementary/secondary service. PBS is seeking an experienced professional to head a new elementary/secondary service. Does the prospect of planning and implementing new self-supporting educational services using television and other technologies, good communication skills, a bachelor's degree (graduate study preferred) and a minimum of seven years experience in education telecommunications, publishing and/or marketing? Then we would like to talk with you. We offer a competitive starting salary with a non-contributory benefits package. Deadline for accepting applications is June 9, 1986. If you would like to speak with us, respond with letter of interest, resume, salary history and the names of three professional references to: PBS, Attn: Sheila E. Humphrey, 1320 Braddock Place, Alexandria, VA 22314. EEO/AA.

Program director. Great Lakes area medium-market NBC affiliate seeks imaginative administrator. Good negotiating, research analysis, and people management skills a must. An equal opportunity employer M/F. Please respond to Box D-91.

Senior field producer for aggressive ABC affiliate in highly competitive 57th market. Requires strong creative abilities, excellent writing and production skills. 3 to 5 years commercial production experience, and successful track record with clients. Resume, tape and salary requirements to Hiester Smith, WEAR-TV3, P.O. Box 12278, Pensacola, FL 32581.

Producer/director: Minimum 3-5 years' experience in heavy commercial, industrial and program production. Also must be able to direct and switch fast-paced news programs. Send tape and resume to Lester Keats, Production Manager, WJAR-TV, 111 Dorrance Street, Providence, RI 02903. An equal opportunity employer.

Director, minimum one year news experience. Emphasis on news but commercial, promotion, and EFP experience necessary. Duties include, assistant director and director of nightly news and commercial, public affairs and promotion production. College degree or equivalent experience. Resume with references and salary requirements to: Production Manager, WPTF-TV, P.O. Box 1511, Raleigh, NC 27602. EOE.

Art director: KHOU-TV in Houston is looking for a creative, hands-on, art director to supervise all on-air graphics, print, set design and photographic needs. Individuals must have 3-5 years experience in television art department, knowledge and experience with computer graphics, and be able to supervise people and a budget. Some management experience preferred. Interested? Call Alan Suhonen at 713-526-1111.

Diverse reports, the UK's most controversial public affairs program, is looking for an outstanding person to take over the editorial chair. Write immediately to: David Graham, Executive Producer, Diverse Production Ltd., 4-12 Gorleston St., London, W148XS, UK

TV producer. South Dakota Public Television Network, SD Public Broadcasting seeks applicants for an Instructional Television (ITV) Producer in Vermillion. Duties: Supervise the production of television programs in the area of ITV for SD Public Television Network; plan and supervise program production including scriptwriting, research and development, editing, and grant research functions; develop budgets for each programming area, and compile and distribute information about ITV and other relevant information. Requires: BA/BS in Communications with a broadcast emphasis or related media field and 3 years experience in the television production field or specialty area or an acceptable equivalent combination of education and experience. Minimum salary: \$18,928. Deadline: May 30, 1986. Send resume (including Social Security number) to Bureau of Personnel, 118 W. Capitol, Pierre, SD 57501. Handicapped documentation or DD214 forms required for preference points. An equal opportunity employer.

Creative services. Group-owned network affiliate in midwest needs creative supervisor with leadership ability who can bring fresh ideas and a "Can Do" spirit to the department. Must have strong writing/producing skills along with ability to work effectively with clients, agencies, and station staff. EOE. M/F. Box D-92.

Experienced editor: All formats, great with clients. Lots of creativity, ideas and technical ability. Dave. 518—393-9987.

TV producer/director: minimum 1 year experience directing fast paced newscast and other studio production in commercial broadcast facility. Applicants must be familiar with all phases of television production. Send resume and 3/4" newscast/commercial demo tape to Irv Johnson, Production Manager, KOTV, P.O. Box 6, Tulsa, OK 74101, a Belo Broadcasting Company. M/F, EOE, no phone calls, please.

SITUATIONS WANTED MANAGEMENT

Cable TV GM/regional manager seeking move to MSO where practical experience in franchising, governmental relations, customer service and marketing can be put to use for benefit of all concerned. Call Walt. 213—466-0290.

SITUATIONS WANTED ANNOUNCERS

Are you looking for an attractive woman with personality, glamour and style to host entertaining TV program? Call Debbie now! TV and radio experience. Eager to relocate. 412—378-3520.

SITUATIONS WANTED TECHNICAL

TV broadcast technician and computer expert. Highly trained. Leadership experience. Relocation desired. 717—388-6719.

Experienced all around Ops. Tec. In top 4 market, seeking full time, quality-minded, growth and opportunity-oriented position in below top 4 market production facility. Available with two week notice. 215—464-2947. Scott Reichmeister.

SITUATIONS WANTED NEWS

Talented male WASP: Can write, shoot and edit superlatively. B.A. and three years of solid experience. Will work hard for a growth position in small to medium market. For tape and resume, 301—460-1502.

Television reporter: looking for an entry level reporter position with a news operation. Four years television experience, including on air, editing 1" and 3", directing and a solid Political Science/Journalism background. Robert. Box D-66.

Weathercaster: Currently employed, 7 years experience. AMS Member (seal eligible) NWA Certified. Award winning. Great references. Seeks either number 1 or 2 position, no reporting. Reply in confidence. Box D-94.

News photographer. 3 solid years of European and American experience. Will relocate. Call for resume, tape. John. 201—725-5677.

Meteorologist. AMS seal. Master's degree. 12 years experience including local TV and national cable. Great on weather features. Box D-89.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

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.

Commercial director/producer. Your spots on the air, on time, on budget. Creative with limited budgets and technical resources. Box D-77.

MISCELLANEOUS

National Directory of Television News Directors. Indispensable for job hunting. Send \$19.95 to: JD Associates, Box 3654, Richmond VA, 23235.

Attention station managers and news directors! Media Marketing saves time and money with your personnel needs. Confidential, professional, and easily affordable services with guaranteed results. Television, radio, and production companies. Experienced and entry-level people. Single vacancies, as well as major reorganization. P.O. Box 1476, Palm Harbor, FL 34273-1476. 813—786-3603.

Primo People looking for accurate, personable weathercasters with solid credentials. Send tape and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203—637-3653.

News and program directors! I have featured interviews with everyone from Burt Reynolds to Meryl Streep, 2 to 5 minutes. Great filler for movies, excellent feature for news! All pieces edited and ready for air. Call Earle. 201—368-1770.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Located in the picturesque Monadnock Region of New Hampshire, Franklin Pierce, an independent, four-year undergraduate college, has a full-time faculty opening commencing September 1986. Will teach television direction, production and media writing. Advisor to communications majors in rapidly growing Mass Communications Department which is undergoing extensive expansion program including development of campus wide SMATV system, construction of new, advanced FM on air and production studios and upgrading the television studio. Advanced degree required with combination academic and professional experience preferred. Letter of application and resume to Director of Personnel, Franklin Pierce College, Rindge, New Hampshire 03461. Equal opportunity employer.

The Department of Communication is seeking a full-time person, on a tenure-track, to teach advanced courses in television production. The position includes responsibility for supervising and evaluating students involved in both practicum (with the college's cable television facility) and internship experiences. Other required duties are those normally associated with academic employment (committee work, student advisement, etc.). The ability to teach a media writing course is considered desirable. A Master's degree in mass media with an emphasis in television production is required, as well as a minimum of two (2) years professional production experience (commercial or non-commercial) and demonstrated understanding of current broadcasting technology. College-level experience teaching "hands-on" production courses is preferred. Rank and salary are negotiable and commensurate with training and experience. Appointment date: September 1, 1986. Candidates should submit the following as soon as possible: letter of application indicating satisfaction of basic position requirements, current resume, transcripts of all undergraduate and graduate work, and at least three recent letters of reference. Finalist candidates will be expected to submit: A portfolio of scripts and videotapes for which the candidate was the primary producer-director, and teaching evaluations, syllabi, and other materials documenting depth and quality of the candidate's teaching experience. Application deadline: The final selection of candidates will begin on June 9, 1986; however, applications will be accepted until the position is filled. Applications from members of a protected class are invited and encouraged. Materials to be submitted to: A.R. Montanaro, Jr., Chairman, Department of Communication, c/o Office of Personnel/Affirmative Action, Box 50, State University College, Plattsburgh, NY 12901. An equal opportunity/affirmative action employer.

Tenure track opening in dynamic broadcast program in great location. Looking for ambitious, top quality teaching professional to teach in two of the following areas: broadcast journalism, broadcast production, non-production broadcast courses. Also possibility of some graduate level teaching responsibilities. Ph.D. and some professional experience preferred. Masters and professional experience required. Proven track record in research or potential for research a definite plus. Assistant professor rank. Salary competitive. Send resume and three letters of recommendation to Dr. Dennis O'Neal, Department of Mass Communications, Middle Tennessee State University, Murfreesboro, TN 37132. Application deadline: May 22, or until position is filled. Affirmative action/equal opportunity employer.

Asst. Professor or Instructor to teach TV production and other undergraduate communications courses; coordinate curriculum; and promote enrollment in small but growing program. Master's plus field experience required. Resume and references to: Academic Dean, Caldwell College, Caldwell, NJ 07006.

HELP WANTED SALES

Regional sales manager: Television broadcast products. Growing high-tech broadcast equipment manufacturer with established brand name searches for regional sales manager. We are looking for an experienced professional in high-tech sales. Experience in field sales essential. Contact: Lee O'Keefe, Secretary to President, SHINTRON Co., Inc., 144 Rogers Street, Cambridge, MA 02142. Telephone: 617—491-8700.

HELP WANTED TECHNICAL

Field sound technician: Florida company needs freelance person to live/work Tampa Bay area. Some travel. Experience in field a must. Guaranteed minimum \$25,000/yr. Send resume to Video Techniques, Inc., P.O. Box 14010, Bradenton, FL 34280-4010.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

Installer/trainer for international newsroom computer company. Significant travel involved. News production and technical aptitude required. Salary commensurate with experience. Send resume to Jim Romeo, 900 Stierlin Road, Mt. View, CA 94043.

