

Broadcasting Sep 29

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High-definition TV
lines at IBC

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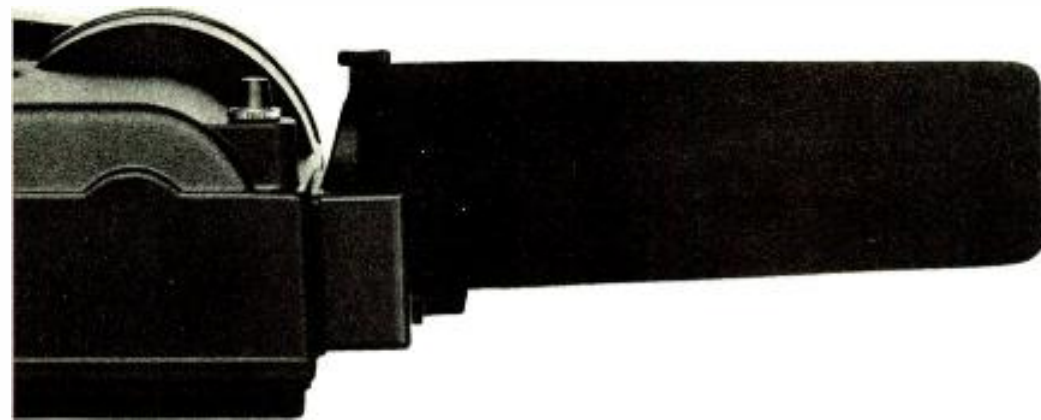
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Broadcasting Sep 29

Scrambling legislation showdown Technology rules the day at IBC NBC sweeps the Emmys

SCRAMBLING ROWS □ Waning days of congressional session finds events moving in an unclear direction on scrambling legislation. **PAGE 31.**

FALL PLANS □ Deal with MCA for new sitcom first step in NBC O&O's move to checkerboard programing in access in fall 1987. **PAGE 33.**

AND A THIRD □ New management at CBS to continue, with vigor, plans of previous management to cut back corporate staff. **PAGE 34.**

PICK ONE □ Texar Inc. petitions FCC to choose an AM stereo standard. **PAGE 35.**

LOOKING GOOD □ NBC appears off to a strong start in the prime time ratings race. **PAGE 36.**

BRIGHTON MEMOIRS □ International Broadcasting Convention in England draws 180 exhibitors and host of papers on HDTV compatibility and digital equipment, among others. **PAGE 42.**

NBC BLOWOUT □ Led by *Golden Girls* and *St. Elsewhere*, NBC wins 34 Emmys, most in its history, in annual awards telecast. Show itself ranks third for the week. **PAGE 47.**

LONG ROAD □ *Mike Hammer* producer leads campaign to bring show back to the air. **PAGE 52.**

PUBLIC DISPUTE □ Controversy over PBS's *The Africans* continues. **PAGE 52.**

GABRIEL HONORS □ Steve Allen, WCVB-TV Boston and KMOX(AM) St. Louis take top honors in Gabriel awards. **PAGE 52.**

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BATES SHAKE-UP □ Jacoby is out and Zuckert is in at top post at Ted Bates Worldwide. **PAGE 62.**

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ON THE BLOCK □ LIN Broadcasting puts 10-station radio group up for sale. **PAGE 70.**

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QUESTION OF CONTROL □ Appeals court backs FCC in Puerto Rican station sale case involving foreign control. **PAGE 74.**

UNMASKING THE TAPE □ Hollywood takes its fight against unauthorized videotaping to Senate Judiciary Committee hearing. **PAGE 76.**

JAMAICA IN NOVEMBER □ NTIA schedules Caribbean conference on communications in Jamaica Nov. 9-12. **PAGE 76.**

JOURNALISTS CALL □ Group of U.S. journalists appeal to Soviet leader Gorbachev for the release of Nicholas Daniloff. **PAGE 77.**

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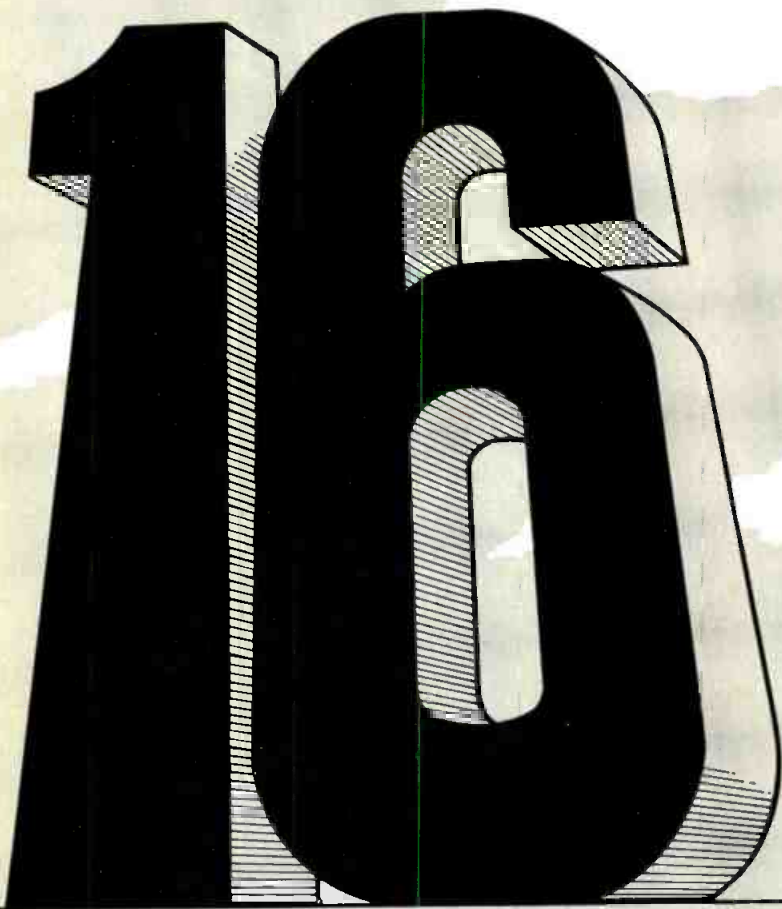
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SELTEL

PERFORMANCE IS THE BOTTOM LINE.

Fallback

Broadcasters are looking to Senate-House conference on omnibus appropriations bill to kill provision accepted by Senate Appropriations Committee late last Friday. Provision directs FCC to reopen fairness doctrine inquiry and could derail appellate court challenges to doctrine now in progress (BROADCASTING, Aug. 18). Expectation is that provision will emerge in final Senate bill this week.

Appropriations Committee Chairman Mark Hatfield (R-Ore.) has said he would permit no amendments on Senate floor, presumably excluding chance to extract fairness provision from big bill.

Appropriations Committee adopted provision over protest of Senate Commerce Committee Chairman John Danforth (R-Mo.), who claimed jurisdiction. Since there's no similar provision in omnibus bill already passed by House, broadcasters hope to muster enough support among House conferees to kill offending language.

Helping hand?

U.S. Court of Appeals panel that will hear arguments in two fairness doctrine cases in Washington on Tuesday Sept. 30 (see page 73), dropped additional assignment on lawyers involved. It directed all parties, "where appropriate," to address significance of court's opinion in *TRAC* case. Key element of that decision, as far as Tuesday's arguments are concerned, is that fairness doctrine is not statutory requirement (BROADCASTING, Sept. 22). Majority, in opinion by Judge Robert Bork, also suggested doubts as to constitutionality of doctrine—but noted Supreme Court has spoken on that subject. Several lawyers who will participate in arguments on Tuesday are also in *TRAC* case, on either side. So they should have opportunity to try out arguments to be made in seeking—and opposing—rehearing of that case by full District of Columbia circuit.

Radio whopper

Westinghouse Broadcasting (Group W) may be contemplating spin-off of its 13 radio stations in 11 markets to management, of which Group W Radio president, Dick Harris, would be key player. Group W Radio spokesman last week said company policy is not to comment on "speculation concerning future business plans." Proposed new

group is reportedly inquiring about availability of all or part of NBC's radio network division, which recently changed corporate ownership from RCA to General Electric. GE must sell five NBC-owned radio stations in New York, Chicago and Washington, where there are co-owned television stations, to comply with FCC rules.

Mark's millions

FCC Chairman Mark Fowler will take initiative on minority ownership issue this week, telling congressional committee about plan to auction off certain nonbroadcast frequencies and assign proceeds—among other targets—to "soft" loans to assist economically disadvantaged (on means-tested but "colorblind" basis). Chairman believes half-billion might be raised in this fashion, with proceeds advancing telecommunications ambitions across spectrum of applicants. Other moneys might go to public broadcasting and to development of noncompatible public safety network. New proposal would replace conventional preferences and other advantages to minorities and women, system chairman feels has neither worked nor done much.

Over the bridge

Capital looking for stock investment in broadcasting may soon find new outlet. After completing buyout of two TV stations and five radio stations from Rockefeller Group, management of Outlet Communications is getting ready to replace "bridge" financing with securities placed through Morgan Stanley & Co. Filing with Securities and Exchange Commission is not due for another week or two, it is said, but registration of common stock is considered strong possibility.

Pièce of the action

France, which publicly proclaims dedication to International Telecommunications Organization, may be preparing to launch separate communications satellite system that would compete with global system in lucrative North Atlantic area. According to documents it has filed with International Frequency Registration Board in Geneva, France is planning satellite—Videosat 3—that would operate in Ku-band at 43.5 degrees west and provide specialized services to metropolitan France,

American continent and French islands in Caribbean. Sources following project say Videosat 1 would operate over Middle East and Videosat 2, over Greenwich, England.

Together

Must-carry watchers took note Friday of lunch at Washington's Mel Krupin's restaurant attended by President Eddie Fritts and Senior Executive Vice President John Summers of National Association of Broadcasters and President James Mooney of National Cable Television Association. They're believed formulating dual strategy to deal with A/B switch element of FCC's new must-carry rules, expected to be issued officially within several weeks.

No rush

Mark Fowler has been serving as FCC chairman without Senate confirmation since June 30, and White House has still not forwarded his nomination to Senate Commerce Committee. One theory last week had it that White House has simply placed higher priority on getting new nominees confirmed. Fowler, as incumbent, it is noted, may serve without confirmation through end of 1987. Another theory had it that White House may want to postpone Fowler's hearing until after fall elections to avoid embarrassment that could be caused by opposition to his reappointment by conservative, antimut groups. Senate Commerce Committee has received more than 300 letters opposing Fowler's confirmation on grounds that he hasn't done enough to police obscenity and indecency on air and cable. FCC officials denied that commission's sending of letters last week questioning whether pair of California radio stations had broadcast obscene or indecent programming (see story page 38) was intended to counter perception that Fowler is soft on pornography.

Loner

MMT Marketing, winding up its first six months of operations, has assembled client list of 21 television stations from medium-sized markets. Company is running counter to trend toward fewer but bigger station representatives. MMT Marketing handles nine affiliated and 12 independent stations. Latest to sign, effective today (Sept. 29), are WJPT-TV Roanoke, Va., and WICZ-TV Binghamton, N.Y.

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Ad growth

A new study of cable advertising estimates that the industry's advertising revenues totaled \$749 million last year and predicts that they will almost triple by 1990, reaching \$2.2 billion.

The study, *The Cable Television Advertising Market 1986-90*, is the work of Denman Maroney, corporate research supervisor at D'Arcy Masius Benton & Bowles. It's available from the publisher, Knowledge Industry Publications Inc., White Plains, N.Y.

Included in the 203-page report: Despite the expected increases over the next few years, cable will account for only 4% of all media advertising dollars by 1990, local ad revenues, which were \$80 million in 1984, will amount to \$422 million in 1990 or 19% of total revenues; the 10 leading ad agencies accounted for \$212 million of the advertising dollars spent with cable in 1985, and, contrary to cable industry's claim that the typical cable subscriber is young, rich and suburban, the study found that only pay subscribers tended to fit that profile.

Fine line

Satellite Broadcast Networks, which wants to transmit three network-affiliated televi-

sion station signals by satellite to backyard dish owners for an annual subscription fee of \$50, starting in November, is basing its business on untested interpretations of the Copyright Act of 1976.

Under one interpretation, SBN would define itself as a "cable system" for copyright purposes. As such, it would pay fees to the Copyright Office for the compulsory copyright license as would any cable system importing distant broadcast signals.

Under the other, SBN would declare itself a superstation carrier like Tempo Enterprises, which has been distributing WTBS(TV) Atlanta to cable systems for the past 10 years. As a superstation carrier, SBN believes it has the right to deliver broadcast signals to dish owners as well as to cable systems under existing law.

SBN is more likely to adopt the "cable system" approach. The Copyright Act defines a "cable system" as a "facility in any state" that retransmits one or more broadcast signals by "wires, cables or other communications channels to subscribing members of the public who pay for such service." SBN, the theory goes, would be a cable system that retransmits broadcast signals by "other communications channels"—satellite channels.

As a cable system, SBN would be covered

by the compulsory copyright license that allows cable systems to import and retransmit distant signals. SBN would, of course, have to make semiannual payments to the Copyright Office for the license, but the payments would amount to no more than what a conventional cable system carrying three distant network-affiliated stations would pay.

Copyright attorneys are intrigued by the theory, but some think it would be knocked down by the courts if challenged by the broadcast networks or their affiliates. One attorney, who has taken a close look at the theory, estimated it would have about a 30% chance of surviving a court challenge. Applying the compulsory license to cover satellite-to-home broadcasting was never envisioned by Congress, the attorney said.

SBN sees the superstation approach as a backup. It may be permissible for superstation carriers to scramble broadcast signals and serve dish owners as well as cable systems under existing copyright law, but no one is certain of it. In fact, the superstation carriers have been pressing Congress to pass legislation (H.R. 5126) to clarify the law. As amended, the bill would create a special compulsory license to cover service to the home satellite market.

Although the legislation was passed by the House Judiciary Committee last week, its chances of becoming law in the waning days of the 99th Congress are seen as remote because of the staunch opposition of broadcasters, much of which was stirred up by SBN's plans. Even if it does become law, it wouldn't help SBN much. As now written, the special compulsory license would encompass only independent stations delivered to the home, not network affiliates.

SBN President Kazie Metzger downplays the legal risk involved in bringing SBN service, PrimeTime 24, to market. The company has been assured by its legal counsel and others that at least the one of its interpretations is correct and would pass muster in the courts, she said. SBN will be in business in November as planned, she said.

SBN plans to lift three stations, each representing one of the three broadcast networks. Although SBN has yet to identify the specific stations, it has said they will be from New York, Chicago and Atlanta.

Exclusivity deals

Home Box Office has agreed to acquire the "exclusive pay-television rights" to 11 theatrical films that have already been released or will be released next year from Hemdale Film Corp., HBO said. The licensing agreement also covers "an output deal" for HBO to acquire the exclusive pay-TV and home video rights for up to 15 Hemdale films scheduled for theatrical release in 1987 and 1988, HBO added.

Included in the 11 films already released are: "At Close Range," with Sean Penn; "Salvador," with James Woods and Jim Be-

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lushi; "A Breed Apart," with Kathleen Turner, and "Hoosiers," with Gene Hackman. The acquisition of 15 films for VCR distribution "is one of the largest HBO has made" since the company became involved in the home video business in 1984, said Henry McGee, HBO vice president, home video.

Showtime/The Movie Channel, meanwhile, has also made another exclusive agreement. The cable network has a five-year deal with Imagine Films Entertainment, whose co-chief executive officers, Ron Howard and Brian Grazer ("Splash" and "Nightshift"), are also to develop original projects for Showtime.

The agreement begins with 1989 pay television availabilities and includes exclusive pay-per-view exhibition rights to all Image-produced films, Showtime said. About 30 motion pictures and "an unspecified number of original products" are also covered by the agreement. "Long-form dramas" or series may be part of the original program material to be developed and aired exclusively on Showtime, the cable service said, adding that it may also acquire the syndication rights to these films and original products.

Scrambling report

The Christian Broadcasting Network denied reports that it is scrambling its signal because of pressure from cable operators. In a letter sent to Senator Al Gore (D-Tenn.), Timothy B. Robertson, CBN's executive vice president, wrote that "a very serious misconception has arisen regarding the position of CBN on the matter." Robertson was

responding to reports that a letter written by CBN last January indicates that the cable network was "coerced" into scrambling. During a Senate Commerce Committee hearing on scrambling, Gore cited the letter as an example of cable operators forcing cable programmers to encrypt their signals.

Robertson said that the previous letter from CBN's chief executive officer, M.G. (Pat) Robertson, "can hardly be used as an example of coercion." Instead, he argued, it is a "clear statement that we understand the problems of the cable industry and the need to provide exclusive programming in order for that industry to remain healthy." The cable industry, he wrote, "has invested billions of dollars into building delivery systems, and we believe that there is a clear need to protect the integrity of that investment. Quite frankly, I am somewhat perplexed as to why this letter, which was addressed to a private citizen, was erroneously interpreted and used as evidence in both Senate and House committee hearings, without any members of those committees or their respective staffs seeking official confirmation from CBN." He said that CBN believes encrypting its signal "is the only way to protect both our own rights as producers and the syndication rights of our distributors."

Face lift

Home Box Office has changed its on-air graphics, music and logo in its latest effort to give the pay television service "a more contemporary look and underline the distinctions between program categories," HBO said last week. Among the changes

are the network identification graphics, the "Next on HBO" and "Tonight On HBO" lead-ins, new "opens" for some of the original programming umbrellas, such as "On Locations," and a new "HBO Movie" introduction.

According to Orest Woronewych, director of design, HBO felt a need for "a greater variety of on-air components to precede HBO programs and help distinguish them. For example, we are retaining the widely-recognized HBO Movie opening for premieres and prime time plays, but we have designed a new movie open for repeat showings and nonprime time plays." The on-air changes, which have been in development for nine months, use computer-generated images, Woronewych said. He added that "texture, color and movement are all separately programmed, right down to lighting that simulates the complex shadows and tones of real sunlight. The entire process is an exercise in computer virtuosity." Pacific Data Images in California's Silicon Valley, collaborated with HBO on the project.

Daniels joins Lakers

Cable television pioneer Bill Daniels and Jerry Buss, who have been 50-50 partners in the Prime Ticket Network, a Los Angeles-based regional sports and entertainment service, are now partners in the Los Angeles Lakers, Prime Ticket's prime attraction, but on a 5-95 scale.

Daniels, who is chairman of Daniels & Associates, Denver, told reporters in Washington that he has purchased a 5% interest in the National Basketball Association franchise, subject to the NBA's approval, but he would not reveal what he paid. Buss is the principal owner of the Lakers.

If cable is Daniels's first love, professional sports is his second. Over the years, Daniels has owned an American Basketball Association franchise (the Utah Stars), a United States Football League franchise (the Los Angeles Express) and has sponsored auto racer Lloyd Ruby and heavyweight boxer Ron Lyle.

In a prepared statement, Jerry Buss said because the deal allows Daniels to return to sports ownership and "strengthens our partnership in Prime Ticket, [it] is a mutually beneficial co-venture."

In addition to the Lakers, Prime Ticket telecasts the Los Angeles Kings (National Hockey League), the Los Angeles Lazers (indoor soccer), boxing, tennis, concerts and various sports events of the University of California-Los Angeles, the University of Southern California, University of Nevada-Las Vegas and the University of Hawaii.

Prime Ticket now serves 1.5 million subscribers in California, Arizona, Nevada and Hawaii. According to Daniels, the service is thriving and is expected to break even in eight to 12 months.

Because of the increasing costs of professional sports, Daniels said, they will eventually all move to cable. "The salvation of professional sports is cable," he said.

He said Daniels & Associates, which is a mid-sized MSO, fully supports ESPN's efforts to acquire a package of National Football League games in 1987 by charging its cable affiliates an extra 42 cents per subscriber per month to raise the extra millions of dollars needed to gain the package.

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Affiliation agreements with compensation are available in areas where HSN has no cable affiliate.

Contact: Chuck Bohart, V.P. Corp. Development
Executive Offices: The Home Shopping Network, Inc.
1529 U.S. 19 South, Clearwater, Florida 33546-2792
CALL TOLL-FREE 1-800-472-5646, IN FLORIDA (813) 530-9455

TV ONLY

ConAgra Frozen Foods □ Banquet Bites will be accented in flight of about seven weeks starting this week in 54 markets throughout U.S. Commercials will be carried in daytime and fringe positions. Target: women, 25-54. Agency: D'Arcy Masius Benton & Bowles, St. Louis.

Record Bar □ In pre-Christmas promotion, retail record chain will start three-week effort in late November in 20 to 25 markets, including Charlotte, N.C.; Miami, and Tampa, Fla. Commercials will be scheduled in daytime and fringe periods. Target: adults, 18-49. Agency: Sibley & McCulloch, Atlanta.

Sunnyland Foods □ Packaged meat products will be spotlighted in 10 markets in flights beginning in early October and running for three and seven weeks in Southeast. Commercials will be slotted in daytime and fringe segments. Target: women, 25-54. Agency: Burton-Campbell, Atlanta.

Chas. Cates & Son □ Aunt Jane Pickles will be promoted in four-week

flight in 10 to 12 Midwestern markets, starting in early October. Daytime and fringe periods will be used. Target: women, 25-54. Agency: Leslie Advertising, Greenville, S.C.

Treesweet Lite Juice □ Product is being introduced in markets covering one-third of country during fourth-quarter campaign in rollout aimed at achieving national distribution by next June. Commercials will be used in all dayparts. Target: women, 25-54. Agency: Levenson, Levenson & Hill, Irving, Tex.

Melitta Inc. □ Company's Elan coffeemaker will be spotlighted in campaign beginning in late October and continuing through end of year in seven major markets. Commercials will appear in prime, early and late news and fringe periods. Target: women, 25-54. Agency: Ketchum Advertising/Philadelphia.

Little Caesar's Pizza □ Fast-food chain will kick off seven-week flight in early October in Greensboro and Charlotte, both North Carolina. Daytime, fringe and sports programs will be used for commercials. Target: adults, 18-49.

Television first. Gillette Co. and BBDO have completed negotiations with Rupert Murdoch and Fox Broadcasting Co. for what is being billed as the first global television buy in history, with a \$4-million, three-year deal. The agreement takes effect next month and puts Gillette television commercials on in three continents—North America, Europe and Australia. The sponsorship will cover 17 countries for various Gillette products. The purchase includes sponsorship on *The Late Show with Joan Rivers* on Murdoch's Fox Broadcasting in the U.S. and on programing of Murdoch's pan-European satellite channel, Sky Channel, and his Network Ten in Australia. The buy was coordinated by BBDO and Fox Broadcasting in New York.

Agency: Garner & Associates, Charlotte, N.C.

RADIO ONLY

Ohio State Lottery □ More than 10 markets will be used to promote lottery as part of major-market thrust for about five weeks. Commercials will be placed in all dayparts. Target: adults, 25-54. Agency: Marcus Advertising, Cleveland.

Purolator Courier □ Three-week flight is scheduled to start this week in large number of markets including Miami, Los Angeles, Cleveland and Atlanta. Commercials will appear in all dayparts. Target: adults, 25-54. Agency: Lois Pitts Gershon, New York.

Eckerd Drugs □ Flight of approximately three weeks will be launched in mid-October in eight markets. Commercials will appear in evening and drive times on weekdays. Target: women, 18-49. Agency: W.B. Doner, St. Petersburg, Fla.

Fashion Bug □ One-week flight for women's apparel chain will be set during months of October and November in more than 100 markets, including

New 35 kW FM Power From A Proven Winner



Continental's New Type 816R-5 is a high performance FM transmitter that uses the Type 802A exciter to deliver a crisp, clean signal.

The power amplifier uses an EIMAC 9019/YC130 Tetrode specially designed for Continental, to meet stringent FM service requirements at 35kW.

- SCR Power Control
- Automatic RF Power Output Control
- Automatic SWR Circuit Protection
- SWR Output Power Foldback
- Remote Control Interface
- AC Power Failure Recycle
- Grounded Screen Amplifier
- Internal Diagnostics

The 816R-5 is an outgrowth of Continental's popular 816R Series of 10, 20, 25 and 27.5 kW FM transmitters. It uses husky components and is built to give many years of reliable, dependable service.

For brochure and operating data, call (214) 381-7161. Continental Electronics, a Division of Varian Assoc., Inc. PO Box 270879 Dallas, Texas 75227.

Transmitters 1 to 50 kW AM and to 60 kW FM. FM antennas, studio & RF equipment ©1986 Continental Electronics/6210



Continental Electronics

a DIVISION OF VARIAN



Rep Report

WANE-TV Fort Wayne, Ind.: To Petry Television from Katz Television.

□

KSAH(AM) San Antonio, Tex.: To Caballero Spanish Media (new station to go on air in November).

□

WBRD(AM)-WDUV(FM) Bradenton, Fla., and KCOZ(FM) Shreveport, La.: To Republic Radio from Select Radio.

GUESS WHICH SUPERHERO BEAT

He-Man
Transformers
Plasticman
She-Ra
G.I. Joe
GoBots
Mask
Jetsons
Jayce
Robotech
Spiderman
Superfriends
Voltron
and
Mighty Mouse?

HINT!



For answer, turn page...

Money grows on TV. One of fastest-growing advertising categories on television is financial services, where spending swelled by 30% in first half of 1986 to \$427.6 million. (Television Bureau of Advertising said financial services category included insurance companies, banks, savings and loan institutions, credit card and traveler's check companies, real estate and consumer finance firms, stockbrokers and investment services. Top advertiser during first six months of year, according to TVB, based on data from Broadcast Advertisers Reports, was Sears Roebuck & Co., with television expenditures of estimated \$42.8 million, up from \$18.4 million over same period of 1985. Other substantial TV spenders in first half were American Express Co., with \$38.3 million, up 76%; Metropolitan Life, with \$22.6 million, up 27%; Mastercard International, with \$11 million, down 5%.

Sensitive slapstick. Gillette Co. has allotted about \$4 million to television campaign to introduce its new Foamy shaving product for sensitive skin on year-long basis. Campaign began last week and will use 15-second commercials exclusively, departure from usual length in new product introduction, according to officials of Lowe Marschalk, advertising agency that created campaign. Commercial uses actual footage made by Three Stooges and Abbott and Costello, showing them comically receiving facial slaps and suggesting this may explain sensitive skin of some men, who can be helped by new product. Campaign will focus on sports and late-night programming on TV networks, cable and syndicated programming.

Strategic move. J. Walter Thompson/New York has formed Strategic Services Department to work with account management in guiding each client's positioning and creative strategy. New department will be headed by Nancy B. Posternak, who moves from Leber Katz Partners where she has been senior vice president, director of communications planning, to Thompson, with title of senior vice president and managing director of Strategic Services Department.

Advertising challenges. Eight challenges to national advertising were settled during August by National Advertising Division of Council of Better Bureaus. Three involved television. Reviewed and substantiated were claims made by commercial for Procter & Gamble (Ultra Pampers Diapers). Modified or discontinued was TV advertising for Chesebrough-Pond's Inc. (Ragu Foods) and Allied Old English Inc. (Sorrell Ridge Farms).

Nashville, Minneapolis, Chattanooga, and Birmingham and Mobile, both Alabama. Commercials will be placed in all dayparts. Target: women, 18-34. Agency: Sciaky Advertising, Philadelphia.

RADIO & TV

Pan American World Airways Campaign for new shuttle service serving Boston, Washington and New York has been launched in those markets with initial flight to continue until Christmas and probably resume in 1987. Commercials will be carried in prime, news and sports segments. Target: men, 25-54. Agency: Wells, Rich, Greene, New York.

Bozell predictions. Bozell, Jacobs, Kenyon & Eckhardt has issued its annual media report and predicts that the sluggish marketplace and the growth in new media have combined to halt inflation in media prices. As a result, media costs will rise a modest 5% in 1987, the agency predicts.

The agency's observations are incorporated in a review called "Media Directions," which places the increase in network television media costs at only 3% next year. Other projected gains in cost by BJK&E: 5% for radio, 5% for national magazines and 6% for newspapers. The report notes that the 5% rise in 1987 compares with an 8% average increase for all media in 1986 over 1985.

The agency suggests that traditional broadcast television has managed to weather the escalation of cable TV penetration, now at 47% nationally, and adds: "But the galloping growth in VCR's and remote control devices is beginning to cause even greater concerns, as audiences plow their way through time-shifted viewing and 'zap' and 'zip' the advertising. VCR penetration, now at 35%, is estimated to reach 60% by 1990. And a quarter of all households are now equipped with remote control devices."

The report predicts increased use of 15-second commercials and raises the possibility of greater clutter. It estimates that in 1987, 15's may represent as much as 30% to 35% of network units, compared with 10% in 1986.

Bozell, Jacobs agrees that advertiser-supported cable has "demonstrated its worth," but "not quite what was expected of it." It points to "limited and erratic viewer interest" and says "mixed advertiser support has done little to fuel growth."

The agency struck a note of optimism for the future, pointing to new opportunities in media. In television, according to the agency, "this will mean new networks, more original offerings in syndication, commercial integration into videocassettes, to name just a few." In radio, the agency envisions new program concepts coupled with new methods of distribution.

Hundred PLUS



National Association of Broadcasters

Small Market TV Broadcasters:

Do you need help

- INCREASING REVENUES
- RECRUITING EMPLOYEES
- BUILDING A COMPETITIVE EDGE

Register for the first national meeting of Hundred Plus broadcasters. You can't afford to miss this program developed to address problems unique to small market broadcasters. Call NAB Television today - (202) 429-5362 - and take advantage of the early bird discount.

HUNDRED PLUS EXCHANGE

October 26-28, 1986
Chicago O'Hare Hilton Hotel

GUMBY



#2 WITH KIDS!

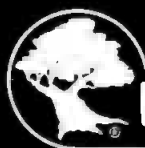
In the July sweep, only one powerful dynamo stretched past the stable of action heros to stand proudly in the #2 spot with Kids—**GUMBY!**

With a 7.3 rating, **GUMBY** turned the competition green with envy, pounding He-Man, Transformers, G.I. Joe,

She-Ra, GoBots, Mask, Voltron and many more.

In fact, the only animated action show that "The Green Machine" couldn't beat was "ThunderCats." But then, you'd expect that!

GUMBY—He may be small, but he has 30 years of experience!



LORIMAR-Telepictures
PERENNIAL



Freeze.

Introducing the fastest, easiest way to get quality prints and slides from video.

Now you can capture the moment, freeze it, and frame it. All with the touch of a button.

With the new FreezeFrame Video Image Recorder from Polaroid.

FreezeFrame produces sharp, instant color prints and color or black and white 35mm slides from virtually any video source. And it delivers a finished picture that is far superior in quality and resolu-

tion to direct screen photography or thermal video image recorders.

If you use video, you need FreezeFrame.

FreezeFrame has hundreds of uses for anyone who uses video in their profession. It can be used in broadcast, production and advertising to proof, edit, storyboard or reference. It can be used to pull a

print off a just-breaking news story, or for color correcting a proof. It can even help in film-to-video transferring. Medical professionals can use FreezeFrame for diagnostic

recording, patient referral or teaching. And it's the easiest way to get slides or prints for presentations or training.

FreezeFrame can improve your image.

FreezeFrame



System includes Video Image Recorder, control console, and print film camera/adaptor: 35mm camera/adaptor optional.



FreezeFrame.

connects easily to video cameras, professional VCR's, laser disc players and computer graphics systems.

You can preview and even improve the video image because FreezeFrame has a full range of image enhancing controls including tint, contrast, color, sharpness, brightness and raster fill. And if you're shooting prints, FreezeFrame uses a new color print film specially developed for use with video imaging.

New FreezeFrame from

Polaroid. It's fast, easy, and at \$1,899*, very affordable.

To find out how FreezeFrame can help you, call toll-free 800-225-1618, 9 a.m. to 6 p.m. Eastern Time.

Or fill out and return the coupon. We'll give you the full picture and show you just how easy it can be to capture the moment on FreezeFrame.

For more information, mail this coupon to Polaroid Corp., Dept. 671, P.O. Box 5011, Clifton, NJ 07015.

- Please send more information.
 I'd like a demonstration. BR 9/29

Name _____

Title _____

Organization _____

Address _____

City _____

State _____ Zip _____

Telephone _____

Video Source _____

Application _____

A remote-sensing satellite commentary from Robert Aamoth, Pierson, Ball & Dowd, Washington

Remote-sensing satellites offer out-of-this-world possibilities for journalists

The news media are now on the brink of the most important advance in newsgathering techniques since the advent of satellite newsgathering—and most members of the press are only dimly aware of it. The technology is known as remote sensing, and it offers the press, quite literally, a new view of our world.

Remote sensing involves taking photographs of earth from cameras on satellites in outer space. In place of lenses and film, these "cameras" use sophisticated mirrors to record sun-reflected images of the earth's surface in digital format. After that data is transmitted to receiving earth stations, it is transformed into photograph-quality imagery through computer processing and enhancement techniques.

Despite being located in orbits that are several hundred miles above the earth's surface, remote-sensing satellites can produce sharp, highly detailed imagery. The Landsat 5 satellite, which recently was transferred by the U.S. government to the private sector Earth Observation Satellite Co. (EOSAT), can produce imagery with a resolution of 30 meters. That means that objects as small as 30 meters square can be identified in the photographs. Even better, a French company, SPOT Image, has launched and is now operating a commercial remote-sensing satellite known as SPOT 1, with 10-meter resolution. And if the current capabilities of government intelligence satellites are any indication, resolution levels for commercial remote-sensing satellites will improve even more in the years ahead, possibly reaching one or two meters or better.

At least in visual appearance, the imagery produced by remote-sensing satellites is similar to conventional aerial photography. But those satellites give evidence of becoming a far more valuable newsgathering tool than cameras on airplanes will ever be. The reason is access. Under international law, nations have full sovereignty over their own airspace and may limit or prohibit territorial overflights by airplanes as they see fit. In outer space, however, no nation has sovereignty. Under the "open skies" principle first announced by the Eisenhower Administration in 1958, and supported by the Outer Space Treaty of 1967, a remote-sensing satellite is free to obtain imagery of any place on the globe at any time.

As a practical matter, that unimpeded access to all corners of the world makes remote-sensing satellites the only source of photographic materials, and in some cases the only independent source of information, on certain newsworthy events. A prime il-



Robert Jeffery Aamoth is an attorney with Pierson, Ball & Dowd, Washington. He joined the firm in 1983 and specializes in communications law with special emphasis on satellite regulation, space commercialization and First Amendment law.

lustration is the Chernobyl nuclear reactor accident in the USSR last April. Without remote sensing, the free press would have had no independent means of covering one of the year's most important stories. The Russian authorities threw a mantle of secrecy over the accident site and spoon-fed information to the outside world in limited doses. The remote-sensing imagery acquired first by Landsat 5 (at 30-meter resolution) and later by SPOT 1 (at 10-meter resolution) gave the world its first uncensored look at the accident site. More than anything else, the Chernobyl imagery has begun to open the eyes of the news media to remote sensing as a unique information source with the potential to become an important part of the day-to-day business of gathering and reporting news.

If any one individual has been at the forefront of incorporating remote-sensing technology into news reporting, it has been Mark Brender, an assignment editor for ABC News in Washington. Brender has supervised the use of remote-sensing imagery of Chernobyl, surface-to-air missile sites in Libya, the Iran-Iraq war and Soviet nuclear test sites in ABC's nightly newscasts. As chairman of the Media In Space Committee of the Radio-Television News Directors Association, Brender has worked with RTNDA's legal counsel to insure that there will be no unnecessary regulatory roadblocks to industry efforts to establish a news media remote-sensing system. According to Brender, "the news media may not be proposing to establish their own remote-sensing systems at this time, but that doesn't mean that First Amendment freedoms are safe from attack. The press must take measures now to protect its constitutional freedom to

engage in high-resolution remote sensing, or risk allowing government agencies to adopt regulations that limit the media's access to outer space."

The government agencies referred to by Brender are the Department of Commerce and the Department of Transportation. DOC has the responsibility of implementing the Land Remote-Sensing Commercialization Act of 1984. While the act authorizes DOC to grant remote-sensing licenses to private companies, and thus lays the groundwork for a media remote-sensing system, DOC's proposed regulations would accord the secretary of commerce virtually carte blanche to impose restrictions on media licensees or even to prevent the press from establishing a remote-sensing system. RTNDA and other media organizations filed legal comments which urged DOC to modify those regulations in order to avoid violating the First Amendment.

DOT has the responsibility of implementing the Commercial Space Launch Act of 1984. That act would apply to any media remote-sensing venture that seeks to use a domestic commercial launch vehicle and would require that venture to first obtain a license from DOT. DOT's first set of proposed regulations were similar to DOC's in that it accorded the secretary of transportation almost unbridled discretion to deny or restrict launch authority. Although DOT has since promulgated a second set of proposed regulations in response to legal comments filed by RTNDA, even those regulations fall short of First Amendment standards and must be modified still further (see "Washington Watch," page 77).

The First Amendment issue at stake here is the basic one of censorship. The question is whether the federal government can prevent the press from gathering news through remote sensing—and thus prevent the press from reporting that news—because it wants to keep certain information secret on alleged grounds of "national security" or "foreign policy."

Unless RTNDA and other news organizations are successful in procuring modifications of the DOC and DOT regulations, the press may not be able to fully realize the potential of remote sensing to augment newsgathering capabilities. The long-term prospects, however, may not be so conditional. Given the planned commencement of additional remote-sensing systems by other nations and the sheer force of technological progress, any barriers to high-resolution remote sensing by the domestic news media may in the long run prove to be futile if not self-defeating attempts to limit the free flow of information to the U.S. public in a world that is increasingly becoming a global village in terms of news, information and ideas.

**COPPOLA
DANGERFIELD
GERE
MADONNA
NORRIS
WILDER
WOODY...**

OR

ORION III TAKES



DESPERATELY SEEKING SUSAN

The Madonna movie, starring Rosanna Arquette.



CODE OF SILENCE

Chuck Norris—King of action adventures' biggest film.

F/X

Box office & critically acclaimed action—suspense—thriller.



HANNAH AND HER SISTERS

Another of Woody Allen's box-office winners!



THE COTTON CLUB

Coppola's brilliant film captures the spirit, music and violence of the gangster era.



YOU TO THE STARS.

ORION

III



BACK TO SCHOOL
'86's comedy box-office
blockbuster.

The award-winning theatrical package that's tailor-made for television viewers. Hollywood's brightest stars come out to shine in 20 spectacular motion pictures. This is the package, and these are the films to power your station to that guaranteed winning performance.

Invest in ORION III, and possess the quality and prestige of the finest in exclusive, theatrical free-TV premieres.

ORION III, where the stars come out for you every night.

ORION
TELEVISION SYNDICATION



THE WOMAN IN RED
Uproarious comedy
from the genius of
Gene Wilder.

Datebook

This week

Sept. 28-30—*New Jersey Broadcasters Association* 40th annual convention. Golden Nugget Casino hotel, Atlantic City, N.J.

Sept. 28-30—*Nebraska Broadcasters Association* annual convention. Cornhusker hotel, Lincoln, Neb.

Sept. 29—*Federal Communications Bar Association* luncheon. Speaker: Howard Cosell, ABC. Washington Marriott, Washington.

Sept. 29-Oct. 3—Video Expo New York, sponsored by *Knowledge Industry Publications*. Jacob Javits Convention Center, New York. Information: (914) 328-9157.

Sept. 29-Oct. 4—*Canadian International Animation Festival*. Hamilton Place Theater and Hamilton Art Gallery, Hamilton, Ontario. Information: (416) 367-0088.

Sept. 30—Deadline for applications to Ohio State Awards program competition, sponsored by noncommercial *WOSU-A.M.-F.M.-TV Columbus, Ohio*. Information: (614) 422-0185.

Sept. 30—*Louisiana Association of Broadcasters* sales seminar. Ramada Inn, Baton Rouge.

Sept. 30—*Cabletelevision Advertising Bureau* local advertising sales workshop series. Hyatt Regency-Peachtree Center, Atlanta. Information: (212) 751-7770.

Sept. 30-Oct. 2—*Mid-America Cable TV Association* 29th annual meeting. Hyatt Regency at Crown Center, Kansas City, Mo. Information: (913) 841-9241.

Sept. 30-Oct. 2—Montech '86, sponsored by *Institute of Electrical and Electronics Engineers*. Montreal Convention Center, Montreal. Information: (514) 374-7000.

Oct. 1—*New York chapter of National Academy of Television Arts and Sciences* luncheon, featuring John

F. Gault, president, Manhattan Cable TV, and executive VP, ATC, Copacabana, New York.

Oct. 1—*Academy of Television Arts and Sciences* panel/demonstration on programing and technologies of global/satellite television, "The Sky's the Limit." Included on panel: Julius Barnathan, CapCities/ABC, Robert Wussler, Turner Broadcasting System; Stanley Hubbard, Hubbard Broadcasting; Tony Verna and John Eger, Global Media; Joseph Pelton, Intelsat; Al Snyder, USIA, and Robert Wold, Wold Communications. Directors Guild Theater, Los Angeles. Information: (818) 953-7575.

Oct. 1—*Louisiana Association of Broadcasters* sales seminar. Alexandria Hilton, Alexandria, La.

Oct. 1-2—*Association of National Advertisers* cooperative advertising conference. Hyatt Regency Crystal City, Arlington, Va.

Oct. 1-3—*National Association of Black Owned Broadcasters* 10th annual fall broadcast management conference. Sheraton Grand hotel, Washington. Information: (202) 463-8970.

Oct. 1-3—*Oregon Association of Broadcasters* annual conference. Rippling River resort, Welches, Ore.

Oct. 1-4—*Kansas Association of Broadcasters* convention. Ramada Inn, Topeka, Kan.

Oct. 1-4—Seventh annual *Midwest Radio Theater* workshop. Tiger hotel, Columbia, Mo. Information: MRTW, 915 East Broadway, Columbia, Mo., 65201; Jim Gleeson, (314) 874-1139.

Oct. 2—*Women in Cable, San Francisco chapter*, meeting. Topic: regulatory issues, state and federal. Blue Dolphin restaurant, San Leandro, Calif.

Oct. 2—*Louisiana Association of Broadcasters* sales seminar. Holiday Inn, Financial Plaza, Shreveport, La.

Oct. 2—*Cabletelevision Advertising Bureau* local advertising sales workshop series. Orlando Airport Marriott, Orlando, Fla. Information: (212) 751-7770.

■ **Oct. 2**—*Congressional Black Caucus Communica-*

tions Braintrust meeting. Washington Hilton, Washington.

Oct. 3-4—20th annual South Dakota Broadcasters Day, sponsored by *South Dakota State University*. SDSU campus and Holiday Inn, Brookings, S.D. Information: (605) 688-4171.

Oct. 3-5—*Missouri Broadcasters Association* fall meeting. Hyatt Regency hotel, Kansas City, Mo.

Oct. 3-5—Journalism ethics conference, co-sponsored by *Foundation for American Communications, Knight Foundation* and *Detroit Free Press*. Hotel Pontchartrain, Detroit. Information: (213) 851-7372.

Oct. 3-5—*Radio-Television News Directors Association* region seven conference, with *Illinois News Broadcasters Association*. Ramada Inn, Danville, Ill.

Also in October

Oct. 5-7—*Pennsylvania Association of Broadcasters* 54th annual convention. Speakers include FCC Commissioner Jim Quello and ABC's John Sias. Hershey Lodge, Hershey, Pa.

Oct. 5-8—*Women in Cable* fifth cable management conference. Among sponsors: Turner Broadcasting System, Ritz-Carlton Buckhead, Atlanta. Information: (404) 434-6800.

Oct. 6—*Northern California Broadcasters Association* annual winding. Crow Canyon country club, San Ramon, Calif. Information: (415) 362-2606.

Oct. 6-7—*Pratt Center for Computer Graphics in Design* seminar. Hyatt on Union Square, San Francisco.

■ **Oct. 6-9**—*Electronic Industries Association* 62d annual fall conference. San Francisco. Information: (202) 457-4980.

Oct. 6-10—"Telecommunications for Modern India," first India-U.S. conference on telecommunications, sponsored by nonprofit group, India-U.S. Foundation, New Delhi. Information: Dr. Indu Singh, (202) 783-

■ Indicates new entry

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

Oct. 22-25—*National Black Media Coalition* annual conference. Shoreham hotel, Washington. Information: (202) 387-8155.

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 K. 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.

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. Future meeting: Feb. 26-29, 1988, George Brown Convention Center, Houston.

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

Feb. 6-7, 1987—*Society of Motion Picture and*

Major Meetings

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.

Feb. 19-21, 1987—Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville.

March 25-28, 1987—*American Association of Advertising Agencies* annual convention. Boca Raton hotel and beach club, Boca Raton, Fla.

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 1-5, 1987—*Alpha Epsilon Rho, National Broadcasting Society*, 45th annual convention. Clarion hotel, St. Louis.

April 21-27, 1987—23d 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 Regency, New Orleans, and April 9-12, 1989,

Loews Anatole, Dallas.

April 29-May 3, 1987—*National Public Radio* annual public radio conference. Washington Hilton, Washington.

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

May 17-20, 1987—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 31-June 2, 1987—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 6-9, 1987—*American Advertising Federation* annual convention. Buena Vista Palace hotel, Orlando, Fla.

June 9-11, 1987—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 10-13, 1987—*American Women in Radio and Television* 36th annual convention. Beverly Hilton, Los Angeles.

June 10-14, 1987—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

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

Aug. 16-19, 1987—*Cable Television Administration and Marketing Society* 14th annual meeting. Fairmont hotel, San Francisco.

Sept. 1-4, 1987—*Radio-Television News Directors Association* international conference. Orange County Convention Center, Orlando, Fla.

■ **Sept. 9-12, 1987**—Radio '87, sponsored by the *National Association of Broadcasters*. Anaheim Convention Center, Anaheim, Calif.

ORION

STAR VIEW I

11 STAR-STUDED FILMS MADE FOR TELEVISION—
THRILLING ADVENTURES, SIZZLING ROMANCES,
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Award-winning stars your audiences know, in stories with timeless appeal. Action, suspense, and drama including—
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STAR VIEW I — CAPTURE THE EXCITEMENT!

ORION[®]
TELEVISION SYNDICATION

1875 Century Park East, Suite 200 Los Angeles, CA 90067 (213) 557-8700

Oct. 7—Conference for journalists. "Chernobyl and After: Does Nuclear Power Have a Future?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Oct. 7—*Cabletelevision Advertising Bureau* local advertising sales workshop series. Arlington Park Hilton, Arlington Heights (Chicago), Ill. Information: (212) 751-7770.

Oct. 8—Conference for journalists. "The Oil Glut—Our Energy Future." sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Oct. 8—*New York chapter of National Academy of Television Arts and Sciences* luncheon, featuring Frank J. Biondi Jr. executive VP, Business Sector Inc., Coca-Cola Co. Copacabana, New York.

Oct. 8—*American Women in Radio and Television, Washington chapter*, meeting. "Alternative Programming: Going Up Against the Big Three." National Association of Broadcasters, Washington. Information: Lisa Tate. (202) 628-3544.

Oct. 8-10—*National Religious Broadcasters* Midwestern regional convention. Billy Graham Center, Wheaton College, Wheaton, Ill. Information: (402) 845-6595.

Oct. 8-12—*National Broadcast Association for Community Affairs* 12th annual convention. Sheraton-Washington hotel, Washington. Information: Mal Johnson. Cox Communications, (202) 737-0277.

Oct. 9—*Cabletelevision Advertising Bureau* local advertising sales workshop series. Amlac hotel, West Tower, Dallas. Information: (212) 751-7770.

■ **Oct. 9**—*Women in Cable, Southern California chapter*, panel. "Common Channel Positioning in Southern California." Embassy Suites hotel, Los Angeles.

Oct. 9-10—*Society of Broadcast Engineers, Pittsburgh chapter*, 13th regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

Oct. 10—*Broadcast Pioneers, Washington area chapter*, reception honoring FCC Commissioner Patricia Diaz Dennis. National Association of Broadcasters, Washington. Information: Joe Ryan, (202) 783-5100.

Oct. 10-11—*Radio-Television News Directors Association* regional seven conference, with *Indiana AP*. Walden Inn, Greencastle, Ind.

Oct. 12-14—*Illinois Broadcasters Association* convention. Galena, Ill.

Oct. 12-14—*Iowa Cable Television Association's* fall convention. Airport Hilton, Des Moines.

Oct. 14—*International Radio and Television Society* "Second Tuesday" seminar. "Yesterday, Today and Tomorrow: The TV Critics Take a Look." Viacom Conference Center, New York. Information: (212) 867-6650.

Oct. 14—*Cabletelevision Advertising Bureau* local advertising sales workshop series. Newton Marriott, Boston. Information: (212) 751-7770.

Oct. 14-16—*Society of Broadcast Engineers* national convention. St. Louis A.J. Cervantes Convention Center, St. Louis. Information: Sam Caputa, (314) 727-2160.

Oct. 14-16—*Community Broadcasters Association* first low power television conference (held in conjunction with Society of Broadcast Engineers convention, see above). St. Louis A.J. Cervantes Convention Center, St. Louis. Information: (703) 893-8844.

■ **Oct. 15**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Bob Metz, chief correspondent, Financial News Network. Topic: "Corporate Terrorism: How the Takeover Movement is Trashing America." Copacabana, New York.

Oct. 15-16—"The Future of Television in Europe," conference sponsored by *Club de Bruxelles*. Palais des Congres, Brussels.

Oct. 15-17—*Indiana Broadcasters Association* fall conference. Holiday Inn Union Station, Indianapolis.

Oct. 15-17—*Magnavox* mobile training seminar for cable. Holiday Inn North, Richmond, Va. Information: (800) 448-5171, extension 389.

Oct. 16—*Cabletelevision Advertising Bureau* local advertising sales workshop series. Governors Inn-Research Triangle Park, Raleigh, N.C. Information: (212) 751-7770.

Oct. 16—"Interconnecting with Your Cable Franchise,"

workshop sponsored by *Wayne County (Mich.) Intermediate School District's department of technology*. Education Annex 2 & 3, Wayne, Mich. Information: (313) 467-1300.

■ **Oct. 16**—*Vermont Ad Club* meeting. Radisson, Burlington, Vt.

Oct. 16-17—*Broadcast Financial Management Association* board of directors meeting. Westin Crown Center, Kansas City, Mo.

Oct. 16-17—*American Women in Radio and Television* Southeast area conference. Wyndham hotel, Orlando, Fla. Information: (202) 429-5102.

Oct. 16-20—*National Federation of Community Broadcasters* public radio RF transmission training seminar. Sheraton hotel, St. Louis. Information: (202) 797-8911.

Oct. 17—*Radio-Television News Directors Association* region 12 meeting with *Sigma Delta Chi*. Topics: the making of ABC's *20/20*, sexual harassment and news coverage of drug crisis. Remarks by CBS's Charles Osgood. Sheraton Center, New York.

Oct. 17-21—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France.

Oct. 17—*Ohio Association of Broadcasters* small-market radio exchange. Westbrook country club, Mansfield, Ohio.

Oct. 17-19—Advanced economics conference for journalists, co-sponsored by *Foundation for American Communications, Gates Foundation* and *Denver Post*. Keystone resort and conference center, Keystone, Colo. Information: (213) 851-7372.

Oct. 18-19—*Northern California Women in Film & Television* workshop. "The Corporate Connection: Making It Work for You." Positive Video, San Carlos, Calif. Information: Nancy Stevens, (415) 548-5308.

Oct. 19-22—*Intelevent '86*, fifth annual conference on international telecommunications policy, sponsored by *International Televent*. Hotel Bayerischer, Munich. Sponsors include Finley, Kumble, Wagner; E.F. Hutton; Peat, Marwick, Mitchell & Co., and International Chamber of Commerce. Information: (202) 857-4612.

Oct. 20-22—*National Religious Broadcasters* Southwestern regional convention. Holiday Inn Holiday, Dallas-Fort Worth. Information: Sharon Barela, (918) 664-7991.

Oct. 20-22—*Magnavox* mobile training seminar for cable. Holiday Inn North, Richmond, Va. Information: (800) 448-5171, extension 389.

Oct. 21—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Oct. 21—*International Radio and Television Society* seminar. "Dialogue—An Insider's View of the Television Industry," featuring Professor Richard Brown, who teaches courses at New School for Social Research. New York Hilton, New York. Information: (212) 867-6650.

Oct. 21-22—*New York State Broadcasters Association* 32d annual meeting. Turf Inn, Albany, New York.

Oct. 21-23—Annual convention of *Microwave Communications Association*. Theme: "MMDS/ITFS/OFS/DEMS Emerging Microwave Technologies." Ramada Renaissance hotel, Washington. Information: (202) 659-4417.

■ **Oct. 22**—*Federal Communications Bar Association* luncheon. Speaker: Alfred Sikes, head of National Telecommunications and Information Administration. Washington Marriott, Washington.

■ **Oct. 22**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Tom

Goodgame, president, Group W Television Station Group. Topic: "What Television Is... Or Should Be... Doing for Kids." Copacabana, New York.

Oct. 22-23—*Ohio Association of Broadcasters* fall convention. Stouffer Dayton Plaza hotel, Dayton, Ohio.

Oct. 22-24—*American Women in Radio and Television* North Central area conference. Hilton on the Circle, Indianapolis. Information: (202) 429-5102.

Oct. 22-25—*National Black Media Coalition* annual conference. Speakers include Oprah Winfrey, syndicated talk show host; Barry Mayo, WRKS(FM) New York; Erwin Krasnow, Verner, Lijfert; Vince Cullers, Cullers Advertising, Chicago, and Mal Goode, U.N. correspondent and consultant, New York. Shoreham hotel, Washington. Information: (202) 387-8155.

Oct. 22-26—*Association of Music Personnel in Public Radio*. Hyatt Regency New Orleans. Information: (504) 286-7000.

Oct. 23-25—*National Religious Broadcasters, Eastern chapter*, convention. Philadelphia Airport Marriott, Philadelphia. Information: Sue Bahner, (716) 461-9212.

Oct. 24—*Montana Broadcasters Association* sales clinic. Village Red Lion Motor Inn, Missoula, Mont.

Oct. 24—Radio acquisition seminar, sponsored by *National Association of Broadcasters Radio*. Airport Marriott, San Francisco.

Oct. 24-25—*Friends of Old-Time Radio* 11th annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 248-2887 or (203) 795-6261.

Oct. 24-29—*Society of Motion Picture and Television Engineers* 128th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Information: Dorothy Smith, (914) 476-6606.

Oct. 25—*Museum of Broadcast Communications* "You Can Come Home Again" gala, "homecoming reunion saluting broadcast stars born in Illinois or whose careers were nurtured in Chicago." MBC, Chicago. Information: (312) 565-1950.

Oct. 25—*American Women in Radio and Television's* 32d annual Genii awards luncheon, honoring actress Sharon Gless and writer-producer Fay Kanin. Beverly Wilshire, Los Angeles. Information: (818) 509-0819.

Oct. 26-27—"Teleconferencing: Steps to Take, Moves to Make," sponsored by *National University Teleconference Network*. Anaheim Marriott hotel, Anaheim, Calif. Information: Jeff Beaver, (405) 624-5191.

Oct. 26-28—*National Association of Broadcasters* "Hundred Plus Exchange," for small market TV stations. Chicago O'Hare Airport Hilton, Chicago.

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

Oct. 27—*Cable Television Network of New York* third annual CAPE (Cable Awards for Programing Excellence) awards and dinner dance. Trump Tower, Atlantic City, N.J. Information: (609) 392-4360.

Oct. 28—Conference for journalists, "Illiteracy: How Big a Problem? What Can Be Done?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Oct. 28—*International Radio and Television Society* seminar. "Dialogue—An Insider's View of the Television Industry," featuring Professor Richard Brown, who teaches courses at New School for Social Research. New York Hilton, New York. Information: (212) 867-6650.

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

■ **Oct. 29**—*New York chapter of National Academy of Television Arts and Sciences* luncheon, featuring Robert E. Mulholland, director, Television Information Office. Topic: "Why TV News Makes News." Copacabana, New York.

Oct. 29-30—Conference for journalists, "Education 1986: Are Schools Better? Are Basics Being Taught?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Oct. 30—Dinner sponsored by *Entertainment Industries Council*, honoring Grant Tinker, outgoing chairman of NBC. Sheraton Premiere hotel, Los Angeles. Information: (818) 840-3842.

Oct. 30-31—"Success in Radio and Television Sales and Promotion," sponsored by *California Broadcast-*

Errata

In Sept. 22 "Fifth Estater" on Tom Gammon, it was incorrectly reported that Gammon and Ninowski brokered sale of KJOL(FM) Los Angeles. **Gammon & Ninowski brokered sale of KTNQ(AM)-KLVE(FM) Los Angeles; H.B. LaRue brokered KJOL(FM) sale.**

ers Association and Broadcast Promotion and Marketing Executives. Hyatt Los Angeles Airport.

Oct. 31—Academy of Television Arts and Sciences forum luncheon. Keynote speaker: First Lady Nancy Reagan, on drug abuse. Los Angeles. Information: (818) 953-7575.

November

Nov. 1—Academy of Television Arts and Sciences all-day seminar on drug abuse. Sheraton Premiere, Los Angeles. Information: (818) 953-7575.

Nov. 1—Caucus for Producers, Writers and Directors final general membership meeting of 1986. Chasen's restaurant. Los Angeles.

Nov. 3-5—Electronic Imaging '86, conference and exhibit, featuring computer graphics, fiber optics and high-definition TV. Sponsored by *Institute for Graphic Communication*. Sheraton-Boston hotel, Boston. Information: (617) 267-9425.

Nov. 3-7—London Market for TV, film, home video, cable and satellite. Gloucester hotel, London. Information: (212) 593-2258.

Nov. 4—International Radio and Television Society seminar, "Dialogue—An Insider's View of the Television Industry," featuring Professor Richard Brown, who teaches courses at New School for Social Research. New York Hilton, New York. Information: (212) 867-6650.

Nov. 5—New York chapter of National Academy of Television Arts and Sciences luncheon, featuring David D. Connell, VP-executive producer, Children's Television Workshop. Copacabana, New York.

Nov. 6—Women in Cable, San Francisco chapter, meeting. Topic: employe relations. EEO. Blue Dolphin

restaurant, San Leandro, Calif.

Nov. 7—Radio acquisition seminar, sponsored by *National Association of Broadcasters Radio*. Henry VIII Inn Airport, St. Louis. Information: (202) 429-5420.

■ **Nov. 7—Georgia Association of Broadcasters** "Georgian of the Year" banquet. Omni hotel, Atlanta.

Nov. 7-9—Conference for journalists on "civil justice/litigious society," sponsored by *Foundation for American Communications* and *Gannett Foundation*. Vista International hotel, Washington. Information: (213) 851-7372.

Nov. 8—Radio-Television News Directors Association region six workshop on cameras and microphones in the courtroom. Columbia, Mo.

