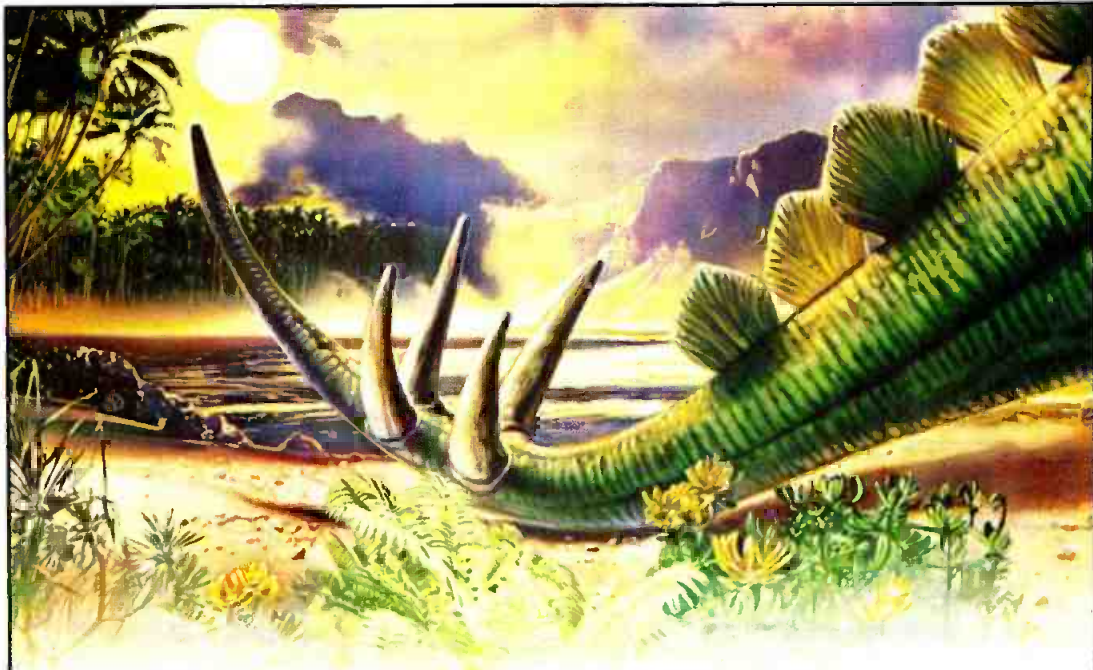


The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 3



The newest idea in children's programming is 100 million years old.

DINOSAUCERS

Created by Michael E. Uslan.
Executive Producers: Benjamin Melniker
and Michael E. Uslan.
Animated by DIC Enterprises.
An RCA Video Production in association
with Columbia Pictures Television.



65 half-hours available Fall 1987.

©1986 Columbia Pictures Television, Division of CPT Holdings, Inc. All rights reserved.

*** AL 36112

MAXWELL
RLOS 1405
R004 122
AUL-SAS

12 30 4 ILK NOV/80

36112

58th Year 1986
SHARE OF AUDIENCE
Networks losing ground
FINANCIAL INTEREST
No deal

TPS INTRODUCES

COLOR CLASSIC

N · E · T · W · O · R · K

*The Stars
like you've
never seen
them!*



COLOR THEM HOT!

In city after city, the color classics are proving to be a hot property. Turner's dazzling new 24 film/24 month package has already been cleared in more than 88 markets.

Drawn from our fabulous MGM and Warner Brothers film libraries, the color classics include...

"Yankee Doodle Dandy" "Maltese Falcon" "Sea Hawk"
"42nd Street" "Captain Blood" "Dark Victory" "White Heat"
"The Charge of the Light Brigade" "The Fighting 69th"
"The Roaring Twenties" "Destination Tokyo" "The Prince and the Pauper"
"Across the Pacific" "Battleground"
"Carbine Williams" "The Stratton Story" "Action in the North Atlantic"
"Father of the Bride" "G-Men" "They Drive By Night"
"They Died With Their Boots On" "Knute Rockne- All American"
"Sergeant York" "High Sierra"

Now is the time to book the film series that combines the lure of legends with a spectacular new colorization process. Call Turner Program Services today and color your ratings successful.

TURNER PROGRAM SERVICES

©1986 TPSI

One CNN Center Box 105366 Atlanta, GA 30348-5366 404-827-2085

ALREADY CLEARED IN 25
OF THE TOP 30 MARKETS!

THE HOTTEST NEW STRIP IN SYNDICATION!

HOLLYWOOD SQUARES™

New York	WABC-TV*	Los Angeles	KHJ-TV*	Chicago	WLS-TV**	Philadelphia	KYW-TV*
MON-FRI 7:30 PM		MON-FRI 7:30 PM		MON-FRI 11:30 PM		MON-FRI 4:30 PM	
11.6 RATING/19 SHARE		5.5 RATING/9 SHARE		4.8 RATING/14 SHARE		11.3 RATING/30 SHARE	
(Oct. '85 Ent. Tonight 9.0 RATING/15 SHARE)		(Oct. '85 Dallas 4.0 RATING/6 SHARE)		(Oct. '85 Sale-Century 4.0 RATING/13 SHARE)		(Oct. '85 Newlywed Game 9.0 RATING/21 SHARE)	
+29%/+27%		+38%/+50%		+20%/+8%		+26%/+43%	

Wash., D.C.	WJLA-TV**	Boston	WCVB-TV*	San Francisco	KGO-TV**
MON-FRI 9:30 AM		MON-FRI 11:00 AM		MON-FRI 7:30 PM	
3.2 RATING/16 SHARE		3.4 RATING/18 SHARE		8.6 RATING/15 SHARE	
(Oct. '85 Tic Tac Dough 3.0 RATING/12 SHARE)		(Lead-In Good Day 2.9 RATING/16 SHARE)		(Lead-In News 6.8 RATING/13 SHARE)	
+7%/+33%		+17%/+13%		+26%/+15%	

Dallas	KXAS-TV*	Denver	KMGH-TV*	Miami	WPLG-TV**	Atlanta	WSB-TV*
MON-FRI 2:30 PM		MON-FRI 3:00 PM		MON-FRI 7:00 PM		MON-FRI 11:30 AM	
6.1 RATING/21 SHARE		4.4 RATING/18 SHARE		9.6 RATING/17 SHARE		4.9 RATING/18 SHARE	
(Oct. '85 Sale-Century 5.0 RATING/19 SHARE)		(Lead-In Guiding Light 3.2 RATING/13 SHARE)		(Oct. '85 Headline Chas. 3.0 RATING/5 SHARE)		(Oct. '85 People's Court 2.0 RATING/16 SHARE)	
+22%/+11%		+38%/+38%		+220%/+240%		+145%/+13%	

ORION®
TELEVISION SYNDICATION

Broadcasting Nov 3

The course of network HUT levels Special Report on the BBC's 50th TV anniversary "At Large" with USIA's Charles Wick

NUMBERS PUZZLE □ Network executives try to pinpoint drop in ratings figures with sampling problems among the suspicions. **PAGE 35.**

ROADBLOCK □ Networks reject latest financial interest proposal negotiated with Hollywood. **PAGE 37.**

IN PLACE □ NBC completes its checkerboard schedule for next fall. **PAGE 38.**

GOLDEN TONES OF THE BBC □ British Broadcasting Corp. celebrates the 50th anniversary of its television service. **BROADCASTING** examines how the world's oldest television network is meeting the challenges of tomorrow. **PAGE 43.**

COSBY FACTOR □ Comedian Bill Cosby is among those involved in prime time projects for Fox for next March. **PAGE 54.**

WINNING NUMBERS □ World Series games help NBC to easy ratings victory, making it five for five this season. **PAGE 54.**

HIGH STAKES □ Silverman-Farr duo to produce 100 episodes each of two first-run syndicated half-hour sitcoms. **PAGE 55.**

SECOND THOUGHTS □ Group W's Bill Baker says Nielsen should reconsider its move to convert to people meters by 1987-88 season. **PAGE 56.**

ANA AGENDA □ Mergers among the chief topics of concern at Association of National Advertisers

convention. **PAGE 62.**

IN VOGUE □ In wake of tax law changes, master limited partnerships are gaining popularity as financing tool. **PAGE 66.**

FOREIGN FARE □ Loosening of government restrictions on marketplace gaining momentum in Europe, as Intelevent 86 attests. **PAGE 68.**

EXCHANGE PROPOSAL □ U.S.-Soviet officials discuss exchange of spokesmen on each other's media. **PAGE 70.**

FIRST TIME AROUND □ SMPTE's show at new location, New York's Jacob Javits convention center, experiences first-time growing pains. **PAGE 71.**

WICK AT LARGE □ USIA director Charles Wick discusses the expansion of Worldnet and charts its role in the world tomorrow. **PAGE 78.**

RATE REVIEW □ Burgeoning Atlantic Cable Show hears panelists caution against too great an increase in cable rates. **PAGE 81.**

NBMC CONFAB □ Winfrey, Robinson, Dawson among speakers at National Black Media Coalition. **PAGE 87.**

CUSTOMER SERVICE □ A sensitivity toward the cable subscriber has been one of the hallmarks of Comcast Cable President and CEO Robert Clasen. **PAGE 111.**

INDEX TO DEPARTMENTS

Advertising & Marketing 56	Datebook 22	In Brief 112	Programming 54
Business 66	Editorials 114	Journalism 75	Riding Gain 74
Business Briefly 18	Fates & Fortunes 107	The Media 81	Satellite Footprints 83
Cablecastings 10	Fifth Estater 111	Monday Memo 31	Stock Index 77
Changing Hands 84	For the Record 90	Open Mike 27	Technology 71
Closed Circuit 7			

INDEX TO ADVERTISERS: Americom 86 □ Associated Press Broadcast Services Fourth Cover □ Blackburn & Co., Inc. 84 □ Broadcast Electronics Inc. 30 □ Broadcast Investment Analysts, Inc. 107 □ C.B. Distribution Company 34 □ Chapman Associates 93 □ Chrysler Capital Corporation 89 □ Classified Ads 97-106 □ Columbia Pictures Television Front Cover, 8-9 □ Communications Equity Associates 91 □ Continental Electronics 74 □ Crazy Eddie 11 □ Daniels & Associates 88 □ DFS Program Exchange 48-49 □ Embassy Communications 57, 58-59, 60-61 □ Four Star International, Inc. 6, 19 □ Fuji Professional Videotape 20-21 □ Gannett Center for Media Studies 23 □ Home Shopping Network, Inc. Third Cover □ Jazz Network 75 □ H.B. LaRue, Media Brokers 87 □ L'Ermitage Hotels 63 □ MCA TV 16-17, 47, 51, 53, 55 □ Motorola 73 □ Orion Television Syndication 4 □ Paramount Domestic Television 44-45 □ Professional Cards 95 □ Radio Advertising Bureau 76 □ Cecil L. Richards, Inc. 85 □ Service Directory 94 □ Sony Broadcast 28-29 □ Howard D. Stark 27 □ Edwin Tornberg & Co. 90 □ Turner Program Services Inside Front Cover/Page 3 □ Viacom 24-25, 32-33 □ Warner Brothers 12-13 □ Wertheim & Co., Inc. 92 □ World Wide Bingo 22

Great stars...



great prices!

The STAR TWO collection is a programmer's dream! Topnotch Emmy and Oscar winning stars give great performances in good films at most reasonable prices. And STAR TWO's promotional kit contains all the

advertising vitals: essential information on each title, a complete selection of print materials and network-quality on-air spots.

Take a good look at STAR TWO - it'll solve your budget problems without sacrificing sizzle!



FOUR STAR INTERNATIONAL, INC.
2813 W. Alameda Ave., Burbank, CA 91505 • (818) 842-9016

Circling RKO

As of late last week, 25 outsiders had expressed interest in bidding for some or all of 13 RKO General Inc. stations currently subject to settlement negotiations, and parties to proceeding have been given names of their representatives. FCC mediation squad has been asking outsiders to hold off until parties make it clear they want to talk. But word had it that one outsider is already trying to cut deal for RKO's WGMS-AM-FM Washington. It still hasn't been determined how offers from outsiders will be formally considered. There has been some talk of holding auctions for each market, with RKO and license challengers determining how to divvy up winning bid among themselves.

Staying put

Question of continuity at National Association of Broadcasters has been settled in one regard. John Summers, 56, senior executive vice president for government relations, has advised President Eddie Fritts that he's good for at least three more years as association's chief lobbyist—declaration that was received enthusiastically. Development was especially welcomed in face of imminent resignation of Susan Alvarado, one of NAB's three government relations vice presidents, who has responsibility for congressional liaison. Alvarado will be political consultant.

Orphan Annie

Major victim of CBS cuts last week was research department, which dismissed 34 people, leaving 41 professionals to monitor radio, owned television stations group and television network. While basic unit measuring TV network audience was left untouched, important part of CBS heritage was shown door. Company has reportedly decided to eliminate "Little Annie," program-testing system begun in 1937 by CBS president emeritus, Frank Stanton, in conjunction with famed sociological researcher, Dr. Paul Lazarsfeld. System tested new shows by bringing in people off streets to screening room where they pushed buttons, pro or con, to register feelings about series pilots. Screenings were then followed with questionnaire and focus-group-type questioning. One outsider's book on CBS assessed Little Annie's impact: "It has had as big an influence on

the daily lives of Americans as instant coffee." CBS will now farm out program testing, although it may not use cable viewers as do NBC and ABC.

Through the curtain

At request of President Reagan, Charles Wick, United States Information Agency director, consulted with FCC Chairman Mark Fowler last week on ways U.S. might be able to take Soviet leader Mikhail Gorbachev up on offer to stop jamming Voice of America (see story page 70). Gorbachev is asking for broadcast access to U.S. public. It's said that among possibilities Wick and Fowler discussed was Soviet lease of satellite transponder to make audio and video signals available to broadcast stations, cable systems and dish owners here. They also discussed possibility of permitting Soviets to purchase time on U.S. TV and radio stations. Either proposal would require Soviets to provide reciprocal access.

Once tried

USIA director Charles Z. Wick's proposal for a U.S.-USSR swap of AM programming (see page 70) is not new idea. Reciprocal programming has been discussed over years, but Russians have never been willing to make any of their frequencies available to U.S. although USSR programming has been heard on AM radio in U.S. Some years ago, late Gordon McLendon, station group owner known for innovation, carried Radio Moscow on some of his stations. But programming suffered fate some feel could befall Soviet programming placed on U.S. stations as result of U.S.-USSR agreement—poor ratings followed quickly by cancellation.

Still talking

Second round of talks between All-Industry TV Station Music License Committee and American Society of Composers, Authors and Publishers occurred in New York last Thursday (Oct. 30). Parties are trying to settle dispute over blanket license fees broadcasters pay for music rights in syndicated television programs. TV committee has been seeking repeal of blanket license in Congress and is likely to continue fight next year when 100th Congress convenes. (Sign that TV committee is gearing up for long haul is evident by recent solicitation of funds mailed to its members.) Rate court trial is also scheduled for May 1987.

Laboratory

Walt Disney Company will use *Disney Sunday Movie* to test ideas for future series again this year. First "pilot" ideas this year will be "Ask Max," which appeared on Nov. 2, starring Jeff B. Cohen ("Goonies"); and "The Leftovers," on Nov. 16, starring John Denver and Cindy Williams. During last season, *Disney Sunday Movie* "Last Electric Knight" became series *Sidekicks*, now airing on ABC Friday schedule. ABC would have right of first refusal on "pilots."

Boomlet

Network radio sales for fourth quarter will continue brisk pace, posting 8% to 12% gain over same period year ago—albeit somewhat lower than double-digit increases registered in first three quarters of 15%, 16% and 24%, respectively—and entire year will record revenue increase of 15% to 17% to approximately \$380 million, according to poll of network sales executives. Radio Network Association reports that network ad expenditures in fourth quarter 1985 reached \$89,456,359. Thus far in 1986 (January through September), network business is up 18% to \$283,305,206.

Checkers

MCA-TV is now one first-run sitcom shy of producing all ingredients for first-run sitcom checkerboard on its own. Along with *Charles in Charge*, *Bustin' Loose* (both in association with Tribune Broadcasting) and *Out of This World* (now cleared in 50% of the country including NBC-owned stations), fourth first-run sitcom, *The O'Briens*, will be produced by Arthur Annecharico's Arthur Company, in which MCA Inc. bought interest not long ago. Annecharico also completed pilot on MCA-TV's other offering for fall of 1987, comedy-game show for late night.

Two-speaker 'Today'

NBC News's *Today* is now in stereo, following quiet conversion last Friday, Oct. 31. Show is first network stereo production in morning daypart and first full-fledged stereo effort for NBC News, which also plans to use technology during this week's election night coverage. Switch got little ballyhoo, however, coming as added benefit of new \$5-million control room at 30 Rock studios, complex project with no firm on-air date.

Fall 1987 will take you be



beyond your expectations.

- "Ripley's Believe It or Not!" TV's most unique, promotable series.
- A worldwide institution — over 70 years of popularity. And an awareness level of 9 out of every 10 people.
- Delivers women, men, teens and kids — in early fringe, late night and weekends.
- Available in both hours and half-hours.
- Hosted by Jack Palance.

Ripley's
Believe It or Not!

It will make a believer out of you.

A Haley/Lyon/Rastar Production
In association with



Regulatory review

On opposite sides of a discussion of some of the regulations and legal issues affecting the cable industry at the Atlantic Cable Show last Wednesday (also see page 81), were Bill Finnerman, chairman of the New York State Cable Commission, and Harold Farrow of Farrow, Schildhouse & Wilson. Finnerman called cable a "benevolent monopoly" and said that a city's or city council's granting of an exclusive franchise gives the cable franchise value. There would be "chaos" if the government were out of the cable business, Finnerman said. The government's parceling process has "bestowed on cable its intrinsic value," he said. But Farrow said that the government did not have the right to "auction off First Amendment rights" and that the prospect of competition should not be so frightening that cable would be willing to "give away" those rights. He said also that franchises have termination dates and when they are reached, an operator must then buy back the right to a franchise, bargaining in an "auction atmosphere" to keep what he already owns. Farrow called the franchising process a "corrupt and corrupting process."

Also participating in the discussion was Richard Wiley of Wiley, Rein & Fielding, who said that despite "a very favorable" deregulatory climate, the FCC is "alive and well and still operating." Wiley reviewed different issues affecting cable, including must-carry. He said that despite the granting of new authority under the 1984 Cable Act, it was "unlikely" that the FCC would issue any new regulations, except perhaps those concerning must carry. On the A-B switch, Wiley called it largely a "nonsolution to a non-problem," adding that it was an "alternative scheme to having a must-carry rule."

Tom Rogers warned the cable operators that the "potential is there" for cable to lose some of its recent deregulatory advances, particularly because cable is "a hybrid medium" and touches on many other industries and major policy issues upcoming before Congress. One issue Rogers termed a "cable versus cable" issue is rate deregulation. He said that policy makers will be watching the cable industry closely to see if the new cable pricing structures benefit consumers. He also warned of massive "grass-roots revolts" among consumers if a perception is created that the only way to get cable programming is to pay high prices for it. A large enough outcry could bring more regulation, he warned.

Turner offers Goodwill

Ted Turner has something new to sell the cable industry: the 1990 Goodwill Games.

Speaking at a Washington Metropolitan Cable Club luncheon last Wednesday (Oct. 29), Turner said that Turner Broadcasting System will spend between \$70 million and \$80 million to produce the games, but ex-

pects to recoup only between \$25 million and \$30 million in advertising revenues. To make up the difference, Turner said, he is asking cable operators to ante up \$1 per subscriber. (Today, according to industry estimates, there are around 40 million cable subscribers.) TBS reported losses of \$26 million from the 1986 games in Moscow, which were co-sponsored by the Soviet government.

Unlike the 1986 games, which were broadcast by independent television stations as well as TBS's superstation, WTBS(TV) Atlanta, Turner said, the 1990 games will be shown exclusively for cable on WTBS.

The games aren't the only thing Turner is selling cable operators. For the past several weeks he has been trying to garner their support for his plan to deliver a package of National Football League games to cable. During his speech, he talked about the importance to putting the NFL on cable.

In his speech and in informal discussions with reporters afterward, Turner also criticized the new must-carry rules adopted by the FCC last August, suggested that cable operators, in realigning their channels, spread out broadcast signals across their entire channel lineup and replied to protests against the colorization of some of films in TBS's libraries.

"It would be a real shame for the cable industry not to take a hard swing . . . and try to get at least a piece of the NFL," Turner told the cable club members. "Even if we try, the odds are slim we will get it. If the NFL can stay with the broadcast networks for *Monday Night Football*, [it] probably will because [it likes] the prestige. Right now, there is still prestige with being on network television. That really makes me angry because I would like to see the prestige on cable television."

Cable has an opportunity to get the rights to some games because the broadcast networks are losing money on their current deals with the NFL and are looking to pay less when the contracts come up for renewal next year, Turner said after the speech. "And [NFL Commissioner Pete] Rozelle's salary isn't going down," he said. "He is going to need as much money or more."

Turner acknowledged that the NFL might be encouraging cable to bid for the games simply to increase its leverage with the broadcasters. "That's OK," he said. "At least we are in the game."

Turner has proposed the formation of a cooperative of cable operators that would raise money to acquire rights and hire TBS at cost to produce and promote the games and sell advertising. The participating operators would share the advertising revenue and TBS would benefit from the prestige and promotional value of having the NFL games broadcast over WTBS (BROADCASTING, Oct. 6).

Asked about the industry response to the proposal, Turner said operators are "considering us as we sit here. This is all hush-hush stuff. The whole thing has gone under-

ground."

TBS's suit challenging the constitutionality of the must-carry rules was one of two that led a federal appeals court to declare the rules unconstitutional in the summer of 1985. So it is not surprising that Turner disfavors the new rules. "I am opposed to reinstatement of must-carry rules of any type on the grounds that they are intrinsically wrong," Turner stated.

Among other things, the elimination of the original rules, permits cable operators to realign their channels for marketing reasons. Turner rebuked the Association of Independent Television Stations (INTV) for trying to take away the operators' newly won right to shuffle channels.

Turner offered his opinion on how operators should arrange their channels. Operators who are bunching all their broadcast signals along with the major basic cable services on the low channels are making a mistake, Turner said.

"You are really putting the other 20 cable channels at a serious disadvantage and you are still making the broadcasters real strong," he said. "You are really discriminating against some of your newer channels that might come on and be very strong."

Operators should spread the broadcast signals out "equally throughout the spectrum," he said. With such an arrangement, he said, every channel—broadcast or cable—would "have an equal opportunity to be viewed."

Turner said he was unprepared for and somewhat baffled by the protest against TBS's colorization of 100 vintage black-and-white motion pictures (BROADCASTING, Oct. 27). "I really for the life of me cannot understand it," he said. "I mean I don't tell [director] John Huston what color to paint his house."

Turner said he plans to continue to colorize the films, saying it makes the films more attractive to advertisers. "I think we are within our rights to do so," he said. "In fact, I'm positive that we are."

All in all, Turner said he was sanguine about the cable industry. "Maybe we have as many problems as we used to, but it doesn't look like it to me. Things are much smoother, not nearly as rocky as they were in the early days."

Three go for photoclassifieds

Three more cable systems—Post-Newsweek Cable's system in Modesto, Calif., United Cable's system in Englewood, Colo., and Heritage Communications' system in Des Moines, Iowa—have installed Cable Ad Channel Systems with the intention of getting into the "photoclassified ad" business.