Top notch independent production facility, in America's #1 city looking for senior editor. Creativity, technical background, and ability to work with clients a must. Sony 5000 and ADO experience necessary. Good benefits and growth potential. Please phone 412—471-3333.

SITUATIONS WANTED INSTRUCTION

Award-winning radio/TV producer/writer news, documentaries, sitcoms seeks teaching position East Coast. Also interested in oral history projects. MA, teaching experience. 818—769-9690.

INSTRUCTIONAL SERVICES

American Sportscasters Association seminar. Featuring: Curt Gowdy, Jack Brickhouse, Don Dunphy, Marty Glickman, Terry O'Neill. Topics: employment opportunities, interviewing, play-by-play, preparation...Thursday, June 26, 1986-New York University (NYC). Information: 150 Nassau Street, New York City 10038 or 212—227-8080.

RADIO AND TV PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303—795-3288.

Attention radio stations: Looking at Satcom 1R live call in program from New York. Free(barter)-Nighttime 8PM-2AM. ET. Available live or tape delay; take all or parts. Featuring two of America's hottest talk show hosts. Consumer and issue oriented. To clear your market exclusively. Call Michael. 212—586-5700.

EMPLOYMENT SERVICES

Entry-level opportunities available. Television and radio. Reporters, writers, announcers, photographers, production specialists. We also invite station inquiries. Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476. 813—786-3603.

MISCELLANEOUS

Additional profits with custom printed cook books form your radio/TV station. Localized recipes form your audience. 904-236-0914. Broadcast Promotion Service, P.O. Box 5519, Ocala, FL 32678.

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.

AM Optimod 9100, mono. Cash or trade. Let's deal. Kidd Communications, 916-961-6411.

Wanted immediately good used 10kw AM transmitter good maintenance record, no junk. Call Vic Rumore, Sudbrink Broadcasting, 615-748-8150.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-884-0888.

Complete FM station, all equipment 1 year old, Harris 2.5K w/MS-15, Optimod, monitors, 3-bay ERI, Cable, 2 studios, EBS, Call M. Cooper/Transcom 215-884-0888.

AM & FM transmitters 5kw FM Bauer 605B (1984), 5kw FM RCA 5E1 (1979), McMartin 3.5k (1981), Sinteronics 1.5 FM (1980), Collins & Gatest 1 kw FMs "AM" Gates SP2 (1966), ITA 5kw (1964), Harris SX1 (1983) Sparta SS1000 (1979), Collins, 820D1 (1972), RCA 1kw AM (1960), Gates & Collins 250W. Call Transcom 215-884-0888.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 404-324-1271.

RCA 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.

Silverline UHF transmitters new, best price, latest technology, totally redundant. Bill Kitchen, Quality Media, 404-324-1271.

New RCA 110kw UHF transmitter. RCA closeout. Fast delivery. Price: \$550,000 - includes tubes. Bill Kitchen, Quality Media, 404-324-1271.

New RCA TTG-30H Hi-band VHF transmitter. RCA closeout. Fast delivery. Price: \$225,000. Bill Kitchen, Quality Media, 404-324-1271.

Quality broadcast equipment. AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTRs, switchers, film chains, audio, etc. Trade with honest, reliable people; Call Ray LaRue, Custom Electronics Corp. 813-685-2938.

118 AM-FM transmitters: AM-50Kw, 10Kw, 5Kw, 2.5Kw, 1Kw, 500 watt. FM-25Kw, 20Kw, 10Kw, 5Kw, 3Kw & 1Kw. All our own inventory. BESCO Internacional 5946, Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

FM transmitters: 25, 20, 15, 10, 5, 1, and .25Kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

TTC 100 watt UHF transmitter. Solid state, high stability channel 17, factory will re-tune. Buy new at a used price! Warranty included. Kidd Communications, 916-961-6411.

Fully equipped ENG truck: RF technology microwave, 30' tower, switching, monitoring, IKE cameras, Lenco DAs and processing, generators or shore power. Don't build it...buy it from Media Concepts, 919-977-3600.

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.

3/4" evaluate 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 are rated, 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. 301-238-4300.

ITC triple deck stereo Delta III cart machines new (3) \$4,195.00 each. Kidd Communications, 916-961-6411.

Technics turntables SP-15, \$549.00. SP-25 \$309.00 SL-1200MKII \$309.00. RS-1500US half-track \$1,399.00. in stock. Kidd Communications, 916-961-6411.

FM Optimod 8000, factory reconditioned \$2,250.00. 8100A, FM's, new \$4,395.00. Kidd Communications, 916-961-6411.

Harris FM 10K transmitter with MS-15 exciter. Excellent condition. \$16,000. Call Mike Topoll, 414-694-7800.

RCATCR-100 completely rebuilt by RCA in late 1985. Many accessories. TR-600s with AE-600 editors, HL-79As, HL-79DA, HL-79DAL. Three TK-27s, all working, lots of spare parts and modules including some new tubes. Must move, make reasonable offer. 1" and 2" VTRs plentiful. American Data 2103 switcher. Call Media Concepts, 919-977-3600.

Bogner 8-Bay UHF antenna. Fast delivery! Any pattern or channel 14 thru 24. Kidd Communications, 916-961-6411.

LA-cart automatic cassette playback system. Like new condition. Less than one year old. 3/4 inch decks with Fortel component processing. \$85,000. John McNally, KWTV, 405-843-6641.

CETEC 7000/GLS with Audiofile, 4 Cartel/Carousels, 3 Otari Playbacks, CRT Logging Package. Live Assist Package. Dale Hendrix - 215-866-2131. Holt Technical Services, a division of The Holt Corporation.

Bosch FDL-60B2 CCD digital film scanner. Like new--850 hours. All options: remote panels, Corporate Communications Consultant System 60C color corrector. Contact Larry Phipps at TelePost Inc., 313-425-9100.

RADIO Help Wanted Sales

REGIONAL AFFILIATE MANAGER

Due to rapid growth and expansion, Satellite Music Network is seeking additional sales personnel to call on America's top station owners and managers. If you have first hand experience at the station level, want to be a part of the exciting future of radio, and are willing to travel--this is an outstanding career opportunity for you. We pay a good draw against commission, giving you unlimited financial opportunities. Call 800-527-4892 for details from Charlie Strickland or Bob Bruton.

Help Wanted Technical

CHIEF ENGINEER

WBCN-FM seeks organized energetic FCC licensed engineer with experience in studio and transmitter facility construction and maintenance. Responsible for budgeting, supervision of technical staff. FCC compliance, equipment acquisition and maintenance. Send resume to: General Manager, 1265 Boylston St., Boston, MA 02215. An equal opportunity employer. M/F.

Help Wanted Management

GENERAL MANAGER

Full charge GM sought for AC formatted California medium market FM. Not a job for first timers. Station is a market leader and requires considerable savvy at the top. Substantial sales leadership a must. Outstanding facilities. Group owned. Deane Johnson, P.O. Box 207, McMinnville, OR 97128, 503-472-2151. EOE.

Situations Wanted Announcers

One of America's most dynamic, controversial talk show hosts seeks new challenge in major market. Proven ratings winner. Top markets and top dollars only. Box D-98.

TELEVISION Help Wanted Management

ACCOUNTING/BUSINESS MANAGER

Independent television broadcaster in top 30 market looking for shirt sleeve manager. Broadcasting experience required. Independent television experience and CPA preferred, not required. Resumes to: Walker, 3531 "J" St., Sacto, CA 95816.

Help Wanted News

NEWS DIRECTOR

Rapidly growing ABC affiliate in Southeast Texas seeks a news director who has the skill and desire to lead a well-balanced and highly motivated staff. Hands-on involvement is a must. We are community oriented and the person we hire will be expected to project this image. If you are a take-charge person with a winning attitude, send a resume with salary requirements to J. Allred, KBMT-TV, P.O. Box 1550, Beaumont, TX 77704 or call 409-833-7512.

Help Wanted Sales

TV SALES MANAGER Boston Market Indie

Great opportunity for right person to grow with new full-power indie in sixth largest market. Must have prior sales management experience. Call at once:

Arnie Ginsburg, General Manager
617-350-6666
WJIV-TV
111 Speen St., Framingham, MA 01701

Help Wanted Sales Continued

LOCAL SALES MANAGER

Southeast Texas ABC affiliate seeks a person who possesses the skills and desire to lead a young, aggressive sales team. Must lead by example. Fun and money are the rewards for the person who is willing to get the job done by producing results, not excuses. If you are bright, creative, sensible, knowledgeable of TV sales, and a real winner, send resume and salary requirements to J. Allerd, KBMT-TV, P.O. Box 1550, Beaumont, TX 77704 or call 409-833-7512 today!

Help Wanted Technical

VIDEO SALES

Representatives to market quality TV equipment including Tektronix, Moseley, Lenco, Videotek, Ikegami, TFT, RTS, Conrac, etc. No relocation. Good opportunity for productive video sales person to increase earnings. Call National Television Systems, Co., US-800-531-5143, TX-800-252-8286.

Help Wanted Programing, Production, Others

TELEVISION HOST WANTED

Top 10 TV market seeks dynamic host for talk show. Wanted: smart, can handle issues, work with audience, bold, sense of humor, willing to take chances. Send resumes. Box D-73.

Help Wanted Programing, Production, Others Continued

RESEARCH DIRECTOR

Philadelphia O&O seeking Research Director to work closely with General Management and Sales, News, and Programing Departments. Must have previous television station research management experience, knowledge of rating services, avail systems, audience flow trends, syndication market.

Resume to: Octavia Williams
WCAU-TV
City Line & Monument Rd.
Philadelphia, PA 19131
An equal opportunity employer, M/F.