Nov. 9-13—Nebraska Videodisk Workshop, sponsored by *Nebraska ETV Network/University of Nebraska-Lincoln, Videodisk Design/Production Group*. UN, Lincoln. Information: (402) 472-3611.

Nov. 10—29th annual International Film & TV Festival of New York, awards for film, video, slide and audio-visual productions. Town Hall, New York. Information: (914) 238-4481.

Nov. 12—Ohio Association of Broadcasters financial managers meeting. Embassy Suites, Columbus, Ohio.

Nov. 12—American Women in Radio and Television, Washington chapter, meeting, "Sexism in Broadcasting: Fact or Fallacy." National Association of Broadcasters, Washington. Information: Lisa Tate, (202) 628-3544.

■ **Nov. 12—International Radio and Television Society** "Second Tuesday" seminar. Viacom conference center. New York. Information: (212) 867-6650.

■ **Nov. 12-13—Conference for journalists**, "The Women

Datebook continues on page 85.



Local decision

EDITOR: I have always felt a close kinship with Mutual Broadcasting going back to the 1950's when my first station carried Mutual in Tacoma, Wash., to the 1980's when my station in Seattle became a Mutual affiliate. Having been personal friends of the last three presidents of Mutual, I have always been very supportive and a strong booster of the network.

However, I honestly think Ron Nessen's [Mutual's news director] decision to remove the feed of the President's Saturday morning report to the people was in error and not in the best interest of the network, affiliates or the industry.

Usually the network makes available a variety of programing and allows the individual affiliates to make the local decision as to whether the airing of a specific network offering is in the best interests of the station and its listeners.

In this case, however, Mutual seems to be trying to dictate local station programing. What harm is there in providing Mutual basic and supplemental affiliates with the feed of the President's talk and let the stations make their own decision?

Certainly it is not a case of insufficient feed time available on the satellite channels. Maybe in the old days of the one [phone] line over which to feed all programing the network might have to make programing decisions for affiliates, but not today.

I respectfully ask on behalf of the indus-

try, that Mutual reconsider its decision and again feed the President's Saturday morning talk over the Mutual satellite facilities and let us stations make the final decision as to whether our local listeners want to hear the President or not.—*Thomas W. Read, Read Broadcasting, Spokane, Wash.*

AM activist

EDITOR: Let me commend you for your editorial of Sept. 22 ("Now hear this") urging AM broadcasters to "get moving" on AM improvement.

As co-chairman of the National Radio Systems Committee subgroup that has been studying the AM pre-emphasis and bandwidth issue, I can say that there is a lot of excitement brewing on the AM front. It stems not only from the broadcasters involved, but also from the many receiver manufacturers and audio processor designers who have cooperated for the betterment of the AM service.

Broadcasters should remember that higher quality receivers are now being built, and although it may be a year or longer for large quantities to appear in the marketplace, the tide is definitely flowing.

But don't wait for the receivers, make your improvements now: We need an industrywide commitment to quality engineering and programing. It's your chance to help insure the future of AM.—*John Marino, vice president, NewCity Communications, Bridgeport, Conn.*

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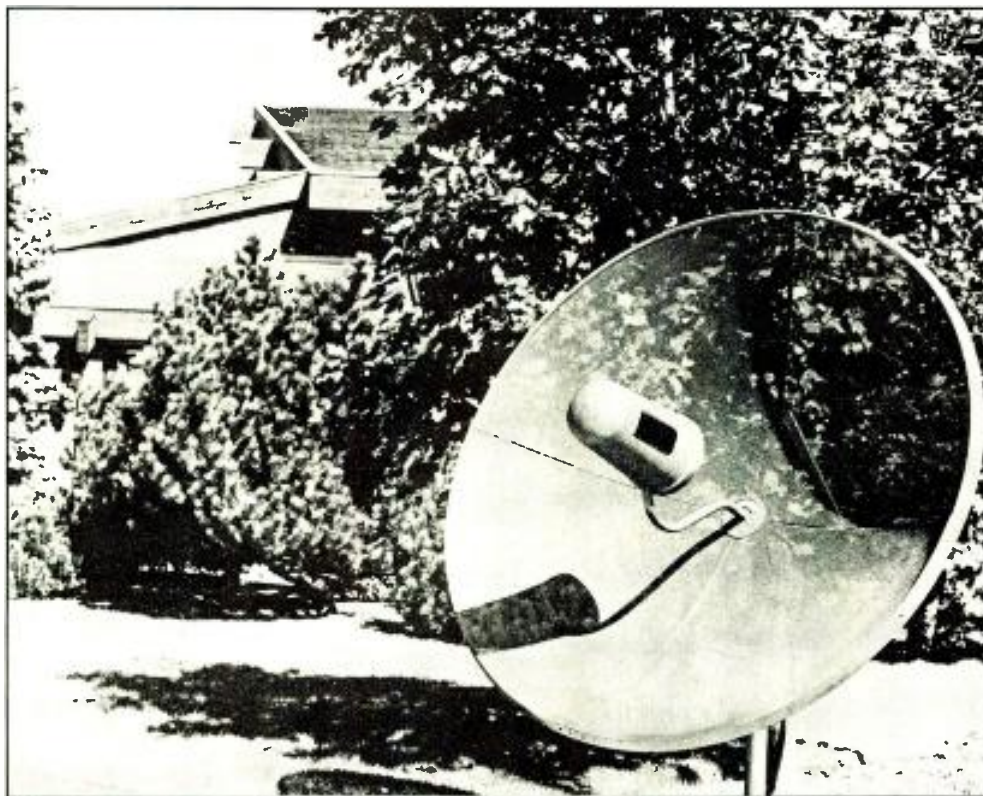


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Vol. 111 No. 13

TOP OF THE WEEK



Cable in lead in Hill home dish fight

NCTA appears to have enough pull to block proposed bill requiring cable programmers to market scrambled services to home satellite dish owners

Late last week, it looked as if the cable industry would deflect legislative attempts by the home satellite industry and its supporters to dictate developments in the TVRO marketplace. But in the pandemonium that reigns as Congress nears adjournment (now expected to occur no later than Oct. 10), anything is possible.

With the support of key senators, the National Cable Television Association may have shown enough muscle to block legislation (S. 2823) that would force cable programmers to make scrambled services available to backyard dish owners through third-party distributors—either cable operators (outside their franchise areas) or other qualified companies—on a nondiscriminatory basis (BROADCASTING, Sept. 22).

The measure's authors—Senators Al Gore (D-Tenn.), Wendell Ford (D-Ky.) and Dale Bumpers (D-Ark.)—plan to attach the bill as a rider to legislation moving through the Senate, possibly the omnibus appropriations package called the "con-

tinuing resolution."

Backing the NCTA in its effort to derail the legislation: Barry Goldwater (R-Ariz.), chairman of the Communications Subcommittee; Mark Hatfield (R-Ore.), chairman of the Appropriations Committee; Ted Stevens (R-Alaska), who sits on the Appropriations Committee and the Communications Subcommittee, and Senate Minority Whip, Alan Cranston (D-Calif.).

What's more, cable hopes to count Senate Commerce Committee Chairman John Danforth (R-Mo.) on its side (BROADCASTING, Sept. 22). During a Commerce Committee hearing on the TVRO marketplace in July, Danforth indicated that Congress should not take action until the FCC completes its investigation of the TVRO marketplace. Procedurally, the chairman may also object to the TVRO measure if it is attached as a rider to another bill and bypasses the Commerce Committee, Danforth, an aide said, has not taken an official stand on this latest TVRO-cable fight and is waiting to see what is offered on the floor.

The matter could come to a head early this week (Monday or Tuesday) when the Senate takes up the continuing resolution. Some reports, however, are that Gore, Ford and Bumpers are still undecided about the bill to

carry their appendage. The debt ceiling legislation is another possibility. Even if the senators are successful in attaching their bill to the resolution, it could be thrown out during the House-Senate conference on the measure.

The TVRO industry has been waging a potent grass-roots campaign. Some observers feel the dish owners might not have fared as well in Congress if it weren't an election year. One Senate aide said: "We've gotten calls from all over the country." A TVRO representative said those interests "still have a good shot at winning."

NCTA President James P. Mooney declined to predict the outcome of a TVRO-cable fight. "These things move around a lot, and political postures can change," he said. But he felt the cable industry has the better case. Despite the claims of the home satellite industry to the contrary, there is "hard evidence" that competition is developing in the marketplace. Mooney said. A prime example, he said, is the "pricing war" between HBO and Showtime/TMC.

Cable's case may have been strengthened late last week by the decisions of Home Box Office and Showtime/The Movie Channel to discontinue their practice of sharing revenue from TVRO subscriptions with local

cable operators. In congressional hearings earlier this year, Gore characterized the rebates that operators received for TVRO subscribers in their franchise areas as "kick-backs."

The dropping of the rebates will not put a halt to the home satellite industry's legislative drive. According to a Gore aide, it was a "positive development," but not one that will stop Gore from pressing ahead. Gore considers the rebates a "side issue," the aide said.

Gore and the other home satellite proponents on Capitol Hill have expressed concern that backyard dish owners are being denied access to scrambled cable services "at fair and reasonable rates." About a dozen so-called scrambling bills have been introduced over the past two years in the House and Senate. In the House, Representative Billy Tauzin has been a champion of the home satellite industry.

The lawmakers have also charged cable operators with stifling competition and making it impossible for third-party distributors of scrambled cable programming to compete with programmers and cable operators in selling subscriptions to dish owners. Cable operators were accused of "coercing" many cable programmers into scrambling their satellite signals in the first place.

HBO and Showtime/TMC in dropping their rebates were responding in part to pressure from House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), who asked them to reevaluate their rebate programs (BROADCASTING, Aug. 25). In a letter to Wirth and other congressional leaders, HBO's Michael Fuchs wrote: "The fact that we chose to compensate the cable opera-



Goldwater



Gore

tor for his efforts to promote the HBO brand name in his franchise area is a matter that is properly within our business discretion. However, I am advised by you and others in Washington that the misinformation and distortion which have developed around the BUD have made it unacceptable from a public policy perspective."

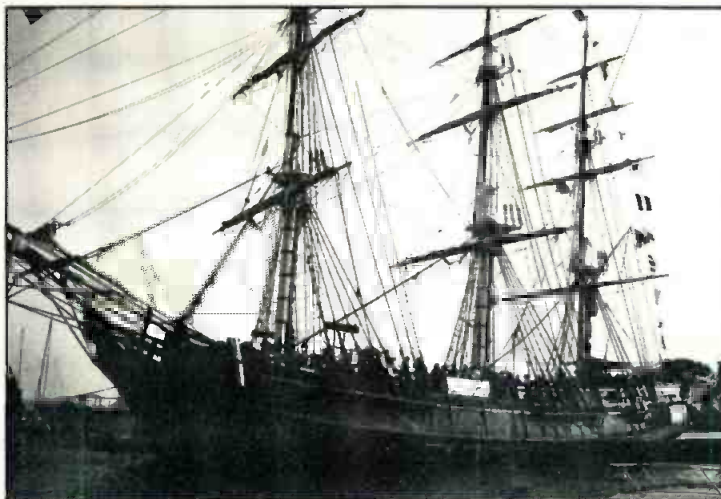
Showtime/TMC, which called its rebate program a "marketing development allowance," also defended the practice but opted to drop the program: To "reassure members of Congress that these marketing incentives will not be a barrier to free-market price competition in the TVRO market, we hereby commit to you that we are, effective immediately, revising our TVRO sales and marketing policy to withdraw the MDA credit to cable operators for direct TVRO sales by Showtime/The Movie Channel."

HBO and Showtime/TMC said that the discontinuance of the rebates would not affect their prices. Showtime/TMC's Stephan

Shulte said the pay programmer will not pocket the money that had been earmarked for cable operators but will use it to market Showtime/TMC services to dish owners.

Wirth has shied away from taking any legislative action and instead has concentrated on finding marketplace solutions. He continues to pressure the cable industry and, with Representative Charles Rose (D-N.Y.), an author of TVRO legislation, sent out a letter last week. This time Wirth asked basic cable programmers such as CNN, ESPN, Lifetime, and USA Network, as well as HBO and Showtime/TMC, for a commitment to provide "competitively priced" program packages to backyard dish owners. He asked the programmers to respond no later than Oct. 7.

NCTA was generating a lot of activity as more than 250 cable operators, programmers and representatives made the rounds in Washington last week. It was part of the association's annual Washington leadership conference, but the timing was right. Cable's



Party on the Bounty. The more than 250 cable operators and programmers in Washington last week to lobby Congress on pending home satellite legislation and other matters (under the aegis and guidance of the National Cable Television Association) were guests of Turner Broadcasting System at a reception Tuesday evening aboard TBS's latest acquisition—a replica of the HMS Bounty. Also aboard were staffers of the NCTA and state and regional cable associations, congressmen, congressional staffers and communications lawyers. On left: NCTA President Jim Mooney. On right: TBS General Counsel Bob Ross and Glenda Booth of the Pennsylvania Cable Television Association.

Turner acquired the Bounty in its purchase of MGM/UA Entertain-

ment earlier this year. The ship was built in Nova Scotia in 1960 for MGM's 1962 remake of "Mutiny on the Bounty" with Marlon Brando. For the filming, the ship sailed to Tahiti and, following release of the film, it toured U.S. ports promoting the film. Since 1965, it has been docked most of the time in St. Petersburg, Fla., where it has become a tourist attraction.

TBS made the ship seaworthy again in June. Since then, it has provided an unusual venue for parties for TBS's cable affiliates and advertisers in Boston (during the Cable Television Administration and Marketing Society convention); Chicago; Cleveland; Detroit; Traverse City, Mich.; Toronto; Buffalo, and Baltimore. After last week's party in Washington, the Bounty sailed for Miami.

NBC O&O's going to checkerboard

Beginning in fall of '87, stations will program first-run sitcoms in access either five or six days

Plans for checkerboard schedules on the NBC-owned TV stations in prime access time starting in the fall of 1987 began to take shape last week with the announcement that two new first-run situation comedies had been purchased by the station group. Taking its place as the lead-in to *The Cosby Show* on Thursday will be *Out of This World*, a sitcom from MCA-TV. The second project, *Marblehead Manor*, will come from Paramount. *Marblehead* has yet to be scheduled.

The NBC checkerboard will consist of either five (Monday through Friday) or six (Monday through Saturday) first-run sitcoms.

Wes Harris, vice president of programing for the stations division, said the stations had been exploring the checkerboard option since the last NATPE conference. A trial run of the checkerboard beginning this fall had been considered for KNBC(TV) Los Angeles. Those plans were abandoned because the station felt the sitcoms available were of insufficient quality and the shows' distributors were keeping too many national barter minutes (BROADCASTING, Sept. 22).

Out of This World will be produced by Bob Booker Productions, with Bob Booker as executive producer. Booker's credits include producing and writing the comedy album, *The First Family*; creating, producing and writing *Foul Ups*, *Bleeps*, and *Blunders*, and creating, producing and writing 38 network comedy/variety specials. John Boni,

who has worked on *Bad News Bears*, *Love American Style* and *Three's Company*, will produce the show. Actor/director Lou Antonio will direct.

There will be 24 first-run and 28 repeat episodes of *Out of This World* which will be sold by MCA-TV for cash plus three 30-second spots.

Out of This World is about 13-year-old Evie Garland, the "blended life form" daughter of a human mother and an alien from space. When the series opens, it is Donna's 13th birthday and she inherits from her father the power to stop time. Donna Garland plays Evie's mother. She starred in *Angie* and has appeared in films including "Saturday Night Fever" and "Jake's Speed." Maureen Flannigan is Evie. She has appeared in *Highway to Heaven* and *Divorce Court* and in numerous commercials.

MCA President Don Menchel said that MCA-TV will be "reasonable" on the license fees in the series. The NBC stations will get six-and-a-half minutes of advertising time in the show. Other stations will get seven.

Paramount's *Marblehead Manor* (its working title) features Gary Nardino, former head of network TV at Paramount. Bob Fraser and Rob Danes, producers of *Benson* for seven years, will produce the show.

Marblehead is about the antics of a group of domestics working in the mansion of an eccentric millionaire. It will sell for cash plus three 30-second spots.

Albert D. Jerome, president of the NBC stations, said that the sitcom checkerboard is ideally suited to access because of the favor-

call to arms appeared to be paying off. For starters, Goldwater attacked the TVRO legislation in a letter to Senate Appropriations Committee members and asked them to reject any efforts to fasten the bill as an amendment to the continuing resolution. (The Appropriations Committee was scheduled to act on the resolution late last Friday, although Bumpers, who sits on the committee, reportedly said he wouldn't offer a scrambling amendment in committee.) Goldwater reportedly was preparing a "Dear Colleague" letter in opposition to the TVRO measure. And he has put a hold on the bill, another sign that he's committed to fight it.

Goldwater criticized the bill as an intrusion in the marketplace. "What the Gore bill or amendment boils down to is substituting government intervention in a developing marketplace for private business decisions. The measure amounts to nationalizing a part of the industry's operations," Goldwater wrote.

He also charged that a moratorium on scrambling would result because the bill requires the FCC to establish a single technical standard for signal decoders. "The language mandates that any person who is scrambling must conduct such encryption in accordance with uniform standards...approved by the commission." Until the commission acts, encryption is restricted. But there is no way the FCC proceeding could take less than six to eight months," the letter stated.

Attaching the home satellite legislation to any appropriations measure is likely to prove difficult. Hatfield, a spokesman said, "agrees with Goldwater," and would oppose the bill. The Appropriations chairman, a source noted, has made it clear that he will accept no amendments to the continuing resolution. The FCC also knocked the satellite measure after Goldwater asked for its view on the matter.

A letter from FCC Chairman Mark Fowler mentioned several concerns. Fowler felt the bill would create some "unnecessary changes in the way that the home satellite dish market operates." He also felt there were "serious ambiguities in the text of the bill." And the FCC chairman argued that it would be "ill-advised to move forward in this area without at least examining the specific provisions of the bill in hearings and without waiting for the results of the commission's congressionally requested study." The FCC and the National Telecommunications and Information Administration are conducting an inquiry into developments in the home satellite marketplace.

NTIA Administrator Alfred Sikes also opposed legislation. "There is a great deal of evidence that the marketplace is steadily and rapidly moving toward an acceptable offering," he said. "The legislation, at this point, would impede that rapid development."

Fred Finn of Brown & Finn, a spokesman for the Satellite Viewing Rights Coalition, compared the current fight to the battle between David and Goliath, with cable playing the role of Goliath. Ten years ago, when cable was squared off against the broadcasting industry, he pointed out, cable was playing David. □

RKO discussions begin

Settlement discussions in the RKO General Inc. proceedings appeared to get off to an auspicious start last week.

At the first settlement meeting, held last Thursday, James McKinney, FCC Mass Media Bureau chief, was ratified as mediator by representatives of the parties to the proceedings. (The parties ratified McKinney by vote of 36-0 with three abstentions. An attorney for the three parties abstaining questioned the legality of the FCC's entire procedure. The attorney said she abstained to preserve any rights her clients might otherwise have waived by acquiescing to a mediator.) Also at the meeting, A. William Reynolds, president and chief executive officer of GenCorp, RKO's parent, reportedly said the company intended to try to settle in such a way that all of the 13 properties involved would end up in the hands of others. McKinney also revealed that, as of the meeting, he had received six inquiries from attorneys for outside entities interested in buying some or all of the properties.

According to McKinney, the parties to the proceedings also agreed to discuss settlement possibilities among themselves through Oct. 3. Then they are supposed to report on their progress to McKinney and indicate whether they are interested in hearing what outside parties may have in mind.

McKinney also said Group W, RKO and Fidelity Television Inc., which have already proposed a deal for RKO's KLU-TV Los Angeles, had indicated they weren't interested in reopening that property to fresh negotiation. "KLU-TV is not in play," McKinney said.

At a press conference, McKinney also said he had told the representatives present at the meeting that he thought the more "comprehensive" the settlements become, the "more flexible" the commission would be about granting any rule waivers and other relief necessary to approve any deals. "But that's just a personal view," said McKinney, who, as mediator, is not supposed to seek guidance from the FCC on the unusual way it has proposed to tend the more than 20 years of litigation for RKO's properties (BROADCASTING, Sept. 22, Sept. 15).

able demographics the shows are expected to attract as a lead-in to the regular NBC schedule beginning at 8 p.m.

But Jerome said that there will be problems with the move, "not the least of which will be promotion." Introducing first-run programming, especially in a checkerboard, when stations have traditionally aired strips, requires a good deal of promotion. "We are committed to patience," Jerome said. "There will be no quick trigger finger." Jer-

ome said that NBC will have no other first-run shows in reserve when the checkerboards begin. A large number of first-run sitcoms will be available next year, however.

Since the networks have representatives on the sets of shows being produced for their prime time schedules, NBC, through Harris, will monitor the production of the checkerboard shows.

Harris said the checkerboard should be good counterprogramming to the game show

strips that currently dominate access ratings since sitcoms attract a younger audience than game shows.

The NBC checkerboard will give Los Angeles two checkerboards during access if KTLA(TV) continues the one it began Sept. 22. Harris said the skew of the NBC shows would not be as young as KTLA's. And he saw no problem with competing with another sitcom in access since the networks do the same thing during prime time. □

The trimming of the guard at CBS

Cutbacks at network following Tisch's arrival are in line with post-takeover action at ABC and NBC

Thin is in. The recently announced reduction of CBS's 1,350-person corporate staff by perhaps a third is part of a trend not only in the recession-struck network television business but also in corporate America at large. It follows similar layoffs that occurred when ABC merged with Capital Cities earlier this year, and at RCA when that company was acquired by General Electric. Furthermore it is a continuing trend, and reports suggest that for 1987 Capcities/ABC's corporate staff might face an additional if slight decline.

There are some who think CBS's acting chief executive officer, Laurence Tisch, may have more in mind than simply making the existing structure leaner, perhaps modeling the network's parent company after the other company of which he is CEO, Loews Corp., where 60 people oversee four diverse operations—tobacco products, watch manufacturing, hotels and insurance/finance—which produced 1985 revenue of \$6.7 billion (CBS had 1985 revenue of \$4.8 billion).

A CBS spokesman said that the cuts so far announced (BROADCASTING, Sept. 22) had three purposes—to eliminate unnecessary staffing where the same work could be done with fewer people; to eliminate marginal activities, and to eliminate jobs that were duplicating work already being done within the three operating groups. There were no indications that Tisch is contemplating changing the current group structure of CBS which divides the company into broadcast, records and publishing, along the lines of the Loews holding company model, he said.

Such a review, said another CBS executive, might even persuade a new chief executive officer to move instead to a more centralized operation: "You could make the argument that the company should be divided into seven divisions: a television network; TV stations; radio; domestic and international records; magazine, and educational and professional publishing, and have each of them report directly to the chief executive officer." Said another executive: "I already considered CBS a holding company."

Whatever the structure, CBS will be a company with a leaner staff. The extent of corporate reductions will become clearer in the next month as department heads prepare drafts of their 1987 budgets. Measuring the

exact number of people forced out the door is not easy, since some of the "positions eliminated" are slots that were not occupied at the time. Some had been vacant for several years.

Cuts of white-collar workers, especially middle management, are not just affecting the parent companies of the television networks. A recent Harris Poll found that 55% of middle management throughout the business world believed their company had cut back its salaried work force during the past five years. Susan Sanderson, a senior research associate with the Conference Board, said the New York-based business organization is completing a study that has found that the reduction of corporate staffs in the United States has been "extensive... from old manufacturing to high-tech service companies." She said the reasons for what appears to be permanent layoffs of white-collar workers include decentralization of operations; a correction of sometimes bloated corporate staffs "particularly in the middle levels";

cost-cutting due to industrywide recession, and computerized technology requiring fewer people to accomplish the same work.

Sanderson also attributed the layoffs to mergers and acquisitions, a process that recently affected the corporate staff of RCA, some of whose members were laid off following that company's acquisition by GE. NBC, because it had been operating autonomously, said GE, will continue to do so and, therefore, was less affected by the merger than either CBS or ABC. Additionally, observers note that for many years NBC was the least profitable of the three networks and already had a smaller staff. As a result, said one NBC spokesman: "There will be no company-wide cuts directed from above... nothing dramatic."

All three of the television network parent companies previously had corporate staffs that served roughly the same purposes. The departments included finance, law, buildings and plant administration, personnel, strategic planning or corporate development

CBS to the defense

A delegation of CBS representatives made the rounds at the FCC and key congressional offices last week in an effort to persuade government officials that control of the network has not changed hands.

The central issue is what to make of Laurence Tisch's becoming interim chief executive officer of CBS in the wake of Thomas Wyman's ouster (BROADCASTING, Sept. 22). Tisch is chairman of Loews Corp., which owns 24.9% of CBS's stock.

According to FCC sources, the CBS delegation—consisting of Gene Jankowski, president of the CBS/Broadcast Group; Robert McConnell, CBS Washington vice president; Newton Minow, CBS board member and former FCC chairman, and Richard Wiley, an attorney for CBS and also a former FCC chairman—essentially told the FCC commissioners that control of CBS remained with its shareholders. Jankowski also reportedly said he remained in charge of the company's broadcast licenses.

The delegation also touched base with House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.). It was said that Dingell is "not overly concerned." The delegation also reportedly conceded to Wirth that Tisch was "very influential" at the company.

Also last week, the FCC responded to a variety of Wirth's written questions on determining whether de facto transfers have occurred (BROADCASTING, Sept. 22). The FCC said such determinations are made on a case-by-case basis and focus broadly on control of finances, programming and personnel practices and the ability to elect a board of directors.

An aide to Wirth expressed disappointment that the FCC had "avoided" answering a question on whether a de facto transfer had occurred at CBS. "This is a situation where we feel the FCC should have gone in and looked on its own without being prodded," the aide said.

and corporate affairs (including public relations and investor relations). The fastest growing corporate department in recent years has been management and information systems (MIS), which services all the various data processing needs of each company.

Current staffing at Capacities/ABC in corporate departments such as law, finance and

public relations are all smaller than in pre-merger days. Beyond mere slimming, Capital Cities decided to move many functions previously handled by ABC's central staff to the operating level. For example, it made the several hundred employees of MIS part of the television network, whose data processing work, it was estimated, accounted for close to 90% of the MIS work.

At the same time, however, the merger quadrupled the size of Capital Cities, to \$4 billion in revenue, a change that forced the company to increase its corporate staff beyond the 35 it had as of Dec. 31, 1985. It then decided to centralize many of its previously decentralized operations. For example, it combined its various personnel functions under John Frisoli, vice president. □

FCC asked to choose AM stereo standard

Texar Inc. says marketplace choice is hopelessly stalled and whole AM service imperilled

When the FCC opted to allow the marketplace to select the standard for AM stereo broadcasting four-and-a-half years ago, it envisioned a "worst case scenario" in which none of the five incompatible AM stereo systems "would be adopted widely enough to sustain AM stereo in the market."

According to Texar Inc., a small Pittsburgh manufacturer of audio processors for radio, the FCC's worst case scenario has come to pass and it's now time for the FCC to do what many believe it should have done in 1982: select one system and adopt it as the national standard.

Glen Clark and David Van Allen, Texar's president and senior design engineer, respectively, flew to Washington last Thursday to file a petition calling on the FCC to choose a standard. They also took time on Thursday and Friday to present copies and talk to reporters, the National Association of Broadcasters, the National Telecommunications and Information Administration and others interested in AM stereo.

"The public and AM broadcasters can no longer be whipsawed by the ongoing, parochial actions of the remaining system proponents [Motorola and Kahn Communications]," the 75-page petition said. "The lessons learned from four-and-a-half years of uncertainty in no way indicate that anything constructive will be gained by extending the period. On the other hand, the establishment of an AM stereo standard will provide an environment conducive to investment and will result in the wide availability of an improved service to the listening public. It will also put an end to the very real danger of losing the existing valuable service that AM provides."

Texar is hoping that others will get behind its petition. How seriously the FCC takes the petition, Clark said, will be proportional to the number of broadcasters, broadcast equipment manufacturers and receiver manufacturers that support the petition in comments to the FCC.

With sufficient support, Texar believes it can get the FCC to act. "This is not a hopeless case," said Clark. "It may be an uphill fight, but it is not hopeless."

Clark and Van Allen were reluctant to say whether they have gotten any encouragement from the FCC. But, Van Allen said, "We get good vibes from the commission."

In fact, the fate of the petition at the FCC

may hinge on a report on the state of AM stereo now being prepared by the National Telecommunications and Information Administration. According to NTIA head Al Sikes, the report will try to ascertain how far the marketplace has come in achieving a de facto standard. Sikes said the report will be ready around the end of the year.

Jim McKinney, chief of the FCC's Mass Media Bureau, said that absent the NTIA effort, the FCC staff would have "automatically rejected" the petition because the FCC had tacitly reasserted its faith in the marketplace approach to AM stereo standards in its AM improvement report released last April.

Before The FEDERAL COMMUNICATIONS COMMISSION Washington, D.C. 20554	
In re Request for)
)
Amendment of Section 73.128 of the Commission's Rules and Regulations (AM Stereophonic Broadcasting) to Establish a Uniform Technical Standard for AM Stereophonic Broadcasting) RM -
)
)
PETITION FOR RULEMAKING OF TEXAR INC.	
B. J. Baroff	
Lee Jay Peltzman	
BARAPP, KOENIGER, OLENDER & HOCHBERG, P.C.	
2033 M Street, N.W.	
Washington, D.C. 20036	
(202) 452-8200	
Counsel for TEXAR Inc.	
September 26, 1986	

But the staff is now willing to wait and see what the NTIA comes up with before deciding what to do with the Texar petition, he said.

Sikes said that he had considered asking the FCC to set a standard, but, in the end, opted to conduct the study. If, as he hopes, the report is successful in accelerating the workings of the marketplace, it will have been "superior" to the FCC's launching of a "protracted [standards-setting] proceeding that might or might not lead to a standard and that, if it did lead to a standard, might be appealed in the courts."

Motorola's Oscar Kusisto said his company generally favors any attempt to persuade the FCC to set a standard, but that it would want to know more about what methodology the FCC would use before endorsing any specific effort. If the FCC decided to make its selection on the basis of which system has the most industry support, its conclusion would be "obvious," he said. Motorola's C-Quam system has been adopted by

446 broadcasters (foreign and domestic), 32 receiver manufacturers and five broadcast equipment manufacturers, he said.

Despite his relative enthusiasm for the Texar petition, Kusisto was doubtful it would get very far at the FCC. Judging from his informal discussions with FCC officials, he said, the commission is firm in its belief in the marketplace and is not about to intercede.

Leonard Kahn, president of Kahn Communications, called the petition "very irresponsible. The only thing this will do is give Texar a little publicity," he said. "It won't do anything else."

If the FCC opened an AM stereo standards proceeding, it would "scuttle" the service, Kahn said. AM stereo would be lost in the mire of FCC proceedings and litigation, he said.

Tom Keller, NAB senior vice president, science and technology, said the trade association is concerned that reopening the AM stereo question at the FCC might have "a possible negative effect on the market." The FCC could, for instance, initiate a formal standards-setting process that would take a long time to complete and result in the selection of a system other than either Motorola's or Kahn's.

The NAB shares the frustration of AM broadcasters over the lack of an AM stereo standard, Keller said. "But once you are locked in the marketplace situation, I don't know if you can get out of it."

The process of natural selection triggered by the FCC's 1982 decision has winnowed the number of systems from five to two—Motorola's C-Quam system and Kahn Communications' single-sideband system. But the marketplace now seems to have come to a stalemate. Neither Motorola nor Kahn wants to drop out and, despite their best efforts, neither has been able to knock out the other.

According to Texar, the Motorola-Kahn stalemate and the lack of a standard has retarded the introduction of AM stereo. "With station managers and owners frozen in place by the danger of picking the 'wrong system,' the number of new stations transmitting AM stereo has fallen to no more than a trickle," the petition said. "Less than one AM station in 10 now transmits in stereo and the number is growing very slowly."

If the FCC were to pick a standard, Van Allen said, the number of stations broadcasting in stereo would grow rapidly. The Australian government chose the C-Quam system as the national standard two years ago,

he said. Today, more than 60% of the country's stations are broadcasting in stereo.

Texar believes the selection of a standard is critical to AM stereo and that AM stereo, by helping to close the gap in sound quality with FM, is critical to the future of the AM band. To make its point that AM radio is "in serious trouble," the petition cited figures showing AM share of total listenership dwindling from 59.1% in 1976 to 31.7% in 1986.

Van Allen suggested that AM needs stereo to keep pace not only with FM, but with just about every other type of audio medium, from compact disks to television. "AM is the only medium not in stereo—except for the telephone," said Van Allen.

In Van Allen's thinking, AM stereo is one of three technical improvements that combined, can make AM indistinguishable from FM for most listeners. The other two: the National Radio Systems Committee's voluntary pre-emphasis/de-emphasis standard, which promises to improve AM fidelity, and

continuous tuning radio sets, which would allow listeners to move back and forth between the AM and FM bands without flipping a switch.

The AM stereo standards deadlock is coming to a head, the petition said, because, "with no consumer demand for receivers, receiver manufacturers are beginning to discontinue AM stereo products and abandon the AM stereo market. If the marketplace does manage to select a system at some time in the future, the point will be moot, as receivers will not be available."

Texar made clear that it doesn't care which system gets the nod. "We are impartial," Clark said. "We don't think that is the critical issue at this point. It's more important to get a system we all agree on. We take no sides in this."

(Van Allen had a connection with one of the system proponents. According to Kustisto, Van Allen was once an independent installer of Motorola C-Quam excitors.)

And the petition offers the FCC no help in deciding how to pick a standard. Texar has "considered, at great length, several possible methods of selection and realized, as certainly the commission did some time ago, that each option has its desirable and undesirable points," the petition said. "There is no ideal solution."

Clark acknowledges that picking a standard would be tough for the FCC. But, he said, the agency makes tough decisions all the time. When five companies apply for a television station, he said, it has to decide which one is going to get the license.

In filing the petition, Texar is motivated primarily by self-interest. "If AM dies and the stations go dark or run marginally profitable, our market has been cut in half," said Clark.

But, on a "personal level," Clark said, he and Van Allen just want to see the medium regain some of its old luster. "A lot of people grew up with AM." □

NBC off to strong prime time start

It takes first week overnights; critics offer yeas and nays on first batch of new programs

Despite a strong early surge by ABC, it appeared, based on the available ratings for the first the four nights of premiere week, that NBC would take the first seven days of the new 1986-87 season.

With national numbers in for the first four days of the week, NBC led with a 20.8/31, ABC was a second with 17.2/27 and CBS lagged behind with a 12.4/20. Among the new shows bowing last week:

NBC's *Matlock* performed well, averaging a 20.1/32 last Tuesday at 8-9 p.m. But ABC's strategy of premiering the half-hour *Sledge Hammer!* behind the proven *Who's the Boss* in the same time period proved successful, as the two shows averaged a 20.2/33. By itself, *Sledge*, which will be regularly scheduled at 9-9:30 p.m. Friday, averaged an 18.9/29. *The Wizard* on CBS was a distant third with a 9.3/13.

NBC's new *ALF*, about a muppet-like space creature that crashes into a garage on earth, averaged a 15.6/24 on Monday at 8 p.m., placing second to the season premiere of *Kate & Allie*, and beating the first half-hour of ABC's *MacGyver*, which averaged a 14.3/27. CBS's *Together We Stand*, which premiered out of its regular time slot (Wednesdays at 8 p.m.) last Monday at 8:30 p.m., averaged a 17.1/26, losing out to the season premiere of *Amazing Stories* which did a 15.6/23. *MacGyver* on ABC averaged a 15.4/24.

On ABC, two other new series made their debuts last week. *Jack & Mike* averaged a 15.3/26 last Tuesday at 10 p.m. *Head of the Class* bowed last Wednesday at 8:30 and averaged a 19.2/30.

On Thursday, NBC's *Cosby* and *Family Ties* (33.5/53 and 32.1/50, respectively) blew out ABC's premiere of *Our World* (6/9) and CBS's *Simon & Simon* (11.3/18) from 8

to 9 p.m. Later that night, NBC's *Cheers* scored its highest rating ever, 30/46.

Other new programs bowed the week before (see "Ratings Roundup," page 51) and the rest are scheduled to premiere this week.

Most of this season's new series received mixed reviews from the nation's television critics, although a couple stood out as favorites—including CBS's *Designing Women* and NBC's *L.A. Law*. A sampling of what some critics had to say follows:

Life with Lucy

ABC □ Saturday, 8 p.m.

John J. O'Connor, New York Times: "Uneasy close to the spectacle of a great entertainer who doesn't have to prove anything, trying too hard to show that she can still be the life of the party." ■ *Dan Ruth, Chicago Sun-Times*: "It was not supposed to be like this. But death is always hard to figure. This is an obituary, not of a life but of a career and a once glorious reputation.... It may be un-American to say that her time has past, but it's inhumane to insist it hasn't."

The Wizard

CBS □ Tuesday, 8 p.m.

Tom Shales, Washington Post: "Magic, television, CBS, entertainment, western civilization and our solar system have all seen much better days, and much better shows...." ■ *Dan Ruth, Chicago Sun-Times*: "Basically a 'rip-off' of *MacGyver*." ■ *Eric Mink, St. Louis Post-Dispatch*: "This is harmless, if weightless entertainment, and both Rappaport and Barr display considerable charm." ■ *Monica Collins, USA Today*: "The main character 'is reduced to little more than a Yoda-type figure who spouts bromides and cloyingly easy answers.'"

Designing Women

CBS □ Monday, 9:30 p.m.

Monica Collins, USA Today: "The comedy 'really does nothing more than feature a group of women jawing on about everything from PMS

to picture post cards. Yet, what lifts them above campy kaffeeklatsch is their vulnerability." ■ *Martha Bayles, Wall Street Journal*: "The style of humor may be too raunchy for some viewers, but it has the redeeming aspect of being truly funny." ■ *Dan Ruth, Chicago Sun-Times*: "I liked it a lot." ■ *Eric Mink, St. Louis Post-Dispatch*: "This is easily CBS's best new series, and one of the more promising from any network. The pilot was loaded with good lines, but some of the characters tended to merge into one in the viewers' memory."

ALF

NBC □ Monday, 8 p.m.

John J. O'Connor, New York Times: "One of the better [new family shows], simply because it's kind of cute and a bit offbeat." ■ *Dan Ruth, Chicago Sun-Times*: "Is ALF a stupid show? Sure. Does it have all the makings of classical brainless television? Yep. Is it funny? Forgive me for saying this, but yes it is. Oh, I feel so taken in." ■ *Eric Mink, St. Louis Post-Dispatch*: "The problem is that there are two different ALF shows. First there's the show that NBC says it wants to make, in which ALF is a sarcastic, misanthropic character whose acid tongue provides stinging social comment about human foibles. Second, there is the pilot that was actually made. A show in which ALF doesn't have nearly enough of an edge. A show that devotes far too much time to the boring family of earthlings into whose lives ALF crashes." ■ *Monica Collins, USA Today*: "The 'muppet' alien 'is one creature I wouldn't want crawling around my house. Still, I'm more than happy to watch him on television.'"

Head of the Class

ABC □ Wednesday, 8:30 p.m.

Monica Collins, USA Today: "A learning experience. A classroom comedy with a twist on the age-old device of 'smart' teacher and dumb kids...." ■ *Martha Bayles, Wall Street Journal*: "Mr. Hesseman's low-key style gives the show texture, and the episode I saw had the enormously redeeming feature of not being too

heartwarming." ■ *Dan Ruth, Chicago Sun Times*: "It's a well-timed and funny."

Crime Story

NBC □ Tuesday, 9 p.m.

Monica Collins, USA Today: "Who kills, and what's going on here? But it sure looks interesting... from there, the show that excels in the visual and spurs us the details." ■ *Dan Ruth, Chicago Sun Times*: Paraphrasing his review, Ruth said of the program: "I hated it. I attacked it for its excessive violence... its total lack of a single appealing character." ■ *Tom Shales, Washington Post*: "Everyone is ready serious to the point of pretentiousness, and the illusion is sustained, despite the rock tones and the interior decorating, that something terribly urgent is at stake."

L.A. Law

NBC □ Friday, 10 p.m.

Eric Mink, St. Louis Post-Dispatch: "The big question concerning L.A. Law is whether the dramatic quality of the weekly episodes will equal the standards set by the two-hour pilot. L.A. Law is the kind of show in which fine writing and acting combine to produce drama that is better than either of the two elements alone.... If you watch only one new show this season, this should be it." ■ *Tom Shales, Washington Post*: "So positively well done that it seems to come from a different solar system, between the cerebral, rigid and hard-boiled." ■ *John J. O'Connor, New York Times*: "It's a fine thing to see about the look of the techniques are handled superbly... a pleasant, the unpleasant, the taste of saccharin." ■ *Dan Ruth, Chicago Sun Times*: "Hill Street is a law school." ■ *Monica Collins, USA Today*: "...appreciated its ability to bring legal and compellingly nasty situations."

Our World

ABC □ Thursday, 8 p.m.

John J. O'Connor, New York Times: The episode "has a quiet sense of humor about the past, and they do have events in perspective... a persistent theme." ■ *Tom Shales, Washington Post*: "[Our World] tells us we should look up at some of this film and tape but doesn't exactly tell us why.... You may come away from it shrugging, 'So what else is old?'" ■ *Dan Ruth, Chicago Sun Times*: "Our World has the dubious distinction of being the most interesting new program in the fall schedule. And it quite likely will have been the most watched." ■ *Monica Collins, USA Today*: "Plays with our emotions, our memories—both shared and personal—masterfully."

Easy Street

NBC □ Sunday, 8 p.m.

Martha Bayles, Wall Street Journal: "I'm delighted to see Linda Anderson doing her not-so-dumb-but-not-too-dumb again." ■ *Tom Shales, Washington Post*: "Pleasant company, but the situation and the material, in which they're trapped, just aren't very interesting." ■ *Eric Mink, St. Louis Post-Dispatch*: "The show had a daily pilot, written by Hugh Wilson and Frank Harch, but Wilson is no longer associated with the show. Whether the series matches the new pilot remains to be seen."

Our House

NBC □ Sunday, 7 p.m.

Monica Collins, USA Today: "Multi-generational family units are the norm this season, with the Witherspoon clan perhaps the most heartwarming of all." ■ *Eric Mink, St. Louis Post-Dispatch*: "Easily the best of the genuine family shows... the show offers warmth, humor and honesty and you can't ask for much more than that."

Jack and Mike

ABC □ Tuesday, 10 p.m.

Monica Collins, USA Today: "See Jack. See Mike. She's Jack. He's Mike. Yike. These yuppies are yuckies." ■ *John J. O'Connor, New York Times*: The characters "may trigger spasms of involuntary trembling.... We are, obviously, in somebody's idea of yuppie heaven." ■ *Eric Mink, St. Louis Post-Dispatch*: "Yuppie heaven has arrived on earth. [The starring couple has] an exercise bike. They have an espresso machine. They have the clothes, the chic apartment, a compact disk player and lots and lots of money. This is really pitiful stuff."

Matlock

NBC □ Tuesday, 8 p.m.

Martha Bayles, Wall Street Journal: "The show has a nice feeling of not trying too hard." ■ *Tom Shales, Washington Post*: "One of the best courtroom shows in the history of the genre." ■ *John J. O'Connor, New York Times*: "Easy viewing, so easy that you are liable to forget it's there." ■ *Eric Mink, St. Louis Post-Dispatch*: "The weekly episodes of *Matlock* need far better scripts than the part they expect to grab mystery fans." ■ *Matt Roush, USA Today*: "Breaks no records, but it's as comfortable as one of the shows that Griffith keeps shining as he ponthers his cases."

Together We Stand

CBS □ Wednesday, 8 p.m.

Dan Ruth, Chicago Sun Times: "I lease, please, please! No more, Uncle! I give up, here's the white flag... yes, my sir, I'll confess to anything, just don't make me watch any more CBS series." ■ *Eric Mink, St. Louis Post-Dispatch*: "Pour this show into your gas tank and your engine is shot. Pour it in your mouth and you have a dental emergency. You can't, likely, find a show more sappy and obvious." ■ *John J. O'Connor, New York Times*: "The soundtrack audience is reduced to drawn-out 'aaaws.' Girls would be in the order."

Better Days

CBS □ Wednesday, 8:30 p.m.

Dan Ruth, Chicago Sun Times: "It's a toss-up between *Together We Stand* and *Better Days* for worst show of the new season." ■ *Eric Mink, St. Louis Post-Dispatch*: "Plays significantly better than it sounds. [Actors] Dick O'Neill, Raphael Sbarge and Randeel Helier work well together. The weak spot of the piece was the dialogue written for the two black characters [Guy Killum and Chip McAllister]."

Sidekicks

ABC □ Friday, 9:30 p.m.

Eric Mink, St. Louis Post-Dispatch: "Ernie and George's relationship is an endearing one, with

the child playing the father to the man. This show is not a standout, good or bad. It is what I call good, clean fill." ■ *John J. O'Connor, New York Times*: "Once again, television gives us a concoction in which a minority youngster ends up with a white, middle-class 'parent.' Thanks to young Mr. Reyes, *Sidekicks* is less objectionable than most."

Kay O'Brien, Surgeon

CBS □ Thursday, 10 p.m.

Martha Bayles, Wall Street Journal: "Less arty, less wacky, more down-to-earth" than NBC's *St. Elsewhere*; a "very promising hybrid" of *St. Elsewhere* and *Cagney & Lacey*. ■ *John J. O'Connor, New York Times*: "A series set in a New York hospital where everybody seems to speak in exclamations.... It is the practice of medicine seen as a football game." ■ *Tom Shales, Washington Post*: "Definitively unmemorable." ■ *Dan Ruth, Chicago Sun Times*: "From the twisted minds that have already brought you *Together We Stand* and *The Wizard*, comes the latest example of creative malpractice at CBS...." ■ *Eric Mink, St. Louis Post-Dispatch*: "Another series with a lot of potential. [Patricia] Kelemer [as O'Brien], who has worked primarily on the New York stage succeeds at creating a sympathetic underdog whom audiences can identify with and root for. She has as strong supporting cast as well."

Sledge Hammer!

ABC □ Friday, 9 p.m.

Dan Ruth, Chicago Sun Times: "Viewers who like *Sledge Hammer* also may get a charge out of terrorist bombings, expressway pileups, and the Ethiopian famine, topped off with a dollop of cancer." ■ *Eric Mink, St. Louis Post-Dispatch*: "*Sledge Hammer* is about as subtle as an F-16 fighter and nearly as destructive. This is insane, nonstop broad satire. I have no doubt it will incense the anti-violence crusaders, who will take it all seriously, methodically marking down each incident of violent behavior and issuing shrill press releases about how even normal people's brains can be damaged by watching this show. The only injury I can see you suffering is a strain of the smile-laugh muscles." ■ *Monica Collins, USA Today*: "Sledge Hammer (David Rasche) could be the wackiest crime-fighter since Maxwell Smart." ■ *Martha Bayles, Wall Street Journal*: "Outrageous parody of an action-and-adventure show... a very funny joke that may not last a whole season." ■ *Tom Shales, Washington Post*: "One of the bland new season's few, and most delicious, oddities." ■ *John J. O'Connor, New York Times*: "Some viewers may understandably not know whether to laugh or weep."

Starman

ABC □ Friday, 10 p.m.

Tom Shales, Washington Post: "May leave its little deposits, but it doesn't precisely cast a glow... easier to picture in some future book on short-lived TV oddities."

Downtown

CBS □ Saturday, 8 p.m.

Eric Mink, St. Louis Post-Dispatch: "If I were certain CBS had a backup 8 p.m. drama ready to go, I'd nominate *Downtown* to be the first

show canceled this year. To his everlasting credit, [series star] Michael Nouri has already spoken out on the need to inject some shred of reality into the series. Need I say more?" ■ *Matt Roush, USA Today*: "This becomes just another cop show—unmemorable and unimportant. *Downtown* goes down into the valley of fatigue."

The Ellen Burstyn Show

ABC □ Saturday, 8:30 p.m.

Dan Ruth, Chicago Sun Times: "Pleasant

enough and witty enough... [but it] doesn't have a comfortable human feel to it." ■ *Eric Mink, St. Louis Post-Dispatch*: "The kid's lines are a little too precious, but the pilot was so well written that it managed to get away with a lot, including a sequence with a puppy dog..."

Heart of the City

ABC □ Saturday, 9 p.m.

Dan Ruth, Chicago Sun Times: "Not only does it lack an edge, but its creative arteries are also clogged with the cholesterol of self-indulgent

and heavy-handed dialogue that sounds like it was written by Helen Gurley Brown and Samuel Beckett."

Amen

NBC □ Saturday, 9:30 p.m.

Dan Ruth, Chicago Sun Times: "Sherman Hemsley playing Sherman Hemsley, but he plays it very well." ■ *Eric Mink, St. Louis Post-Dispatch*: "I found the series stereotypical, boring and loud, just like *The Jeffersons*. I am constantly amazed that people can stand to watch Sherman Hemsley on television."

Steele case casts new light on minority ad hearing

FCC's disavowal of minority preferences expected to take center stage at hearing originally called on advertiser attitudes toward minority broadcasters

Members of the House of Representatives, including members of the Congressional Black Caucus, will have an opportunity on Thursday (Oct. 2) to confront FCC members on a range of minority-related issues. The forum will be a hearing of the House Telecommunications Subcommittee with Representative Cardiss Collins (D-Ill.) in the chair. It had been scheduled weeks ago to take testimony on advertisers' alleged discrimination against minority-owned broadcast stations. But the focus, Collins aides said, has shifted, at least to a degree, as a result of the FCC's filing of its supplemental brief in the *Steele* case.

The commission in that brief, filed with the U.S. Court of Appeals in Washington, said it had concluded on reflection that the minority and female preferences—which have been embedded in commission policy for years—appear to exceed the commission's statutory and constitutional authority



Collins



Leland

(BROADCASTING, Sept. 22). Minority and women's groups reacted angrily, and at least one member of Congress, Representative Mickey Leland (D-Tex.), chairman of the Black Caucus, has said he would introduce legislation to emphasize congressional support of the preferences. The issue is also expected to loom large in discussions of a so-called Black Caucus Communications Braintrust that Collins will convene following the hearing.

The subcommittee's invitation to the five FCC commissioners—who all accepted—mentioned a number of issues on which it wanted to hear testimony. They included the

status of minority employment and ownership in the telecommunications marketplace and the commission's role in fashioning policy to accommodate problems identified by minorities, including those related to obtaining national advertising.

The hearing is expected to be well attended by subcommittee members—Leland, Subcommittee Chairman Timothy Wirth (D-Colo.) and Representative Al Swift (D-Wash.) among them.

The filing of the *Steele* brief has taken its toll at the commission. Zora Kramer has resigned as assistant director for minority enterprise in the Office of Congressional and Public Affairs. The *Steele* brief, she said, "was the straw that broke the camel's back." Kramer, who joined the commission in 1977 as an aide to then-Commissioner Tyrone Brown and has been working in consumer- and minority-related matters since 1978, said "frustrations" of minorities have been growing on the outside and within the commission. "I don't think I can serve the needs of the people on the outside," she said.

Kramer did not know about the *Steele* brief and the arguments it made until it was filed. "I would have argued against it if I did," she said. "There is a need for preferences." She sees them as the foundation of the minorities program. "Previous commissions felt a need to increase minority ownership," she said, adding that she and the present commission "are going in opposite directions." She left the FCC on Friday.

Kramer was not the only member of the commission staff who found the *Steele* brief hard to accept. C. Grey Pash, a veteran member of the litigation division in the general counsel's office, played a significant role in drafting the brief—but asked that his name not be included as one of the authors. General Counsel Jack Smith honored the request. □

Shots across the bow

FCC Mass Media Bureau Chief James McKinney last week formally asked two noncommercial California radio stations to respond to allegations that they have aired "obscene or indecent" programming. One letter sent to the FCC alleged that the University of California's noncommercial KCSB-FM Santa Barbara had broadcast lyrics that included words like "suck" and "dick." The letter also charged that "the airwaves are turning into a sewer" under the FCC chairmanship of Mark Fowler. Other letters alleged that the Pacifica Foundation's noncommercial KPFA(FM) Los Angeles had broadcast homosexual programming that included such phrases as "fuck the USA."

In similar letters to each licensee, McKinney requested comment within 30 days and stated that the commission had statutory authority to take "appropriate" regulatory actions when licensees broadcast obscene or indecent programming. "In particular, your response should include any information which you believe may aid the commission in determining whether the subject programming is 'obscene or indecent,'" the letters said.

McKinney told BROADCASTING that these were the first such letters he had sent licensees in the three years he has been chief of the Mass Media Bureau. Morality in Media, a New York-based group, informed of the letters by Jack Smith, FCC general counsel, issued a press release contending that this was the first time in eight years the commission "has moved to exercise its statutory authority to take regulatory action against the broadcasting of 'obscene or indecent' programming." Antismut crusaders have been protesting Fowler's renomination as FCC chairman on grounds that he hasn't done enough to police obscenity and indecency.

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With M-II's metal particle tape system, you can use the same compact 90- or pocket-size 20-minute cassette from ENG/EFP right through editing to on-air broadcast. With 4.5MHz bandwidth (-3dB), 50dB S/N and burst signal insertion for phase alignment and jitter correction, M-II is the single solution to all your broadcast needs.

In fact, each unit in the M-II line offers some pretty uncommon common features like four audio tracks (two linear and two FM), an integral longitudinal and vertical interval time code/time date generator with presettable user bits and Dolby*-C noise reduction. And M-II products utilize a standard edit control interface, so you can upgrade gradually if you like.

AU-650 Studio VCR. This compact, rack-mountable VCR has all the advantages and functions of conventional recorders with

the benefit of the M-II format. The AU-650 provides video and audio performance as good as—if not better than—that of 1" VTRs. In a 1/2" cassette format that lends itself to station automation. It records and plays either 90- or 20-minute cassettes, and provides smooth action, variable slow motion as well as freeze frame. And the AU-650 can perform frame-accurate automatic editing with multi-generation transparency. There's also an internal TBC to assure on-air quality playback.

AU-500 Field Recorder. The AU-500 offers the portability and functions demanded by ENG/EFP users, while providing picture quality comparable to 1"—all on either a 90- or 20-minute cassette. This small, ruggedly designed unit is equipped with confidence field color playback, automatic backspace editing, TBC/DOC connection, search function and warning indicators that alert the operator should recording problems arise and the AU-500 accommodates NTSC composite or various component input signals.

The AU-400 Camera Recorder. This lightweight, compact camera recorder provides ENG users with more than 20 minutes of recording, and a picture quality that rivals that of 1" VTRs. The AU-400 also features B/W video confidence playback through the camera's viewfinder, a chroma confidence indicator and audio confidence output through a speaker.

There's even an automatic backspace editing function and warning indicators. And the AU-400's rugged construction provides excellent resistance to dust and moisture.

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IBC provides forum for technical growth areas

HDTV compatibility concerns, digital equipment display and some new product introductions highlight biennial convention

The most comprehensive review yet of Europe's long-range hopes for high-definition broadcasting and a rapidly expanding equipment trade show greeted a record 14,000 participants at the biennial International Broadcasting Convention in sunny Brighton, England, last week.

The five-day conference, sponsored by a group of British technical organizations, opened Friday, Sept. 19, with a 180-company equipment exhibit at the adjacent Metropole and Grand Hotels and Brighton Centre. A technical conference with some 90 engineering papers covering digital video, audio, satellites, broadcast services and other technologies got under way on Saturday, Sept. 20.

Europeans outline HDTV plans

High-definition television dominated technical discussions, as it has at similar conferences in recent years, drawing larger audiences and more technical papers than any other subject. But at IBC last week there was much less debate than might have been expected at the industry's first major forum on HDTV since last May, when European governments rejected a U.S.-backed, Japanese-developed 1,125-line, 60 hz studio HDTV standards proposal. With only a pair of pa-

pers by Japanese HDTV experts and none by U.S. HDTV researchers, the technical program instead focused its attention most closely on European approaches to the technology.

The show also saw the first demonstrations of an experimental HDTV system by Philips of The Netherlands and a display by BBC of a signal compression technique now under development at its laboratories. And initial details of a joint European HDTV research project beginning this month were also disclosed.

For European speakers, the rallying cry on HDTV at IBC was compatibility. With plans well under way to launch expensive direct broadcast satellite systems using an agreed-upon family of standards for a 50 hz transmission system using multiplexed analog components (MAC); Europeans are anxious to insure a gradual and orderly expansion from standard MAC to an HDTV MAC service that remains compatible with the existing market of MAC sets.

Jacques Sabatier, of France's communications research organization, CCETT, in his opening session paper, "HDTV: A Safe Path," reviewed possible technical approaches to MAC-compatible HDTV, but stressed "if there is a solution, it will be the most economical one," the one in which the broadcast signal can be received by both standard and HDTV MAC TV sets.

The point was echoed at the start of a full day of HDTV papers on Monday, Sept. 22,

by Gary Tonge of the U.K.'s Independent Broadcasting Authority, which first developed the MAC technology. Tonge argued that the "compatible" approach is beneficial to the consumer, who is arguably more attracted to gradual and compatible improvements in service. But he also said compatibility would be important for broadcasters, who must gain large audiences quickly to sustain new delivery systems such as the costly DBS.

Tonge advised that while he believed "time is still available for the development of compatible HDTV systems for production and broadcast requirements... there is not a lot of time" because of intense competitive pressures on the broadcast industry.

Philips, which was instrumental in European opposition to 1,125/60 HDTV, gave IBC participants a taste of their own technical approach to MAC-compatible HDTV, with the first public demonstrations of an experimental system at the Brighton Centre. With a source picture from a Bosch HDTV camera as well as from film-to-tape-dubs, Philips engineers showed how the wideband 1,250-line 50 hz high-definition signal could be sent to a high-resolution display through a single simulated FM satellite transmission channel with signal compression techniques similar in concept to those applied by the Japanese for their 1,125-line MUSE transmission system.

Philips spokesmen said the research was aimed at providing a television picture with

four times the resolution of conventional color TV systems (increasing horizontal resolution by two-and-a-half times and vertical resolution by one-and-six-tenths), with a wider aspect ratio and, most important, with compatibility to MAC.

Although some who witnessed the Philips display expressed disappointment with the initial results, and even company technical executives acknowledged the work was still in an early experimental phase and needed a great deal of improvement, they were hopeful advancement would come over the next several years as part of the jointly sponsored European Communities Eureka project, a four-year, \$180-million-plus research and development effort beginning work this month (see "Closed Circuit," July 21).

According to participants in Eureka, the first task of the project and its four key members (Philips, Thomson, Bosch and Thorn-EMI), will be to choose from a range of HDTV proposals, including Philips's own, a set of basic parameters for a complete MAC-compatible HDTV system, as well as for an HDTV production system serving as a worldwide standard.