The system, which is being marketed by NuCable Services (a joint venture of NuMedia Corp. and Tribune Media Services), enables operators to produce the video classifieds, schedule them and produce traffic

**CRAZY EDDIE,
THE
NORTHEAST'S
#1 HOME
ENTERTAINMENT
RETAILER
ANNOUNCES A
NEW BEGINNING!**

The
**CRAZY
EDDIE**

World Of
Home Entertainment
**Shopping
Network**



CRAZY EDDIE GUARANTEES YOU!

- ★ *Generous Revenue Sharing!* ★ *A Proven Track Record!* ★ *Customer Satisfaction!*
- ★ *The Best Brand Name Merchandise!* ★ *The Absolute Lowest Prices Anywhere!*
- ★ *The Nations # 1 TV Spokesperson!* ★ *Crazy Eddie's Own Fulfillment Center!*
- ★ *In-House State-Of-The-Art Production Facility!*

CRAZY EDDIE GUARANTEES HIS CUSTOMERS!

- ★ *The Absolute Lowest Prices Anywhere!* ★ *Extended Warranties* ★ *Customer Satisfaction!*
- ★ *The Largest Selection Of Brand Name Merchandise Anywhere!* ★ *All With USA Warranty!*
- ★ *Live Operators To Receive Your Calls!* ★ *Toll Free 800 Customer Service Line!*
- ★ *Fast And Efficient Order Processing!* ★ *30 Day Price Protection Policy!*
- ★ *Games, Prizes, Free Gifts And Fun!*

**CRAZY
EDDIE**



Jackie Collins'
HOLLYWOOD
Wives

SIX HOURS ★ GLAMOUR ★ WEALTH ★ POWER



WARNER BROS. TELEVISION DISTRIBUTION
A Warner Communications Company



Broadcasting Publications Inc.

Founder and Editor
Sol Taishoff (1904-1982)

Lawrence B. Taishoff, *president*
Donald V. West, *vice president*
David N. Whitcombe, *vice president*
Jerome H. Heckman, *secretary*
Philippe E. Boucher, *assistant treasurer*

The Fifth Estate Broadcasting

1735 DeSales Street, N.W., Washington 20036
Phone: 202-638-1022

Lawrence B. Taishoff, *publisher*

Editorial

Donald V. West, *managing editor*
Leonard Zeidenberg, *chief correspondent*
Mark K. Miller, *senior news editor*
Kira Greene, *assistant to the managing editor*
Harry Jessell, *associate editor*
Doug Halonen, *Matt Stump, Kim McAvoy,*
John Eggerton, *assistant editors.*
A. Adam Glenn (*technology*),
Scott Fitzpatrick, *Jeanne Omohundro,*
staff writers
Anthony Sanders, *systems manager.*
Randall M. Sukow, *research assistant.*

Todd F. Bowie, *Michael E. Myers, production.*

Senior Editorial Consultant
Edwin H. James (Washington)

Editorial Consultant
Rocco Famighetti (New York)

Broadcasting ■ Cablecasting

Yearbook

David Seyler, *manager.*
Joseph A. Esser, *associate editor.*
Lucia E. Cobo, *assistant manager.*
Thomas D. Monroe.

Advertising

Washington
Robert (Skip) Tash, *Southern sales manager.*
Doris Kelly, *sales service manager.*
Meg Robertie, *classified advertising.*

New York

David Berlyn, *senior sales manager.*
Ruth Windsor, *David Frankel,*
sales managers.

Hollywood

Tim Thometz, *sales manager.*

Circulation

Kwentin K. Keenan, *circulation manager.*
Patricia Waldron, *data entry manager.*
Sandra Jenkins, *Debra De Zarn,*
Joseph Kolthoff.

Production

Harry Stevens, *production manager.*
Rick Higgs, *production assistant.*

Administration

David N. Whitcombe, *vice president/operations.*
Philippe E. Boucher, *controller.*
Albert Anderson.
Irving C. Miller, *financial consultant.*
Kelly B. Owens

Corporate Relations

Patricia A. Vance, *director.*

Bureaus

New York: 630 Third Avenue, 10017
Phone: 212-599-2830

Stephen McClellan, *associate editor.*
Vincent M. Ditingo, *senior editor: radio.*
Geoff Foisie, *assistant editor.*
Susan Dillon, *Scott Barrett, staff writers*
June Butler, *Karen Maynard,*
advertising assistants.

Hollywood: 1680 North Vine Street, 90028
Phone: 213-463-3148

Jim Benson, *West Coast editor.*

Tim Thometz, *Western sales manager.*

Sandra Klausner, *editorial-advertising assistant.*

International Advertising Representatives

Continental Europe: Lucassen International, John J. Lucassen, Kamerlingh Onnestraan 67, 1171 AC Badhoevedorp/Amsterdam, Netherlands. Phone: 31(2968)6226. Telex: 18406 harkel. ■ *United Kingdom:* John Ashcraft & Co., 12 Bear St., Leicester Square, WC2H 7AS London, England. Phone: 01-930 0525. Telex: 895 2387 answer g ashcraft. ■ *Japan:* Masayuki Hanhahi, Yukari Media Inc., 53-3-1 chome, Tsunokawa, Machida City, Tokyo, 194 01 Japan. Phone: (0427) 35-3531.

Founded 1931 *Broadcasting-Teletexting* * introduced in 1946 *Television* * acquired in 1961. *Cablecasting* * introduced in 1972 □ Reg. U.S. Patent Office. □ Copyright 1986 by Broadcasting Publications Inc.

and billing reports.

According to NuCable, Cable Ad Channel classifieds are now available to nearly half a million cable subscribers.

Doing its bit

Just about every segment of the cable industry is gearing up for National Cable Month (April 1987). The Cable Television Public Affairs Association is no exception.

The CTPAA, which comprises 130 of cable's public affairs and public relations professionals, has planned a series of workshops for local general managers and marketing managers on how to help promote cable through local media and leaders. The workshops will be held Feb. 18-20 at Los Angeles's Sheraton Premiere hotel.

"National Cable Month is an important development, and we hope to buttress the industry initiative by providing local cable operators with improved public relations tools and skills," said CTPAA President Dick Holcomb in a prepared statement. "The association is offering assistance to cable operators to help them build an effective ongoing communication with the local media and consumers."

Captioning PSA's

Showtime, which has been a leader in bringing closed captions for the hearing impaired to cable, has produced two public service announcements educating consumers about captioning and providing a toll-free number (800-528-6600) for more information from The National Captioning Institute in suburban Washington.

Showtime began airing the spots on Oct. 10. It's making them available to its affiliates through its monthly promo feed and to broadcasters who air captioned programs.

"Showtime is creating a wonderful opportunity for the hearing impaired," said John E.D. Ball, president of the National Captioning Institute, which produces and promotes the captions. "There are an estimated 6.4 million Americans who could benefit from captions. Surely, this public awareness effort will reach many individuals who want to know more about captioning and where they can obtain TeleCaption II decoders. Nearly 160 hours of all television programming each week have closed captions, but the hearing impaired cannot enjoy them unless they own a TeleCaption II decoder."

Interconnect for nation's capital

Is it time for a cable interconnect for the cable systems around Washington? High Industries thinks so.

The diversified, Lancaster, Pa.-based corporation has announced the formation of D.C. Cable Interconnect to provide advertising sales for Washington-area systems. Eric B. Lund, former executive director of the Cable Adnet in Hershey, Pa., has been tapped to head the Washington interconnect as executive vice president-general manager.

The interconnect said it has already signed up the systems serving Prince George's county, Md.—Prime Cable Corp. (53,000 subscribers) and Metrovision (40,000 subscribers)—and is currently pursuing additional affiliation agreements.

FNN addition

The Financial News Network will introduce *The Options Report* today (Nov. 3) at 10:30 a.m. The program, sponsored by the Chicago Board Options Exchange, will be broadcast from FNN's Los Angeles studios and live via satellite from the CBOE trading floor. FNN commentator Bill Griffeth will anchor the program, which will provide market information, interviews with industry analysts, a telephone call-in segment and options strategy sessions with John Bollinger, FNN's technical analyst.

ACE promotion

The National Academy of Cable Programming has commissioned GBA Entertainment to design new promotional material for this year's ACE Awards (Awards for Cable Excellence), which will be presented Jan. 20, 1987, at Los Angeles's Wilshire Theatre. The ceremony will be televised live by superstation WTBS(TV) Atlanta. The campaign includes tune-in advertising and a new ACE logo modeled after the ACE award sculpture.

Bull action

Sportsvision, the all-sports cable network serving Illinois, Indiana and Iowa, will air 37 live, exclusive Chicago Bulls basketball games beginning Nov. 4. Sportsvision, available to more than 500,000 homes, also carries coverage of the Chicago White Sox (baseball), Chicago Black Hawks (hockey) and Chicago Sting (soccer) as well as college football and basketball.

Going shopping

Viacom Cable and Cable Value Network have reached a joint venture agreement under which Viacom will offer CVN, the 24-hour-a-day home shopping network, to about 950,000 customers by early next year. Viacom will have an equity position and hold a seat on the management committee of CVN. It has sublet transponder 12 on RCA Satcom III-R to CVN for satellite transmission of the CVN service, Viacom said.

In production










When TVS Limited and Titus Production begin filming "Mandela," a biographical drama about South African activist Nelson Mandela starring Danny Glover, next month in Zimbabwe, HBO Pictures will be able to boast that it has four pictures in production at the same time. All will debut next year on the cable service.

The other three films are already in production. They are "The Quick and the Dead," a western starring Sam Elliot and produced by Joe Cates Co. Inc.; "Long Gone," a baseball drama starring William Petersen and produced by Arthur Fellows and Terry Keegan, and "The Last Innocent Man," a courtroom drama starring Ed Harris and Roxanne Hart and produced by HBO Pictures itself.

Rick Bieber, senior vice president, HBO Pictures, and programming operations, West Coast, said HBO Pictures hopes "Innocent Man" will be the first of several in-house productions.

Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

- Dec. 1  **Western Cable Show.** A preview of the cable industry's second largest trade show, held in Anaheim, Calif.
- Dec. 8  **Journalism: State of the Art.** A special report on the issues and events challenging journalists of the Fifth Estate.
- Dec. 29  **Pre-INTV.** An early look at what the independent television station industry can expect at its annual gathering. Plus: BROADCASTING's **annual yearend review**, looking back at the major communications events of 1986.
- Jan. 5  **INTV.** As the Association of Independent Television Stations convenes in Los Angeles, Jan. 7-11, we present a complete agenda and a preview of the exhibit floor.
- Jan. 12  **Getting ready...**
- Jan. 19  **Getting set...**
- Jan. 26  **NATPE.** Coverage of the U.S.'s largest programing bazaar, in New Orleans, Jan. 21-25.
- Feb. 2  **SMPTE.** In advance of this engineering conference, devoted strictly to television technology, a rundown of what will be on the agenda, from the presentation of technical papers to an exhibit of advanced technologies. In San Francisco, Feb. 6-7. And, as the nation's **National Religious Broadcasters** gather in Washington for their 44th annual convention, BROADCASTING provides the delegates with a complete agenda of the Feb. 1-4 event.
- Feb. 9  This issue promises to be a special one. It features BROADCASTING's annual roundup of station sales and cable deals during the past 12 months, **Changing Hands 1986**. And, as the seventh annual **Managing Sales Conference** gets under way in Atlanta, we present a rundown of what to expect at this major meeting, sponsored by the Radio Advertising Bureau.

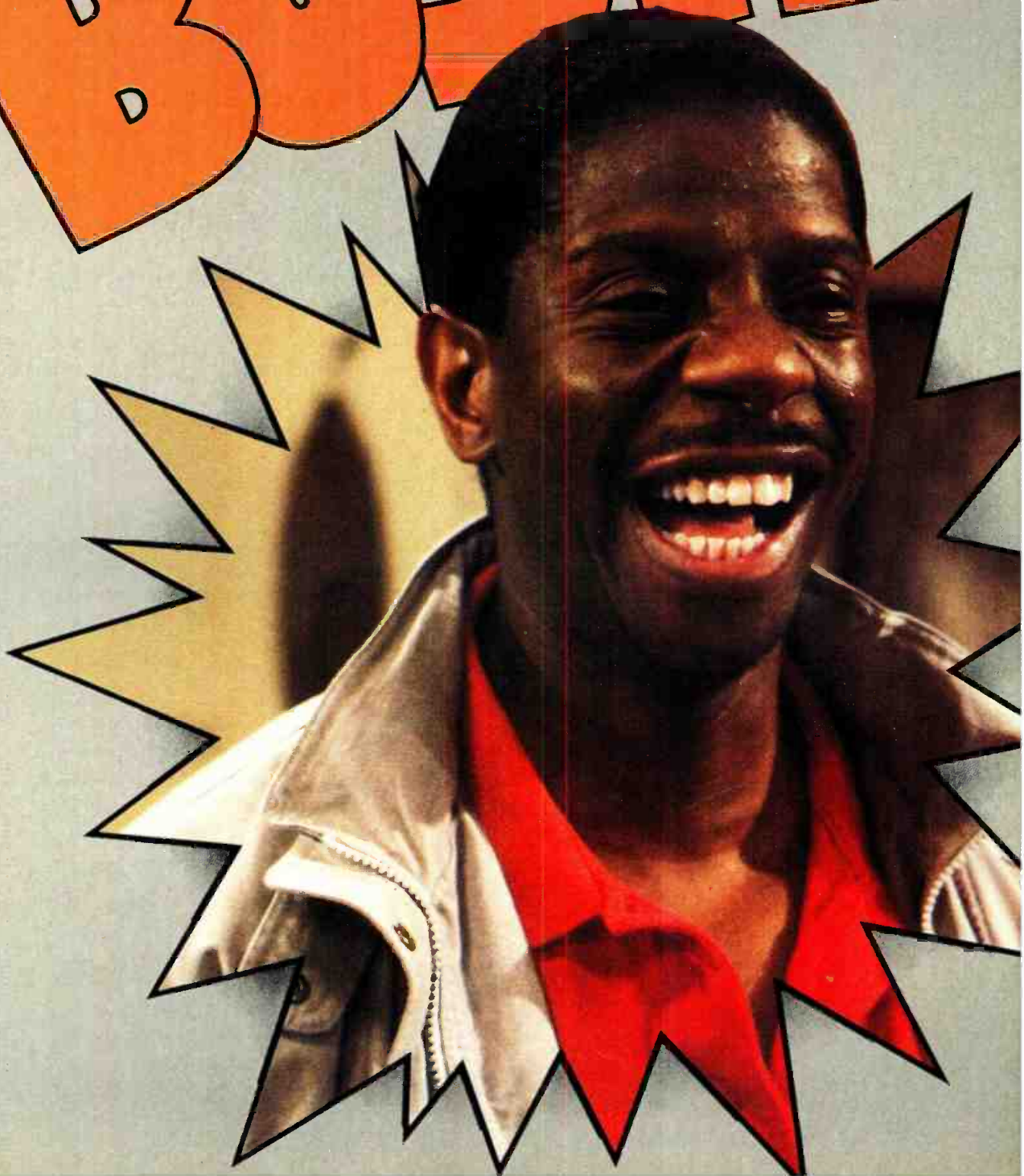
BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in BROADCASTING  Every Week

** Publication dates are subject to change, depending on the progress of research and the pressures of and pre-emptions by other breaking news developments.*

JIMMIE "DYN-O-MITE" WALKER IS BACK AND

BUSTIN'



**Already cleared
by Tribune
in New York,
Los Angeles, Chicago,
Atlanta, Denver
and New Orleans.**

LOOSE

...as a smart-talkin' bachelor trying to deal with four street-wise foster kids and one skeptical but caring foster mom.

Based on the hit motion picture, this hilarious, brand-new, first-run half hour is absolutely explosive comedy.



BUSTIN' LOOSE

A Golden Groove Production

A CO-VENTURE OF

MCA TV

AND

**TRIBUNE
ENTERTAINMENT
Company**

**Available Fall 1987 on an advertiser-supported basis.
Call today to arrange for a pilot screening.**

Station clearances: MCA TV (212) 605-2786 / (818) 777-5816

Advertiser sales: TRIBUNE ENTERTAINMENT (212) 557-7800 / (312) 222-4412

AdVantage

Spot radio spotlight. Analysis by Masla Radio of radio expenditures by categories in first half of year points up danger of too many advertising dollars in too few classifications. Report notes that five product categories account for almost 62% of spending in spot radio. These are beer and wine, consumer services (banks, insurance), food products, automotive, and travel and shipping. According to Masla, top 10 advertising categories that dropped in first half of this year versus 1985 are paper products, down 69%; associations and unions, down 46%; real estate, down 44%; consumer household products, down 40%; recorded tapes, down 32%; cigars/tobacco, down 30%; jewelry, down 24%; cosmetics and toiletries, down 23.9%; building, hardware and paint, down 22.4%, and household furnishings and appliances, down 16.1%. Masla applauded efforts of task force being set up by Station Representatives Association and Radio Advertising Bureau to devise and implement plan to bring more dollars and more categories of advertisers into radio advertising.

□

Importance of black viewers. New research study conducted by BBDO Special Markets concludes that black viewers will play increasingly important role in determining network television programs in next five years. Study cited 1985-86 Nielsen ratings for October 1985 through April 1986 to show that black viewing rose by almost three-fourths of hour, bringing average amount of time spent by blacks with television to 71.1 hours per week, 39% larger than all other households. Doug Allgood, vice president and director of special markets at BBDO, said that in next five years, blacks, which represent about 12% to 13% of U.S. population, will account for about 20% of hours spent watching TV. At present black population represents 10.5% of all U.S. TV households. Study relates importance of blacks to network television in coming years to slow development of cable franchises in inner cities and other areas heavily populated by blacks. BBDO says cable is not available to black households as it is to white households; VCR penetration is growing at slow rate among blacks than general population, which leaves majority of black viewing time for conventional television. Allgood believes that network television will become increasingly influenced by tastes and preferences of blacks.

□

ABC ad changes. ABC Sports has appointed Lois Pitt Gershon Pon/GGK, New York, as agency for print and radio, replacing McCaffrey & McCall, New York, effective Nov. 7. Amount of billings was not disclosed. Television advertising for ABC Sports will continue to be handled in-house.

□

\$11-million splurge. Black & Decker Corp. is investing about \$11 million in network television in fourth quarter to create desire in consumers for such products as Dustbuster (cordless vacuum cleaner), Short-Cut Food Processor, Flame Buster (kitchen fire extinguisher) and Cup-At-A-Time (coffee maker). Commercials began running last week in network prime time as either independent 15's or back-to-back 30's. New tag line for advertiser is: "Black & Decker Ideas At Work." Campaign was created by McCann-Erickson, which told product stories through series of mini-dramas.

□

Research tool. Arbitron Ratings Co. has signed contract to market Media Management Plus Inc.'s pre-and post-buy software package to advertisers and advertising agencies. System, known as "Spot Negotiator," uses radio and television audience information to enable agencies to plan their spot radio and television media schedules and conduct post-buy analyses of schedules. Ken Wollenberg, vice president, advertiser/agency sales at Arbitron, said Management Plus is providing smaller- and mid-sized agencies with same capability to do analyses as larger advertising agencies.

□

TVB attractions. Television Bureau of Advertising has attracted 17 firms active in television to be exhibitors at its 32d annual meeting to be held in Los Angeles, Nov. 17-19. Exhibitors at meeting will be: Arbitron Ratings Co., New York; Broadcast Advertisers Reports, New York; Broadcast Management Plus Inc., Auburn, Calif.; Data Communications Corp., Memphis; Enterprise Systems Group Inc., Colorado Springs; Leigh Stowell & Co., Seattle; Marketron Inc., Foster City, Calif.; Marshall Marketing & Communications, Pittsburgh; MediaWatch (Scan America), Chicago; NSI Micro Services, New York; A.C. Nielsen Co., New York; Spot Quotations & Data Inc., Briarcliff, N.Y.; Szabo Associates, Atlanta; Tapscan, Hoover, Ala., and Tony Lease Tours, Laguna Beach, Calif.

TELEVISION

Warner Cable □ Campaign to attract additional cable subscribers in Cincinnati and Houston has been launched, having started in Cincinnati in mid-October and in Houston last week for five weeks. Flights will be followed by others in five to 10 additional markets before end of 1986 and in Columbus, Ohio, and Milwaukee in early 1987. Actor E.G. Marshall is serving as spokesperson. Commercials will run in prime and late fringe slots. Target: adults, 35-64. Agency: Lois Pitts Gershon Pon/GGK, New York.

Suzuki of America Automotive Corp. □ Introduction of its four-wheel drive jeep-like Samurai in Northeast will be accompanied by spot TV effort starting this week in nine markets, including New York, Boston, Philadelphia, Washington and Providence, R.I., and continuing through end of year. Commercials will be scheduled in early and late fringe and prime time. Target: adults, 18-34. Agency: Keye/Donna/Pearlstein, Los Angeles.

Bil-Mar Foods □ Four-week flight is scheduled to be launched on Nov. 10 for four weeks in about 45 markets, including Chattanooga, Nashville, New Orleans and Rochester, N.Y. Commercials will be carried in morning and afternoon periods. Target: women, 18-49. Agency: Campbell-Ewald, Warren, Mich.

Air Canada □ Six-week flight for airline will begin this week in four major markets. Commercials will be positioned in all time periods. Target: men, 25-64. Agency: McCaffrey & McCall, New York.

RADIO

Tuesday Morning □ Giftware retail chain is set to launch one-week campaign this week in approximately eight markets in Midwest and Southwest. Commercials will be placed in all time periods. Target: women, 25-49. Agency: Saunders Lukbinski & White, Dallas.

Birke Jewelers □ Various products will be spotlighted in flight beginning in early November and continuing until mid-December. Five markets will be covered: Detroit, Minneapolis, Chicago, Harrisburg, Pa., and San Diego. Target: adults, 21-54. Agency: Richard Moriarty & Associates, Minneapolis.

King Arthur Sardines □ Four-week flight

is set to break in early December in five markets, including New Orleans and Minneapolis. Commercials will be placed in all dayparts. Target: adults/women, 25 and older. Agency: Ketchum Communications, San Francisco.

Washington State Lottery □ Two-week flight will be held in November and December to promote sale of lottery tickets in about 15 markets including Portland, Ore., and Yakima and Spokane, both Washington. Commercials will be presented in all dayparts. Target: adults, 25-64. Agency: Borders, Perrin & Norrander, Seattle.

Time Inc. □ Major direct-response effort will be undertaken on behalf of *Sports Illustrated*, using NBC Radio's *Monday Night Football* coverage, starting in early November and continuing until January. Commercials will run in evening periods. Target: adults, 21-54. Agency: IGC Direct Response Network, division of Independent Group of Companies Inc., Union, N.J.

Osterman's Jewelers □ Four-week flight will be launched in mid-November in about 25 markets. Commercials will be presented in daytime periods. Target: adults, 25-54. Agency: Stone August & Co., Birmingham, Mich.

Hospital Corp. of America □ Division

Rep Report

WISN(FM) Chicago: To Torbet Radio from Masla.

□

KGW(AM)-KINK(FM) Portland, Ore.: To Major Market Radio from Blair Radio.

□

WJDX(FM)-WMSI(FM) Jackson, Miss.;
WGSK(FM) Greenville, S.C.-WSSL(FM) Spartanburg, S.C.: To Torbet from Eastman.