Conus Communications, operator of the Newstar satellite network, has opening
**Electronics Maintenance
Technician**

at its Minneapolis/SI Paul master control station

Must meet following qualifications:

- At least two (2) years in broadcast station;
- A solid background and operational experience with digital electronics used for automation, remote control, and machine control functions (Applicants must be prepared to describe digital circuits of their own design, or implementation of digital systems over which they had direct responsibility);
- Experience with the design and construction of high quality custom electronic hardware (Applicants must show examples of workmanship for both circuitry and control panels);
- Hands-on experience with the operation of high power transmitters.
- Experience with FM modulators and VHF circuits;
- Experience with satellite SCPC systems used for broadcast.
- Total competence in audio circuitry and wiring as employed in a broadcast station, and
- Experience with video and microwave equipment is desirable

\$ DOQ&E Resumes and reference materials to:

Ray Conover, Director of Engineering
Conus Communications
3415 University, Minneapolis, MN 55414

REGIONAL SALES MANAGER

Comark Communications, Inc., a leading manufacturer and distributor of television broadcast transmitters and RF systems, is expanding its marketing efforts and now has openings for experienced, professional RF sales managers in several U.S. regions. Sound technical background and proven experience in RF system sales a must. These are fulltime, salary-plus-bonus positions. Resumes only to:

Director of Marketing
Comark Communications, Inc.
P.O. Box 506
Coimar, PA 18915

PROGRAM MANAGER America's Finest City San Diego, California

Experienced programmer with strong sales and promotion background. Thorough movie knowledge required. Ability to supervise the production of live local shows a plus. Send resumes to Personnel Department KUSI-TV, P.O. Box 11985, San Diego, CA 92111.

An equal opportunity employer M/F



Executive Producer



Our PM gets great ratings...
and has since 1978!

So if you're a Producer who likes to try new things... isn't afraid to be daring... can work well with people... and has hands-on experience (preferably 3-5 years on a PM or other Magazine-type show)... send us your resume.

We're a Post-Newsweek station,
#1 in the 24th market.

Jim Lutton
Program Manager
WFSB TV3
3 Constitution Plaza
Hartford, CT 06115

Equal opportunity
employer

VIDEO PROMOTION ASSOCIATE

PBS presently has excellent opportunity in our advertising and video promotion department. B.A. degree in Broadcast Communications, Journalism, Liberal Arts or equivalent. Minimum 3 years work experience in TV production with writing responsibilities in the area of on-air promotion. Must possess ability to write, produce, and direct television and radio promotion productions ranging from :30 seconds to an hour. PBS offers competitive starting salaries with an excellent non-contributory benefits package. We are conveniently located near the yellow line metro station. For consideration please submit demo reel, resume, with letter of interest stating salary history and the names of three professional references to:



ATTN: SHEILA E. HUMPHREY
1320 BRADDOCK PLACE
ALEXANDRIA, VA 22314
EEO/AA

**Help Wanted Programing,
Production, Others Continued**

**MAGAZINE
SHOW STAFF
TOP 15 MARKET**

Now accepting applications for staff members including **field producers, photographers and editor.**

Two-to-five years television experience required. Preference given to those with magazine experience and college degree.

Send resume and tape to:

Personnel
KING-TV
333 Dexter Avenue N.
Seattle, WA 98109

NO PHONE CALLS PLEASE

Equal Opportunity Employer



ALLIED FIELDS

Help Wanted Management

SERVICE MANAGER

Dynamic digital imaging company spanning broadcast, graphic arts, medical, and microscopy is seeking the addition of a Service Manager for our East Coast Operation.

The ideal candidate will possess excellent communication and managerial skills, as well as a knowledge of engineering techniques associated with Broadcast. A BA/BS in Business Management with technical experience is preferred.

The challenges of this position will encompass personnel management, customer service contact and liaison, management of daily workload, as well as many other diverse and unique opportunities. Willingness to travel on a limited basis a must.

If you enjoy a company that can offer growth, stability, and the excitement of products that are unsurpassed in industry, then we encourage you to consider Quantel, the ultimate in Digital Imaging.

For more information contact Kevin Prince at (203) 348-4104

Help Wanted Sales

**Broadcast Equipment
Salesperson**

wanted to cover mid Atlantic area. Must have broadcast sales & engineering experience & be knowledgeable in configuring complete AM & FM systems. Send resume to Northeast Broadcast Lab., Inc., P.O.1176, S. Glens Falls,N.Y. 12801

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

**Help Wanted Programing,
Production, Others**

**EXPERIENCED VIDEO EDITOR
NEEDED**

great opportunity for the right person...progressive Birmingham post-production studio looking for an experienced video editor to work with System 10, E Flex, ACE, 4100L, 1", Betacam and more. Send a tape and resume in confidence to: Video Editor, 1020 South 22nd Street, Birmingham, AL 35205. No phone calls.

**EXPERIENCED AUDIO/VIDEO
PRODUCER**

Also seeking another producer, to work with Creative Director, supervising audio sessions, as well as producing fast paced major market television commercials. Good position with aggressive post-production facility for experienced producer—possible television station background—who's looking for more stimulation, challenge and growth opportunity. Send a tape and resume in confidence to: Producer, 1020 South 22nd Street, Birmingham, AL 35205. No phone calls.

Employment Services



Don't waste your time applying for jobs that opened up 3 weeks ago. Sign up for MediaLine, the broadcast industry's only daily updated job listing service. With MediaLine you get fresh job leads — weeks before your job-hungry competitors. MediaLine — 312-855-6779.

RADIO PERSONNEL NEEDED

NATIONAL, the Nation's oldest exclusive Radio Personnel Placement Service, & acknowledged leader in radio placement is now in its sixth year of successful radio placement. Over 3,000 radio stations have placed job orders with NATIONAL. NATIONAL receives a constant flow of job orders from stations coast to coast, in all size markets, for all on-air positions. If you are seriously seeking a move up, contact NATIONAL now. For complete confidential details including brochure & registration form, enclose \$1.00 P&H to:

**NATIONAL BROADCAST
TALENT COORDINATORS
DEPT. B., PO BOX 20551
BIRMINGHAM, AL 35216
205—822-9144-ACT NOW!**

Wanted to Buy Stations

**SEEK TO PURCHASE LPTV
CP or operating Facility
Cash for Midwestern station
Ohio, Penn., Illin., Ind., Mich.
Brokers or Direct.
Box C-10**

FM CP's WANTED

**CASH OR EQUITY POSITION.
Global Communications Corporation
Mark D. Olson, President
(818) 966-3333**

Principal seeks to purchase a stable operation, small market (pop. 60,000 or under) AM or class A FM in NY, NJ, CT, RI, or Mass. Low down payment and favorable terms. Send full particulars, including complete terms in confidence. Will consider active partnership. Box D-97.

For Sale Equipment

**Bosch FDL-60Bs
CCD Digital Film Scanner**

Like new—850 hours. All options: Remote panels, Corporate Communications Consultant System 60C color corrector. Contact Larry Phipps at TelePost Inc., 313—425-9100.

Miscellaneous

**VENTURE CAPITAL
DEBT FINANCING**

For broadcasters
Sanders & Co.
1900 Emery St., Ste. 206
Atlanta, GA 30318
404—355-6800

Public Corp. seeks to acquire LPTV CP's. Write with full details Box D-18.



NEW YORK STATE

We have a number of attractive and profitable AM, FM and AM/FM combinations available and priced from \$400M to \$1,000,000. Small to metro size markets. Contact us in confidence: Keith Horton or Dick Kozacko.

KOZACKO ● HORTON COMPANY

Brokers & consultants to the communications industry
P.O. Box 948 ● 350 W. Church St. ● Elmira, New York 14902 ● (607) 733-7138

**OKLAHOMA CITY
FULL-POWER
UHF TV**

**LOW PRICE
EXCELLENT TERMS**

**FT. WORTH TEXAS
LPTV
EXCELLENT COVERAGE
GOOD TERMS**

**Bill Kitchen
(404)324-1271**



**Quality Media
Corporation**



R.A. Marshall & Co.

Media Investment Analysts & Brokers
Bob Marshall, President

This owner of this well-established AM/FM combo located in a small single station market is preparing for retirement and is selling this property for a realistic \$375,000.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

Need an Appraisal?

512/327-9570

JAMAR · RICE CO.

Media Brokerage & Appraisals

110 Wild Basin Rd. # 245 • Austin, TX 78746

**75 to 100%
ownership possible**

in up and coming small market, northern Indiana FM. 3kw. Good location. Reasonable. Reply Box D-99.

- FM in north central Ohio. Good multiples. \$950,000. Terms.
- TV CPs in 17 states plus operating TV stations in 9 states
- FM near big college town in Illinois. \$240,000. Terms.

**Business Broker Associates
615-756-7635, 24 hours**

KNOXVILLE, TN

Rated #1 city to live. 2500 watt AM daytimer. State of the art equipment. In top ten with unduplicated format. Excellent coverage. \$295,000.00

615-938-6777 days or
615-523-3641 evenings

CLASS C FM

Attractive midwest market between 50 and 100 in size. Station has Class C facility with excellent ratings and format exclusivity. Only thing lacking is better sales effort. Asking price of \$1,750,000 cash is close to "stick" value for a property of this size. Please include qualifications first letter. Brokers protected. Box D-85.

FOR SALE

500 watt fulltime AM \$425,000—serious buyers only. Reply P.O. Box "A", Bel Air, Maryland 21014.

MIDWEST COMBO

Extremely attractive building and property owned by station included. FM full power. AM 5kw regional. Revenues will be over \$1,500,000 in 1986. Station being liquidated as part of estate sale so it will require a cash buyer. Excellent opportunity to purchase a station whose reconstructed cash flow will be \$400,000 first year of operation. Asking price \$3,500,000. Box D-83.

IDEAL FOR CHRISTIAN STATION

or Mom 'n Pop operation. 1kw AM in northern Alabama. Good real estate included. For details, Box D-84.

CLASS 4 AM; TOP 50 MARKET

Sale by owners. full-time, 1,000 watts. Positive cash flow. strong sales. Valuable real estate included. Network affiliation and Cincinnati Reds. Priced for immediate sale. Principals only. A unique broadcast opportunity. Write Box D-72.

NORTHWEST AM/FM COMBO

Top station in market. Class C FM. Great AM. 12% increase in gross-prior year. Good ratings and an excellent staff. \$1.5 million. Reply Box D-36.