Time is tight for that first step, scheduled to be completed by next April. And the program of work to follow is equally demanding. After hardware development begins on the chosen parameters, the group hopes to have its first public demonstration of the system within two years, followed by a final demonstration of the complete studio system by fall 1989.

Already selected to head Eureka's HDTV directorate is P.W. Bogels, director of the Philips Consumer Electronics Product Division, who was at the conference to introduce the Philips demonstration. The three other members of the directorate, its seven-to-ten member support staff and its site of operation have not yet been determined.

And while there were several public peace offerings between the Europeans and the Japanese, a good deal of distrust appears to remain in the wake of the HDTV studio standards debate. Most observers consider it unlikely that any cooperation on HDTV research will occur. In fact, demonstrations of the 1.125/60 technology, so prominent at engineering gatherings of the recent past, took a low profile at this IBC, with Sony moving its displays off the exhibit floor into an adjacent theater, shifting its emphasis to other than broadcast markets. Only a smattering of other HDTV gear, such as an Ikegami HDTV camera, was on display in the halls.

One advanced technology being shown at the exhibits, and expected to be a vital element in future HDTV transmission plans, was a BBC development dubbed digitally assisted television (DATV). The DATV technology, also described in a paper by BBC's Richard Storey, could be used for bandwidth compression of HDTV signals, as well as enhancement of standard TV broadcasts, and works by combining on one channel a normal analog video signal and a digital signal containing control and additional picture information.

Other HDTV paper contributions came from spokesmen from Philips, IBA, Bosch, BBC, the European Broadcasting Union, London Weekend Television and NHK.



Top honors. IBC's highest honor went to Yugoslav broadcaster Aleksandar Todorovic (right), head of the European standard committee on digital videotape recording. Todorovic, shown with conference management committee chairman John Tucker, is assistant manager of Television Belgrade, and has held other key standards posts with CCIR and EBU. During the CCIR plenary session in Dubrovnik, Yugoslavia, last May, he was vice chairman of Study Group 11, responsible for HDTV discussions, among other topics. The award includes the glass-engraved design shown, as well as a 2,500 Sterling prize (\$3,600).

Digital shift

Digital video recording drew its share of attention at the conference, with the first showings in Europe of both Sony's digital component recorders and Ampex's digital composite units.

But the digital component newcomer appeared to stumble, with a behind-the-scenes row on the serial digital interface used to communicate between digital component recorders and other digital studio systems. A serial standard was already formalized last spring by the international standards body CCIR, and U.S. standards organization Society of Motion Picture and Television Engineers completed its approval of the interface just this month.

Sony Broadcast, as maker of the first of the digital component recorders, now believes the standard interface may be uneconomical to build, and has developed a different interface that its executives say would be simpler to implement.

Standards activists appeared sensitive about the topic, in part because the digital component recording standard itself is already faced with the nonstandard composite digital record format in the marketplace, and also because Thomson, another leader in the digital component video field, has already designed equipment to the existing interface standard and there are indications it may be reluctant to change.

Others knowledgeable in the digital field downplayed concerns about a possible standards dispute, arguing it is largely a question of the economics of implementation and that if the development of the recording equipment has revealed a simpler interface, it should be explored. Sony is expected to sub-

mit a proposal to SMPTE standards group in October, and organization members are hopeful a mechanism can be found to resolve the question without difficulty.

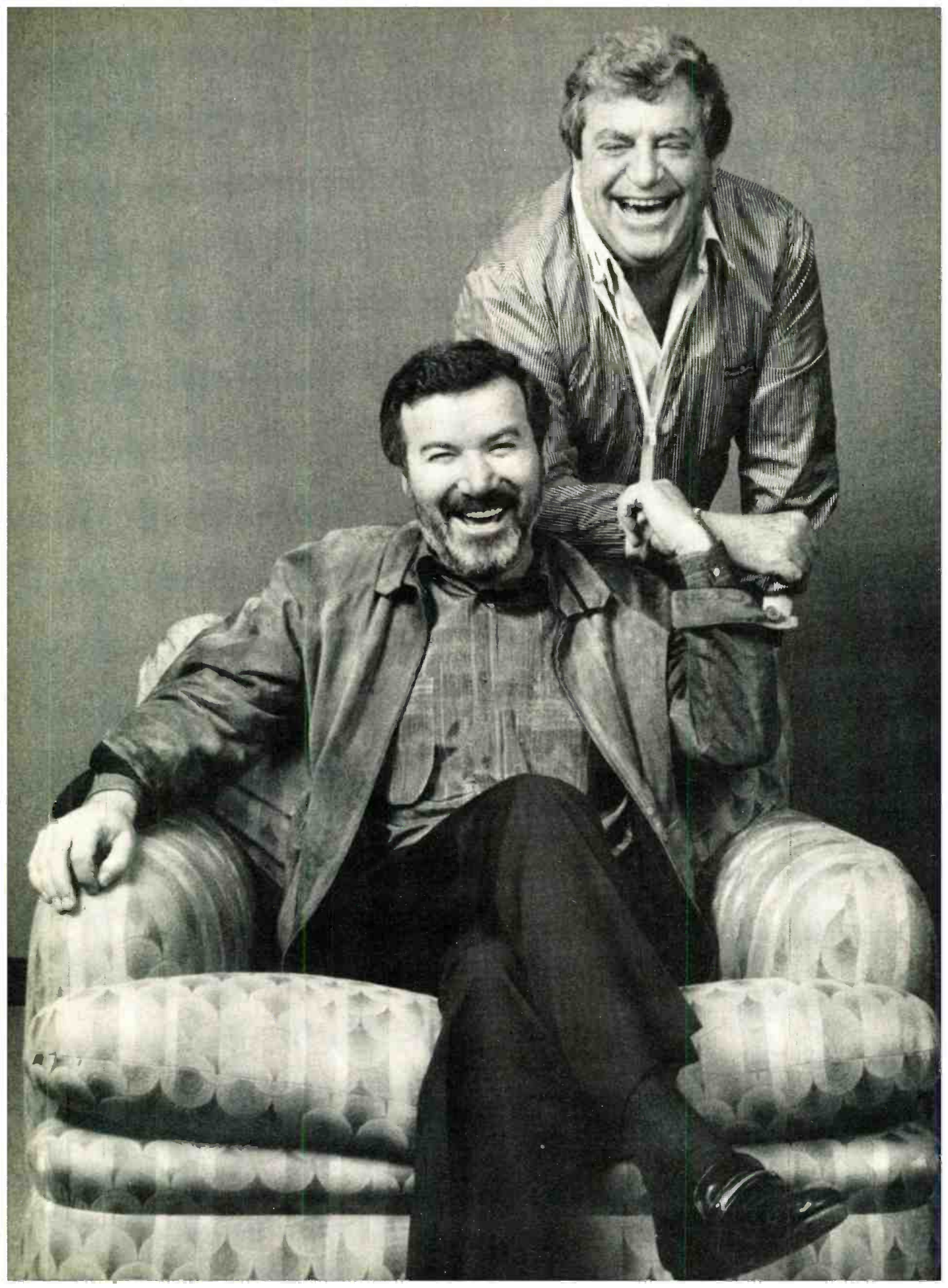
In small-format recording, Betacam's strength in Europe (EBU has chosen it as the standard for small-format ENG) was clearly evident, particularly with Ampex, Bosch and Thomson joining Sony in substantial displays of both Betacam and the new Betacam SP technology (although still manufactured by Sony).

Ampex, which is now promising its first self-manufactured Betacam gear, a CCD camera and a studio recorder-editor, by the first quarter of next year, had on display an array of Betacam cameras, camcorders, portable and studio recorders and players. Bosch, now in a formidable alliance with Philips in their new Broadcast Television System (BTS) entity, showed Betacam studio and field decks in PAL, and Sony itself had its family of Betacam products, as well as SP equipment including a studio editing VTR and two prototype portable VTR's. There was also news of a \$4-million sale of Beta SP gear to WNEV-TV Boston, which had previously been the largest U.S. broadcast user of Matsushita M-format recording equipment.

Matsushita, for its part, could seem to do little to draw the same kinds of crowds swamping Sony, Ampex, BTS and others, despite its large presence and the introduction of the new PAL version of its M-II half-inch system, with product displays including studio, field and camera recorders.

Seaside promenade

IBC's equipment exhibition, 50 companies larger than in 1984, attracted the largest



GOLAN & GLOBUS



"We make movies because we love movies."

Menabem Golan (standing) is chairman and Yoram Globus president of The Cannon Group, Los Angeles.

"You're very fortunate if you're doing something you really like, and we love to make movies. We've been compared with the old-time movie moguls...I don't know if that's accurate or not, it's very flattering, really. But it's true that they were also people who loved cinema, who did it because they loved it.

"We came to Hollywood in 1979 as a Muslim goes to Mecca, but we came penniless, even though we had been very successful in Israel, because Israel has restrictions on currency. But we knew the international market, and we foresaw what would happen with the video cassette market in the eighties, so we looked for a company that had a library of pictures. We found Cannon, a company in debt and in litigation, but with a library of 60 negatives. And the film business is the only business where a negative is a positive!

"So we sold Cannon's films internationally and used the commission on those sales to buy the company. Today, Cannon has 700 negatives! Our idea was to produce movies with logical budgets and pre-license them to independent distributors, and that's what we did. It's very simple.

"So our average budget is \$5 mil-

lion, compared with an average of \$16 million for the major studios. We have an overhead of 420 people where they might have 2000 people. And we do things quickly. If we like something, we do it. We don't believe in spending \$10 million or \$20 million on a picture and then shelving it. We're not afraid to make mistakes, and we encourage our executives to make decisions...even if they turn out to be wrong. By the end of the day, if you've gone two steps forward and one step backward, you're one step ahead.

"But there's one place you don't try to save money, and that's film stock. The negative is the positive, remember? Even in the old days, when we didn't have money, we wouldn't let them shoot if it wasn't Eastman color negative film. You don't have problems with Eastman film. We've used it in all the 150 pictures we've produced.

"And when 5294™ film came out, we jumped on it. It saves us money on lighting because we can shoot with less light; we can shoot in the streets.

"We're involved in every phase of a film, from the idea to selling the tickets in the theatres. We're filmmakers; that's where we come from. We say that is the great strength of Cannon. We think film companies should be run by filmmakers; the movies should be done by the creators, the directors, the writers. Not by the money, by the banks, by the agents,

by the lawyers, by the managers.

"That's why, we think, talented actors, directors, writers, and cinematographers come to work with us...and back again. And we're also giving a lot of young talent a chance to get started. You have to develop the new generations.

"Those young filmmakers will be needed in years to come. Our philosophy is that as long as there are kids, the cinema will exist. Yes, young people practically divorce the cinema when they get married, but then they start to see movies on video cassette or on television. And that will be good for us, too. We'll be working on TV as well. We're doing mini-series now, plus we're going to do series and movies of the week. And, as always, we'll say, 'Our most important film? The next one!'"

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**Eastman film:
Images from
Innovation.**



European competition. In a departure from its largely technical papers program, IBC's keynote address this year was given by the head of one of Britain's independent TV companies, D.W. Reay of Tyne Tees Television, who warned that TV broadcasters will in the next few years face one of their gravest economic challenges yet. According to Reay, who has an engineering background, competition from alternative media and the fragmentation of advertising revenue will force broadcasters to streamline their organization and costs, and find ways to increase revenues from programs, such as through increased international sales. Citing the decline of another once powerful British industry, Reay cautioned: "If we get it wrong in the next few years, arguably the most critical ever faced by the British broadcasting industry, then we could go down the river with the British shipbuilding industry."

crowds of the entire conference, with European and other television buyers flocking to stands in the three indoor facilities and an outside location. While the dislocated placement of separate halls made traffic patterns somewhat unpredictable, and activity was slow early on, many exhibit venues appeared increasingly busy as the show wore on.

The 180 companies participating included 131 U.K. firms, buttressing arguments the show is less international than its biennial counterpart in Montreux, Switzerland. For many of the 21 U.S. exhibitors participating, especially Ampex, which claims 50% of its business is international, and Tektronix, which claims 35% for its TV products, international markets are vital. And there is evidence they may become even more important, in part because of the currently favorable exchange rates and a perceived rise in the commercial television industry throughout Europe.

While product introductions at IBC fall in the shadow of the much larger National Association of Broadcasters' annual spring gathering, a number of new items were shown in Brighton, and the largest previous introductions (such as digital videotape recording and advanced half-inch formats, see above) continued to draw substantial crowds.

The show saw a good deal of activity in video graphics, with European and American giants vying for market share.

Thomson Video Equipment of France had two product premieres, showing for the first time a new IBM PC-based "Minipaint" system, using patented antialiasing techniques and allowing for 65,000 colors on-line. The company also introduced a new TTV 3100 digital still store unit, "Andi," for archiving and networking of digital images in component mode using magnetic or digital disk

(and was also said to be showing a prototype CCD camera in its private suite).

Competing for attendees in the graphics field were Ampex and the British firm, Quantel. Ampex, pushing its family of modular video graphics systems, was showing its "creative graphics center" concept for the first time in Europe, with the integration of modeling-animation, paint, still store, digital effects units and videotape recorders. The company also premiered a "mini-command center," an under-\$200,000 configuration of Ampex Betacam and Type C recorders with its ADO 1000 digital effects system, an Ampex video-audio switcher and Ampex Ace Micro editor.

Quantel, which won two engineering Emmy awards for its Paintbox system and its

digital video disk record-edit-mixing system (see below), "Harry," was showing the two systems, along with its Encore digital effects system, in a digital production center configuration using Sony's DVR-1000 digital VTR.

Not to be outdone, Grass Valley Group, which introduced its high-end "Kaleidoscope" digital effects system last fall but showed it for the first time last week to a European audience, announced it has orders for more than 100 channels of the unit, with 20% to non-U.S. customers.

U.S. graphics manufacturer Chyron was also on hand with its extensive line of graphic and text generators, and newly renamed Abekas Cox, owned by U.K.'s Carlton Communications, also made a strong showing with its line of digital effects and still store systems, along with several new video switchers.

Developments on the editing front were headed by the premiere from Paltex of a new, relatively low-cost film style video editor, using laser disk or VHS videotape. Also publicized at the show was the announcement that U.S. firm EECO had bought Convergence Corp. and its parent company, Acquis. The new entity, headed by EECO Vice President John Ludutsky, will operate under the Convergence name, selling the combined product lines of the two companies.

Among audio for video developments announced at the show was the approval by the U.K. government of a joint BBC-Independent Broadcasting Authority transmission specification for digital stereo sound for TV. The system, in which the stereo signals are transmitted on a digitally modulated carrier at 6.552 mhz above the visual carrier, is now being transmitted experimentally from BBC transmitters in London, although the broadcaster has no immediate plans to implement the service. Two-channel sound-in-sync coding and decoding equipment developed for the BBC technology with Philips-owned Pye TVT were on display at the company's booth.

Also seen at IBC for the first time, although introduced at a professional audio

NATAS technicals. Ampex Corp., Quantel, RCA and Sony Corp. each won two Emmys in the National Academy of Television Arts and Sciences engineering and scientific awards, presented at the Sheraton Center hotel in New York on Sept. 10. Ampex won Emmys for developing "a microprocessor intelligent production videotape recorder," the VPR-3, and for developments in advanced digital processor/time base corrector techniques.

Quantel won awards "for outstanding achievement in painting and graphics generation for the Quantel paint box systems" and "outstanding achievement in digital video mixing, processing and compositing technology for the Quantel Harry."

RCA won Emmys for its work in developing multichannel television stereo and component video recording technology.

Sony was recognized for its "development of component Betacam format" and its efforts in designing and manufacturing VTR's making consumer time shifting and viewing possible.

Matsushita and JVC Corp. also won awards in the VTR area, Matsushita for manufacturing and marketing and JVC for developing VTR's making time shifting and viewing possible.

Also recognized for their work in multichannel television stereo were dbx Inc. (research, development and implementation), the Electronic Industries Association (development, testing and documentation of a technical standard), NBC (development and implementation) and Zenith (research, development and implementation).

Other winners included Abekas Video Systems for its Abekas A62 digital videodisk recorder and M/A-Com for its contributions to satellite encryption and scrambling technology.

show in Switzerland earlier this year, was Dolby's new spectral recording system, an analog technique the company says can provide dynamic range comparable with digital audio systems. While its principal market was first seen to be professional recording studios, Dolby has found a good deal of in-

terest from broadcasters in the recording process and showed its use in conjunction with Ampex, on Type C VTR's.

New digital audio recorders were on display from Sony, which has a two-channel "DASH" format deck; from For-A, debuting in the field with its \$30,000 Sirius-100 digi-

tal audio memory system, using hard disk memory for 1,000 minutes of record time and frequency response up to 15 khz; while for digital voice record and playback, Broadcast Electronics had its DV-2 Digitalk system, with six minutes of record time and frequency response to 6,500 hz. □

Programming

Emmys add up to big win for NBC

Network collects most awards ever, followed by CBS, PBS and ABC

NBC won on all fronts at the 38th annual Emmy Awards competition last week, capturing the most awards in the network's history, 34, and capping the evening with an impressive third-place finish in the weekly ratings for the awards telecast, which NBC carried. CBS finished with 22 awards: PBS, 11, ABC, 6; and syndicated shows, 1.

The two big winners of the Sept. 21 telecast were CBS's *Cagney and Lacey* as the best dramatic series and NBC's *The Golden Girls* as best comedy series.

Probably the biggest surprise of the night was that ABC's *Moonlighting*, a critically acclaimed comedy-drama detective series, received only one minor editing award despite 16 nominations. *The Cosby Show* won three Emmys, with star Bill Cosby again withdrawing himself from consideration for best actor in a comedy series.

St. Elsewhere, NBC's highly praised medical series, earned six Emmys, three the night of the telecast and three technical awards at an earlier presentation. The show holds the distinction of having the first couple married on and off screen. William Daniels and Bonnie Bartlett, take the awards for best lead actor and best supporting actress in a drama series. The "Time Heals" episode brought an award for best writing in a drama series.

In addition to *Cagney and Lacey* and *Golden Girls*, programs winning four awards included *Amazing Stories* and *An Early Frost*, an NBC drama focusing on a victim of AIDS.

But it was the shows featuring women as lead characters that led the contest in the major award category. *Cagney and Lacey's* Sharon Gless was named best lead actress in a drama series, her first series Emmy. Her co-star, Tyne Daly, has won three. Additionally, John Karlen, Daly's series husband, was honored as best supporting actor in a drama series, while her real-life husband, Georg Stanford Brown, got an Emmy for his direction. The *Golden Girls* earned Emmys in the comedy category for lead actress, Betty White; writing, Barry Fanaro and Mort Nathan, and a technical award.

The single syndicated winner was *Solid Gold*, whose director of photography, Bob Dickinson, won for outstanding lighting direction, series.

With this year's prime time telecast garnering the largest viewing audience since 1979, with a 23.1 rating and a 36 share, officials for the Academy of Television Arts & Sciences are hopeful the numbers will grab the attention of network negotiators during talks with the academy over future broadcast rights. "I would certainly think our negotiators are very aware of this and the people from the networks would be very aware," said Emmy award director John Le-

verence.

But the program's impressive finish in the ratings does not necessarily mean the networks, which routinely alternate the awards telecast every three years under a rotating "wheel" contract, would be willing to pay more to carry the awards show. ABC, CBS and NBC have suffered with the five-year contract they signed with the National Football League during an inflationary period in 1981, and price-conscious network executives are cautious about entering long-term agreements, a knowledgeable insider said. "Although there was a jump in the ratings, it does not necessarily translate into higher advertising revenue. I don't see this year's ratings as a justification for higher rate fees," the source said. Besides, he said, the networks have a built-in advantage in the negotiating process since the academy "has nowhere else to go."

Contract negotiations, however, are only one concern of the academy. At a meeting of the group's board of governors scheduled for later this fall, the academy will take up the long-discussed issue of whether cable-originated programs should become part of future Emmy competitions, Leverage said. With more original cable products coming on the market, including the critically acclaimed *It's Garry Shandling's Show*, which premiered Sept. 10 on Showtime/The Movie Channel, Leverage said the academy has been receiving "inquiries" from cable industry representatives about participation in future Emmy contests. "I wouldn't characterize it as pressure," Leverage said.

Under existing academy rules, cable programs are ineligible for Emmy consideration. And after the recent adoption of a new bylaw, the academy closed a loophole that until this year's telecast permitted programs produced for cable, and later appearing on PBS, to compete for the awards.

Char Beales, executive director of the 1,400-member National Academy of Cable Programming, said there has been talk of cable programs being allowed to compete for Emmys since March 1985, soon after the National Academy of Cable Programming proposed televising the Ace Awards. Cable executives are "still waiting for a formal proposal," she said.

If the Emmys board of governors permits the move, Beales said that much will depend



NBC's good-as-Golden Girls

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“Those who would deny freedom to others deserve it not for themselves, and, under a just God, cannot long retain it.”

Abraham Lincoln, 1859

Although Lincoln's eloquent words addressed the tragic contradiction of human slavery, they apply universally where one entity is unjustly restrained or restricted solely for the benefit of another.

For almost 100 years, America's railroads were bound in servitude to special interests, and federal regulations prohibited the railroads from competing freely in the marketplace. With little hope for an equitable return on investment, railroads deteriorated. Lacking the freedom to conduct business in a reasonable manner, many became insolvent.

In 1980, the Staggers Rail Act lifted some regulations. Today, after investments in equipment and repair, railroads are providing the type of service the nation needs. In areas where trains once lurched and swayed at 10 mph, they now roll

smoothly at 70. Where bankruptcy was a widespread threat, financial health is becoming a reality.

The majority of rail customers appreciate the benefits of a solvent rail system. A recent study shows that 87 percent of rail customers surveyed believe that railroads should continue to compete in an open market. And no wonder: Rail rates were increasing twice as fast before Staggers as they are now.

Yet certain special interests, masquerading as a consumer group (C.U.R.E.), are trying to persuade Congress to modify the Staggers Act, to again force the nation's railroads into economic servitude.

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 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. 665 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.



ASSOCIATION OF AMERICAN RAILROADS

on whether cable is given "full and equal participation" with commercial broadcasters in the competition.

The complete list of winners follows:

Governor's award
Red Skelton

Cagney & Lacey (CBS) □ Outstanding drama series
The Golden Girls (NBC) □ Outstanding comedy series.
Peter the Great (NBC) □ Outstanding mini-series.
The Hallmark Hall of Fame: Love Is Never Silent (NBC) □ Outstanding drama-comedy special
The Kennedy Center Honors: A Celebration of the Arts (CBS) □ Outstanding variety, music or comedy program.
Wonderworks: Anne of Green Gables (PBS) □ Outstanding children's program
Sharon Gless, *Cagney & Lacey* (CBS) □ Outstanding lead actress in a drama series.
William Daniels, *St. Elsewhere* (NBC) □ Outstanding lead actor in a drama series

Betty White, *Golden Girls* (NBC) □ Outstanding lead actress in a comedy series

Michael J. Fox, *Family Ties* (NBC) □ Outstanding lead actor in a comedy series

Mario Thomas, *Nobody's Child* (CBS) □ Outstanding lead actress in a mini-series or special.

Dustin Hoffman, *Death of a Salesman* (CBS) □ Outstanding lead actor in a mini-series or special.

Bonnie Bartlett, *St. Elsewhere* (NBC) □ Outstanding supporting actress in a drama series

John Kariem, *Cagney & Lacey* (CBS) □ Outstanding supporting actor in a drama series

Rhea Perlman, *Cheers* (NBC) □ Outstanding supporting actress in a comedy series

John Larroquette, *Night Court* (NBC) □ Outstanding supporting actor in a comedy series

Colleen Dewhurst, *Between Two Women* (ABC) □ Outstanding supporting actress in a mini-series or special.

John Malkovich, *Death of a Salesman* (CBS) □ Outstanding supporting actor in a mini-series or special

John Lithgow, *Amazing Stories* (CBS) □ Outstanding guest performer in a dramatic series

Roscoe Lee Browne, *The Cosby Show* (NBC) □ Outstanding guest performer in a comedy series

Whitney Houston, *The 28th Annual Grammy Awards* (CBS) □ Outstanding individual performance in a variety or music program

Georg Sanford Brown, *Cagney & Lacey* (CBS) □ Outstanding direction in a drama series

Jay Sandrich, *The Cosby Show* (NBC) □ Outstanding direction in a comedy series

Joseph Sargent, *Love Is Never Silent* (NBC) □ Outstanding direction in a mini-series or special

Waris Hussein, *Cupacabana* (CBS) □ Outstanding direction in a variety or music program

Tom Fontana, John Tinker, John Masius, *St. Elsewhere* (NBC) □ Outstanding writing in a drama series.

Barry Fanaro, Mort Nathan, *The Golden Girls* (NBC) □ Outstanding writing in a comedy series.

Ron Cowen, Daniel Lipman, teleplay Sherman Yellen, story *An Early Frost* (NBC) □ Outstanding writing in a limited series or special

Late Night with David Letterman Fourth Anniversary (NBC) □ Outstanding writing in a variety or music program

Laurence Rosenthal, *Peter the Great. Part I* (NBC) □ Outstanding achievement in music composition for a mini-series or special

Gerry Bucci, *The Golden Girls* (NBC) □ Outstanding technical direction for a series

Outstanding achievements in engineering development

Stefan Kudelski for his development of the Nagra recorder.
CBS, Sony and Cinedco for "the design and implementation of electronic editing systems for films programs."

Jacqueline Webber, art director Norman Rockett, set decorator. *St. Elsewhere* (NBC) "Time Heals, Parts I and II" □ Outstanding art direction for a series

Alfred Lehman, *Murder. She Wrote* (CBS) "Widow, Weep For Me" □ Outstanding costume design for a series

Susan Smith-Nashold, costume supervisor: Robert Moore, costumes: Charles Drayman, Anne Winsor, Kathy O'Rear, costumers. *St. Elsewhere* (NBC) "Time Heals, Parts I and II" □



Electronic editing Emmy went to (l-r): Cinedco (Adrian Ettlinger). Sony (William Connolly) and CBS (Joseph Flaherty)

Outstanding achievement in costuming for a series.

Arthur Rubinstein, *Scarecrow and Mrs. King* (CBS) "We're Off to See the Wizard" □ Outstanding achievement in music composition for a series (dramatic underscore)

Rod Wilson, *Airwolf* (CBS) "The Horn of Plenty" □ Outstanding achievement in makeup for a series.

Bernadette Parker, *Amazing Stories* (NBC) "Gather Ye Acorns" □ Outstanding achievement in hairstyling for a series

Bob Dickinson, director of photography. *Solid Gold* (syndication) □ Outstanding lighting direction (electronic) for a series

John McPherson, *Amazing Stories* (NBC) "The Mission" □ Outstanding cinematography for series.

Neil Mandelberg, *Moonlighting* (ABC) "The Dream Sequence Always Rings Twice" □ Outstanding editing for a series (single camera productions)

Henry Chan, *The Cosby Show* (NBC) "Full House" □ Outstanding editing for a series (multicamera production)

Richard Anderson, supervisor sound editor. Wayne Allwine, James Christopher, George Frederick, John Stacy, Burton Weinstein, sound editors: Lettie Odney, Denise Whiting, ADR editors: Ken Wannberg, music editor: *Amazing Stories* (NBC) "The Mission" □ Outstanding sound editing for a series.

William Gazecki, Andrew MacDonald, Bill Nicholson, Blake Wilcox, *St. Elsewhere* (NBC) "Time Heals. Part 2" □ Outstanding sound mixing for a drama series.

Michael Ballin, Robert Douglas, Douglas Grey, Thomas Huth, *Cheers* (NBC) "Fear Is My Co-Pilot" □ Outstanding sound mixing for a comedy series or a special

Laurence Olivier—A Life Great Performances, (PBS) Nick Evans, Nick Elliott, executive producers: Bob Bee, producer: and Planet Earth (PBS) Thomas Skinner, executive producer: Gregory Andorfer, series producer: Georgann Kane, coordinating producer □ Outstanding informational series.

John Miller, writer, and David Heeley, director. *The Spencer Tracy Legacy: A Tribute by Katherine Hepburn* (PBS) □ Outstanding individual achievements—informational programming

Roy Christopher, production designer. *The 53rd Annual Academy Awards* (ABC) □ Outstanding art direction for a variety or music program

Bill Hargate, *Sylvia Fine Kaye's Music Comedy Tonight III* (PBS) □ Outstanding costume design for a variety or music program.

Walter Painter, *Sylvia Fine Kaye's Music Comedy Tonight III* (PBS) □ Outstanding achievement in choreography

Larry Grossman, composer: Buz Kohan, lyricist. *Andy Williams and the NBC Kids Search for Santa* (NBC) □ Outstanding achievement in music and lyrics.

Elliott Lawrence, music director: James Lawrence, Lanny Meyers, Tommy Newsome, Gine Roven, Larry Schwartz, Torrie Zito, principal arrangers. *The 1986 Tony Awards* (CBS) □ Outstanding achievement in music direction

Gene Crowe, Harry Tatarian, technical directors: Toby Brown, Ed Chaney, Mike Denney, Larry Heider, Pat Kenney, Bob Keys, Dave Levisohn, Wayne Orr, Hector Ramirez, Ron Sheldon, camerapersons: John Palacio, Keith Winikoff, senior video control. *Neil Diamond... Hello Again* (CBS) □ Outstanding technical direction electronic camera video control for a mini-series or a special.

Pam Marshall, *American Bandstand's 33 1/2 Celebration* (ABC) □ Outstanding editing for mini-series or special (multicamera production)

Tom Ancell, David Fluhr, *Mr. Pevin Comes to Town* (PBS) □ Outstanding sound mixing for a variety or music series or a special

Wolf Trap Presents the Kirov: Swan Lake, (PBS) Michael Styer, executive producer: Phillip Byrd, senior producer: John Potthast, producer □ Outstanding classical program in the performing arts.

Franco Zeffirelli, director. *Cavalleria Rusticana* (PBS) □ Outstanding individual achievements—classical music/dance programming.

Tony Walton, production designer: John Kasarda, art director. Robert J. Franco, *Death of a Salesman* (CBS) □ Outstanding art direction for a mini-series or a special.

Ella Maklakova, Sibylle Ulsamer, *Peter the Great. Part I* (NBC) □ Outstanding costume design for a mini-series or a special.

Joie Hutchinson, Vicki Sanchez, women's costume supervisors: Pat McGrath, men's costume supervisor. *North and South, Book I. Part IV* (ABC) □ Outstanding achievement in costuming for a mini-series or special

Del Acevedo, makeup creation: Paul Stanhope, makeup artist. *Second Serve* (CBS) □ Outstanding achievement in makeup for a mini-series or a special.

K.G. Ramsey, *Second Serve* (CBS) □ Outstanding achievement in hairstyling for a mini-series or a special

Marilyn Lowey, John Rook, Kim Killingsworth, *Neil Diamond... Hello Again* (CBS) □ Outstanding lighting direction (electronic) for a mini-series or a special.

Sherwood Woody Omens, *An Early Frost* (NBC) □ Outstanding cinematography for a mini-series or a special.

Jerrold Ludwig *An Early Frost* (NBC) □ Outstanding editing for a mini-series or a special (single camera production).

David Elliott, supervising sound editor. Dino Di Muro, Mark Friedgen, Mike Graham, Larry Kemp, Joe Mayer, Joseph Melody, Stewart Nelson, Gregory Schorer, Eric Scott, Rusty Tinsley, Scot Tinsley, Bill Williams, sound editors: Russ Tinsley, ADR editor: Daniel Carlin, music editor. *Under Siege* (NBC) □ Outstanding sound editing for a mini-series or a special.

David Campbell, John Reitz, Gregg Rudloff, Keith Wester, *An Early Frost* (NBC) □ Outstanding sound mixing for a mini-series or a special

Garfield's Halloween Adventure, Jay Poyner, executive producer: Phil Roman, producer and director: Jim Davis, writer. (CBS) □ Outstanding animated program.

W.C. Fields Straight Up, Robert Weide, executive producer: Ronald Fields, co-producer (PBS) □ Outstanding informational special

Phil Tippett, *Dinosaur* (CBS): Michael McAlister, *Ewoks: The Battle for Endor* (ABC) □ Outstanding special visual effects.

Betty Green, *Stingray* (NBC) □ Outstanding graphics and title design.

The return of Stacy Keach

'Mike Hammer' series is back on CBS after producer drums up support, star crusades against drugs and new pilot gets good numbers

The future of *Mickey Spillane's Mike Hammer* was not bright after its star was convicted and served time in a London jail for pos-

session of cocaine, and that with eight shows yet to shoot for the season. That was in 1984, and CBS did not renew it for the 1985-86 season. But CBS has picked it up for this season, with Keach returning as star. There would appear to be several reasons for the decision.

Not the least of which is Stacy Keach himself. He was arrested in April 1984 in London shortly after shooting a two hour-pilot and the first 10 episodes of *Hammer*. He was quickly released on the condition that he reappear in December for sentencing. The assumption was he would receive a fairly hefty fine and that would be the end of the matter. But Keach was sentenced to nine months in prison and served six months before being released early for good behavior in May 1985. That left the program with some eight shows to shoot for the back end of the season with the lead star unavailable. "I sort of went into shock," recalls Jay Bernstein, the program's executive producer. "I mean, that was the end of the show. CBS is a public company. Most of the sponsors are



public," and all have certain images they seek to maintain, Bernstein said.

But Keach helped his own cause by seeking rehabilitation immediately after his arrest. He participated in Nancy Reagan's anti-drug campaign and in a documentary produced by Capital Cities for local stations. And for reasons that probably have more to do with intangibles such as "chemistry" and "persona," Keach's popularity apparently was not significantly diminished by his con-

viction.

He may have his executive producer to thank for that, at least partially. After Keach's imprisonment, and CBS's cancellation of the show for the 1985-86 season, Bernstein undertook a 17-month, market-by-market campaign around the nation to solicit viewer support for Keach. Bernstein appeared on talk shows and did press interviews "with anybody who would listen." His basic pitch was, "In the America I believe in, people get a second chance." He tried to position Keach as a "victim," and not as "someone who was selling drugs to children... What he was arrested for was a crime against [only] himself." He also argued that Keach could do more for others as a rehabilitated and employed *Mike Hammer* demonstrating the possibility of bouncing back from drug abuse. Bernstein claims to have spent close to \$150,000 of his own money to travel around pitching his cause. He also said that Columbia Pictures Television, impressed with his effort, gave him another \$20,000 and spent another \$1 million promoting the

NBC finishes off 1985-86 with a win

Last Monday (Sept. 22) marked the official beginning of the fall network television season, and with that in mind, NBC won week 52 (ended Sept. 21) of the 1985-86 season, with a 17.3 rating and 29 share, ahead of ABC's 13.5/23 and CBS's 13.1/22. A year ago, the last week of the 1984-85 season went to NBC as well. NBC won that week with a 16.1/27, ahead of ABC's 14.4/24 and CBS's 12.5/21. NBC also won this year's closing week for evening news, pulling in a 10.6/22, followed by CBS at 10.1/21 and ABC at 9.7/20. Last year's news victory went to CBS, which posted a 10.9/23, followed by NBC's 10/21 and ABC's 9.8/21. The number of homes using television (HUT's) dropped slightly this year, to 59.6%, when compared with 1985's 60% HUT level.

NBC had eight of the top 10 shows in the season's last week, giving up fifth place to ABC's *Head of the Class* and ninth to CBS's *60 Minutes*. This year's Emmy Awards telecast ranked third with a 23.1/36. *Cosby* held onto first place with a 29.8/48. *Family Ties* took second with a 27.9/43. The premiere of *Head of the Class* (21/34) beat a repeat of *Golden Girls* (20.1/35). The previews of *Easy Street* and *Crime Story*, the latter airing on Thursday as a two-hour special, tied for sixth place with *Golden Girls*. All three shows pulled a 20.1 rating, but *Easy Street* got a 36 share, *Golden Girls* a 35 and *Crime Story* a 32.

On Monday, *Bob Hope Lampoons the New TV Scene* came in at 10th place with a 19.3/31, beating out repeats of *MacGyver* (10/16) on ABC and *Scarecrow and Mrs. King* on CBS (10.2/16). NBC's *L.A. Law* aired as a two-hour movie presentation during *NBC Monday Night at*

the Movies the same evening and ranked fourth for the week with a 21.2/33. *L.A. Law* ran against ABC's airing of the Denver-Pittsburgh game and repeats of *Kate and Allie*, *Newhart* and *Cagney & Lacey* on CBS. ABC's *Monday Night Football* ranked 12th for the week with a 17.6/30.

Friday's preview of *Crime Story* tied with a Wednesday repeat of *Gimme a Break* for 14th place. Both shows posted a 17 rating, but *Crime Story* took a 32 share, while *Gimme a Break* had a 27.

The two-hour premiere of *Knots Landing* came in 11th for the week (18.4/30), while ABC's premiere of *Perfect Strangers* came in 13th (17.3/29). *Life with Lucy* posted a 14.6/28 in its premiere episode, giving *Lucy* a tie for 23d with *Hunter*. *Starman's* premiere episode, which ran out of its regular 10-11 p.m. time period, came in 26th with a 14.4/25. The season opener of *Scarecrow and Mrs. King* aired on Friday and ranked 28th with a 13.6/25. The premiere of ABC's *The Ellen Burstyn Show*, on Saturday, which ran right after *Lucy*, finished in a five-way tie for 31st when it pulled a 13.3/24. *Jack and Mike's* 90-minute premiere tied for 37th with ABC's football special (Cincinnati vs. Cleveland) and CBS's *The Wizard*. The special telecast of *Walter Cronkite at Large* fell into 55th position with a 9.8/17, just below NBC's 54th-ranked *1986*, which posted a 9.9/18.

NBC won every day except Tuesday, which went to CBS. ABC almost took Wednesday away from NBC with a 14.1/23.5, but NBC came out on top with a 14.2/23.6.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	<i>Cosby</i>	NBC	29.8/48	31.	<i>Starman</i>	NBC	14.4/25	41.	Disney Sunday Movie	ABC	9.8/17
2.	<i>Family Ties</i>	NBC	27.9/43	32.	<i>Perfect Strangers</i>	ABC	13.3/24	42.	<i>Cagney & Lacey</i>	CBS	13.3/23
3.	Emmy Awards	NBC	23.1/36	33.	<i>Monday Night Football</i>	ABC	12.5/21	43.	<i>Funny</i>	ABC	11.9/22
4.	<i>Head of the Class</i>	NBC	21/34	34.	<i>Life with Lucy</i>	NBC	14.6/28	44.	<i>St. Elsewhere</i>	NBC	11.7/21
5.	<i>Golden Girls</i>	CBS	20.1/35	35.	<i>Crime Story</i>	NBC	14.6/28	45.	<i>Murder, She Wrote</i>	CBS	11.5/22
6.	<i>Easy Street</i>	NBC	20.1/35	36.	<i>Star Trek: The Next Generation</i>	ABC	14.4/25	46.	<i>Remington Steele</i>	ABC	11.3/19
7.	<i>Scarecrow and Mrs. King</i>	NBC	19.3/31	37.	<i>Hill Street Blues</i>	NBC	14.7/28	47.	<i>Hotel</i>	ABC	11.0/20
8.	<i>Crime Story</i>	NBC	19.3/31	38.	<i>Scarecrow and Mrs. King</i>	CBS	13.6/25	48.	CBS Saturday Night Movie	CBS	10.9/20
9.	<i>60 Minutes</i>	CBS	19.3/31	39.	<i>MacGyver</i>	ABC	13.6/25	49.	<i>A Team</i>	NBC	10.7/20
10.	<i>Bob Hope Lampoons the New TV Scene</i>	NBC	19.3/31	40.	<i>Perfect Strangers</i>	ABC	13.3/24	50.	Disney's Captain Jack	NBC	10.3/19
11.	<i>Head of the Class</i>	NBC	18.4/30	41.	<i>The Ellen Burstyn Show</i>	ABC	13.1/24	51.	<i>Mary Happy Returns-Movie</i>	CBS	10.2/18
12.	<i>L.A. Law</i>	NBC	18.4/30	42.	<i>Hill Street Blues</i>	ABC	13.3/24	52.	<i>Scarecrow and Mrs. King</i>	CBS	10.2/16
13.	<i>Perfect Strangers</i>	ABC	17.3/29	43.	<i>Crime Story</i>	CBS	13.3/24	53.	<i>MacGyver</i>	ABC	10.0/16
14.	<i>Life with Lucy</i>	NBC	14.6/28	44.	<i>Crime Story</i>	NBC	13.7/21	54.	<i>1986</i>	NBC	9.9/18
15.	<i>Crime Story</i>	NBC	14.6/28	45.	<i>George Washington: The First President</i>	CBS	14.3/28	55.	<i>Walter Cronkite at Large</i>	CBS	9.8/17
16.	<i>Star Trek: The Next Generation</i>	ABC	14.4/25	46.	<i>Night Court</i>	NBC	15.1/21	56.	<i>Hearst's The City</i>	ABC	9.7/18
17.	<i>Scarecrow and Mrs. King</i>	NBC	13.6/25	47.	<i>Chicago</i>	ABC	15.0/27	57.	<i>Price is Right</i>	CBS	9.1/14
18.	<i>MacGyver</i>	ABC	13.6/25	48.	<i>Arrested Development</i>	ABC	17.1/31	58.	<i>Ball Preview Special</i>	ABC	9.0/18
19.	<i>Perfect Strangers</i>	ABC	13.3/24	49.	<i>Jack and Mike's</i>	ABC	13.1/21	59.	<i>Crime Movie: Murder Mystery</i>	CBS	8.5/14
20.	<i>Head of the Class</i>	NBC	13.1/24	50.	<i>Crime Movie: Murder Mystery</i>	ABC	12.2/17		<i>Includes premiere episode</i>		

million promoting the network reruns of *Hammer* while Bernstein tried to get the show revived.

Bernstein encouraged listeners, viewers and readers to write to CBS to demand that *Hammer* be put back on the air. To what extent the campaign was effective is unknown. Viewers wrote, but the network did not receive anything near the 370,000 letters about the program Bernstein claims were generated. As, one knowledgeable source at CBS said, "We haven't received 370,000 letters in the last decade." But the network did receive some letters, and one executive said they were a factor in the network's renewing the show.

But there was no way CBS was going to bring *Hammer* back to life without a test beforehand to see whether Keach could still bring in some solid ratings. Initially, the *Hammer* series averaged around a 28 share on Saturday nights in the 1984-85 season. He then slipped to a 23 share after moving to Friday nights. The test came in the form of a made-for movie with Keach and Terri Garr called *Intimate Strangers*. It aired on Jan. 1 of this year and averaged a 26.4/38. One

more test came before the network ordered another series commitment. Bernstein got an order for a two-hour *The Return of Mike Hammer* in which he modernized the character, bringing up to date the hard-boiled 1940's gumshoe. The program aired last April 18 and averaged an impressive 19/33. Two weeks later, CBS picked up the program for the 1986-87 season, with a modernized *Hammer* and Keach.

Bernstein likes to believe that the network's decision to pick up the show after it was canceled is a sign that "there is still entrepreneurship in television. If you believe in the idea, you can promote it yourself. This is a signal to other independent producers that you don't have to take no for an answer." Others say there's no way it would have happened without Keach's enduring popularity as a TV character. The numbers he generated in the two movies before the *The New Mike Hammer* series was picked up, counted a lot. But whatever the weight each of the contributing factors had in the show's revival, some suggest the odds against it happening at all were about 1,000 to one. □

PBS's 'The Africans' called 'anti-Western'

One of show's funders, NEH, withdraws its name from credits; National Conservative Foundation joins in criticism of nine-part series, to air in October

Reaction to the controversial Public Broadcasting Service series, *The Africans*, continued in Washington last week, with proponents and opponents defending their views. The series has been much discussed since the National Endowment for the Humanities, one of the show's funders, asked to have its name removed from the program's credits, calling *The Africans* an "anti-Western diatribe" (BROADCASTING, Sept. 8). The FCC Mass Media Bureau subsequently waived its sponsorship identification requirement, and PBS will begin airing the series in October without NEH's name associated with it.

The National Conservative Foundation, Alexandria, Va., has launched a campaign to discredit PBS's nine-part fall series and its producer, noncommercial WETA-TV Washington. The media watchdog has called for congressional hearings on disbursement of

public funds in the form of grants for special projects to the Corporation for Public Broadcasting; investigation of WETA-TV "for its clear violation of the Communications Act of 1934"; the return to the U.S. treasury of public funds used by WETA-TV to produce the series; production of an "objective series" on the same subject, funded at the same level, if the money is not returned; the return of funds given WETA by PBS affiliates, and a ruling by the Department of Education that writer/narrator Ali Mazrui's companion volume not be used as a telecourse textbook unless it is "clearly identified as pro-Marxist and anti-Western in context."

NCF President L. Brent Bozell III called the series "another example of the 'blame America first' crowd presenting their viewpoint under the guise of objective reporting, when it is nothing of the sort." NCF is "disgusted that WETA would actually produce this type of anti-American propaganda with the public funding made available by CPB, PBS, NEH and the Annenberg/CPB Project," he said. "There's nothing that can be done to stop this thing from airing by law. What we hope to accomplish is to get the

word out on how slanted this piece is."

NCF, through its Media Research Center, is putting together a panel to study public television, and will be contacting CPB board member Richard Brookhiser, who heads the CPB mission and goals committee, which may conduct a controversial content analysis of PBS programming (BROADCASTING, July 28). NCF also sent a letter to Walter Annenberg, whose \$150-million, 15-year contribution was the basis for the Annenberg/CPB Project, and plans to meet with various government officials. "We're not going to leave this thing alone," Bozell said.

Last Monday (Sept. 22) WETA-TV held a reception in Washington attended by Mazrui and more than 400 guests. Among the attendees were representatives of CPB, the State Department, the National Black Heritage Council, the Congressional Arts Caucus, Howard University (Washington), the University of the District of Columbia and the Lawyers Committee for Civil Rights. The audience showed its support for the series, applauding when WETA-TV President Ward Chamberlin said: "It's really hard for me to understand why an organization with 'humanities' in its title wouldn't want to claim [*The Africans*]."

Mazrui compared NEH's rejection to that of the Libyan government, which had not allowed him to attend a conference in Libya several years earlier. "Never in my wildest imaginings did I anticipate that there would be an American institution a few years later which seemed as impeccably opposed to my views as the Libyan authorities seemed to be at that time," he said, and which is "prepared to undertake sanctions which would be similarly tantamount to silencing." He continued: "Never in my wildest dreams did I expect a major American institution to say to the public broadcasting institutions of the United States: 'We have heard a view which comes from afar. It doesn't sound American: it sounds distinctly foreign. We don't want foreigners addressing our people.'" Mazrui said he thought viewers of *The Africans* would be both made uncomfortable and uplifted by the series. "Exposure to an alien society is the first lesson in self knowledge," he said. □

Steve Allen tops Gabriel winners

Comedian and writer Steve Allen, WCVB-TV Boston and KMOX(AM) St. Louis won the top Gabriel awards presented by Unda-USA, the national Catholic association of broadcasters and communicators which also honors radio and television news, entertainment and public service programming. Allen won the personal achievement award because of his commitment to helping the needy "in media projects ranging from spots for the release of the hostages in Lebanon to specials on the hungry and homeless." Dr. Maury Sheridan, president of the Unda-USA said.

WCVB-TV and KMOX won the top television and radio station awards, respectively. The awards will be presented at a banquet on

Continues on page 56.



WETA-TV's Ward Chamberlin and Ali Mazrui at Washington reception

PBL Productions will produce a half-hour interview/magazine strip hosted by Gloria Steinem that will debut in early-morning or late-night time periods beginning in fall 1987. The show will feature interviews with celebrities and political personalities, investigative reports, as well as satire and comedy. Jane Deknatel, managing director of PBL, and the show's executive producer, said the program will not be a talk show. Steinem is currently acting co-host of *Today* while Jane Pauley is on maternity leave. The new show will be produced in New York. *Ms.* magazine will be one of the partners in the production. PBL is discussing distribution of the show with a number of syndicators. A pilot will be ready for NATPE. PBL (Publishing and Broadcasting Limited) is owned by Consolidated Press, which in turn owns Australia's Nine network, as well as radio stations and magazines. Consolidated also has a share in *TVAM*, an Australian breakfast show.

Tribune Entertainment has shot two pilots for *Geraldo Live* (working title), a one-hour talk show strip it is planning to launch for a start next January or September. Tribune had been planning on using Rivera as host of a talk show (BROADCASTING, Aug. 11) after it signed him following his departure from ABC's *20/20*. Peter Marino, Tribune Entertainment's director of program development, said one pilot addresses a variety of topics while the other addresses a single issue. Topics similar to those seen on *Donahue* and *The Oprah Winfrey Show* will be used on the show. *Geraldo Live* will be filmed before an audience at Tribune's WGN-TV Chicago. It will be produced by Rivera's Production company, Maravilla Productions, in association with Tribune Entertainment. Rivera is executive producer of the four specials that will air this season. *Geraldo Live* is intended for daytime and possibly late night. Marketing plans for the show have not yet been determined. By fall 1987, there will be six one-hour talk shows on the air, and one half-hour talk show, all meant for daytime or afternoon time periods—*Donahue*, *The Oprah Winfrey Show*, *Hour Magazine*, *Geraldo Live*, *The Wil Shriner Show* and *The Tony Orlando Show* (which will be tested on wdv-tv Detroit for eight weeks beginning Sept. 20). *Sally Jessy Raphael* is the half-hour.

Republic Pictures Corp. is currently undergoing changes that will include a move into first-run programming. Russell Goldsmith, chairman and chief executive officer of Republic, said that the company's strength will remain its library of 1,400 features (including a classics such as "High Noon"). Republic also has off-network series that include *Bonanza* and *Get Smart*. But the company is planning to revamp its look, according to Goldsmith. Goldsmith said that the company hopes to expand in all areas, including videocassette sales, pay cable and domestic and international syndication. In addition to getting into first-run production for syndication, Goldsmith said Republic may get into production of theatrical and made-for-television films. Colorization of a number of titles is also possible. "People will see changes by the time we get to NATPE," he said. Republic will also attend INTV this year, unlike in past years. In its first major acquisition since Goldsmith joined the company, Republic has acquired the copyright to 17 feature films from Richard Finer & Co. for approximately \$2 million. Among the titles are "Marjorie Morningstar," starring Gene Kelly and Natalie Wood; "The Court Martial of Billy Mitchell," and three other Gary Cooper classics: "Kiss Tomorrow Goodbye," and three other films starring James Cagney. "This is merely a first step for us in becoming aggressive with product," said Goldsmith.

Access Syndication and **Colbert Television Sales** are merging their sales and administrative forces, and will have Ritch Colbert as president of the two companies' syndication divisions. Dennis Miller, president of the parent company, Access Entertainment Group, said the merger is an outgrowth of conversations, and co-ventures between the two companies since 1984, when Access first approached CTS to distribute *Hollywood Close-up*. Distribution of that series, now produced with De Laurentiis Entertainment, has since returned to Access, which has cleared it in 60 markets covering 74% of the country. CTS President Dick Colbert will continue as president of that company, and will now also consult in the launching of programs with station groups. Access will take over syndication of 168 episodes of the action-adventure series, *The Rifleman*. Mill-

er said that joining forces of the two companies will mean greater flexibility in cash sales. Access will have sales force of eight. As part of the deal, Access will inherit two Barry & Enright strips in development with CTS, one for late night and one for early fringe. In addition to the companies existing roster of series, Access will be selling four movie packages, as well as 120 *This is Your Life* episodes reformatted by Ralph Edwards. Access also recently hired producer Eric Shatz from Paramount.

LBS Communications has acquired Post-Newsweek's wdv-tv Detroit's *Music Machine*, a half-hour weekly that will debut in syndication in April 1987. Hosted by singer/songwriter Curtis Gadson, the series is taped live in Detroit's Club Taboo. Each episode involves competition among three performer's music videos. Barter distribution gives stations three minutes of advertising time, and LBS three-and-a-half minutes.



Music Machine

Orion Television reports that *Cagney and Lacey* is now cleared in 35 markets. Clearances have been "selective and slow," said Scott Towle, president of Orion Television, because of the difficulties of selling an hour in the current market. "There's no question that it's a difficult marketplace now" for hours, he said. Recent clearances include KTZO(TV) Denver, WNEV-TV Boston, WHCT-TV Hartford, Conn., and KTNV-TV Las Vegas.

Hal Roach Studios and **LBS Communications** have cleared colorized versions of "Topper," "It's a Wonderful Life" and "Night of the Living Dead" in 142 markets covering 92% of the country, including 49 of the top 50 markets, in about a month. The pictures were colorized by Hal Roach Studios' Colorization Inc. Hal Roach handled clearances in the top 70 markets, while LBS took markets 71 and below, and sold the barter time in the three movies. "Night of the Living Dead" (available Oct. 24-Nov. 16) and "Topper" (available Jan. 19-Feb. 15), both two hours, contain 12 minutes for stations, and 10 minutes for LBS and Hal Roach. "It's a Wonderful Life" (Nov. 21-Dec. 14) contains 18 minutes for stations and 15 minutes for LBS and Hal Roach. Jody Shapiro, president of the domestic division of Hal Roach Studios Syndication, said the three movies were offered to those stations that took the colorized versions of several Laurel and Hardy movies and shorts. Major markets clearing the three new colorized movies are WOR-TV New York, KTLA(TV) Los Angeles, WGN-TV Chicago, WTAF-TV Philadelphia, KTVU(TV) San Francisco, WKBD-TV Detroit, WTTG(TV) Washington and KRIV-TV Houston. Shapiro said Hal Roach will offer 12 to 15 more colorized films at INTV and NATPE for the fall of 1987. Among the titles in that package will be "Advise and Consent," "Angel and the Badman" and "Topper Returns."

Syndicast Services has cast Jill Witlowe as Tina Tidy and Skyler Cole as Nick Neat, the principles in "Neat and Tidy," a two-hour series pilot that will air in two runs in December. The eventual series, if produced, would be a one-hour weekly. Witlowe has appeared in "Mask," "Porky's" and "Weird Science." Cole is a popular British actor. Guest stars who have signed for the movie include Edie Adams, Elke Sommer and Larry Storch of *F Troop*. "Neat and Tidy" has been cleared on 55 stations covering 62% of the country, including 26 of the top 30 markets. Recent clearances include KTVU(TV) San Francisco, WATL-TV Atlanta, WPTV(TV) Indianapolis, XETV San Diego and KOVR(TV) Sacramento, Calif. Barter distribution of the series gives both stations and Syndicast 11 minutes of advertising time each.

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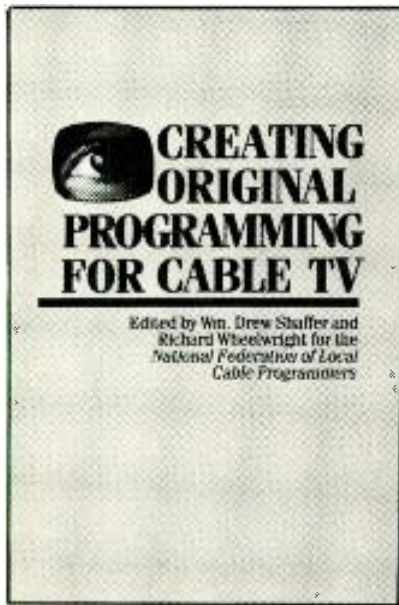


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Gabriel awards continued from page 52.

Nov. 6 at the Marina Beach hotel in Marina del Rey, Calif., during Unda-USA's general assembly meeting. A complete list of winners follows:

Personal achievement award

Steve Allen

TELEVISION

WCVB-TV Boston □ TV station award.

Entertainment

ABC □ *Alex: The Life of a Child* (national).

WBZ-TV Boston □ *Tender Places* (markets 1-25).

CKND-TV Winnipeg □ *Trump at the Door* (markets 26 plus)

Informational

WETA-TV Washington □ *Drinking and Driving: The Toll, The Tears* (national).

WLVI-TV Boston □ *Growing Up Nuclear* (markets 1-25).

WSMV-TV Nashville □ *Wheels of Misfortune* (markets 26 plus)

Religious

Canadian Broadcasting Corp. □ *A Glimpse of Heaven: Easter in the Soviet Union* (national).

Crosspoint Communications □ *The Family Caring* (markets 1-25).

WOR-TV Secaucus, N.J., and Tapper Productions □ *That's the Spirit* (markets 1-25).

KETV(TV) Omaha □ *Aquinda: Plight of the Refugee* (markets 26 plus)

Children's

NBC □ *Punky Brewster* "Accidents Happen" (national)

WCCO-TV Minneapolis □ *Peace Child* (markets 1-25).



Steve Allen

Arts

NBC and the Jewish Theological Seminary □ *Chagall's Journey* (national).

Single news story

NBC *Nightly News* □ "Black America" (national).

WBZ-TV Boston □ "Afghanistan: The Untold Story" (markets 1-25).

KOAT-TV Albuquerque, N.M. □ "An Alzheimer's Victim" (markets 26 plus).

Community awareness campaign

WCVB-TV Boston □ *A World of Difference* (markets 1-25).

KRGV-TV Weslaco, Tex. □ *Project Abuse* (markets 26 plus).

PSAs

Bonneville Media Communications □ *Appointment Book* (national)

KYW-TV Philadelphia □ *For Kids' Sake* (markets 1-25).

WRAL-TV Raleigh, N.C. □ *Black History: N.C. Women Making a Difference* (markets 26 plus).

Short features

NBC News □ *1986 "Prison Thinking"* (national).



WBZ-TV's "Untold Story"

KPNX-TV Phoenix □ "Paralyzed Wrestler" (markets 1-25)

RADIO

KMOX(AM) St. Louis □ Radio station award

Arts/entertainment

Bonneville Media Communications □ *Christmas and Then Some II* (national)

CFMO-FM Ottawa □ *Thanks for the Memory: The Bob Hope Story* (markets 1-25).

News/informational

CBC Radio □ *Hiroshima/Nagasaki: 40 Years Later* and *Family Circus/Lunar Spheres* (national)

WHAS(AM) Louisville, Ky. □ *Down and Outside: On the Streets of Louisville* (markets 26 plus)

Religious

American Lutheran Church Media Services Center □ *Scan: Racehoss* (national).

Pastoral Theological Institute □ *Breakthrough: From Addiction to Freedom* (markets 1-25).

Catholic Communications Center and St. Meinrad College □ *Lifesigns: Death of a Loved One* (markets 26 plus)

News

Mutual Broadcasting System □ *The Week in Review: The Shuttle Challenger* (national)

WRRM(FM) Cincinnati □ *Hands Across America* (markets 26 plus).

CBC Radio □ *Lyell Island* (markets 26 plus).