□

KOAM-TV Pittsburg, Kan.: To Seltel from Blair Television.

□

CFKM-TV Sherbrooke and CFKS-TV Trois Rivieres, Quebec: To Brydson Media Sales for Eastern U.S. region.

□

CBS is Boston-bound. CBS Radio Representatives is opening its 11th office on Dec. 1, in Boston, at 30 Winter St. Sales manager of new office is Amy Kaplan, who has been general manager of CBS-owned WHTT(FM) Boston.

□

Back in fold. WLS(AM)-WYTZ(FM) Chicago have named Blair Radio as their national representatives. WLS had been one of Blair Radio's original station clients in 1936 and now resumes Blair representation following association of about one year with Hillier, Newmark, Wechsler & Howard.

dealing with health insurance will kick off six week flight in markets including El Paso, Tex.; Tucson, Ariz., and Phoenix. Commercials will run in all dayparts. Target: adults, 25-54. Agency: Eric Ericson Advertising, Nashville.

RADIO & TV

Planned Parenthood Federation of America □ First nationwide advertising campaign designed to combat teenage pregnancy in U.S. will begin in mid-November and continue to end of year. Cost of campaign will be about \$600,000 and spot radio and TV advertising will be placed through local Planned Parenthood affiliates who will defray part of cost. Target: teen-agers. Agency: Public Media Center, San Francisco.

Gold Circle/Richway Stores □ Department store chain is kicking off Thanksgiving promotion for one week in late November in 15 radio and 13 TV markets. Commercials will be placed in all dayparts. Target: adults, 25-54. Agency: Ron Foth Retail, Columbus, Ohio.

British Caledonian Airways □ Three-week flight will begin this week in five markets—Houston, New York, Los Angeles, Dallas and Atlanta. Commercials will be presented in all time periods on radio and cable television. Target: men, 35-64. Agency: Winius Brandon, Houston.



McQUEEN

The legend is growing!

WPWR Chicago	KSTP Minneapolis/St. Paul	KJRH Tulsa
WGBS Philadelphia	WTVT Tampa/St. Petersburg	WGBA Green Bay
WJBK Detroit	WMOD Melbourne/Orlando	WVFT Roanoke
KTVT Dallas/Fort Worth	WTV Milwaukee	WLKT Lexington
KHTV Houston	WVUE New Orleans	WFTX Cape Coral/Ft. Myers
WUAB Cleveland	WREG Memphis	WQRF Rockford
KSTW Seattle/Tacoma	WYAH Norfolk	WLAX La Crosse

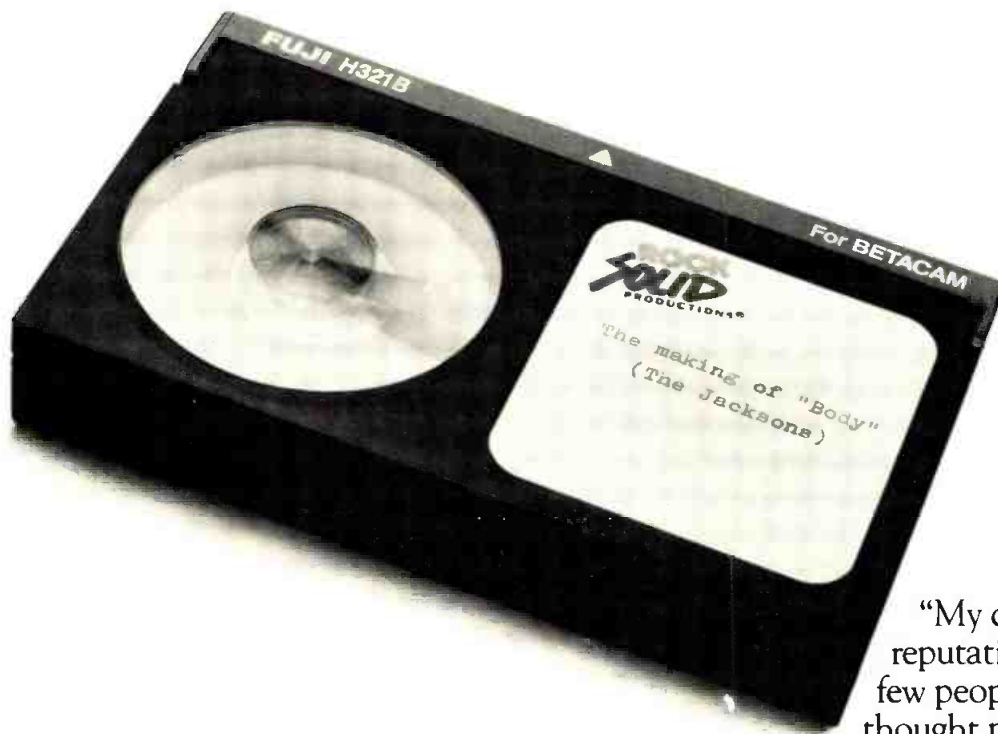
**WANTED
DEAD OR ALIVE**

**THE LEGEND
LIVES ON
IN COLOR**



FOUR STAR INTERNATIONAL, INC.
2813 West Alameda Avenue
Burbank, CA 91505-4455
(818) 842-9016

**“If you’re crazy
transfer tape
you’d better be
to use the**



“My company has built its reputation by doing something few people in this business even thought possible. We shoot and edit on tape and then transfer to film. Film is unforgiving when it comes to picking up imperfections in tape. So the tape itself has to be perfect.

**enough to
to film,
sane enough
right tape.”**

—David Griffin, CEO, Rock Solid Productions
talks about Fuji Betacam® videocassettes.

“That’s why, for the past three years, we’ve used nothing but Fuji Betacam videocassettes. In fact, we’ve used Fuji exclusively since we’ve been in business. Because in all that time, we’ve never had to apologize for the quality of a film to an unforgiving client.”

 **FUJI** PROFESSIONAL
VIDEOTAPE

Major Meetings

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 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 28-31, 1987—*National Association of Broadcasters* 65th annual convention. Dallas Convention Center. Future conventions: Las Vegas, April 9-12, 1988; Las Vegas, April 29-May 2, 1989; Dallas, March 24-27, 1990, and Dallas, April 13-16, 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. Information: (409) 294-3375.

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 26-29, 1987**—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Omni hotel, St. Louis.

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.

Aug. 30-Sept. 1, 1987—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta. Future meeting: Sept. 7-9, 1988.

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.

■ **Oct. 30-Nov. 4, 1987**—*Society of Motion Picture and Television Engineers* 129th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles. Future conferences: Oct. 14-19, 1988, Jacob K. Javits Convention Center, New York, and Oct. 22-27, 1989, Los Angeles Convention Center.

This week

Nov. 2-6—Annual *Public Broadcasting Service* Program Fair. Hyatt Regency, Austin, Tex. Information: (703) 739-5000.

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. Guests: Howard Cosell, ABC Radio, and Regis Philbin, WABC-TV New York and Lifetime cable network. 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. 5—Presentation of Cannes International Advertising Film Festival commercials. Event sponsored by *Screenvision Cinema Network and Adweek*. First Chicago Center and Three First National Plaza, Chicago. Information: (212) 818-0180.

Nov. 5—*American Advertising Federation's* National Advertising Law and Business Conference. Westin hotel, Chicago. Information: (202) 898-0089.

Nov. 5-6—*National Association of Broadcasters* executive committee meeting. NAB, Washington.

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

Nov. 6—*Women in Cable, Chicago chapter*, luncheon meeting. Como Inn, Chicago. Information: (312) 693-9800.

Nov. 6—*National Association of Broadcasters* luncheon featuring videotape presentation of "MegaRates: How to Get Top Dollar For Your Spots," and Washington communications attorney Michael Berg of Miller & Young on legislative developments affecting radio and television. Westin Ilikai hotel, Waikiki Beach, Honolulu.

Nov. 6—*Advertising Club of Greater Boston* "brown-bagger workshop" for those interested in advertising career. Ad Club, Boston. Information: (617) 262-1100.

Nov. 6—*National Academy of Television Arts and Sciences, Boston/New England chapter*, luncheon, "The Power of Syndication." Participating in roundtable: Joe Indelli, president, MTM Enterprises; Bob King, president, Columbia Pictures Television Domestic Distribution; Roger King, president, King World; Gary Lieberthal, chairman, Embassy Communications, and Lucie Salhany, president, Paramount Pictures Television. Anthony's Pier 4, Boston. Information: (617) 437-7000.

■ **Nov. 6**—*Philadelphia Cable Club* dinner meeting. Speaker: John Cooke, president, Disney Channel. Philadelphia Center hotel, Philadelphia. Information: (215) 668-2210.

Nov. 6-8—*Alpha Epsilon Rho, National Broadcasting Society*, Midwest regional convention. Chicago. Information: Joan Applebaum, (312) 297-1234.

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* "Georgia of the Year" banquet. Omni hotel, Atlanta.

Nov. 7—*Vermont Broadcasters Association* management seminar. Radisson, Burlington, Vt.

Nov. 7-9—Conference for journalists on "civil justice/litigious society," sponsored by *Foundation for Ameri-*



radio-tv BINGO

Complete "Ready to Air" Package

\$595 radio \$1250 tv

- OLDEST PROMOTION IN THE INDUSTRY Over 26 years . . . 1,000 plus stations.
- GETS DOUBLE RATE CARD RATE . . . A complete promotional package providing sponsors the "extras" that command extra dollars.

- TREMENDOUS SPONSOR FOOT TRAFFIC . . . Proves the effectiveness of your station with tangible results.
- CONTINUOUS RENEWALS . . . Sponsors and listeners demand it.
- INCREASE RATINGS . . . A proven leader in all markets.

© Copyright 1982, J.R. Hampton



**WORLD WIDE
BINGO, INC.**

P.O. BOX 2311 • Littleton, CO 80161
Telephone (303) 795-3288

"Our Business Is Improving Yours"

can Communications and Gannett Foundation. Vista International hotel, Washington. Information: (213) 851-7372.

Nov. 7-9—Alpha Epsilon Rho, National Broadcasting Society, South regional convention. Montevallo, Ala. Information: Stan Mimms, (205) 646-3771.

Nov. 7-9—Broadcast Executive Directors Association fall meeting. Hyatt Orlando, Orlando, Fla.

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

Nov. 8—Alpha Epsilon Rho, National Broadcasting Society, North Central regional convention. University of Wisconsin, Oshkosh, Wis. Information: Dr. Robert Snyder, (414) 424-3132.

Nov. 8—"Making the Story Work," workshop on story structure and scriptwriting, sponsored by *American Film Institute*. Parsons Exhibition Center, New York. Information: (212) 856-7690.

Nov. 8—Northeastern Mass Media Symposium, sponsored by *State University of New York, College at Brockport*. Speakers include Don Imus and Joey Reynolds of WNBC(AM) New York. SUNY campus, Brockport, N.Y. Information: (716) 395-5291.

Also in November

Nov. 9-11—"First Amendment Issues: Schools in a Free Society," sponsored by *First Amendment Congress*, coalition of 17 major print and broadcast associations and 11 national education associations. Speakers include Steve Bell, ABC News, and Paul Davis, news director, WGN-TV Chicago. Fort Magruder Inn and Conference Center, Williamsburg, Va. Information: Rosalind Stark, (703) 648-1047.

■ **Nov. 9-12—Public Relations Society of America** 39th national conference. Sheraton Washington. Information: (212) 826-1750.

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. 10—"The Cost of Technology: Information Prosperity and Information Poverty," sponsored by *Gannett Center for Media Studies*. Speakers include Tom Brokaw, NBC. Columbia University, New York. Information: (212) 280-8392.

Nov. 10—Tampa Bay Media Sundown, sponsored by *American Women in Radio and Television, Florida Hurricane chapter*. Innisbrook Resort, Tarpon Springs, Fla.

■ **Nov. 11—Hollywood Radio and Television Society** luncheon. Speakers: CapCities/ABC Chief Executive Officer Thomas Murphy and President and Chief Operating Officer Daniel Burke. Beverly Wilshire, Los Angeles.

Nov. 11—Women in Cable, New York chapter, meeting. Speaker: Amy Tykeson, president, Women in Ca-

ble. HBO Media Center, New York. Information: (212) 661-4500.

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, featuring panel on prime time production: Merrill Grant, chairman, Reeves Entertainment Group; James McAdams, executive producer, CBS's *The Equalizer*; Michael Bennahum, president, Kaufman Astoria Studios; John Maguire, Screen Actors Guild; Alexander Cohen, Broadway and TV producer, and Jayne Keyes, New York Governor's Office for Motion Picture and TV Development. Viacom conference center, New York. Information: (212) 867-6650.

■ **Nov. 12—Professional Media Network of Greater San Jose** meeting. Ste. Claire Hilton, San Jose, Calif. Information: (408) 993-2622.

Nov. 12-13—Conference for journalists, "The Women'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—Society of Professional Journalists, Sigma Delta Chi, national convention. Speakers include AP President Louis Boccardi and UPI White House Bureau Chief Helen Thomas. Ted Turner, Turner Broadcasting System, will be roasted. Marriott Downtown, Atlanta. Information: (312) 922-7424.

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.

■ The Gannett Center for Media Studies, an institute for the advanced study of mass communication and technological change, invites applications for its 1986-87 fellowships.

■ Fellowships are given to people from the news media or higher education who examine major issues and problems facing the mass media and society, with special attention to freedom of expression, media economics, new communication technology, professionalism, minorities and women, and the education and training of journalists.

■ *Terms of fellowship:* Fellows will be in residence at Columbia University for three to 12 months. Stipend based on present salary, office space, clerical and research assistance and other benefits will be provided.

■ *Types of fellowships:* Fellowships are awarded to persons at three levels of attainment—senior fellowships for mature individuals with substantial national reputations, fellowships for accomplished persons at midcareer, and research fellowships for those with 5-8 years of experience.

Fellowships

We're looking for creative men and women

Who care about the news media

■ *Application procedure:* Applicants should submit a letter of application, a brief summary of their project, a resume, references, and publications or work samples. Applications are due February 1, 1987; appointments announced in April.

■ *Selection criteria:* Fellowships will be awarded on the basis of (a) the significance and the quality of the project, (b) the applicant's ability to carry out the work, and (c) relevance of the project to the resources of the Center and its New York location.

■ *Requirements for fellows:* Fellows must be in full-time residence and not engage in outside employment or consulting. Participation in weekly seminars and dissemination of fellowship projects is required.

■ *Apply to:*
Residential Fellowship Program
Gannett Center for Media Studies
Columbia University
2950 Broadway
New York, NY 10027
(212) 280-8392

Residential Fellowship Program
**Gannett Center
for Media Studies**
A Gannett Foundation Program
at Columbia University

Errata

John McConnell, not Bernard Gershon, was named **managing news editor, WOR(AM) New York**, as reported in Oct. 20 "Fates & Fortunes."

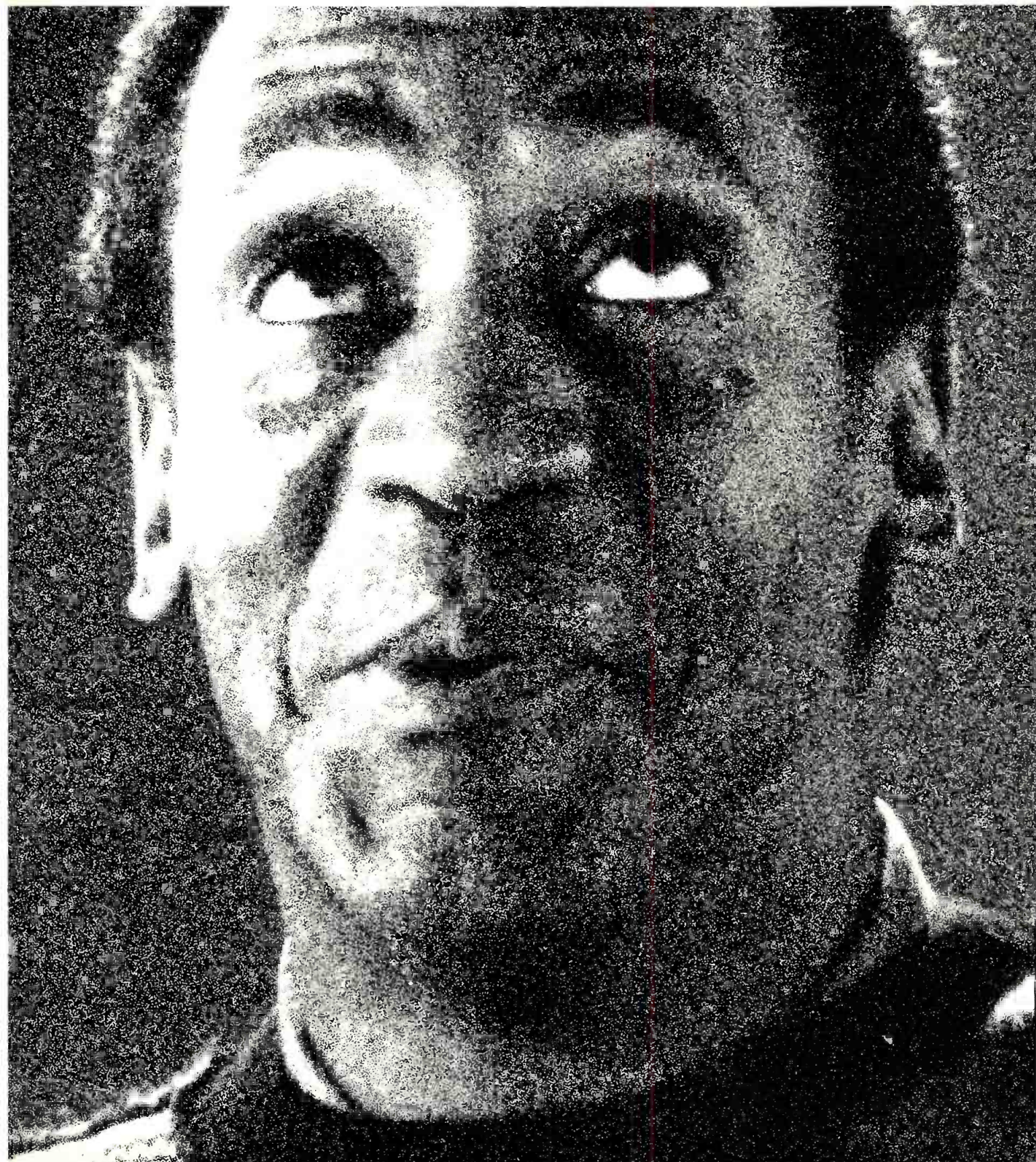
□

Call letters for **Los Angeles** radio station owned by **Emmis Broadcasting** ("Fifth Estater," Oct. 13) are **KPWR(FM)** and no longer **KMGG(FM)**.

□

Album-rocker **wxrt(FM) Chicago** finished with a **2.9 12-plus metro share in summer Arbitron report**, not 2.5, as reported in Oct. 20 issue.

'84'85'86



Success breeds success.

The Cosby Show has been #1 in its time period every single week since its premiere three seasons ago. That's 109 weeks in a row!

In fact, the Cosby Show keeps getting stronger and stronger. In 1983-84 Cosby averaged a 38 share, in 1984-85 it averaged a 49 share, and on Thursday, October 16, the night of its launch into syndication, Cosby delivered a 57 share of audience.

If you want to put more muscle into your schedule every night of the week, you'll want to put the power of The Cosby Show to work for you.

The Cosby Factor: Profit from it.

Source: NFI



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. 13-14—14th annual Communications Law program, sponsored by *Practising Law Institute*, non-profit educational organization. New York Penta, New York. Information: (212) 765-5700.

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. Westin Crown Center, 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—Deadline for nominations for Advertising Hall of Fame, sponsored by *American Advertising Federation*. Information: AAF, 1400 K Street, N.W., Washington, 20005.

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. Information: (213) 463-9433.

Nov. 14-20—"Audible Visions," East Coast radio theater conference coordinated by *Pennsylvania Radio Theater*, *Friends of Radio Theater* and *Pennsylvania Council on the Arts*. International House, Philadelphia. Information: (717) 744-4432.

Nov. 15—*Caucus for Producers, Writers and Direc-*

tors final general membership meeting of 1986 and fourth annual dinner dance, honoring Charles Fries, Fries Entertainment, and Aaron Spelling. Aaron Spelling Productions. Chasen's restaurant, Los Angeles.

Nov. 15—Second annual New England College Radio Conference, sponsored by *noncommercial WHUS(FM) Storrs, Conn.*, and *Intercollegiate Broadcasting System*. Student Union, University of Connecticut, Storrs, Conn. Information: John Murphy or Dean Lapenta, (203) 486-4007.

Nov. 15—"Comedy Writing for TV and Film," seminar sponsored by *American Film Institute*. Parsons Exhibition Center, New York. Information: (212) 856-7690.

Nov. 17—"The Mafia Mystique," conference on organized crime and the media, sponsored by *Media Institute of the National Italian American Foundation*. Marriott Marquis, New York. Information: Jean Grillo, (212) 267-1915.

Nov. 17-19—*Television Bureau of Advertising* 32d annual meeting. Theme: "Television in Today's Tougher Business Climate." Century Plaza, Los Angeles.

Nov. 17-21—*Southern Educational Communications Association* annual conference. Hyatt Regency, Tampa, Fla. Information: (803) 799-5517.

Nov. 18—*American Sportscasters Association* third annual hall of fame awards dinner. Marriott Marquis, New York. Information: (212) 227-8080.

Nov. 18—*Association of National Advertisers* research workshop. Plaza hotel, New York.

■ **Nov. 19**—"Hollywood Salute to BBC," during BBC's 50th anniversary, sponsored by *Academy of Television Arts and Sciences* and *International Council of National Academy of Television Arts and Sciences*. Ambassador hotel's Coconut Grove, Los Angeles. Information: (818) 953-7575.

Nov. 20—*Federal Communications Bar Association* luncheon. Speaker: James Olson, chairman-CEO, AT&T. Washington Marriott, Washington.

■ **Nov. 20**—*Ohio Association of Broadcasters* financial managers meeting. Harley hotel, Columbus, Ohio.

Nov. 20-22—*Arizona Broadcasters Association* fall convention and annual meeting. Westward Look Re-

sort, 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—Reunion of reporters and photographers who covered Vietnam war, sponsored by *Overseas Press Club of America*. Seventh Regiment Armory, New York. Information: (212) 679-9650.

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. 22**—*Professional Media Network of Greater San Jose* seminar, "The Effects of the Tax Reform on the Type of Business Typical for the Media Industry." San Jose Athletic Club, San Jose, Calif. Information: (415) 968-3633.

Nov. 24—Presentation of International Emmy Awards, sponsored by *International Council of National Academy of Television Arts and Sciences*. Sheraton, New York. Information: (212) 308-7540.

Nov. 25—*International Radio and Television Society* newsmaker luncheon, featuring retired Chief Justice Warren Burger. Waldorf-Astoria, New York. Information: (212) 867-6650.

Nov. 29—Broadcast/entertainment seminar for students and investors, sponsored by *Gemini Productions Corp.*, Olathe, Kan. Hyatt Regency-Crown Center, Kansas City, Kan. Information: (913) 829-6600.

December

Dec. 1—Deadline for entries in 12th annual National Commendation Awards, for the "positive and realistic portrayal of women in all media forms," sponsored by *American Women in Radio and Television*. Information: AWRIT, 1101 Connecticut Avenue, N.W., suite 700, Washington, 20036; (202) 429-5102.