FOR SALE

AM-CP
720 KHZ 5KW DAYTIME
HARRISBURG, PA. METRO MARKET
FINANCING AVAILABLE
FOR QUALIFIED BUYER
BOX D-96

For Sale Stations Continued

Location	Size	Type	Price	Terms	Contact	Phone
SE	Met	FM	\$3000K	Terms	Mitt Younts	(202) 822-8913
Hky Mtn.	Med	AM/FM	\$2300K	\$500K	David LaFrance	(303) 234-0405
Plains	Met	AM/FM	\$2000K	Terms	Peter Stromquist	(818) 366-2554
West	Met	FM	\$1250K	\$400K	Jim Mergen	(818) 366-2554
NY	Sm	FM	\$750K	Terms	Ron Hickman	(401) 423-1271
AZ	Sm	AM/FM	\$700K	Terms	Peter Stromquist	(818) 366-2554
CO	Sm	AM/FM	\$600K	\$100K	David LaFrance	(303) 234-0405
ID	Sm	AM/FM	\$595K	\$119K	Greg Merrill	(801) 753-8090
ID	Sm	AM/FM	\$480K	\$130K	Greg Merrill	(801) 753-8090
PA	Sm	AM/FM	\$425K	\$125K	Warren Gregory	(203) 364-5659
IA	Sm	AM	\$350K	\$75K	Bill Lochman	(816) 941-3733
NC	Sm	AM	\$300K	\$30K	Mitt Younts	(202) 822-8913

For information on these properties, please contact the Associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 8425 Dunwoody Place, Atlanta, GA 30338. 404—998-1100.



EARLY DEADLINE NOTICE

Due to holiday, Monday, May 26, 1986, the deadline for classified advertising for the June 2 issue will be noon, EDT, **FRIDAY, MAY 23, 1986.**

The Holt Corporation

AWRT

The Holt Corporation is proud to support American Women in Radio and Television. Two delegates, Leigh Moylan and Mary Radakovits, will be attending the upcoming convention in Dallas. For Fair Market Value or Asset Value appraisals, or for any questions concerning broadcast brokerage, consult us at the AWRT Convention.

The Holt Corporation: a diversified broadcasting group.

Suite 205
The Westgate Mall
Bethlehem, PA 18017

Suite 800
2033 M Street, N.W.
Washington, DC 20036

Box 2869
One Tower Park
Winchester, VA 22601

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing in Sunbelt Broadcast Properties"
5050 Poplar • Suite 1135 • Memphis, TN 38117

ROCKY MOUNTAIN

Resort paradise AM/FM serves a number of communities. Motivated seller asking \$365,000 with \$150,000 down. Contact David LaFrance (303) 234-0405



FULL POWER VHF—TV CP

In great Rocky Mountain city. Super coverage! Ideal for aggressive independent. Turn-key transmitter/antenna package included in moderate price of 1.5 million. Box 1528 Fair Oaks, CA 95628.

NO CASH? TRADE POSSIBLE 24-HR AM, FINE CALIF. CITY

1000w days. 250 nights. now Spanish, any format OK. Earning a little now, needs steady owner push. Can consider solid real estate, stocks, or ? for part or all of \$550,000 price. Box D-95.

UPPER MIDWEST

Resort area Class C FM with 5kw-U AM. Asking \$900,000 Contact Bill Lochman (816) 941-3733



BRING YOUR BARTER PROJECTS TO THE PROS

BUCHANAN & ASSOCIATES
(714) 641-8100

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

Louis Buron, regional VP, Doubleday Broadcasting, Minneapolis, joins Parker Communications, Minneapolis, as president. Parker comprises KTCJ(AM)-KTCZ-FM Minneapolis; KXTZ(FM) Henderson, Nev.; KIKI(AM)-KMAI(FM) Honolulu, and, pending FCC approval, KLZE(FM) Los Altos, Calif.

Duane Harm, president, Griffin Television Inc. (KWTW-TV Oklahoma City), named president and chief executive officer of all Griffin companies, including broadcast properties KWTW-TV, and KPOM-TV Fort Smith and KFAA-TV Fayetteville, both Arkansas.

Steven Engles, general sales manager, WRLH-TV Richmond, Va., named president and general manager, succeeding **Ronald Philips**, who leaves to become part owner and general manager, WSTM-TV Syracuse, N.Y.

Ron Cooke, from Malrite Communications, West Palm Beach, Fla., joins KLMG-TV Longview, Tex., as VP and general manager.

Thomas Kennedy III, general sales manager, KXXY-AM-FM Oklahoma City, named general manager.

Robert Klopfenstein, program director, WCAU(AM) Philadelphia, joins KING(AM) Seattle as general manager.

Millard James Watkins III, acting general manager, WHUR-FM Washington, named general manager.

John Liskey, executive director and general counsel, Michigan Cable Television Association, joins United Cable Television of Mid-Michigan, East Lansing, Mich., as general manager.

Ray Siri, from Balon & Associates, Austin, Tex.-based research firm, joins United Broadcasting, Bethesda, Md.-based group owner of five AM's, four FM's and cable system, as director of research.

Ron Rivlin, from ABC-TV, New York, joins ABC Entertainment Network there as manager, affiliate relations.

Mark Biviano, general sales manager, WQAL(FM) Cleveland, named station manager.

Bob Christy, part owner, VP and general manager, KBND(AM) Bend, Ore.-KLRR(FM) Redmond, Ore., joins WLTE-FM Minneapolis as operations manager.

Ted Griffin, program director, KELT(FM) Harlingen, Tex., named operations manager.

Elizabeth Hayter, director, administration, and assistant to president, CBS Radio division, New York, named VP, media practices, and assistant to president. **Dorothy Scatone**, executive secretary, affiliate relations department, CBS Radio, named manager, affiliate administration.

Appointments, Cablevision Systems Corp.,

Woodbury, N.Y.: **Robert Lemle**, VP and general counsel, to senior VP; **Barry O'Leary**, VP, finance, to senior VP, and **Jerry Shaw**, controller, to VP.

Thomas McSorley, development manager, noncommercial WPBT(TV) Miami, joins Public Broadcasting Service, Washington, as associate director, station independence program-development department.

John Ulman, assistant controller, Fisher Broadcasting, Seattle, named controller.

Marketing

Named VP's, BBDO, New York: **Bruce Dundore**, executive art director; **John Lucci**, associate group head; **Lance Mald**, creative supervisor; **Kathi Mendel** and **Martha Pease**, account supervisors; **Richard Sabean**, executive art director, and **Barry Udoff**, creative supervisor.

Robert Rosiek, VP, international finance director, Marschalk Campbell-Ewald Worldwide, New York, named senior VP, finance division.

Account supervisors elected VP's, Doyle, Dane Bernbach, New York: **James Cole**, **Rick DeNatale**, **Ardean Fishman**, **Susan Hershey** and **Adrian Merryman**.



Russell

joins IGC/Direct Response as director of media operations.

Karen Spector, executive producer, D'Arcy Masius Benton & Bowles, New York, named VP.

Bob Horne, VP, management supervisor, J. Walter Thompson, New York, joins Griffin Bacal there as VP, management supervisor.

Mary Hutchinson, VP, senior producer, Warwick Advertising, New York, named head of agency's broadcast production department.

Bob Janssen, account supervisor, Tatham, Laird & Kudner, Chicago, named partner.

Robert S. Wallen, VP, prime time sales proposals, ABC-TV Network Sales, New York, named VP, revenue planning and sales administration.

William Rosolie, director of sales systems and planning, ABC Radio Networks, New York, named director of sales planning, administrative services.

Marcia Rozen Thomas, account supervisor, D'Arcy Masius Benton & Bowles, named VP.

Dolores Kinder, from Burson-Marsteller, Washington, joins Siddall, Matus & Coughter, McLean, Va., as account supervisor.

David Franklin Smith, production director, Richardson, Myers & Donofrio, Philadelphia, joins Gillespie Advertising, Princeton, N.J., as director of production services.

James Weitzel, VP, marketing services, Keller-Crescent, Evansville, Ind., named VP, marketing communications and services.

Daren McGavren, founder and former president, McGavren-Guild, in 1952-72, and owner and president, Gilmar Sports Marketing, has become associated with Weiss & Powell, New York, as marketing consultant.

Davey Levin Rosenbaum, independent consultant, joins Cowles Media Co., Minneapolis, as manager of strategic planning.

David Bandler, from Ketchum Advertising, Pittsburgh, joins Mangus Catanzano & Skaare there as director of advertising.

John Holmes, VP, management supervisor, William A. Robinson Inc., New York, joins

"IF YOU MAKE YOUR LIVING REPORTING THE NEWS, YOU NEED THIS BOOK TO BE LEGAL."

No newsroom should be without it. The Reporter's Handbook isn't "puff." It contains factual information on every aspect of the state's legal system of interest to the news media.

Published by The Florida Bar, The Reporter's Handbook comes to you in a sturdy three ring binder. Price: \$15.00 plus 5% tax

Here's what you'll find in The Reporter's Handbook:

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Flair Communications Agency, New York, as senior account manager.

Scott Seltzer, producer, Needham Harper Worldwide, Chicago, named executive producer.

Mary Jo Takach, freelance consultant to Fitzgerald & Co., Cranston, R.I., advertising and public relations firm, named account executive.

Gary Steel, general sales manager, WKAZ (AM)-WKLC-FM St. Albans, W. Va., joins Republic Radio, New York, as account executive. **Maureen Toomey**, account executive, McGavren Guild, Detroit, joins Republic Radio there as account executive.

Juanita Hamilton, account executive, Petry Television, and **Lisa Kruglov**, national sales coordinator, TeleRep, Los Angeles, join Seltel, New York, as account executives. **Daniel Corken**, from WDSU(TV) New Orleans, joins Seltel, Dallas, as account executive.

John Fignar, general sales manager, WTEN(TV) Albany, N.Y., joins Viacom's WNYT(TV) there as director of sales, succeeding **Randy Oswald**, who will become general sales manager of KMOX-TV St. Louis when sale of that station to Viacom is final.

Kirk Bogos, local sales manager, WQAL(FM) Cleveland, named general sales manager, succeeding Mark Biviano, named station manager, see "Media," above.

Rex MacArthur, general sales manager, KIVI(TV) Nampa, Idaho, joins KTRV(TV) there as director of sales.

William McGowan, national sales manager, KRON-TV San Francisco, joins KTVU(TV) there as general sales manager.