Community awareness campaign

KSTP(AM) Minneapolis and Camelot Communications □ *Street People: Adrift in the Cities* (markets 1-25)

PSAs

Bonneville Media Communications □ *It's Kinda Nice When You're Friends* (national)

Short features

Cornerstone Media □ *One to One* (national)

Ethnic Communications □ *Salute the Black Family* (national).

WMAL(AM) Washington □ *Values 2001* (markets 1-25).

Penetration drive. HBO has unveiled a first-quarter campaign, "HBO '87," designed to "help affiliates boost their basic cable penetration as well as increase subscriptions" for HBO and Cinemax.

The campaign begins in "traditionally a sluggish period for cable" and coincides with the start of HBO's "rate option plan, the Subscriber Incentive Program," HBO said. The latter allows participating affiliates to pay HBO "a minimum monthly payment plus only \$1 for each incremental HBO and Cinemax subscriber," HBO said.

The HBO '87 campaign will focus on HBO's "big events" and "original programming lineup" and will include national and local print advertising, as well as ads on basic cable networks, broadcast television and radio.

This is week two of CBS's prime time, antidrug campaign, "Stop the Madness." The 10-second spots air during 8-8:15 p.m., seven nights a week, and already have over a baker's dozen of CBS entertainment and sports personalities lined up to deliver the special messages. Among the network series represented so far by their stars' efforts: *Knot's Landing*, *Dallas*, *The New Mike Hammer*, *Simon & Simon* and *The Equalizer*. CBS Sports' Pat Summerall has also taped a message for the campaign. All affiliates have received information packages, including material on using the campaign with their own PSAs, as well as phone numbers and contacts at antidrug organizations and agencies. The campaign includes special audio versions of the *Stop the Madness* PSAs, which are airing on all 18 CBS-owned radio stations. All CBS Radio Network and RadioRadio affiliates have been provided with the PSAs as well.

□

Nickelodeon has picked up the rights to two new series: *Spartakus and the Sun Beneath the Sea*, a French-produced, half-hour, animated adventure series, and *Zoo Family*, a 26-part Australian series about life at the zoo for a Royal Melbourne Zoo veterinarian and his two children. *Spartakus* is an "interterrestrial adventure" about an advanced society on the brink of disaster. Among the characters are "two spunky earthlings" and a band of "punk pirates." The 52 episodes were a co-production of RMC Audiovisuel, Tele-Hachette, Antenne 2, Compagnie Generale de Jouet, the Ministere de la Culture and France Media International.

□

Hometime is a new 13-part home repair series that will premiere Nov. 1 on **PBS**. The half-hour programs will be hosted by Dean Johnson and Peggy Knapp, and will offer step-by-step instruction from planning to completion on subjects such as: exterior painting, siding, fences and gates, plumbing and roofing. The series was produced by Invision, a Minneapolis video publisher, and underwritten by Chevrolet. Tacy Mangan is the producer and Dean Johnson the executive producer. **WHYY(TV)** Philadelphia is the presenting station. A different twist to *Hometime* is the availability to the public of 45- and 60-minute versions of each episode on videotape. Priced at \$9.99 each, the tapes will be sold through the local PBS station, as well as through hardware stores, bookstores and video rental outlets.

□

In production: *At Mother's Request* is a four-hour mini-series for CBS based on the book of the same title by Jonathan Coleman. Stephanie Powers will play New York socialite Frances Schreuder, who arranged the murder of her father. E.G. Marshall and Frances Sternhagen are among the cast, which will be directed by Michael Tuchner. Richard DeLong Adams wrote the teleplay, Bob Markell is the executive producer, with Garbiel Katzka serving as co-executive producer, Chris Morgan as producer and Pat Johnston and A. Kitman as associate producers. The production company is Vista Organization Ltd. ■ *The Pointer Sisters...Up All Night* is an NBC musical special that will feature Whoopi Goldberg and Bruce Willis as guest stars and is being filmed in Los Angeles. Don Mischer is producing and directing. The script is by Bryan Gordon. Jan Cornell is the co-producer and Michael Peters is the choreographer. Executive producers are Sandy Galline, Jim Morey and the Pointer Sisters. David J. Goldberg is the executive in charge of production.

□

Starting next month and running into December, **The Jewish Museum in New York** will present TV programs from the museum's national Jewish archive of broadcasting. Among the programs to be presented: an episode from the PBS series *Heritage: Civilization and the Jews*; a CBS News religious special that aired in April 1967, *Ben-Gurion on the Bible*; a November 1956 edition of CBS's *See It Now*, in which Edward R. Murrow interviewed David Ben-Gurion and the two discussed the situation in the Middle East, and a compilation of this year's NBC news stories that pertain to the Jewish community. For further information: The Jewish Museum, 1109 Fifth Avenue, New York (212) 860-1888.

□

Alan Shayne, the former president of Warner Bros. Television Pro-

duction division, who has returned to independent production, has four new movie and mini-series projects that he'll be producing under his new association with Warner. The projects are spread among the three networks and are in development for the 1987-88 season. They are: a six-hour mini-series for CBS on the life of Thomas Jefferson written by Gore Vidal; a four-hour movie for NBC, *Nantucket Summer*, with a script by Dennis Turner (*Poor Little Rich Girl*), and a four-hour mini-series for ABC based on Robert Ludlum's "The Bourne Identity" that's being developed for Richard Chamberlain. Also in the works is a two-hour Agatha Christie movie for CBS, *The Man in the Brown Suit*.

□

Mike Nichols has signed an exclusive agreement with **ABC Entertainment and Reeves Entertainment Group** to develop and produce two half-hour series. Nichols will serve as executive producer of the two, the first of which is hoped to debut in the fall of 1987. Formats and subject matter for the series will be "whatever excites" Nichols, according to the ABC announcement. The only other television experience for Nichols, winner of seven Tony Awards and an Oscar ("The Graduate"), was as executive producer of the pilot of ABC's *Family*, which aired from 1976-79.

A professional's guide to the intermedia week (Sept. 29-Oct.5)

Network television—ABC: *Growing Pains* (season premiere), Tuesday, 8:30-9 p.m. *Hotel* (season premiere), Wednesday, 10-11 p.m. *Mr. Belvedere* (time period premiere), Friday, 8:30-9 p.m. *The Disney Sunday Movie, Little Spies* (Mickey Rooney stars), Sunday, 7-9 p.m. *ABC Sunday Night Movie, There Must Be a Pony* (stars Elizabeth Taylor and Robert Wagner), Sunday, 9-11 p.m.

CBS: *Together We Stand* (second preview), Monday, 8:30-9 p.m. *Newhart* (fifth season premiere), 9-9:30 p.m. *Designing Women* (premiere), Monday, 9:30-10 p.m. *Cagney & Lacey* (season premiere), Monday, 10-11 p.m. *CBS Tuesday Movie, Murder in Three Acts* (Peter Ustinov and Jonathan Cecil star), Tuesday, 9-11 p.m. *Together We Stand* (time period premiere), Wednesday, 8-8:30 p.m. *Better Days* (premiere), Wednesday, 8:30-9 p.m. *Magnum, P.I.* (season premiere), Wednesday, 9-10 p.m. *The Equalizer* (season premiere), Wednesday, 10-11 p.m. *Falcon Crest*, (season premiere), Friday, 10-11 p.m. *Murder, She Wrote* (part two of two-part season premiere), 8-9 p.m. *The Last Frontier* (two-part mini-series, stars Linda Evans, Jason Robards and Jack Thompson), Sunday, 9-11; part two, Tuesday, 9-11 p.m.

NBC: *Crime Story* (time period premiere), Tuesday, 9-10 p.m. *You Again?* (season premiere), Wednesday, 9:30-10 p.m. *Night Court* (season premiere), Thursday, 9:30-10 p.m. *Hill Street Blues* (season premiere), Thursday, 10-11 p.m. *L.A. Law* (time period premiere), Friday, 10-11 p.m.

PBS: *Managing Our Miracles* (premiere), Tuesday, 10-11 p.m. *Project Second Chance: Dropouts in America*, (special documentary), Wednesday, 8-9 p.m. *Great Performances* (season premiere), Friday, 9-11 p.m. *The Frugal Gourmet* (season premiere), Saturday, 1-1:30 p.m. *This Old House* (season premiere), Saturday, 1:30-2 p.m. *American Interests* (season premiere, 30 minutes, check locally for time), Saturday.

□

Museum of Broadcasting (1 East 53d Street, New York) *The Metropolitan Opera: The Television and Radio Legacy*, an exhibition of screenings covering more than 55 years of the Met on radio and television. Exhibit covers more than 50 complete operas, beginning with the Met's first radio broadcast in 1931 of *Hansel und Gretel* and the first complete opera to be telecast from the Met (1948), *Otello*. Through Nov. 22. Special seminar on the history and production of Met broadcasts, Oct. 1, 5:30-7:30 p.m. Also at MOB: *The 1952 Subway Series: New York Yankees vs. Brooklyn Dodgers*, complete television coverage of games six and seven of the 1952 World Series. These final two series games were discovered as part of the NBC kinescope collection, and will be screened at MOB on alternate days. From Sept. 30 through Oct. 11 at 12:15 p.m. and Tuesday evenings at 5 p.m. Information: (212) 752-7684.

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French express interest in trans-Atlantic cable venture

On fact-finding mission in U.S., government official observes communications marketplace with eye towards privatization at home

The head of the French Postal Services and Telecommunications was in the United States last week, learning what he could about the deregulation of telecommunications and, possibly, doing some business along the way. Gérard Longuet, a member of the new conservative government that is interested in privatizing government-owned industries, heard about the American passion for a free market in meetings with, among others, FCC Chairman Mark Fowler

and Ambassador Diana Lady Dougan of the State Department's Bureau of International Communications and Information Policy. The business done by Longuet involved a potential French interest in the private trans-Atlantic cable being planned by America's Tel-Optik and the United Kingdom's Cable & Wireless.

It was France's interest in participating in the fiber optic venture that attracted most attention in a breakfast meeting with reporters in Washington on Tuesday. Longuet noted that France is participating in the TAT-8 and TAT-9 trans-Atlantic cables—which are owned, in Europe, by governments. But he also indicated France might be interested in

authorizing a "private cable," as well. He said France would rather be a partner in such a venture than engage in one on its own. And one possible partner he mentioned was C&W.

The British company's partner in the venture may ultimately be Nynex, one of the companies spun off in the breakup of AT&T. Nynex has purchased an option to acquire Tel-Optik for \$10 million. And Longuet met with Nynex officials in White Plains, N.Y., on a wide range of issues, according to a Nynex spokeswoman. The spokeswoman, Yvonne Gagnon, said "nothing specific" about the Tel-Optik matter was discussed in a meeting that Gagnon said was not the first



Financial mind. "Management is a scarce resource, not capital," said Frederick Joseph, chief executive officer, Drexel Burnham Lambert, at last Tuesday's "newsmaker luncheon" of the International Radio and Television Society in New York. Joseph, keynote speaker at the luncheon, said financing for leveraged buyouts, restructurings and takeovers has been made available by an "extremely" laissez faire government, appreciation in the stock market, the flow of foreign capital and the increased acceptance of high-yield bonds. The newsmaker luncheon is traditionally addressed by the chairman of the FCC, but the current chairman, Mark Fowler, had indicated a preference to address the gathering every other year. He appeared last year. Industry figures attending included:

Front row (l-r): Neil Austrian, Showtime/The Movie Channel; Emma Bowen, Black Citizens for Fair Media; Thomas Burchill, Lifetime Cable Network; Philip Corvo, NATPE International; Ronald Davenport, Sheridan Broadcasting; Neil Derrough, CBS Television Stations; Terrence Elkes, Viacom International; Jerome Feniger, Station Representatives Association; Jack Fritz, John Blair & Co.; Robert Gardner, *Marketing and Media Decisions*; Les Goldberg, Interep; J. William Grimes, ESPN; David Henderson, Outlet Communications; Arthur Kriemelman, Mutual Broadcasting; Alfred Masini, TeleRep Inc.; John McCrory, Times Mirror Broadcasting; William McReynolds, Meredith Broadcasting.

Second row (l-r): Donald Pels, LIN Broadcasting; Jayne Keyes,

New York Governor's Office for Motion Picture and Television Development; Roy Park, Park Communications; Robert Butler, NBC Inc.; Neal Pilson, CBS/Broadcast Group; Michael Mallardi, Capital Cities/ABC Inc.; Allen Neuharth, Gannett Co.; Frederick Joseph, Drexel Burnham Lambert; James Greenwald, Katz Communications, and IRTS president; Ralph Baruch, Viacom International; Edward Fritts, National Association of Broadcasters; Edward Bleier, Warner Bros.; Norman Pattiz, Westwood One Inc. and Mutual Broadcasting System; Robert Pittman, MTV Networks Inc.; James Rupp, Midwest Communications Inc.; Elton Rule, Merrill Lynch Media Partners and Rule-Starger Co.

Third row (l-r): William Moll, Harte-Hanks Broadcasting; Robert Mulholland, Television Information Office; Shane O'Neil, RKO General; Tom Paro, Association of Maximum Service Telecasters; Sol Paul, *Television/Radio Age*; David Persson, *Electronic Media*; Martin Pompadur, ML Media Partners; Leavitt Pope, WPix Inc.; Edward Reilly, McGraw-Hill Broadcasting; Roger Rice, Television Bureau of Advertising; Jerry Schubert, Eastman Radio; Gary Scollard, MMT Sales; William Stakelin, Radio Advertising Bureau; Stuart Subotnick, Metromedia Inc.; Lawrence Taishoff, *BROADCASTING* magazine; Nick Verbitsky, United Stations Radio Networks; John Walters Jr., Harrington, Righter & Parsons; Albert Warren, *Television Digest*.

Dais guests not pictured were Frank Bennack Jr., Hearst Corp., and Charles Dolan, Cablevision Systems Corp.

in which Nynex and French PTT officials had conferred.

Gagnon indicated that Nynex was moving slowly on the Tel-Optik matter. She noted that under the court order breaking up AT&T, the operating companies were barred

from engaging in international operations. And, Gagnon said, Nynex has yet to file a request for a waiver of the ban. For his part, Longuet, asked by reporters whether the trans-Atlantic cable venture was discussed, would say only "maybe."

Ron Coleman, Tel-Optik's president, who said he knew nothing about Longuet's meeting with Nynex officials until notified by reporters, said the French PTT and others in Europe had over a period of time expressed interest in the trans-Atlantic cable. "So," he

Satellite Footprints

More is better. That RCA Americom is eliminating its Leased Channel Service and Data Transmission Services was bad news for the 430 employees who will lose their jobs as a result ("In Brief," Sept. 22), but it may be good news for users of domestic satellites.

According to RCA Americom spokesman John Williamson, as the services are phased out over the next nine months, 15 transponders will be freed on Satcom I-R, Satcom II-R and Satcom V. They'll contribute to the oversupply of satellite capacity and, according to the laws of economics, help keep satellite prices low.

RCA doesn't have definite plans for marketing the freed capacity, Williamson said, but it will most likely try to sell it to occasional users and to cable programmers. Most of the capacity will be on Satcom II-R, he said.

Disney extravaganza. Walt Disney World is apparently sparing no expense in making sure its week-long 15th anniversary celebration, which starts today (Sept. 29) at the theme park near Orlando, Fla., receives ample broadcast exposure.

Not only is it paying the air fare and lodging expenses of many of the thousands of broadcasters invited to cover the event, but it is also providing extensive satellite facilities and time free of charge to broadcasters wishing to do live remotes from Disney World or to feed live or taped reports to their stations.

According to Disney World's Tom Cormier, who is coordinating the satellite communications for the event, Disney World will have one fixed C-band earth station and eight transportable uplinks, seven C-band and one Ku-band, available to handle the television traffic. In addition, he said, it will have two C-band transportables on hand to move the radio traffic.

Cormier said Disney World has arranged for 14 transponders on five domestic satellites to accommodate the television traffic and four transponders on three domestic satellites to handle the radio feeds. Because Disney World is also expecting some foreign broadcasters, he said, he may also end up acquiring time on the Intelsat system.

By the middle of last week, Cormier said, some 100 television stations had signed up with Disney World to make more than 300 transmissions, half of them live, and more than 130 radio stations had planned one or more live remote broadcasts.

Not all the radio feeds will be sent out via satellite, Cormier said. Land lines also arranged and provided free of charge by Disney World will carry many feeds, he said. With the combined satellite and landline facilities, he said, Disney will be able to feed more than 100 radio signals simultaneously.

Disney World hired the transportable uplinks for television usage from several companies, Cormier said, and it contacted IDB Communications of Culver City, Calif., to help with the radio.

With the two C-band transportables, said Peter Hartz, vice president of marketing, IDB, the satellite services company will be prepared to feed up to 40 analog signals on Westar III and up to 12 digital signals on Satcom I-R.

For the convenience of broadcasters, IDB plans to "turn the signals around," downlinking them at two earth stations (IDB's in Culver City and RCA Americom's in Vernon Valley, N.J.) and retransmitting them over three other Satcom I-R transponders. Two transponders will be used for digital feeds; one, for analog feeds.

Disney World will not control all the video and audio to flow out of the theme park this week. According to Cormier, Florida News Network and the Florida Satellite Networks are sending their own satellite newsgathering vehicles. Each of the broadcast networks plans to do live feeds this week from Disney World for its morning shows, Cormier said. And as of last week, he said, it was unclear whether they would take advantage of Disney World's facilities or make their own satellite arrangements.

Cormier also noted that Disney World was making available to broadcasters 18 ENG crews, 12 fixed cameras that could be

hooked up uplink for live five-minute stand-ups and 30 editing systems (with 16 editors).

SNV's for rent. It's not just broadcasters who are buying satellite newsgathering vehicles (SNV's). The Los Angeles News Service and Calhoun Satellite Communications, North Miami, Fla., have purchased SNV's with extensive production capabilities from BAF Communications and are renting them to broadcasters on an as-needed basis.

According to David Ursin, senior vice president of marketing, LANS, the seven-year-old independent newsgathering operation



took delivery of its \$400,000 SNV two weeks ago. And the truck went to work almost immediately for KCRA-TV Sacramento, Calif., he said, feeding reports following the San Francisco 49ers-Los Angeles Rams football game on Sept. 14 from Anaheim (Calif.) stadium to the NBC affiliate.

For LANS, the SNV is the newest weapon in an arsenal of newsgathering hardware that includes a Bell Jet Ranger helicopter, Ikegami cameras and Sony three-quarter-inch videocassette recorders. Ursin said the hardware and LANS's experienced crews are on call 24 hours a day to serve broadcasters inside or outside the market.

Ursin said the LANS SNV is the only unit with fully redundant electronics and full production capability south of Santa Barbara, Calif.

Calhoun has had its \$500,000 SNV truck since March and had it on display at the National Association of Broadcasters convention in Dallas last April.

Since March, said David Fruitman, vice president of operations, the truck has been on the job for broadcasters and others several days each month. October should be the busiest month yet, he said. The SNV has already been booked for 12 days, five of them by Disney World for its extravagant 15th anniversary celebration during the first week of the month. According to Fruitman, Disney will be making the SNV—the only Ku-band truck on the site—available to broadcasters covering the celebration.

Although Calhoun's truck is available for videoconferencing and remote sports backhaul, Fruitman said, most of its customers so far have been broadcasters looking for a way of covering a news story. And most of the jobs, he said, have been outside Florida. The SNV rents for \$2,950 a day plus whatever it costs to get the truck to the uplink site, he said.

Fruitman believes there will be a substantial market for the SNV, enough to allow him and Calhoun's other investors to recoup their investment and make some money. A lot of local stations like what SNV's can do, but don't want to spend the money to buy their own, he said. What's more, the broadcast networks have already come to realize that they can't rely on a local affiliate to lend them a truck, especially for events that may take days to cover.

said of the meeting in White Plains, "it doesn't surprise me." The French are interested in finding a way to participate in use of the cable, Coleman said. He thought that the French would want an equity interest equal to their participation. "But," he said, "noth-

ing's been negotiated."

What did Longuet learn about the free market as it operates in the U.S.? Longuet was polite. Of FCC Chairman Fowler, he said, "I think a man who is an admirer of Adam Smith can't be all bad." But Longuet

also expressed some reservations: "I'm a bit scared—maybe because I don't understand the country. There are so many levels of authority in the U.S.—state and federal, judiciary and FCC." The French system, he said, may seem "authoritarian." But he thought it "more tolerant, more adaptable to freedom. I feel," he added. "I'm in France before 1789," when the monarchy was overthrown. □

Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Anixter Brothers	Fourth	\$168,379	-1	\$6,888	19	\$0.19
	Year	\$656,435	1	\$22,261	27	\$0.61
Cable TV Industries	Second	\$7,970	-4	(\$191)	NM	(\$0.06)
Clear Channel	Second	\$6,050	-3	\$503	-22	\$0.17
Cosmos Brcdstg	Second	\$25,346	8	\$3,656	41	NM
Fries Entertainment	Fourth	\$11,258	25	\$1,515	21	\$0.29
	Year	\$28,137	55	\$2,989	57	\$0.57
General Instrument	Second	\$206,741	10	\$2,996	NM	\$0.09
Gulf + Western	Third	\$1,044,400	26	\$82,100	6	\$1.31
Robert Halmi	Fourth	\$2,959	433	\$823	NM	\$0.04
	Year	\$17,254	122	\$2,830	267	\$0.16
M/A-Com	Third	\$224,308	7	\$5,410	-51	\$0.12
News Corp.	Year	\$2,668,272	41	\$171,557	51	\$1.26
Scientific Atlanta	Fourth	\$133,005	14	(\$17,740)	NM	(\$0.75)
	Year	\$469,124	7	(\$9,212)	NM	(\$0.39)
Selkirk Comm.*	Second	\$43,578	-18	\$5,615	15	\$0.41
Sony	Third	\$2,007,422	-12	\$45,968	60	\$0.20

* Canadian dollars.

Operating profit of **Anixter Brothers** for full year was up 36%, to \$36.8 million, and for fourth quarter up 24%, to \$11.7 million. ■ **Cable TV Industries** had previous-year second-quarter loss of \$85,000. Earlier results were restated to reflect change in inventory evaluation from LIFO to FIFO. Company said gross profit margins were down due to "... write-downs of home satellite inventories to net realizable value. Also, pressure on gross margins in the cable market—our main line of business—remained intense due to deep price cutting by our competitors." ■ **Clear Channel** attributed weaker second-quarter results to "continued weakness in the energy and agriculture sectors of the economy in Oklahoma, Louisiana and Texas." Operating profit was off 16%, to \$1.8 million. ■ **Cosmos Broadcasting** is subsidiary of The Liberty Corp. Company said Cosmos had only 2% increase in expenses allowing it to show operating income of \$8.2 million, up 22%, and operating cash flow before taxes of \$9.3 million, up 14%. ■ Net income for **Fries Entertainment** was boosted by \$1.54-million tax benefit in fourth quarter and \$750,000 for full year, compared to tax expense of \$1.02 million and \$1.5 million in previous quarter and year, respectively. Fourth-quarter earnings from operations were down 86% to \$328,000, and down 23% to \$2.6 million for year. ■ In previous second quarter, **General Instrument** had net loss of \$3.9 million. Company said improved margins in broadband segment reflected "results of the cost-reduction efforts initiated in fiscal year 1986. Cable TV equipment prices were increased in the quarter but the full effect of these increases will not be realized until the second half." ■ Previous third quarter's net income for **Gulf + Western** included \$31.2 million from operations since discontinued. Entertainment division had largest percentage increase. Company said: "Paramount's network television operations recorded a strong gain, attributable to such factors as the revenue generated by the initial daytime airing of *Family Ties* on the NBC Network... Syndication income was negatively affected by the timing of renewals of the top nine library products." ■ In previous fourth quarter, **Robert Halmi** had net income of \$3,000. Chairman Robert Halmi Sr. said: "Our production schedule for fiscal 1987 is even more ambitious than last year's and the completion of these projects should enable us to approach \$35 million in revenue." ■ **M/A-Com** said coaxial cable segment "experienced weakness... due to delays in negotiations for some city franchises." Company said it has shipped 80,000 descramblers, "25,000 of which are 'authorized' in homes." Profits from sale of descramblers were offset by losses from receive-only earth stations and set-top converters. ■ **News Corp.** had operating profit—55% of which came from U.S.—of \$372.4 million (U.S.), up 193%. Company said television stations in New York, Los Angeles, Chicago and Washington "achieved strong results with gains in local and national advertising. The stations in Dallas and Houston suffered from very depressed local economies." ■ In previous fourth quarter and year, Scientific-Atlanta had net earnings of \$4.9 million and \$16.4 million, respectively. Most recent results include unusual charges of \$18.9 million, which "included the effects of the previously-announced restructurings as well as other unusual one-time items." ■ Results of **Sony** were translated from yen at 154-to-the-dollar. Operating income for third quarter was down 96%, to \$9 million. Company attributed weaker results "largely... to the nearly 50% appreciation of the yen against the dollar since the third quarter of fiscal 1985." Company said dollar-based sales of Sony Corp. of America increased 22%, but because of exchange rate slide, actually decreased in yen terms.

Bates regroups after shakeup

Zuckert succeeds Jacoby; Bates loses several General Foods accounts

Comparative calm settled over the executive corridors of Ted Bates Worldwide in New York last week following the ouster of chairman and chief executive officer Robert E. Jacoby and the expected departure of two of Jacoby's closest colleagues, John R. Hoyne, president and chief operating officer worldwide, and John N. Nichols, president of Ted Bates/Worldwide. Jacoby, who has been offered a senior management position with Saatchi & Saatchi Communications, advertising division of S&S, was replaced by Donald M. Zuckert.

Not that the serenity was all-pervasive. One of the agency's prestigious clients, Gen-



Jacoby



Zuckert

eral Foods, announced it was dropping Bates as agency for Log Cabin syrup (\$5 million), Louis Rich turkey (\$14 million) and Good Seasons dressings (\$6 million). Log Cabin landed at Ogilvy & Mather and Louis Rich and Good Seasons at D'Arcy Masius Benton & Bowles.

No mention was made of possible conflicts resulting from the merger of General Foods into Philip Morris and the acquisition of Bates by Saatchi & Saatchi, British-based advertising agency complex. The turmoil at Bates occurred only a month after S&S officially acquired Bates for \$450 million. Bates has dropped substantial billings, attributed by some observers to the purchase by Saatchi, which set up some product conflicts. Assigned away from Bates was an estimated \$100 million from Colgate, \$68 million from Warner-Lambert and \$25 million from General Foods.

Contributing drama to the Bates story was the role played by Zuckert. He had been president of Ted Bates Advertising/New York, the largest single unit in the Bates

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complex, until his removal from that post earlier this month by Jacoby. Zuckert was named vice chairman and senior corporate administrative officer and was succeeded by Nichols, a Jacoby intimate, as president of Bates/New York. Zuckert was surprised by this move and expressed that reaction in a house memo.

Reports began to circulate that members of top management at S&S were disturbed by Jacoby's maneuvering, particularly since Zuckert was regarded as a skilled account manager, unlike Hoynes and Nichols, who have built reputations as administrators. Some sources say that the Saatchi brothers, Maurice and Charles, took action because they were afraid of staff and client unrest.

A spokesman for Bates doubted that the Hoynes and Nichols promotions would stand but said that other staff changes are not expected.

Jacoby could not be reached for comment last week, although he was in his office in New York. It is highly doubtful that he will accept the offer from Saatchi & Saatchi. His reported share from the sale of Bates is in the \$100 million area.

Jacoby was quoted in a published report as saying that he had been "forced out" by the Saatchis and that they were "taking revenge" because "they paid us so much money." He also said he has a five-year contract with Saatchi and will expect to be paid off if the pact is abrogated. □

Retooled public TV bows in Pittsburgh

WQEX-TV returns to air, looking to target young adults and woo nonprofit 'advertisers'

On Oct. 16, Pittsburgh's alternative public television station, WQEX-TV, will be reborn a year and a half after its transmitter was destroyed by lightning. The formerly black-and-white, low-power station that had operated as "a second switch in master control" and "had no identity" will re-emerge as a 600 watt color station "out to get an audience," according to Station Manager Ken Tiven. "It's not community access. It's a real TV station," Tiven said.

WQEX-TV will operate on channel 16, using an antenna on the same tower as that of noncommercial WQED-TV. (The stations have the same parent corporation, Metropolitan Pittsburgh Public Broadcasting Inc., which also administers noncommercial WQED-FM,



Tiven

Pittsburgh magazine and QED Enterprises, a production company.) It will have its own production staff of up to 20 people, but promotion and marketing will be handled by MPPB. The station expects to operate on a \$500,000 budget, and to become self-supporting. WQED-TV is providing start-up capital, and has "created a whole television station inside our Studio C," a WQED-TV spokeswoman said. The new station will be a Public Broadcasting Service affiliate but will not air the standard PBS programming, which WQED-TV airs.

WQEX-TV has a number of untraditional approaches up its sleeve. It is aiming its programming at young adults, and will air children's programming during the local news period, at 5:30-7:30 p.m. The station will broadcast daily from 9 a.m. to midnight and

on Saturdays and Sundays from 4 p.m. to midnight. The broadcast week will be programmed vertically: Mondays ("Foreign Encounters") will feature documentaries and other foreign fare; Tuesdays ("In Performance") will feature concerts, rock, drama and ballet; Wednesdays ("Be Yourself") will provide educational and informational programming; Thursdays ("The Electric Playground") will feature films, rock concerts and the first broadcast in Pittsburgh of long-running British science fiction series, *Dr. Who*; Fridays ("Taking Risks") will focus on adventure and exploration; Saturdays ("Remember When") will feature historical programming, and Sundays ("The Big Event") will present epic productions like the four-hour *Napoleon*.

The programming WQEX-TV produces will

Bottom Line

Wrong option. Former manager of corporate financial planning and analysis at General Electric has agreed to repay profit of \$8,472—and pay equal amount in civil penalty—made on options contracts on RCA stocks bought five days before company agreed to purchase by GE. In consent decree between Securities and Exchange Commission and Thomas M. Hartnett, latter neither admitted nor denied any wrongdoing. General Electric said company cooperated with SEC's investigation and noted that Hartnett had last fall begun looking for work elsewhere and was not involved in RCA/GE merger discussions. SEC complaint said that Hartnett, who is now assistant controller, planning and analysis, at Union Pacific Corp., bought 10 RCA call options for \$1,805 on Dec. 6, 1985, one day after learning of planned acquisition from another GE employe. He then sold same options—each of which gives owner right to purchase 100 shares of RCA stock at fixed price—on Dec. 12, day after merger announcement, at profit of \$8,472. Consent decree is second insider trading case related to RCA/GE merger that SEC has settled (see "Bottom Line," Aug. 18). Spokesperson for GE said that "as far as we know, no other current-or-ex-employe is under investigation for insider trading." □

Big board for King. King World Productions has jumped to New York Stock Exchange under new symbol (KWP). New York-based production company was previously traded on NASDAQ (KING). □

Hands at lending. Specialized media departments have been formed by two financial institutions. Butcher & Singer, Philadelphia-based brokerage and financial services firm, said it has established "specialized Media Finance Division" as part of newly formed investment banking group. Media division will be headed by Marshall W. Pagon, senior vice president. New York-based Bankers Trust Co. hired Scott Marden as vice president in mergers and acquisitions group. Marden, former president of CBS International publishing, will focus on "communications industry." □

Selling surge. Capital Cities/ABC said it expects to complete sale of ABC's Sixth Avenue headquarters in New York in next 30 days. Terms of agreement with buyer, Japan-based Shuwa Corp., allow ABC to remain as tenant for next three years. CC/ABC had previously announced that it would move ABC offices to new building in Lincoln Center area, location of other ABC operations, including ABC News, WABC-TV New York, various studios and broadcast operations and engineering. ABC bought Sixth Avenue building in 1964. ■ Control Data, parent company of Arbitron Ratings, said it has reached agreement to spin off Commercial Credit Co., wholly owned subsidiary, as separately traded company. Spun-off company, in which Control Data would keep less than 20% ownership, would be headed by Sanford I. Weill, former president of American Express Co. Company said proceeds from sale of stock would be "to strengthen its core businesses and its capital structure, including reducing the intercompany debt with Commercial Credit and other actions aimed primarily at improving Control Data's debt to equity ratio." ■ Dun & Bradstreet said it signed agreement in principle to sell all but one magazine in technical publishing subsidiary for \$250 million to Reed International, London-based publisher. In 1985, technical publishing had revenue of \$105 million and operating profit, before allocation of "certain overhead expenses," of \$24 million. Dun & Bradstreet, parent company of A.C. Nielsen & Co., said it expected to sign final agreement by first week in October. ■ Josephson International said it completed sale of its six radio stations to Saga Communications Inc. for \$39.9 million. Saga is new company formed by Boston Ventures Limited Partnership and Ed Christian, former president of Josephson's radio group. Josephson also received warrants to purchase 10% of Saga if newly formed company should decide to go public within five years of just-announced

transaction. Sale will result in after-tax gain of approximately \$20 million, before considering net loss carryforwards. ■ LIN Broadcasting said sale of Northeastern paging operations—primarily serving New York metropolitan area—to NYNEX for \$18 million has been completed. Sale, part of divestiture of all of LIN's paging operations, created after-tax gain of \$8 million, which will be reported as part of third-quarter results. ■ Times Mirror completed sale of *Dallas Times Herald* to company headed by William Dean Singleton.

□
Agency acquisitions. Scali, McCabe, Sloves Inc. said it had bought majority interest in Martin Agency Inc., Richmond, Va.-based agency which predicts billings for this year of \$65 million. Marvin Sloves, chairman of New York-based division of Ogilvy Group, reportedly said it bought majority, rather than total control of Martin, because "... we believe fervently that the ownership of the company should remain entrepreneurs." ■ Grey Advertising said it is acquiring Gross Townsend Frank Hoffman (GTFH), New York-based "health care advertising and public relations agency," that has gross billings of \$33 million. GTFH will operate as autonomous subsidiary of Grey, as will Grey Medical, company's already existing "ethical drug agency."

□
Other media. General Instrument Corp. has made \$10-million investment in Cybernetic Data Products, privately held company which said it is "largest manufacturer of indoor electronic moving message signs and systems." Among products of Chatsworth, Calif.-based company is SilentRadio network, which transmits news, weather, sports and advertising to miniaturized electronic newsboard (similar to large version seen in Times Square and elsewhere) via unused portion of television signal. ■ Field Corp. said it had signed contract to purchase Muzak from Group W Radio, subsidiary of Westinghouse Broadcasting, for undisclosed sum. New-York-base Muzak sells two satellite-delivered environmental music services to over 135,000 subscribers worldwide and provides tape-delivered music in 41 different formats. Westinghouse had obtained Muzak as part of its 1981 purchase of cable MSO, Teleprompter.

□
In stages. Harmony Gold, Los Angeles-based production and syndication company, said it purchased Intersound, audio and video post-production facility, from Lorimar-Telepictures. Latter said it had signed definitive agreement to purchase MGM Entertainment's 44-acre production facility and Metrocolor Film Laboratory from Turner Broadcasting System for \$160 million in cash, plus certain "deferred obligations, which may be satisfied by the purchase of advertising time on the Turner Broadcasting System over an eight-year period or additional cash payments not to exceed \$30 million." Concurrently, LT signed definitive agreement to sell Metrocolor Film Laboratory to CSD Acquisition Corp. for \$60 million in cash and 40% of deferred obligation previously referred to. Closings of both agreements are expected to take place before mid-October, LT said.

also be "interactive": a sports show airing at 10:30-11 p.m. will feature discussions among fans, a guest and the host; video jockeys will act as on-screen presences, asking viewers what programs they think the station should buy and telling viewers what programs are being offered by competing stations. A news program at 10-11 p.m. will feature print reporters from the *Pittsburgh Post-Gazette*, who will report their own stories from the paper's newsroom and answer questions from the show's host.

WQEX-TV will be "the opposite of American television, which has gotten terribly homogenized," Tiven said. "You can wake up in a hotel in almost any city, turn on the television, and even when they're in local programming, you haven't got a clue as to what city you're in," he said.

The station has invested in the Sony Betacart automation system, which will allow it to run its programming and underwriting credits without personnel present. "We really didn't want to pay somebody to sit and watch a machine all day," Tiven said. A Cubacomp electronic graphics system was purchased and a computer graphics person hired "to create an entire look for the station from sign-on to sign-off." The station's set was designed by the designer who created the sets for MTV. "We've tried to build a 1990's station in terms of the technology, the computers, the management attitude," Tiven said. "There are no supervisors; there are no clerks. Everybody works."

Funding for the station will come from WQED-TV initially, and then from membership, underwriting and "an aggressive campaign to sell paid messages."

Tiven's prognosis for WQEX-TV's success: "It's gonna work. If we have to will it into being, we will." □

NAB committee assignments

The National Association of Broadcasters has announced the members of its standing committees for 1986-87. They are:

Ad Hoc Representatives Advisory—Walter A. Schwartz, Blair Television, New York, chairman; David S. Allen, Petry Inc., New York; Martin F. Beck, Beck-Ross Communications Inc., Rockville Centre, N.Y.; William Bee, Independent Television Sales Inc., New York; Eduardo Caballero, Caballero Spanish Media, New York; Peter Cleary, Concert Music Broadcast Sales, New York; Jerome Feniger, Station Representatives Association, New York; James L. Greenwald, Katz Communications Inc., New York; Steven Herson, TeleRep Inc., New York; Jerry Holley, Stauffer Communications Inc., Topeka, Kan.; Ellen Hulleberg, McGavren Guild Radio, New York; Jack Masla, Jack Masla & Co., New York; Jack Mulderrig, Seltel Inc., New York; Peter F. Ryan, Harrington, Righter & Parsons Inc., New York; Gerald Schubert, Eastman Radio Inc., New York; Gary Scollard, MMT Sales Inc., New York, and Adam Young, Adam Young Inc., New York.

Alcohol and Drug Abuse—Tom Goodgame, Westinghouse Broadcasting Co., New York, chairman; Jack B. Clements, Mutual Broadcasting System, Arlington, Va.; Susan Dalton, Dalton Group, Marlow Heights, Md.; Robert Fox, KVEN Broadcasting Corp., Ventura, Calif.; Betty Hudson, National Broadcasting Co., New York; George C. Hyde Jr., WOBA-AM-FM Miami; Benjamin McKeel, Nationwide Communications, Columbus, Ohio; Ron Moore, Northern Television Inc., Anchorage; Andrew M. Ockershausen, Washington; Louis O. Schwartz, WGVA(AM) Geneva, N.Y.; Shaun Sheehan, Tribune Broadcasting Co., Washington, and Alexander J. Williams, Great Trails Broadcasting Corp., Dayton, Ohio. Ex officio members: Joyce Nalepka, National Federation of Parents for Drug-Free Youth, Silver

Spring, Md.; Bill Butynski, National Association of Alcohol/Drug Abuse Directors, Washington; Norma Phillips, Mothers Against Drunk Driving, Hurst, Tex.; Carolyn Mattingly, Congressional Families for Drug-Free Youth, Washington; Stephanie Lee-Miller, U.S. Department of Health & Human Services, Washington; Roger Rice, Television Bureau of Advertising, New York; William Stakelin, Radio Advertising Bureau, New York; Jerome Feniger, Station Representatives Association, New York; DeWitt Helm, Association of National Advertisers, New York; Leonard Matthews, American Association of Advertising Agencies, New York; Jerry Sachs, Capital Centre, Landover, Md.; William F. Rhatican, The Advertising Council, Washington; Howard Bell, American Advertising Federation, Washington; Donald Shea, Beer Institute, Washington; Diane Steed, National Highway Transportation Safety Administration, Washington; Frankie Coates, Drug Enforcement Administration, Washington, and Gene Upshaw, National Football League Players Association, Washington.

AM Improvement Subcommittee—Charles T. Morgan, Susquehanna Broadcasting Co., York, Pa.; John Bailie, National Broadcasting Co., New York; Ken Brown, Capital Cities/ABC Inc., New York; John Marino, NewCity Communications, Bridgeport, Conn., and Paul Stewart, WOR(AM) New York.

Broadcaster Congressional Relations—Gary Capps, Capps Broadcasting Group, Bend, Ore., and Michael McCormick, WTMJ-TV Milwaukee, co-chairmen; Ronald R. Davenport, Sheridan Broadcasting Network, Pittsburgh; Frank J. Flynn, WINK-TV Tallahassee, Fla.; James W. Fox, KWIK(AM)-KPKY(FM) Pocatello, Idaho; Dixon C. Lovvorn, WIS-TV Columbia, S.C.; Lowry Mays, Clear Channel Communications, San Antonio, Tex.; Roger Ogden, KCNC-TV Denver; Clark

Pollock, Nationwide Communications Inc., Columbus, Ohio; Ray Saadi, KHOM(AM)-KTIB(FM) Houma, La.; Patricia Smullin, California/Oregon Broadcasting, Medford, Ore.; Norman Wain, Metroplex Communications, Cleveland, and James J. Wychor, KWOA-AM-FM Worthington, Minn.

Network and Group Affiliates Liaison: Eugene S. Cowen, Capital Cities/ABC Inc., Washington; Gerald Udwin, Westinghouse Broadcasting Co., Washington; Robert D. Hynes Jr., National Broadcasting Co., Washington, and Robert A. McConnell, CBS Inc., Washington.

Broadcast Marketing Task Force—Robert Fox, KVEN Broadcasting Corp., Ventura, Calif., chairman; Ralph J. Carlson, Carlson Communications International, Salt Lake City; Frank J. Flynn, WINK-TV Tallahassee, Fla.; Tom Goodgame, Westinghouse Broadcasting Co., New York; Benjamin McKeel, Television, Nationwide Communications, Columbus, Ohio; William O'Shaughnessy, WVOX(AM)-WRTN(FM) Westchester, N.Y.; Jeffrey Smulyan, Emmis Broadcasting Corp., Indianapolis; Bayard Walters, The Cromwell Group, Nashville; Donna Zapata, WHAS-TV Louisville, Ky., and Derk Zimmerman, Fox Television Stations Inc., Los Angeles.

Bylaws—J. William Poole, general manager, WFLS-AM-FM Fredericksburg, Va., chairman; Robert D. Hynes Jr., National Broadcasting Co., Washington; Glenn Mahone, Paco-Jon Broadcasting Corp., Petersburg, Va.; Michael McCormick, WTMJ Inc., Milwaukee, and Leavitt J. Pope, WPix Inc., New York.

Chairman's Advisory—Gert H.W. Schmidt, Harte-Hanks Communications, Jacksonville, Fla., chairman; John F. Dille III, Federated Media, Elkhart, Ind.; Edward T. Giller, WFBG-AM-FM Altoona, Pa.; Jerry Holley, Stauffer Communications Inc., Topeka, Kan., and William F. Turner, KCAU-TV Sioux City, Iowa.

Children's Television—Greg Stone, wsoc-TV Charlotte, N.C., chairman; William L. Bolster, KSDK-TV St. Louis; Joanne Brokaw, CBS/Broadcast Group, New York; Sturges D. Dorrance, KING-TV Seattle; Tom Goodgame, Westinghouse Broadcasting Co., New York; Karen S. Hartenberger, Potomac, Md.; Robert Munoz, KCIK-TV El Paso, Tex.; Jane Paley, Capital Cities/ABC Inc., New York; Rosalyn Schram, National Broadcasting Co., New York; William White, KTTV(TV) Los Angeles, and Edward L. Zachary, wowt(TV) Omaha, Neb.

Local Radio Audience Measurement (COLRAM)—Howard H. Frederick, Mid-America Media, Peoria, Ill., chairman; Ted Dorf, WWRG(AM)-WGAY(FM) Silver Spring, Md.; Robert E. Galen, Radio Advertising Bureau, New York; David Kennedy, Susquehanna Broadcasting Co., York, Pa.; Jerry Lee, WEAZ-FM Philadelphia; Kenneth H. MacDonald, wsam(AM)-wkco(FM) Saginaw, Mich., and Bill McClenaghan, Capital Cities/ABC Radio, New York, and Bill Weaver, KLOK(AM) San Jose, Calif. Ex officio: Melvin Goldberg, Electronic Media Rating Council, New York.

Local Television Audience Measurement (COLTAM)—James G. Saunders, wotv(TV) Grand Rapids, Mich., chairman; Michael J. Conly, WTLV(TV) Jacksonville, Fla.; Laurie Leonard, wmtv(TV) Madison, Wis.; Thomas McClendon, Cox Communications Inc., Atlanta; Jack Moffett, KTHH-TV Alvin, Tex.; Leavitt J. Pope, WPix Inc., New York, and Harvey Spiegel, Television Bureau of Advertising, New York. Ex officio: Melvin Goldberg, Electronic Media Rating Council, New York.

Convention—Wallace J. Jorgenson, Jefferson-Plott Communications, Charlotte, N.C., and Jerry Lyman, RKO Radio, New York, co-chairmen; Margo Cobb, WLBZ-TV Bangor, Me.; William W. Hansen, WJOL(AM)-WLLI-FM Joliet, Ill.; Ward L. Huey Jr., Belo Broadcasting Corp., Dallas; Dale Nicholson, KATV(TV) Little Rock, Ark.; J. William Poole, WFLS(AM) Fredericksburg, Va.; Clyde W. Price, WACT-AM-FM New South Radio Inc., Tuscaloosa, Ala.; William R. Sanders, KICD-AM-FM Spencer, Iowa; David Spence, KVIL-AM-FM Dallas, and Derk Zimmerman, Fox Television Stations Inc., Los Angeles. Associate member representative: J.A. Fisher, Ampex Corp., Redwood City, Calif.

Copyright—Malcolm D. Potter, WBAL-TV Baltimore, chairman; Leslie G. Arries Jr., wvsv-TV Buffalo, N.Y.; Abiah A. Church, Storer Communications Inc., Miami; Willard Hoyt, Nationwide Communications Inc., Columbus, Ohio; Robert D. Hynes Jr., National Broadcasting Co., Washington; Harry Olsson, CBS Inc., New York, and Leavitt J. Pope, WPix Inc., New York.

Daytime Broadcasters Radio—David Palmer, WATH(AM)-WXTQ(FM) Athens, Ohio, chairman; Gary Bowers, WCLG(TV) Morgantown, W.Va.; Wayne Eddy, KYMN(AM) Northfield, Minn.; Ted Ewing, WENG(AM) Englewood, Fla.; John Goeman, KJAM(AM) Madison, S.D.; Glenn Olson, KOWC(AM) Webster City, Iowa; John Quinn, WJDM(AM) Elizabeth, N.J.; William Saunders, WPAL(AM) Charleston, S.C.; LeRoy Schneck, WNAE(AM) Warren, Pa.; James E. Stewart, WHEP(AM) Foley, Ala., and Eugene Sudduth, KPRE(AM) Paris, Tex.

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Group Radio—Joseph L. Dorton, Gannett Radio Division, Los Angeles, chairman; Randall Bongarten, NBC Radio, New York; Carl Brazell, Metromedia Radio, New York; Gary Edens, Edens Broadcasting Inc., Phoenix; Dean Goodman, Gilmore Broadcasting Corp., Miami; Richard H. Harris, Westinghouse Broadcasting Co., New York; Carl E. Hirsch, Legacy Broadcasting, Los Angeles; Robert L. Hosking, CBS Radio, New York; Gerald J. Hroblak, United Broadcasting Co., Bethesda, Md.; Mel Karmazin, Infinity Broadcasting, New York; Art Kellar, EZ Communications, Fairfax, Va.; James Kime, King Broadcasting Co., Seattle; Jack McSorley, Price Communications Corp., New York; Larry Patrick, Sterling Communications Corp., Columbia, Md.; Gil Rosenwald, Malrite Communications Group, Cleveland, and Carl J. Wagner, Taft Broadcasting Co., Cincinnati.

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International—Don Smullin, TRC Communications Inc., Corvallis, Ore., chairman; James Arcara, Capital Cities/ABC Radio, New York; William F. Baker, Westinghouse Broadcasting Co., New York; Huberto Biaggi, WKAQ-TV San Juan, P.R.; Warren G. Bodow, WQXR-AM-FM New York; Joseph Costello, WRNO(AM) Metairie, La.; Jeanne Findlater, WXYZ-TV Southfield, Mich.; Lee Larsen, KOA(AM) Denver; Arch L. Madsen, Bonneville International Corp., Salt Lake City; Peter Martin, WCAX-TV Burlington, Vt.; Robert McConnell, CBS Inc., Washington; Richard D. Novik, WKIP Broadcasting Corp., Poughkeepsie, N.Y., and Michael Osterhaut, WRBO-FM Tampa, Fla.

Local Carriage Task Force—Leslie G. Arries Jr., wvsv-TV Buffalo,

N.Y., chairman; Barry Barth, WFSB-TV Hartford, Conn.; John D. Chapman, Taft Broadcasting Co., Cincinnati; William Duhamel, KOTA-TV Rapid City, S.D.; George Lilly, KTVQ(TV) Billings, Mont.; Walter Liss, Cox Enterprises Inc., Atlanta; Harold Protter, TMG Inc., New Orleans; Edward T. Reilly, McGraw-Hill Broadcasting Co., New York; Charles Stauffer, KCOY-TV Santa Maria, Calif., and Donna Zapata, WHAS-TV Louisville, Ky. Ex officio members: Jerome Feniger, Station Representatives Association, New York; Preston Padden, Association of Independent Television Stations, Washington, and Tom E. Paro, president, Association of Maximum Service Telecasters, Washington.

Medium Market Radio—Gene Millard, KFQC(AM) St. Joseph, Mo., chairman; Glenn Bell, Stoner Broadcasting System, Annapolis, Md.; Charles A. Blake, WROZ(AM)-WKY(FM) Evansville, Ind.; Donald Curtis, Great America Media, Raleigh, N.C.; Charles J. Jenkins, WXVW(AM) Jeffersonville, Ind.; Scott Knight, Knight Quality Group Stations, Boston; Andrew Langston, WDKX(FM) Rochester, N.Y.; Robin B. Martin, Deer River Broadcasting Group, Washington; Walter C. Maxwell, WGHQ(AM)-WBPM(FM) Kingston, N.Y.; William L. McElveen, WNOK-AM-FM Columbia, S.C.; Ronald Sack, KNMQ(FM) Santa Fe, N.M.; Rusty Shaffer, KBOL(AM) Boulder, Colo.; James Van Sickle, KBEZ-FM Tulsa, Okla., and Charles H. Wilson, KBOI(AM)-KQFC(FM) Boise, Idaho.

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Radio Audience Measurement Task Force—Kenneth H. MacDonald, WSAM(AM)-WKQC(FM) MacDonald Broadcasting Co., Saginaw, Mich., chairman; Ken Fearnow, WOW(AM) Omaha; James E. Fletcher, University of Georgia, Athens; Edward Giller, WFBG-AM-FM Altoona, Pa.; George Green, KABC(AM) Los Angeles; Martin G. Greenberg, Duffy Broadcasting Corp., Dallas; Herb Gross, Litchfield Broadcasting Corp., Minneapolis; Catherine L. Hughes, WOL(AM) Washington; James J. Hutchinson Jr., WYLD-AM-FM New Orleans; Charles T. Jones Jr., WIS(AM) Columbia, S.C.; David Kennedy, Susquehanna Broadcasting Co., York, Pa.; C. Ronald Rogers, KVET(AM) Austin, Tex.; Ronald Sack, KNMQ(AM) Santa Fe, N.M., and Nicholas Schiavone, National Broadcasting Co., New York.

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Television Information—William F. Baker, Westinghouse Broadcasting Co., New York, chairman; Leslie G. Arries Jr., WVB-TV Buffalo, N.Y.; Richard J. Connelly, ABC Television, New York; Thomas R. Dargan, KATU Television, Portland, Ore.; James C. Dowdle, Tribune Broadcasting Co., Chicago; Richard D. Dudley, Forward Communications, Wausau, Wis.; Kenneth L. Hatch, KIRO-TV Seattle; Betty Hudson, National Broadcasting Co., New York; Wallace J. Jorgenson, Jefferson-Pilot Communications, Charlotte, N.C.; George F. Schweitzer, CBS/Broadcast Group, New York, and Donna Zapata, WHAS-TV Louisville, Ky.

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UHF Television—Cyril E. Vetter, WRBT-TV Baton Rouge, chairman; Harvey Arnold, University of North Carolina, Center for Public Broadcasting, Chapel Hill; Jerry Braet, KUTP(TV) Phoenix; John C. Chaffee, Malrite Communications Group, Cleveland; Allen S. Feuer, KLRT(TV) Little Rock, Ark.; Bill Fox, KCST-TV San Diego; Albert M. Holtz, WAH-TV Hurricane, W.Va.; Joe Macione Jr., WXVT(TV) Greenville, Miss.; Bazil O'Hagan, WNDU-TV South Bend, Ind., and Steve Pruett, Media Management Corp., Chicago.

Unification Task Force—John F. Dille III, Federated Media, Elkhart, Ind., chairman; Gary Capps, Capps Broadcasting Group, Bend, Ore.; Jack B. Clements, Mutual Broadcasting System, Arlington, Va.; Martin Greenberg, Duffy Broadcasting, Dallas; Paul C. Hedberg, Hedberg Broadcasting Group, Spirit Lake, Iowa; Robert G. Herpe, TransCOM Communications Inc., Longwood, Fla.; Jerry Lee, WEAZ-FM Philadelphia; Bernard Mann, Mann Media, High Point, N.C.; William R. Rollins, Suburban Radio Group, Concord, N.C.; Jeffrey Smulyan, Emmis Broadcasting Corp., Indianapolis, and Carl J. Wagner, Taft Broadcasting Co., Cincinnati.