Dec. 1-2—Annual World Telecommunications Conference, sponsored by *Financial Times*. Intercontinental hotel, London. Information: (01) 621-1355.

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. 1-5—*World Association for Christian Communication, North American Broadcast Section*, 17th annual conference. Royce Resort hotel, Fort Lauderdale, Fla. Information: (313) 962-0340.

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, AFL. 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. 8**—Deadline for entries in *International Television Association's* 19th annual Video Festival. Information: ITVA, 6311 North O'Connor Road, #110, Irving, Tex., 75039; (214) 869-1112.

Dec. 8-10—Eighth annual *National Media Conference*. Theme: "New Directions." Participants include Jeff Greenfield, ABC News; Oprah Winfrey, syndicated talk show host; Bruce Christensen, PBS, and Charles Gingold, Lifetime Cable Network. New York Hilton, New York. Information: (212) 819-9310.

■ **Dec. 8-11**—"Convergence: An International Forum on the Moving Image," biennial event organized by *Le Forum Video de Montreal*. Sheraton Center, Montreal. Information: (514) 283-8309 or (212) 595-2452.

Dec. 9—*International Radio and Television Society*

Broadcasting

The Newsweekly of the Fifth Estate

1735 DeSales Street, N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

Broadcasting  Magazine

3 years \$175 2 years \$125 1 year \$65 6 mos. \$32.50

(International subscribers add \$20 per year)

Broadcasting  Cablecasting Yearbook 1986

The complete guide to radio, TV, cable and satellite facts and figures—\$90 (if payment with order \$80) **Billable orders** must be accompanied by company business card or company purchase order. Off press April 1986. Please give street address for UPS delivery.

To order by **MASTERCARD, VISA or CHOICE credit cards, phone toll free 800-638-SUBS**

Name _____ Payment enclosed

Company _____ Bill me

Address _____ Home? Yes No

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations Yes No

(required)

For renewal or address change
place most recent label here

"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. 11—Advertising Club of Greater Boston "brown-bagger workshop" for those interested in advertising career. Ad Club. Boston. Information: (617) 262-1100.

Dec. 11-12—Federal Communications Bar Association and Practising Law Institute fifth annual conference. "Telecommunications: Competition and Deregulation after the AT&T Divestiture." Sheraton Washington hotel, Washington. Information: (212) 765-5700.

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.

Dec. 20—Deadline for entries in film and video festival sponsored by Council on Foundations. Entries must have received full or partial funding from private, community or corporate grantmaker. Information COF, 1828 L Street. N.W., Washington. 20036-5168; (202) 466-6512.

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

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. 14—Association of Independent Television Stations and NATPE International first-run syndication promotion event, to be held during annual Television Critics Association press tour. Los Angeles. Information: INTV. (202) 8871970.

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—Deadline for entries in 37th annual Sidney Hillman Awards for outstanding achievements in social issue journalism, sponsored by Amalgamated Clothing and Textile Workers Union. Information: Sidney Hillman Foundation, 15 Union Square, New York, N.Y., 10003.

Jan. 15—Federal Communications Bar Association luncheon. Speaker: Congressman John Dingell, chairman, House Energy and Commerce Committee. Washington Marriott, Washington.

Jan. 16—Deadline for entries in Jack R. Howard

Broadcast Awards for public service reporting, sponsored by Scripps Howard Foundation. Information: SHF, 1100 Central Trust Tower, Cincinnati, 45202.

Jan. 16-17—Colorado Broadcasters Association winter meeting and awards banquet. Broadmoor hotel, Colorado Springs.

Jan. 20—Presentation of eighth annual network ACE Awards, sponsored by National Academy of Cable-Programming. Ceremony to be aired live by WTBS-TV

Allanta. 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. 23—Deadline for entries in 24th annual National Student Production Awards competition, sponsored by Alpha Epsilon Rho, National Broadcasting Society. Information: Dave Smith, (317) 285-1492.



FMX supporter

EDITOR: The article in the Oct. 13 issue of BROADCASTING, "Questions raised over FMX technology," conveys the wrong impression about Orban's commitment to FMX.

It is true that our tests in San Francisco (and tests in other cities by others) indicate that in its present form, FMX does degrade reception by non-FMX receivers in some multipath-prone listening locations. Therefore, in its present state of development, it is questionable whether FMX will be accepted by the broadcast community.

Emil Torick of CBS Technology Center acknowledges in your article that FMX has some "soft spots," but he feels they can be eliminated through continued development.

From the beginning, Orban has enthusiastically supported the FMX concept. We have invested considerable resources in developing an Optimod-FMX generator, and we have shared our suggestions for improvement and the results of our tests with the CBS Technology Center. We have supported and will continue to support the efforts by Torick, CBS and the National Association of Broadcasters to further refine FMX so that it can be commercially viable.—Howard Mullinack, marketing and sales manager, broadcast products, Orban Associates, San Francisco.

Addendum

EDITOR: A footnote to your "Footnote" to the Oct. 27 editorial "Politics as Usual":

NAB's argument that free ad time donated to federal candidates by broadcasters should be considered by the FEC within the "news

story, commentary, or editorial" exemption of the Federal Election Campaign Act constituted neither acceptance of the constitutionality of that statute nor, as BROADCASTING apparently fears, acquiescence in the notion that the First Amendment countenances interference in the broadcaster's editorial process. Without reaching the constitutional issues, it appeared to us that based on congressional intent and on past FEC decisions, one of the several legal arguments to be raised in asking the FEC to reconsider its action was that the donation of time fell into this exemption.

Similarly, in arguing that the FEC should reverse its action because political broadcasting comprised a major element of public interest service, we paraphrased the FCC's own 1984 primer, issued over Chairman Fowler's signature, which sets forth the law as the commission has over the years interpreted it to be, rather than what we (or the current commissioners) might like it to be. Given the context of our statement, we think one has to strain a fair bit to conclude that we were compromising our ongoing opposition to the political broadcasting laws.—Henry L. Baumann, senior vice president and general counsel, and Steven A. Bookshester, associate general counsel and First Amendment attorney, National Association of Broadcasters, Washington. *

Selling radio short

EDITOR: David M. Landau's Oct. 20 "Monday Memo" on radio sales and programing creates a trap into which many self-proclaimed radio advocates fall. He characterizes the radio medium in such a way that

A Constructive Service to Broadcasters and the Broadcasting Industry

HOWARD E. STARK

Media Brokers—Consultants

575 Madison Avenue

New York, N.Y. 10022

(212) 355-0405

Sony Betacam Betacam vs. Bo vs. Thomson - C Who will win?

You will.

Because Betacam® is now a multi-source format.

That means you'll have an even wider choice of products and features to meet your specific needs. You can expect innovative future products such as high-performance Betacam SP. And you'll have the security of knowing that the premier manufacturers of broadcast VTRs are committed to a 1/2" standard.

vs. Ampex sch Betacam SF Betacam.

Best of all, it means a major battle by each of us to become your Betacam supplier. So when the dust settles, who will come out ahead?

You guessed it.

For more information on Sony Betacam and future developments in the Betacam format, call Sony Broadcast at (201) 833-5231.

SONY
BROADCAST



reflects poorly on the real power of aural communications to transmit creative, emotional and persuasive messages. In the "Memo" he announces, to no one's surprise, that radio is efficient. Furthermore he states that radio is healthy because of its efficiency.

To many advertisers and agencies, "highly efficient" is a synonym for "inexpensive" or "cheap." The usual explanations for the use of such terms as "efficient" to describe a product contain the following thinking:

■ The product may truly have a cost advantage over its competitors. Mature and competitive radio stations commit expenditures necessary to deliver a high quality sound, meaningful involvement in the community and a vehicle that delivers customers for their advertisers. They do not, on a rela-

tive basis, spend less money on their product than other media. Radio station owners who believe they are significantly less costly than other media are not investing a long-term market strategy.

■ The product may have very few comparative advantages over its competitors other than "efficiency." Radio clearly has a number of exciting and unique attributes not found in any other medium. It has survived periods of intense competition from television, newspapers and other mass media precisely because of its power.

■ Advocates may have developed low self-esteem about their product, and therefore think efficiency is their only selling point. Competitors and users may have denounced a product to the point that the pro-

duct's creators believe what others are saying. The radio industry has fallen into this trap. Did you ever hear, "Radio is more difficult to understand and buy, therefore it's not worth as much to me," or "It doesn't have a picture," or "I only have 2% of my budget for radio, so I need tonnage?" If we address these objections by lowering the price of radio time, we are guilty of underselling the value of the medium.

The fact that radio's cost-per-thousand rose less than any other medium in the last 20 years is not a good sign. Let's concentrate on marketing the power of radio at a good price that reflects its unique abilities. Let the C-P-M rise.—*Robin B. Martin, president, The Deer River Group, Washington.*

Cable's contribution

EDITOR: Joan Ganz Cooney's Oct. 13 "Monday Memo" captures the zeal of Children's Television Workshop for its cause, but Ms. Cooney errs in relegating cable's role in children's programming to a single sentence: "Cable services seem to pay more attention to children than the commercial networks."

In fact, cable networks each week carry nearly 250 hours of regularly scheduled programs especially designed for young people. Moreover, there are a number of cable systems that encourage children and teachers to produce their own local programs aimed directly at improving the learning skills of children.

Cable networks such as the Learning Channel go to extraordinary effort to bring to homes and schools programs such as TLC's *Constitution Day* special on Nov. 15 featuring former Chief Justice Warren Burger and a panel of experts moderated by newsman Bill Moyers.

Also programming specifically for children are such basic cable networks as Nickelodean, C-SPAN, USA Cable Network, CBN Cable Network, Spanish International Network, Genesis Storytime and pay networks such as The Disney Channel, HBO, Showtime and Home Theater Network.—*Harold E. Morse PhD, chairman and chief executive officer, The Learning Channel, Washington.*

Marketing the key

EDITOR: I agree with Joan Cooney's Oct. 13 "Monday Memo" that television is currently not meeting the needs of the child audience. However, I don't think that it's due entirely to the failure of programmers or to a lack of legislative and regulatory action. The children's market does indeed exist in some segments of our society. Just look at the toy, fast food and home video industries, to name a few. These products are sold to kids via extensive marketing campaigns. Yet, this same approach is rarely, if ever, used to promote children's programs on television or cable. The successes Cooney mentions have enjoyed the benefits of advertising as well as good publicity. The audience for children's programs is there—it needs to be acknowledged and informed.—*Karen W. Jaffe, executive director, KIDSNET, computerized clearinghouse for children's radio and television, Washington.*

Still The Best Value In Cart Machines!



Broadcast Electronics Series 2100

Don't be misled by fancy promotions. The Series 2100 is **still** the most cost effective professional cart machine you can buy. With over 3,000 in use, this is more than a claim!

If several years of field proven reliability are important to you, choose the Series 2100. The Series 2100 offers dependability, plus performance specifications that are equal to those of more expensive machines. Two cue tones (1 kHz and 150 Hz) are standard features!

Compare prices...compare features...compare construction...you'll agree that the reliable 2100 gives you more value per dollar than any other cart machine.

Playback:	Mono \$1,175	Stereo \$1,275
Record/Play:	Mono \$1,795	Stereo \$2,095

Prices USA only. 115V, 60 Hz, FOB factory exclusive of sales or use tax.



**BROADCAST
ELECTRONICS INC.**

4100 N. 24th ST., P. O. BOX 3606, QUINCY, IL 62305-3606. (217)224-9600, TELEX: 25 0142

An AM commentary from Sam Yacovazzi, VP/general manager, WHIO-AM-FM Dayton, Ohio

How AM radio can come back to life

There is a prevailing mood in the broadcasting industry that AM radio is losing its audience at such a pace that it will not survive.

Ever since that fateful year, 1969, when the FCC came out with its famous edict that broadcasters could no longer simulcast AM and FM for more than 25% of the time (in most markets), the radio industry has changed dramatically.

Most broadcasters scurried around trying to find the easiest and most inexpensive way of satisfying this new ruling. It was a bonanza time for automation manufacturers. The general approach to FM was to air music, taped newscasts, some public service, give advertisers bonus spots and continue to concentrate on the AM. What actually aired were long-playing music tapes and very little else. The end result to the listener was a better product technically and a wide variety of music. If listeners wanted news, they could turn to AM or that other medium, TV.

For most broadcasters, the thinking was, "Let's get this monkey off our back and we'll continue doing what we're doing."

FM boomed, taking away such a large portion of the audience from the AM band that doomsayers now say AM radio cannot survive. This is the second time that radio seems to be at a very critical point for survival. In the early 1950's, doomsayers were predicting that radio could not survive against the new medium called television. But radio did survive through innovative programming, exciting personalities, a strong news image and promotion. Top 40 became the rage. Radio came of age for the second time, providing its audiences with entertaining, informative and exciting programming.

But while radio started playing a wide range of music which it previously lacked, it eventually became AM's downfall. AM radio stations in those days began playing follow the leader. It got to the point that a station was only playing about 30 records. Repetition was so great that stations would play the same song every 90 minutes. They had some great titles on these formats such as the Hot 100, the Nifty 90, the Swinging 60, Top 40, Boss 30 etc. All the while, this new thing called FM stereo was giving the listener an alternative, and most AM broadcasters were oblivious to what was happening.

While FM's rise severely cut into AM radio listening, not all AM stations fell behind. Some broadcasters held to their convictions of what made their stations great. They didn't change their music formats because of what the station down the street did, but continued to be aggressive.

The big question today is: Can AM radio



Sam Yacovazzi is vice president and general manager of WHIO-AM-FM Dayton, Ohio. A broadcaster for 30 years, his career began at WAKR(AM) Akron as an account executive. He was promoted to sales manager of co-owned WONE-FM in January 1965. In May 1966 he was named vice president and general manager of WONE-FM. In 1969 Yacovazzi put WTUE(FM) Dayton on the air and was vice president and general manager of both stations until 1973. He was then transferred to manage co-owned KLZ(AM)-KAZY(FM) Denver, a position he held until he was promoted to vice president of group operations and returned to Akron in 1975 where he also was vice president and general manager of WAKR(AM)-WAEZ(FM). He returned to Denver in 1977 to manage KLZ-KAZY until 1981 when he resigned to become principal owner of a station in Knoxville, Tenn., which he sold in 1985. He was named to his current position in September 1985.

survive? What will it take for AM to recapture some of the listeners? Unfortunately, there are no easy solutions to a very complex problem. However, there is a bright future for AM if we practice sound business and programming philosophies predicated on research.

A research project conducted by McGavren Guild Radio revealed how people perceive AM radio. It said that stereo was not the dominant difference between AM and FM; rather it was the variety of music. Also, most listeners responded that news, talk, Christian and big-band formats are primarily AM dominant. They believe that beautiful music, contemporary rock, soft rock, classical and progressive belong in the FM camp. Almost the entire sample felt that any station programming four songs in a row belongs to the FM category.

All of this reinforces the perception that FM has more variety in key programming areas. AM must now demonstrate that it has something better to offer. Those who listen

to AM do so because they feel AM is doing something unique: a solid news department, a funny morning man, special features, sports or an aggressively promoted oldies library giving the image of a "full service" radio station programmed in an appealing fashion.

In 1970 there were approximately 4,900 AM and FM radio stations in the United States; today there are close to 10,000, and that number is growing. Because of this proliferation, the problem of audience fragmentation arose. In many markets there may be two or more stations that share the same format, play the same music, all trying to appeal to the same audience segment. The obvious result of audience fragmentation has been a reduction in share of audience. Smaller shares of audience have generated smaller advertising revenues for individual stations.

Radio has been digging its own grave. Decreasing shares have led to price cutting and bartering at some stations. This practice has poorly positioned radio as a vital part of the media plan.

AM broadcasters must discover important survival techniques that will allow them to prosper and build for an even more profitable future. The areas that must be developed are programming and sales. AM radio is in a position now to make great gains in audience shares in the coming years. It will take a strong and long commitment from the owners and operators to succeed. A strong commitment to audience research must be made. Stations must identify the role they play in the market and identify what listeners want and expect. Stations must develop fresh programming concepts and improved on-air talent that will attract new and loyal listeners. Creativity and research must go hand in hand.

It is also vital that stations implement the latest in technology. There has been a state of confusion regarding AM stereo, but two manufacturers have survived—Motorola and Kahn Communications. This new technology will mean a better sound and a good marketing theme. The various car makers are now offering AM stereo receivers. Many manufacturers are now getting into AM stereo. Radio Shack, it's reported, will mass market AM stereo. AM stereo will establish technical parity between the bands; however, in most instances, the AM station's signal will reach further than the FM's.

The word to AM broadcasters is this: Appropriate enough dollars to properly promote your station. Be ready to go head to head with your competition. An intelligent marketing plan must be implemented to reach your target audience. The AM stations that continually meet and actually surpass listeners' needs and expectations will be those stations that will survive and prosper.

What A Country!



The Critics Say It's a Smash...

The **Los Angeles Times** called it "one of the most promising entries of the fall season."

The **New York Times** singled out "the first rate cast."

The **Christian Science Monitor** praised it as "the most refreshing of the new syndicated sitcoms."

And **The San Diego Tribune** declared: "If there is a hit among *The New Gidget*, *What A Country!*, *One Big Family*, *It's a Living* and *Mama's Family*, it's the one with the exclamation point."

A production of Tribune Entertainment and Viacom Enterprises in cooperation with Prime Time Entertainment. Based on LWT's production of Vince Powell's *Mind Your Language*.

SOURCE: NSI metered markets 9/24/86-10/19/86.

© 1986 Viacom International Inc. All rights reserved.



What A Hit!

And the Ratings Prove It...



New York WPIX Saturday 6:00 pm

Increases over *Fame* lead-in. Improved its time period rating 28% over a year ago.

Los Angeles KTLA Wednesday 7:30 pm

Increases 23% over its *Silver Spoons* lead-in and 45% over time period ratings a year ago.

Chicago WGN Saturday 6:00 pm

The #1 first-run program on WGN in early fringe and access. Increases its *One Big Family* lead-in by 29%.

Philadelphia WTAF Sunday 7:30 pm

The #1 program among independents in its time period. Holds its lead-in against *60 Minutes* and other network competition.

San Francisco KTVU Saturday 6:00 pm

Increases over *New Gidget* lead-in and beats all independent competition.

Boston WLVI Saturday 7:00 pm

Increased 56% in rating since its premiere.

Detroit WKBD Saturday 7:30 pm

Increased the time period rating 45% over last year. Delivers a 44% higher rating than *It's a Living*.

Dallas KTXA Sunday 5:30 pm

Increased 76% since its premiere.

Miami WCIX Saturday 7:30 pm

Increases 43% over its *Throb* lead-in. Delivers a 48% higher rating than *It's a Living*.

Denver KWGN Sunday 6:00 pm

The #1 first-run sitcom with 31% increase in rating since its premiere. Increased its lead-in against *60 Minutes* and other network competition.



The All-American Favorite.

*Young, Old, Short and Tall,
Once Again She Tops Them All!*

#1 - TOTAL HOMES AND VIEWERS - All Independent Stations*
Washington, D.C. - WTTG-TV - 8:30 P.M. - M-Tu-F

#1 - TOTAL MALE VIEWERS - All Stations*

#1 - Men 18 - 49*

#1 - Men 25 - 54*

Chicago - WGN-TV - 1:30 P.M. - M-F

#1 - TOTAL HOMES, TOTAL WOMEN VIEWERS - All Independent Stations*

#1 - Women 18 - 49 - All Independent Stations*

#1 - Women 25 - 54 - All Independent Stations*

Miami - WCIX-TV - 10:30 P.M. - M-F

#1 - TOTAL TEEN AND KID VIEWERS - All Stations*

Fresno - KMPH-TV - 9:30 A.M. - M-F

#1 - TOTAL BLACK VIEWERS - All Stations**

St. Louis - KMOV-TV - 10:30 P.M. - M-F

#1 - TOTAL VIEWERS - ALL DEMOGRAPHICS - All Stations*

Abilene, TX - KTAB-TV - 10:30 P.M. - Su

CAROL BURNETT and FRIENDS

The Proven Winner

For Information: JOANNE LEIGHTON Director of Sales
C.B. Distribution Company 141 El Camino Drive, Beverly Hills, California 90212

Phone (213) 275-6114

Broadcasting Nov 3

Vol. 111 No. 18

TOP OF THE WEEK

Networks suffering from three-way slump

Ratings, shares and HUT levels for the three are down in first five weeks of new season compared to year ago; networks trace part of problem to Nielsen's meter samples

In the first five weeks of the new prime time television season, the three-network ratings, shares and homes using television (HUT's) were all down from a year ago. Also down over the first three weeks was delivery of key demographics. Network executives are not sure exactly why, but part of the problem, they say, may be related to problems Nielsen is having maintaining its national meter sample base for the Nielsen Television Index ratings. They also suggested that the lower numbers are partly due to NBC's having the World Series this year, competing against a weaker ABC regular series lineup, compared to last year when the series on ABC was going against a much stronger NBC regular schedule.

But whatever the reasons, if the trend holds up it will not help the sales efforts of the networks, already plagued by the softest advertising economy in recent years. For those first five weeks, the three-network average rating stood at 50.3, down slightly more than a rating point, or about 2%, from the same period a year ago. The three-network share for the same period this season was off about half a point, or 1%, to an average 80.2. HUT levels are off by more than a point to 62.6 from 63.9 a year ago, down 2%.

According to Marvin Mord, vice president, marketing and research services, Capital Cities/ABC Inc., Nielsen's NTI sample base has been "kind of strange" lately. He said that over the last three seasons the October sample base of homes providing usable data (known as the "in-tab" sample) has diminished from 1,446 in 1984 to 1,403 in 1985 to 1,375 in 1986. He said the in-tab sample used to be in the 1,450-range. Mord added that the total NTI sample, which is supposed to contain 1,700 metered homes, had only 1,658 in October. The big concern with the dwindling sample, said Mord, is that "multiset households seemed to get affected to a greater extent," which would affect the three-network viewing measurements.

Both Mord and Gerald Jaffe, vice president, research projects, NBC, said Nielsen has acknowledged some field staff problems this year in the installation of the new people

meters and maintenance of the existing NTI sample at the same time. Nielsen plans to install a 2,000-home sample by the start of next season.

"It takes time to train the staff" that Nielsen needs to install and maintain the meters, Mord said. He said Nielsen has told the networks it is "working on the problem" but that it remains to be seen to what extent this season's ratings will be affected.

NBC's Jaffe offered one example of how the series has affected viewing levels this season. On Oct. 24 of last year, ABC's World Series telecast averaged a 24.9/38. NBC's Oct. 23 telecast of game six of the

6%.

In the men's demos, the results for 18-34 were: NBC, 10.1, off 15%; ABC, 9.4, up 15%, and CBS, 6.6, off 19%. For men 18-49: NBC, 11.1, down 8%, ABC, 10.2, up 16% and CBS, 8.0, down 7%. For men 25-54, NBC, 12.2, off 6%; ABC, 11.5, up 16%, and CBS, 9.1, down 7%. Jaffe said those numbers were for regularly scheduled programs and did not include the baseball playoffs or World Series.

On a program by program basis, the early demographic data shows NBC with six of the top 10 programs and 10 of the top 20 with women 18-49, while ABC has four of the top 10 and six of the top 20. CBS doesn't have any programs in the top 10 for that demo and only four in the top 20. The pattern is similar in the other key demos for women and men.