Appointments, WIXT(TV) Syracuse, N.Y.: **David Krause**, national sales manager, to general sales manager; **Ed McKee**, account executive, WHEN(AM), to same capacity; **Dick Bennett**, traffic manager, to commercial operations director, and **Gloria Trode**, sales supervisor, to traffic manager.

Rob David, senior account executive, WXYT (AM) Detroit, named sales manager for WXYT (AM)-WNTM(FM).

Barbara Ravinett, account executive, WALK-AM-FM Patchogue, N.Y., named sales manager.

Lucy Smith, account executive, WSPR(AM) Springfield, Mass., named sales manager.

Cathy Snyder, account executive, WTAF-TV Philadelphia, joins WDAF-TV Kansas City, Mo., as national sales manager.

Mike Floodman, account executive, KAKE-TV Wichita, Kan., named local sales manager.

Bruce Kirkpatrick, sales manager, KZOK(FM) Seattle, joins Northwest Cable Interconnect, Bellevue, Wash., as local sales manager.

Cary Minor, from KLEF(TV) Houston, joins KRBE-AM-FM there as account executive.

Lynn Alexander, account executive, WAJI(FM) Fort Wayne, Ind., joins WANE-TV there as sales and marketing associate.

D. Kristen King, account executive, Avery-Knodel Television, Chicago, joins WPWR-TV there as account executive.



Fond farewell. Wallace B. Dunlap, senior VP, Westinghouse Broadcasting & Cable, was saluted at a retirement party May 9 at the Phillips Collection, a private Washington art museum. Dunlap has been with Group W for 24 years, the last 16 as head of its Washington office. Shown above (l-r): Dunlap; his wife, Maggie, and Daniel Ritchie, Group W chairman and chief executive officer.

Programing

Ronda Paschal, area marketing representative, Disney Channel, Dallas, named area marketing manager. **Katherine Ledwith**, affiliate marketing representative, Disney Channel, New York, named area marketing manager, Eastern region. **George Leitner**, from HBO, Denver, joins Disney Channel, New York, as national accounts director, Eastern division.

Donna Dubrow, from HBO/Silverscreen, Los Angeles, joins Pierre Cossette Productions there as executive VP.

Lucinda Scott, attorney, Columbia Pictures Industries, New York, named senior counsel.

John Humphrey, director of media and promotions, Lorimar Sports Network, joins Pro-Serv Television as syndication and special projects director, relocating from Los Angeles to Garland, Tex.

Arthur Thompson, VP, Regan Communications, Boston public relations firm, joins Showtime/The Movie Channel, Garden City, N.Y., as Northeast regional director.

Donna Barrie, VP, Northeast sales, Colex Enterprises, New York, joint venture of Columbia Pictures Television and LBS Communications, named VP, marketing.

Susan Bender, director of international sales, Metromedia Producers Corp., Hollywood, joins Paramount Pictures Corp. there as director, Latin American sales and administration, international distribution division, television group.

Larry Aidem, director, area marketing, Home Box Office, New York, named VP, area marketing.

Ralph Marquez, production assistant, Dynamic Cablevision of Florida, Coral Gables, Fla., named program production supervisor.

Katherine Hogan, counsel, entertainment, law department, Viacom International, New

York, named VP, counsel, entertainment.

Mary O'Hare, senior counsel, MGM, Los Angeles, named VP, legal affairs, television production. **Mary Hornickel**, manager of program operations, MGM Pay Television, New York, named director, program operations.

David McKie, from KZZU(AM) Spokane, Wash., joins Century 21 Programing, Dallas, as director of production services.

Lauren Karasyk, producer, *King Biscuit Flower Hour* and *American Eagle*, DIR Broadcasting, New York, assumes additional duties as director of talent acquisition.

Jim Del Balzo, local promotion manager, Columbia Records, New York, joins MTV: Music Television there as director, talent relations.

Judith Umlas, director of leased time programing, WNYC-TV New York, joins Tempo Television there as manager, European region.

Appointments, *PM Magazine*, Group W Productions, San Francisco: **Abigail Melamed**, national features producer, to national producer; **John Norton**, producer, to director of production; **Nancy Lavin**, consulting producer, to senior consulting producer, and **Edward Asiano**, from KGO-TV San Francisco, to producer.



West

Robert West, assistant program director, KPLR-TV St. Louis, joins KDNL-TV there as program director.

Katy Daley, air personality, WMZQ(AM) Washington, named program director, WMZQ-AM-FM.

Digby Diehl, book editor, *Los Angeles Herald Examiner*, joins

KCBS(TV) Los Angeles as film critic.

Steve McKean, producer and director of special events, KIMO-TV Anchorage, joins KTXA(TV) Fort Worth as producer-director.

Jack Scott, from KZBS(FM) Oklahoma City, joins KLSI(FM) Kansas City, Mo., as afternoon drive personality.

Bob Savage, air personality, WBBF(AM) Rochester, N.Y., joins WWKB(AM) Buffalo, N.Y., as afternoon air personality.

Kim Scott, afternoon drive air personality, WJJI(FM) Cleveland, joins WKYC-TV there as announcer.

News and Public Affairs

Appointments, 1986, NBC's news almanac series: **Neil Cunningham**, from NBC-owned WNBC-TV New York, and **Christine Huneke**, producer, PBS's *MacNeil-Lehrer NewsHour*, to field producers.

Appointments, WPRI-TV Providence, R.I.: **David Gwizdowski**, assistant news director, to news manager; **David Graves**, assignment editor, to assistant news manager; **Bob Clark**, producer-writer, WCVB-TV Boston, to executive producer, and **Greta Kreuz**, from WBRE-TV Wilkes-Barre, Pa., to anchor-reporter.

Lucy Ann Lance, afternoon news anchor, WAAM(AM) Ann Arbor, Mich., named assistant news director.

Edward Schimmel, executive producer, WPVI-TV Philadelphia, named assistant news director.

Candy Crowley, White House correspondent, Associated Press Radio Network, Washington, joins NBC News there as correspondent.

Sandra Heberer, associate director of news and public affairs programing, Public Broadcasting Service, Washington, named director of public affairs and science programing.

Roberta Baskin, with WJLA-TV Washington, will add duties as contributing reporter to Lorimar-Telepictures N.I.W.S. (News and Information Weekly Service), Washington.

Lisa Napoli, writer-producer, CNN Headline News, Atlanta, joins WGHP-TV High Point, N.C., as 11 p.m. and 6 p.m. news producer.

Rick Erbach, from KTHV-TV Little Rock, Ark., joins KMOX-TV St. Louis as weekend news producer.

Mike Defries, from WFRV-TV Green Bay, Wis., joins WLUK-TV there as weekend news producer. **Tom Joles**, reporter-producer and anchor, WFRV-TV, joins WLUK-TV as reporter.

Priscilla Lee, from WILD(AM) Boston, joins WALK-AM-FM Patchogue, N.Y., as public affairs director.

Uma Pemmaraju, reporter, WLVI-TV Boston, named co-anchor, 10 p.m. news.

Carl Rochelle, general assignment reporter, CNN, Washington, named military affairs correspondent.

Bill O'Neill, reporter, Washington bureau, Group W, joins WFMV-TV Greensboro, N.C., as weekend anchor and reporter.

David Alan, anchor, KFDA-TV Amarillo, Tex., joins WJBF-TV Augusta, Ga., as anchor-reporter.

Denise Doring O'Brien, reporter, *Local Cable News*, U.S. Cablevision Corp., Beacon, N.Y., named co-anchor.

Technology

Henry Kanesberg, division VP, finance and administration, operations and technical services, NBC, New York, named VP, facilities and operations planning.



Schaeffer

Jack Schaeffer, general manager, Varitel Video's Hollywood post-production facility, named VP and chief operating officer, responsible for Varitel's San Francisco and Los Angeles facilities.

Graham Mobley, technical director, Scientific-Atlanta, Atlanta, named staff VP. **William Wall Jr.** and **Jack Watson**, engineers, Scientific-Atlanta, Atlanta, named principal engineers, highest technical position in company.

Janis Kaiser, assistant manager, technical services, Viacom Enterprises, New York, named manager, technical services.

Ron Olexa, chief engineer, LIN Broadcasting Co., joins Vanguard Cellular Systems, Alexandria, Va., as director of engineering.

Marilyn Rosenblum, from Trintex, videotex

Broadcast Niemanns. Two broadcasters were among 12 American journalists chosen as recipients of this year's Nieman Fellowships at Harvard University. Valerie Hyman, senior news reporter with WSMV(TV) Nashville, and Ira Rosen, producer with CBS News's *60 Minutes*, will study courses of their choice during the 1986-87 academic year.

The fellowships were established in 1938 by Agnes Wahl Nieman, wife of *Milwaukee Journal* founder Lucias Nieman. They are designed "to promote and elevate the standards of journalism in the United States and educate persons deemed specially qualified for journalism," and are awarded to mid-career journalists.

partnership of CBS, IBM and Sears, joins CBS Interactive Learning, Greenwich, Conn., as director, marketing and sales.

Stephen Leader, from noncommercial WNET(TV) New York, joins Agfa-Gevaert, Teeterboro, N.J., as technical video specialist, technical laboratory, magnetic tape division.

Walter Reschka, chief engineer, WKSG(FM) Mount Clemens, Mich., joins WNIC-AM-FM Detroit as chief engineer.

Joe Maggio, assistant chief engineer, KDAF-TV Dallas, named chief engineer, succeeding **Charlie Smith**, retired.

Nic Kuvshinoff, assistant chief engineer,

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United Broadcasting's WYST-AM-FM Baltimore, joins co-owned WDJY(FM) Washington as chief engineer.

Promotion and PR

Robert McDermott, VP, public affairs, ABC, New York, and **Nicholas Kilsby**, VP, group manager, Burson-Marsteller, New York, have formed own New York public relations firm, McDermott Kilsby & Co.



Lewis

Lindy Lewis, account executive, television division, Rogers & Cowan, Los Angeles, joins Embassy Television there as manager, publicity.

Merrill Rose, VP, account group manager, Needham, Porter, Novelli, Washington, named senior VP and member of board of

managers.

Andrea Baynes, from Columbia Pictures Television, joins United Artists Television as senior VP, creative affairs.