Stock Index

Symbol/Comp.	Closing Wed Sep 24	Closing Wed Sep 17	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC	254 7/8	252	2 7/8	1.14	25	4,099
N (CBS) CBS	123 7/8	125 1/8	- 1 1/4	- 0.99	23	2,904
O (CLCH) Clear Channel	12 3/4	12 3/4			18	37
O (INFTA) Infinity Broadcasting	12	11 1/4	3/4	6.66	63	125
O (JCOR) Jacor Commun.	6 7/8	6 5/8	1/4	3.77		39
O (LINB) LIN	48 7/8	47 5/8	1 1/4	2.62	37	1,294
O (MALR) Malrite	11 1/2	11 7/8	- 3/8	- 3.15	14	96
O (MALRA) Malrite 'A'	10 3/4	11 1/2	- 3/4	- 6.52	15	45
A (PR) Price Commun.	10 1/2	10 1/2				102
O (SCRIP) Scripps Howard	82 1/2	80	2 1/2	3.12	30	852
O (SUNN) SunGroup Inc.	2 7/8	2 3/4	1/8	4.54	28	4
N (TFB) Taft	115	113 1/2	1 1/2	1.32	94	1,042
O (TVXG) TVX Broadcast	9	9				37
O (UTVI) United Television	34 1/2	33 1/4	1 1/4	3.75	32	377
BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	52 5/8	50 1/4	2 3/8	4.72	26	605
A (AAP) Adams Russell	19 7/8	18 5/8	1 1/4	6.71	16	123
A (AFP) Affiliated Pubs	57 7/8	55 1/2	2 3/8	4.27	29	1,021
O (ASTV) Amer. Comm. & TV	3/32	1/8	- 1/32	- 25.00		7
N (AFL) Amercan Family	27 7/8	28 1/8	- 1/4	- 0.88	18	1,114
O (ACOMA) Assoc. Commun.	25 1/2	23 5/8	1 7/8	7.93		243
O (BMAC) Bus. Men's Assur.	26 7/8	27 1/2	- 5/8	- 2.27	16	284
N (CCN) Chris-Craft	69 3/4	66 1/4	3 1/2	5.28	31	455
N (DNB) Dun & Bradstreet	106 3/4	99 1/2	7 1/4	7.28	26	8,114
O (DUCC) Durham Corp.	42 1/2	42 1/2			11	241
N (GCI) Gannett Co.	70 5/8	66 5/8	4	6.00	22	5,670
N (GY) GenCorp	78	76 7/8	1 1/8	1.46	18	1,743
N (GCN) General Cinema	42 3/8	37 3/4	4 5/8	12.25	17	1,542
O (GCOM) Gray Commun.	177	138	39	28.26	30	87
N (JP) Jefferson-Pilot	33 3/4	32 1/4	1 1/2	4.65	11	1,411
N (BJ) John Blair	13 3/4	13 5/8	1/8		91	111
O (JON) Josephson Intl.	11 1/2	10 3/8	1 1/8	10.84		54
N (KRI) Knight-Ridder	46 3/4	44 5/8	2 1/8	4.76	21	2,625
N (LEE) Lee Enterprises	23	22 1/4	3/4	3.37	19	582
N (LC) Liberty	38	38			16	383
N (MHP) McGraw-Hill	55 1/8	53 1/2	1 5/8	3.03	19	2,779
A (MEGA) Media General	84 3/4	84 1/4	1/2	.59	18	596
N (MDP) Meredith Corp.	68	65 1/2	2 1/2	3.81	13	644
O (MMEDC) Multimedia	41	40 1/2	1/2	1.23	-372	450
A (NYTA) New York Times	71	67 1/4	3 3/4	5.57	24	2,872
O (PARC) Park Commun.	29 1/4	29 1/2	- 1/4	- 0.84	27	403
N (ROC) Rollins Commun.	40 3/4	40 3/8	3/8	.92	45	595
T (SKHQ) Selkirk	24	24 1/4	- 1/4	- 1.03	52	194
O (STAUF) Stauffer Commun.	140	140			23	140
A (TO) Tech/Ops Inc.	29	27 5/8	1 3/8	4.97	5	63
N (TMC) Times Mirror	59 7/8	58 1/2	1 3/8	2.35	17	3,859
O (TMCI) TM Communications	2 3/8	2	3/8	18.75	237	18
O (TPCC) TPC Commun.	3/8	3/8				4
N (TRB) Tribune	61	58 3/4	2 1/4	3.82	19	2,477
A (TBS) Turner Bcstg.	15 3/4	14 5/8	1 1/8	7.69	35	343
A (WPOB) Washington Post	141	134 3/4	6 1/4	4.63	17	1,832
PROGRAMING						
O (ALLT) All American TV	6 1/4	5 3/4	1/2	8.69		7
O (AMNT) American Nat. Ent	1 5/8	1 13/16	- 3/16	- 10.34		8
O (BRRS) Barris Indus	14 3/8	15 1/2	- 1 1/8	- 7.25	23	127
O (BFTV) Bfirstfinder Corp.	13/16	3/4	1/16	8.33	-4	3
O (CMCO) C.O.M.B.	26 1/2	24 1/2	2	8.16	44	305
N (KO) Coca-Cola	35	33 3/4	1 1/4	3.70	18	13,509
O (CLST) Color Systems	17 3/4	14 1/2	3 1/4	22.41		12
N (DIS) Disney	40 1/4	37 1/4	3	8.05	28	5,207
N (DJ) Dow Jones & Co.	33 7/8	32 1/4	1 5/8	5.03	24	3,277
O (FNNI) Financial News	12 5/8	12 1/8	1/2	4.12	210	139
O (FSTA) Four Star	4	4			4	3
A (FE) Fries Entertain.	7	6 1/8	7/8	14.28	13	36
N (GW) Gulf + Western	61 7/8	61 1/2	3/8	.60	18	3,825
O (HRSI) Hal Roach	11 7/8	12	- 1/8	- 1.04		66
A (HHH) Heritage Entertain.	7 3/4	7 3/8	3/8	5.08	8	21
A (HSN) Home Shopping Net.	41	32 3/8	8 5/8	26.64	93	1,583
O (KWP) King World	14 7/8	13 1/4	1 5/8	12.26	28	456
O (LAUR) Laurel Entertainment	5 1/8	5 1/8			19	12
A (LT) Lorimar-Telepictures	18 5/8	19 1/4	- 5/8	- 3.24	18	632
N (MCA) MCA	41 3/8	40 3/8	1	2.47	18	3,230
A (NWP) New World Pictures	14 3/4	14	3/4	5.35	28	157
N (OPC) Orion Pictures	13	13 3/4	- 3/4	- 5.45		124
O (MOVE) Peregrine Entertain.	12 1/2	13 1/4	- 3/4	- 5.66		23
N (PLA) Playboy Ent.	7 3/8	6 5/8	3/4	11.32		69

Symbol/Comp.	Closing Wed Sep 24	Closing Wed Sep 17	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O (QVCN) QVC Network	16 1/2	18	- 1 1/2	- 8.33		108
O (RVCC) Reeves Commun.	9 3/8	8 1/2	7/8	10.29		117
O (RPICA) Republic Pictures 'A'	11 3/8	10 1/4	1 1/8	10.97	81	33
O (RPICB) Republic Pic. 'B'	10 3/4	10 1/4	1/2	4.87	76	8
A (RHI) Robert Halmi	3 1/2	3 5/8	- 1/8	- 3.44	31	66
O (SMNI) Sat. Music Net.	8 7/8	8 1/4	5/8	7.57		60
N (MGM)MGM/UA Commun.	10 7/8	11 1/4	- 3/8	- 3.33		555
N (WCI) Warner Commun.	22 3/4	21 1/2	1 1/4	5.81	15	2,807
O (WWTV) Western World TV	2 1/8	2	1/8	6.25	13	2
O (WONE) Westwood One	29 1/2	26 3/4	2 3/4	10.28	46	240
SERVICE						
O (BSIM) Burnup & Sims	4 5/8	5 1/8	- 1/2	- 9.75	-8	73
O (CVSI) Compact Video	5 7/8	5 5/8	1/4	4.44	58	34
N (CO) Comsat	35 1/4	34 3/4	1/2	1.43		638
O (OMCM) Doyle Dane B.	17 7/8	18 1/8	- 1/4	- 1.37	16	102
N (FCB) Foote Cone & B.	48 1/4	48 3/4	- 1/2	- 1.02	11	183
O (GREY) Grey Advertising	90	82	8	9.75	12	108
N (IPG) Interpublic Group	26 3/8	26	3/8	1.44	15	575
N (JWT) JWT Group	30 1/2	28 1/8	2 3/8	8.44	13	276
A (MOV) MovieLab	7	7				11
O (OGIL) Ogilvy Group	25 1/2	26 1/4	- 3/4	- 2.85	12	348
O (SACHY) Saatchi & Saatchi	26 7/8	29 3/8	- 2 1/2	- 8.51	12	1,390
O (TLMTB) Telemation	10 1/4	10 1/4			10	11
A (TPO) TEMPO Enterprises	13	11 1/4	1 3/4	15.55	33	74
A (UNV) Unitel Video	11 5/8	10	1 5/8	16.25		25
CABLE						
A (ATN) Acton Corp.	1 3/4	1 5/8	1/8	7.69	-1	10
A (CVC) Cablevision Sys. 'A'	19 7/8	18 1/2	1 3/8	7.43	-6	417
O (CRDF) Cardiff Commun.	1 7/16	1 3/8	1/16	4.54	3	2
N (CNT) Centel Corp.	58	57 1/2	1/2	.86	12	1,604
O (CCCA) Century Commun.	14 1/4	14	1/4	1.78	285	276
O (CMCSA) Comcast	25 1/4	24	1 1/4	5.20	33	537
N (HCI) Heritage Commun.	22	21	1	4.76	81	492
O (JOIN) Jones Intercable	11 3/4	11	3/4	6.81	28	152
T (MHPQ) Maclean Hunter 'X'	18 1/2	18 5/8	- 1/8	- 0.67	25	681
O (RCCA) Rogers Cab. Amer.	11	10 3/4	1/4	2.32		56
T (RCINZ) Rogers Cable	14 1/2	13 3/4	3/4	5.45		340
O (TCAT) TCA Cable TV	16 1/4	16 1/2	- 1/4	- 1.51	28	175
O (TCOMA) Tele-Commun.	24	23 3/8	5/8	2.67	184	2,306
N (TL) Time Inc.	72 3/4	72 1/8	5/8	.86	22	4,566
O (UACIA) United Art. Commun.	16 3/8	17 3/4	- 1 3/8	- 7.74	77	672
N (UCT) United Cable TV	25 7/8	25 3/8	1/2	1.97	64	630
N (VIA) Viacom	41	42	- 1	- 2.38	39	1,404
N (WU) Western Union	5 1/8	4 1/2	5/8	13.88		125
ELECTRONICS/MANUFACTURING						
N (MMM) 3M	103 3/8	103 3/4	- 3/8	- 0.36	16	11,892
N (ALD) Allied-Signal	40 7/8	40 3/8	1/2	1.23	-9	7,207
O (AMTVC) AM Cable TV	1 3/8	1 1/4	1/8	10.00	-1	4
N (ANX) Anixter Brothers	9 3/8	9 1/4	1/8	1.35	17	341
N (ARV) Arvin Industries	26	26 1/2	- 1/2	- 1.88	11	420
O (CCBL) C-Cor Electronics	6 5/8	7 1/4	- 5/8	- 8.62	-4	19
O (CATV) Cable TV Indus.	2 1/8	2	1/8	6.25	-10	6
A (CEC) Cetec	5 7/8	6	- 1/8	- 2.08	-9	11
A (CHY) Chyron	4 5/8	4 5/8			22	46
A (CXC) CMX Corp.	1 1/8	1 1/8				5
A (COH) Cohu	6 1/8	6 1/8			12	11
N (CAX) Conrac	14 3/4	15 1/8	- 3/8	- 2.47	13	97
N (EK) Eastman Kodak	54 1/4	53 1/8	1 1/8	2.11	45	12,255
O (ECIN) Elec Mis & Comm.	2 1/4	2 1/2	- 1/4	- 10.00		9
N (GRL) Gen. Instrument	19 1/2	19 1/8	3/8	1.96		631
N (GE) General Electric	73 1/2	72 3/8	1 1/8	1.55	14	33,514
O (GETE) Geotek Inc.	2	2			8	7
N (HRS) Harris Corp.	29 3/8	28 1/4	1 1/8	3.98	20	1,182
N (MAI) M/A Com. Inc.	15 1/8	13 5/8	1 1/2	11.00		658
O (MCDY) Microdyne	4	3 9/16	7/16	12.28	36	18
N (MOT) Motorola	38 7/8	41 1/2	- 2 5/8	- 6.32	45	4,964
N (NPH) N.A. Philips	38 3/4	38 3/4			16	1,121
N (OAK) Oak Industries	1 1/4	1	1/4	25.00		42
A (PPI) Pico Products	2	2				7
N (SFA) Sci-Atlanta	8 7/8	8 7/8			15	208
N (SNE) Sony Corp.	21	21			12	4,854
N (TEK) Tektronix	60 3/8	59 3/4	5/8	1.04	19	1,180
N (VAR) Varian Assoc.	25 1/2	25 7/8	- 3/8	- 1.44	36	543
N (WX) Westinghouse	54 3/8	53 1/2	7/8	1.63	14	8,354
N (ZE) Zenith	20 1/2	20 1/4	1/4	1.23		474
Standard & Poor's 400	261.35	256.55	4.80	1.87		

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share

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101 WAYS TO CUT LEGAL FEES AND MANAGE YOUR LAWYER By Erwin Krasnow, Esq. and Jill MacNeice. A practical guide for broadcasters and cable operators. Let one of the nation's top communications lawyers show you how to: Select the right lawyer for you. Enter into the best fee arrangement. Get the most out of your lawyer. Control legal costs. Monitor and evaluate your lawyers performance. Remedy problems with your lawyer. The book that opens up the "secrets" of getting and using legal services. Communications "superlawyer" Erwin G. Krasnow is former General Counsel for the National Association of Broadcasters (and now a partner in Liipfert, Bernhard, McPherson and Hand). In his new book, Mr. Krasnow strips away the mystique surrounding the legal profession to show broadcasters and cable operators 101 ways to cut costs and boost the performance of in-house and outside counsel. 103 pages; softbound.
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RIDING GAIN

O N R A D I O

LIN radio group for sale

LIN Broadcasting Corp., New York, placed its entire group of 10 radio stations in five markets on the block last week. "Although LIN's roots were in radio broadcasting [1961], the company's television operations have grown to the point that radio now accounts for less than 10% of its media operating income," said Michael Plouf, vice president, corporate development for LIN. (LIN currently owns and operates seven network-affiliated television stations.) Plouf also said the company is looking to its current cellular radio operations (in five major metropolitan areas) for "significant" future earnings with plans to expand its participation in that business.

The 10 LIN radio stations are: WFIL(AM)-WUSL(FM) Philadelphia, KILT-AM-FM Houston, WIL-AM-FM St. Louis, WBBF(AM)-WMJQ(FM) Rochester, N.Y., and WEMP(AM)-WMYX(FM) Milwaukee—the last being the last radio purchases by the company five years ago.

Industry sources estimate the LIN group

of radio stations to be valued at about \$100 million. LIN has retained the New York investment banking firm of Wertheim & Co. to find a buyer.

Dick Verne, group vice president/radio and radio common-carrier for LIN and former president of NBC Radio, said he will "probably" leave the company once the radio station divestiture is complete. Verne said he intends to remain in broadcasting and will "evaluate several possibilities including station ownership."

Urban action

The new CBS Radio Programs unit will sell and distribute *On The Move*, a weekly three-hour urban contemporary show hosted by dual-city personality Tom Joyner (KKDA-FM Dallas and WGCI-FM Chicago) and produced by Ron Cutler Productions, Los Angeles ("Riding Gain," Sept. 8). The show, targeted for a January 1987 debut, will feature a countdown of the week's top urban hits as well as entertainment features including comedy bits and celebrity interviews. Joyner will record *On The Move* each Wednesday in Dallas.

CBS Radio Programs, which was formed this summer, will soon distribute *Business Update*, a daily business report produced for American Public Radio stations (BROADCASTING, April 14, Sept. 22), and currently offers *Rock Connections*, a weekly "classic rock" program hosted by Los Angeles radio

Spot rebounds

National spot radio revenue, which has been experiencing a soft year, was up in August for the second consecutive month. According to Radio Expenditure Reports (RER), Larchmont, N.Y., which collects financial information each month from different rep companies, spot dollars in August rose 6.8% over August 1985 (adjusted for variance in number of standard broadcast billing weeks in August 1985 and August 1986) to \$94,046,600. Unadjusted, billings for August posted a 33.5% gain. Year-to-date (January through August), national spot revenues are up 1.6% (adjusted) over the same period a year ago to \$600,313,000.

personality Mike Harrison. In addition, both the CBS Radio Network and RadioRadio, CBS's young-adult network, offer both short- and long-form programming.

Arbitron update

Arbitron has expanded its continuous measurement surveys (48 weeks a year) to the top 77 markets, effective with the current fall survey period (Sept. 25 through Dec. 17), with the addition of York, Pa.

In another development, Arbitron said it is expanding the size of the Dayton, Ohio, metro survey area to include Preble county. According to Arbitron, if 80% or more of the subscribing stations licensed to a metro survey area agree to a change in the existing metro, it "may add or delete counties accordingly." In Dayton, all 10 Arbitron subscribers were in favor of the metro market expansion, the ratings company said. This latest announcement comes after Arbitron's decision to increase its Salt Lake City metro area ("Riding Gain," Sept. 22.)

PSA accounting

The average radio station airs 18 public service announcements a day with the most popular theme being alcohol awareness followed by religious spots, according to a survey conducted by Stephen Winzenburg, assistant professor of journalism and mass communications at the University of Wisconsin in River Falls.

Winzenburg's study, which was based on a sample of 310 stations (36% described as small-market stations, 59% medium-market and 7% large-market) covering all major formats, showed 99% continuing to air public service announcements despite there being

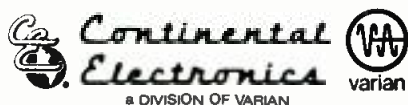
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Transmitters 1 to 50 kW AM and to 60 kW FM. FM antennas, studio & RF equipment. ©1986 Continental Electronics/6213



Radio debut. New York Mayor Edward Koch is pictured preparing for the first broadcast of his weekly commentary, which was scheduled for last Saturday (Sept. 27) morning at 9:10 a.m., over Group W's all-news WINS(AM). Koch's three-minute remarks will be followed by a three-minute opposing viewpoint two hours later.

no government regulations to do so. When receiving syndicated public service material, the study found that 35% of the respondents, all of whom were program directors, prefer PSA's to be sent on reel-to-reel tapes while 10% prefer disks and 1% prefer cassettes. However, the majority of programers (54%) said the means of distribution make "no difference."

When given a list of potential subjects for future syndicated public service material, the most popular idea response was a series of humorous spots with "little or no message." Other popular ideas for PSA's included: "man-on-the-street" opinions; a daily "thought for the day," and spots focusing on women's accomplishments. The survey was conducted last March.

New from Stanley

The Stanley Foundation, a Muscatine, Iowa-based nonprofit research and educational organization that produces the 30-minute world affairs *Common Ground* series for public radio stations, is launching a news service for noncommercial outlets called "Internet." The service will provide monthly feeds of up to 10 news features, three-and-a-half minutes in length, on international issues.

"Internet is designed to supplement local and network stories on world events with background and analysis from some of the foremost names in the field of international affairs," said the service's producer, Jim Berard. It will be available to public radio stations, at no cost, over National Public Radio's Extended Program Service satellite network, starting next Tuesday, Oct. 7. Broadcast rights, however, need to be obtained through the Stanley Foundation.

Nearly 100 stations now carry the *Common Ground* series. The new service will provide other stations that have no room for a half-hour program "with much of the same material in smaller bites," Berard said.

Also being fed over NPR's satellite network is the 25-minute *Letter From London* series, produced at commercial news/talk WNTN(AM) Washington (licensed to Silver Spring, Md.) The program, which is hosted by Michael J. Marlow, a former radio/television producer for CBS News, is a weekly review of the news of England. National transmission of the *Letter From London* is being made possible through a grant from a consortium of the series' commercial sponsors, which includes British Aerospace.

Shoehorn

Serge Bergen, a consulting engineer, has petitioned the FCC for a rulemaking to permit FM stations to upgrade even though the upgrade may be short-spaced in one par-



Blair game. John Blair & Co.'s radio representation division is conducting a "We Talk Radio" contest for advertising agencies covered by the company's three rep firms: Blair Radio, Torbet Radio and Select Radio. The division is distributing to media buyers specially manufactured radios with "moving lips that lip-sync the music, news or talk being aired" along with entry blanks inviting recipients to enter a drawing for trips to Montego Bay, Jamaica. Pictured above are Sam Michaelson (left), vice president, radio media, DSF/Dorland Worldwide, New York, holding contest entry card as Rosemary Zimmerman, account executive for Blair Radio, presents her with the "moving lips" radio.

ticular direction. Under the concept, the station could use its original classification in the direction of short spacing and its upgraded facility in all other directions where spacing requirements for the higher classification were met.

"Where a short spacing would occur as a result of a facility upgrade, a directional antenna could be used to maintain the channel classification at the existing level in that direction," Bergen said in his petition to the FCC.

Signed up

ABC's Talkradio service has acquired three major affiliates: KING(AM) Seattle, KXL(AM) Portland, Ore., and WBAL(AM) Baltimore. KING last month began airing *The Bob Brinker Show* each Saturday and Sunday from 1 p.m. to 4 p.m. (Pacific time). On Sept. 1, KXL started broadcasting *The Ray Briem Show* from midnight to 5 a.m. (Pacific time) and on Sept. 6 WBAL inserted *The Dr. Susan Forward Show* into its schedule, to air each Saturday from 2 p.m. to 6 p.m. and Sunday from 1 p.m. to 5 p.m. (Eastern time). ABC currently has 119 stations affiliated with its Talkradio service.

Classical offering

National Public Radio is readying a new, weekday morning, classical music service, "Performance Today." The service "will be a lively blend of classical music and up-to-the-minute features on the arts," according to Dean Boal, director of arts and performance programs for NPR. Heading the new venture as its executive producer is veteran public radio producer, Wesley Horner. NPR's "Performance Today" service, which will be fed to stations in a two-hour block from 8 to 10 a.m. (Eastern time), is scheduled to debut in January.

Playback

Syndicate It Productions, a black/urban radio program supplier based in Burbank, Calif., is planning a new short-form series, *You... From The Pages of Essence Magazine*. The program, which will be a joint effort with the editors of *Essence*, will deal with self-help topics, including beauty, mental health, relationships, money, nutrition and career strategies, based on articles published in the magazine. (*Essence* is targeted to black women.) The 60-second series is slated to run on a daily basis for 13 weeks beginning Oct. 1. It will be hosted by broadcast journalist Gillian Harris. Exclusive sponsor is Clair-ol's Color Play.

□

American Music Formats, New Berlin, Wis.-based radio program supplier, is launching two new formats: contemporary country and "America's All-Time Greatest Hits," which is described as an "MOR light format" that covers music from the big band era through today.

AM advice. The FCC should seek the assistance of the Advisory Committee on Radio Broadcasting in its own effort to improve the lot of the AM broadcast service, according to Alfred Sikes, head of the National Telecommunications and Information Administration. In a letter to FCC Chairman Mark Fowler last week, Sikes recommended that the commission renew the committee's charter before it expires Dec. 31, name James McKinney, FCC Mass Media Bureau chief, committee chairman, and change the charter to have the committee report directly to the commission. Sikes also recommended that the committee be directed to study man-made interference, adjacent and co-channel interference "and ways in which the commission may better police use of the AM band." Sikes also said NTIA had begun a study of the AM stereo market.

Will FCC repeal fairness doctrine?

It may have power to do so, as appellate court implied, but Hill sends warning signals

The sense of exultation that members of the broadcast establishment experienced a week ago with the release of an appeals court decision indicating that the FCC has the authority to repeal the fairness doctrine faded somewhat in the days that followed. The realization began setting in that getting rid of the 36-year-old doctrine would not be easy, the present commission's evident distaste for it notwithstanding. Indeed, it appeared that a judicial finding that the doctrine is unconstitutional may be needed to pry it from the books. And the constitutional question, as well as the commission's authority in the matter, are to be argued before another panel of the U.S. Court of Appeals in Washington tomorrow (Sept. 30).

In the decision issued on Sept. 19 in a case involving the applicability of the commission's political broadcasting rules to teletext, a panel, on a 2-1 vote, held that the doctrine had not—as generations of commission lawyers had argued—been incorporated into Section 315 of the Communications Act in 1959 when the Congress eased some of the equal-time restrictions imposed by the section. Rather, the majority, in the opinion written by Judge Robert H. Bork, said: Congress simply "ratified the commission's long-standing position that the public interest standard authorizes" imposition of the requirement that broadcasters treat controversial issues of public importance in a balanced manner (BROADCASTING, Sept. 29).

That decision will not go unchallenged. Henry Geller, a former FCC general counsel who is now director of the Washington Center for Public Policy Research and who was one of the lawyers involved in the case, and Andrew Schwartzman, of the Media Access Project, one of the challengers in the case, both said the full bench of the District of Columbia circuit will be asked to grant rehearing. Geller said Bork's opinion is

"wrong on the plain language of the statute, wrong on the legislative history [of the congressional amendment] and wrong on the case law."

The decision, among other things, was at least a temporary vindication of former FCC General Counsel Bruce Fein, who was one of the first to make the argument accepted by Bork. And Fein greeted the decision exultantly, telling reporters the doctrine "is gone," that "it's no longer going to be the rule for broadcasters." And the National Association of Broadcasters' counsel on First Amendment matters, Steve Bookshester, said, "We're extremely pleased by the language." But FCC Chairman Mark Fowler, one of whose goals is the elimination of the doctrine, was somewhat more subdued. He said the Bork opinion was "very favorable from a First Amendment standpoint." And he said the commission will cite it in the two cases involving the fairness doctrine to be argued before the court tomorrow—one brought by the Radio-Television News Directors Association and the other by Meredith Corp. But then he added, "I don't want to speculate beyond that."

Indeed, Fein seemed to be the only one talking of the doctrine as "gone." The commission's general counsel, Jack Smith, said the agency in the oral argument to be held on Tuesday would not seek remand of the two cases in light of the Bork opinion. And the reason indicates the problems the commission would face in attempting to repeal the doctrine. He noted that Congress last year approved a report accompanying a Senate appropriations bill that directed the commission to refrain from eliminating or modifying the doctrine. That directive expires at the end of the current fiscal year, on Sept. 30. But the Senate Appropriations Committee in August adopted a report accompanying an appropriations bill that would similarly bind the commission throughout 1987. The report is expected to be rolled into a continuing resolution that would provide funds for the FCC and other agencies.

What's more, the commission itself deferred to Congress on the question of the action to be taken regarding the doctrine. In its order concluding an inquiry into the fairness doctrine, the commission said, in August 1985, that the doctrine inhibits rather than encourages speech on controversial issues and therefore does not serve the public interest. But the commission did not resolve the question of whether it had the authority to repeal the doctrine. Rather—in what was seen as a recognition of the political pressures at work—it said it would afford Congress the opportunity to review the matter in light of the record in the proceeding (BROADCASTING, Aug. 12). In a further indication of congressional attitude, the bill providing funds for the FCC in 1987 directs the agency to reopen its inquiry with a view to examining "possible alternative ways of administering and enforcing the fairness doctrine" (BROADCASTING, Aug. 18).

An aide to Senator Ernest F. Hollings (D-S.C.), who was principally responsible for the report and legislative language designed to prohibit the commission from doing away with the fairness doctrine, did not feel the Bork opinion was cause for concern. Citing that language and the commission's deferral to Congress on the issue, that aide said: "We feel there is no need to rush to deal with this." Tom Rogers, senior counsel to the House Telecommunications Subcommittee, also noted that Congress has made its position on the issue clear. More than that, he warned of the dire consequences he said would befall the FCC if it attempted to repeal the doctrine: "The fight over multiple-ownership [of stations] and the network financial interest/syndication rules and the telephone access charges"—three highly charged issues on which Congress forced the commission to retreat—"would look like minor issues."

Rogers saw only one development that would lead to the elimination of the fairness doctrine—a holding by the courts that it is unconstitutional. And although the Supreme Court in the *Red Lion* case in 1969 upheld the constitutionality of the doctrine, that holding is now being challenged again in the two cases pending before the appeals court in Washington.

In one, Meredith is appealing the commission's holding that Meredith's WTVH(TV) Syracuse, N.Y., violated the fairness doctrine in connection with a series of advertisements it ran supporting construction of a nuclear power plant. Meredith's brief is aimed primarily at securing a ruling that the doctrine is unconstitutional. But among the opponents Meredith faces, ironically, is the commission. It notes that it found the station had satisfied its requirements under the doctrine even before the commission's ruling was issued and that, as a result, Meredith had not been "aggrieved." As a result, the

Uncertain fate. The fate of S. 2575, the "Electronic Communications Privacy Act" (BROADCASTING, Aug. 18), now pending in the Senate, remains uncertain. The bill, which would prohibit unauthorized interception of network satellite feeds (specifically, news and sports backhauls), was adopted by the Senate Judiciary Committee two weeks ago. It is temporarily on hold because of efforts by Senator Jesse Helms (R-N.C.) to attach a dial-a-porn amendment outlawing sexually explicit telephone messages. Proponents of the legislation feel Helms's amendment will harm the bill's chances for passage and are hoping to dissuade him.

Earlier concerns expressed by committee members that backyard satellite dish owners who pick up feeds would be criminally liable under the bill were addressed in an amendment offered by Senator Charles Grassley (R-Iowa) that reduces the penalty for private home viewers whose reception of specified satellite transmissions is not for commercial gain. And an amendment from Senator Paul Simon (D-Ill.) sets up the same penalty structure for interception of radio ENG. According to the legislation, a first offender would be subject to a \$500 fine. The standard for judging "inadvertent" reception was also altered from "willful" to "intentional."

commission argues. Meredith has no grounds for complaint.

RTNDA similarly has an extra hurdle to clear. It is appealing the commission's order in the fairness doctrine inquiry, contending that the commission was arbitrary and capricious in not repealing the doctrine after concluding it is not in the public interest. RTNDA argues—as Bork has held—that the doctrine is not statutorily required. It also contends the doctrine violates the First Amendment (BROADCASTING, March 10). But a number of groups have petitioned the court to dismiss the suit on the ground the commission's order was not a final action and, therefore, is not appealable. The commission has filed a brief contending that its action in the inquiry was final—and Fowler, along with NAB officials, regard the Senate committee action directing the commission to refrain from eliminating or weakening the doctrine as an effort to interfere with the RTNDA case.

Fowler called it an example of "dirty tricks"—an indication, like Rogers's warning, of the depth of feeling the fairness doctrine issue generates. In any case, the euphoria Bork's opinion gave rise to among broadcast industry establishment members, has given way to a realization that the fight for repeal of the doctrine is not yet over.

But the makeup of the panel that will hear the arguments in the two cases is cause for cheer among broadcasters. It consists of Judges Laurence Silberman and Steven Williams, both new Reagan appointees, and U.S. senior District Judge William Jameson of Montana. He has sat on several FCC cases, including those in which he helped affirm the commission the radio deregulation and postcard renewal proceedings. □

FCC's about face in 'Steele' gives new hope for Shurberg

Applicant for Faith Center's Hartford, Conn., TV station awaiting commission's response

The FCC finds itself faced with what seems an awkward question in view of the brief it filed with the U.S. Court of Appeals in the *Steele* case (BROADCASTING, Sept. 22). In that brief, the commission argued that the preference it has routinely given minorities and women in comparative hearing cases exceeds its constitutional authority, at least as it has been applied (BROADCASTING, Sept. 22). In view of that position, the court now asks the commission to describe its "current position as to the constitutionality of its minority distress policy."

The policy, developed in 1978 as a means of encouraging minority ownership of broadcast properties, involves an exception to the commission rule barring licensees who are not found to be qualified from selling their properties. The policy limits sales to members of minority groups—and to prices that are no more than three-quarters of fair market value. The question now confronting the commission was asked by a panel presiding over a case in which a would-be

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applicant for WHCT-TV Hartford, Conn., has raised the issue—in appealing the commission's application of the policy.

Faith Center, whose ownership of the Hartford station as well as three radio and television outlets on the West Coast produced a record that was checked at best, had been attempting since 1980 to dispose of WHCT-TV on a distress sale basis and thus avoid the renewal hearing the commission had ordered. Two proposed deals fell apart before Astroline Communications Co. came forward with a proposal acceptable to Faith Center and the commission. The station sale, for \$3.1 million, was consummated in January 1985. A Hispanic-American, Richard P. Ramirez, is a general partner with a 21% ownership interest and a 70% voting interest in Astroline.

But Shurberg Broadcasting of Hartford Inc., which consists only of Alan I. Shurberg, 27, who was described by *The Hartford Courant*, in a lengthy story on the history of the WHCT-TV sale, as "a solitary computer whiz from Rocky Hill," did not give up the fight it had begun earlier. It had filed its application for the station in December 1983, at a time when it insisted a "window" for such a filing had been opened in connection with the commission's conditional approval of Faith Center's distress sale to would-be buyer number two. The question of whether a window was "opened" is a matter of dispute. The commission says it was not.

In any case, interest now focuses on the constitutional issue. The commission made arguments in defending the constitutionality of the policy that sound like those it rejected in questioning the constitutionality of the preferences policy designed to favor minorities and women in comparative hearings. The commission, in its brief in *Shurberg*, for instance, said the distress sale policy is designed to enhance diversity of programming. In its *Steele* brief, the commission said its studies in recent years had demonstrated that, in view of its deregulation of radio and television, the operation of the marketplace is generating a "rich array of information and entertainment programming" and that "there is little if any basis to assume that racial or gender preferences are essential to the availability of minorities' or women's viewpoints."

And SBH, in a brief it filed in July 1985, sounds like the commission 14 months later: It complained that the distress sale policy "is unconstitutional, since it is nothing more than a race-based mechanism which has effectively deprived SBH of the equal protection guaranteed by the constitution."

Observers were quick to note one member of the appeals court is a member of both the *Steele* and *Shurberg* panels—Chief Judge Patricia Wald. She had dissented from the panel decision that overturned a commission grant of a woman's application for an FM station. The panel said the commission had exceeded its authority in basing its decision largely on the woman's gender.

The *Shurberg* panel filed its order posing the constitutional question on Sept. 18. It asked for a response within 14 days. But the commission evidently feels it needs more time. It asked for a three-week extension. □

Appeals court backs FCC in Puerto Rico station sale case

Question of foreign control of licensee had been at issue

The U.S. Court of Appeals in Washington has affirmed an FCC order approving transfer of control of two Puerto Rican television stations—WSUR-TV Ponce and WKBM-TV Caguas—through sale of their licensee, American Colonial Broadcasting Corp., to Television Broadcasting Corp. The proposed sale had been approved previously by a bankruptcy court three years after ACBC was forced into bankruptcy and its stations had gone off the air.

Telemundo Inc., a licensee of television stations that would compete with the outlets

involved in the sale, appealed the commission's action approving the sale. It contended that approval would result in de facto alien control of the stations and in a violation of the duopoly rule, since the stations' signals overlap. WSUR-TV is to be operated as a satellite of WKBM-TV.

The de facto control allegation was based on TBC's involvement with a Venezuelan consulting company which will own 24.04% of the TBC's stock—just under the 25% maximum that commission rules permit aliens to own—and three of its Venezuelan nominees will sit on the 13-member board of directors. (Lorimar-Telepictures owns slightly less than 50% of TBC stock. The remainder is divided between John Semak, of New York, and Puerto Rican interests.) Telemundo also noted that TBC had said that only the Spanish-language programming expertise of the Venezuelans could assure the stations' success.

TBC had reduced the Venezuelan com-

Washington Watch

Opposing views. House Judiciary Committee, in 17 to 12 vote, adopted so-called superstation scrambling bill despite strong opposition expressed by committee members and efforts by broadcasting industry to stop it last week. Measure (H.R. 5572) would establish compulsory license for satellite carriers and permit them to sell scrambled superstation signals to home earth station owners. Bill now moves to floor, where prospects for passage are said to be dim. Congress is slated to adjourn no later than Oct. 10 and because roughly third of committee voted against legislation, it is unlikely that such controversial measure will actually be considered during final days of session. Moreover, National Association of Broadcasters and Association of Independent Television Stations say they are committed to keeping bill off House floor. Two weeks ago House Copyright Subcommittee passed measure despite efforts by broadcasting industry to defeat it (BROADCASTING, Sept 22). NAB and INTV object to bill because it expands principle of compulsory license. INTV also is unhappy because compulsory license would apply only to retransmission of independent television signals, not to network affiliates. Representative Larry Smith (D-Fla.) was slated to offer amendment for broadcasters (networks apparently approached Smith on matter) that would have required satellite carriers to ask permission to retransmit stations. However, members were said to have struck deal during markup not to amend bill. Agreement was reached after Representative Mike Synar (D-Okla.) said he would drop his amendment that would have put network affiliates back in legislation. Nevertheless, said John Summers, NAB senior executive vice president for government relations, "we think we got the best vote we could have gotten." Earlier last week INTV sent letter to House Judiciary Committee members urging them to vote against legislation. INTV letter also included memorandum from law firm of Pierson, Ball & Dowd, which represents INTV. Memorandum states that bill would "violate the equal protection principles of the Fifth Amendment to the Constitution by discriminating between speech-related activities protected under the First Amendment." Further arguments against H.R. 5572 were expressed in letter to Judiciary Committee Chairman Peter Rodino (D-N.J.) from Commerce Department. Department, on advice of National Telecommunications and Information Administration, objects to legislation because it opposes concept of compulsory license. Also, department "believes the bill is manifestly unfair to broadcasters who entered into contracts for the exclusive rights to air a program in their particular market." □

Spectrum auction. House Telecommunications Subcommittee is holding hearing on Wednesday, Oct. 1, on "Spectrum Auction: FCC Management of the Airwaves." Concept of spectrum auction as it applies to use of airwaves by all classes of services will be examined at hearing as well as FCC's proposal to auction common carrier and private radio spectrum. Subcommittee will focus on possibility of auctioning spectrum as means of generating revenue to help reduce federal deficit and as source of additional funding for public broadcasting. FCC Chairman Mark Fowler is slated to testify. □

Hartford combination. FCC has approved \$1-million sale of WVIC-TV (ch. 61) Hartford, Conn., by Arnold L. Chase to Chase Broadcasting Inc., which owns WVIC-AM-FM in same market. Creation of new radio-television combinations is generally prohibited by one-to-market rule, but exception permits commission to consider approving transactions that would result in combined UHF-radio ownership. FCC said such combined ownership

was warranted here. "The UHF exception is not limited to situations where it can be shown that the station in question cannot achieve profitability; on the contrary, where appropriate, the UHF exception can be applied to hasten a UHF station's more sound financial operation and, hence, insure its ability to offer effective, competitive UHF service to the public." FCC ruled. David T. Chase, Arnold Chase's father, is president and 51.98% owner of Chase Broadcasting.

□

Sales report. Intelsat's planned domestic service program continues to attract customers. Board of governors reported sales of six transponders. Iran bought two, Italy one and West Germany three in addition to three it already owns. Intelsat official said transponder sales at meeting amounted to \$18 million, bringing total sales under planned domestic service program to \$52 million. In other matters, board approved acquisition of Ariane 4 launch for third Intelsat VI satellite for about \$84.1 million. Intelsat official said it was highly unlikely NASA's shuttle program would be back in business early enough to provide launch for next two Intelsat VI's, which are due for entry into service in 1990. As result, he indicated Intelsat would probably seek launch service from Arianespace for those as well. Other companies are interested in Intelsat business, including Martin Marietta, USSR (with its Proton rocket), People's Republic of China (with its Long March rocket) and Transpace Carriers. But official indicated their chances of getting business were not good. Official also indicated Intelsat is another institution feeling pinch of soaring insurance costs. It is canceling its third-party in-orbit liability insurance for its 15-satellite system, as well as partial launch insurance for first two of five Intelsat VI satellites. Policies covered about 30% of satellites' value.

□

Discrimination dismissal. Discrimination suit brought against NBC by former employe, Sara Scott (BROADCASTING, Sept. 15), was dismissed following three-day argument by plaintiff's attorney. NBC asked for dismissal without calling witnesses for defense, and judge ruled that case should be dismissed without jury's consideration. NBC released one-sentence statement following trial: "The decision speaks for itself." Attorney for plaintiff said Scott would appeal.

□

Children's week. House passed resolution declaring week of Oct. 12 as "National Children's Television Awareness Week." Senate also adopted resolution. House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) is holding press conference Wednesday, Oct. 1, to announce activities planned for week. Among those joining Wirth at press briefing will be *Sesame Street's* Big Bird, Captain Kangaroo, Mickey and Minnie Mouse and actor Ben Vereen.

□

Free time. Senator Claiborne Pell (D-R.I.) introduced bill that would require broadcasters, networks and cable systems to provide free radio and TV time to national committees in elections for federal office. Committees would allocate time to candidates. According to legislation, television time "is to be provided during the so-called prime time access period, from 7:30 to 8 p.m. local time, each weekday evening."

□

New Dallas TV. FCC Review Board has approved settlement agreement clearing way for grant of application of Opal Thornton for new TV on channel 55 in Lake Dallas, Tex. Under settlement, Thornton agreed to pay competitor, Womens Media Investors of Dallas Ltd., \$425,000 to dismiss application. Thornton, former owner of trucking business in Dallas area, has no other media interests.

□

MMDS grants. Using lotteries, FCC has tentatively granted multichannel multipoint distribution service applications of Paul Communications and Lawrence N. Brandt, Altoona, Pa.; Kansas City Southern Industries Inc. and Krisar Inc., Benton Harbor, Mich.; Microwave Video Services Inc. and MWTV Inc., Bradenton, Fla.; National Wireless Cable and Champion Industries Inc., Bremerton, Wash.; Nikita Maggos and Broadcast Data Corp., Columbia, Mo.; Fortuna Systems Corp. and Kannev Broadcast Technologies, Eau Claire, Wis.; Belwen Inc. and Multi-Point TV Distributors Inc., Elkhart, Ind.; Stephen Communications Inc. and Wireless Services Inc., Flagstaff, Ariz.; Paul Communications Inc. and Microband Corp. of America, Hickory, N.C.; Paul Communications Inc. and Booth American Co., Jackson, Mich.; Visionaire Inc. and Krisar Inc., Killeen-Temple, Tex.; Stephen Communications Inc. and MWTV Inc., Lafayette, Ind.; Fortuna Systems Corp. and James T. Davis, Longview, Tex.; National Wireless Video and Krisar Inc., Muskegon, Mich.; Haddonfield Wireless Co. and Becker Broadcasting, Odessa, Tex.; National Wireless Video and Stephanie Engstrom, Olympia, Wash.; Multichannel Distribution of America and Starchannels Associates, St. Cloud, Minn.; Line of Site Inc. and Low Power Technology Inc., Steubenville, Ohio; Jody Barnes and Steven Rullman, Texarkana, Tex., and Walter Communications Inc. and Multi-Micro (DBA), Waterbury, Conn. Also using lotteries, the FCC tentatively granted new winners in several markets where application of previous tentative selectee had been dismissed. New winners are Affiliated MDS Corp., Omaha; Omega Radiotelephone, Tucson, Ariz.; B.F. Investments Inc., Saginaw, Mich., and Dicom Inc., Madison, Wis.

pany's ownership below 25% and canceled consulting contracts with it after the alien control issue had been raised before the commission, and had retained as consultants Puerto Rican broadcasters who are U.S. citizens. The three-judge panel of the appeals court held that it had no basis for concluding the commission erred in concluding *de facto* ownership of control would not be involved. The court also noted that the commission had observed that it could review the ownership matter in the event facts "can be shown" to raise a question as to ownership. Puerto Rico licenses expire on Feb. 1, 1987; the deadline for filing renewal applications is Oct. 1.

The commission permitted the common ownership of the stations despite overlapping signals on the ground that they fall within the exception granted when one station is a satellite of the other. Telemundo said WSUR-TV could have survived under independent ownership through a rebroadcasting agreement with another station. It said such an arrangement would have better served the commission's multiple ownership policy. And it noted that WPRV-TV Inc. was interested in such an arrangement. The commission's failure to examine that alternative was reversible error. Telemundo said.

However, the commission, in its reply, noted that no participant at the commission expressed an interest in such a retransmission agreement. And, the court said, "The commission cannot base its decisions on hypotheticals; it must rule on the facts before it." And in the case at issue, the panel said, the commission had evidence of a party being willing or able to enter into a rebroadcasting agreement.

The opinion was written by Judge James L. Buckley and was joined in by Judges Kenneth Starr and Laurence H. Silberman. □

Quello criticizes FCC on must-carry rules

He also wants tighter reins on hostile corporate takeover

The FCC "took a dive" with its must-carry decision.

That's what FCC Commissioner James Quello said in a speech before the Alaska Broadcasters Association. "I continue to believe that comprehensive must-carry rules are necessary to protect our system of free, over-the-air television broadcasting," Quello said.

Quello also said he wasn't enthusiastic about the part of the new, five-year rules that would require cable operators to provide interested subscribers with A/B switches. "But it may be well worth trying," Quello said. "It has the potential of providing future empirical data on the marketplace feasibility of the A/B switch. I hope the A/B switch will provide the answer to the must-carry dilemma. But in my opinion, it is a long shot. In the meantime, we have a reasonable must-carry proposal in place, subject to reconsideration and possible further court appeal."

On another topic, Quello pinned part of

the responsibility for all of the activity in broadcast takeovers and mergers on a variety of FCC deregulatory initiatives. But also contributing to the turmoil, he added, was an increased awareness that broadcast properties were great cash flow vehicles that were relatively underpriced. In addition, there is an attractive depreciation allowance for new owners, he said. "I think the public and the broadcast industry would be well served by some return to stability," Quello said. "I suggest more careful scrutiny and more rigid procedural requirements for hostile takeovers. This would tend to assure that control of broadcast properties that were carefully developed over years of public service remain in the hands of responsible, experienced communications executives and owners."

Quello also warned broadcasters that with the elimination of dollar limits on settlement agreement payments, license challengers can demand large amounts of money to withdraw competing applications. "Unfortunately, underworked, opportunistic, hungry lawyers are becoming more willing to file competing applications and petitions to deny license transfers or assignments on a contingent fee basis," Quello said.

"This commission believes in maintaining a reasonable renewal expectancy, but don't take it for granted. Be diligent in keeping your program/issues list on a quarterly basis. Keep a regular record of all issue programming. . . . And remember that in the case of a comparative renewal challenge, the final decision could ultimately be determined by the U.S. Court of Appeals rather than the more deregulatory minded FCC." □

Hollywood takes fight against unauthorized videotaping to Congress

At hearing, Valenti represents Hollywood side, while Ferris speaks for home recording interests

Hollywood last week revived its fight on Capitol Hill to prevent home videotaping. Only this time, the motion picture industry wants to stop what it calls "back-to-back copying," the unauthorized copying of prerecorded videocassettes and disks. Hollywood asked Congress to require all VCR manufacturers to install an electronic chip that would prevent the copying of tapes and disks.

At a hearing chaired by Senate Judiciary Committee Chairman Strom Thurmond (R-S.C.), Motion Picture Association of America President Jack Valenti presented the industry's case. The committee also saw a demonstration of two anticopying systems, one developed by CBS/Fox and the other by Macrovision. A VCR equipped with the CBS/Fox device produces a copy of a tape

whose picture is disrupted every 30 seconds. The Macrovision chip would continuously distort both the programing's sound and picture.

Hollywood's call for legislative action was opposed by the Home Recording Rights Coalition. "We see proposals to implant anti-taping chips in VCR's as 'chipping away' at the Supreme Court's *Betamax* decision," said the coalition's spokesman, Charles D. Ferris, attorney with Mintz, Levin, Cohn, Ferris, Glovsky & Popeo. (The Supreme Court ruled that home taping was not an infringement of copyright law.) HRRC is composed of VCR and videotape manufacturers as well as the Electronic Industries Association, the National Retail Merchants Association and the American Retail Federation.

"The VCR is a legal and beneficial product that has conferred a huge bounty on program producers," Ferris argued. He cited statistics illustrating that videotapes will soon "provide more revenue to movie companies than do theatrical exhibitions in movie theaters." He also insisted that the cost, "inconvenience, and danger to consumers from requiring anti-taping chips would be considerable and unwarranted."

In the past, Ferris said, Hollywood tried to convince Congress that home taping off television sets would harm copyright holders. "Now, it is being said that video rental customers are making copies of tapes they have rented, and projections of harm are being compiled. Again, it is time to begin asking skeptical questions," he said.

Valenti argued that back-to-back copying will displace sales and rentals of prerecorded videotapes. He noted that according to a Nielsen survey "at mid-1986, one out of every seven VCR households owned two or more VCR's. That means there were over four million multiVCR households in the United States as of July 1st of this year." Multiple VCR's, the MPAA president said, give consumers "instant in-home capability to make back-to-back copies." Although the production community has tried to prevent back-to-back copying, Valenti said, it concluded that "only through legislation can all manufacturers of all types of home video recording equipment be bound by the same requirement."

NTIA sponsors 'first' Caribbean conference on communications

Minority entrepreneurs will meet with Caribbean telecommunications business leaders in Jamaica

The Commerce Department's National Telecommunications and Information Administration, in what is being billed as a "historic first," is taking its "Telecommunications Opportunities" conference on the road—all the way to Kingston, Jamaica. NTIA, along with Jamaica National Investment Promo-

tion Ltd., will sponsor the conference, Nov. 9-12, that will offer minority entrepreneurs an opportunity to meet and engage in joint ventures with owners of broadcasting and other telecommunications businesses in the Caribbean. The conference will also bring together representatives of predominantly minority educational institutions with their opposite numbers in the Caribbean.

NTIA officials helping to arrange the conference, to be held in Kingston's Pegasus hotel, expect as many as 250, including speakers, to attend. They say between 125 and 150 of them will be Americans. They are drawn from the list of several thousand individuals and companies NTIA has compiled in connection with its eight-year-old minority telecommunications development program. NTIA each year holds three regional conferences and one national conference during which minorities seeking help in establishing radio, television and other telecommunications businesses are brought together with minority entrepreneurs seeking investment opportunities.

The Caribbean conference—which grows out of a suggestion offered two and a half years ago by Caribbean country representatives attending one of NTIA's minority business conferences—is, officials noted, "a first." Assistant Secretary of Commerce for Communications and Information Alfred Sikes said, "I am proud that NTIA is providing the first opportunity to join Caribbean and United States minority telecommunications businesses. . . . We hope this will be the beginning of many cooperative efforts."

NTIA says the conference will support President Reagan's Caribbean Basin Initiative by encouraging U.S. investment in the Caribbean. During its four days, the conference will focus on business opportunities, educational communications projects and policy issues. The schedule also leaves time for participants to talk business. One of the principal aims, NTIA officials say, is to make it possible for "matches" to be made between entrepreneurs interested in Caribbean business ventures and minority business people looking for a financial investor. Another is to enable representatives of public broadcasting operations at U.S. and Caribbean universities to exchange professors, program producers and programing.

Besides NTIA, the U.S. government agencies involved as co-sponsors are the Agency for International Development, Commerce's Minority Business Development Agency, the International Trade Administration, the U.S. Export-Import Bank, and the FCC. Private organizations in the U.S. and the Caribbean are also listed as co-sponsors—among them, the University of the West Indies, Howard University, Caribbean Broadcasting Union, Puerto Rico Telephone Co., National Association of Black Owned Broadcasters, *Black Enterprise* magazine, Stellar Communications, the Institute for International Trade and Development and Delta Sigma Theta Sorority. Three Washington law firms are also listed—Arnold & Porter, Dow, Lohnes & Albertson and Hunton & Williams.

The Caribbean countries that will participate include Dominica, Barbados, Jamaica, Trinidad, Haiti, and Puerto Rico. □

U.S. journalists step up heat for Daniloff release

Group sends telegram to Gorbachev seeking release

The heads of a number of U.S. newspaper and broadcasting organizations banded together last week in a show of unity to protest the detention of U.S. journalist Nicholas Daniloff in the USSR on charges of espionage and in seeking a meeting with Soviet officials to urge his release. The executives—representatives of 12 organizations, including Eddie Fritts, president of the National Association of Broadcasters, and Spencer Kinard, of KSL-TV Salt Lake City, president of the Radio-Television News Directors Association—said their organizations would join or support such a delegation.

They told their story to reporters in a press conference at the National Press Club on Monday, as top U.S. and Soviet officials appeared to be moving toward a resolution of the impasse that seemed to be jeopardizing planning for a summit. But the executives were concerned not only with the release of Daniloff, a correspondent for *U.S. News and World Report*, but with demonstrating their independence of the government. "We are not a part of government," said Eugene L. Roberts, executive editor of *The Philadelphia Inquirer*. "It's a mistake to let only the government do our talking for us. It gives substance to Russian claims [Daniloff] is a spy. We want to speak for ourselves."

The executives sent a telegram to Soviet leader Mikhail Gorbachev and two secretaries of the Communist Party Central Committee—Anatoly Dobrynin, former ambassador to the U.S., and Alexzander Yakovlev—expressing a desire to send a delegation to Moscow to discuss the Daniloff case and "questions of journalistic activity in the Soviet Union."

The telegram described Daniloff as "an exemplary journalist" and said "his continuing detention needlessly worsens relations between the Soviet Union and the United States." The telegram also reflected a concern the Daniloff case appears to be generating: "We are concerned by the serious implications of this matter for members of the international press corps who are assigned to cover the Soviet Union."

"We must protect the free flow of information over there," said Kinard, adding, "We're trying to turn up the volume" of concern over the Daniloff case. Michael G. Gartner, editor of the *Louisville (Ky.) Courier-Journal and Times* and president of the American Society of Newspaper Editors, said: "This is the first time in my memory we've all come together like this. It shows the gravity of our concern." And Richard J.V. Johnson, immediate past president of the American Newspaper Publishers Association and president of *The Houston Chroni-*

cle, said: "This business of seizing Western journalists who are simply trying to do their job of reporting the news has to come to a screeching halt."

Daniloff was seized in Moscow on Aug. 30 and accused of espionage. U.S. officials immediately said Daniloff had been framed and was being held in an effort to set up a swap for a Soviet employe of the United

Nations who had been arrested by the FBI for espionage. The U.S. was determined to avoid the appearance that Daniloff was a spy that a one-for-one swap might create. By Wednesday, reports out of Washington indicated that Secretary of State George Shultz and Soviet Foreign Minister Eduard Shevardnadze were close to an agreement on the matter. □

NewsBeat

Sensing request. Radio-Television News Directors Association has asked National Oceanic and Atmospheric Administration to make public its communications with Departments of Defense and State regarding regulations that may be imposed on news media's use of remote-sensing imagery. NOAA has proposed regulations to implement Land Remote-Sensing Commercialization Act of 1984. And RTNDA, which filed comments with NOAA urging it to adopt rules modeled on First Amendment standards of Supreme Court, is concerned about letter NOAA Administrator Anthony J. Calio wrote to Representative Bill Nelson (D-Fla.), chairman of Space Subcommittee of House Committee on Science and Technology. Letter expressed concern over standard that RTNDA proposed and said Defense Department believes "the burden of proof standard suggested by RTNDA may be too stringent." RTNDA, in its own letter to Nelson, took issue with NOAA's comment on RTNDA's comments—and at same time filed request with NOAA for documents and written summaries of oral communications between that agency and Departments of Defense and State regarding proposed standards. Law is concerned not only with national security but also with foreign policy matters. RTNDA noted that nothing from either department has appeared in public file on rulemaking. RTNDA said requested disclosure is "necessary to insure that all interested parties have a fair and meaningful opportunity to participate in NOAA's rulemaking proceeding. . . ." □

Tape appeal. Knight-Ridder Broadcasting has appealed to New York Court of Appeals, state's highest court, lower court decision ordering WTEM-TV Albany, N.Y., to turn over to Supreme (trial) Court videotape of interview with man suspected of murdering his wife. Station, whose reporter conducted interview after man's wife was reported missing but before her body was discovered, has refused to surrender portion of tape not shown on air, contending it is protected by state shield law and First Amendment to U.S. Constitution. Material had been subpoenaed by Albany grand jury investigating case. Station said there had been no precondition for interview but that portion was conducted under promise of confidentiality. Trial court had affirmed station's argument, and granted motion to quash subpoena. However, appellate division of New York Supreme Court reversed, holding that only material obtained under promise of confidentiality is protected. Court also dismissed First Amendment argument, saying that amendment does not apply where material relevant to grand jury investigation is being sought. Under appellate division's order, trial court would examine videotape and determine what portions, if any, were conducted confidentially. □

Labor troubles. American Federation of Television and Radio Artists has sent letter to its 6,700 members warning of "the real possibility of a national work stoppage" against three television broadcast networks. At issue is network proposal that would allow news organizations to assign reporters tasks currently reserved for technicians, such as operating cameras, sound and satellite transmission facilities. Group of prominent news reporters and anchors, including Tom Brokaw, Sam Donaldson, Peter Jennings, Andrea Mitchell and Lesley Stahl, signed statement in late August objecting to proposal ("In Brief," Sept. 1), saying that "gathering of facts and the reporting of these facts is a full-time job" and that reporters and technicians are not "interchangeable parts." Negotiations are expected to resume Oct. 6. □

Miller time. Gannett Foundation has established \$1-million program to give broadcast and newspaper reporters Washington exposure. Paul Miller Washington Reporting Fellowships will allow 12 reporters per year to spend two days per month in Washington for sessions with experienced reporters, visits with sources and opportunities to meet newsmakers and potential sources. Program is named for former chairman and president of Gannett Co. Participants and faculty for program will be chosen by 13-member board of advisers chaired by John C. Quinn, Gannett's chief news executive.

Changing Hands

PROPOSED

KLFY-TV Lafayette, La. □ Sold by Texoma Broadcasters Inc. to Great American Broadcasting Co. for \$60 million. **Seller** is owned by M.N. (Buddy) Bostick, president (20%), and KWTX Broadcasting Co. (80%). KWTX based in Waco, Tex., owns one AM, two FM's and one TV, and is principally owned by Bostick, The LBJ Co., station owner of one AM and one FM with interest in two AM's, one FM and three TV's, principally owned by Claudia T. (Lady Bird) Johnson and family. Ross Sams and estate of Hilton E. Howell. Bostick is buying Texoma's KXII(TV) Ardmore, Okla. (see below). **Buyer** is Southfield, Mich.-based group of four AM's and four FM's principally owned by Harvey Grace. KLFY-TV is CBS affiliate on channel 10 with 302 kw visual, 44.7 kw aural and antenna 1,748 feet above average terrain.

KIHS-TV Ontario, Calif. □ Sold by HBI Acquisition Corp. to Silver King Broadcasting of Southern California for \$35 million. **Seller** is owned by DeRance Foundation, and Santa Fe Communications, nonprofit Catholic foundations with no other broadcast interests. **Buyer**, owned by Home Shopping Network, is publicly owned Clearwater, Fla.-based producer of home shopping programs headed by Edward Speer, chairman. It has purchased seven other TV stations in last

two months, all pending FCC approval. It is also buying KTHH-TV Alvin, Tex. (see below). **KIHS-TV** is independent on channel 46 with 2,455 kw visual, 372 kw aural and antenna 3,044 feet above average terrain. **Broker:** *The Montcalm Co.*

WECT(TV) Wilmington, N.C. □ Sold by Atlantic Telecasting Corp. to News-Press and Gazette Co. of St. Joseph, Mo., for \$30 million. **Seller** is owned by J.S. Brodie, chairman, Dan D. Cameron, president, and over 200 others. It has no other broadcast interests. **Buyer** is St. Joseph, Mo.-based group of five TV's owned by David R. Bradley and family. It also publishes daily morning and evening newspapers and cable system in St. Joseph. **WECT** is NBC affiliate on channel 6 with 100 kw visual, 20 kw aural and antenna 2,054 feet above average terrain. **Broker:** *Blackburn & Co.*

KPAX-TV Missoula, KXLF-TV Butte and KRTV(TV) Great Falls, all Montana □ Sold by SJL Inc. to Evening Post Publishing Co. for \$24 million, including \$3 million noncompete agreement. **Seller** is owned by George D. Lilly and David McCurdy. It owns New York-based group of six TV's. **Buyer** is Charleston, S.C.-based publisher of four newspapers in South Carolina, owner of two TV's and part owner of *Buenos Aires* (Argentina) *Herald*. It is principally owned by Peter Maingault and his sister, Mary M. Gil-

breth. **KPAX-TV** is CBS affiliate on channel 8 with 257 kw visual, 49 kw aural and antenna 2,150 feet above average terrain. **KXLF-TV** is CBS and ABC affiliate on channel 4 with 100 kw visual, 10 kw aural and antenna 1,890 feet above average terrain. **KRTV** is CBS and NBC affiliate on channel 3 with 100 kw visual and 10 kw aural and antenna 590 feet above average terrain. **Broker:** *R.C. Crister & Co.*

KLZI(FM) Phoenix □ Sold by TransCOM Ltd. Partnership to Duffy Broadcasting for \$15 million, comprising \$14 million cash and \$1 million note. **Seller** is Phoenix-based group of three AM's and three FM's principally owned by Robert Herpe and Eric Hauenstein. **Buyer** is Dallas-based group of three AM's and five FM's principally owned by Robert Duffy and Martin Greenburg. It is also selling **KCNRI(AM)** Portland, Ore. (see below). **KLZI** is on 99.9 mhz with 100 kw and antenna 1,670 feet above average terrain.

KXII(TV) Ardmore, Okla. □ Sold by Texoma Broadcasters Inc. to Bostick for \$14 million. **Seller** is also selling **KLFY-TV** Lafayette, La. (see above). **Buyer** is group's president. **KXII** is CBS and NBC affiliate on channel 12 with 222.2 kw visual, 22 kw aural and antenna 1,777 feet above average terrain.

WVIR-TV Charlottesville, Va. □ Sold by Virginia Broadcasting Corp. to Waterman Broadcasting Co. for \$8,694,548. **Seller** is principally owned by Charles E. Echols and 34 others. It has no other broadcast interests. **Buyer** is owned by Bernard E. Waterman and his wife, Edith. It also owns **WBBH-TV** Fort Myers, Fla., and **KTSA(AM)-KTFM(FM)** San Antonio, Tex. **WVIR-TV** is independent on channel 29 with 1,290 kw visual, 129 kw aural and antenna 1,200 feet.