After eight weeks of National Football League action this season, the three-network rating is off by six-tenths of a rating point, 43.6, compared to a 44.2 a year ago. That is one reason why negotiations for a new network television pact have been put off until after this season, the last covered in the current agreement. If that downward trend continues, it will reinforce the networks' position that they are paying more for the NFL than the games are worth. Network executives say that each network may lose as much as \$40 million this year on its NFL packages.

The evening news programs, which have come under increasing pressure of late to show improvements in the bottom line, are down in combined ratings for households and key demographics. For the first five weeks of the season, the combined rating for the evening news shows is 32.1, off 5.4% from a year ago, while the three network share is 64%, off last year's mark by 1.5%. The biggest factor there is that CBS is off 14% in rating and 13% share after the first five weeks, averaging a 10.8/21. NBC was up 2% in rating and 5% in share and led the race (ever so slightly) with an average 10.9/21. ABC was a close third with an average 10.3/21, down 3% in rating, but up 5% in share.

In the key demographics for news, the combined rating for women 18-49 (two weeks only) was 13.1, off almost three points from last year, when the combined rating was a 16.1. The same pattern holds for women 25-54, while the men 25-54 demo is also down, but not by as much,

Three-network prime time scorecard

(First five weeks of season)

Average rating—50.3, down 2%



Average share—80.2, down 1%



Average HUT—62.6, down 2%

series in prime time averaged more than 8 rating points and 10 share points higher than the ABC game a year earlier.

Jaffe also said that cable and independent viewing appeared to be no more of a factor so far this season than last. In fact, he said, HBO's October's prime time ratings are the lowest since the cable service has been rated: an average just under a 7 rating through Oct. 28.

The early three-network demographic numbers for prime time are off as well this season. According to Jaffe, for the first three weeks of the season the combined network rating for women 18-34 is off 9%. Broken out by network, NBC was averaging a 14.3 rating in that category, off 7%. ABC was up 2% to 10.2, while CBS fared the worst, averaging a 9.5, off 19%. The trend was similar for women 18 to 49. NBC averaged a 14.8, off 5%, CBS an 11.1, off 13%, and ABC a 10.6, but up 3%. With women 25-54 the results were: NBC, 15.5, down 2%; CBS, 12.6, down 9%, and ABC, 11.6, up

while men 18-49 was about flat.

The pattern is similar for daytime, where, for the first five weeks of the season, HUT levels are down 2% to 26% of the household base. The three-network daytime rating is down 1% to a 15.9. However, the three-network share level is up a point, to 61.2, a

sign that the network schedules are holding their own against ever increasing competition from first-run syndicated program suppliers. In the daytime household race in the season so far, CBS leads with a 5.9/23, followed by ABC with a 5.4/20 and then NBC with a 4.6/18.

In the key demographics for daytime, the available data (for two weeks of the season) show that women 18-49 is off by three-tenths of a point, to an average 12.6, while women 25-54 are up two-tenths to an average 12.7 and women 18-34 are up one-tenth to 13.1. □

The reorganizations continue at CBS

Stringer gets nod as permanent head of news; corporate affairs and radio departments changed also

The wave of changes sweeping away jobs and moving people to different offices continued at CBS last week. One major result was that Howard Stringer was chosen as permanent president of CBS News, that appointment coming after a telephone consultation with the company's board of directors. Another result was the elimination of the company's corporate affairs office. In the CBS/Broadcast Group there was still an expectation of a reorganization at the top, with uncertainty as to what a new CBG would look like.

Stringer, who has been running the day-to-day affairs of the news division since Van Gordon Sauter resigned under pressure in September, has been executive vice president of CBS News. The 18-year veteran of the network said his vision for CBS News is a combination of "long-range, thoughtful documentaries" as well as "more timely, quicker, hard hitting" broadcasts like the recent special on crack. He would at the same time, he said, like to "use an hour or two to experiment with" using some of CBS News's "better people to try different ways of doing things, try new forms, try different television." Stringer, 44, said he thinks CBS News has done "about as much [budget] cutting as we can do. To keep costs down, we



Stringer

have to think of ways to do things differently—that's both exciting and dangerous."

Stringer will report to Gene Jankowski, president of the CBS/Broadcast Group, who announced Stringer's appointment, saying that he had "demonstrated the leadership, creative and personal skills that are critical to the continued growth and success of this most important journalistic institution."

Early in the week, Laurence Tisch, CBS's acting chief executive officer, decided to fur-

ther reduce the company's corporate presence by moving the majority of corporate affairs functions into the CBS/Broadcast Group. David Fuchs, who had moved to the 35th floor of CBS headquarters less than three months ago to take the job of senior vice president for corporate affairs (BROADCASTING, Aug. 25), is today moving back to the broadcast group, as senior vice president, corporate and broadcast affairs. The changes announced last Tuesday also entailed the elimination of roughly 60 positions, spread among various departments.

The Washington office of CBS, which last week was reduced from 12 people to eight, will now be part of the broadcast group, and its vice president, Robert McConnell, will report to Fuchs. Also cut further and moved to the broadcast group was corporate information, whose vice president, Anne Luzzatto, will now report to George Schweitzer, CBG's vice president, communications and information. Schweitzer will report to Fuchs, as will three other department heads: David Poltrack, vice president, research; George Dessart, vice president, program practices, and Jack Blessington, vice president, broadcast relations. Most of the positions eliminated were in research, program practices and audience services (which include answering viewer mail and keeping program statistics), according to a CBS spokesman. Those laid off last week included John Workman, director, information research; David Shapiro, director of investor relations, and Jeff Erdel, director of press relations for WCBS-TV New York.

Many assumed last week that changes were still to come at the very top of CBG. Tisch said he was still learning about the broadcast group and but would soon decide whether to leave alone a leadership structure that has already changed several times within recent years ("At Large," Oct. 27). The acting chief executive officer is talking with the broadcast group president, Gene Jankowski, about a new structure, although it's said nothing definitive has been decided.

One of Tisch's options is to do nothing, leaving current reporting responsibilities essentially as they are. Reporting to one CBG executive vice president, Neal H. Pilson, are CBS Television Stations, which is still absent a president; CBS Radio; CBS Sports, and the senior managers of CBS operations and engineering. Reporting to the other executive vice president, Thomas F. Leahy, are the television network and CBS Entertainment, as well as CBS Broadcast International. Reporting to Jankowski are Pilson, Leahy, Stringer and Fuchs and the finance department under Jay Gold.

With the senior management committee

Brescia out, Kipperman up, in CBS Radio moves

The CBS Radio Division streamlined its corporate structure last Friday morning (Oct. 31) as it eliminated the individual managerial posts for its two networks and elevated Bob Kipperman, vice president and general manager of CBS's young-adult RadioRadio network, to the position of vice president, CBS Radio Networks. Kipperman, who had been head of RadioRadio since its April 1982 launch, is now responsible for programing, promotion and production for the CBS Radio Network, RadioRadio and the recently formed CBS Radio Programs unit. Kipperman, who joined CBS in 1968 as an account executive with the CBS Radio Network, will report directly to CBS Radio President Bob Hosking.

Also involved in the latest changes is Michael Ewing, vice president and general manager of the CBS Radio Network, who was named vice president/marketing of the CBS Radio Networks. He will oversee both sales and affiliate relations for the two services and the programing unit and will report to Kipperman. Ewing has been with CBS Radio in various executive capacities since 1969.

Gone in the restructuring process is Dick Brescia, senior vice president of the CBS Radio Networks. Brescia has been with CBS Radio for 19 years and has held his most recent post since 1982. Prior to joining CBS, Brescia was an executive with Mutual Broadcasting for five years.

The corporate changes are seen as a more efficient way to manage the day-to-day activities of the two networks and CBS Radio Programs—operational responsibilities are now being shared by Kipperman and Ewing—in the company's new cost-cutting era. No other departments within the division were affected by last week's shifts, according to a CBS Radio spokeswoman.

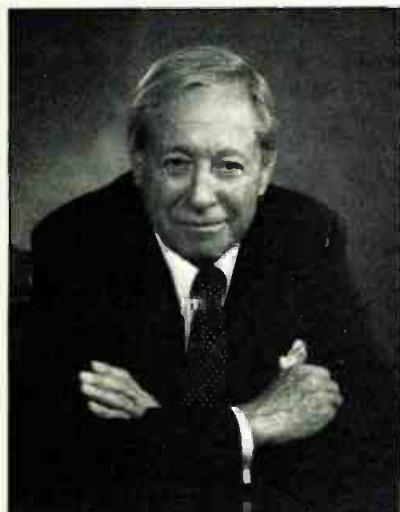
that used to oversee CBS now effectively disbanded, some are speculating that corporate reporting assignments might also be overhauled. One scenario would give CBS a president/chief operating officer and a chairman/chief executive officer, such as exists at Capital Cities and existed at Loews Corp. before Preston Tisch left to become Postmaster General. In that structure, it is suggested, the CBS president would have reporting to him a handful of divisions: publishing, stations, network, radio and records.

Some say that the network's current problems make the entertainment division too vital to be separated from top leadership by layers of management. These observers suggest that no matter what else happens in the reorganization, entertainment will have a more direct reporting assignment, to Jankowski or a corporate president. □

Paley on Tisch

William Paley, acting CBS chairman for seven weeks, told BROADCASTING last week that he has been "... following events at the company with a good deal of interest," and that he gets together with Laurence Tisch, acting chief executive officer, "very often."

Paley said: "I trust his [Tisch's] judgment," when asked if he was disturbed by the degree of change taking place at the company, and said reports that the two men were not getting along were untrue. Paley said he currently was occupied working with the network's entertainment division, and that he would remain as acting chairman until a permanent chief executive officer is selected. "The search committee is getting deeper and deeper into the process," he said. Whether he would remain acting chairman after that was less certain: "Circumstances would certainly be changed; I am not sure what the new framework would look like."



Paley

Financial interest talks break down

Top-level managements at three networks turn down negotiated accord between Hollywood and CBS, NBC and ABC representatives over prime time program production

The big three broadcast TV networks last week unanimously rejected a proposal negotiated with Hollywood representatives that might have permitted the networks to share in the revenues generated by prime time series in domestic syndication. "The current, rapidly changing state of the industry precludes us from accepting your proposal at this time," said Michael Mallardi, president, broadcasting division, Capital Cities/ABC, in a letter speaking for all three networks.

The networks' action does not appear to have brought to a close the debate over what sort of programing restrictions they should face in the future. It may, however, have shut down, for the time being, efforts to work out a peaceful settlement.

Nobody seemed more surprised by the network decision than Merv Adelson, chairman of Lorimar-Telepictures Corp., a member of the team of Hollywood representatives—which also included Robert Daly, chairman and CEO of Warner Bros. Inc., and Art Barron, president, Gulf & Western Entertainment Group—who negotiated the proposal.

"Beats me," said Adelson, when asked what went wrong. Adelson said the proposal was actually a negotiated modification of one presented by representatives of the networks at a meeting Oct. 6 ("Closed Circuit," Oct. 13). According to Adelson, the network representatives—Gene Jankowski, CBS/Broadcast Group president; Robert Butler, NBC group executive vice president, and Mallardi—had agreed to recommend it to their management. "Now they're saying it's our proposal," Adelson said.

Jack Valenti, president of the Motion Picture Association of America, said he was "stunned" by the networks' handling of the situation and accused them of having "abandoned normal courtesies" by leaking their decision to the press before notifying the Hollywood representatives. "I think the networks have made a command decision that they are going to produce and own all of their own programing, and that terrorizes independent producers," Valenti said. Valenti also said he had been so confident that an agreement between Hollywood and the networks had finally been reached that he really hadn't considered how program producers should respond. "But I can assure you that we mean to see that this marketplace remains competitive," Valenti said. "I can assure you that we won't stand still."

Network sources seemed to comprehend why Hollywood might be confounded. But one source said the network representatives to the negotiations had agreed to recommend the proposal because they honestly believed they had reached Hollywood's best offer. "It was just not enough and it was for too long a time," said one network source. This source also said the networks might have "done a

deal" had the proposal included a provision permitting the financial interest bars to expire altogether.

Another network source said the decision reflected that the networks all have new leaders who aren't as willing as their predecessors "to roll over and play dead." This source also said the reason Hollywood was putting "artificial time pressure" on coming to an agreement is that it wanted to act while it had a friendly President in the White House.

The proposal at issue, which the Hollywood representatives put into writing in a letter of Oct. 8, would have required the networks to limit their in-house production of prime time programing to five hours a week at least until 1995, and required them to agree to discuss continuing those limitations thereafter. (Under current consent decrees, the in-house production limits expire in November 1990.) In return, Hollywood would have permitted the networks to gain financial interests in a limited amount of prime time programing through 50-50 joint partnerships with program producers.

The networks also would have been permitted to share in the syndication revenues generated by prime time entertainment programing they produced in house. But no network could have broadcast more than five hours a week of in-house and the joint-venture programing at any one time. The networks also would have had to turn over worldwide syndication rights to the jointly produced programing to the program producer, and syndication rights for the in-house programing would have had to be placed with a syndicator not owned or controlled by the network.

As envisioned in the Hollywood letter, a network would have the right to broadcast no more than four joint-venture prime time entertainment series at any given time, and not more than eight new joint ventures in a season. "As an example, if a network puts on four joint venture series in the fall and they fail, a network can put on not more than four more at midseason," the letter said. "In the next season, if two of the joint ventures are successful and two fail, a network can commence broadcasting two additional joint venture series in the fall. If those series fail, a network can try two additional series for midseason. Should those series then succeed (giving a network four joint venture series on the air), there can be no more broadcasts of joint ventures until at least one of the series is canceled."

Also according to the letter, the network and the production entity would have 50% ownership each in the joint venture, each would be responsible for half of any deficits on the series, and each would have to participate in the creation of the show (the networks couldn't simply acquire the rights after the show has been presented).

Also under the proposed deal. "All other consent decrees which currently have an end date of 1990 would also be extended to 1995 (i.e., spin-offs, repeats, talent series, talent

pilot provisions, etc.),” the Hollywood letter said.

Naturally, the Justice Department would have had to be persuaded to seek changes in consent decrees, and the FCC would have had to change its own rules, for the proposal to stand.

Mallardi, in his letter, said the networks could not “ignore the fact that the restrictions imposed by existing governmental restraints are relics of an earlier time and do not reflect the realities of the network economy in the 1980-90’s. Neither we nor the public would be well served by an agreement that would ignore these realities by perpetuating most of the existing restraints for almost a decade.

“Finally, there do not appear to be any compelling reasons to rush to an agreement. The rules restricting the networks’ ability to syndicate or obtain financial interests remain in place. Moreover, the networks are not sig-

nificantly engaged in prime time in-house production at the present time, and they operate under production caps that do not expire until November 1990. We and you should have a clearer idea of the direction our industry is taking well before then, and can perhaps reach a more informed judgment about an agreement that will be consistent with our interests and those of the public we serve.”

Mallardi said the proposal “was evaluated in the light of the most difficult economic environment the networks have ever faced—a fact that has become particularly clear to each of us as we (and our new managements) have focused on our 1987 and longer term financial forecasts. It is no secret that we face a declining share of audience for network television viewing; that the profitability of the three networks combined continues to diminish; and that the capacity of the networks to continue to provide the service

which the public has grown to expect is, of necessity, changing. Thus, we are confronted simultaneously with significant cost and revenue pressures and growing competition from new media sources, including unregulated networks and studio/station conglomerates. These problems affect not only us, but all aspects of the industry with which we deal—including the production and creative communities.

“Unfortunately, we do not have quick solutions to these problems, and each company must struggle on its own from an investment and allocation of resources point of view. But one proposition is inescapable: you and we need flexibility to respond to this new and unprecedented economic environment. With that in mind, each of us has concluded that now is not an appropriate time to agree to additional governmental restrictions on how the networks can conduct their business in the 1990’s and beyond.” □

NBC's checkerboard ready to go

Network lines up final three first-run comedies that will complete weeknight access schedule

Executives at the NBC-owned stations put the finishing touches on an access checkerboard schedule last week, which the network will debut on all five of its major-market O&O's in the fall of 1987.

The latest additions to the two shows already announced come from Lorimar-Telepictures, LBS Communications and MGM/UA. Lorimar-Telepictures' will produce *Suddenly Sheriff*, based on a Lorimar pilot called *Cass Malloy*, which did not make the 1982-83 CBS schedule.

The LBS addition, in association with Procter & Gamble Productions and Harps Productions, will be *You Can't Take it With You*, based on the Moss Hart and George S. Kaufman play of the same name, first produced in 1937, which was also made into a film by Frank Capra. *You Can't Take it With You* stars veteran actor Harry Morgan, of *M*A*S*H*.

Last week sources said NBC and MGM/UA Television closed a deal on the fifth show, *We've Got it Made*, which will be produced by Fred Silverman and Gordon Farr. *We've Got It Made* ran on NBC during the 1983-84 season from September through April. There was no word last week on whether the NBC stations will carry a sixth day of the checkerboard, but discussions with other producers leave that possibility open.

The NBC stations division wanted to complete the checkerboard schedule well enough in advance of NATPE to give each of the syndicators distributing the shows a chance to clear enough markets to make them “firm go's” (“Closed Circuit,” Oct. 20). NBC's KCNC-TV Denver, owned by its parent General Electric, will not be part of the checkerboard.

Lorimar-Telepictures' *Suddenly Sheriff* is about a woman (Prisilla Barnes) who takes

over as sheriff in a small town near Lake Tahoe, Nev., after her husband dies. Among the supporting players are George Wyner, who plays an annoying deputy with whom Barnes continually is at odds. When Lorimar produced the original *Cass Malloy* pilot, the series was set in Indiana. In moving the setting to Lake Tahoe, the series can accommodate guest star appearances by ostensible visitors to the resort.

Barnes is best known for her role as Terri in *Three's Company*. Wyner has played assistant district attorney Irwin Bernstein on *Hill Street Blues* since 1982. Mark Rothman will be executive producer of the series. Rothman was the co-creator of *Laverne and Shirley* and has also worked as a writer/producer on *The Odd Couple* and *Happy Days*.

There will be 22 episodes of *Suddenly Sheriff*, which will be sold in one-year deals on a cash-plus-barter basis with Lorimar-Telepictures holding back three 30-second spots. Lorimar-Telepictures announced that it has also cleared *Suddenly Sheriff* on KPHO-TV Phoenix and KCRA-TV Sacramento, Calif.

The deal on *You Can't Take it With You* was concluded last Tuesday, and to make the classic Kaufman and Hart story available to television as a series, the principals had to negotiate with the authors' estates. The program's 22 episodes will also be sold for cash plus three 30-second spots, which will all be taken by Procter & Gamble. John Bowab will be executive producer. He has produced *Facts of Life*, *Who's the Boss*, *Benson*, *Soap* and *It's A Living* as well as 120 stage productions.

The first two announced shows on the checkerboard are MCA-TV's *Out of This World*, produced by Bob Booker Productions and starring Donna Pescow, and Paramount's *Marblehead Manor*, produced by Gary Nardino Productions in association with Rob Dames and Bob Fraser (BROADCASTING, Sept. 29). *Out of This World*, which will be the lead-in to *Cosby* on Thursday, is the only show of the five that has been assigned a day

of the week.

Al Jerome, president of the NBC-owned stations division, said that the real challenge to the checkerboard will be proper promotion. “It's something were going to have to work real hard on.” Jerome said that the shows will be promoted as an addition to the network's 8-11 p.m. lineup.

Jerome said that the checkerboard, put together by Wes Harris, vice president of programming for the station division, was not an outgrowth of the success that KTLA(TV) Los Angeles has had with its checkerboard, which debuted Sept. 22, at 7:30, although the ratings for its checkerboard have been encouraging. Since its debut through Friday, Oct. 4, the KTLA checkerboard has placed first in the market in Arbitron with a 8.8/14 (KABC-TV's *Eye on L.A.* is second with a 8.2/14). It is second in Nielsen with an 8.7/13, compared to a 9.1/14 for *M*A*S*H* on KCOP(TV) Los Angeles. In its first five weeks, the checkerboard was first four out of five times in Arbitron, and has a first, two seconds and two thirds in Nielsen.

Producers acknowledge that the shows will be deficit financed, although being part of the top network's lead-in schedule was considered a plus. Henry Siegel, chairman of LBS Communications, said production of *You Can't Take it With You* will be at a deficit of between \$50,000 and \$100,000 per episode.

Dick Robertson, member of the office of the president at Lorimar-Telepictures, said at the announcement on *Suddenly Sheriff* that whereas other first-run sitcoms are being produced for between \$250,000 and \$300,000 per episode, Lorimar-Telepictures' current stable of first-run sitcoms cost more than \$400,000 per episode. Robertson said that shows with great writing and editing “hold up better.” On the first 22 episodes of *Suddenly Sheriff*, Lorimar-Telepictures will swallow a deficit of \$2 million to \$2.5 million.

If the checkerboard shows are renewed by

'Cosby' in New York starts at \$125,000

Viacom opened the bidding on *The Cosby Show* in New York last week with a minimum price of \$125,000 per week. Viacom is selling the show as a first-run property on a cash-plus-barter basis in three-and-a-half year deals (182 weeks). With 125 episodes expected to be delivered by fall 1988, when the show will air in syndication, the \$125,000 reserve price works out to \$182,000 per episode, excluding the barter minute. The total price for the 182-week deal would come to \$22,750,000. The station that gets the show would have to put up \$2.275 million of that as a downpayment.

Sources said that Viacom was expecting to close on a deal with a New York station for a weekly price of \$210,000. At that price, the show would go for \$38.22 million, or more than \$305,000 per episode.

The initial reaction among stations to the \$125,000 New York price was quiet. Some said they found the figure to be reasonable, especially in light of rumored prices. The New York price is more than twice the previous market record of \$80,000 per episode paid by WPIX-TV for *Cheers*, which will begin in the fall of 1987.

It was not clear last week who would submit bids of the reserve price, the reserve price plus a multiple of 5%, or alternative offers (BROADCASTING, Oct. 27) to Price Waterhouse by the 4 p.m. deadline today (Nov. 3). All three independents, WNYW-TV, WPIX-TV and WOR-TV, are said to be interested in the program. It was not clear whether any of the market's three network affiliates would submit bids. Barring the submission of complicated alternative offers, Viacom is expected to make a decision Tuesday, Nov. 4.

Viacom will open bidding in Chicago this week, and Los Angeles the beginning of the following week. Viacom has not yet set the reserve price in Chicago, although it use the final New York price to influence its decision there and in subsequent markets.

the NBC stations for subsequent seasons, and enough episodes are produced to syndicate the programs, the NBC stations will have the right of first refusal for the strips. The primary reason for the NBC stations to get into the checkerboard was to provide counter-programming to the game shows and "infotainment" that currently run in access. But for the producers of the checkerboard sitcoms, the payoff will come if the shows

are sold in syndication. Pat Kenney, president of off-network distribution at Lorimar-Telepictures, predicted that affiliates will be as interested in the strips as independent stations because affiliates will have more flexibility in scheduling the shows. Siegel said the aftermarket for first-run half-hour comedies among network affiliates should begin to open up as "affiliates start to look more like independents." □

Wrangling over repositioning

More words fly between INTV and NCTA over cable practice of moving independents from low channels to higher ones

Independent television's growing discontent with the cable industry intensified last week following an exchange of letters between the Association of Independent Television Stations and the National Cable Television Association over channel repositioning.