Mark Pinsker, independent promotional production consultant, joins King World Productions, Los Angeles, as producer-writer, on-air promotion. **Brenda Schuett**, production specialist, WTMJ-TV Milwaukee, joins King World as on-air promotion and video services coordinator.

Frank Carroll, senior portrait photographer, NBC, Los Angeles, named chief photographer, NBC press department, West Coast.

Sheila Morris, from Bender Communications, Los Angeles, joins Harmony Gold there as director of publicity.

Lisa Thaler, assistant director of advertising and promotion, Post-Newsweek's WPLG(TV) Miami, joins co-owned WFSB-TV Hartford, Conn., as promotion manager.

Robert O'Boyle, from WLS-TV Chicago, joins WDIV(TV) Detroit as promotion manager.

Andy Crittenden, promotion director, KHSI-TV Chico, Calif., joins KXLY-AM-FM-TV Spokane, Wash., in same capacity.

Allied Fields

Tom Brokaw, news anchor and managing editor, *NBC Nightly News*, named 1986 recipient of Lowell Thomas Award from International Platform Association, professional organization of lecture circuit. Award was established by late broadcaster, Lowell Thomas, to honor "achievement in electronic journalism."

Laura Solomon, television station client service representative, Arbitron, New York, named account executive, television station sales, Arbitron Ratings.

Mary Ann Oklleson, retail sales manager, KFTY(TV) Santa Rosa, Calif., joins Television Bureau of Advertising, Detroit, as marketing sales executive.

John F. Kennedy School of Government,

Harvard University, Cambridge, Mass., has established Thornton Bradshaw Professorship of Public Management, funded by Atlantic Richfield Foundation. **Thornton Bradshaw**, chairman of RCA, was president of Atlantic Richfield Co. from 1964 until 1981.

Richard Candilora, manager of international financial division, SESAC, Nashville, named VP and assistant treasurer.

Deaths

Sam Weisbord, 74, chairman emeritus, William Morris Agency, Los Angeles, died of cancer May 7 at Cedars-Sinai Medical Center, Los Angeles. Weisbord had been with agency 57 years, joining in New York as trainee in 1929. He was transferred to Los Angeles in 1945 and became senior agent, member of board of directors, vice president, worldwide, executive vice president, president and chief executive officer and co-chairman. His clients included Al Jolson, Eddie Cantor, Frank Sinatra, Elvis Presley, Marilyn Monroe, Abbott & Costello and Donna Summer. He is survived by his sister, Mildred Granoff.

Herschel Bernardi, 62, television, motion picture and stage actor, died May 9 of heart attack at his West Los Angeles home. After performing from early age in Yiddish theater, he moved from New York to Hollywood in 1942 to become film actor. In 1950's he added television credits, including regular role as Lieutenant Jacoby in *Peter Gunn* detective series (NBC and ABC, 1958-61). Best known for his Broadway roles in "Fiddler on the Roof" and "Zorba," he also appeared in his own series, *Arnie* (1970-72), and numerous made-for-television movies and continuing series such as *Bonanza* and *Matinee Theatre*. Among his numerous voice-over credits were voice of Charlie the Tuna for Starkist and Jolly Green Giant for Green Giant Frozen Foods. At his death, Bernardi had two new series pilots pending. Survivors include his wife, Teri, two sons and two daughters. One of two surviving brothers is actor Jack Bernardi.

Ann Golenpaul, 79, former co-producer of long-running NBC radio quiz program, *Information Please*, with her late husband, Dan, and partner with him in radio production company, Golenpaul Associates, died of complications from pneumonia Friday May 9 at St. Luke's Hospital, New York. *Information Please* started May 17, 1938, and ran on network until 1946, when it switched to CBS for year, and then to Mutual until 1948. Show reappeared as local television program for one season on WCBS-TV New York in 1952. is survived by two brothers.

David Whitmire Hearst, 70, former newspaper publisher and editor and executive of Hearst Corp., died of cancer May 12 at his home near San Francisco. Son of media entrepreneur William Randolph Hearst, he worked for series of Hearst-owned newspapers, beginning as reporter for *New York Journal-American* in 1930. Hearst became publisher of *Los Angeles Herald-Express* in 1950, later becoming vice president of Hearst Corp. and president of William Randolph Hearst Foundation. He is survived by his wife,

Hope, son and daughter.

Michael Hodel, 46, radio journalist, actor and author, died May 6 of brain tumor at Cedars Sinai Medical Center, Los Angeles. He began radio career as newscaster on noncommercial KPFK(FM) Los Angeles in 1961 and became news director at co-owned WBAI(FM) New York in 1966. Returning to KPFK as public affairs director in early 1970's, he later hosted various news, drama and science fiction programs for Pacifica outlet. Survivors include his wife, Nancy, brother and sister.

Cleve J. Brien, 62, president and principal owner, WLSQ(AM)-WREZ(FM) Montgomery, Ala., died of cerebral hemorrhage April 15 at Baptist hospital, Montgomery. He began his broadcast career in 1955 as salesman for WNOE(AM) New Orleans, eventually becoming assistant manager. He was also former owner of KOKY(AM) (now KITA) Little Rock, Ark., and WNVY(AM) (now WBOP) Pensacola, Fla. He is survived by his wife, Maggie, and two daughters.

Charles E. Cord, 70, president and general manager, KCRO-TV Reno since station went on air in September 1962, died April 29 at Washoe Medical Center, Reno, of complications from diabetes. Cord had 10% ownership interest in station, rest of which was owned by estate of his father, E.L. Cord, creator of Cord automobile. Charles Cord is survived by his wife, Mary Alice, son and daughter.

Buster McGregor, 56, operations manager for KDFW-TV Dallas, died in crash of helicopter May 12 at Guadalupe Mountains National Park. Crash occurred at 6:45 p.m., 45 minutes after station had anchored local news program from park, first in series of remote news broadcasts from various venues around state. McGregor was on his way back from Van Horn, where he had gotten food for crew. Also killed in crash was pilot Irvin Patrick, 54, employe of Lone Star Helicopters, which had leased aircraft to station. No official cause of crash had been determined, but eyewitness said gusting winds in mountainous area may have been contributing factor. McGregor had been with station since 1965, when he joined as member of news department. He is survived by his wife, Yvonne, three daughters and son.

Donald M. Gardner, 80, retired sports director, WKBN-AM-FM Youngstown, Ohio, died of heart ailment April 27 at St. Elizabeth's hospital, Youngstown. He retired from stations in 1976 after 45 years as sports director there.

Big John Riley, 59, program host and weather anchor, WTAJ-TV Altoona, Pa., died April 13 at Garvey Manor Nursing Home, Hollidaysburg, Pa. He had been in coma for more than three years after suffering stroke in December 1982. Riley is survived by his wife Delores, two sons and daughter.

Ronald Lee Alexander, (Rockin' Ron), 29, part-time announcer for WJIS(AM) Lynchburg, Va., who had also served station in news capacity in 10-year career there, died May 14 from injuries suffered in fall down elevator shaft. Alexander had just left station meeting and was among group of people stuck in elevator between fifth and sixth floors. Others exited safely to floor below, but Alexander lost his balance and fell into shaft. He is survived by his mother, Barbara, and sister.

Daniels's Marinkovich: In tune with both subscriber and employe

When an accountant spends 18 years with the same big-eight firm, becoming a full-fledged partner by year 12, his roots would appear to have been planted deeply. But when Thomas Marinkovich added up the combination of a medium that seemed poised to become a major force in U.S. entertainment and the chance to work for one of its pillars, the bottom line proved too tempting.

Marinkovich left Price Waterhouse & Co. in 1980 to join Daniels & Associates as executive vice president and chief financial officer. Now president and chief operating officer, he is responsible for the day-to-day performance of the 27th-largest cable MSO and one of the industry's leading system brokers.

Marinkovich's career change might never have taken place but for a chance meeting between his wife and another Denver resident. The Marinkoviches were new in town, Price Waterhouse having transferred him from Portland, Ore. When Terry Marinkovich enrolled their two sons in a Catholic parochial school, the priest introduced her to Carol Saeman, wife of John Saeman, vice chairman and chief executive officer of Daniels, who also had children enrolled there. The two families struck up a friendship and, as Marinkovich says, one thing led to another. "By the end of 1979 we started talking about my joining Daniels."

Since Marinkovich has gone on board, Daniels has almost doubled its subscribers, from 155,000 in 1981 to 304,000 in 1985. Cable deals totaled \$594 million in 1981. In 1984 the company reached \$770 million in brokered sales. And in addition to cable, the company has expanded its investment banking services for its clients and moved into cellular radio.

Statistics aside, Marinkovich has left his mark on the company in other ways. Among his chief strengths, says Saeman, is that "he's smart and he cares about people." He won't ask people to do something he wouldn't do himself, says Saeman.

Marinkovich was born in Seattle and graduated from Seattle University with a bachelor's degree in accounting in 1962. He joined the audit staff of Price Waterhouse in Seattle and in 1963 moved to the tax department, where he would spend his next 17 years, becoming an expert on federal tax laws, corporate tax structuring and tax planning for mergers and acquisitions. Marinkovich was named partner in 1974 and transferred to Denver four years later to head the tax office there. Says Marinkovich of his talks with Saeman about joining Daniels: "My initial reaction after 18 years at Price Waterhouse was negative, from a security



THOMAS ANTHONY MARINKOVICH—President and chief operating officer, Daniels & Associates Inc., Denver; b. July, 2, 1940, Tacoma, Wash.; BA, accounting, Seattle University, 1962; member of audit staff, Price Waterhouse & Co., Seattle, 1962; senior accountant, 1965; manager 1967; manager, Portland tax department, 1970-78; partner, 1974; manager Denver tax department, 1978-80; chief financial officer and executive vice president, Daniels & Associates, 1980; present position since March 1981; m. Terry Kunz, Sept. 27, 1963; children—Mark 21, Jim 18.

standpoint." But the offer came "when cable had very prime visibility. I knew very little about cable," he says, but he saw that the medium was "very exciting." He found Daniels a "very people-oriented" company and one that he felt he could work for. So he left the security of the firm where he had thought to spend the rest of his working life and joined Daniels, which was staffing for cable's expected growth in the early 1980's.