WSIX-AM-FM Nashville □ Sold by Sky Corp. to Reams Broadcasting Co. for \$8,125,000. **Seller** is principally owned by Foster Management, principally owned by John H. Foster, Michael J. Connelly and Dennis Israel. It also owns **WRIV(AM)** Riverhead, N.Y. Foster also has interest in **WGLI(AM)** Babylon, N.Y. Israel owns **WGY(AM)-WGFM(FM)** Schenectady, N.Y., and is purchasing **KSKY(AM)** Dallas (see "Changing Hands," Sept. 22) and **WEZO(AM)-WNYR(FM)** Rochester, N.Y. ("Changing Hands," Sept. 22). **Buyer** is Toledo, Ohio-based group of three AM's and three FM's owned by Frazier Reams. **WSIX** is on 980 khz full time with 5 kw. **WSIX-FM** is on 97.9 mhz with 100 kw and antenna 1,140 feet above average terrain. *CSC Financial Services initiated and brokered the sale.*

WAYV(FM) Atlantic City □ Sold by Radio WAYV Inc. to Forrest New York Co. Inc. for \$7 million. **Seller** is owned by Robert F. McMurtrie, Thomas F. Donatucci and Carl G. Monk who have no other broadcast interests. **Buyer** is owned by Robert A. Forrest. It also owns **KOGO(AM)-KBBY(FM)** Ventura, Calif. **WAYV** is on 95.1 mhz with 20 kw and antenna 300 feet above average terrain. **Broker:** *Blackburn & Co.*

WSKS(FM) Hamilton, Ohio (Cincinnati) Sold by Republic Broadcasting Corp. to Reams Broadcasting Co. for \$4.3 million, with adjustments of \$75,000 above or below for

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every tenth of share with bottom of \$3,550,000 and maximum \$5,050,000 plus commitment to spend \$225,000 on promotion and advertising before closing. **Seller**, Cincinnati-based group of two AM's and three FM's, has been purchased by Jacor Communications Inc. for ("Changing Hands," Aug. 11), pending FCC approval, and will complete WSKS sale on closing. Jacor is publicly held, Cincinnati-based group, which will own seven AM's and seven FM's, headed by Terry Jacobs. **Buyer**, owned by Frazier Reams, is also buying WSIX-AM-FM Nashville (see above). WSKS is on 96.5 mhz with 15 kw and antenna 810 feet above average terrain. *Broker: R.C. Crisler & Co.*

KTVZ(TV) Bend, Ore. □ Sold by Ponderosa Television Inc. to Resort Broadcasting Inc. for \$3.9 million. **Seller** is subsidiary of Sierra Cascade Communications Inc., Medford, Ore.-based group of one AM, three FM's and one TV, principally owned by George R. (Ray) Johnson. **Buyer** is owned by Henry J. Guzewicz, chairman, Richard J. Eberle, Robert A. Farrington, and four others. It owns WICZ-TV Binghamton, N.Y., and WRAK(AM)-WKSJ(FM) Williamsport, Pa. KTVZ is CBS and NBC affiliate on channel 21 with 77.6 kw visual, 15.5 kw aural and antenna 540 feet above average terrain. *Broker: R.C. Crisler & Co.*

KEZA(FM) Fayetteville, Ark. □ Sold by Prime Radio Communications Inc. of Fayetteville to Radio Vision of America for \$2,880,000. **Seller** is owned by Gerry Patton, who has no other broadcast interests. **Buyer** is owned by Tony Gazzano, president. He is former sales manager at WLTS(AM)-WRMR(FM) Cleveland. He recently purchased WAZY(FM) Lafayette, Ind. ("Changing Hands," Sept. 22). KEZA is on 107.9 mhz with 100 kw and antenna 1,259 feet above average terrain. *Broker: Bill Brazzil Associates.*

WHKY-FM Hickory, N.C. □ Sold by Catawba Valley Broadcasting Co. to Eclipse Broadcasting Co. for \$2.4 million cash. **Seller** is principally owned by Jeff Long, president and father, Tom Long. It also owns co-located WHKY-AM-TV. **Buyer** is owned by Thomas A. Joyner, who also owns KGTN-AM-FM Georgetown, Tex., and WZFX(FM) Fayetteville, N.C. He also recently purchased WAZZ(FM) New Bern, N.C. ("Changing Hands," Sept. 15). WHKY-FM is on 102.9 mhz with 14.8 kw and antenna 325 feet above average terrain.

WXCL(AM) Peoria and WKQA(FM) Pekin, both Illinois □ Sold by Peoria Valley Broadcasting Inc. to Kelley Communications Inc. for \$1.4 million. **Seller** is subsidiary of Manship Stations, Baton Rouge, La.-based group of three AM's, two FM's and two TV's principally owned by D.L. Manship and family. It also owns *Baton Rouge Morning Advocate* and *State-Times*. **Buyer** is owned by James C. McCrudden, who also owns WSQV(FM) Jersey Shore, Pa. WXCL is on 1350 khz full time with 1 kw. WKQA is on 104.9 mhz with 3 kw and antenna 328 feet above average terrain.

KAAA(AM)-KZZZ(FM) Kingman, Ariz. □ Sold by Broadcast Enterprises Corp. to C.G.S. Communications of Kingman Inc. for \$1.2 million. **Seller** is principally owned by Wil-

liam A. Mack, who has no other broadcast interests. **Buyer** is owned by Michael P. Cefaratti, Richard D. Singer, M. James Galvin and Arthur J. Brooks. It also owns WLLI(AM)-WGOL(FM) Lynchburg, Va. Brooks is currently 17% owner and general manager of KAAA(AM)-KZZZ(FM). KAAA is on 1230 khz full time with 1 kw. KZZZ is on 92.7 mhz with 3 kw and antenna 70 feet below average terrain.

KBMC(FM) Eugene, Ore. □ Sold by Inspirational Broadcasting Corp. to McKenzie River Broadcasting Co. for \$950,000. **Seller** is owned by John W. Davis. It also owns KPdq-AM-FM Portland, Ore. **Buyer** is owned by John Q. Tilson and his wife, Renate. Robert M. Oxarart and his wife, Ann. It has no other broadcast interests. Tilson is former owner of KKNU(FM) Fresno, Calif., and KKCW(FM) Portland, Ore. Oxarart is former general manager of KUPL-AM-FM Portland, Ore. KBMC is on 94.5 mhz with 100 kw and antenna 813 feet above average terrain. *Broker: Chapman Associates.*

WMSO(AM) Collierville, Tenn. □ Sold by Victory Communications Inc. to Bott Broadcasting Co. for \$600,000. **Seller**, owned by Albert L. Crain and his wife, Lois, also owns CP for KDFT(AM) Ferris, Tex. **Buyer** is owned by Richard P. Bott, and his wife, Sherley. It is Independence, Mo.-based group of five AM's. WMSO is daytimer on 640 khz with 10 kw.

KCNR(AM) Portland, Ore. □ Sold by Duffy Broadcasting Corp. of Portland to Gothis Broadcasting Corp. for \$425,033.28. **Seller** is also buying KLZI(FM) Phoenix (see above).

Buyer is owned by Richard A. Hodge, who has no other broadcast interests. He is district court judge in Oakland, Calif. KCNR is daytimer on 1410 khz with 5 kw.

WWGM(AM) Nashville □ Sold by Dean A. Crawford to Lindsey Christian Broadcasting Co. for \$405,619. **Seller** has no other broadcast interests. **Buyer** is owned by Rudy A. Lindsey and his wife, Faye. Faye Lindsey is stations general manager. WWGM is daytimer on 1560 khz with 10 kw.

WZAZ(AM) Jacksonville, Fla. □ Sold by Press-Jas Inc. to Willis Broadcasting for \$325,000. **Seller** is owned by Mark A. Picus, who has no other broadcast interests. **Buyer** is Norfolk, Va.-based group of 10 AM's and two FM's, owned by Levi Willis. WZAZ is on 1400 khz with 1 kw day and 250 w night.

WTYO(AM) Hammonton, N.J. □ Sold by Normandy Broadcasting Inc. to Hammonton Broadcasting Co. for \$320,000. **Seller** is owned by Norman D. Sanders, who has no other broadcast interests. **Buyer** is owned by Ronald S. Gold and Laurence O. Spector, who have no other broadcast interests. WTYO is on 1580 khz with 1 kw day and 7 w night.

WQCK(FM) Clinton, La. □ Sold by Bayou State Broadcasting Co. to Hoffman Media of Louisiana Inc. for \$300,000. **Seller** is owned by Carver Henry, who has no other broadcast interests. **Buyer** is owned by Hubert Hoffman. It also owns WGGM(AM)-WDYL(FM) Chester, Va., and WYNX(AM) Smyrna, Ga. WQCK is on 92.7 mhz with 3 kw and antenna 300 feet above average terrain.

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Children's attitudes

A new survey conducted for Group W Television by Louis Harris & Associates reports that 74% of American adults believe the problems facing children are worse now than when the adults themselves were growing up. In addition, the study found that 54% of the adults surveyed believe television is doing only a fair or poor job in providing the public with information on children's issues, while 43% believed it is doing an excellent or good job.

Group W commissioned the study to "determine which issues concern the public and are the most proper for us to address in our 'For Kids' Sake' campaign." (For Kids' Sake is a public service announcement and programing effort begun in 1985 by Group W-owned WBZ-TV Boston and subsequently aired by all of Group W's stations in 1986. It has since been syndicated to stations serving almost 50% of the country.) The survey,

conducted last July 29 through Aug. 7, polled 1,254 adults.

At a press conference last Tuesday (Sept. 23) in Washington, Group W President Tom Goodgame said he hoped the study, in addition to labeling issues to be addressed by For Kids' Sake, will "provide parents, schools and government—in fact, anyone who cares about our children—with much-needed ammunition. If we can turn this data into a meaningful agenda for action, it will have done a very important job—one that I certainly agree needs doing in a very dramatic way."

Louis Harris, chairman of the New York-based marketing research company that conducted the study, shared some key results. Of the adults surveyed, 64% believe that Americans expend too little effort on solving the problems of children. "Children are the most underprivileged group in American society today," he said. The study showed that 53% of adults believe American

children have loving parents, 48% believe those children are basically happy, 40% believe they get a good education, 36% believe children live in a safe neighborhood. Of the adults, 80% believe child pornography is increasing, 76% believe child prostitution is increasing, 72% believe kidnapping by strangers is increasing, and 71% believe sexual assault of children is going up. (Harris noted that the survey tabulated beliefs which are not necessarily supported by fact.)

The influence of television and movies was cited by 4% of the public as among the most serious problems facing children. Conversely, 7% said television is among the advantages offered children today.

As for what the adults believed should be done to help children, 93% supported national tracing of runaways and abducted children, 90% wanted the government to provide health care for children that cannot otherwise get it, 80% wanted the government to provide more day care for children of poor working mothers, 70% advocated birth control for teen-agers. Asked whether they would support an increase in taxes to pay for expanded programs for children, 86% said they would pay to set up a national system for tracing missing children, 83% said they would finance drug prevention programs for children, 76% said they would give more money for public schools, and 73% would pay higher taxes to provide more day care programs. The attitudes of parents and nonparents were virtually the same, Harris said.

World series lineup

NBC sportscasters Bob Costas and Marv Albert will present pre-game reports, and Vin Scully and Joe Garagiola will offer game commentary and analysis for NBC Sports' exclusive live coverage of the 1986 World Series beginning Oct. 18 (8-11 p.m. NYT), the network said. This will be the second World Series that Costas and Albert have covered together, NBC said.

Spanish sale

KSCI(TV) San Bernardino, Calif., says that it has cleared *Linea Abierta*, an umbrella package of four half-hour strips in Spanish, in 65% of the country's Hispanic markets, including seven of the top 10. In English, the title means "open line." Each show features an expert offering advice. Viewers can call using an 800 number. The half-hour shows: *Señorita Corazon*, offering advice on love affairs, *Consulta Psicologica* (Psychological Consultant), *Contracta Legal* (legal contracts) and *Clinica Medica*. A one-hour show, *Encuentro Astrologica* (Astrological Advice), is the most

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Examining the TV-politics connection. With the off-year political season now into the serious business of general election campaigns, and politicians and media types observing the maneuvering already under way in connection with the 1988 presidential campaign, the season is also on for observers to pick at television's role in all of that. In Washington, a panel sponsored by American University's School of Communication Center for Congressional and Presidential Studies hashed over questions dealing with political advertising and television news coverage before an audience of several hundred students and faculty members. Much of it had a familiar ring; some of what was new was disturbing.

John Anderson, the former Republican congressman from Illinois who ran for President as an independent in 1980, said, as have other politicians, that the media have "a lot to learn about covering political campaigns." And he indicated he still feels the wound of a quote attributed to an NBC correspondent following the 1980 election to the effect that, after the political conventions that year, the media decided Anderson was politically dead and that the time had come to bury him. Until that point in the campaign, Anderson said, he felt the coverage he had received was fair.

ABC News's Sam Donaldson rejected charges the media do not take a tough enough look at political candidates. In 1976, he recalled, "We took Jimmy Carter apart." That Carter won helped make another of Donaldson's points—that it's not his responsibility to tell his viewers how to react to what is reported. He noted that the media continually report President Reagan's gaffes and his appearance of unfamiliarity with his administration's policies. Yet, Donaldson noted, Reagan won re-election "by a landslide." That, he said, is the business of those who voted for him.

Robert D. Squier, one of the most prominent political advertising consultants working for Democrats, defended the use of so-called "negative advertising." "Too often, Candidate A runs sweetness and light and Candidate B runs light and sweetness—and no one talks about issues." Squier recently was fired by the Democratic Senate candidate in Missouri, Harriet Woods, after he produced an ad showing a farmer crying over the loss of his farm and implying Woods's opponent, an executive of the insurance company that foreclosed, was involved in that action. Squier expressed no regret over the firing. "I feel strongly that was the right commercial to do."

It was left to Dotty Lynch, political editor for CBS News but a former polling consultant to, among others, Senator Gary Hart (D-Colo.) in his run for the 1984 Democratic nomination, to suggest that political consultants have become more dominant than their worst critics had imagined. She said there are those interested in running for office who, when asked why, will say: "I have high name recognition. I project well." There's nothing about what they want to do for the country."

popular show in the block. Patrick Kosar, director of marketing for KSCI, said that the idea behind the programming block is "to address the needs, interests and concerns of the Hispanic community. What has been available to us up to this point has been *novelas*" produced outside the U.S. "We thought there was a real opportunity to speak directly to the American Hispanic community and allow them to interact with professionals." *Linea Abierta* is distributed on a barter basis with four minutes and 40 seconds per half-hour for stations, and four minutes for KSCI.

KSCI has also cleared *The Computer Show*, a one-hour examination of the latest trends in business computers and their applications, in nine markets. Experts in the computer field, such as Bill Gates of Microsoft, are featured within the show. Sales are for cash or barter.

KSCI's Global Video Productions produces *Linea Abierta* and *The Computer Show*, and plans to develop, produce and syndicate other programming for clients. KSCI covers Los Angeles to the north and, with the help of a translator, San Diego to the south.

Public action

In separate actions, the Canadian government and a leading Canadian public television executive called for the strengthening of Canadian public television, with very different outcomes in mind.

The government's Task Force on Broadcasting Policy, concluding a study of Canadian broadcasting begun in May 1985, recommended that increased Canadian content be a condition for renewal of private broadcasting licenses. The recommendation was one of more than 180 designed to reduce the number of American programs watched by Canadians. (Only 29% of English-language television programming viewed in Canada is Canadian, the task force said, and the Canadian government is concerned that American television is helping to destroy Canada's national identity.) The task force recommended that a new public television channel be created to rebroadcast Canadian programs aired by other Canadian broadcasters, focusing on regional productions, youth and performing arts programs and documentaries.

Meanwhile, in a speech given at the International Institute of Communications annual conference in Edinburgh, Scotland, Bernard Ostry, the chairman and chief executive officer of Canada's educational TVOntario network, called for a meeting of public broadcasters worldwide to "go to work right now, in the threatened public sector, to share experience and ideas, even, perhaps, our facilities, and attempt pooling and co-productions on a scale not attempted by private operators."

Ostry advocated setting up an international body from public broadcasting institutions "to explore new areas of cooperation," and offered to hold preliminary discussions in Canada. He claimed that it was once assumed in Canada that "broadcasting should be carried on for the public good, for the national interest, at the public expense, and by institutions free of political interference yet answerable to Parliament." But now, he said, "the free-market ideology is mounting a heavy attack on public broadcasting and other public activities." Ostry

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called public broadcasters to action: "Let's converge: first on one another, then on our publics and finally on our governments."

CFA-CBS pact

CBS Sports has signed a \$60-million agreement with the College Football Association to air at least 15 games per season in 1987-90, CBS said. Also carrying games will be ESPN, which reportedly has a \$69.5-million contract over the next four years for the rights to 28 games per season, including 16 prime time games and 12 late-afternoon games on Saturdays. ESPN carried 17 prime time CFA games this year.

Live preview

Beginning yesterday (Sept. 28), and continuing throughout the season, NBC Sports will produce its pre-game program, *NFL '86*, before a live studio audience. The show precedes NBC-TV's National Football League game coverage, airing at 12:30-1 p.m. (NYT) for early games and at 3:30-4 p.m. for late games and the second game on double-header weekends, NBC said. The addition of a live audience is seen as a way to "lend additional spontaneity to the show," NBC said. "We feel that by adding a studio audience, it will provide an electricity and a vibrancy to the overall effort and give the show another dimension," said John Filippelli, producer of *NFL* since 1982.

Donations drop

Preliminary figures on public television's August pledge drive show a slight drop in the money raised by stations running conventional drives, from \$9,757,109 in August 1985 (raised by 73 stations) to \$9,495,497 in 1986 (72 stations), for a decrease of 2.7%. The number of people calling in pledges dropped from 189,806 to 182,507 (3.8%), and the number of minutes spent in pledge breaks rose from 78,976 to 80,106 (1.4%). For the 57 stations that held drives in both years, there was a 5% drop in pledge income, from \$7,657,499 in 1985 to \$7,271,561 in 1986. Of those 57 stations, 24 raised more money, while 33 raised less.

Unconventional pledge drive techniques were also used. Fourteen stations that conducted "quiet" campaigns (announcing to their viewers that they had canceled the fund-raising drive and needed their support) raised \$2,903,996 from 76,180 people. Fourteen stations that conducted "pledge-free" campaigns (progressively canceling days of the pledge drive as viewer contributions received by mail totaled a designated amount) raised \$1,125,931 from 34,800 people.

Public preview

Forty programs—14 of them new—have been selected for presentation at the Public Broadcasting Service's 14th annual Program Fair, to be held Nov. 2-7 in Austin, Tex. The fair will provide an opportunity for public television stations to screen the programs proposed for the 1987-88 season and to indicate initial interest during a "preference round." Approximately two dozen programs will ultimately be chosen by the 178

participants in PBS's station program cooperative next January or February.

The new programs: *Bill Moyers' Reports*, *The American Experience*, *Great Hiking Journeys*, *Secret Intelligence*, *The Espionage Expedition*, *The Struggle for Democracy*, *Art of the Western World*, *Mark Russell Looks at Campaign... '76, '80, '84*, *An Ocean Apart*, *The Comedians*, *The Winds of Change*, *The Indians' Estate*, *From Babalu to Broadway with Harry Belafonte*, *The Struggles for Poland* and *Sync*. (An additional program, *Channel One*, failed at last year's program fair but is being introduced again.)

Available on tape

Videocassette tapes of CBS News's two-hour special, *48 Hours on Crack Street*, have been made available to the public for \$15 per copy (VHS format only). First broadcast on Sept. 2 and rebroadcast on Sept. 19, the program documents two day's coverage of the impact of drugs in New York and its surrounding suburbs.

Color from Cunningham

Former Philadelphia 76ers player and coach, Billy Cunningham, has joined CBS Sports for the 1986-87 basketball season as commentator and analyst for the National Basketball Association regular season and playoff games, and regular season and tournament NCAA broadcasts. Cunningham, who led the 76ers to the NBA championship as player and coach, was a CBS Sports analyst for the NBA playoff games last year.

New plans

Susan Winston, who recently left CBS News after management rejected her plans for a new morning news show, has signed an "exclusive, long-term" program development deal with Lorimar-Telepictures. Programs she will propose will be entertainment, and not news oriented, including shows for first-run syndication and network daytime and prime time. Initially, she will develop one or more projects for first-run syndication, Lor-Tel said. Winston was quoted in *New York Newsday* as saying, "I'm finished with my days in the press. The *CBS Morning News* was a point of high tragedy, and now it's time to move on to something else."

Erma's exit

Erma Bombeck is leaving *Good Morning America*; her last appearance will be Thursday, Sept. 25. She has been a weekly contributor to the program since it began 11 years ago. ABC said Bombeck is leaving because of the pressures of writing three weekly syndicated newspaper columns, working on a new book and a Broadway play. "It's the best job I've ever walked away from," she was quoted by ABC as saying.

New Fox TV

20th Century Fox said it was reorganizing its television and cable program production and syndication companies and home video operation under a newly created television division, which will be headed by Jonathan

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Kraft contribution. The Museum of Broadcast Communications, Chicago, scheduled to open in spring 1987, received a \$400,000 grant from Kraft Inc. to build The Kraft Television Theater to house the museum's public programs, lectures and seminars. The theater is named after the live dramatic television series that Kraft sponsored on ABC and NBC beginning in 1947. Shown above (seated, l-r): John Richman, chairman of board, Dart & Kraft Inc.; and Arthur C. Nielsen Jr., A.C. Nielsen Co., chairman of the board, Museum of Broadcast Communications. Standing, l-r: Bruce DuMont, president of the museum; Michael Miles, president, Kraft Inc., and Ron Kaatz, senior vice president, J. Walter Thompson, and co-chairman of the museum's program committee.

Dolgen. His title is president, television division, 20th Century Fox Film Corp. He will oversee all of Fox's television businesses with two big exceptions—owned stations division, headed by Derk Zimmerman, and Fox Broadcasting Co., headed by Jamie Kellner. They will continue to report directly to Fox Chairman Barry Diller.

Fox Broadcasting Co. has announced that it will distribute its programming via AT&T's Telstar 301 satellite, transponders 6v and 7h. Telstar carries a number of syndicated programs as well as CBS and ABC feeds. FBC's first program, *The Late Show Starring Joan Rivers*, is still scheduled to debut Thursday, Oct. 9, said Scott Sassa, FBC vice president, network operations.

Animated warning

A fully animated 30-second public service announcement warning young viewers of the dangers of drinking alcohol was unveiled at a Capitol Hill reception last week sponsored by the Association of Independent Television Stations and Lorimar-Telepictures Domestic Distribution Group. INTV

asked Lorimar-Telepictures to produce the spot. The announcement features characters from the children's cartoon series, *Thunder Cats*, which is broadcast in 130 markets. It is expected to be distributed to those stations.

Horse news

Organizers of the Breeders' Cup thoroughbred horse race plan to produce and distribute an unrestricted daily television satellite news service four days before the running of this year's \$10-million Breeders' Cup race, Nov. 1, at Santa Anita Park in southern California. On Oct. 28-31, Breeders' Cup Newsfeed will provide news operations in the U.S. and abroad with "late-breaking information, feature stories and general footage from the event's host track," said Bill Rapaport, executive producer for Newsfeed.

Literacy campaigns

The Gannett Foundation and *USA Today* have announced a two-year, \$2-million

grant program to aid adult literacy efforts on the state level. "The Literacy Challenge" offers grants of between \$40,000 and \$100,000 in the first year for "the best proposals to launch or expand statewide literacy coalitions or other organizations" and conditional renewals as well as new competitive grants for the second year. Among the organizations eligible for funds are state public television networks interested in producing educational programming, if they act as part of the coalition. "We study and encourage the use of media for the building of learning skills," said Betty Sullivan, curriculum services manager in *USA Today's* educational services department, one of two judges who will be reviewing applications and selecting grant recipients.

And Scripps Howard, owner of nine television stations, five radio stations, cable systems and numerous newspapers and journals, will offer grants of up to \$10,000 to help fund existing literacy projects in which Scripps properties are involved. It has also established the Charles E. Scripps Award, a \$2,500 grant to be given in recognition of the newspaper or broadcast station that "best promotes literacy in its community," with a \$5,000 grant to go to a literacy project in the community served by the award winner.

Congressional investigation

Ameritech, a Chicago-based telecommunications company, awarded a \$750,000 grant to noncommercial WETA-TV Washington for production of a one-hour documentary on the history of Congress. The program, to be produced by filmmaker Ken Burns (who also produced *Huey Long*, airing in October on PBS stations), will premiere in Washington during the bicentennial of the U.S. Constitution in 1989. It will air over PBS.

Heavy hitters

Florida's Sunshine Sweepstakes, a 50-day, statewide campaign begun by the Florida Public Broadcasting Service, a trade association representing nine public radio stations and seven public television stations, is putting a new spin on fund raising for public stations. Marketing and administration of the sweepstakes are being handled by the Orlando, Fla.-based National Endowment Council, a private fund-raising firm that will receive one-third of the gross revenue and will pay all expenses upfront and assume all risks, regardless of the success of the campaign.

The sweepstakes are expected to raise between \$1 million and \$3 million through optional contributions sent in with entry forms obtained at area 7 Eleven stores, Eckerd Drug stores and Sun banks. (A \$3 tax-deductible donation is suggested.) The remainder of the gross revenue will be distributed by FPBS to the 16 public radio and television stations in equal amounts. The campaign is making use of the commercial media, an 800 telephone number, newspaper supplements and mall displays. Among the prizes to be awarded Oct. 25 are travel packages, television sets, Caribbean cruises, a \$40,000 Arabian horse and \$500,000 in cash. A \$50,000 replica of a *Miami Vice* car will be given away at an early-bird drawing Oct. 4.

Great Lakes Wireless Talking Machine Company

has acquired
WYLF-FM

South Bristol, New York
from

Empire Media Corporation

The undersigned represented the seller and initiated the above, assisted in the negotiations and acted as broker for the transaction.



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en's Movement: Is It Still Making Progress?" Sponsored by *Washington Journalism Center*. Watergate hotel. Washington. Information: (202) 331-7977.

Nov. 12-14—*Magnavox* mobile training seminar for cable Orlando Marriott, Orlando, Fla. Information: (800) 448-5171, extension 389.

Nov. 12-15—International Women's Media Conference. National Press Club. Washington. Information: (202) 223-0030.

Nov. 12-16—*Audio Engineering Society* convention. Los Angeles Convention Center. Information: (212) 661-8528.

Nov. 13—*Association of National Advertisers* promotion management workshop. New York Hilton, New York.

Nov. 13—12th annual *Chicago Communications* luncheon. "for the advancement of communications to benefit the Albert P. Weisman Memorial Scholarship Fund at Columbia College." Keynote speech: CBS White House correspondent Lesley Stahl. Westin hotel. Chicago. Information: (312) 663-1600; extension 421.

Nov. 13—*Southern California Cable Association* dinner. Speaker: Trygve Myhren, chairman-CEO. American Television & Communications. Pacifica hotel. Los Angeles. Information: (213) 684-7024.

Nov. 13-15—Broadcast sales training seminar. "The National Sales Manager Program," sponsored by *Television Bureau of Advertising*. Century Plaza. Los Angeles.

Nov. 13-15—17th annual *Loyola Radio Conference*. Holiday Inn Mart Plaza. Chicago. Information: (312) 670-3207.

Nov. 13-16—*National Association of Farm Broadcasters* fall meeting. Kansas City, Mo.

Nov. 14—29th *International Film & TV Festival of New York*, awards for TV programs, promos and music video. Sheraton Center, New York. Information: (914) 238-4481.

Nov. 14-16—Second annual Women in Film Festival, co-sponsored by *Women in Film* and *California First Bank*. Directors Guild of America, Los Angeles.

Nov. 17-19—*Television Bureau of Advertising* 32d annual meeting. Century Plaza, Los Angeles.

Nov. 17-21—*Southern Educational Communications Association* annual conference. Hyatt Regency, Tampa, Fla.

Nov. 18—*Association of National Advertisers* research workshop. Plaza hotel, New York.

Nov. 20—*Federal Communications Bar Association* luncheon. Speaker: James Olson, chairman-CEO. AT&T. Washington Marriott, Washington.

Nov. 20-22—*Arizona Broadcasters Association* fall convention and annual meeting. Westward Look Resort, Tucson, Ariz.

Nov. 21—Radio acquisition seminar, sponsored by *National Association of Broadcasters Radio*. Marriott Marquis, New York. Information: (202) 429-5420.

Nov. 21—*Broadcast Pioneers*, Washington area chapter, seventh annual awards dinner. Kenwood country club. Bethesda, Md. Information: Joe Ryan, (202) 783-5100.

Nov. 21-23—*Foundation for American Communications* and *Gannett Foundation* conference for journalists on science/environment. Sheraton Miramar, Santa Monica, Calif. Information: (213) 851-7372.

Nov. 25—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

December

Dec. 1-5—Video Expo Orlando '86, sponsored by *Knowledge Industry Publications*. Buena Vista Palace hotel. Lake Buena Vista, Fla. Information: (914) 328-9157.

Dec. 3—*Ohio Association of Broadcasters* sales workshop. Park University hotel. Columbus, Ohio.

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

Dec. 4-7—Sixth annual National Video Festival, sponsored by *Sony Corp. of America* and presented by

American Film Institute. Themes: TV and video sound—regional styles. Los Angeles campus. AFI. Information: (213) 856-7787.

Dec. 5—Deadline for entries in 27th annual International Broadcasting Awards, honoring "world's best television and radio commercials," sponsored by *Hollywood Radio and Television Society*. Information: HRTS, (818) 769-4313.

Dec. 7-8—*NBC-TV* midseason promotion executives conference. Contemporary hotel. Orlando, Fla.

Dec. 9—*International Radio and Television Society* "Second Tuesday" seminar. Viacom conference center. New York. Information: (212) 867-6650.

Dec. 9-10—*NBC-TV* local news promotion workshop. Contemporary hotel. Orlando, Fla.

Dec. 15—Deadline for entries in second annual International Computer Animation competition, sponsored by *National Computer Graphics Association*. Information: (703) 698-9600.

Dec. 16—*Federal Communications Bar Association* luncheon. "The McLaughlin Group: Media Style." Panelists: Paul Harris, *Variety*; Tac Nail, *TV Digest*; Penny Pagano, *Los Angeles Times*, and Don West, BROADCASTING, Washington Marriott, Washington.

Dec. 16—Conference for journalists. "Trade and Protectionism: Prospects and Problems," sponsored by *Washington Journalism Center*. Watergate hotel. Washington. Information: (202) 331-7977.

Dec. 17-18—Conference for journalists. "The Economic Outlook for 1987," sponsored by *Washington Journalism Center*. Watergate hotel. Washington. Information: (202) 331-7977.

Dec. 18—*International Radio and Television Society* Christmas benefit. Waldorf-Astoria, New York.

January, 1987

Jan. 7-11—*Association of Independent Television Stations* annual convention. Century Plaza. Los Angeles.

Jan. 8-11—Winter Consumer Electronics Show.

sponsored by *Electronic Industries Association/Consumer Electronics Group*. Las Vegas Convention Center. Las Vegas Hilton. Riviera and Sahara hotels. Las Vegas. Information: (202) 457-8700.

Jan. 13—*International Radio and Television Society* "Second Tuesday" seminar Viacom conference center. New York. Information: (212) 867-6650.

Jan. 13-15—Georgia Radio-Television Institute, sponsored by *Georgia Association of Broadcasters*. Georgia Center for Continuing Education, University of Georgia. Athens, Ga.

Jan. 14—*American Women in Radio and Television*, Washington chapter, meeting. "An Evening with FCC Commissioner Patricia Diaz Dennis." National Association of Broadcasters. Washington. Information: Lisa Tate, (202) 628-3544.

Jan. 15—Deadline for entries in Charles E. Scripps Award, for "newspaper or broadcast station which best promotes literacy in its community," sponsored by *Scripps Howard Foundation*. No network may compete. Award is part of Scripps Howard Foundation National Journalism Awards. Information: Scripps Howard Foundation, 1100 Central Trust Tower, Cincinnati, 45202.

Jan. 15—*Federal Communications Bar Association* luncheon. Speaker: Congressman John Dingell, chairman. House Energy and Commerce Committee. Washington Marriott, Washington.

Jan. 20—Presentation of eighth annual network ACE Awards, sponsored by *National Academy of Cable-Programming*. Ceremony to be aired live by WTBS-TV Atlanta. Los Angeles. Information: (213) 278-3940.

Jan. 21-25—*NATPE International* 24th annual convention. New Orleans Convention Center. New Orleans. Information: (212) 949-9890.

Jan. 27-29—*South Carolina Broadcasters Association* winter convention. Radisson hotel, Columbia, S.C.

Jan. 31-Feb. 4—*National Religious Broadcasters* 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Information: (201)



Diversified Communications
has acquired
WDAU-TV
Scranton/Wilkes-Barre, Pennsylvania
from
Keystone Broadcasting, Inc.
for
\$22,800,000

We are pleased to have served as broker
in this transaction completed in September, 1986.

R.C. CRISLER & COMPANY
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February, 1987

Feb. 1-4—National Religious Broadcasters 44th annual convention. Theme: "Communicating Christ to the Nations." Sheraton Washington. Information: (201) 428-5400.

Feb. 2-6—National Association of Broadcasters winter board meeting. Ritz-Carlton. Laguna Niguel, Calif.

Feb. 6-7—Society of Motion Picture and Television Engineers 21st annual television conference. St. Francis hotel, San Francisco.

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

Feb. 15-17—Louisiana Association of Broadcasters annual convention. Westin Canal Place hotel, New Orleans.

Feb. 16-20—"The Olympic Movement and the Mass Media," international congress sponsored by University of Calgary. Calgary, Alberta. Information: (403) 220-7575.

Feb. 17-18—Wisconsin Broadcasters Association annual winter convention. Concourse hotel, Madison.

Feb. 19—Federal Communications Bar Association luncheon. Speaker: FCC Commissioner Patricia Diaz Dennis. Washington Marriott. Washington.

Feb. 19-20—Broadcast Financial Management Association board meeting. Loews Anatole hotel, Dallas.

Feb. 19-21—Country Radio Seminar. sponsored by Country Radio Broadcasters. Opryland hotel, Nashville. Information: (615) 327-4488.

Feb. 19-21—Howard University's School of Communications' annual communications conference. Theme: "Leadership and Power Through Communications." Howard campus. Washington. Information: (202) 636-7491.

March, 1987

March 2-4—SPACE-STT1 convention, sponsored by

Satellite Television Industry Association. Bally's, Las Vegas. Information: (703) 549-6990.

March 6—Television and ethics conference sponsored by Emerson College and National Academy of Television Arts and Sciences. Boston/New England chapter. Marriott hotel, Copley Place, Boston. (617) 578-8615.

March 10-13—Audio Engineering Society convention. Queen Elizabeth II conference center, London. Information: (212) 661-8528.

March 17—Presentation of 27th annual International Broadcasting Awards honoring "world's best television and radio commercials," sponsored by Hollywood Radio and Television Society. Century Plaza hotel, Los Angeles.

March 20-22—Intercollegiate Broadcasting System national convention. New York Penta hotel, New York. Information: Jeff Tellis, (914) 565-6710; Andy Moore, (803) 782-7413.

March 22-26—National Computer Graphics Association Graphics '87 conference. Philadelphia Civic Center, Philadelphia. Information: (703) 698-9600.

March 24—Federal Communications Bar Association luncheon. Speaker: Tom Brokaw, NBC. Washington Marriott, Washington.

March 25-28—American Association of Advertising

Agencies annual convention. Boca Raton hotel and beach club, Boca Raton, Fla.

March 27—National Association of Black Owned Broadcasters third annual communications awards dinner. Hyatt Regency hotel, Washington. Information: Lynne Taylor, (202) 463-8970.

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

April, 1987

April 1-5—Alpha Epsilon Rho, National Broadcasting Society, 45th annual convention. Clarion hotel, St. Louis.

April 15—Ohio State Awards ceremony National Press Club, Washington. Information: (614) 422-0185.

April 21-27—23d annual MIP-TV, Marches des International Programmes des Television, international program market. Palais des Festivals, Cannes, France.

April 26-29—Broadcast Financial Management Association 27th annual meeting. Marriott Copley Place, Boston. Information: (312) 296-0200.

April 29-May 3—National Public Radio annual public radio conference. Washington Hilton.

For the Record

As compiled by BROADCASTING, Sept. 18 through Sept. 24, 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

■ **KAAA(AM)-KZZZ(FM)** Kingman, Ariz. (AM: 1230 khz; 1 kw-U; FM: 92.7 mhz; 3 kw; HAAT: minus 70 ft.)—Seeks assignment of license from Broadcast Enterprises Corp. to C.G.S. Communications of Kingman Inc. for \$1,200,000. Seller is principally owned by William A. Mack, and has no other broadcast interests. Buyer is owned by Michael P. Cefaratti, Richard D. Singer, M. James Galvin and Arthur J. Brooks. It also owns WLLI(AM)-WGOL(FM) Lynchburg, Va. Brooks is currently 17% owner and general manager of stations. Filed Sept. 12.

■ **KLZI(FM)** Phoenix (99.9 mhz; 100 kw; HAAT: 1,670 ft.)—Seeks assignment of license from TransCOM Ltd. Partnership to Duffy Broadcasting for \$15 million, comprising \$14 million cash and \$1 million note. Seller is Phoenix-based group of three AM's and three FM's principally owned by Robert Herpe and Eric Hauenstein. Buyer is Dallas-based group of three AM's and five FM's principally owned by Robert Duffy and Martin Greenburg. It is also selling KCMR(AM) Portland, Ore. (see below). Filed Sept. 12.

■ **KCEE(AM)-KWFM(FM)** Tucson, Ariz. (AM: 790 khz; 5 kw-D; 500 w-N; FM: 92.9 mhz; 100 kw; HAAT: 2,025 ft.)—Seeks assignment of license from Sun-Com Ltd. Partnership to Life Radio Inc. for \$10 million. Seller is principally owned by Dennis Behan. It has no other broadcast interests. Buyer is San Francisco-based group of two AM's and four FM's principally owned by Arthur Kearn and Alan Beck. Filed Sept. 15.

■ **KIHS-TV** Ontario, Calif. (ch. 46; ERP vis. 2,455 kw, aur. 372 kw; HAAT: 3,044 ft.)—Seeks assignment of license from HBI Acquisition Corp. to Silver King Broadcasting of Southern Calif. for \$35 million. Seller is owned by DeRance Foundation, and Santa Fe Communications, nonprofit Catholic foundations with no other broadcast interests. Buyer is publicly owned Clearwater, Fla.-based producer of home shopping programs headed by Edward Speer, chairman. It has purchased seven other TV stations in last two

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Washington, DC	Ronald J. Ninowski	(202) 862-2020	Denver, CO	Marc O. Hand	(303) 534-3513
Washington, DC	James A. Gammon	(202) 862-2020	Denver, CO	Al Perry	(303) 239-6670
Washington, DC	Donald R. Bussell	(202) 862-2020	Kansas City	Richard T. Wartell	(913) 681-2901
Philadelphia, PA	Jack F. Satterfield	(215) 525-8767	Los Angeles, CA	Carl J. Fielstra	(714) 837-9800

Member: National Association of Media Brokers (NAMB), NAB, INTV

months, all pending FCC approval. It is also buying KTHT-TV Alvin, Tex. (see above). Filed Sept. 16.

■ WCMQ-AM-FM Hialeah, Fla. (AM: 1210 khz; 25 kw-D; 2.5 kw-N; FM: 92.1 mhz; 3 kw; HAAT: 280 ft.)—Seeks assignment of license from Great Joy Inc. to Spanish Broadcasting System of Florida Inc. for \$15 million. Seller is owned by Herbert S. Dolgoff, who has no other broadcast interests. Buyer is headed by Raul Alarcon, president. It also owns WSKQ(AM) New York and KSKQ(FM) Los Angeles. Filed Sept. 16.

■ WZAZ(AM) Jacksonville, Fla. (1400 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Press-Jas Inc. to Willis Broadcasting for \$325,000. Seller is owned by Mark A. Picus, who has no other broadcast interests. Buyer is Norfolk, Va.-based group of 10 AM's and two FM's, owned by Levi Willis. Filed Sept. 16.

■ KKLb(AM) Chubbuck, Idaho (1490 khz; 1 kw-U)—Seeks transfer of control of Good Times Inc. from James T. Goddard to Thomas W. Mathis and his wife, Joyce, for \$125,000. Seller has no other broadcast interests. Buyer owns KTLA-AM-FM Tooele, Utah, and collocated KRCD(FM). Filed Sept. 15.

■ WOJO(FM) Evanston, Ill. (105.1 mhz; 6 kw; HAAT: 1,170 ft.)—Seeks assignment of license from Broadcast Communications Inc. for Tichenor Media Systems Inc. for \$14 million. Seller is owned by Jim Hall and his wife, Jane, who have no other broadcast interests. Buyer is Harlingen, Tex.-based group of six AM's and two FM's owned by McHenry Tichenor and family. Filed Sept. 15.

■ WXCL(AM) Peoria and WKQA(FM) Pekin, both Illinois (AM: 1350 khz; 1 kw-U; FM: 104.9 mhz; 3 kw; HAAT: 328 ft.)—Seeks assignment of license from Peoria Valley Broadcasting Inc. to Kelley Communications Inc. for \$1.4 million. Seller is subsidiary of ManShip Stations, Baton Rouge, La.-based group of three AM's, two FM's and two TV's principally owned by D.L. ManShip and family. It also owns *Baton Rouge Morning Advertiser* and *State-Times*. Buyer is owned by James C. McCrudden, who also owns WSQV(FM) Jersey Shore, Pa. Filed Sept. 12.

■ WRJR(AM) Zion, Ill. (1500 khz; 500 w-D)—Seeks assignment of license from Lake Country Broadcasting Co. to Liberty Broadcasting Co. for \$210,000. Seller is owned by Joseph S. Wrona, who has no other broadcast interests. Buyer is owned by Burt Sherwood, Patrick J. Mulladay, John W. Hough and Robert J. Lurito. Hough owns KQIL(AM)-KQIX(FM) Grand Junction, Colo.; KKAZ(AM)-KUUY(FM) Cheyenne, Wyo., and KOOK(AM)-KBIT(FM) Billings, Mont. Lurito has interest in WVLJ(FM) Buena Vista and WREL(AM) Lexington, both Virginia. Sherwood is media broker, formerly with Chapman Associates. Filed Sept. 15.

■ WGAQ(FM) Franklin, Ind. (95.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control of Radio Franklin Inc. from William H. Bereman to Gayle E. Dryden and his wife, Clara, for \$10 and assumption of liabilities. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Sept. 17.

■ WQCK(FM) Clinton, La. (92.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Bayou State Broadcasting Co. to Hoffman Media of Louisiana Inc. for \$300,000. Seller is owned by Carver Henry, who has no other broadcast interests. Buyer is owned by Hubert Hoffman. It also owns WGGM(AM)-WDYLF(FM) Chester, Va., and WYNX(AM) Smyrna, Ga. Filed Sept. 11.

■ KCKW-AM-FM Jena, La. (AM: 1480 khz; 500 w-D; FM: 99.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from LaSalle Broadcasters to Little River Radio Co. for \$215,000. Seller is owned by Robert C. Wagner and three others. It has no other broadcast interests. Buyer is owned by Tom D. Gay, who also owns KCTO-AM-FM Columbia, La. Filed Sept. 15.

■ KLFY-TV Lafayette, La. (CBS; ch. 10; ERP vis. 302 kw; aur. 44.7 kw; HAAT: 1,748 ft.)—Seeks assignment of license from Texoma Broadcasters Inc. to Great American Broadcasting Co. for \$60 million. Seller is principally owned by M.N. Bostick, president. He is buying Texoma's KXII(TV) Ardmore, Okla. (see below). It owns one AM, two FM's and one TV. Buyer is owned by Harvey Grace, and three others. Filed Sept. 17.

■ WSNE(FM) Taunton, Mass.; WBLI(FM) Patchogue, N.Y.; and WHCN(FM) Hartford, Conn. (WSNE: 93.3 mhz; 50 kw; HAAT: 620 ft.; WBLI: 106.1 mhz; 10 kw; HAAT: 470 ft.; WHCN: 105.9 mhz; 16 kw; HAAT: 867 ft.)—Seeks transfer of control of Beck-Ross Communications from Martin F. Beck (46.22% before; 24.5% after) and George Ross (43.57% before; 24.5% after) to James E. Champlin for \$800 per share of 3,800 shares outstanding for WSNE(FM); \$1,190 per share for WBLI and \$800 per share for WHCN(FM). Seller has no other broadcast interests. Buyer is son-in-law of Beck, who is Ross's brother-in-law. Filed Sept. 7.

■ WZBR(AM) Amory, Miss. (1520 khz; 500 w-D)—Seeks assignment of license from Jones and Toney Associates to Wayne C. Murphy for \$75,000. Seller is owned by Marcus D. Jones, who also owns KCFL(FM) Hebronville, and KEZPF(FM) Canadian, both Texas, and has interest in new FM in Calatapia, Calif. Buyer has no other broadcast interests. Filed Sept. 12.

■ WLTD(FM) Lexington, Miss. (106.3 mhz; 3 kw; HAAT: 328 ft.)—Seeks assignment of license from Emily Lardinois to Cable Entertainment Inc. for \$120,000. Seller also owns WRDCA(AM) Boyle and WQAZ(AM) Cleveland, both Mississippi. Buyer is owned by Lorenzo Crowley and his wife, Suzanna. It has no other broadcast interests. Filed Sept. 16.

■ KPAX-TV Missoula, KXLF-TV Butte and KRTV(TV) Great Falls, all Montana (KPAX-TV: CBS; ch. 8; ERP vis. 257 kw; aur. 49 kw; HAAT: 2,150 ft.; KXLF-TV: CBS, ABC; ch. 4; ERP vis. 100 kw; HAAT: 1,890 ft.; KRTV: CBS, NBC; ch. 3; ERP vis. 100 kw; aur. 10 kw; HAAT: 590 ft.)—Seeks assignment of license from SJL Inc. to Evening Post Publishing Co. for \$24 million, plus \$3 million non-compete. Seller is owned by George D. Lilly and David McCurdy. It owns New York-based group of six TV's. Buyer is Charleston, S.C.-based group of two TV's and publisher of four newspapers and has interest in *Buenos Aires* (Argentina) *Herald*. It is principally owned by Peter Maingault and his sister, Mary M. Gilbreth. Filed Sept. 12.

■ WAYV(FM) Atlantic City (95.1 mhz; 20 kw; HAAT: 300 ft.)—Seeks transfer of control of Radio WAYV Inc. from Robert F. McMurtrie, Thomas F. Donatucci and Carl G. Monk to Forrest New York Co. Inc. for \$7 million. Seller has no other broadcast interests. Buyer is owned by Robert A. Forrest. It also owns KOGO(AM)-KBBY(FM) Ventura, Calif. Filed Sept. 12.

■ WTYO(AM) Hammonton, N.J. (1580 khz; 1 kw-D; 7 w-N)—Seeks assignment of license from Normandy Broadcasting Inc. to Hammonton Broadcasting Co. for \$320,000. Seller is owned by Norman D. Sanders, who has no other broadcast interests. Buyer is owned by Ronald S. Gold and Laurence O. Spector. It has no other broadcast interests. Filed Sept. 16.

■ WNYR(AM)-WEZO(FM) Rochester, N.Y. (AM: 990 khz 1 kw-D; 250 w-N; FM: 101.3 mhz; 27 kw; HAAT: 640 ft.)—Seeks assignment of license from Grace Broadcasting to WEZO Inc. for \$8.5 million. Seller is Southfield, Mich.-based group of four AM's and four FM's principally owned by Harvey Grace. Buyer is principally owned by Dennis R. Israel and Harry E. Hopper. Israel is president and chief executive officer of Sky Corp. He also owns former Sky stations: WGY(AM)-WGF(FM) Albany, N.Y., and is purchasing KSKY(AM) Dallas (see "Changing Hands," Sept. 22). Filed Sept. 17.

■ WEGQ(AM) Concord, N.C. (1410 khz; 1 kw-D)—Seeks assignment of license from Concord-Kannapolis Broadcasting Co. to Cabarrus County Broadcasting Co. for \$200,000. Seller is principally owned by Robert R. Hilker, William R. Rollins. They own Suburban Radio, Belmont, N.C.-based group of seven AM's and five FM's. They also have interest in WMHU-TV Belmont, N.C. Buyer is owned by Charles Hicks, and his wife, Marsha. Buyer is station's general manager and radio manager for Suburban group. Filed Sept. 11.

■ WHKY-FM Hickory, N.C. (102.9 mhz; 14.8 kw; HAAT: 325 ft.)—Seeks assignment of license from Catawba Valley Broadcasting Co. to Eclipse Broadcasting Co. for \$2.4 million cash. Seller is principally owned by Jeff Long, president and father, Tom Long. It also owns collocated WHKY-AM-TV. Buyer is owned by Thomas A. Joyner, who also owns KGTN-AM-FM Georgetown, Tex., and WZFX(FM) Fayetteville, N.C. He also recently purchased WAZZ(FM) New Bern, N.C. ("Changing Hands," Sept. 15). Filed Sept. 11.

■ WISPI(AM)-WQDW(FM) Kinston, N.C. (1230 khz; 1 kw-U; FM: 97.7 mhz; 3 kw; HAAT: 248 ft.)—Seeks assignment of license from Caravelle Broadcasting Group of Kinston to Piedmont Broadcasting Corp. for \$1.6 million. Seller is Charlotte, N.C.-based group of four AM's and four FM's owned by Howard Schrott, Robert E. Beacham and Richmond G. Bembard. It is buying WWMG(AM) New Bern and WSFL(FM) Bridgeton, both North Carolina (see "Changing Hands," Sept. 22). Buyer is owned by T. David Luther, president. It also owns WBTM(AM)-WAKG(FM) Danville, Va. Filed Sept. 17.

■ WSKS(FM) Hamilton, (Cincinnati) Ohio (96.5 mhz; 15 kw; HAAT: 810 ft.)—Seeks assignment of license from Republic Broadcasting Corp. to Reams Broadcasting Co. for \$4.3 million, with adjustments of \$75,000 above or below for every tenth of rating point with bottom of \$3,550,000 and maximum \$5,050,000 plus commitment to spend \$225,000 on promotion and advertising. Seller is being purchased by Jacor Communications Inc., pending FCC approval. Jacor is publicly held, Cincinnati-based group, which will own seven AM's and seven FM's, headed by Terry Jacobs. Buyer is Toledo-based group of three AM's and

three FM's owned by Frazier Reams. Filed Sept. 15.

■ KXII(TV) Ardmore, Okla. (CBS, NBC; ch. 12; ERP vis. 222.2 kw, aur. 22 kw; HAAT: 1,777 ft.)—Seeks assignment of license from Texoma to Bostick for \$14 million. Seller is also selling KLFY-TV Lafayette, La. (see above). Buyer is group's principal owner and president. Filed Sept. 17.

■ KTVZ(TV) Bend, Ore. (ch. 21; CBS, NBC; ERP vis. 77.6 kw, aur. 15.5 kw; HAAT: 540 ft.)—Seeks assignment of license from Ponderosa Television Inc. to Resort Broadcasting Inc. for \$3.9 million. Seller is subsidiary of Sierra Cascade Communications Inc., Medford, Ore.-based group of one AM, three FM's and one TV, principally owned by George R. Johnson. Buyer is owned by Henry J. Guzewicz, chairman, Richard J. Eberle, Robert A. Farrington and four others. It owns WICZ-TV Binghamton, N.Y., and WRAK(AM)-WKSBI(FM) Williamsport, Pa. Filed Sept. 12.

■ KBMC(FM) Eugene, Ore. (94.5 mhz; 100 kw; HAAT: 813 ft.)—Seeks assignment of license from Inspirational Broadcasting Corp. to McKenzie River Broadcasting Co. for \$950,000. Seller is owned by John W. Davis. It also owns KPQD-AM-FM Portland, Ore. Buyer is owned by John Q. Tilson and his wife, Renate. Robert M. Oxarant and his wife, Ann. It has no other broadcast interests. Filed Sept. 8.

■ KCNR(AM) Portland, Ore. (1410 khz; 5 kw-D)—Seeks assignment of license from Duffy Broadcasting Corp. of Portland to Gothis Broadcasting Corp. for \$425,033.28. Seller is also buying KLZI(FM) Phoenix (see above). Buyer is owned by Richard A. Hodge, who has no other broadcast interests. He is district court judge in Oakland, Calif. Filed Sept. 12.

■ WJFX-AM-FM Aiken, S.C. (AM: 1300 khz; 500 w-D; FM: 95.9 mhz; 3 kw; HAAT: 200 ft.)—Seeks transfer of control of Amici Broadcasting Co. from Mario Amici to Christine Harvel for \$100,000, plus assumption of \$215,000 and \$200,000 notes. Seller has no other broadcast interests. Buyer is owned by Christine Harvel and Richard J. Bellairs. Bellairs' brother, Jerald, is station's general manager. Filed Sept. 12.

■ WMSQ(AM) Collierville, Tenn. (640 khz; 10 kw-D)—Seeks transfer of control of Victory Communications Inc. from Albert L. Crain and his wife, Lois, to Bott Broadcasting Co. for \$600,000. Seller also owns CP for KDFW(AM) Ferris, Tex. Buyer is owned by Richard P. Bott, and his wife, Sherley. It is Independence, Mo.-based group of five AM's. Filed Sept. 15.

■ WWGM(AM) Nashville (1560 khz; 10 kw-D)—Seeks assignment of license from Dean A. Crawford to Lindsey Christian Broadcasting Co. for \$405,619. Seller has no other broadcast interests. Buyer is owned by Rudy A. Lindsey and his wife, Faye. Faye Lindsey is station's general manager. Filed Sept. 16.

■ KTHT-TV Alvin, Tex. (ch. 67; ERP vis. 3,000 kw; aur. 300 kw; HAAT: 1,147 ft.)—Seeks assignment of license from Four Star Broadcasting Inc. to Silver King Broadcasting of Houston Inc. for \$15 million. Seller is headed by Harold V. Dutton. It has no other broadcast interests. Buyer is also buying KHIS-TV Ontario, Calif. (see above). Filed Sept. 12.

■ WVIR-TV Charlottesville, Va. (ch. 29; ERP vis. 1,290 kw, aur. 129 kw; HAAT: 1,200 ft.)—Seeks transfer of control of Virginia Broadcasting Corp. to Waterman Broadcasting Co. for \$8,694,548. Seller is principally owned by Charles E. Echols and 34 others. It has no other broadcast interests. Buyer is owned by Bernard E. Waterman and his wife, Edith. It also owns WBBH-TV Fort Myers, Fla., and KTSa(AM)-KTFM(FM) San Antonio, Tex. Filed Sept. 17.

■ WBNB-TV Charlotte Amalie, V.I.; WIFR-TV Freeport, Ill.; and WHSV-TV Harrisburg, Va. (WIFR: CBS; ch. 23; ERP vis. 676 kw, aur. 85.2 kw; HAAT: 720 ft. WHSV-TV: ABC; ch. 3; ERP vis. 8,32 kw, aur. 432 w; HAAT: 2,130 ft. WBNB-TV: CBS; ch. 10; ERP vis. 113 kw, aur. 11 kw; HAAT: 1,506 ft.)—Seeks assignment of license from Worrel Newspapers Inc. to Benedek Broadcasting for \$40 million. Seller is Charlottesville, Va.-based group of three TV's and owner of 24 daily newspapers, headed by Thomas Worrel Jr., chairman. With this sale it will have no other broadcast interests. Buyer owns New York-based group of five TV's, and recently purchased KHQA-TV Quincy, Ill., for \$13 million ("Changing Hands," Sept. 15). Filed Sept. 16.

New Stations

New FM's

■ Oxford, Ala.—Oxford Radio Joint Venture seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 2101 Magnolia South,

Suite 321, Birmingham, Ala. 35205. Principal is owned by Ellis J. Parker and Mignon Smith. Parker has interest in WLPH(AM) Irondale, Ala. Filed Sept. 17.

■ Oxford, Ala.—Daystar Broadcasting Network Inc. seeks 97.9 mhz; 3 kw; HAAT: 237 ft. Address: 112 Byrum St., Cary, N.C. 27511. Principal is owned by Lamar Lloyd and his wife, Billie. It also owns WNCR(AM) St. Pauls, N.C. Filed Sept. 12.

■ Salinas, Calif.—Salinas Broadcasting LP seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 5918 Wyman, San Pablo, Calif. 94806. Principal is owned by Grover C. Webb. It has no other broadcast interests. Filed Sept. 17.

■ Salinas, Calif.—Artichoke Broadcasting Corp. seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 66, Los Gatos, Calif. 95030. Principal is owned by Donald B. Thomson, who owns CP for new TV in San Jose, Calif. Filed Sept. 17.

■ Enfield, Ct.—Son-Burst Communications seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 343 Tunxis Ave., Bloomfield, Ct. 06002. Principal is owned by Gary B. Burt and his wife, Laurie S. Burt. It has no other broadcast inter-

ests. Filed Sept. 17.

■ Enfield, Conn.—DBC Woodside Associates Ltd. Partnership seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 24 Woodside Circle, Hartford, Conn. 06105. Principal is owned by Diane B. Cloud, Samuel Bailey and John Everetts. It has no other broadcast interests. Filed Sept. 17.

■ Enfield, Conn.—Casey Radio Co. seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 324 West Ave., Ludlow, Mass. 01056. Principal is owned by Mark Casey and James A. Motyl. It has no other broadcast interests. Filed Sept. 17.

■ Enfield, Conn.—A. B.C.D. Broadcasting Co. seeks 97.9 mhz; 3 kw; HAAT: 105 ft. Address: 6231 I-40 West #205, Amarillo, Tex. 79106. Principal is owned by George and Sharon Drain, Wayne Collins and Louis and Mary Burke. Collins owns KDHN(AM) Dimmitt, Tex. Filed Sept. 18.

■ Selbyville, Del.—Selbyville Broadcasting seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 303 Caroline St., Ocean City, Md. 21842. Principal is owned by Charles G. Dunn and Bonita Jenkins. It has no other broadcast interests. Filed Sept. 16.

■ Selbyville, Del.—Anchor Broadcasting Ltd. Partnership seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 7541 16th St., Washington 20012. Principal is owned by Herman F. Stamps and three others. It has no other broadcast interests. Filed Sept. 17.

■ *Wichita, Kan.—New Life Fellowship Inc. seeks 90.7 mhz; 2.5 kw; HAAT: 104.5 m. Address: P.O. Box 18743, 2001 E. Stafford, Wichita 67218. Principal is nonprofit corporation headed by David G. Brace. Filed Sept. 12.

■ *La Crescent, Minn.—Minnesota Public Radio Inc. seeks 91.1 mhz; 387 w; HAAT: 862.3 ft. Address: 45 East Eighth St., St. Paul, Minn. 55101. Principal is nonprofit corporation headed by Thomas McBurney, chairman. Filed Sept. 10.

■ Wiggins, Miss.—Community Broadcasting Inc. seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: Box 723, 39577. Seller is owned by A.R. Byrd and his wife, Gayon. It also owns colocated WIGG(AM) and WLUN(FM) Lumberton, Miss. Filed Sept. 16.

■ Bayboro, N.C.—Bayboro Broadcasting seeks 97.9 mhz; 3 kw; HAAT: 327 ft. Address: 216 Commerce St., Greenville, N.C. 27834. Seller is owned by Jessie Cowan and his wife, Julia. Filed Sept. 16.

■ Beeville, Tex.—Hamon Broadcasting Corp. seeks 97.9 mhz; 3 kw; HAAT: 91.4 m. Address: 109 E. College, Beeville, Tex. 78016. Principal is owned by Khan Hamon, Dennis Kost, Lou Kost and William Berchelmann. It also owns KTXX(FM) Devine, Tex. Filed Sept. 17.

■ Olney, Tex.—Wes-Tex Broadcasting Inc. seeks 97.5 mhz; 50 kw; HAAT: 124.4 m. Address: 2100 Santa Fe., #802, Wichita Falls, Tex. 76309. Principal is owned by Jean L. Ruth, who has no other broadcast interests. Filed Sept. 8.