INTV, in a letter from its president, Preston Padden, called on the cable association to urge its members to delay any realignment of their channels "until discussions can be held." Otherwise, INTV said, it would launch an unfavorable public information campaign against the cable industry. The independents are unhappy because a growing number of cable operators are readjusting their channel lineup and in some cases moving independent stations from lower channel assignments to a less desirable position on higher channels (BROADCASTING, Oct. 27).

But INTV's threat did not persuade NCTA, whose president, James Mooney, re-

jected the independents' request. He dismissed Padden's charge that placing independent stations on high-numbered channels was a violation of the spirit of the must-carry compromise struck by INTV and NCTA. Mooney wrote back that "even the old must-carry rules, struck down by the Court of Appeals, didn't give UHF signals a right to be carried on cable systems in a channel position superior to the off-air assignments given to them by the FCC."

Padden's letter warned that if "no relief is forthcoming," INTV will initiate a "comprehensive campaign of consumer education on the related issues of channel positioning and the rising cost of cable service." INTV's dissatisfaction surfaced during its board meeting last month. As part of a new marketing strategy, cable operators are shuffling their channels to establish a more appealing lineup to increase viewership, attract more local advertising and promote programming.

What is particularly disturbing to INTV, Padden wrote, is that channel repositioning is symptomatic of a larger issue: cable's "anticompetitive behavior." It may be channel

repositioning today, he said, "but who knows what new abuses the cable industry will concoct tomorrow." Consequently, Padden continued, his board is "nervous and suspicious" of participating in any further deals with cable.

"A key element of our must-carry compromise was carriage on 'basic,' defined in the agreement as the 'lowest-priced tier.' It was our expectation that, in most instances, this would mean continued carriage on the first dozen channels which can be received without a converter, where most local stations have been carried in the past," Padden wrote.

Mooney's letter argued that channel positioning was never part of the deal. To back that up, he cited the must-carry agreement which says: "Systems are not required to carry stations on their channel positions, but must carry all qualified local stations in their entirety on lowest-priced tier." Furthermore, he said, the joint agreement submitted to the FCC, states: "Stations may be carried on any channel frequency. However, all qualified stations that a system is required to carry will have to be carried in their entirety on the lowest-priced, separately available tier of service offered by the cable system."

Mooney told BROADCASTING that for cable, part of the incentive for striking a deal on must carry was to end the cablecaster-broadcaster wars. "If we're going to have a war anyway, our side is beginning to wonder whether the deal is valid," Mooney said.

NCTA's president also took issue with a statement Padden made during a Cable Museum Seminar at the National Press Club last month. He said he heard Padden "denounce a Wisconsin cable operator's decision to carry, as you [Padden] put it, 'some junky cable service' rather than a new UHF station which sought to distinguish itself by retransmitting basketball games." That remark, Mooney wrote, identifies the "real source" of irritation by the independents, "who seem unable to assimilate the idea that cable television programming services, such as CNN, Arts & Entertainment, ESPN (and, indeed, C-SPAN), have as much of a right to live."

The independents feel that channel switching will give local network affiliates, which remain on the lower numbered channels, a competitive edge. Also, they think it will cause viewer confusion and "wreak havoc with Nielsen and Arbitron audience measurements." Furthermore, INTV questioned cable's motives for shuffling the channels. Padden charged that the moves are being made because "several cable program services [in which the local cable operator may sell time], are offering financial incentives to be moved to lower channels in the hope their viewing levels will increase. Such moves cannot be defended on the grounds of consumer preference since virtually all audience survey data proves that consumers are far more interested in the local independents than cable program services."

So far, only INTV is publicly outraged by the channel switching. The National Association of Broadcasters is polling its members on the matter before taking a formal position (BROADCASTING, Oct. 27). □

Rejiggering the cable satellite status quo

The world of cable is changing as carriers and programmers begin to switch their feeds to new birds

For nearly three years, the cable satellite business was fairly settled. Hughes Communications' Galaxy I was the primary carrier of satellite programming, and RCA Americom's Satcom III-R and Satcom IV were the secondary ones. It was as simple as that.

But maneuverings by satellite carriers and cable programmers and the emergence of new programming services looking for satellite capacity over the past several months is about to change radically cable's satellite lineup.

The latest blow to the status quo: Viacom International's agreement to lease 21 transponders on AT&T Telstar 303 through 1995 for \$243.1 million. Under terms of the tariff, which is subject to FCC approval, Viacom is to take command of 13 transponders on the C-band satellite on Dec. 15 and eight more on Jan. 1, 1988. The lease expires in August 1995 at the end of Telstar 303's design life.

According to Andrew Setos, vice president, engineering and operations, Viacom Networks, Viacom plans to aggregate some of its feeds on Telstar 303 programming and sublease the rest at cost to other cable programmers. Setos said C-SPAN, the Disney Channel, The Weather Channel and Lifetime have already expressed an interest in being on the bird.

In seeking to lease transponders to cable

programmers, Viacom has put itself in competition with RCA Americom; Crimson Satellite Associates, a joint venture of RCA Americom and Home Box Office, and a group of telecommunications companies that is trying to sell its excess capacity on Hughes Communications' Galaxy III.

RCA Americom, in addition to holding on to its current cable customers on Satcom III-R and Satcom IV, is trying to lease 27 transponders on Satcom I-R and Satcom II-R, which became available when RCA decided to eliminate its leased-channel and data transmission services, to cable programmers.

Crimson has been trying to lease capacity to major cable programmers on its Satcom K-3, a high-power Ku-band satellite. Because the satellite is not slated to be launched for three years, it is offering those interested in Satcom K-3 interim service on RCA Americom's Satcom K-1, a similar satellite launched last January. As a partner in the venture, HBO has reserved four slots on each of the 16-transponder birds. And, last week, Home Shopping Network became the first cable programmer to join HBO (see "Satellite Footprints," page 83).

MCI Communications, Equatorial Communications and Hughes Communications, meanwhile, are hoping they can persuade cable programmers to absorb some of the excess capacity they control on Galaxy III. Two months ago, it looked as if Galaxy III would fill up with some new cable services,



but competition from RCA and Viacom have put that in doubt.

Telstar 303 is a C-band satellite. Prior to making the deal with AT&T, Setos said, Viacom took a long, hard look at Ku-band technology. Setos acknowledged that Ku-band satellites, whose signals are free of terrestrial interference, are superior for beaming signals to affiliates in urban areas. But, he said, the greater reach of Ku-band birds does not outweigh its greater cost. On average, he said, a Ku-band transponder costs two or three times more than a C-band transponder. What's more, programmers would incur the expense of installing Ku-band uplinks and operators would have to spend hundreds of millions of dollars for Ku-band downlinks. Setos also said Ku-band satellites were "inherently less reliable," apparently referring to the Ku-band rain fade problem.

Initially, Setos said, it plans to shift its six feeds on Satcom III-R (Nickelodeon/Nick at Nite, Viewer's Choice, Showtime west, MTV, VH-1 and Lifetime) to Telstar 303 within the next few months. To give affiliates a chance to switch their dishes from Satcom III-R to Telstar 303 or to equip them with dual-feeds so they can receive signals from both at the same time, Setos said, Viacom will beam the services from both birds for five months.

Setos wouldn't or couldn't say when Viacom's four feeds on Galaxy I (Showtime east, The Movie Channel east, The Movie Channel west and Viewer's Choice) or its one feed on Satcom IV (Nickelodeon) will make the switch to Telstar 303. He also declined to say how many transponders Viacom would be making available to other programmers.

In leasing 21 transponders, Setos acknowledged that Viacom is taking a considerable risk. If it is unable to persuade other programmers to sublease transponders from it on the bird, it will be left having to pay for a lot of unused satellite capacity.

But, according to Setos, Telstar 303 has a lot going for it, primarily longevity.

Reliance buys WNU-TV for \$70 million

Reliance Capital Group, the insurance and investment concern that is in the process of purchasing John Blair & Co., announced last week that it had purchased WNU-TV Linden, N.J., from Jerry Perenchio, Norman Lear and Bud Yorkin for \$70 million.

The move is a major step in Reliance's effort to build a second major Spanish-language network. Blair, based in New York owns a group of four AM's, four FM's and five TV's, and includes Spanish-language stations, WSCV-TV Fort Lauderdale, Fla., and WKAQ-TV San Juan, P.R. Reliance already owns KVEA-TV Los Angeles.

Reliance Group President Henry R. Silverman said the stations would receive common advertising representation and would work together to produce programming. The fledgling network would be in direct competition with SIN Network, but Silverman expected the competition to be healthy for Spanish-language stations. "In a sense we will be helping each other by bringing more outlets for Spanish advertising," said Silverman. "The biggest challenge for both of us is to bring more traditionally Anglo advertisers to Spanish stations." Silverman said the new network would be searching for affiliates and would be joined by WCIU-TV Chicago in a loose confederation in advertising sales and programming, although no formal affiliation agreement has been signed.

Reliance, which owns 80% of Blair, is attempting to merge the two companies—a move that requires stockholder approval. Because of Securities and Exchange Commission regulations, Silverman was unable to say whether any other Blair stations will be changed to Spanish-language and whether there are any other affiliates coming on, but indicated that they were working with a number of Spanish-language stations in Texas on affiliation agreements. "We will have to expand with affiliates, but you can't really have a Spanish-language network without New York and Los Angeles, and possibly Miami; now we have all three," said Silverman. Asked whether Reliance would be making any further purchases, Silverman said it would be "highly unlikely. We don't need to now."

The station is the last remaining joint venture of Lear and Perenchio, former co-owners of Embassy Communications, which was sold to Coca-Cola last year (BROADCASTING, June 26, 1985).

Launched in June 1985, it is the youngest C-band satellite in orbit and is expected to provide service until 1995. By contrast, Satcom I-R was launched in April 1983, and Galaxy III was put in orbit in September 1984.

Also, Setos said, Telstar 303 has intrasatellite and intersatellite protection. If one of the transponders' amplifiers fails, he said, one of six spare amplifiers can be switched on to resume service. What's more, he said, if the entire satellite goes kaput, AT&T will find room for most of the traffic on the other two satellites in the Telstar system, Telstar 301 and Telstar 302.

When it comes to Satcom I-R and Satcom II-R, RCA's chief selling point seems to be price. Because many of the services it hopes to attract to the bird are new, it has adopted an escalating payment plan that allows the

programers to acquire a slot relatively inexpensively. The payments increase each year for five years. After that, they remain the same. For those leasing one or two pre-emptible transponders, the monthly payment goes from \$39,000 to \$80,000 over five years. For three or more pre-emptible transponders, the payment goes from \$35,000 to \$70,000. For one or two protected transponders, the monthly payment goes from \$45,000 to \$90,000. For three or more, from \$40,000 to \$79,900.

According to RCA's Kurt Thoss, RCA is also providing an opportunity for Satcom I-R and Satcom II-R customers to move eventually to Satcom III-R or Satcom IV, which, as well-established cable birds, have plenty of cable earth stations looking at them. Thoss said that as cable programers move

from Satcom III-R and Satcom IV to Satcom K-1 or Satcom K-3, their vacated transponders will be offered to programers on Satcom I-R. The first to sign up for Satcom I-R, he said, will be the first to be offered the hand-me-down slots of Satcom III-R and Satcom IV.

The marketing plans for Telstar 303 and for Satcom I-R and Satcom II-R have one thing in common—free earth stations. Both Viacom and RCA Americom said that they would be giving away earth stations to affiliates of cable programers that sign aboard their satellites and meet certain criteria. Viacom and AT&T also plan to provide dual antenna feeds that can be retrofitted on earth stations to enable them to receive signals from Telstar 303 and Satcom III-R at the same time. □

CBS alone in full-bore election-night coverage

ABC and NBC plan updates throughout evening before going with live coverage at 10 p.m.

For two of the three commercial broadcast networks, tomorrow's general election coverage will be scaled back substantially from the last off-year election held in 1982. Only CBS will stay with the tradition, providing continuous live coverage from 8 p.m. to 2 a.m. ABC will provide live three- and five-minute reports and NBC will air one- and four-minute briefs, respectively, throughout the evening, followed by hour-long live summaries beginning around 10 p.m.

According to Paul Greenberg, senior executive producer for NBC News, who will be in charge of NBC's televised election night coverage—*Election Night: Decision '86*—the "basic factor" involved in cutting back on coverage is "just the news value of the story. There is a good story, and the good story is who controls the Senate. Related to that is how strong the Republican Party is—which is supposed to be the surging party of the '80s—and [whether] that is true after you look at the election." The decision to reduce coverage was initially a journalistic decision, Greenberg said, and the "added blessing was that it costs a lot less money."

Jeff Gralnick, vice president and executive producer of special programming who is the executive producer of ABC News' *'86 Vote*, said that in the past, after ABC aired six hours of coverage, there was a feeling that the network had been broadcasting three hours before "the real story" occurred. This year's local elections don't become a national story until it can be determined who has control of the Senate and the shape of the House, Gralnick said.

However, Joan Richman, CBS's vice president and director of special events, disagreed. "Once every two years is a chance for the country to express its views on the way the country is going, on policy issues, and to elect its representatives," she said. "It seems to CBS that that is the single most important thing that happens in a democracy," she said.

"And if there is any occasion when a network can bring its full journalistic abilities to bear, this is the case. It's not a local story, the outcome of the races themselves obviously have local interest, but it is exactly what a network is here to do—to put the national significance on it, to analyze it and make it clear to the country why this matters."

And CBS does not feel it can tell the full election story with brief, intermittent reports. "When you do three minutes or five minutes [of reports], you clearly can only do the results of the races, so you can't bring any analysis or overview or depth to that coverage," Richman said. "Then you have an hour and it's highly likely that in that particular hour you are not going to know the outcome of the biggest story of the evening—which is what is the Senate"—until after 11 p.m. when the West Coast polls close, she said.

As part of its *Campaign '86* coverage, CBS News will provide coverage of the races and their impact on various issues "relevant in many races," such as farm policy, foreign trade, the economy and President Reagan's strength in the new Congress,

Richman said. "The basic object is to try to get at all the things which are of significance to the national audience beyond just the outcome of the individual races." Dan Rather will anchor the CBS News coverage from a freshly painted studio in New York, designed specifically for election night. He will be joined by senior news analyst Bill Moyers; correspondents Bob Schieffer, reporting on the Senate races, Lesley Stahl covering the gubernatorial elections, and Phil Jones on the House results.

Bruce Morton's election analysis will include how the 1986 elections will effect Reagan's final two years in office, and Mike Wallace will report on media strategy, political advertising and campaign finances. Bill Plante will report from the White House and Charles Kuralt will report on the farm crisis from Sioux Falls, S.D. Lem Tucker will cover the effect of oil prices and the economy on the election from Oklahoma City, and Terry Drinkwater will examine the foreign trade issue from Seattle. There also will be regional reports from the field, with Bernard Goldberg in Atlanta, Susan Spencer in Boston, Bob Faw in Chicago and Meredith Vieira in

Taft TV stations may go to TVX Corp.

The new owner of Taft Broadcasting's five independent television stations could be announced as early as this week, according to company sources. The leading contender at this point to purchase the stations is TVX Broadcast Group, a Virginia Beach, Va.-based independent television group owner. A Taft spokesman would only say that "negotiations are on track with one major bidder."

Tim McDonald, president and chief executive officer of TVX, was reliably said to be completing "due diligence" on the five stations, whose price some say may be around \$250 million. The five stations are WDCA-TV Washington, WCIX(TV) Miami, WTAF-TV Philadelphia, KTXA(TV) Fort Worth and KTXH(TV) Houston.

Help in financing the stations—said not to be easy because they are losing money on a "cash-in-cash-out" basis—might come from the venture capital arm of Warburg Pincus. TVX might also help finance the stations by selling off some of its existing television properties. It was rumored last week that the company had already sold one of its television stations to Act III, the investment firm established by television producer Norman Lear. TVX could also spin off one or more of Taft stations to another party—CBS was said to be interested in WCIX-TV (BROADCASTING, Oct. 27).

Los Angeles.

NBC News will provide live, prime time television coverage including one-minute reports at 8 and 9 p.m. (NYT); four-minute reports at 8:26 and 9:26 p.m., and special broadcasts from 10 to 11 p.m. and then again from 11:30 p.m. to 12:30 a.m. The network will update all of the brief reports, and on the West Coast, NBC will redo the 10 p.m. hour again from 1 to 2 a.m. (NYT). (The East can take the second half of that hour after *The David Letterman Show* is finished if it so chooses.)

NBC's *Election Night: Decision '86* coverage, as the network is calling it, will be anchored, like its *Nightly News*, by Tom Brokaw. He will project the winners in several of the major Senate, gubernatorial and House races after the polls close, interviewing top candidates and other political figures, both in person and by satellite, NBC said. John Chancellor will join Brokaw in the specially built red, white and blue election night studio, providing commentary and poll analysis. NBC is also taking a nontraditional approach to its coverage from the field, bringing its live regional remotes into three "hub" areas—with Dennis Murphy in Washington, Ken Bode in Chicago and Tom Pettit in Los Angeles. Additionally, Chris Wallace will cover administration and party reaction to the results from Washington, joined by John Dancy at the Capitol.

ABC News will provide results and analysis of key races beginning in *World News Tonight with Peter Jennings*. Following that, the network will project election night winners after polls close during four special reports from 8:02-8:05 p.m.; 8:16-8:18 p.m.; 8:37-8:40 p.m., and 9:03-9:08 p.m. At 9:43 p.m., an ABC News special, *The '86 Vote*, anchored by Jennings and David Brinkley from ABC News headquarters in New York, will air through 11 p.m. The anchors will report "key results" and conduct live interviews with candidates and other politicians "both directly and indirectly involved in the election night story." Additionally, a special, one-hour edition of *Nightline* with Ted Koppel will begin at 11:30 p.m., providing late election returns and live interviews. *Nightline* will be updated with live reports in all time zones, ABC said.

Also contributing to the coverage will be Brit Hume, reporting from the Senate; Charles Gibson, from the House of Representatives; Carole Simpson reporting on the gubernatorial elections; Lynn Sherr reporting on the results of the ABC News National Exit Poll and on key precinct data. Commentator George Will will discuss the election's impact on state and national politics.

Each network has also arranged for local stations to have access to network reports, with the most extensive plan belonging to ABC News. In past years, local ABC affiliates would phone the network for individual returns or data. This year, for the first time, ABC has designed a system enabling participating affiliates to tap into ABC's main election computer for specific information requested in advance by the station, such as polling data, election results once the polls

are closed, and demographic information on the voters in their local market. Each station is programed individually so that on election night, the station "dials in" to ABC's main computer, gives its call letters and then receives the information requested—"no more and no less," said Stan Opatowsky, ABC director of political operations. The computer can take some 130 calls at one time, he said.

About 70 ABC affiliates from 42 states have paid an undisclosed flat fee to ABC to participate in the ABC Affiliate Election Service (AES), said Opatowsky. The cost, he said, essentially covers ABC's programming and administration. He said that he sees AES as the "real wave of the future." ABC's political data will be accessed through an existing affiliate network computer system which is used for daily communication between ABC stations and the ABC News affiliate news service, ABC said.

CBS affiliates will be given the option of taking seven-minute cutaways at 23 minutes and 53 minutes past each hour for reports on their own local and regional returns, and a half-hour at 11 p.m. (NYT), for their late local news. Additionally, CBS has two phones in its election studio set up for answering affiliate's requests for information, as well as an affiliate wire service, by which CBS will send analysis stories from the data collected for specific races.

In the early evening, NBC will have five minute local cut-ins just before the hour. There will also be five-minute local breakaways during NBC's election programs. For some stations broadcasting all night, NBC has arranged its program so that an affiliate can take portions of it to give a national picture, and then go back to their local stories. □

Intelsat-U.S. trying to move toward PanAmSat solution

On Oct. 22, a "snapshot" was taken of the status of talks between representatives of the U.S. and Intelsat on the technical issues to be resolved in their consultation on the separate communications satellite system Pan American Satellite Corp. intends to launch to provide service between the U.S. and Latin America. In the view of U.S. and PanAmSat officials, it was not good. The U.S. is expected to provide a different view when the board of governors technical meeting considers the matter this week. Now, on Nov. 4, a second snapshot is to be taken, of the staff's estimate of the economic impact the PanAmSat proposal would have on the global system.

The dates for taking the snapshots were agreed upon at the urging of Intelsat Director General Richard Colino as a means of moving the talks along at a sufficiently brisk pace

to allow the Intelsat board of governors to act on the PanAmSat matter at its meeting in December. The board will be asked at that time to set a date for an extraordinary Assembly of Parties on the matter—in January, if the U.S. prevails, in March or April, if Colino has his way.

The Intelsat staff, after meetings with U.S. representatives that went until the deadline of midnight on Oct. 22, is understood to have made a positive recommendation to the technical committee—but one hedged with restrictions that U.S. and PanAmSat officials believe would cripple the PanAmSat proposal. For instance, the staff is said to have maintained that six of the 24 transponders should be closed to television service and that the power on which television could be provided through eight other transponders should be reduced by as much as 30%, a reduction that would seriously affect the quality of the service. According to one source, the quality would be "slightly less" than that now offered on Intelsat satellites. The staff is also said to have recommended restrictions on the data service.

The staff's recommendations will not go unchallenged. The U.S. participates in the work of the technical committee, which is to meet Nov. 5-12, and is certain to provide a different report on the technical issues, one that, as a source put it, "avoids interference to Intelsat and still provides PanAmSat with some flexibility."

The PanAmSat satellite, at 315 degrees east, would be located eight degrees from the nearest PanAmSat satellite.

The economic data involved in the consultation relates to all 24 transponders. However, only the material dealing with the five to be used to link the U.S. and Peru, the U.S.'s partner in the coordination process, is based on firm figures. The remainder—dealing with 13 transponders that would be used domestically in Latin America and six Ku-band transponders that would provide service between the U.S. and Europe—is based on "assumptions." PanAmSat has no customers for any of those satellites. The Intelsat staff has made its own assumptions and will base its report to the board—as to the perceived economic impact on the global system—on an analysis of the two sets of views.

As the board prepares for the December meeting, some observers were beginning to focus on an item on the agenda they believe could mean new problems for the U.S.'s proposed separate systems. It involves the use of planned domestic service capacity on satellites for the establishment of a regional video and data distribution service. The proposal, which reportedly originated with West Germany, grows out of the fact the footprint of the transponders purchased for planned domestic service often extends beyond the borders of the country being served. As a result, a country could use the transponder to provide international as well as domestic service. The idea poses a number of questions—as to pricing and services, among them—but such a new service conceivably could pose a competitive threat to separate systems. □

Britain's BBC-TV

A 50-year tradition of broadcast innovation

As the venerable English institution celebrates its half-century mark and reflects on past successes, its future direction faces some large question marks

BBC Television turns 50 this week. The remarkable service's half-century in the medium has created more quality television for enthusiastic audiences around the world than perhaps any other. But when the anniversary party is over, BBC-TV must face a more difficult future. Television in Britain and throughout Europe is undergoing dramatic industry-wide change that threatens both BBC-TV and the very foundations of Britain's public broadcasting service. Will BBC-TV survive it?

□

The BBC was already a veteran of more than a decade of radio programming when it entered the television race in the early 1930's. With the development of TV already proceeding rapidly in the U.S. and Germany, the BBC and the British government together devoted hundreds of thousands of British pounds to advance its own competing TV systems and insure their role in the coming revolutionary service.