"Once I got here we sparred a little to find out what each other was like," Marinkovich says of his first few weeks working under John Saeman. But "we hit it off well" and found "we worked well together." His apparent lack of experience in cable programming, operations and marketing was no cause for alarm. "I am fortunate in that we've hired people that are experts in those areas." He hired Jerry Maglio, marketing; Bill Kingery, operations, and Buzz Mitchell, chief financial officer, all holding executive vice president titles. "I don't have to be an expert in all those areas," he says. "My job is to get people to blend, to get the most out of everybody."

Saeman says one of Marinkovich's strongest characteristics is his "organizational capability." Working with many different clients in the accounting world gave Marinkovich the experience of "serving the needs of a lot of different masters." Saeman says, and cable is no different, with its converging disciplines of programming, marketing, finance and technology.


Marinkovich was the point man for Daniels in the five-MSO purchase of Group W's

cable systems. "It was fun to be involved in a transaction of that size," Marinkovich says of the "very complicated deal." The parties put aside individual needs for the benefit of the whole, he says, and the people were "amazingly simple to work with." It is that kind of cooperation he would like to see among local interconnects. Marinkovich feels that local advertising is one of the "bright things in cable's future." "What's going to have to happen," to get local advertising going, "is the development of hard interconnects." The biggest practical obstacle becomes achieving agreement among different cable operators. But to Marinkovich, the Group W experience showed that cable operators could work together and make local advertising a productive revenue stream.

Daniels is expanding its financial business by affiliating with Wall Street's Salomon Brothers. It gives Daniels retail capacity it did not have before, Marinkovich says: "We can place debt and find partners." It also gives Salomon Brothers "a specialized expertise that's very hard to accumulate."

If that signaled an expansion for one area of the company, so did the decision to enter the broadcast brokerage field after making a name for itself in cable brokerage. Marinkovich called the broadcast market "a tough introduction"—no sales to date to report—and speaks of "earning our way in that area." Competition is also strong on the cable side, as Communications Equity Associates reported more total cable sales in 1985 than Daniels. "Competition makes everybody better by working harder," Marinkovich says.

"There's enough room for a lot of people. The cable business climate is excellent," Marinkovich says. "The outlook is very strong, and that is reflected in the cable stocks and system prices." And although many people are getting out of the business—Group W and Tribune, for example—plenty of entrepreneurs are waiting to get in. "The saturation point" for cable sales, he says, "is a long way off."

Daniels has not been bashful in its service pricing, already raising basic service rates in situations where the company believes it is undervalued. "All the studies and surveys we've done conclude that customers feel [basic cable] is a real bargain and a real value." At the same time, Marinkovich indicates that pay rates may be coming down: "We try to present a value on the pay side that's more in line with what people perceive the value to be." The bottom line on rates, Marinkovich says, "is trying to get the mix right." How much will be too much for programming services will be the fine line cable companies must walk in the new deregulated world. It is something, in the end, that the subscriber will decide. "Cable has got to continue to be responsive and sensitive to customers," Marinkovich emphasizes. "That to me is the key." 

FCC goes with Blair. Commission last Friday turned down short-form application by Macfadden Holdings Inc. seeking interim authority to buy John Blair & Co. stock in unfriendly takeover bid (see story, page 68).

While **Fox Broadcasting Co.** gears up its fourth network, it appears **Fox station group will pare back news operations.** Just how severe news cutbacks will be (and whether they will apply to all Fox's TV markets) remains to be seen. But last week, Fox said its station in Dallas, KDAF-TV, had shut down its news operation entirely, letting go 40 staffers. That move was made, Fox said, in effort to curb red ink station has been gushing since going on air couple of years ago. Reports last week also had it that Fox would shut down station group's Washington bureau, set up by Metromedia in expansion of news operation three years ago. Also, KTTV(TV) Los Angeles has late-night newscast at 11 p.m. that will either shut down or switch to earlier slot next fall to make room for new Joan Rivers talk show. Station also has early prime time newscast that is said to earn substantial revenues. Fate of both is unclear at this time.

Rene Anselmo resigned as president of SIN Inc., parent company of Spanish Television Network and Galavisión, last Friday (May 16), and will be replaced by Emilio Azcarraga Milmo, president of Televisa, S.A., Mexican-based television network which owns SIN. Anselmo, who founded SIN in 1963 and served as its president since 1972, said he has decided to focus most of his attention on his role as chairman of PanAmSat, regional satellite system in western hemisphere. Anselmo will serve as consultant to SIN. Just three weeks ago, Anselmo resigned his post as president of Spanish International Communications Corp., group owner of five UHF Spanish stations which uses SIN programming, saying that move was made to resolve long-standing stockholder suit ("In Brief," May 5). Separately, Jaime Davila, head of Univision, Televisa-sponsored multinational media venture, was named executive vice president, SIN Inc., and Rosita Peru, vice president/director of programming, SIN Television Network, was appointed executive vice president of network.



Scrambling amendment. *There was an attempt in the Senate late last week to attach a scrambling moratorium amendment to the "Federal Fire Prevention and Control Act" (S. 2180). Senators Dale Bumpers (D-Ark.) and Wendell Ford (D-Ky.) led the effort to gain the moratorium which would affect cable and broadcast signals delivered by satellite. The moratorium is slated for debate again today (May 19) and if adopted, would last until Jan. 1, 1987. The cable and broadcasting and motion picture industries are fighting the moratorium. The amendment would require the Justice Department to complete its investigation into the anticompetitive practices on the part of cable operators and programmers in the distribution of programming to the home satellite market by Oct. 1, 1986, and also would have the FCC complete a similar investigation at the same time. A spokeswoman for Ford said the moratorium "was a ploy" to get the Commerce Committee to hold hearings. "If don't get hearings, I don't know what we'll do on Monday," the spokeswoman said. Late last week, Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) had not agreed to hold hearings. A spokesman said the senator may be willing to consider a "sense of the Senate resolution" on scrambling that Senator Al Gore (D-Tenn.) is pushing. The resolution would call for establishment of a "fair and competitive marketplace."*

Thomas S. Murphy, board chairman of Capital Cities/ABC Inc., **presided at first annual meeting** of merged company in New York last Thursday (May 15). He noted some of network's and industry's problems and said: "We are defining what costs are essential in our goal to be the leader in our industry. And we must eliminate the costs that don't contribute to this objective." Capcities chairman also reiterated previous assessment that if network marketplace did not improve from first quarter, **ABC Television Network could operate at loss for year.** "I wish I could assure you that our problems will be resolved quickly," he said. "That is not going to happen. But we do feel we've identified the issues and are heading in the right direction in addressing them." One company official said employe reductions are expected to be completed some time this summer.

Independent Satellite Television Network, home satellite programmer based in Sun City, Calif., said it **received audio tape last week from someone identifying himself as Captain Midnight**, moniker of person who interrupted HBO feed April 27 for several minutes to protest pricing of HBO's scrambled satellite feeds for dish owners. On tape, which was received May 9 in package postmarked in "Dallas area," ISTN said, computer-generated or computer-altered voice identified itself as that of Captain Midnight and elaborated on why he "blocked" HBO signal. "I do not want to be charged more for HBO than . . . someone who has no investment in equipment," he said. Interruption of HBO was intended to "draw attention" to battle of dish owners to receive scrambled programming for no more than what cable subscribers are paying. He apologized for any negative backlash act has caused. "I am unsure . . . if I will continue," he said. "While I am very doubtful that I will be caught, the chance is still there." ISTN turned tape over to federal authorities, which continued hunt for Captain Midnight last week. Chief FCC investigator Richard Smith confirmed receipt of tape and said government is making "good progress" in search for Captain Midnight.

NBC News and ABC News were victims of hoax last Monday (May 12). Both aired video **footage of what was said to have been damaged Chernobyl nuclear plant** one day after accident several weeks ago. Video was allegedly shot surreptitiously by Yugoslavian tourist eight miles from site. Sources said two networks had jointly arranged to purchase pictures from Rome-based photo agency, Albatross, for \$11,000. They paid total of \$2,000 up front, but hoax was discovered before balance was paid. Pictures came into question on Tuesday (May 12) after Italian television network, RAI, aired material and received calls from viewers contending pictures were actually of cement factory in Trieste, Italy. RAI alerted networks, which, after quick investigation, discovered video was indeed of Trieste cement factory. Both networks acknowledged their mistake on air last week. "We were had," NBC's Tom Brokaw told viewers last Wednesday (May 14). ABC's Peter Jennings reported, "We were badly misled and we misled you and we are not very happy about that." Sources said CBS was also in pursuit of same video last week, but hoax was discovered before network could strike deal. According to ABC and NBC, it was first time networks had been duped with bogus material that actually went on air. After they realized they'd been had, Italian police were summoned and investigation resulted in arrest last Thursday of 24-year-old Frenchman, Thomas Garenq, for allegedly perpetrating fraud. Last week, networks claimed not to be working on any formal new measures to prevent similar occurrence in future. But as Jennings said on air last week, mishap was "one mistake we will try not to make again."

Wall Street Journal reported Friday (May 16) that **tax bill reported out of Senate Finance Committee contains special benefit for television program production companies.** Report said Senator John Heinz (R-Pa.) proposed, at request of Senator Pete Wilson (R-Calif.), that production companies not lose existing investment tax credit (ITC) on shows "for which they have existing production and distribution commitments." Benefit—6 2/3% of investment—which is credited directly against tax payment, as opposed to taxable income, would apparently not apply to game shows, al-

though some game shows have recently won court battles making them eligible for ITC's.

Kahn Communications has gotten boost in its **AM stereo standards** battle with Motorola **Totsu Co. of Tokyo**, major distributor of broadcast equipment throughout the Far East, has agreed to become exclusive marketer of Kahn's AM stereo exciter in Japan. In making announcement, Kahn President Leonard Kahn said, "I am delighted to enter into this agreement with Totsu... I am certain that this agreement will not only help sell transmission equipment in Japan, but will also help convince Far Eastern receiver manufacturers to convert AM monophonic receivers to high-fidelity AM stereo receivers. Coupled with this month's introduction of inexpensive, multisystem AM stereo integrated circuits by Sanyo, large quantities of inexpensive high-quality AM stereo receivers should enter the world's markets by the end of 1986."