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Applications

AM's

Tendered

- WFLZ (1200 khz) Thonotosassa, Fla.—Seeks mod. of CP to increase day power to 10 kw. App. Sept. 17.
- WMTR (1250 khz) Morristown, N.J.—Seeks CP to increase night power to 5 kw. App. Sept. 16.
- WCUE (1150 khz) Cuyahoga Falls, Ohio—Seeks CP to increase day power to 2.5 kw; change TL, and make changes in ant. sys. App. Sept. 19.

Accepted

- WFTW (1260 khz) Fort Walton Beach, Fla.—Seeks CP to change TL and make changes in ant. sys. App. Sept. 16.
- WPMA (640 khz) Wildwood, Fla.—Seeks MP to change TL and make changes in ant. sys. App. Sept. 17.
- KSCJ (1360 khz) Sioux City, Iowa—Seeks mod. of lic. to operate transmitter by remote control. App. Sept. 16.
- WAUB (1590 khz) Auburn, N.Y.—Seeks MP to change TL. App. Sept. 17.
- WBFD (1310 khz) Bedford, Pa.—Seeks CP to change TL and make changes in ant. sys. App. Sept. 19.
- KGBT (1530 khz) Harlingen, Tex.—Seeks mod. of lic. to operate transmitter by remote control. App. Sept. 16.
- WGGM (820 khz) Chester, Va.—Seeks MP to change TL. App. Sept. 19.

FM's

Accepted

- KKIQ (101.7 mhz) Livermore, Calif.—Seeks CP to change TL and change HAAT to 380.8 ft. App. Sept. 16.
- WYRS (96.7 mhz) Stamford, Conn.—Seeks CP to install aux. sys. App. Sept. 17.
- WFUZ (93.7 mhz) Ocala, Fla.—Seeks CP to change TL; change HAAT to 1,346.77 ft. App. Sept. 16.
- WIOG (106.3 mhz) Saginaw, Mich.—Seeks mod. of lic. to move SL to 6165 Bay Road, outside Saginaw city limits. App. Sept. 16.
- *KKFI (90.1 mhz) Kansas City, Mo.—Seeks mod. of CP to change TL and change HAAT to 420.55 ft. App. Sept. 18.
- WSXY (102.3 mhz) Reno—Seeks mod. of lic. to move SL to 1500 East Prater Way, Sparks, Nev. App. Sept. 16.
- WWMO (102.1 mhz) Reidsville, N.C.—Seeks CP to

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- change TL and change HAAT to 1,647.73 ft. App. Sept. 16.
- WCLV (95.5 mhz) Cleveland—Seeks mod. of CP to move SL to 26501 Emery Industrial Parkway. Warrensville Heights, Ohio. App. Sept. 18.
- WAZU (102.9 mhz) Springfield, Ohio—Seeks mod. of CP to change TL and change HAAT to 492 ft. App. Sept. 16.
- WRAX (100.9 mhz) Bedford, Pa.—Seeks CP to change HAAT to 328 ft. App. Sept. 16.
- WBZZ (93.7 mhz) Pittsburgh—Seeks CP to install aux. sys. App. Sept. 19.
- *WAGP (88.7 mhz) Beaufort, S.C.—Seeks mod. of CP to change TL. App. Sept. 18.
- WXLY (102.5 mhz) North Charleston, S.C.—Seeks CP to change HAAT to 985 ft. App. Sept. 16.
- KLTG (100.3 mhz) Lamesa, Tex.—Seeks mod. of CP to change TL and change HAAT to 982 ft. App. Sept. 16.
- WIZN (106.7 mhz) Vergennes, Vt.—Seeks CP to change TL; change ERP to 50 kw. and change HAAT to 370.5 ft. App. Sept. 16.
- *WYCS (91.5 mhz) Yorktown, Va.—Seeks mod. of lic. to change tower height to 344.5 ft. App. Sept. 17.

TV's

Accepted

- KVVT (ch. 64) Barstow, Calif.—Seeks MP to change ERP to vis. 3,134 kw. aur. 627 kw; change HAAT to 1,701.4 ft., and change TL. App. Sept. 18.
- WDKY-TV (ch. 56) Danville, Ky.—Seeks MP to change ERP to vis. 3,390 kw. aur. 339 kw. App. Sept. 18.
- WLQF (ch. 32) Greenfield, Mass.—Seeks MP to change ERP to vis. 1,885 kw. aur. 188 kw; change HAAT to 918 ft., and change TL. App. Sept. 18.
- KXLT (ch. 47) Rochester, Minn.—Seeks CP to change ERP to vis. 107.2 kw. aur. 10.72 kw and change HAAT to 340.6 ft. App. Sept. 18.
- KCIT (ch. 14) Amarillo, Tex.—Seeks CP to change ERP to vis. 1,280 kw. aur. 128 kw; change HAAT to 1,519 ft., and change TL. App. Sept. 18.

Actions

AM's

- WRDJ (1560 khz) Daleville, Ala.—Granted app. to increase power to 5 kw. Action Sept. 10.
- KPNX (1460 khz) Phenix City, Ala.—Granted app. to operate transmitter by remote control. Action Sept. 2.
- KJNO (630 khz) Juneau, Alaska—Granted app. to increase day power to 5 kw and night power to 1 kw. Action Sept. 12.
- KRKS (990 khz) Denver—Granted app. to add night service with 390 w; install DA-N. and make changes in ant. sys. Action Sept. 8.
- WKIQ (1560 khz) Inverness, Fla.—Granted app. to increase night power to 2.3 kw and make changes in ant. sys. Action Sept. 8.
- WKAT (1360 khz) Miami Beach, Fla.—Granted app. to change city of lic. to North Miami, Fla. Action Sept. 8.
- WBKZ (880 khz) Jefferson, Ga.—Granted app. to change TL. Action Sept. 11.
- WMRO (1280 khz) Aurora, Ill.—Returned app. to increase night power to 750 w and make changes in ant. sys. Action Sept. 10.
- KVVP (105.5 mhz) Leesville, La.—Granted app. to change TL and change HAAT to 328 ft. Action Sept. 12.
- WMAX (1480 khz) Kentwood, Mich.—Granted app. to change TL. Action Sept. 11.
- WMMI (839 khz) Marshall, Mich.—Granted app. to change city of lic. to Shepherd, Mich. Action Sept. 12.
- KPRM (870 khz) Park Rapids, Minn.—Granted app. to increase day power to 10 kw. Action Sept. 8.
- WYNS (1160 khz) Lehighton, Pa.—Granted app. to increase day power to 4 kw and make changes in ant. sys. Action Sept. 8.

FM's

- KDEZ (100.1 mhz) Jonesboro, Ark.—Granted app. to change TL and change HAAT to 228.48 ft. Action Sept. 15.
- KYNO-FM (95.7 mhz) Fresno, Calif.—Granted app. to change TL; change ERP to 21 kw. and change HAAT to 763.75 ft. Action Sept. 9.
- KSUR-FM (99.5 mhz) Greenfield, Calif.—Granted app. to install aux. ant. sys. Action Sept. 13.

- KKG0 (105.1 mhz) Los Angeles—Granted app. to install aux. sys. Action Sept. 13.
- KAYL-FM (101.5 mhz) Storm Lake, Iowa—Granted app. to change ERP to 100 kw and change HAAT to 331.5 ft. Action Sept. 9.
- WLWV (105.5 mhz) Salisbury, Md.—Returned app. to change ERP to 2.1 kw. Action Sept. 11.
- KLUC (98.5 mhz) Las Vegas—Granted app. to change TL; change ERP to 96.6 kw. and change HAAT to 1,170 ft. Action Sept. 15.
- WRJZ (100.1 mhz) Manahawkin, N.J.—Granted app. to change ERP to 1.58 kw. Action Sept. 15.
- WPDH (101.5 mhz) Poughkeepsie, N.Y.—Granted app. to install aux. sys. Action Sept. 9.
- WTNV-FM (93.5 mhz) Watertown, N.Y.—Granted app. to change TL. Action Sept. 12.
- WRKY (103.5 mhz) Steubenville, Ohio—Granted app. to change ERP to 15.8 kw and make changes in ant. sys. Action Sept. 12.
- KEAN-FM (105.1 mhz) Abilene, Tex.—Granted app. to change TL and change HAAT to 1,164 ft. Action Sept. 9.
- WKGM (940 khz) Smithfield, Va.—Granted app. to make changes in ant. sys. Action Sept. 9.
- WEKZ-FM (93.7 mhz) Monroe, Wis.—Granted app. to change ERP to 36.3 kw and change HAAT to 581.4 ft. Action Sept. 12.

TV's

- KTVE (ch. 10) El Dorado, Ark.—Granted app. to change HAAT to 2,000 ft. Action Sept. 9.
- WZGA (ch. 14) Rome, Ga.—Granted app. to change ERP to vis. 5,000 kw. aur. 500 kw; change HAAT to 918 ft., and change TL. Action Sept. 9.

Call Letters

Applications

Call	Sought by
New FM's	
KEAS-FM	W.D.S. Broadcasting, Eastland, Tex.
KMMG	Brawley Broadcasting Co., Brawley, Calif.

Summary of broadcasting as of May 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,838	170	4,958
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	789	444	1,233
Commercial VHF TV	547	23	570
Commercial UHF TV	415	222	637
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,262	273	1,535
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
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.

WIXI	Mark L. Wodlinger, Naples Park, Fla.
Existing AM's	
KINC	KRKY Courtney Broadcasting Co., Winfield, Kan.
WCHT	WBDW NW Northcom Inc., Escanaba, Mich.
Existing FM	
KWXE	KZEA Thomas Broadcasting Inc. Healdton, Okla.
Existing TV	
KGPW	KHJV TV Fidelity Television Inc. Los Angeles

Grants

Call	Assigned to
New AM's	
WLMO	LCO Communications, Geneseo, N.Y.
WYSL	Radio Livingston Ltd., Avon, N.Y.
New FM's	
KCFB	Fellowship Broadcasting Corp., Saint Cloud, Minn.
KNIC	FM 105 Inc., Lamar, Colo.
KXXO	Three Cities FM Inc., Olympia, Wash.
WDAL	L. Lynn Henley, Linden, Ala.
Existing AM's	
KJDJ	KXZI Peacock Broadcasting, San Luis Obispo, Calif.
KYYN	KZZE KYYN Limited, Poteau, Okla.
WKXF	WSTL Bass Broadcasting Co., Eminence, Ky.
WWSD	WCNH Capital Broadcasting Inc., Quincy, Fla.
WOBO	WINF Stoehr Communications Corp., Leesburg, Fla.
WXLX	WOIX Swamp Fox Communications Inc., Blowing Rock, N.C.
WSTN	WJED Fayette County Broadcasting Service, Somerville, Tenn.
WSCR	WBQW WSCR Inc., Scranton, Pa.

Existing FM's

KXDZ	KBLK Korlyn Broadcasting Inc., Anchorage
KWLF	KECA Borealis Broadcasting Inc., Fairbanks, Alaska
KCLQ	KMGG Southcom Inc., Monte Rio, Calif.
KATM-FM	KZLO Surco of Pueblo Inc., Pueblo, Colo.
WGTR	WAIA WIOD/MAIA Inc., Miami
WSRZ	WMLO Sarasota FM Inc., Sarasota, Fla.
KUNY	KRNI The University of Northern Iowa, Mason City, Iowa
KDRF	KDLI Deer Lodge Broadcasting Inc., Deer Lodge, Mont.
WMGG	WRMZ North American Broadcasting Co., Columbus, Ohio
WZWW	WWZW Talleyrand Broadcasting Co., Bellefonte, Pa.
WCOT	WHLP-FM Richard Wayne Durham, Centerville, Tenn.
KHYI	KLTY Statewide Broadcasting of Dallas Inc., Arlington, Tex.

Existing TV's

WOGX	WBSP Big Sun Television Inc., Ocala, Fla.
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Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Local sales manager wanted for major market station. \$100K possible I need a pro! Send resume and detailed track record to Box J-138 EOE

GM-Chicago market. Inspirational/talk. If you know who Dobson, Swindoll and Sandi Patti are ... can train and direct local sales force Call Dick Marsh 818-577-1224 or write: 3844 E. Foothills Blvd. Pasadena, CA 91107 EOE.

Manager needed for AM/FM west Texas market. Must be strong in sales with good people skills. EOE. Box J-157.

General manager, Rapidly growing Henry Broadcasting has an immediate opening for general manager at KFXM and KDUO in Riverside/San Bernardino, CA. Strong sales background and people skills a must. Please forward resume and references to P.O. Box 24110, San Francisco, CA 94124 Henry Broadcasting is an EOE

General manager, Southwest small market \$18,000 year Sales managers and good sales persons considered Send resume and references: Box J-170.

General manager: for number one AM/FM combo in Missoula, Montana Aggressive six station group with rapid expansion plans. Beautiful area, excellent comp package Resumes to Larry Roberts, President, Sanbrook Radio Corp., c/o KCSJ Radio First and Main St., Pueblo, CO 81003 EOE.

General sales manager: for top rated metro FM in Northwest Must be capable of budgeting, building professional sales team, and maximizing revenue to rating share Excellent compensation and future advancement. Send detailed resume and history of earning to Broadcast Media, 316 California Avenue, Suite 700, Reno, NV 89509. No calls please

Immediate opening: for general manager and sales manager at metro combo in the West. Excellent compensation package for hard hitting, experienced, professionals. Send detailed resume in confidence to Box J-164.

General manager; Are you a sales manager or assistant manager looking for more challenge? Southern small market C/FM needs aggressive leader to handle upgrade to a larger market. Must be a proven sales trainer, have motivational skills, and the ability to program for results. Compensation and benefits are good and get better with results. Send resume with salary requirements and references to Box J-162.

General manager, KFUD-AM (daylight religious) and KFUD-FM (full power commercial classical) in St. Louis, MO Stations are owned and operated by the Lutheran Church-Missouri Synod. Send resume to: Mr William Barge, Lutheran Church-Missouri Synod., 1333 S. Kirkwood Road. St. Louis, MO 63122.

General manager. Young growing chain needs aggressive sales-oriented GM or GSM ready to move up for the top-rated station in Michigan's upper peninsula. We have a great staff and need a leader with good people and motivational skills Salary, attractive performance incentives plus possible future group and equity opportunities. Call Tim Martz, President, 906-635-0995 EOE, M/F

Need an general sales manager that can take charge and make things happen with our Southeast medim market AM/FM market leaders. You will enjoy accepting challenges, be able to motivate, set priorities, and continue to train an already successful sales force. You must have been in radio sales a minimum of five years and will preferably now be a sales manager. You will be expected to launch an all-out local sales effort that produces results in terms of development of new accounts, maintenance of existing accounts, and consistent upgrading of rate structures. New business development and co-op sales training are very important aspects you will need to implement. Excellent compensation package with good growth potential. Box J-153.

HELP WANTED SALES

Caravelle Broadcast Group of Charleston, SC is hiring aggressive qualified, experienced sales personnel. Live in Charleston, one of America's great cities, and join one of the fastest growing chains in the Southeast. Send resume to Bob Snowdon, WKC/WDXZ, Box 1364, Mt Pleasant, SC or call 803-881-1400. EOE

General sales manager: Small market #1 station in New Jersey resort-area, looking for aggressive and experienced team-oriented individual to manage sales effort Send resume and income requirements to: Box J-100.

WMLW/WTTN are seeking a successful small market salesperson or SM who wants growth and greater responsibility. Contact John or Timm. 414-261-1580.

WLLH Lowell/Lawrence, Mass. Immediate opening for salesperson ready to make money right away. Established list. Growth market. Near Boston. Write Nancy Shepard, Box 1818, Lowell, MA 01853 or call 617-458-8486. EOE.

KNIX/Phoenix, one of the nation's leading country stations, has an immediate opening for a highly-skilled AE Earn top dollar first year. If you're currently a top biller with 2+ years in medium market broadcast sales, we'd like to hear from you. Only the hungry need apply. No beginners. Sell us! Write KNIX Radio, Bob Bernstein, LSM, P.O. Box 3174, Tempe, AZ 85281.

WRNS coastal N.C.'s top rated FM has a position available in sales. Applicants must have at least two years sales experience. You can send a resume to: Webster J. James, General Manager, WRNS, P.O. Box 609, Kinston, NC 28501, WRNS is an EOE.

Experienced, aggressive sales manager. New full-time AM stereo. Competitive FM-heavy sunbelt market. References, salary strict confidence. Box J-148.

Sales manager wanted by WKPE, Cape Cod, MA. Top station in solid market, great potential for right person. Must be able to hire, train, motivate and lead sales staff of six. We need your resume, past earnings, references, and sales philosophy first letter to: General Manager, WKPE AM/FM, Radio Center, Orleans, MA 02653.

Sales manager: acquiring east Texas EZ FM. Seeking experienced sales manager. Great people, super facilities & fantastic market. Curtis Broadcasting, Box 792, Longview, TX 75606. EOE.

Are you ready to move up to a larger market? Do you enjoy meeting a challenge? WPEG, The #2 station in Charlotte, is looking for you! We want an experienced salesperson to represent our urban formatted station. Send your resume to Nancy Cooper, WPEG, P.O. Box 128, Concord, NC 28025. EOE.

Sales. The #1 AM/FM combo on the central coast of California is looking for retail sales people with a minimum of 2 years experience. For a challenge opportunity with future growth potential, call Jim Barker at 805-489-1280.

Young aggressive salespeople wanted! New owner, new general manager, looking for future sales management personnel. AM/FM combo. Only FM in country. Come on out to Nebraska "the good life." Send information to general manager, KICS/KEZH, Box 1005, Hastings, NE 68901.

Newcity Communications, formerly Katz Broadcasting, is looking for an account executive who makes things happen. Is the customer number one with you? Are you able to set priorities and develop strategies for your activities? If so, radio station K95 FM can offer you an exciting opportunity. We are a rapidly growing Tulsa, Oklahoma radio station. Offering the newest and most comprehensive sales training and technology. We offer unlimited income potential, an innovative environment focused on excellence, incentives and recognition based upon your individual success and sense of purpose. If you feel you have the talent...act now!! Call Laura Burkland at 800-228-2271. Newcity Communications is an equal opportunity employer.

Account executive for top station in central Wisconsin. Need as experienced salesperson. Send resume and convincing letter. Mike O'Brien, WYCO-FM P.O. 778, Wausau, WI 54401.

HELP WANTED ANNOUNCERS

Fine Arts Radio WFMT, Chicago, seeks experienced classical music announcers for the new Beethoven Satellite Network. Candidates must have experience in classical radio announcing, accurate pronunciation of foreign languages, and solid production skills. Salary range is open. Send resume with three references and a non-returnable cassette voice demo to: Torey Malatia, Beethoven Satellite Network, WFMT, Three Illinois Center, 303 East Wacker Drive, Chicago IL 60601. Applications accepted immediately. No phone calls, please. AA/EOE.

North Central Illinois established AM/FM. Some weekends and nights. Experience helpful. Excellent fringe benefits. Good starting salary. Send tape and resume to J. McCullough, WLPO/WAJK, PO Box 215, La Salle, IL 61301.

We're number 1 in the market and need a number 1 morning man to help us stay there. Funny, topical, able to work with our female co-talent, and able to relate to an adult CHR audience. We're hot and we're willing to pay for our morning show to be nothing less than great. C & R to "Mornings" P.O. Box 9530, South Burlington, VT 05401 EOE.

Wanted announcer. Mature voice. 175 to 200 wkly. Extra for PB, but not necessary. Call 9 a.m. to 3 p.m. Mgr. Only. 314-586-8577.

Easy-listening announcers. WRCH is now accepting tapes for future openings. All shifts. T & R to Program Director, WRCH, Radio Park, Farmington, CT 06034. EOE M/F.

HELP WANTED TECHNICAL

Major NYC radio broadcasting company seeks a maintenance engineer. 3 years minimum broadcast experience, with all phases of studio, AM, FM transmitter maintenance; studio, transmitter plant wiring and construction. Good salary and benefits. EOE., Send resume with salary requirements to Box J-114.

Chief engineer: WJEQ, Macomb, IL. Must have at least 4 years experience with maintenance of audio and RF equipment. Knowledge of digital electronics and equipment a plus. Salary range of \$15-22,000 yearly depending on qualifications. Send resume, references and salary history in first response to: Manager, WJEQ, 1506 E. Jackson, Macomb, IL 61455.

Radio network engineer: Washington, D.C. Must be knowledgeable in cart and open reel maintenance. EOE, reply to Engineer Position, UPI Radio Network, 1400 Eye St. N.W., Washington, D.C. 20005.

Chief engineer: must have experience in AM directional - automation and high powered FM. Coastal Southern market. A great place to live. EOE. Box J-158.

Chief engineer. KFXM/KDUO has an immediate opening for a chief engineer in San Bernardino/Riverside, CA. Good directional antenna experience and high powered FM experience a must. State of the art digital electronics experience required. Send resume and references to: Henry Broadcasting, P.O. Box 24110, San Francisco, CA 94124. Henry Broadcasting is an EOE.

Assistant chief engineer needed for 50kw combo in top 50 market. Prior experience necessary, but will train right person. FCC license a plus. Must be enthusiastic, self motivated, and willing to get dirty. Reply to Box J-171.

Knight Quality Stations is looking for broadcast engineers for its New England operations. An exciting opportunity in a growing company. Please send resume to: Knight Quality Stations, P.O. Box 610, Manchester, NH 03105. Attention: Warren Small. EOE.

HELP WANTED NEWS

News director Duties include hosting 3 hour Morning Edition Monday-Friday. Hours 5a.m.- 1p.m. Gathering and production of local news stories required. Supervising student assistants and news freelancers also required. Undergraduate degree in journalism, broadcasting, related field. One year professional broadcast experience required. KVLU is 40kw NPR station licensed to Lamar University. Salary \$14,500 - \$16,500. Excellent benefits. EOE. Open until filled. Resume and tape to: Dale Spear, Station Manager, KVLU, Box 10064, Beaumont, TX 77710.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Southern Oregon adult FM powerhouse looking for PD/announcer T & R to Jack Chunn P.O. Box 9000, Medford, OR 97501 EOE.

Program director/news director w/talk experience for smaller market in southern Oregon. T & R to Jack Chunn P.O. Box 9000, Medford, OR 97501.

Major 50kw station looking for director of advertising promotion. Marketing skills and understanding a must. No beginners. Creative and strategic thinking necessary. Box J-163.

SITUATIONS WANTED MANAGEMENT

Fifteen years in radio, including station manager and programming. Searching for genuine opportunity as general manager. Box J-64.

GM, strong sales, programing, and engineering background desires sweat equity opportunity. Currently top 30 market, but any market considered. Turn arounds especially attractive. Box J-57.

Experienced GM. Strong sales-programing. Station sold. Currently manager AM #1 adults. 50K monthly billing. Age 53 with 39 years experience. Prefer west. Bob Rigler. 916—243-0343 days; 916—223-2648 evenings.

General sales manager of major market FM with proven background in new business (retail) development and counselor sales approach is prepared to go to work for your major market radio station. Successful track record speaks for itself: increased well-respected group's medium market station 30% in one year, despite 4 continuous down books; increased major market starting up from zero to \$100,000 in 10 months. If you believe that the customer is supreme, that excellent service is a must, and that promotional ideas sell better than intimidation, then answer this and improve your top line today! Box J-120.

Successful,well experienced general manager looking for a new rewarding challenge. Strong on sales training and revenue production. Box J-143.

GM or GSM. Strong, professional, creative. 27 years experience. Presently employed. All markets considered. Box J-144.

All around broadcaster. Experienced in sales, programming, production. Looking for management position small to medium market. Locale not as important as challenge and place to raise family. Box J-139.

General manager: Strong on sales, programing, station visibility, dynamic people person... catalyst for enthusiasm! Have taken "start up" middle mkt. station to #1 adult listenership, with revenues to match... in one year! Desire to relocate to Southeast. Box J-134.

Owners attention: general manager armed with 21 years in management as a highly successful performer. Effective management skills include, increasing sales & profits, programing, superior leadership, motivation, goal achievements. Seeking challenging opportunity. Box J-160.

GM now available. Over 25 years small market experience (anncr./production, news, sales, SM to GM) BA degree. Profit-oriented. Let's talk! Phone 505—356-5037. Don Humphrey, Box 524, Portales, NM 88130.

Radio TV-Cable sales manager employed, major market, seeks upward move. Well qualified. 415—731-0395.

Sales rep, six years experience, medium markets, college grad. CRMC, seeks first management position. Looking for long term association with broadcast group leading to GM job. Desires people oriented environment. Team concept a must. Currently employed in top 70 market. Available April, '87. Reply Box J-159.

SITUATIONS WANTED SALES

Bright, creative, talented, assertive, "closer" looking for a station in a city of 40,000 to 150,000 people. Will do 3 hour morning show that will be the "rating king." In return would expect small weekly expense check and a very high commission structure for sales work. Am not looking for a "job." They're easy to find. Looking for an opportunity that offers stability and high commission earnings for results! No shoe-string operations need reply. Box J-146.

Morning man, two years experience, small and medium markets. Any shift, country or AC. Box J-94.

SITUATIONS WANTED ANNOUNCERS

Small-medium market stations. Sound like major 25 years network vet retired but "staying in touch," will voice your IDs, images, sat breaks & production. One dollar per second. Call 309—347-1527.

Mornings. Building morning "institution." Creative planner. Community involvement. Spontaneous sense of humor. 17 years experience; N.Y.C., Phila. in time for fall book. 617—255-9149. John.

Country/adult contemporary air personality and programmer seeking medium market opportunity. 214—530-0877.

Talk show host wants to talk. Currently in top fifteen market. Call Doug 412—321-2895.

Available now. First rate announcer with three years experience seeks move to larger market as announcer or to lateral market as PD. Excellent production and on-air. Call Drew anytime 601—445-5260/442-4895.

Personality jock: out of radio two years seeks re-entry position, over twenty years experience, some sales, AC or CW, no rock. John Garner 214—382-7374.

Talk radio producer in NY voiceover announcer. Former cable TV host. PBS booth. Looking for first on-air talk spot. Will consider all offers USA. Roy 212—496-0497.

Morning man, two years experience, small and medium markets. Any shift, country or AC. Box J-94.

SITUATIONS WANTED TECHNICAL

Chief engineer looking for similar position in Eastern market. 15 years experience includes FM, AM, DA, studio, transmitter, and satellite installation, repair, and maintenance. Phone: 919—762-3105.

Talented engineer looking for new challenges. SBF senior certificate. Currently top ten market FM chief. Box J-72.

First phone combo anncr. small mkt. West or South. 317—888-3618 or 703—523-0121. Leave message. Charles.

Engineer. Experienced AM/FM. FCC Gen. certified. Good references. Tim Low, 65 Cod St. Eureka. CA 95501. 707—443-1621.

SITUATIONS WANTED NEWS

Former news director/operations manager wishes to re-enter the media. Fifteen years, all size markets. Familiar with DJ, PBP, production, talk. Prefer Midwest, but will consider anything. Call John Adams 316—685-7585. Available immediately.

Veteran on air sports talent with 10 years experience in Boston market, play-by-play, sports talk, drive time reports, television anchor regional cable net, winner of 3 awards, seeks new opportunity top 20 market. Play-by-play basketball is a priority, but will certainly listen to your situation. If you need a pro, call 617—523-6562.

Weathercaster for small market. Ambitious college graduate seeks opportunity to learn. Some experience. Outgoing personality. Looking for my first break; will work hard. Call 615—852-4186.

Female major market news veteran: seeks anchor spot on East or West coast. Strong, pleasant delivery. Box J-154.

Black female, news anchor/reporter, college grad., seeking opportunity to work for a solid news operation. 419—865-8776.

Sports director, ready for medium market, ready to relocate. PBP Minor League Baseball, junior college basketball, playoff football. Enthusiastic, hard-working. David 618—627-2844.

Star sportscaster. Sophisticated, exciting PBP and solid anchoring skills too big for small markets. Challenge me. Bob. 201—546-5546.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Announcer with 22 years experience in radio...12 of those years in television. Presently general manager of a radio station. Looking for position as announcer, PD, or operations manager in radio or television. Box J-70.

MISCELLANEOUS

We buy records—45s and LPs - No quantity too large. Immediate payment; all sounds and vintage; for export; can travel. Florida-Rock Distributors, 7315 NW 79 Terrace, Miami, FL 33168.

RADIOBOOK. Affordable, accurate, usable audience surveys for small and medium markets. Full demographic and dayparts. Call 406—752-7857.

TELEVISION

HELP WANTED MANAGEMENT

Programing manager. Major network affiliate in top 50 market seeking programing professional to play a vital role in our future success. Prior experience in research, product negotiations and budgeting are pluses for a successful candidate. Send resume and salary history to Box J-80. An EOE.

Comptroller: Independent television station in the Northeast seeks experienced comptroller with solid broadcast financial experience. Please include salary requirements with your resume. Reply to Box J-90.

Strong independent station in Southeast looking for a highly motivated leader who has excellent technical and "people skills." Candidate should have strong background in independent sales mgt. Send resumes in strictest confidence to Box J-119. EOE.

Individual with strong experience in program. production, news for operation director's position Report directly to general manager. Super Northeast market. Fast growing group. Growth oriented individuals only. EOE. Box J-121.

Local sales manager. Ready to make your next move up in management? Group owned affiliate in exceptional Northeast market seeks growth-oriented individual to take charge of local sales force. EOE. Box J-122.

Assistant business manager: West Coast independent needs experienced TV accounting manager with ability to take full charge in 1-2 years. Reply to: William N. Walsh, Vice President/Station Manager, KRKB-TV, Channel 31, 500 Media Place, Sacramento, CA 95815.

Christian television-sales/marketing manager. Established fulltime religious programming operation is expanding and seeking capable professional with specific experience in two areas: First, the direct sales of air time to established program time buyers (no spot sales); second, management and development of giving appeals through telethons, announcements and direct mail campaigns. Looking for hands-on manager to upgrade current efforts with immediate results. Attractive northern California location. Excellent salary and benefits. Send detailed resume with specific employment experience and salary information to: TRC, Box 66, Los Gatos, CA 95031.

General sales manager. Southwest independent. The leader in this large, great-to-live-in market needs a hands-on, creative, high energy GSM. Must have independent experience. A good station with stable ownership and management. Send employment history with compensation requirement to: Box J-155.. EOE. M/F.

National sales manager Midwest NBC affiliate. Must have NSM or rep. sales experience. Send resume. Box J-161. EOE. M/F.

Strategic planners. New York consulting company seeks MBAs with strategic planning experience who are knowledgeable about the media, entertainment and/or advertising industries. We develop business plans and marketing strategies for companies in the motion picture, television, cable, homevideo, radio and magazine industries. Consult with us and earn more in one week than most strategic planners make monthly. No prior consulting experience is necessary, but familiarity with mergers and acquisitions plus strong conceptual skills and demonstrated analytical ability are required. Send resume to P.O. Box 488, Midtown Station, New York, NY 10018.

HELP WANTED SALES

California's #1 independent TV station seeks to fill the position of marketing specialist (Northern Division). Broadcast sales experience preferred. Position requires skills in creation of new business and servicing existing accounts. Comprehension of independent television helpful. Immediate reply essential. Send resume to Personnel Department, KMPH-TV, 5111 E. McKinley Ave., Fresno, CA 93727. No phone calls, please. An EOE. M/F/H.

National sales manager: Fast growing 20th market independent, needs aggressive, experienced sales professional. Must have national sales background. Independent experience preferred. Contact: Kent Lillie, VP/Director of Sales, 500 Media Place, Sacramento, CA 95815.

HELP WANTED TECHNICAL

Studio maintenance engineer: Immediate opening for an experienced television maintenance engineer. Must have FCC First Class license. Send resume, application, and salary requirements to: Al Deme Dept., KGGM-TV, 13 Broadcast Plaza, SW Albuquerque, NM 87104. EOE.

Chief engineer. Hands-on chief with good people skills for UHF in Mid-South. Good salary and benefits for the right person. Send resume to Box J-112. EOE. M/F.

Strong aggressive CBS affiliate in medium Sunbelt market (90-110 ADI range) has openings for qualified engineers with experience in RCA/VHF transmitter and live/ENG operation and maintenance. Employment opportunities also exist for people with general television station equipment maintenance background, including videotape (all formats), cameras and satellite dishes. We are group owned. EOE. Reply with resume, salary requirements and history to Box J-109.

Videotape editor. Evening editor needed for growing Southeast production company. Two years CMX and ADO experience required. Client relation skills important. Send resume to: Editor, Southern Producers, Box 121583, Nashville, TN 37212.

Electronics technician III: Two positions to maintain and install TV and radio studio, transmitter, and remote equipment; limited design, planning, and training functions also involved. Require minimum two years experience in electronic repair and troubleshooting; six months experience in TV broadcast, CATV, or similar technical operations preferred. Associates degree in electrical technology or equivalent formal training and ability to maintain flexible work schedule required. Send resume and cover letter: Manager of Human Resources, WMHT-TV/FM, P.O. Box 17, Schenectady, NY 12301. EOE.

Maintenance engineer: experienced on CMX editing systems, VGV switchers. Excellent working conditions; full benefits package; salary commensurate with experience. Send resumes to Norman Rosenshein, VP/Chief Engineer, Unitel Video, 515 W. 57th St., New York, NY 10019.

Tape maintenance engineer needed immediately to work in major market mid-Atlantic television station. Those with 3-5 years experience with TCR100's, Ampex VPR-2B's and Sony 2000's, send resume to Box J-149. EOE.

Immediate openings: Assistant chief engineer. Candidate must have a minimum of five years experience and be familiar with all phases of broadcast engineering. License required. Also looking for qualified maintenance engineer with a minimum of two years experience. Send resumes to Box J-145. EOE. M/F.

We're looking for a quality chief engineer with quality ideas. Must be "hands-on" chief with strong maintenance, microwave, and station design experience. We're a progressive station in one of the upper Midwest's most progressive cities. Send resume and salary requirements to Harvey Libow, General Manager, KSFY-TV North Dakota Ave., Sioux Falls, SD 57102.

Assistant chief engineer: Immediate opening at up-state NY UHF stereo TV station. Must have strong technical maintenance background; Ampex quads, Sony 1" and Beta, BVE-5000 editor, Betacart, ADO, American Data switching, 3M character generator, Harris cameras, Harris transmitter. Transmitter experience helpful. FCC General License required. Salary commensurate with experience. Send resume and salary requirements to: Chief Engineer, WUHF-TV, 360 East Avenue., Rochester, NY 14604. EOE.

Asst. chief engineer: Southwestern, top 40 market, excellent technical skills needed, management and people skills equally important. Growing group operation, flagship station with heavy ENG. SNG. production activities. Resumes to Box J-151.

Maintenance engineer: broadcast engineer w/5 years experience in the maintenance and repair of studio and transmitter equipment. Experience w/TCR-100, RCA cameras, TTU-55; microwave helpful. Contact Richard Large, C.E., KUSI-TV, San Diego, CA 92111. 619-571-5151. EOE.

HELP WANTED NEWS

News promotion producer: Top 50 East Coast market. Writer/producer with two years news promotion experience needed to fill challenging position at #1 NBC affiliate. Send resume to Box J-115. Deadline for applications October 1, 1986. We are an affirmative action/equal opportunity employer.

Move into management! Dominant medium market affiliate needs executive producer. Must be able to handle day to day operations and many special projects. People skills and ability to direct and motivate producers and reporters essential. Perfect opportunity for major market producer who wants to move into management. Box J-95.

Reporter-weekend anchor: Street wise reporter with proven anchor skills for NBC affiliate. Strong news judgment, producing skills a must. Tape, resume to Jack Keefe, WICD-TV, 250 Country Fair Dr., Champaign, IL 61821. EOE.

An award winning Gulf Coast station is looking for a weatherperson for weekday newscasts. Applicants must have experience working with a Colorgraphics Live Line IV weather computer, excellent on-air delivery and a degree in meteorology is preferred. Send tape, resume and salary requirements to James Smith, News Director, KPLC-TV, P.O. Box 1488, Lake Charles, LA 70602.

Weather person for early and late newscasts. Monday - Friday. Salary negotiable. Send tapes and resumes to: Bonnie Wheeler, WSIL-TV, 21 West Poplar, Harrisburg, IL 62946.

Meteorologist: weekend weathercasters. Weekday duties include science reporting, assisting chief meteorologist with forecasting. Meteorology degree. No. 1 station in Sunbelt. Tape and resume to: Jim Gandy, Chief Meteorologist, WIS-TV, P.O. Box 367, Columbia, SC 29202. EOE.

Now Staffing new ABC affiliate going on-air with full-scale news operation. Openings for producer-trainees, experienced producers, anchors, reporters, photographers. A Lorimar-Telepictures station. Resumes only; no tapes or calls, please. Jerry Fisher, News Director, KSPR-TV, 3754 South Glenstone, Springfield, MO 65804. We are an equal opportunity employer.

WSAV Television in Savannah, Georgia is looking for a news director. We want to make a good news department even better by hiring someone with a track record of working well with others. We want someone with strong journalistic and administrative skills who believes in community involvement. Send resume and cover letter to Dave DeArmond, General Manager, Box 2429, Savannah, GA 31402. EOE.

Top rated station on the Gulf Coast is looking for an assistant editor, producer and reporters. Send resume and salary requirements to: Box J-136.

Large Southeastern market network affiliate is seeking an experienced, no-nonsense assignment editor. We recognize this as one of the most difficult and important jobs in the newsroom and we'll provide you with everything you need to do a top-notch job, including management support. You'll be working in an extremely competitive news market in one of the South's best cities. The successful candidate will demonstrate three traits we consider essential in an assignment editor: organization, creativity and tenacity. In return, we offer an excellent salary and benefits package and a great place to work. Reply in confidence to Box J-133. EOE.

Weather anchor. Midwestern, network affiliate is seeking knowledgeable, glib, authoritative weather anchor for expanding news operation. Send tape, resume and salary history to Larry Young, KOAM-TV, P.O. Box 659, Pittsburg, KS 66762. An equal opportunity employer.

Assignments editor. Midwest NBC affiliate seeking dependable, creative individual. Past reporting experience helpful. Send resume, salary & references to Patty Sluder, WTWO-TV, P.O. Box 299, Terre Haute, IN 47808. EOE.

News producer needed for 11:00 PM newscasts. Monday - Friday. DAY ASSIGNMENT EDITOR also needed. Two years experience required. No telephone calls accepted. Send resume/salary requirements to Personnel, WPEC-TV-12, Fairfield Dr., West Palm Beach, FL 33407. EOE. M/F.

Weather anchors. Central Wisconsin station is dropping state network weather and forming own weather department. Need Primary weatherperson who is meteorologist. Weekend weather person will double as weekday consumer reporter. Looking for people who are community oriented. Tapes to: Tom Robinson, WAOW, 1908 Grand Ave., Wausau, WI 54401.

Anchor/reporter. Looking for energetic people oriented person to anchor Good Morning America cut-ins and report. Tapes to: Tom Robinson, WAOW, 1908 Grand Ave., Wausau, WI 54401.

New anchor position for 6 and 11 o'clock newscast. CBS affiliate top 50 market - Action News format. Minimum 5 anchoring years experience. No phone calls. Send resume and 3/4" videotape to: WOWK-TV, 555 5th Ave., Huntington, WV 25701. Equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Progressive, group-owned, Southeast, ABC affiliate near the beach seeks director/supervisor for 6:00 and 11:00 newscasts and special programs. Successful candidate must have one or two years directing experience, a calm, clear-headed personality, be creative and motivated to work. Excellent people skills required. Knowledge of DVE and Chyron 4 preferred. Excellent company benefits. EOE. M/F. Box J-118.

Promotion producer/writer for major market ABC affiliate needed to create innovative on-air, print and radio advertising for all facets of station promotion. Work with a multi-talented promotion team including director, videographer and art staff. Two years television promotion or agency related experience preferred. Send tape and resume to Sherri Tolar Rollison, Promotion Director, KTVI-TV, 5915 Berthold, St. Louis, MO 63110.

Production manager to head up 13 member department handling production for commercial, promo's and PSA's. Must have strong administrative skills and be creative to help guide this department. Send resume listing salary requirements to: Norman Johnson, VP/GM, WAGM-TV, Box 1149, Presque Isle, ME 04769.

Sunbelt station seeking promotion manager with a minimum of two years hands-on experience. Candidate should excel in creating topical and episodic promotion. Send resumes to Box J-147. EOE. M/F.

If images of surf, sand and sun beckon you to head South. If you've got assistant traffic manager's skills. We've got the job for you! We need someone with 3-5 years experience in BIAS, order clearance, program scheduling and operations desk. Send your resume and salary requirements to: Jean Waldstein, WWSS, Channel 40, P.O. Box 21239, Sarasota, FL 33583. EOE.

Art director, WXIX-TV, a major Midwest indy, is looking for a hard-working, creative designer. Must be adept at creative design, paste-up, layout and supervision of people and projects. Background in electronic design preferred but not necessary. If you're #2 in your department, here's a chance to move up. Please submit resume to Lynn Waxman, c/o WXIX, 10490 Taconic Terrace, Cinl., OH 45215. No phone calls please.

Experienced promotion manager capable of creative audience and sales promotion. EOE. Send resume and salary requirements to Box J-152.

Production manager. Independent station in Southwest needs a hands-on individual to oversee a small production unit with emphasis on production of commercials. At least two years directing experience is necessary. Send resume with salary requirements to: Box J-156. EOE. M/F.

Promotion assistant: Creative, organized person with strong writing skills needed to assist with on-air, radio, print, sales promotion, press and PR. Production experience and college degree desirable. Send resume to Kay Ponder, WIS-TV, 1111 Bull St., Columbia, SC 29201. No phone calls, please.

Production supervisor: WXXI, an outstanding public broadcasting center in upstate New York seeks an experienced supervisor for its television production crew. Bachelor's degree or equivalent experience required plus strong background in lighting, studio, remote and EFP productions. Send resume and salary history to WXXI Personnel Dept., P.O. Box 21, Rochester, NY 14601. EOE

Direct promos and commercials for indy. 1st, ADO, and Aurora 75 experience helpful. Send salary requirements, tape and resume to Jack McGee, KDEB-TV, 3000 Cherry St., Springfield, MO 65802-2698

Chief producer/advertising & promotion. We need a self-starter with exceptional creative talent, whose writing and production skills are sharp. Duties include creative and executive news, entertainment and special event promotion. Two years TV experience a must. Radio background helpful. Send tape and resume to: Ginny Morris, KSTP-TV, 3415 University Ave., Minneapolis, MN 55414

News promotion producer: Experienced in on-air, radio, print news promotion. Strong creative, copy, and production skills required. Must be able to organize and follow through. Attention to detail/deadlines. Not an entry level position. Tape/resume/salary requirements to: Anne Coleman, WDSU-TV, 520 Royal St., New Orleans, LA 70130. No phone calls, please. EOE.

SITUATIONS WANTED MANAGEMENT

Seeking GM or station manager position in medium/small market. Twenty + years in major market. Sunbelt preferred. Currently managing news operations. Heavy experience in operations/capital budgets. Bottom line oriented. Union and other contract negotiations. Experienced in all aspects of station operations including news operations, production, engineering including satellite and m/w trucks, remotes, program development, sales coordination. Computer knowledge. Agency knowledge. Strong leadership and organizational skills. Success oriented motivator. Full details first letter. All replies confidential and answered. Headhunters welcome. Seriously seeking a growth opportunity. Box J-62

Radio-TV-cable sales manager, employed, major market, seeks upward move well qualified. 415-731-0395.

SITUATIONS WANTED ANNOUNCERS

I'm a talk show host with personality, style & glamour. I do news and commercials. Best in feature format. Let me add some spice to your station. TV only. Need to make move soon. Debbie 412-378-3520.

SITUATIONS WANTED TECHNICAL

Audio engineer music producer experienced in major TV market, state of the art electronic music studios and recording techniques (field and in-house). Young, motivated, dedicated. Brian Hewitt, 313-569-7404.

SITUATIONS WANTED NEWS

Photojournalist B.A., skilled shooter, editor, producer. Creative, intelligent young hard worker. 5 years news, instructional, public information experience, awards. Seeks position with challenge and growth potential. Will relocate. Al 213-465-8762

Hardworking, ambitious, dedicated, and creative. Fresh on the job market with BA in broadcast communications and political science. Looking for entry level position in TV news department. 1 year intern experience with small ABC affiliate. Opportunity for advancement desired. Hoping to learn from talented and innovative people who take pride in their work. Willing to move anywhere for the right job. Contact: Robin Ring, Rt. 3, Box 90, Dardanelle, AR 72834. 501-229-4360.

Reporter: Experienced reporter/assignment editor seeking fulltime entry level reporting position in small or medium sized market. Call Robyn at 312-248-1148 for tape.

News director/anchor now doing both successfully in top 50 mkt. Will do either or both. Solid background, leadership, ratings growth, good research. Family health calls for return to Midwest. Box J-91.

Anchor/talkshow host: LA based female seeks position in TV news/talkshow format. Local/network experience. 213-281-6235.

Reporter. Two years radio experience, television intern in top 20 market. Excellent writer, responsible and have degree. 717-838-6076.

News management: Super experience. Super people-person. Victim of high management shake-up. 25 years in journalism, most in TV news management. Latest technology. Anchor experience also. 40 years old. Box J-150.

#1 rated anchor, top 30's market, seeks to relocate. Excellent track record. Stable. Box J-172.

Weathercaster, personality and skill: Please see display classified section.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Announcer with 22 years experience in radio...12 of those years in television. Presently general manager of a radio station. Looking for position as announcer, PD, or operations manager in radio or television. Box J-70.

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.

Top gun! Award-winning writer, producer, promotions director with hands-on experience. Looking for move up. For promotions that work, respond now! Box J-137.

Let's use (not abuse) each other. Background in TV promotion and production: radio public service and announcing. Bright, resourceful, conscientious professional (currently employed in medium market affiliate) to groom into writer/producer/talent. Seeking creative, challenging, entry-level position in public affairs/promotion/news, on West Coast. John 612-374-1214.

Enthusiastic director-editor-shooter; recently CMX factory trained, know DVE, GVG, one inch, audio, much more. Dedicated employee, willing to work my way up. Kenneth Stainton 512-335-0644.

MISCELLANEOUS

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.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Assistant professor to teach radio and television production and writing courses in an established broadcasting program within a comprehensive communication department. Minimum requirements: two years of professional broadcasting production experience; masters degree in broadcasting or related area; evidence of participation in scholarly/professional activities and of future scholarly promise/professional growth. Preferred qualifications: doctorate in broadcasting or related area; experience in academic setting including college classroom teaching experience, evidence of ongoing publication/scholarly activity. Salary competitive. Send letters of application, resume, and names, addresses, and telephone numbers of three references to Office of Employee and Staff Relations, State University of New York College at Brockport, Brockport, NY 14420. Deadline November 17, 1986. AA/EOE.

University of Minnesota, School of Journalism and Mass Communications, invites applications for faculty positions at the assistant or associate professor level (tenure track or tenured respectively, beginning September 1987). Seeking faculty to participate in undergraduate and graduate programs of teaching and research. Encouraged applications from experienced, energetic professionals. Applicants must have BA degree; PhD preferred for academics. Send letter stating teaching and research interests, vita, published or unpublished examples of work, and three letters of recommendation to: Irv Fang, SJMC 111 Murphy Hall, 206 Church St. SE, Minneapolis, MN 55455. Closing date for application is November 15, 1986. The University of Minnesota is an equal opportunity educator and employer and specifically invites and encourages applications for women and minorities.

Television production: Full-time tenure track. Rank/salary negotiable. MA and extensive experience required. PH.D preferred. Teach undergraduate classes in studio and ENG production; other courses. Appointment begins January 1987. Send resume and letter of application to Tom Draper, Director, Mitchell Telecommunications Center, Kearney State College, Kearney, NE 68849-0527.

HELP WANTED SALES

Satellite affiliate sales. Excellent opportunity for person experienced in satellite music format sales. Radio station management experience preferred, but not essential. Send resume to ISN, 1740 W. Katella, Suite A, Orange, CA, 92667.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

Creative director. High quality, fast track communications company seeking award-winning creative manager. 7-10 years experience in concept/design, proposals, writing, presentation and production in all media required. Resumes only to: Dorria DiManno, V.P. Creative Services, Praxis Media, Inc., 18 Marshall Street, South Norwalk, CT 06854.

Producer. Pennsylvania-based national hospital programming service seeks experienced producer. Requires BA, strong research background, 3-5 years news/public affairs/TV experience. Send resume, writing sample, tape if possible to HTC, 401 Fallowfield Road, Camp Hill, PA 17011.

Production assistant. Pennsylvania-based national hospital programming service seeks production assistant. Requires BA, 1-2 years production research experience. Excellent growth opportunity. Send resume & research sample to HTC, 401 Fallowfield Road, Camp Hill, PA 17011.

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.

Exciting new radio formats: oldies, country, MOR. Or, complete format consultation, hourly fee plus expenses. American Music Formats, 15205 W. Lynwood, New Berlin, WI 53151.

EMPLOYMENT SERVICES

The Hot Sheet: provides extensive job listings. Television, radio, corporate communications. Money order \$68 for 26 issues. Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

WANTED TO BUY EQUIPMENT

Wanting 2500, 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.

Equipment wanted: ACR-25 with TBC (not buffer). 1977 or later model preferred. Box J-142.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-884-0888.

FM transmitters: 25KW-Harris FM25K (1986). Sparta 625 (1975)** 20KW-CCA 20,000DS**10KW-Harris/Gates 10G. **5KW-Bauer 605B, RCA BTF 5E t, AEL 5KE, RCA BTF 5B**3.5KW-McMartin 3.5**1KW-Syntronics 1.5KW, RCA BTF 1E, Gates FM1C, Transcom Corp. 215-884-0888.

Am transmitters: 25KW-CSI (1985)**1KW-Harris SX1,**250W-Gates 250GY, Transcom Corp. 215-884-0888.

ExcitersVersicount V322,** 1 yr. old, also Collins 310z2, McMartin B9-10, Harris TE-3, Transcom Corp. 215-884-0888.

Harris SX-1, 1KW AM, 1985, mint, going up in power, Transcom Corp. 215-884-0888

Microwave, G.E. PVL-2000 23 Ghz duplex system, new, complete with dishes. Orig. cost, 21k. Sacrifice 12k. Maze Broadcast. 205-956-2227.

Quality Media has moved! We have moved to Louisville, Colorado (Denver) to serve you better. Thanks for another 10 million in sales this year. We are growing bigger and better! Our firm policy - no unhappy customers. Call us for a list of satisfied TV station owners who keep coming back. We now specialize in RF and turn-key TV stations, financing, and station brokerage. Thanks again. Bill Kitchen. Quality Media 303-665-3767.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303-665-3767.

Silverline UHF transmitters new, best price. latest technology, 30kw - \$195,000. 60kw redundant - \$385,000. 120kw redundant - \$585,000. Bill Kitchen. Quality Media. 303-665-3767

New RCA 110kw UHF transmitter. RCA closeout. Fast delivery. Price: \$550,000 - includes tubes. Bill Kitchen. Quality Media. 303-665-3767.

New RCA TTG-30H Hi-band VHF transmitter. RCA closeout. Fast delivery. Price reduced to \$125,000. Bill Kitchen. Quality Media. 303-665-3767.

CCA 10Kw FM transmitter: Completely rebuilt, new tubes, new exciter, tuned to your channel \$14,000. Bill Kitchen. Quality Media. 303-665-3767.

Townsend UHF TV transmitter: 110KW, immediate availability. Possible financing. Call Bill Kitchen. Quality Media. 303-665-3767.

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.

New unused TV equipment at deep discount prices. Shintron 375 "super switcher" 12 input special effects generator; Quanta Select 7-7 character generator; Harris broadcast receivers 6522; and more. Phone 318-371-0458

Excellent equipment! UHF-VHF transmitters. 110kw, 55kw, 30kw-used; 10kw, 5kw, 1kw-new; 1kw AM. 5yrs old-perfect! Grass Valley 950/955 sync, 1400-12 switcher. Ikegami HL-77-immaculate! Laird 3615A; Sony VO-2800s; Antennas-TX line: much more! Call Ray LaRue 813-685-2938.

RCA TK-46 camera systems includes CCU's, peds, lens, cable, just removed. 3 avail. Best offer. Maze Broadcast 205-956-2227.

Used broadcast TV equipment Hundreds of pieces wanted and for sale. Please call Systems Associates to receive or free flyer of equipment listings. 213-641-2042.

Blank tapes, half price! Perfect for editing, dubbing or studio recording, commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes. \$6.99. ELCON evaluated 3/4" videocassettes guaranteed broadcast quality. To order call Carpel Video, Inc. 301-845-8888, or call toll free. 800-238-4300

1-Ampex VPR-6 one inch machine and TBC-6. Excellent condition and price. Call 215-797-4530. Ask for Barry

Major production house has bought new GV300. Now need to sell Grass Valley 1600-7K switcher with 3 M-E's plus downstream mix/keyer, bus, quad split, rotary wipes, and RGB keyer. Encoded chrome keyer option available. \$29,500. Call Clint 215-568-4134.

Chyron RGU-2 graphics generator. 2 years old \$11,500. Call Clint 215-568-4134.

Ampex 1200's and 2000's TR-70B's, TK-44's, Vital 114 and squeezoom. Grass switchers, RCA TP-66's, TP-7's still stores, Clarcom intercoms, BVU-800, Ampex ACR-25, NEC etefx, Sony DXC-6000. Call for a complete list Lynwood Taylor or Marvin Luke 919-977-3600.

Used or new equipment... from cart machines to towers. For your specific needs, call Dale Hendrix. Holt Technical Services at 215-866-2131. A division of the Holt Corporation

4 year old Alden model 9271 D/H/AEC facsimile recorder for NWS map reproduction via satellite or land line. 24 hour clock-stand - 30 rolls paper - spare blade. Make offer KLMS 402-489-6500

Datapoint 6600 processor w/256k memory; 20MgB hard disk drive. Two 3601 terminals; Two TI 810 printers. Priced to sell - quick! 803-884-8513 for details.

RADIO

Help Wanted Management

TOP 20 MARKET SPANISH FM

Outstanding opportunity for general manager to assume full responsibility and authority of 100,000 watt station in a very desirable growing market. Excellent income and benefits package. Fluent Spanish helpful. Rush resume and references to Box J-127. EOE

Situations Wanted Management

GENERAL MANAGER STREET-FIGHTING-SALES-ORIENTED TURN AROUND SPECIALIST

DON KARNES
(813) 627-3547

Situations Wanted Programming, Production, Others

TWO FOR THE MONEY

Programming and sales for one price. My background includes many years of competitive programming, a couple of successful entrepreneurial ventures, a qualified engineer, my people skills are finely tuned. I have some sales experience but would like another 1-2 years leading to management. Currently Operations Manager of highly successful AM/FM in 1/4 million market. Your business card will bring complete details. Southeast only. Box J-99.

Miscellaneous

NEWS HORIZONS
Radio News Consultants
(818) 506-5793
(914) 241-3120

TELEVISION

Help Wanted Sales

LOCAL CABLE AD SALES

Ad sales pro for statewide rep firm. Excellent opportunity for personal growth and significant income. The Connecticut Cable Network represents cable systems throughout the state concentrating on selling multi-location companies primarily in the Hartford/New Haven ADI. Resumes only. No phone calls, please. EOE. Dick Stein, CCN 80 Great Hill Road, Seymour, CT 06483

TV SYNDICATION

Crowley Broadcasting, Inc. seeks vice president of sales to complement our rapid growth in television news programming. Sales background should include TV-radio and or syndication. Extensive travel is required. Compensation includes salary commission and expenses. Send letter, resume and income requirements to Walter K. Gilbride, President, Crowley Broadcasting, Inc., Box 401, Lexington, MA 02173

Help Wanted Management

STATION MANAGEMENT

ABC affiliate seeks a proven leader strong in news promotion and programming. If you are in a deadend job, consider a career with a rapidly growing, group-owned station. Send resume with cover letter and salary requirements to: Jess Allred, KBMT-TV, P.O. BOX 1550, Beaumont, Texas 77704

Help Wanted Technical

SATELLITE COMMUNICATIONS ENGINEER

Extensive travel with a transportable earth station for distribution of television signals nationwide. Experience: broadcast engineering (general class license), truck driving, satellite communications. Will train. Send resume & photograph to: American Uplinks, Inc., P.O. Box 699, Idaho Springs, CO 80452

VOICE OF AMERICA SYSTEMS ENGINEERING MANAGER

We seek candidates with a track record in development of large scale advanced telecommunications/broadcast systems, significant experience in a joint line/technical management position in an advanced concepts environment and a knowledge of Government contracting. Some international travel. Send resume to Bob Holland, Voice of America, Room 1192, Washington, DC 20547.

CHIEF ENGINEER

needed for strong independent in attractive Northwest growth market. Individual must be strong, aggressive manager with talent for supervising people and working effectively with other department heads. UHF transmitter experience plus satellite and state-of-the-art production facilities knowledge a must. Salary commensurate with qualifications. EOE.
Send resume to: Box J-89

TELEVISION—TECHNICAL

Unusual opportunity, uniquely exciting organization. Major East Coast TV/radio operation seeks creative, well-organized individual to manage technical staff, capital budget and an interesting, complex plant. Our aggressive, imaginative news staff needs an energetic, innovative technical team to support our worldwide activities. Affirmative Action/Equal Opportunity Employer. Women, blacks and Hispanics are strongly encouraged to apply.

BOX-J-130

Situations Wanted News

WEATHERCASTER

Presently working in L.A. Will relocate this fall. All inquiries confidential. Box J-140.

ALLIED FIELDS

Help Wanted Sales

APPRAISER

Leading communications consulting firm located in Mid-Atlantic metropolitan area, seeking self-starting, highly motivated individual with broadcast or cable television valuation experience. Salary and position commensurate with qualifications. Send resume and salary history to Box J-174. Equal opportunity employer.

Help Wanted News

PRODUCER

Needed immediately for powerhouse news operation in very competitive Northeast market. Must be aggressive, have excellent journalism skills and be able to use live elements creatively. Rush resume and salary requirements to Box J-176. EOE.

Help Wanted Programing, Production, Others

PROMOTION PRODUCER

Are you a future Joe Sedelmeier? Well-equipped, aggressive, on-the-move, NBC affiliate in Tampa, Florida is seeking an energetic, idea person to help promote news and entertainment programming. 3/4 editing ability, TV Station experience (preferably in promotion) a must. Send resume to:

Richard W. Roberts
Director of Personnel
MEDIA GENERAL BROADCAST GROUP
817 East Washington Street
Tampa, FL 33602



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BROADCASTING'S
Classified
Advertising

Help Wanted Programing, Production, Others Continued



We are WBAL-TV in Baltimore, one of America's most beautiful and growing cities. We're looking for a creative producer. You'll be working with a staff ready to put your ideas on the air! Your talent counts as much as your experience.