The work paid off. On Nov. 2, 1936, the BBC began England's—and the world's—first regularly scheduled, daily television service. Only a few hundred families in southeast England were wealthy enough to afford the \$400 receivers that enabled them to watch the early, two-hour-a-day, six-days-a-week schedule of entertainment programs.

But BBC-TV has grown steadily in popularity over the years (except for the lengthy interruption brought about by World War II) and its broadcast of the coronation of Queen Elizabeth II in 1953 is most often credited with permanently fixing television and the BBC service in the British consciousness, helping to boost the number of TV sets in Britain to five million (see box, page 50). Today the BBC ranks high among the world's best known television services.

The growth of television in Britain also brought with it the first serious discussion of breaking the BBC's long monopoly in the broadcasting services. Out of a several-year-long controversy over the question in the early 1950's, Britain's first commercially supported TV channel, today's Independent Broadcasting Authority, emerged in 1954.

The BBC, far from being hurt by the new competition for program audience, has continued to build its television reputation. BBC-TV programs still draw some of the largest audiences in Britain, and its popularity worldwide is evidenced by the sale through its BBC Enterprises division of more than 12,000 hours of programs each year, in 1985 bringing in revenues of more \$50 million.

Despite its popularity, however, "BBC bashing" is still a favorite British sport. Apart from continuing controversies about its politics and the content of its programs, the most common audience complaint is the increasingly painful pinch of the annual television receiver license fee, which is used to finance the TV service (license fees are no longer collected on radios).

The BBC-TV license fee, paid in one lump sum each year by rich



A BBC camera covers the 1953 coronation of Queen Elizabeth II

and poor alike, has jumped by nearly one-third over the last decade to £58 (\$87). Yet because of the simultaneous climb in inflation, BBC's expenditures last year ended up exceeding its income from the fees by more than £50 million (\$75 million). With public opinion running against further hikes in the fee, the bottom line is that the BBC is strapped for cash.

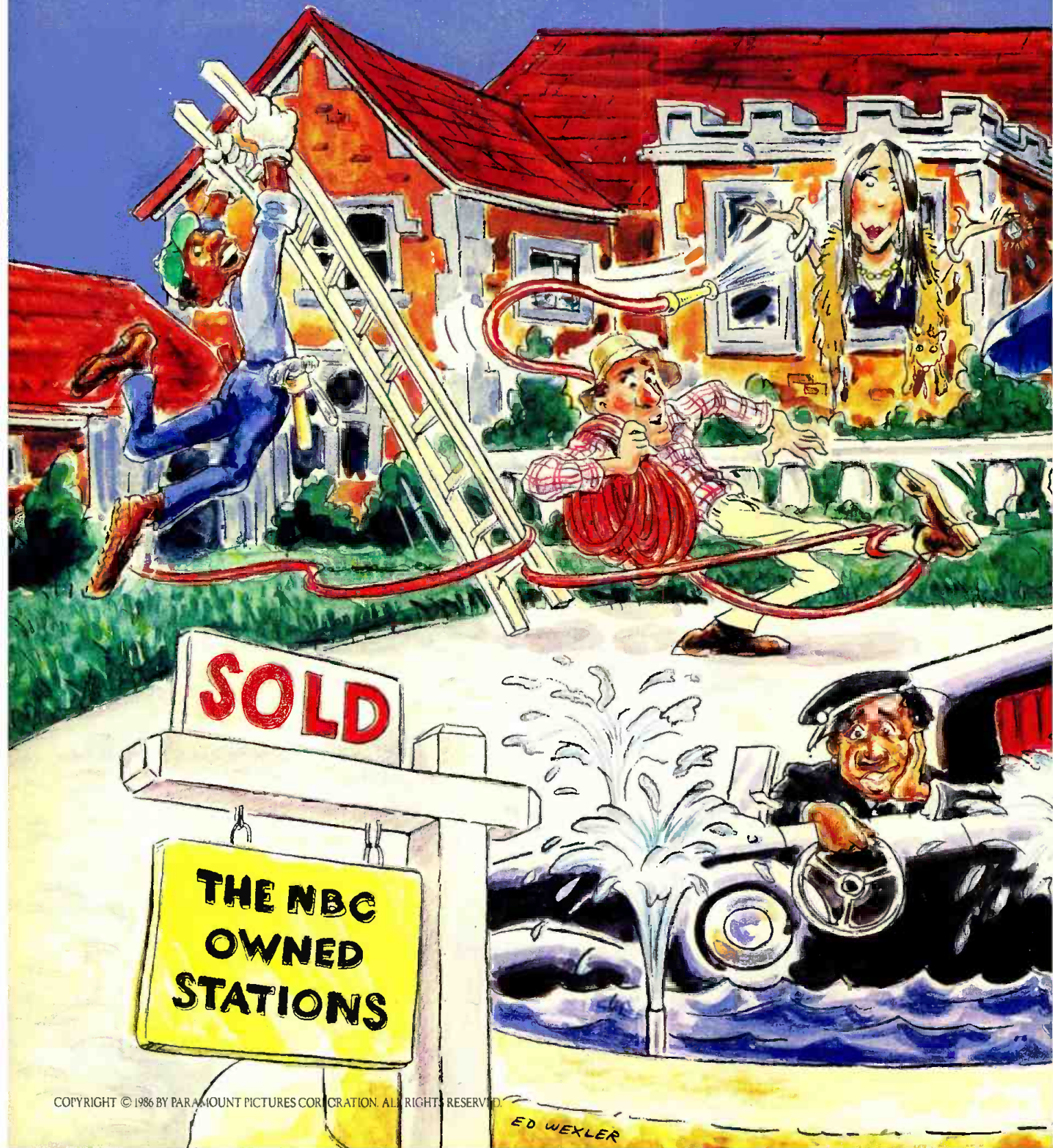
This is not the first time that BBC financing has been under public scrutiny. Over the years since the service's founding, no fewer than seven government-sponsored committees and a myriad of unofficial forums have explored alternative ways of paying for the cherished public service, including the acceptance of advertising. In the most recent government examination, a committee headed by a conservative economist, Alan Peacock, raised the question of BBC financing and the group's conclusions have drawn decidedly mixed reviews (see below).

This time, however, it may be difficult to ignore the cries for fundamental change in BBC funding. In England, as in other nations of Western Europe, national broadcasters of every stripe are finding that newly emerging forms of TV program distribution such as videocassette recorders, cable television and satellites, are increasingly eroding their grip on their nation's television services.

Throughout Europe, television is in a state of deregulation, with commercially supported and privately owned television making regular and increasingly profound inroads into the opening media markets (BROADCASTING, March 31).

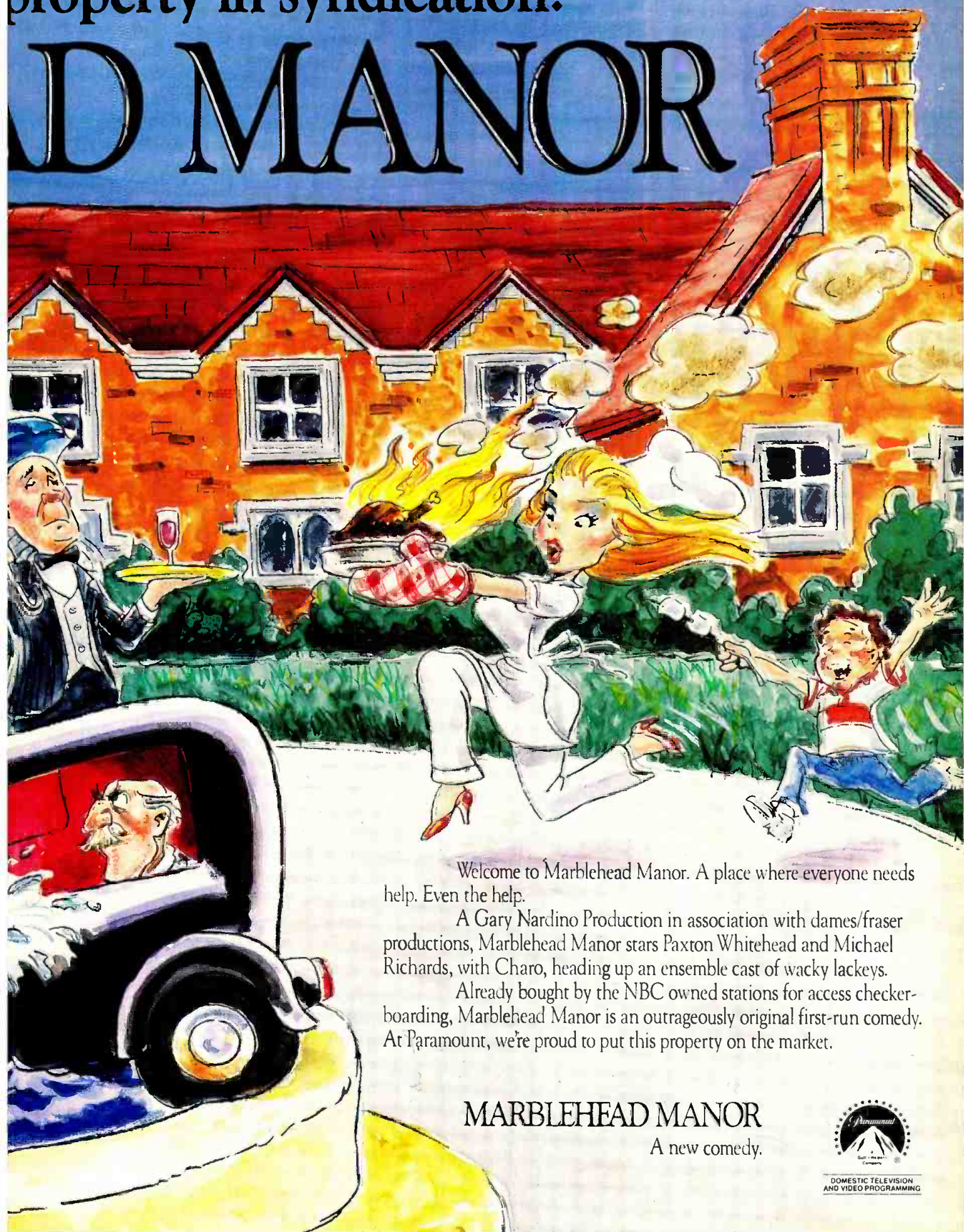
While some remain unconvinced that these trends will alter the existing state broadcasting structure, many in Britain recognize their potential impact. David Webster, a member of the BBC board of management for eight years until last year, and now a member of the Carnegie Endowment in Washington and chairman of BBC anniversary events in the U.S., told BROADCASTING: "Throughout Europe, all the established players have been scratching their heads for some

Introducing the hottest new
MARBLEHE



property in syndication.

MARBLEHEAD MANOR



Welcome to Marblehead Manor. A place where everyone needs help. Even the help.

A Gary Nardino Production in association with dames/fraser productions, Marblehead Manor stars Paxton Whitehead and Michael Richards, with Charo, heading up an ensemble cast of wacky lackeys.

Already bought by the NBC owned stations for access checkerboarding, Marblehead Manor is an outrageously original first-run comedy. At Paramount, we're proud to put this property on the market.

MARBLEHEAD MANOR

A new comedy.



DOMESTIC TELEVISION
AND VIDEO PROGRAMMING

years on how to react to new media. There is a process of deregulation in Europe... [and] the newcomers have the advantage of a certain flexibility of attitude."

Giles Shaw, British government minister responsible for broadcasting policy, recently told an international communications conference, "The difficult questions of the BBC's finances were an early symptom of an impending upheaval in the broadcasting world which could not be postponed, however much we may have preferred to ignore it."

He added: "I believe there is a discernible pattern of change in our broadcasting services away from a concentration of power... for a variety of reasons—reducing costs of capital equipment, greater opportunities for use of spectrum, new technologies such as cable—the trend is toward an increasing fragmentation and competition amongst those producing and transmitting broadcast programs. I believe that this is a good thing."

Similar views were heard from the BBC's commercial counterpart, the Independent Broadcasting Authority. John Whitney, IBA director general, told BROADCASTING the stable "platform" on which both the BBC and the IBA previously operated has suffered several "shock waves" in recent years with the growing market for VCR's and the emergence of satellite TV services.

"That began to change the language in Europe," said Whitney of the new distribution form. "One could see this dimension, this onslaught, really, of new force beginning to make an impact on these long-held convictions of the broadcasters, that all that they did was in some way preserved almost by God. The walls were high. The solidarity of their governments was strong. The conviction of broadcasters was enough to influence the governments."

The belief that public service broadcasters would remain insulated has proved "an incorrect assessment of the situation," Whitney added. "In Europe now, there are more of those who see good cause to accelerate change than those who seek the present order. On the whole I think that there is now a sort of inescapable logic. Times have changed."

□

Fueling these questions over the industry's—and the BBC's—future is a hotly disputed government-commissioned study on BBC financing now circulating throughout the industry.

Released last summer, the Peacock Committee report is a wide-ranging 220-page analysis of current and future television industry trends which recommends a dozen-and-a-half controversial directions for Britain's government-chartered broadcasting industry to take in years to come.

The group's work had as its fundamental conclusion that "British broadcasting should move towards a sophisticated market system based on consumer sovereignty." The committee's "consumer sovereignty" model, it stressed, was a goal, not a "fully specified mechanism to be pulled off the shelf tomorrow by a trigger-happy central planner."

Why explore alternative financing in the first place? Because, according to Peacock, much of the BBC's financial growth in the recent past benefited from the transition to color TV (consumers pay much higher license fees for color sets than for black and white), so that the increasing sale of color TV's boosted revenues without a corresponding increase in license fees. Now that the transition to color is largely complete, growth must come from raising the already unpopular annual lump-sum license fee, which has grown by more than 300% since 1975.

To maintain its current financial status and its competitive position with its rival IBA, whose spending on TV has outstripped BBC in each year of the last decade, the BBC would have to rely on greater and greater license fee increases. According to one Peacock scenario, fees would have to increase by as much as one-third by 1988 just to maintain the status quo.

The committee explored a number of alternative financing options for BBC during its year-and-a-half of work, including the earlier consideration of carrying commercial advertisements. In fact, many believe the underlying reason for the Peacock group's formation was to show that advertising could indeed support the service.

If that were the case, advertising advocates were disappointed. The group concluded that advertising was not the answer to the BBC's financial woes. According to the committee, carrying advertisements on the BBC would not only do little to reverse its declining revenues but would also very likely act to depress revenues for the

advertising-dependent ITV companies, with actual advertising expenditures decreasing even as the overall volume rose.

What Peacock suggested in lieu of advertising was perhaps an even more far-reaching and controversial fund-raising mechanism—subscription television. While the BBC would remain funded by license fees (indexed to an annual measurement of inflation) during an interim period, the television industry would begin a widespread dissemination of specially equipped receivers with "peritelevision sockets." The sockets, already available on approximately 18% of new sets sold in the UK, would allow receivers to accommodate set-top descramblers.

Before the end of the century, when the new sets had reached a previously agreed upon penetration level, the BBC could begin scrambling its over-the-air signal, and would gradually convert its financing to fees paid by viewers seeking to descramble the encrypted signal.

BBC traditionalists are still unconvinced that Peacock's approach to financing has advantages over the current system. "We need more efficient methods of collection of the license fee and to humanize the system," said Webster, "but until you can persuade me there is some wonderful way of achieving what has already been achieved, I would not accept the argument that the license fee is seriously at fault. There are adjustments which can be made; we don't have to tear it up and start over again."

While Peacock's BBC proposals drew much of the industry's attention, the report did not restrict itself to considering the status of only that service; it also explored possible changes in the independent sector as well, with proposals that are drawing equal fire from industry members. Among its plans now under examination by the Thatcher government is one that would have IBA auction off the existing regional independent television program franchises.

The idea of auctioning the ITV franchises, quite threatening to those involved in the existing lucrative arrangements, has drawn some particularly bitter criticism from the independent television community. "We don't like it," IBA's Whitney said, "because we think it places the wrong value, literally, on the arrangements for public service broadcasters. If a bidder puts in a very high price and wins, he's then got to claw back his money in as short a time as he can. That's going to mean, we believe, a downward thrust occurring in the range of program output, because he's going to seek high profitability in the shortest space of time."

Clive Leach, director of marketing and sales for one of the largest of the ITV companies, Yorkshire TV, called the proposal "the most ludicrously stupid one I've ever come across in my life. What's easier than bidding for a channel with no commitment to quality or balance? What the Peacock doesn't talk about is how one can measure the effectiveness of a truly publicly oriented television channel... measured in terms of public acceptance of the channel."

A second Peacock recommendation calls for the freeing of Channel Four's advertising sales from the ITV structure. That proposal, which has strong support among advertisers, has seen a milder response, including some interest from C4 itself.

"We at Channel Four are looking at the recommendations that affect us in a serious way," commented C4 Managing Director Justin Dukes. "We have a financial arrangement with them [ITV companies], which is quite satisfactory. It's worked extremely well for us. On the other hand, I think that if the things that Peacock recommended were implemented, we're very adaptable."

While many in the industry find much to disagree with in the Peacock proposals, the report has unquestionably started a debate over the future of television in the UK that may be difficult to stop.

"Certain areas in [the Peacock report] I think contain messages in the bottle that we should not ignore," acknowledged Whitney. "It's the questions asked rather more than the answers given that I think are valuable in Peacock. That's where the value to the broadcaster should lie, challenging our own concepts."

Dukes agreed: "It's produced some quite interesting work. All these reports, if you stand them up, they get knocked down, but there is much of value in it and it warrants a lot of careful analysis."

Careful analysis is just what the report is getting now from various British government agencies. According to a British Home Office spokesman, the proposals for a BBC subscription service and the indexing of license fees are now under review by an independent research company commissioned (for £100,000) to examine the economic and technical features of the proposals and to report back

to the government next spring. As for the proposals on the ITV franchises, which expire in 1990, the government may move to grant a two-year franchise extension to give it the breathing room to fully examine their implications.

□

So many diverse factors are now being swept into the debate over British television, including program sources, distribution technologies and advertiser expenditures, that veteran media observers liken the controversy to solving an algebraic formula with a never-ending stream of variables.

But for one long-time trend watcher, S.F. (Fred) Gronich of the Motion Picture Export Association of America (MPEAA), who tracks TV program sales throughout Europe, "the final determinant" in the equation must always be the audience. And these days, Gronich believes, the situation is rapidly changing throughout Europe from a time when audiences were "remarkably docile," to a time when audiences "want more [and] are restive."

Are British audiences satisfied with the television they now receive? Or would they

welcome, as some suggest, new media outlets such as those that are already destabilizing the current TV system?

Some, such as the innovative four-year-old ITV service, Channel Four, no longer see large unserved audiences hungry for new channels. Channel Four argues that current IBA and BBC offerings, along with its own alternative programming, provide sufficient diversity. Others believe, however, that viewers want an increasing multiplicity of channels and also now have the disposable income to pay for them.

Patric Cox, managing director of Sky Channel, Rupert Murdoch's European satellite-to-cable-delivered service, said the audience for new channels is still "very, very underdeveloped... There's an enormous scope for entertainment television. The lack of choice in European television is staggering."

He added: "If you look at England, it's supposed to have the best televisions in the world, but in cable homes, 30% of the viewing time is spent on cable, which is a comment on the whole concept of restricted broadcasting. The fact is, as with magazines and books, the public wants a choice."

Primer on British television

British Broadcasting Corp., or BBC, is Britain's noncommercial television and radio service, established by royal charter in 1927 for radio broadcasting. BBC Television began operation in 1936 and was interrupted during World War II between 1939 and 1946. Funding for the BBC comes from an annual government grant based on license fees collected each year from owners of television receivers. BBC's FY 1985 income was approximately £723 million (approximately \$1.08 billion) and its expenditures were £775 million (\$1.162 billion). BBC provides two television services and four radio services. Its board of governors is appointed by the queen on recommendation of Britain's home secretary.

Independent Broadcasting Authority, or IBA, is Britain's commercially supported broadcasting organization, created by the 1954 Television Act to end the BBC's television monopoly. The IBA is funded by fees paid to it by the regional ITV companies (see ITV below) for the rental of its national network of television transmitters. Its FY 1985 income was £66.1 million (\$99.15 million) while expenditures were £56.971 million (\$86.46 million). Responsibility for independent local radio services (now some 50 on the air) was given to IBA in 1972. Its chairman and board members are appointed by Britain's home secretary.

Independent Television, or ITV, companies are the 15 organizations that provide regional television services using IBA transmitters. Exclusive regional franchises are granted to the companies, 14 of which represent individual regions throughout the United Kingdom, the 15th providing weekend service in the London region. A 16th ITV company, TV-am, provides a breakfast-time service, and ITN is a joint venture to provide a national news service. Each ITV company develops programs for both regional and national consumption and each collects its own advertising revenue. ITV income in FY 1985 was £1.046 billion (\$1.569 billion) and expenditures were £939.428 million (\$1.409 billion). The "Big Five" ITV companies—Central, Granada, London Weekend Television, Thames and Yorkshire—provide about half of ITV's national programming.

Channel Four, or C4, was formed in 1982 as a subsidiary of the IBA to provide an alternative source of television programming. C4 pays IBA for use of its transmitters, allows its advertising to be collected by the individual regional ITV companies, and is funded through additional subscription fees paid by the ITV companies. Its broadcasts are national, and it obtains most of its programs from ITV companies, independent producers and non-UK acquisitions. C4's FY 1986 income was £129.1 million (\$194 million).

The Peacock Committee Report was a government-commissioned review of BBC financing. The committee, comprising seven economists, media researchers, journalists and broadcasters, submitted its 220-page final report to Parliament in July with a series of 18 proposals covering a broad range of television industry issues, including both BBC Television and Radio, the independent television sector and new forms of program delivery.