House Copyright Subcommittee Chairman **Robert Kastenmeier (D-Wis.)** has intervened on behalf of constituent, **wmsn-TV Madison, Wis.**, whose request for carriage was denied by local cable system. Kastenmeier called parent company, Tele-Communications Inc., on matter and system subsequently indicated it will carry station.

Capital Cities/ABC announced it would be **selling Sixth Avenue headquarters** building in New York, and **consolidating company operations in area near Lincoln Center**—Broadway and 67th Street ("Closed Circuit," March 31). Company spokesperson said various divisions are currently spread out in "more than 30 locations around Manhattan, many of which are leased." Centralization on "underutilized" company-owned land on West 66th and 67th Streets—move that "may take three years or more" and would involve building new headquarters—is viewed by top Cap Cities management as cost-saving measure. Spokesperson said no decision had been made on whether move would include top management, including chairman, Tom Murphy, and president, Daniel Burke. Their offices, adjacent to Helmsley Palace at East 51st Street and Madison Avenue, are under lease expiring in 2012.

Peru and Comsat submitted to **Intelsat** last week request for approval—coordination under article IVX(d)—of **Panamsat**, satellite designed to provide satellite communications between U.S. and Peru and tentatively scheduled for launch in mid-October. Request will be considered at **Intelsat board meeting, June 18-21**, in Rio de Janeiro. To win approval, U.S. and Peru must prove that Panamsat will

cause no economic or technical harm to Intelsat system. U.S.'s and Peru's evidence to that effect was included in last week's submission. Because Panamsat must also pass muster of Intelsat assembly of parties, it asked that assembly be convened prior to scheduled launch date.



Donald D. Wear Jr., vice president-policy for CBS/Broadcast Group, and before that Washington vice president for CBS Inc., has been named **senior vice president and general manager of CBS Broadcast International**, with responsibility for all international program sales and marketing plus company's videocassette and new venture activity. Also in portfolio: teletext and data transmission business development. Wear joined CBS in 1981, earlier was with NBC in sports and legal posts in U.S. and Europe, once served as special assistant to then FCC Chairman Richard Wiley.

Good Morning America was among victims of hoax last week. After seeing stories in *The Philadelphia Enquirer*, *The Washington Post* and others, **GMA** booked man calling himself **Joe Bones**, who claimed to have service called **Fat Squad**, whose members, for fee, would forcibly hold clients to their diets. Bones and supposed members of his squad and client were interviewed on **GMA** Tuesday, May 13. According to spokeswoman, network received number of calls from listeners interested in service. Man turned out to be veteran hoaxster **Joe Skaggs**, whose scrapbook of clippings dates back to 1968. His "squad" and "client" were friends aiding him in his ruse. On next day's show, after hoax had been revealed, **David Hartman**, show's co-host, told audience that "We were had, as were many other respected newspapers and broadcasters and we apologize." Among those others, according to **GMA**, were **Chicago Tribune**, **BBC**, **French Television** and **CNN**.

Columbia Pictures Television and **NBC** announced completion of agreement between two companies on **Punky Brewster**. Columbia is assuming syndication of 44 episodes of NBC production and will produce 44 new episodes of series (**BROADCASTING**, May, 12). Agreement marks first time studio has been awarded rights to network-produced series for first-run syndication. **Punky Brewster** is produced in association with **David Duclom's Lightkeeper Productions**. Duclom and his creative staff will continue to produce series for Columbia.

CPB business. The Corporation for Public Broadcasting approved last Friday (May 16) its proposed operating budget for fiscal year 1987 and postponed selection of a permanent chairman and general counsel. Included in the budget: appropriation of \$3 million (and tentative appropriation of \$4 million in FY '88 and \$5 million in FY '89) for a **Television Programing Challenge Fund** in cooperation with public television stations "to stimulate the production of major new programs, especially series"; \$1 million for a promotion and advertising initiative, and \$1.95 million for the **Station Independence Project**, which had been eliminated in the original version of the budget submitted by **CPB President Martin Rubenstein**. (SIP allocates money for programs aired during fund-raising drives.) Rubenstein's title was amended to include the designation "Chief Executive Officer," and he was elected **CPB representative to the Annenberg/CPB Council**. The board voted to approve financial assistance by grant for the purchase of a satellite transponder for public radio, and to authorize management "to participate in the FCC's rule-making and any subsequent or related proceedings, to advance a policy of protecting public radio service from being limited in its expansion by commercial FM stations." The board also approved a recommendation dealing with purpose and priorities of the **Radio Program Fund**, created by the board Nov. 22, 1985, to support innovative programing.



Teamwork. Members of Congress and broadcasting worked together during the 14th annual **CBS Informal Doubles Round Robin Tennis Tournament** at the **Arlington, Va., Y Tennis & Squash Club**. The two teams in the finals are shown with **CBS's Washington vice president, Robert McConnell** (center). From left: **Peter Lund**, president of **CBS Sports** (on the runner-up team); **Senator Paul Laxalt (R-Nev.)** (on the winning team); **Laxalt's partner, Bill Moses**, star of **CBS's Falcon Crest**, and **Representative Norm Dicks (D-Wash.)** (runner-up).

Editorials

In celebration of the center

Rule No. 7 says, "Don't take yourself too seriously." Rule No. 11 says, "Don't take the other guy too seriously." Both rules are being breached in the current pull and tug over must carry.

It is the public broadcasting establishment that has forgotten about Rule No. 7. It has taken seriously the suggestion of the National Telecommunications and Information Administration that every public station in the land be given carriage by its local cable systems, thus giving to public broadcasting a status denied all other broadcasters, and at the same time crushing the delicate constitutional framework on which the present must-carry compromise has been crafted. How NTIA could have come to this conclusion is a wonderment, but that the public community could seriously think the rest of Washington's political world would be so addled is a gross misjudgment. Yet just that has happened, and the entire must-carry agreement is now hostage—if but momentarily—to public broadcasting's insistence that only NTIA's plan will do.

It is the commercial broadcasting establishment that is in danger of forgetting about Rule No. 11. It appears to feel that must carry must be won at all costs, and that any political capital is worth investing in this cause. Well, surely, must carry is important, and we agree that ours will be a more orderly world with the degree of certainty the compromise provides. But neither will the sky fall if, for one reason or another, the compromise cannot pass the FCC or the inevitable court of appeals test that will follow or the possible Supreme Court appeal after that. One of the reasons this compromise is so inviting is that it looks so like what the world would be without it.

Having been an early and steadfast proponent of the must-carry effort, and of the agreement that resulted, we hasten to add that all of our enthusiasms remain intact. We just feel the end result will be a better one if all the parties—most specifically including the public policy makers who have the ultimate call—stay cool, open-minded and in the center of the ring.

The good guys lose one

There were at least two casualties at Dubrovnik last week. The first was the international effort to win endorsement of a world studio production standard for high-definition television, which fell victim not only to technological opposition but to an organized effort by European economic interests to protect themselves against the Japanese. The second was the concept of standardization itself, which continues to suffer affronts at both official and unofficial levels—from the FCC, which has essentially washed its hands of such things (witness AM stereo), to the broadcast equipment community, which has passed up the world's hard-won digital recording standard in pursuit of a quicker buck.

The marketplace, of course, favors the have-nots: those who were not there early enough to risk their capital for research and development but who now don't mind playing catch-up ball. Regrettably, the marketplace inevitably slows down the introduction of new technologies as vendors and users seek out a common denominator from among the possibilities.

As we have said before, there *will* be HDTV. Sony has already placed some 50 systems in the field, with another 70 on order. And in this case, there is no competing system anywhere in sight; the European interests that labored so mightily, and so effectively, to block a worldwide standard for everyone else have absolutely nothing of their own to offer. So, on a *de facto* basis, the 1,125/60

system is likely to set the pace for a generation. What it won't do, however, is help lead the way out of the present NTSC-PAL-SECAM-PAL2 incompatibility into a one-world system of television.

History, regrettably, often repeats. Two decades ago, after participating in an earlier CCIR conference that sought (and similarly failed) to erect a standard for color television, RCA's George Brown wrote:

"Since the French in particular had been proclaiming that NTSC signals could not be tape-recorded satisfactorily, our men showed pictures first of a live act followed immediately by a playback from the tape machine. Dr. Lamont, who arrived from London early in the week, noticed one French visitor toying with a magazine while we were playing back the program from the tape and he tried to direct the Frenchman's attention to our display. The recalcitrant Frenchman refused to look, saying: 'I do not wish to look. I wish to continue to be able to say that I have never seen a satisfactory tape recording of the American system.'"

The more things change . . .

Promising beginning

This publication is pleased to present, beginning on page 39, revenue reports for the three television broadcasting networks and for television stations in nine of the 10 biggest markets. The figures come from the Broadcast Financial Management Association and are the first in what BFMA hopes will become annual reports on an enlarging scale.

The 10th market is missing because one station refused to participate. Refusniks were found in much larger abundance in an earlier attempt made by a consortium of broadcasting associations, including BFMA, to collect figures for television and radio nationwide. The attempt failed.

BFMA was probably wise to revive this project in few enough markets for personal pleas for cooperation to be heard. Maybe the appearance of these new figures in print will persuade broadcasters and others of their value and encourage full cooperation in future surveys. BFMA would like to stretch its next work to the 20 biggest markets. Assuming the confidentiality of individual reports can be maintained, as has been assured by the BFMA process, there is no good reason for broadcasters anywhere to turn BFMA down.

Maybe this is the start of something big.



Drawn for BROADCASTING by Jack Schmidt
 "About the time I was saying: 'Not enough people pay attention to the business side of broadcasting,' in walks the IRS."



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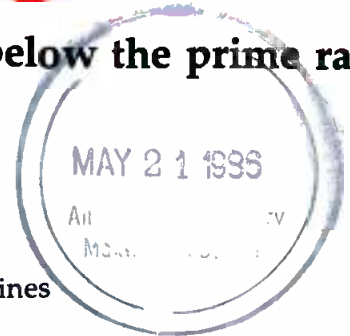
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