Resumes to:
Kerry Richards
WBAL-TV
3800 Hooper Ave.
Baltimore, MD 21211

Equal Opportunity Employer M/F

VIDEOTAPE EDITOR

TOP 20 MARKET NBC AFFILIATE, dedicated to live and local programming, seeks an experienced editor (3/4" format, BVE 500, BVU 800) to mold field video, narration, music, etc., into creative harmony. Must be able to work with or without producer/photographer scripts, develop and expand field pacing.

Please submit resume and 3/4" tape to:

KING-TV, Personnel Department
333 Dexter Ave. North
Seattle, WA 98109



Materials must be received before October 17, 1986.

NO PHONE CALLS, PLEASE
Equal opportunity employer

Employment Services

Have Positions Available -TELEVISION-

- ✓ **Creative Director-**
Oversee all station creative planning - plus marketing and advertising
- ✓ **News Director-**
Hightech journalist to move station into the future
- ✓ **National Sales Manager-**
Thorough knowledge of the national market place

Send resumes only to
P.F.A. Media Managers
Box J-178

Talent's not enough.

When you're auditioning for an on-air job, you're not the only one. Talent Tapes, the professional video resume, can make your tape stand out.

We offer the expertise of a major market TV exec who's hired talent and knows what decision-makers look for *plus* the skills of an Emmy award-winning producer.

You'll look better on Talent Tapes.

Free phone consultation: (312) 477-0683.

◀◀ Talent Tapes ▶▶

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!**



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... piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.

PROGRAM DISTRIBUTORS ■ PO Drawer 1737
Jonesboro, Arkansas 72403 ■ 501/972-5884

Consultants

FM 80-90 APPLICATIONS

Exclusive applications guaranteed * Special price on group of 12. * 180 page Demographics book available for \$100.00. Contact Darrell Bauguess.



Telecommunications and Broadcast Consultants
4401 East-West Highway, Suite 308
Bethesda, MD 20814, 301-654-0777

Miscellaneous

VENTURE CAPITAL DEBT FINANCING

For broadcasters

Sanders & Co.

1900 Emery St., Ste. 206
Atlanta, GA 30318
404-355-6800

Wanted to Buy Stations

ACQUISITION WANTED

Privately-owned broadcast group with strong financial backing is ready to pursue acquisitions on a basis that would allow seller to enjoy favorable capital gains treatment in 1986. Will consider independents and affiliates. Replies held in confidence. Box J-135.

WANTED TO BUY

Growing radio group seeking additional AM/FM or FM only properties in eastern markets 50-100. Will pay all cash and high multiples for consistent positive cash flow operations. Prompt decisions, absolute confidentiality. Write: Box J-177.

Experienced broadcaster looking to purchase Class A FM Florida "turnaround". All cash for right opportunity. Replies treated in strict confidence.

Box J-179

\$2-4 million range. Must be dominant station with history of positive cash flow. Qualified buyer can close before Dec. 31 for mutually good deal. Principals only. Serious sellers only. West-ern states preferred. Absolutely confidential. Box J-132.

DIRECTOR, WILLIAM BENTON BROADCAST PROJECT, THE UNIVERSITY OF CHICAGO

Bornstein, Bolger & Associates, a comprehensive telecommunications consulting group, is coordinating The University of Chicago's search for qualified and interested nominees and applicants for the directorship of the new William Benton Broadcast Project. The project, supported by a grant to the University from the William Benton Foundation, will be funded for a minimum of two years and is subject to renewal based on project evaluation. Major responsibilities include:

- Identifying television and radio program possibilities within The University of Chicago academic community and evaluating program prospects that advance the scholarly mission of the University and address the needs, interests and opportunities of public and commercial telecommunications.
- Developing programming and production concepts consistent with the high scholarly standards of The University of Chicago and suitable for national and international distribution.
- Initiating, fostering and maintaining relationships with appropriate independent, public and commercial broadcast organizations, stations and producers; and serving as a catalyst between the communications industry and The University of Chicago.
- Developing and presenting program production/distribution proposals for consideration by the University that involve both major funding by the William Benton Foundation and co-funding with other organizations and foundations in the public and private sectors.
- Representing the University in the management of broadcast projects, including the negotiation and supervision of contracts and other arrangements with co-funders, program participants, producers, publicists and distributors.

QUALIFICATIONS

Nominees or applicants for the Director of the William Benton Broadcast Project must possess: a record of professional achievement which reflects national recognition for excellence in programming and outstanding journalistic standards; no less than ten years of successful experience as a senior or executive producer of informational programming; proven leadership abilities in project development, program and fiscal management, program production and contract negotiations; demonstrated knowledge of the foundation, public and commercial broadcasting environments; superior interpersonal, analytic, oral and written communication skills; and academic credentials, intellectual vigor and personal integrity sufficient to command the respect and cooperation of The University of Chicago academic community.

COMPENSATION, STAFF AND LOCATION

The Director of the William Benton Broadcast project will receive a salary and fringe benefit package fully competitive with industry standards and commensurate with the listed responsibilities and qualifications. The Director will be responsible for recruiting and selecting additional support staff for assistance in project management, research and other administrative areas.

The position is available beginning January 1, 1987 and will report to the President of The University of Chicago and work with a designated Faculty Advisory Committee. The William Benton Broadcast Project will be housed with the William Benton Fellowships in Broadcast Journalism Program in Benton House on The University of Chicago campus.

NOMINATION/APPLICATION INFORMATION

Nominations and applications should be sent to:



Bornstein, Bolger & Associates

Suite 817

First Wisconsin Plaza

Madison, Wisconsin 53703

Letters of nomination must be received no later than Friday, October 17 and completed applications must be received no later than Friday, October 31. Applications must be accompanied by: 1) a detailed professional resume; 2) a narrative letter which specifically describes how work experience directly relates to the outlined job responsibilities and qualifications; and 3) the names, addresses and current telephone numbers of no less than five persons who can attest to the applicant's professional qualifications.

The University of Chicago is an Equal Opportunity/Affirmative Action Employer

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A major international publishing company in Orlando, Florida, is seeking experienced operators for its **BOSCH FGS 4000**, and the **DUBNER CBG** computer graphics equipment. Applicants must have two years experience. Only those resumes reflecting salary history will be considered.

Send resume, salary requirements and demo reel to:



Harcourt Brace Jovanovich, Inc.
Orlando, FL 32887
Attn: Employment Dept. CG-W
Equal Opportunity Employer

For Sale Stations

The Holt Corporation

Class B" FM * MAJOR MARKET

Top 25 market FM with fulltime AM. This is not a suburban facility. Excellent assets include all studio and transmitter site real estate. At \$5.5 million this is an outstanding package!

Call Don Sailors in or Winchester, VA office at 703-662-0123.

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Bethlehem, PA 18017

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Falls Church, VA 22042

Box 2869
One Tower Park
Winchester, VA 22601

FL	AM	Projected 6X Cash Flow	\$580,000
GA	FM	Metro Class A	\$600,000
GA	FM	SM Mkt. Class A	\$415,000
MS	FM	Coastal Class A	\$800,000

The Thorburn Company
404-998-1080

410 Sandalwood Dr., Atlanta, GA 30338

- AM/FM. SE Nebraska. \$1.3 million. Terms.
- Fulltimer. Superpowerful. Western South Dakota. \$400,000. Terms.
- Daytimer. Middle Tennessee. Good real estate. \$150,000. Terms.

Business Broker Associates
615-756-7635, 24 hours

Florida AM \$30,000 down payment.
Southeast AM 50KW - \$600,000, terms.
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WILKINS & ASSOCIATES
803-582-1849

LOOKING FOR A STATION?

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Media Brokerage & Appraisals

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COLORADO MOUNTAIN

Resort AM/FM Great area & Coverage, Excellent buy & Terms, Call (303) 233-8433.

FULL CLASS C IN S.E.

Profitable high-rated full Class C FM with popular AM in S.E.; asking \$3 million cash. AMs in CA, FL, GA, MI, MS, MN, OH & TN; serving in top 100 markets.

Call **JACK CHRISTIAN/CB, Inc.**
202-745-1009

WESTERN UHF-TV

Medium market. Asking \$7 million cash. Contact Brian Cobb 202-822-8913 or Jim Mergen 818-366-2554.

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div. of Chapman Associates, Inc.

SOUTHWEST CLASS A FM

In city of 10,000. Great potential for owner operator. Can go to Class C with simple FCC application, and cover nearby major market. Must sell soon. \$250,000 will consider terms to qualified buyer. This station won't last long at this price. Box J-175.

FOR SALE

New AM located in a small, beautiful Colorado town in the very heart of the Rockies. For info.: call 303-395-2072.

"25 YEARS EXPERIENCE
GOES INTO EVERY SALE"

A. B. La Rue,
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TV • RADIO • CABLE • APPRAISALS

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WEST 9701 Wilshire Boulevard Suite 700
Beverly Hills CA 90212 (213) 275-9266

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Suite J-8
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Our client wants to buy a Class C or a Class C combo in the 10 to 50 million dollar range. Interested respondents may be assured of confidentiality.

We offer radio and TV properties in the Sunbelt...all price ranges.

Over 60 years combined broadcasting and brokering experience.

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FREE APPRAISAL

If you're a station owner and wonder what the fair market value of your property is—we'll tell you—no charge!

8 Driscoll St. Albans, VT 05478
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NORTHERN CA AM/FM

Profitable combo in attractive, growing medium market—includes real estate. Asking \$1,425,000 (@ 10 X CF) \$250,000 down.

Contact Elliot Evers
(415) 495-3516

CHAPMAN ASSOCIATES
nationwide media brokers

Location	Size	Type	Price	Terms	Contact	Phone
MW	Met	AM/FM	\$2000K	Terms	Peter Stromquist	(818) 366-2554
East	Sm	AM/FM	\$1800K	Cash	Ron Hickman	(401) 423-1271
SE	Sm	AM/FM	\$1150K	\$250K	Ernie Pearce	(404) 998-1100
MW	Med	AM/FM	\$900K	Cash	Bill Lochman	(816) 941-3733
Rky Mtn	Sm	AM/FM	\$475K	\$75K	David LaFrance	(303) 234-0405
MW	Sm	FM	\$400K	\$100K	Bill Lytle	(816) 941-3733
East	Sm	AM	\$375K	Terms	Mitt Younts	(202) 822-8913
CO	Sm	AM/FM	\$295K	\$50K	David LaFrance	(303) 234-0405
TX	Sm	FM	\$250K	\$60K	Bill Whitley	(214) 680-2807

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.



MIDWEST FM FOR SALE

Underdeveloped, absentee owned FM stereo station in great college town. top staff, equipment, ratings, hot format. The surface has just been scratched in sales potential. Owner has other interests and will sell at bargain price of \$850,000. Hurry - don't miss the buy of '86 - it won't last long! Write Box J-7.

EARLY DEADLINE NOTICE

Due to holiday, Monday, October 13, 1986, the deadline for classified advertising for the October 20 issue will be noon, EST, Friday, October 10, 1986.

Hoyan - Feldmann, Inc.
MEDIA BROKERS - CONSULTANTS
P.O. Box 146
Encino, California 91420
Area Code (818) 985-5201

R.A. Marshall & Co.
Media Investment Analysts & Brokers
Bob Marshall, President

Class A FM with superior technical facilities serving top 100 southeastern market. \$2 million cash.

508 Pineland Mall Office Center
Hilton Head Island, South Carolina 29928
803-681-5252

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 60¢ per word \$9.00 weekly minimum. All other classifications: \$1.00 per word \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue. No personal ads.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch. 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.

R.E. Meador & Assoc.
MEDIA BROKERS
IOWA DAYTIME 500 W.
DISTRESS SALE \$200,000
P.O. BOX 36
LEXINGTON, MO 64067 KANSAS CITY, MO.
816-259-2544 816-455-0001

MIDWEST CLASS B FM
Top 30 market - good signal - excellent potential. Includes studio building and transmitter site. \$4 million - some seller financing.

NORTHWEST COMBO
Metro market - superb facilities. \$4 million (8X C.F.).

Write Box J-173.

FULLTIME AM
Excellent, Independent market, commute from D.C., Baltimore.
\$325,000
Cash or large downpayment
Dean Aubol, 315-782-1240

MAINE
CLASS B FM AND CLASS IV AM
WRDO AM/FM offers a challenging opportunity for a community minded broadcaster \$500,000 cash. \$625,000 terms. Call Walter Maxwell 914-331-8200.

TEXAS
Small market opportunities priced to sell to owner/operators. Excellent potential. Contact Norman Fischer & Assoc., Inc., 1209 Parkway, Austin, Texas 78703, or call 512-476-9457.

LARGEST AND BEST SINGLE STATION MARKET IN CONN.
Daytimer with fulltime authority. Strong signal into Hartford. Very valuable real estate. Best offer over \$600K net cash. Call M. Hassan 203-582-7999, or Box 1627. Bristol, CT 06010.

CLASS C FM
Texas medium growth market
\$700,000
Liberal terms available
J-141

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MEDIA BROKERS
MISSOURI CLASS IV AM
REAL ESTATE \$450,000
P.O. BOX 36
LEXINGTON, MO 64067 KANSAS CITY, MO.
816-259-2544 816-455-0001

Fates & Fortunes

Media



Staniar

Burton B. Staniar, president and chief operating officer of Group W Cable until the sale of its cable systems in June 1986, has been named to newly created position of senior executive VP of Westinghouse Broadcasting Co., New York. In position, Staniar will be responsible for supervision of strategic planning, human resources, government affairs and corporate communications.

Richard Bremkamp, general manager, WRQC(AM)-WRCH-FM New Britain, Conn., joins KGLD(AM)-KWK-FM St. Louis as VP and general manager.

Andrew Reimer, general sales manager, KTYD(FM) Santa Barbara, Calif., named general manager.

Appointments by Win Communications Inc., Cleveland-based owner of two AM and five FM stations: **James VanSickle**, VP and general manager, KBEZ(FM) Tulsa, Okla., to VP and general manager, WIRE(AM)-WXTZ(FM) Indianapolis; **Linda M. Taber**, sales manager, KBEZ(FM), replaces VanSickle; **Mark Biviano**, station manager, WQAL(FM) Cleveland, to general manager.

Claus F. Kroeger, director, business development, Cox Cable Communications, Atlanta, named director, operations, finance and administration. **Frank R. (Randy) Wink**, general manager, McCaw Communications Co.'s Astoria, Ore., system, joins Cox Cable as general manager, Lubbock, Tex., system. **Franklin R. Bowers**, VP, Louisiana operations, Cox Cable, named general manager, Cox Cable Tidewater (Va.) system, Norfolk, Va.

Richard L. Ritchie, VP and treasurer, James River Corp., Richmond, Va., joins Harte-Hanks Communications Inc., San Antonio, Tex.-based multiple cable system operator, newspaper publisher, and owner of four TV stations, as VP, finance, and chief financial officer.

Lorraine E. Cole, sales director, UA-Columbia Cablevision of New Jersey, Wayne, N.J., joins Colony Communications Inc., Providence, R.I.-based multiple cable systems operator, as national marketing manager.

Joshua A. Jamison, national sales manager, American Television & Communications Corp., Englewood, Colo., named general manager, ATC's Keene, N.H., cable system.

Bob Scherner, general sales manager, KSFO(AM)-KYA(FM) San Francisco, joins KKS(AM)-KLLI(FM) Portland, Ore., as station manager.

Joseph R. Lentz, general sales manager, WOC-TV Davenport, Iowa, named station manager.

George Kraus, VP and director, engineering, WXTV(TV) Paterson, N.J., joins WNJU-TV Linden, N.J., as VP, station manager, and chief engineer.

Marketing

William Bee, president of Independent Television Sales, New York, will retire effective Dec. 31., he will continue as consultant to company and will remain on board of direc-



Bee



Somerville

tors. He has been president since company was formed in 1984. Succeeding Bee will be **Bob Somerville**, who is currently executive VP, sales.

Julie Guerrero, VP, associate director of local broadcast, DDB Needham Worldwide, New York, named director of local broadcast.

Jack Mascola, VP, account supervisor, DFS Dorland, New York, named senior VP.

Michael McCartan, director, marketing communications, North American Philips Lighting Corp., New York, joins Geers Gross Advertising there as senior VP, management supervisor.

Rawdon Parry, management supervisor, Tatham-Laird & Kudner, Chicago, named senior partner. **Barbara Wiecek**, associate creative director, TLK, named partner.

Richard H. Needham, senior VP, human resources and community affairs, DDB Needham Worldwide, Chicago, retires after 37 years with firm. **Kathie McKirdy**, account manager and senior VP, replaces Needham. **Allen Rubens**, executive copy director, named associate creative director.

Jill Seligson and **Constance O'Brien**, account directors, FCB/Leber Katz Partners, New York, named VP's.

Mary Baglivo and **Lisa Barnett**, account supervisors, Tatham-Laird & Kudner, Chicago, named partners of firm.

Appointments at Katz Communications Inc.: **Chip Ermish**, sales manager, Katz American Television, Los Angeles, to divisional VP; **Jodi Rogaway**, account executive, Katz Continental, Los Angeles, to manager, religious advertising sales team; **John M. Hermanek**, financial consultant, Merrill Lynch, Pierce,

Fenner & Smith Inc. Chicago, to account executive, Katz American TV, Chicago; **Glenn Whitney**, sales associate, Katz American, New York, to sales executive; **Norm Brame**, from WAGA-TV Atlanta, to sales executive, Katz TV, Charlotte, N.C.

Named senior VP's, Young & Rubicam, New York: **Arlene Brickner** and **John Swan**, management supervisors, and **Penny Erickson**, manager of client services.

Appointments at Eisaman, Johns & Laws Advertising Inc., Houston: **Marina Doris**, media supervisor, to associate media director; **Jean Niland**, planning supervisor, to media supervisor; **Matthew Biespiel**, from Schey Advertising, Houston, to account executive.

J.W. (Joe) Urey III, executive VP and general manager, Faller, Klenk & Quinlan, Charlotte, N.C., joins Wray/Ward Advertising there as VP and account supervisor.

Peter Hubbell, account manager, Cunningham & Walsh, New York, named VP.

Appointments at Cargill, Wilson & Acree, Atlanta: **Hannon Holst**, from Stockton, West & Burkhart, Cincinnati, to senior broadcast buyer; **Suzanne Harkness**, media planner, McCann-Erickson, Atlanta, to media planner; **Joe Paprocki**, from John H. Harland Co., Atlanta, to designer; **David Burnette**, from Penmark Studio, Smyrna, Ga., to graphic designer/artist; **Karen Stiegler**, designer and mechanical artist, Herdon Arts, Atlanta, and **John Cox**, from Art Works, Atlanta, to mechanical artists.

Jane Comfort Harvey, promotion and media coordinator, WWL-AM-TV and WAJY(FM) New Orleans, joins UN LIMITED Communications, New Orleans advertising agency, as media director.

Karen Silberstein, from Campbell-Ewald, Detroit, joins W.B. Doner and Co. there as senior negotiator, media department.

H. Alan Wolfgang, from Lowe Marschalk Advertising, Houston, joins D'Arcy Masius Benton & Bowles, St. Louis, as account executive.

Don Fahlgren, local sales manager, WCZY-AM-FM Detroit, named general sales manager.

Rufus DeVane, sales training consultant, *Miami Herald*, joins WTKR-TV Norfolk, Va., as general sales manager.

Brooks Hogg, local sales manager, KTVV(TV) Austin, Tex., joins KYTV(TV) Springfield, Mo., as general sales manager.

Thomas V. Heston, local sales manager, WOC-TV Davenport, Iowa, named general sales manager.

Todd T. Wheeler, national sales manager, WPVI-TV Philadelphia, named sales director.

Jane Steinberg, account executive, NBC Radio, New York, joins WOR(AM) there as local sales representative.

Julia Westland, account executive, KOSI(FM)

Denver, named national sales director, KOSI and co-owned and co-located KEZW(AM).

Manuel Martinez-Llorian, account executive, WJNU-TV Linden, N.J., named national sales manager. **Maggie Diaz**, account executive, Spanish International Network, New York, joins WJNU-TV as account executive.

Christi Smith, account executive, local sales, NBC-owned WMAQ-TV Chicago, joins NBC-TV Spot Sales there as account executive.

Lisa Meter, senior account executive, *Detroit Free Press*, joins WDIV(TV) Detroit as account executive.

Douglas Broadwater, account executive, Ben Seftall Inc., Savannah, Ga., hair products company, and **Shawn Jones Clarke**, account executive, WOKR(TV) Rochester, N.Y., join WUSA(TV) Washington as account executives.

Rick Mason, account executive, WQSN(AM)-WQLR(FM) Kalamazoo, Mich., named sales manager.

Joby Jones, independent consultant, Boston, joins KATV(TV) Little Rock, Ark., as marketing manager.

James B. Diaz, administrator, prime time clearances, NBC-TV network sales and affiliate services, New York, joins WJAR-TV Providence, R.I., as marketing research manager. **Joan Rebello**, from Arnold & Co., Boston, joins WJAR-TV as account executive.

Bill Trotter, VP, national sales manager, Access Syndication, Los Angeles, joins MCA TV there as sales executive, first run/encore, Western area.

Appointments at Lifetime, New York: **David J. Moore**, VP and sales director, to VP and general manager; **Elizabeth Allen**, director, motion picture contracts, Capital Cities/ABC Inc., New York, to director, business and legal affairs; **L.B. Lerch**, coordinator, programing acquisition, Warner Cable Communications, New York, to manager, affiliate administration; **Tracy Ellis**, marketing coordinator, Lifetime, to marketing manager; **Erica Dhar**, network operations assistant, Lifetime, to supervisor, management information.

Theodore MacKinney, assistant controller, corporate, MGM/UA Entertainment Co., Los Angeles, joins Hal Roach Studios Inc. there as VP, controller.

Rockey Flintermann, general manager and director of advertising, Group W Broadcasting, Los Angeles, joins Madison Square Garden Network, New York, as senior VP, production.

Phil Harmon, senior VP, programing and production, Madison Square Garden Network, New York, joins Titan Television, Stamford, Conn., as president. Titan produces and distributes matches of World Wrestling Federation.

Gail Resnik, attorney, business affairs/legal department, Paramount Pictures Corp., domestic television and video programing division, Los Angeles, named associate director, business affairs/legal.

Sally Ng, accountant, Goldrich & Kest, Culver City, Calif., property management firm, joins The Entertainment Network, Los Angeles, as accounting supervisor.

Nancy Golden, acquisitions manager, Vestron Video, Stamford, Conn., named associate director, acquisitions, children's and family programing.

Brian Patrick, assistant program director, WCZY-AM-FM Detroit, named program director.

Art Schroeder, program director, KXOA-FM Sacramento, Calif., joins KYXY(FM) San Diego in same capacity.

Johnny Austin, from WITL-AM-FM Lansing, Mich., joins WQHK(AM) Fort Wayne, Ind., as program director.

Buddy Hatton, announcer, KSFO(AM) San Francisco, joins KNEW(AM) Oakland, Calif., as announcer.

Al Henderson, VP and assistant general manager, KSL-TV Salt Lake City, named VP, Video West/TV Program Development, newly formed division of KSL-TV.

Gary Havens, director, programing and research, WIRE(AM)-WXTZ(FM) Indianapolis, joins WHN(AM) New York as program director.

Drew Pfeiffer, station manager, Grant Broadcasting Inc.'s WGBO-TV Joliet, Ill., named corporate director, programing, Grant Broadcasting, which also owns WGBS-TV Philadelphia and WBFS-TV Miami.

Tom (T.C.) Cunningham, afternoon announcer, WPST(FM) Trenton, N.J., named program

director.

News and Public Affairs

Andrew N. Guthrie, general assignment reporter, Voice of America, Washington, named Chicago bureau chief.

Sue M. Kawalerski, assistant news director, KDFW-TV Dallas, joins KTVI(TV) St. Louis as news director.

Ken Lancaster, news director and anchor, WCVX(TV) Vineyard Haven, Mass., joins WGBB-TV Springfield, Mass., as managing editor.



Sloan

Karen Sloan, correspondent and news desk supervisor, AP broadcast wires and AP Network News, New York, named news editor, AP Broadcast News Center. **Sandy Kozel**, anchor-reporter, WGR-AM-FM and co-owned WGRZ-TV Buffalo, N.Y., joins AP Broadcast News Center, New York, as correspondent. AP broadcast wires and AP Network News.

Roy Neal, NBC news correspondent for 34 years, retires Oct. 1. Neal, who has reported for *NBC Nightly News*, *Today* and *Monitor*, covered every U.S. manned space flight. He began his broadcast career in 1940 as announcer and sportscaster at WIBG(AM) Philadelphia. After serving in army, where he was program manager at Armed Forces Radio Network, he joined WPTZ-TV Philadelphia. He joined NBC Los Angeles in 1952, when television network was expanded to West Coast.

Rick Beyer, producer and writer, WLS-TV Chicago, and **Pam Browne**, associate producer, CBS News, Los Angeles, join WNEV-TV Boston as news producers. **Diana Williams Shanks**, anchor, WBTV(TV) Charlotte, N.C., joins WNEV-TV as anchor. **John Corcoran**, film critic, CBS Radio's *Entertainment Coast to Coast*, joins WNEV-TV as life-style specialist.

Greg Gumbel, sportscaster, ESPN, Bristol, Conn., joins Madison Square Garden Network, New York, as sportscaster.

Tony Guida, chief political correspondent, WCBS-TV New York, joins WNBC-TV there as weekend anchor and general assignment reporter.

Marianne Banister, anchor, KRDO-TV Colorado Springs, joins KOVR(TV) Stockton, Calif., as anchor.

Bob Smith, anchor, WOWK-TV Huntington, W. Va., joins WSAZ-TV there as anchor.

Debbie Gross, from morning drive anchor, WGBB(AM) Freeport, N.Y., joins WNSR(FM) New York, as afternoon drive anchor.

Emily Stoller, weekend weathercaster, KMGH-TV Denver, named weekday morning weathercaster. **Mike Fenwick**, weather and science reporter, replaces Stoller.

Jay Schadler, correspondent, ABC News, Boston, joins WCVB-TV there as weekend an-

Programing

James Murrinan, VP and general manager, Latin American operations, Viacom World Wide, New York, joins ITC Entertainment there as executive VP and general manager, international sales.



Moonves

Radio Networks.

Leslie Moonves, VP, movies for TV and mini-series, Lorimar-Telepictures, Culver City, Calif., named senior VP, movies, mini-series and special projects.

Darryl Brown, director, ABC Contemporary Network, New York, named VP and group director, ABC

Seth Willenson, from own management consulting firm, Seth Willenson Inc., joins Paramount Television Group, Hollywood, as VP, acquisitions, development and special projects, video division.

Sam Kaiser, VP, national singles promotion, Atlantic Records, New York, joins MTV: Music Television there as VP, programing. Kaiser will oversee talent and artist relations departments.

Neil Hoffman, VP, program administration, WYNY-TV New York, joins USA Network there as VP, programing. **Jim Zrake**, executive producer, sports, USA, named VP, production, and executive producer.

Gary Bryan, program director, KKRZ(FM) Portland, Ore., joins KUBE(FM) Seattle in same capacity.

chor and special assignment reporter.

Morrie Trumble, reporter and anchor, WOR(AM) New York, named financial news manager.

Terry Elliott, police and courthouse reporter, KWTW(TV) Oklahoma City, joins KHOU-TV Houston as general assignment reporter.

Robin Ferris, part-time reporter, KOLR(TV) Springfield, Mo., named general assignment reporter. **Stacey Rowe**, from KDEB-TV Springfield, joins KOLR as weekend general assignment reporter.

Roger Herr, from WLOS(TV) Asheville, N.C., **Mike McGinnis**, freelance cameraman, and **Michael Pelzer**, from WWAY(TV) Wilmington, N.C., join WSOC-TV Charlotte, N.C., as news photographers.

Layne Montgomery, audio technician, KATV(TV) Little Rock, Ark., named news production director.

Owen May, anchor and reporter, WRKO(AM) Boston, joins noncommercial WENH-TV Durham, N.H., in same capacity.

Ron Fortner, adjunct professor, communications, National University, Los Angeles, joins KSDO-AM-FM San Diego as morning news anchor.

Andy Fox, reporter and Jacksonville, N.C., bureau chief, WITN-TV Wilmington, N.C., joins WAVY-TV Portsmouth, Va., as reporter.

John Davidson, former goal tender, New York Rangers, National Hockey League team, joins Madison Square Garden Network, New York local sports cable network, as color commentator for Rangers games.

John Bunting, former linebacker, National Football League's Philadelphia Eagles, joins KYW(AM) there as analyst during coverage of Eagle games.

Technology

Dennis Sloatman, chief engineer, Metroplex's WORL(AM)-WJYO(FM) Orlando, Fla., named technical director of Metroplex's 13 radio stations, succeeding independent consultant **Doug Holland**, who had been acting director.

Timothy J. Murray, former assistant district attorney, Kings county, N.Y., joins Broadcast Music Inc., New York, as counsel.

G.F. Tyrell, VP, advertising, Johnson & Johnson, New York, named vice chairman, board of directors, Association of National Advertisers Inc., New York. He replaces **Robert F. Lauterborn**, from International Paper Co., who resigned from ANA and International Paper to assume James L. Knight Professorship of Advertising, School of Journalism, University of North Carolina, Chapel Hill.

Kathleen B. Levitz, legal assistant, Commissioner Dennis R. Patrick, joins FCC's Office of Plans and Policy as attorney and adviser.

James P. May, VP, sales, Instrument Specialties, Stroudsburg, Pa., joins Electronics, Missiles & Communications Inc., White Haven, Pa., as president and CEO.

Curtis W. Craddock, director, treasury func-

tions, Sealy Inc., Chicago, joins Allied Film & Video, Detroit video processing and duplication firm, as chief financial officer.

Nancy M. Byers, sales engineer, Studer-Revox America Inc., New York, joins Nurad Inc., Baltimore-based broadcast equipment manufacturer, as sales engineer.

Promotion and PR

Susan Hunt, recent graduate, University of Michigan, Ann Arbor, joins WDIV(TV) Detroit as promotion writer and producer.

Anne L. Janas, director, marketing communications, Cox Communications, Atlanta, joins NBC, New York, as VP, corporate projects, corporate communications division.

Thomas Jaeger, secretary-treasurer, The Jerry Smith Studio, Jacksonville, Fla.-based producer of TV and radio news and image promotion campaigns, named to board of directors.

Maggie Day, advertising and promotion coordinator, WYNY(FM) New York, joins WHN(AM) there as promotion coordinator.

Bruce M. Binenfeld, promotion manager, KZKC(TV) Kansas City, Mo., joins WZLZ(TV) Miami, as promotion manager.

Allied Fields

Martin Rubenstein, president, Corporation for Public Broadcasting, Washington, has been elected to three-year term on Council of Better Business Bureaus.

Paul Travis, editor, *Communications Week*, Washington, joins consultancy, Pittelli & Price, there as senior partner.

Salvatore Sabatino, VP, controller, Equitable Relocation Management Corp., New York, joins Radio Advertising Bureau there as senior VP, finance and administration.

Carol Melton, communications attorney and former general counsel, National Cable Television Association, Washington, joins FCC there as legal assistant to Chairman Mark Fowler.

Appointments at Northbrook, Ill.-based Nielsen Media Research: **Sherry Miller** and **Kevin Ullisse**, client service executives, New York, to account executives, agency/advertiser service; **Gary A. Behlow**, client service associate, Northbrook, to client service executive; **David Daniels**, client service associate, New York, to client service executive, agency/advertiser service.

Pamela V. Fisher, meeting and convention coordinator, Electronic Industries Association, Washington, named manager, conference/meeting services.

Bronze Anvil award of Public Relations Society of America will be presented to *Making Television: Inside CBS*, at PRSA's national conference in Washington, on November 12. Executive producer was George Schweitzer, vice president, communications and information, CBS/Broadcast Group; Producer and director, Tom Spain. Film has also received 1986 CINE Golden Eagle Award from Council on International Nontheatrical Events.

Doug Widner, manager, network operations, U.S. Chamber of Commerce, Washington, joins Public Service Satellite Consortium there as VP, corporate programs office. Consortium provides telecommunications services and products to nonprofit organizations.

Deaths



Gray

James H. Gray Sr., 70, chairman and president of Gray Communications Systems, Albany, Ga., died of heart attack Sept. 19 at New England Medical Center, Boston. Gray Communications owns WALB-TV Albany, Ga.; WJHG-TV Panama City, Fla.; KTVE(TV) El Dorado, Ark.; Albany Herald Publishing Co.; Gray Communications Consultants and number of nonmedia interests. Gray was also mayor of Albany. He is survived by his wife, Clair, two sons and daughter.

George E. Probst, 69, pioneer public broadcaster, historian and educator, died of cancer Sept. 9 at his home in Spencertown, N.Y. From 1944 to 1954, Probst was executive director, office of radio and television, University of Chicago. While there he was director and producer of *Round Table*, nationally broadcast current affairs discussion program on NBC network, and of *Human Adventure* program on CBS and later Mutual. While at university, where he was also professor, Probst organized and was director of national committee that asked FCC to set aside television channels for noncommercial use. He left university to become first director of programs at noncommercial WGBH-TV Boston in 1954, and for noncommercial WGBH-FM there. He was co-founder and president of Broadcasting Foundation of America, New York, from its inception in 1955 to its folding in 1983. BFA was nonprofit organization that brought radio programs from overseas for distribution on American radio stations. From 1958 to 1962, he produced Ford Foundation-funded series on Alexis de Tocqueville, *Democracy in America*, that ran on both NBC and Canadian Broadcasting Corp. He also produced a number of Ford Foundation-sponsored series on noncommercial radio. He is survived by five children and two stepchildren.

Robert C. Louison, 34, manager, on-air promotion, East Coast, NBC, died of heart attack Sept. 17 at New York hospital. Louison joined NBC as telephone operator in 1978. He joined advertising and promotion department in 1980, and was named to his last position in February 1986.

Charles (Elmo) Brown, 58, director of community relations, KVUE-TV Austin, Tex., died of cancer Sept. 20 in Austin. He joined station in 1975, instituting minority affairs program, *People Vue*, which dealt with problems of blacks and Hispanics in Austin. Brown began his broadcast career at KTBC-TV Austin in 1952, after receiving his degree in radio-TV from University of Texas. Brown is survived by his wife, Shirley, and five children.

Peter Jennings: Late bloomer flourishes at ABC News

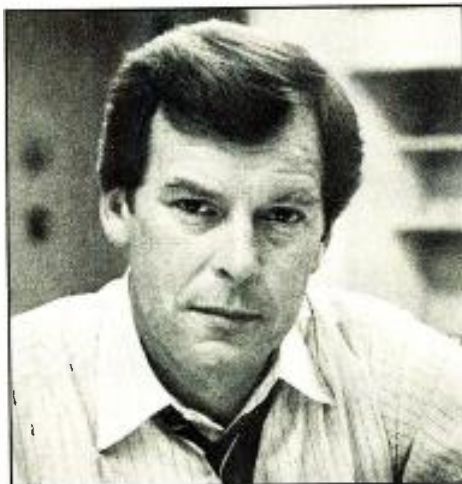
The story of ABC's Peter Jennings makes for an interesting variation on the Horatio Alger theme. The story line goes something like this: Delinquent and lazy Canadian youth blooms late, seeks his fortune in America, becomes one of the three most prominent newsmen in the country. On the way, he spends much of his career abroad as a foreign correspondent which is everything it's cracked up to be, for him, anyway, perhaps more. It is also a post he yearns to hold again, after he's had enough of the job everyone else in the business dreams of holding: anchor and editor of a network evening newscast.

If Jennings's professional life has been charmed, its start was inauspicious. Kicked out of one private school for poor grades, he dropped out of high school at the age of 17. The image of Jennings as high school dropout is difficult to reconcile with that of the urbane anchorman.

Why did he drop out? Jennings tells it this way: "I was bored, I think. I wasn't a very good student. I was much more interested in sports—and I don't think I had the world's best teachers. Only one really caught my imagination." That one taught history and made a big enough impression to convince Jennings later that "you can't become a good reporter if you don't have history." But, he admits, the quality of the teachers may not have been the only factor. "I was sort of a teen-age delinquent" and, by his own admission, lazy. Having been raised in eastern Canada, Jennings learned French at an early age, but "I couldn't pass a French exam. I was lazy, I was just bone lazy. I think some people would tell you that I'm just about as hard a worker as they come now, but I was really a late bloomer in that respect."

Some attribute Jennings's current drive to that late start. "My wife [author Kati Marton, former Bonn bureau chief for ABC News] has argued with me and others that I've been hung up for years on the fact that I didn't have a formal education," he says. "While there may be some truth to that, it is probably more subliminal than I'm aware of, but I've accepted it as a reasonable explanation." Jennings likes to think that all the hard work has more to do with an insatiable curiosity, and the fact that he enjoys learning. "It's fun. I don't think I've had a day in my [professional] life where I haven't learned something I didn't know the day before." In some respects, he added, joining ABC more than 20 years ago was "like getting an education and seeing the rest of the world on someone else's money."

With his limited academic background, Jennings struggled to break into the career of his choice—broadcast journalism. The struggle was in no way eased by the person



PETER CHARLES ARCHIBALD EWART JENNINGS—anchor and senior editor, *World News Tonight with Peter Jennings*, ABC News, New York; b. July 29, 1938, Toronto; clerk, Royal Bank of Canada, Toronto, 1956-58; announcer, CFJR(AM) Brockville, Ont., 1959; news reader, international service, CBC Radio, Montreal, 1960; reporter, CJOH-TV Ottawa, 1961; reporter and co-anchor, national news, CTV Television, Ottawa, 1961-64; national correspondent, ABC News, 1964; anchor, *Peter Jennings with the News*, ABC, 1965-67; national correspondent, 1968; foreign correspondent, 1969-75; Washington correspondent, 1976; chief foreign correspondent and foreign desk anchor, 1977-83; present position since August 1983; m. Kati Marton, Sept. 19, 1979; children, Elizabeth, 7; Christopher, 4.

who served as his primary inspiration—his father, Charles Jennings, who was Canada's first national radio news broadcaster back in the 1930's. When Jennings left school, his father was managing director of the Canadian Broadcasting Corp.'s English-language network. There was then a rule prohibiting relatives of CBC employees from working within the same division of the company, which shut a lot of doors to the younger Jennings.

Nor did Charles Jennings encourage his son to enter broadcasting. In fact, says Jennings, "he discouraged me. By the time I was ready to get into the business [in the mid-1950's] the CBC was becoming a very political business [and] he ended up in his latter years thinking there was more business and politics to our craft than there was craft." But there was no discouraging the younger Jennings, and once he broke into the business, at a small radio station in Brockville, Ont. (just north of the New York State border), the son recalls his father being "wonderfully supportive."

The radio station was CFJR(AM), at which Jennings worked for about a year before moving to CBC Radio's international service in Montreal in 1959, where he spent the bet-

ter part of another year "broadcasting to the Eskimos." From there, he moved to Ottawa, where he landed his first job as television reporter at CJOH-TV. In 1961 Jennings joined the newly formed network, CTV Television in Ottawa, where he was reporter and co-anchor of Canada's first commercial national newscast.

It was in 1963 that he first came to the attention of ABC News. There was a financial crisis in Canada, and he and a colleague, Baden Langton, were covering a story for CTV, which had an arrangement to feed stories to ABC News. ABC, impressed with the coverage and looking for good reporters to beef up its staff, offered both CTV correspondents jobs. Langton accepted; Jennings declined.

Why? For one thing the prospect of moving to New York was "totally" intimidating, he says. But soon after, he questioned the decision. "About six months later I woke up in a cold sweat and said, 'Oh, my God, what have I done?'" He recalls placing a phone call to then ABC News president Elmer Lower and somewhat sheepishly asking if the offer might still be open. It was. A few weeks later he was off to New York. He was there only about three days before being sent to Mississippi, where he spent the next year covering the civil rights movement.

In 1965, ABC went on what Jennings describes as "a youth kick," embracing much of its entertainment programming, and the thought was to apply it to news as well. Management took its youngest correspondent and put him in the anchor seat of the evening news for three long years. Many in the news business at the time begrudged him the post, and Jennings is the first to admit he was far from qualified. "If I say to people I'd forgotten [that stint], they say [I] must be blocking out a horrible experience." Indeed, he does not recall the period fondly. "I sounded like a young Bill Buckley [and] I looked like a teen-ager" (he was 26 at the time). If he hadn't quit, "there's no question they would have fired me."

Happier times lay ahead. After leaving the anchor slot in 1967, he was a national correspondent for two years before heading overseas, first to Rome and then to Beirut, where he established what the network claims was the first television news bureau in the Arab world. "My time in Beirut and Rome was without question the most exciting time of my life," he recalls. His turf included all of the Arab countries plus Iran, Pakistan, India, Bangladesh, Cyprus and sometimes Israel and the Far East. "You couldn't lose," he said.

Nevertheless, Jennings knows he now holds one of the most influential positions in the business, even if it's a tad less exciting than earlier beats. And his job, as he sees it, is to present stories with a "national context"—stories with as much relevance to viewers in Miami as to those in Seattle. ■

CIA director William J. Casey says he wants tougher laws to punish both government employees who leak secrets and news media that willfully publish them. He says KGB and other hostile intelligence services spend billions of dollars annually for restricted information that news media hand them "on a silver platter." Casey made remarks during colloquium sponsored by Washington chapter of Sigma Delta Chi. But another participant, Senator Dave Durenberger (R-Minn.), chairman of Senate Select Committee on Intelligence, suggested Casey was looking in wrong place for those responsible for airing classified information. He said Reagan administration itself is responsible party. He cited leak of message from Libyan officials that was intercepted before bombing of Berlin discotheque on April 5, and leak about U.S. spies within Sandinista government that resulted in arrest of three Nicaraguan officials.

Centel Corp. has purchased Perry Cable Companies Inc.'s Florida cable systems and M/A-Com Information Systems for \$225 million. Perry systems in Palm Beach, Martin and St. Lucie counties in Florida have over 90,000 subscribers. Perry Cable is owned by John P. Perry III and family and has no other cable interests. M/A-Com Information Systems, distributor of office information products, is based in Rockville, Md., and is headed by Carl English, president. Centel is publicly owned, Chicago-based telephone and power company and cable MSO with over 500,000 subscribers in eight states. It is headed by Robert P. Reuss, chairman and CEO. Centel had revenue of \$1.3 billion in 1985 and acquisitions are expected to dilute earnings by 15 to 20 cents per share.

As expected, **Lorimar-Telepictures** filed last week to sell securities in new company, representing entertainment and advertising portions of company. Offering of 16 million shares in Lorimar-Telepictures Entertainment Co. (15% of total) will raise between \$150 million and \$200 million, which would be used to repay existing debt between new subsidiary and parent company. Still to come is filing for offerings in new broadcasting subsidiary and in parent, holding company of two subsidiaries.

David Hartman, co-host of ABC's *Good Morning America* since program's inception Nov. 3, 1975, reportedly will not renew his network contract when it expires at end of November. However,

Sony switch. Panasonic's biggest broadcast buyer of M-format half-inch videotape gear has switched to competitor Sony. *WNEV-TV Boston*, which became one of the first half-inch users in 1982, has agreed to acquire 130 Sony Betacam SP recorders during the next two years. The Sony decks will replace approximately 60 M-format recorders, along with about 60 three-quarter-inch U-matic units. The purchase is the first major U.S. buy of the new Sony format and was valued at \$4 million, although the undisclosed cost to the station is assumed to be less.

The CBS affiliate conducted extensive technical analysis beginning last summer, with prototypes of both Sony's SP and Panasonic's new M-II format machines, each of which provides significant improvements over the current half-inch technology. According to *WNEV-TV's* Karl Renwanz, vice president of engineering, the decision to go to Beta SP came after findings of superior performance in the format, along with advantages in service and support from the manufacturer. Format features, tape cost and pricing were found to be roughly equivalent between the two systems, Renwanz said.

Sony Broadcast head Bill Connolly called the deal an "extremely important first sale" for Betacam SP, and said *WNEV-TV* has long been on "the cutting edge" of component analog technology used for the half-inch systems. Panasonic's Anthony Pignoni, marketing vice president, said his company had been hampered by having to demonstrate a pre-production M-II sample in order to meet station decision-making deadlines. The sample exhibited technical difficulties since resolved in production models of M-II recorders, he added.

ABC spokeswoman said she could not "confirm or deny" published reports of Hartman's departure, adding that everything is "complete speculation" at this point. Neither Hartman, who was on vacation last week, nor his agent, could be reached for comment.

Partnership to buy broadcasting properties has been formed by New World Pictures, Robert M. Bennett and Lewis H. Erlicht. Bennett, formerly president of Metromedia Broadcasting, will be chairman and chief executive officer of venture, to be called **New World Broadcasting**. Erlicht, formerly president of ABC Entertainment, will be president and chief operating officer of venture, to be headquartered at Los Angeles-based offices of New World Pictures. Bennett told BROADCASTING partnership might be interested in radio properties but would initially be looking for television stations:

Valley Broadcasting Co.'s KVBC(TV) Las Vegas has won court victory upholding broadcasters' common law (although not First Amendment) right to copy for broadcast audio and videotapes introduced into evidence in criminal trial. At issue was Valley's request for order directing U.S. district court judge presiding over racketeering trial in Las Vegas to lift ban on broadcasters' right to duplicate tapes that had been introduced as exhibits.

Western Union has tapped People's Republic of China to launch Westar VI-S. According to Fred Knipp, assistant vice president-satellite services, Western Union, company has signed letter of intent with China Great Wall Industry Corp. for launch of 24-transponder, C-band bird aboard Long March 3 rocket during first quarter of 1988. Knipp said price hasn't been set, but that it will be "competitive" with that of launch service companies around world. Western VI-S had been slated to fly aboard space shuttle last June. Western Union had considered several launch alternatives, but decided to go with Chinese offer because it promised earliest launch.

Ratings for checkerboard at KTLA(TV) Los Angeles for first four days show station in first place during 7:30-8 p.m. time period. Station had 11.6 rating (Sept. 22-25) in Nielsen ratings and 10.2 in Arbitron. *Eye on L.A.* on KNBC-TV was second during time period with 9.8 in Nielsen and 9.9 in Arbitron. *M*A*S*H* on KTTV(TV) was third during time period with 8.6 in Arbitron. Nightly Nielsen ratings show KTLA was first in market with its checkerboard sitcoms on Monday (*Square Pegs*), Tuesday (*Gidget*) and Thursday (*One Big Family*). Station carries *What a Country* on Wednesday. In Arbitron, station was first on Monday and Tuesday. Los Angeles is only overnight market with checkerboard.

Two successors to outgoing MTV president and chief executive officer, Robert Pittman, are now in place. Under new management structure put into effect last week, Tom Freston, senior vice president and general manager of MTV and VH-1, has been named president of MTV Networks Entertainment, and Robert A. Roganti, senior vice president and general manager of advertising sales, has been appointed president of MTV Networks Operations. Pittman, who is leaving MTVN at end of this year or in early 1987 to form new entertainment and communications company, funded by MCA Inc., said appointments to newly created positions "represent a consolidation of our organization with focus on the specific constituencies served by each executive. . . ." Reporting to Freston will be programming, production and marketing groups of MTV: Music Television, VH-1, Nickelodeon, Nick at Nite; MTVN affiliate sales and marketing; business management and development and press and public affairs. Reporting to Roganti will be advertising sales for each MTV network; MTVN promotional marketing and MTVN corporate services, including creative services and research.

House last week approved 292-136 tax reform legislation. Measure now goes to Senate where final vote is expected to occur this week. Bill adopted by House-Senate conference committee last

month appears to be mixed bag for Fifth Estate (BROADCASTING, Aug. 25).

□
Cosmos Broadcasting Corp. has purchased KAIT-TV, Jonesboro, Ark., ABC affiliate, and KPLC-TV Lake Charles, La. (NBC), from Channel Communications for \$68 million. Cosmos, based in Greenville, S.C., is subsidiary of Liberty Corp., which owns Liberty Life Insurance Co. and is headed by Mac Patton, chairman. It has disposed of all its radio properties with sale of WIS(AM) Columbia, S.C. "Changing Hands," Sept. 8), and will own eight TV's. Channel, subsidiary of NASCO Inc., sporting goods manufacturer principally owned by Bill F. Cook and based in Nashville, recently sold its only other property, WCLQ-TV Cleveland to Home Shopping Network for \$15 million ("In Brief," Aug. 25) and has no other broadcast interests.

□
Park Communications Inc. has asked FCC to dismiss competing application of Richmond Community Television for Park's WTVR-TV Richmond (BROADCASTING, Sept. 8) on grounds that Richmond Community has failed to disclose identity of all its partners in its application.

□
CBS affiliate KCCI-TV Des Moines, Iowa, has decided to move *Nightlife with David Brenner* from its current 10:30-11 p.m. slot following its local news to 1:30-2 a.m. on Oct. 6. It will be replaced by *The Jeffersons*. John Pascuzzi, vice president, operations, said show will now follow *CBS Late Movie* because of "gut-feeling" based on viewer phone calls. "We're very disappointed with the show so far," he said.

□
Fries Entertainment said last week it terminated "by mutual consent" negotiations to purchase Prism Entertainment. Fries previously announced it would buy Los Angeles-based television syndication and home video company for \$21.2 million.

□
NBC's *Saturday Night Live* will add four comedians as new cast members to show for its 12th season, premiering Oct. 11. Lorne Michaels, creator and executive producer of show from its start in 1975, through 1980, will now be producer with responsibility for all creative decisions. No executive producer has been named. New cast members will be Dana Carvey, who appeared in "This is Spinal Tap" and will appear as parole officer in upcoming theatrical film, "Tough Guys"; Phil Hartman, of California comedy troupe, Groundlings, scriptwriter for "Pee Wee's Big Adventure," co-star with Bruce Willis in upcoming theatrical release, "Blind Date," and actor in upcoming films, "The Three Amigos" and "Jumpin Jack Flash"; Jan Hooks, who appeared in "Pee Wee's Big Adventure" and "Wildcats" and syndicated late-night series, *Comedy Break*, and Victoria Jackson, guest performer on *The Tonight Show starring Johnny Carson* and veteran of numerous TV commercials. They will be joined by featured players A. Whitney Brown (who was featured this season) and Kevin Nealon, comedian who has appeared on *Late Night with David Letterman* and *The Tonight Show*. They join returning cast members Nora Dunn, Jon Lovitz and Dennis Miller. Also appearing as featured performer with Saturday Night Live Band directed by G.E. Smith will be David Johansen as Buster Poindexter.

□
Final count on number of stations dropping National Public Radio affiliation as of Oct. 1 is 11. Two stations have added service, bringing total number of affiliates to 249. New business plan, which goes into effect Oct. 1, was cited by several stations as reason for discontinuation ("Closed Circuit," Aug. 25). WHIL-FM Mobile, Ala., in letter to members, cited among reasons for drop fact that Arbitron research shows Mobile audience for NPR staple program, *All Things Considered*, has dropped from 8,000 in 1984 to under 1,700 in 1986, while station's costs for airing ATC and second staple, *Morning Edition*, have risen from \$7,000 per year to approximately \$52,000 per year. Spokeswoman for NPR stressed that in average year, NPR gains five to 10 new members, and loses three to five. "There is a natural ebb and flow," she said. Rob Gordon, director of station services, NPR, said new business plan was "a factor," certainly not the only factor, in decisions of nine stations to drop NPR.

Unofficial word late last Friday said **winning of bid of \$260 million for Storer's Cable's California systems was made by ML Media Partners and Chronicle Publishing Co.** Storer systems, which serve 150,000 subscribers, are going to be split between buyers, with ML Media, recent purchaser of San Juan, P.R., cable system, keeping two-thirds, and Chronicle, which already has 175,000 cable subscribers in California, keeping rest. ML Media is limited partnership headed by I. Martin Pompador and Elton H. Rule.

□
Dale Bell and friends of court supporting her position in case involving FCC's female preference policy have asked U.S. Court of Appeals in Washington to realign parties in oral argument to be held Dec. 1. They base request on "extraordinary change" in position of FCC Commission, in brief on Sept. 16, abandoned defense of policy of granting women (and minorities) preferences in comparative hearings, declaring policy constitutionally "suspect" (BROADCASTING, Sept. 22). Consequently, Bell and friends of court say, unless court acts, both sides of oral argument "will be controlled by those opposed" to commission decision granting Bell's application for FM station in St. Simons, Ga., largely because of her sex. And in separate motion, parties ask court to permit friend-of-court Media Access Project to participate in oral argument along with Bell. If request is granted, MAP would be represented by its counsel, former FCC Commissioner Anne P. Jones.

□
Hodding Carter, host and co-producer of Public Broadcasting Service's *Capitol Journal*, defended controversial new PBS series, *The Africans* (see story, page 52), in last Thursday's (Sept. 25) *Wall Street Journal*. "Public television's great failure in 1986 is not that it is too slanted to the left or anywhere else," he said.

□
Axe fell as expected on John R. Hoyne and John N. Nichols in shakeup at Ted Bates Worldwide (see story, page 62).

□
According to sources, White House was expected to send **nomination of Daniel Brenner for Democratic seat on Corporation for Public Broadcasting board** to Senate either last Friday or Saturday. Brenner is head of UCLA communications law program and is former senior adviser to FCC Chairman Mark Fowler.

□
Former NBC employe Sara Scott filed appeal last Thursday following dismissal of suit brought against NBC (see page 75).



One for the Nipper. "May he ever guard your house, sit by your side and fetch you your personal copy of BROADCASTING," said Robert Frederick (r), president and CEO of RCA, as he presented Nipper, RCA's trademark, to Ray Scherer (l). A retirement party was held last week aboard the *First Lady*, a replica of a paddleboat, for Scherer, who has been RCA vice president-Washington, for the past 11 years. More than 200 attended the party, hosted by Frederick; Thornton Bradshaw, former chairman of RCA, and Grant Tinker, former chairman of NBC. Before his position with RCA, Scherer was an NBC correspondent for 28 years.

Editorials

Breakout?

The closer the reading of the appellate court opinion holding that the fairness doctrine is an FCC policy, not a law (BROADCASTING, Sept. 22), the more the decision looks like a cue card for the lawyers who will argue the broadcasters' case against the doctrine in the same court this week.

The opinion, delivered in a case involving teletext, implied that the FCC has the power to repeal the doctrine. The opinion also went about as far as an appellate court can go in saying that the Supreme Court's *Red Lion* decision of 1969, rejecting a First Amendment challenge to the fairness doctrine, is ripe for review.

The appellate court sees "deficiencies" in the Supreme Court's "scarcity rationale as a basis for depriving broadcasting of full First Amendment protection." The Supreme Court had said in *Red Lion*: "Because of the scarcity of radio frequencies, the government is permitted to put restraints on licensees in favor of others whose views should be expressed in this unique medium." To that, the appellate court now responds: "It is certainly true that broadcast frequencies are scarce, but it is unclear why that fact justifies content regulation of broadcasting in a way that would be intolerable if applied to the editorial process of the printed press."

The court could have added, as appellants this week have an opportunity to do, that however "scarce" frequencies may be, there is no scarcity of stations occupying them. The count is 10,002 radio stations and 1,262 TV's, not to mention thousands of translators and low-power television stations, with many more in imminent prospect.

Is it possible that after nearly 60 years of federal regulation, broadcasters at last have a reasonable chance of acquiring their entitled right to freedom of the press? Just maybe. It is a lucky set of circumstances that prevail this week: an FCC that in its fairness statement of August 1985 asserted that the doctrine was at odds with the First Amendment, an appellate court that has taken issue with *Red Lion*, a challenge to the doctrine by a Meredith station that was its victim, another challenge by the whole broadcasting community and eminent First Amendment experts of the bar arguing the broadcasting case.

There will, of course, be a political response. For every foe of the fairness doctrine and admirer of the First Amendment on Capitol Hill there are a dozen wanting to protect the advantages that the doctrine confers upon incumbent office holders. If it looks as if the courts are ready to dismantle the doctrine, every legislative device known to man will be put into counteraction.

It is hard to be pessimistic, however, when an appellate court says: "There may be ways to reconcile *Red Lion* and *Tornillo* [the latter a finding by the Supreme Court that a Florida statute requiring fairness of newspapers was clearly unconstitutional], but the 'scarcity' of broadcast frequencies does not appear capable of doing so. Perhaps the Supreme Court will one day revisit this area of the law and either eliminate the distinction between print and broadcast media, surely by pronouncing *Tornillo* applicable to both, or announce a constitutional distinction that is more usable than the present one."

Encouragement like that has been hard to come by.

No help wanted

The clamor of home dish owners and sellers is behind legislation (S. 2823) that would install the federal government as the guide and corrections officer in the scrambled-television marketplace. The aim is to insure that dish owners continue to receive the services they had grown accustomed to intercept at will while

signals were delivered in the clear.

But there are cooler heads in the Capitol and, as reported elsewhere in this issue, they may prevail. Among them is no less a champion of the public good than Tim Wirth, chairman of the House Telecommunications Subcommittee, whose desire for dish owners to receive unscrambled programming at a reasonable cost—an end no doubt desirous to both sides of this issue—has not translated into a desire for emergency legislation.

This page yields to the senior senator from Arizona, Barry Goldwater (R-Ariz.), chairman of the Senate Communications Subcommittee, in his criticism of the current bill: "What the Gore [Senator Al Gore (D-Tenn.)] bill or amendment boils down to is substituting government intervention in a developing marketplace for private business decisions."

Seconded.

Change of places

A new era opened at the Supreme Court last week with the swearing in of a new chief justice, William Rehnquist, and a new associate justice, Antonin Scalia. For admirers of the First Amendment, the new roles send out mixed signals.

Those hoping for admission to the court for coverage with the modern instruments of journalism were once again rebuffed. Cameras and microphones were admitted to swearing-in ceremonies at the White House last Friday morning. They were kept out of the later ceremonies at the court. At the court, media relations are rarely explained. It is left to this page to speculate that it was in deference to the retiring Chief Justice Warren Burger, then still on the scene, that cameras and microphones were excluded. Burger had vowed there would be "no cameras in the Supreme Court of the United States while I sit here."

How long the Burger ghost will stalk the chamber remains to be seen. Perhaps Rehnquist, a younger man with presumably less attachment to quill pens and inkwells, will at least test broadcast coverage of important arguments when the Burger presence fades.

As to Scalia's arrival on the court, it was preceded by a happy omen for broadcasters. He joined with Judge Robert Bork in the appellate court decision that took issue with *Red Lion* (see above). Now he is in a position to vote his convictions if, as broadcasters hope, the Supreme Court eventually hears a challenge to the constitutionality of the fairness doctrine.

Until that appellate decision, Scalia had a voting record that caused some alarm in the world of journalism. Things may be looking up.



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