Latest
News

MAGNUM
EARLY
FRINGE

LOS ANGELES

KTLA M-F 6 PM

★ Beats CBS O&O news

★ Share soars over lead-in & year-ago program

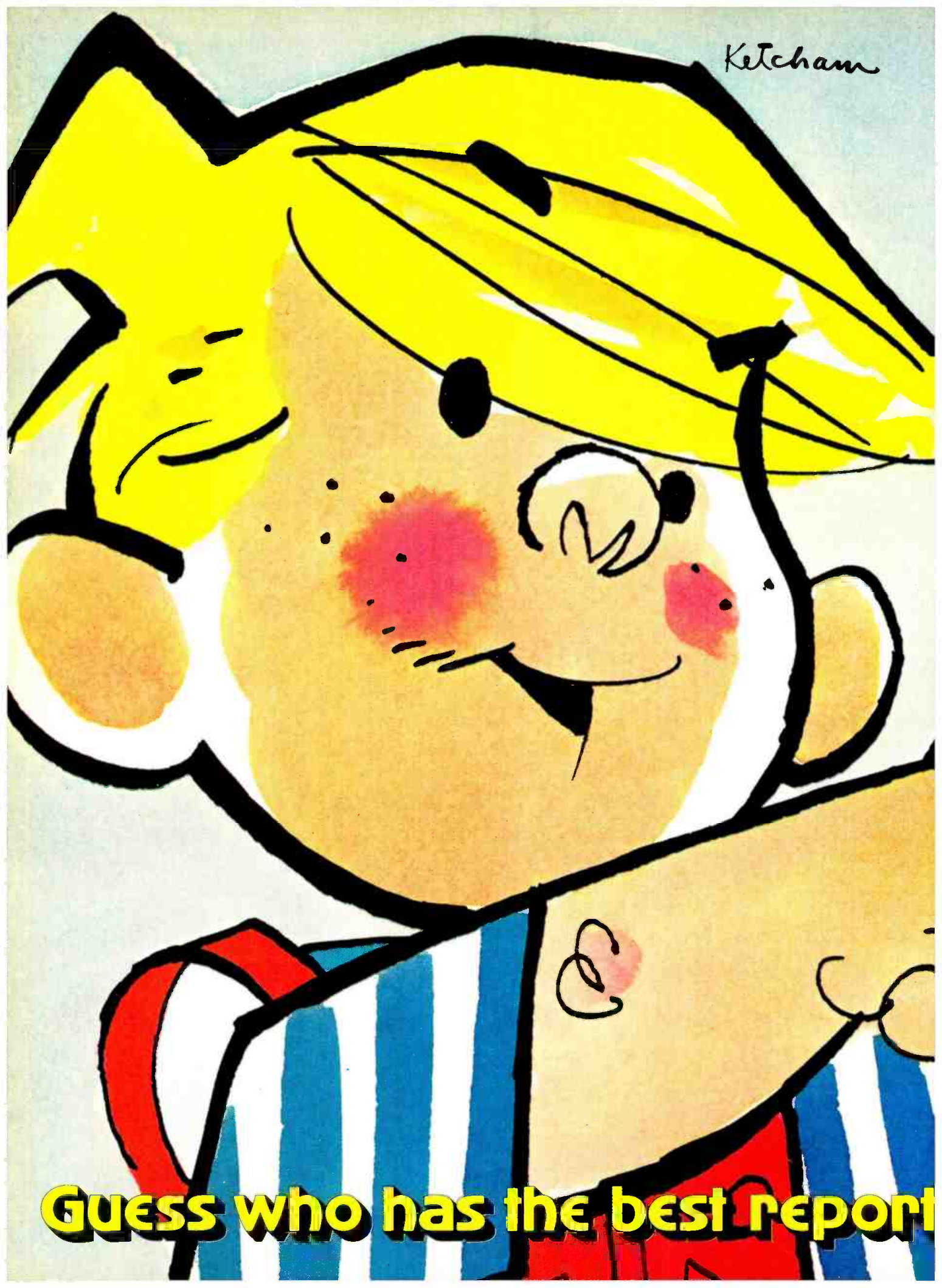
★ Unaffected by 7 nights of football & 3 nights of World Series.

MCA TV
OUR HOURS WILL
MAKE YOUR DAY.

Source: Nielsen Metered Market Overnights, September 15, October 17, 1986, NSI October 1985.

© 1986 Universal City Studios Inc. All rights reserved.

Ketcham



Guess who has the best report

Name: Dennis The Menace®

REPORT CARD (First Four Weeks)

- Los Angeles – **A+** Highest rated kid show on KTTV
- Philadelphia – **A+** Highest rated kid show on WGBS
- Boston – **A+** Delivers 33% higher audience on WLVI than other two kid stations combined
- Dallas – **A** On KTVT, ranks second in time period out of five kid programs
- Houston – **A+** Strong time period winner on KTXH delivering 29% higher audience than closest rival

Source: Arbitron Overnights (9/22/86-10/17/86)

TEACHER'S COMMENT:

Petry – "...(Dennis) improved on lead-in in all markets..."
10/8/86 Syndication Report (NSI)

card on the block?



Even the IBA's Whitney, whose IBA service would have to make complex adjustments to accommodate an expanded television industry, agrees. "It's this old question: 'If you have a car, are you going to use it?' Nobody's going to say: 'No, I like my horses.'"

For some, the exemplary success of videocassette recorders in England—where's VCR's 38%-plus penetration is among the highest in the world—is proof of the growing desire for choice in UK television. Others cite it, however, as an indicator of satisfaction with current offerings. "I'm sure there's room for more channels, but in the studies we've done on the VCR's, the biggest use of VCR's has been for time-shift viewing," argued Yorkshire's Leach.

John Bermingham of the European Market Research Bureau (EMRB) in London also explained that buyers of VCR's initially used the unit at least half the time to play rented or bought tapes, but that use then drops to a quarter of the total. While the most substantial use is for time shifting, he said, VCR's are still not that widely used, measuring perhaps five hours a week, compared to 30 hours per week of average household TV viewing.

□

If an increase in television services were actually desired by viewers, how would it best be delivered? So far, at least, two of the most important new distribution forms, cable television fed by low-power satellites and direct-to-home broadcast satellites (DBS), have not proved themselves. Each has been attempted to varying extents, so far with little success.

Both cable and DBS continue to be developed in England, but there seems to be little consensus in the British television industry over which approach is the better.

Cable television in the UK could accurately be described as a disaster. EMRB's John Bermingham estimated, for instance, that in

for instance, that in the two years after the the two years after the first cable areas were licensed, only 1.5% of the homes have cable. About 8% of homes have been passed, and that number is growing, but compared with the original forecasts to pass 35%-45%, penetration may be considered dismal.

Much of the industry's woes have been financial. Laws preventing the use of telephone poles to string the cable have forced operators to turn to problem-ridden and relatively expensive underground installations, and a recent change in British law reversed a previously favorable tax situation for the financing of cable. Others blame the high penetration of VCR's and the relative strength of terrestrial TV programming for the industry's slow growth.

Some cable advocates, such as Barrie Heads, managing director of Granada TV International, argue the technology has important advantages over satellites. High on the list are its profitability potential with much smaller audiences than are needed to make the relatively expensive DBS money-making a reality, and the possibility of having interactive services using future fiber optic installations.

But cable supporters must continue to hope for changed circumstances to speed penetration, such as government moves to allow the now largely deregulated British telecommunications industry to take over wiring activities.

But others are more pessimistic, saying that even by the mid-1990's, cable will still only be used by 5% to 6% of the British population. "The cost of laying cable is just too great to see it explode to a size which will make it financially viable," said Yorkshire's Leach. "Cable is a little bit of a busted flush, quite frankly. Of course there'll be heavily cabled pockets around the country, but when you talk about a national medium, I think it's had its day."

Others, like Whitney, agree that DBS will ultimately prove the more efficient delivery



BBC's U.S. anniversary chairman David Webster

system. "We had this great hype here of the cable revolution, the blue flame of technology bursting out and scorching our fingers," he said, but with DBS. "you've got so many of the advantages that one seeks. It's perfect quality, it's opportunities to expand the screen. It's got, most important of all, I guess, the ability to penetrate the nation in one sweep, whereas cable is spotty."

One potential solution to the delivery dilemma would be some sort of hybrid service involving both low-power satellite and cable, much as is used already by some 20 European-wide satellite services to reach European audiences through their local cable systems.

Leach, whose Yorkshire TV also holds an interest in one of the satellite channels, Music Box, stressed that while cable has not done well in the UK, "let's not forget in Europe there's a very high penetration of cable. So the low-power satellite-to-cable in Europe is quite large." Some estimate that cable has passed an estimated 13 million to 14 million homes in Western Europe; others say some 29 million European homes are linked to some form of cable or master antenna television system.

The possibility of further advances in satellite technology, such as developments in a new generation of Eutelsat satellites providing 50-100 watt transponders, could also, according to Sky's Cox, give low-power satellites an effective DBS performance on the ground, particularly when used with the improved reception equipment of the European MAC (multiplexed analog component) television standard now planned for European satellite services.

But even those satellite programmers that have benefited from the presence of cable in Europe as an extender of their low-power satellite service see limits to the technology. For Sky Channel's Cox, "It will be high power in the end. We will go up to about 15 million homes in cable [in Europe]; then it will grow quietly over time to about 20 million, but we're not looking at more than 20 million cable homes in Europe for at least the next seven or eight years."

Charles Bonan, director of international development for Turner Broadcasting System and responsible for marketing Cable News Network to Europe's closed-circuit hotel and broadcast markets, acknowledged that cable "is going to have limited future growth, except for maybe in Germany and perhaps some of the Scandinavian countries and France."

Hopes for this hybrid approach may be dampened further by the mixed financial re-

Beeb backgrounder

1922—British Broadcasting Co. (later changed to British Broadcasting Corp.) formed by radio equipment manufacturers to begin radio broadcasting in England.

1927—BBC receives first royal charter. Staff increases to nearly 800, and radio network covers most of United Kingdom, reaching more than two million listeners.

1936—BBC begins world's first scheduled TV programming on Nov. 2 from Alexandra Palace in north London, with two-hours-per-day, six-days-per-week schedule of programs.

1937—First live broadcasts of coronation, Wimbledon tennis, horse racing, boating, soccer and live theater and ballet.

1939—BBC-TV services shut down in September at dawn of World War II after British government finds BBC antenna could serve as homing device for German bombers.

1946—BBC-TV resumes broadcasting at war's end with victory parade. Television license fees initiated.

1948—First broadcast of Olympic games from Wembley Stadium.

1953—Coronation of Queen Elizabeth II broadcast; TV set sales reach five million.

1954—BBC-TV begins 40-hours-per-week program schedule.

1964-67—BBC starts second TV network, airs its first color programming.

1972-73—BBC-TV wins 17 Emmys, expands television sales to 80 countries.

1982-85—BBC allocated DBS channels by British government, then joins in launch effort with other companies, later dropping project as financially infeasible.

1985-86—British government commissions Peacock Committee to study BBC financing; group suggests indexing of license fee, move to subscription TV for BBC.

sults satellite-to-cable programmers are getting for their efforts. Both CNN and Sky Channel are now money losers, although Bonan and Cox expect that to change soon.

The main impetus for DBS in the UK has been the promised start-up of such a service in recent months by IBA, which will award a three-channel, 15-year DBS franchise to one of five proposed business consortiums (see box, page 52) before the end of this year. While earlier DBS efforts by the BBC alone, and then with other companies, have failed, many in the industry feel the time is right for another try. According to Whitney, the three-channel DBS service is scheduled "optimistically" for a 1989-1990 launch.

While viewed largely as "add-on services" to existing network fare, and without the same public service program requirements of the standing networks, the planned offerings of the five consortia vary widely, as do their plans for marketing the channels.

"There are all sorts of different ways of skinning the cat," Whitney said, "but there's a cat there to be skinned... Time is the unknown ingredient. What is the time before payback? It's certainly not going to be a bonanza in year one, because you've got to get an acceptance of the way of delivery. That's really of as much importance as the product."

Some observers see the IBA effort largely as a defensive move, taken to protect the territories of the large television companies bidding for the channels from television services originating from outside England but reaching British shores through powerful satellite signals. "If the DBS program succeeds," said EMRB's Birmingham, "it becomes an avenue for selling programs for 'the big five' (see box, page 47). It also stops anybody else from muscling in. TV now is the handed-down wisdom of the [ITV] contractors, and the contractors want to insure the largest share of the broadcast cake. If satellite develops, British contractors will be hell bent to get [their] share."

Whatever the motivation for the proposed IBA DBS service, the project has drawn the active interest of the British financial community, as evidenced by the apparent willingness of those business entities involved to put up what may total £250 million-£500 million necessary to start the channels.

None appear anxious, however, to get too far ahead of the rest of the industry, as the success of the venture will depend heavily on the full involvement of a careful balance of program producers, advertisers, satellite and dish manufacturers and others.

"It's their [the consortium's] money and their judgments, and they're not going to take them lightly," said Whitney. "From that I am satisfied there has clearly been consideration to warrant the exercise."

Sky Channel's Cox, whose parent company, Rupert Murdoch's News International, is a member of one of the ventures and plans to offer Sky as one of the three services, agreed: "We don't lack proposers for DBS in the UK. That doesn't mean anybody is sort of stampeding into it, but if they're looking at how they should develop their media portfolios over the next 10 years, it's an obligatory package."

Perhaps the biggest remaining question

mark in the program is the response of the advertising community, whose support could make or break any such new TV service. While European and international advertisers have for years complained about current government restrictions on television advertising and limitations resulting from quasi-monopoly broadcasting arrangements—broadcasters in the UK, for instance, universally reject calls for increased advertising, believing audiences would find that unacceptable—advertising agencies are also wary of switching clients' money to relatively untested media and may adopt a "wait-and-see" attitude on the new services.

The interest of the advertisers has been "very considerable," said Whitney, "but the advertising industry in this country is enormously conservative. I mean it sells change, it talks about change, it wallows in change, it makes its money out of change in product and design, and yet, give it change in the media, which is its bed to sleep in, and it's the slowest, most clumsy, inept articulator of its own future."

But advertiser participation is essential to the new medium's growth, argued Turner Broadcasting's Bonan. For him, the future of the new technologies is tied to the programming available from the satellite-to-cable services, and "unless the advertisers get behind this and coordinate with what the satellite-to-cable programmers are planning on doing, there's just no way the demand for quality programming is going to be met."

Some strong evidence is already emerging that advertisers may already be finding ways to benefit from the new technologies, reaching audience segments previously left unaccounted for. One example is the large and desirable, but elusive, 16-24-year-old market. Sky Channel and other music video-oriented channels have shown a far better ability to reach that age group than the traditional terrestrial services. And at least one ITV company, Yorkshire, has taken advantage of its experience with the satellite channel, Music Box, to become the first broadcasters in the UK to offer a 24-hour service, extended past its traditional sign-off hours with a highly successful experiment in 2 a.m.-6 a.m. music video programming, in large part to attract that youthful audience.

□

With the possible emergence of new UK television program services, how well could the British television industry meet an increased demand for programs, given continuously rising production costs? Would British television have to turn increasingly to European co-productions or to the product of U.S. television companies?

Many industry observers believe that enough national programming can be developed to satisfy the needs of new services, and while production costs are going up, they remain under control. "Yes, they [programming costs] are rising," said Yorkshire's Leach, "but we're in control of that, and we'll maintain that control." Granada TV's Heads said: "The cost of making programs is going up at a cost higher than inflation. It's traditionally been that way, but it's not a bad spiral."

Rising costs are also being increasingly offset by the development of auxiliary mar-

Latest News

MAGNUM WEEK-END

SAN FRANCISCO

KTVU SAT. 7 PM

- ★ Overpowers all indies & 2 out of 3 affiliates
- ★ Clobbers movies, football, game shows & local programming
- ★ Jumps 50% in rating & 33% in share over time period's previous 4-week average.

MCATV

OUR HOURS WILL MAKE YOUR DAY.

Source: Nielsen Metered Market Overnights, August 23-October 18, 1986

© 1986 Universal City Studios Inc. All rights reserved.

kets such as the home video and overseas markets, which, while still a relatively small percentage of revenues compared to license fees for the BBC and to advertising for the ITV companies, have seen a steady, 10-fold increase in last 10 years, according to Heads.

BBC has taken particular advantage of overseas program sales and is moving now with even greater aggressiveness in lucrative markets like the U.S., where its subsidiary, Lionheart Television, distributes BBC programs to noncommercial and commercial TV stations and cable outlets.

"The opening in world markets for television production does suggest it is not necessarily a bad or unbusiness-like stance to invest money into programing," Whitney argued. "The value is not profligate. The world market is such now that the payback there over a number of years is offering a real return. And programing is the real estate of television, the *real* real estate. Its value is like land. A lot of companies recognize now that to cut the edges is not a successful way of endorsing the longevity of their profitability."

Others, like MPEAA's Gronich, believe that the cost of program production in traditional national broadcast companies is growing too painful to sustain and will force broadcasters to look for another approach. For C4's Dukes, that other approach is European co-production. "A cooperative is critical now because we're conscious of new means of delivery," Dukes said. "Even though costs went up in the past, audiences

couldn't go anywhere else. People now have options; suddenly there's competition on the scene."

European co-production, others say, must grow out of creative, rather than financial needs. According to Yorkshire TV's Leach, "There's only one way that co-productions work. It's when there's a creative will to make it work. . . . It won't work if some central body says: 'Why don't you put 20% of the budget into a pot and let's all make a co-production.' I think that's putting the cart before the horse."

For some broadcasters involved in the new delivery services, co-production is already a fact of life. Sky Channel, for instance, produces some 40% of its own schedule, half of that in Holland, and a part in Belgium and West Germany. "For us, the idea of co-producing is obvious, inevitable," Cox explained. "We have to co-produce."

Whether co-produced programing can overcome cultural and language barriers between diverse European societies is another issue. Cox believes it can be done if producers stress nonverbal program elements, such as music, or push back language limits with the use of subtitling. "I think you could find that Europeans, because of their multicultural nature, would resort to television almost more than Americans," Cox argued. "They need it more. It will be their principal form of intercultural exchange."

Granada TV's Heads was more skeptical about how successful co-production efforts would be, and MPEAA's Gronich, as well, argued that broadcasters "won't in the end

overcome the cultural map of Europe."

Some believe certain types of programing, such as news, may also remain the nearly exclusive domain of the state services. "You've got strong national news services in each country," acknowledged Cox. "News will remain the real strength of the national broadcaster. Channels like our own will concentrate on developing sharp current affairs programs, analytical programs and only develop the news when we've really got something new to offer."

But others, such as Bonan of CNN, believe news product is actually easier to sell in Europe than entertainment shows. He explained: "Entertainment programs are very, very hard to buy on a pan-European basis, because each broadcaster wants to protect the rights to show the program in his own system. But news is different because it's very perishable."

The increased use of American-made programs may be an additional option to help fill the opening airwaves. While quotas in the UK limiting the showing of U.S. programs to 14% of the schedule have been in effect for years, there is some evidence of a partial loosening of the restriction for the new DBS services.

Whitney of the IBA, which will set program requirements for the three-channel DBS service, said he was "not a great believer in fixed quotas," and will likely change them for the three-channel operation, although he added it did not represent an "open sesame" to U.S. programers ("Closed Circuit," Sept. 22).

Bonan also believes that despite rhetoric against an influx of American shows, the discrimination against U.S. television is not as severe as it appears. "It's a defense mechanism," he argued. "Everyone says we don't want American programing, yet they're all bending over backwards and fighting each other to buy *Dallas* and *Dynasty*. I see little real anti-American program feeling in practice."

Both the BBC and IBA have long aired disproportionate amounts of U.S. programs in high visibility slots of their schedule, such as prime time evenings, to garner high ratings, and C4 has gotten a good deal of mileage out of prestigious American television.

□

What then is the future of British TV?

While most industry leaders are loathe to look too far ahead, given the wide swings possible in directions, many will go so far as to predict the emergence of one or more new forms of television delivery, as well as a successful deregulatory push that could allow an increase in privately owned and more commercial services.

Nearly all commentators, however, share one belief, that public service television will continue to survive in the UK.

"In a 10-year-time scale, it will be a future which will continue to give preeminence to the existing public service broadcasting structure," Whitney said, for instance. "But there will be the beginnings of an entry into broadcasting of wider choice, which will, as the years progress, enable the public service broadcasters to see and to find more closely the role that they will need to play to com-

Britain's DBS direction

Satellite broadcasting direct to the home is under development again in the U.K. under the aegis of the Independent Broadcasting Authority (IBA), after earlier attempts by the BBC and by a consortium of British companies to launch a service failed.

Five business consortiums this summer bid with IBA for the three-channel franchise, which the authority has said it plans to award by the end of this year.

The new services, to be financed by advertising, subscription or some combination of the two, are scheduled for launching by 1990, with a 15-year franchise. The contractors would be responsible for financial and other arrangements for providing the satellite and for meeting IBA program standards, while IBA is responsible for the satellite uplink. The five bidding consortiums are:

- Direct Broadcasting Ltd., comprising Rupert Murdoch's News International, Sears, Ferranti, Cambridge Electronics Industries, Electronic Rentals Group and British Commonwealth Shipping. DBL would offer three subscription channels: entertainment and information Channel Premium, family channel Showcase and a third with programs from Murdoch's Sky Channel.

- DBS UK Ltd., comprising program producer Carlton Communications, advertising giant Saatchi and Saatchi, Columbia Pictures International Television, London Weekend Television, Dixons Group, Robert Fleming Holdings and Hambros Bank. DBS UK proposes to offer one entertainment channel, one news, sports and business channel, with the third channel offered to ITV's Superchannel all-British satellite programing service. The channels are to be financed by advertising.

- BSB, comprising ITV companies Granada Group and Anglia Television, publishing conglomerate Pearson, consumer electronics manufacturer Amstrad, and music, film and video company Virgin Group. Four services would be offered: international events, daytime Disney and entertainment channels, each advertiser-supported, plus a subscription film channel.

- National Broadcast Service (NBS), comprising James Lee and The Bell Group International. Two advertiser-supported channels with a variety of programs would be offered along with a subscription film channel.

- SatUK, comprising Australian industrialist Alan Bond, Tiny Roland of the international conglomerate Lonrho and other interests. It would offer a free entertainment channel, two subscription channels with film and family programing.



Sky Channel's Patrick Cox

pete, to be part of the broadcast scene in the decades that follow... Another way of saying it: They have to mind their p's and q's if they're going to survive."

Those who have already attempted to breach the fortress of state television see some important changes in store. CNN's Bonan argued the industry will witness the "streamlining of the national broadcasters; they're going to be tougher and leaner. They're going to have to be to compete with the new systems. I think it'll eventually have a positive effect... It's a question of learning to cope with the future and once [they] do I believe the broadcasters will benefit from all the new technologies. It will make them stronger and leaner and more efficient and more competitive, and that's what they need."

His scenario for the shape of the alternative services: "I think you'll see multilingual channels with subcarriers being used to deliver the same program in many different languages. You'll see most European homes watching five or more channels in addition to the must carries, whether by satellite or over the air. You'll see at least one or two dishes on the roof below 0.9 meters and some form of a [video] taping unit with each one of these. And I think you'll see one major European entrepreneur producing entertainment programming which he downloads to private terrestrial broadcasters in different European countries."

Cox added his hope for a "greater element of private enterprise in television, which would express itself at two levels. [First] at a national level, where you'd get the growth of at least six or seven additional channels in each country, or regionally in most of the major language areas; those kinds of very aggressive, consumer-oriented channels which are trying to give people their money's worth. And [at a second level] you'd see perhaps four or five, I don't think there will be more, European channels attempting to cross the whole continent through satellite broadcasting. And I would guess there would be a very strong development of pay-type, special interest channels. But these will take a longer time to develop."

Others are more pessimistic about the advances of new forms of delivery. C4's Dukes noted, for instance, that "low power satellites haven't made an impact because terrestrial systems work quite well. There is no unsat-

tisfied demand. Cable systems will grow slowly and low-power DBS is going to achieve some growth." DBS will only begin to make its mark in five to 10 years, he believes.

And where will BBC fit in?

For Webster, BBC will focus on its role as a program supplier, and will not plan any major stake in the new distribution means. "They have an enormous production base," he argued, "and will maintain [their] terrestrial role. BBC doesn't plan to conquer new empires, for many reasons, financial and political."

Because newer services will likely lack such a significant program base, with relatively little revenue remaining after such activities as putting up satellites or pushing the spread of receive dishes, older organizations like the BBC retain a "great advantage, with their critical mass in talent and the stable finance to make a large number of programs," Webster added.

IBA's Whitney believes public service broadcasters, including BBC and the IBA, can survive the coming multiplicity of channels, but noted that "this is where the conviction of governments, the conviction of broadcasters who believe in it, the conviction of viewers who've enjoyed it, has to be tested. Things will change, but there is sufficient success and momentum in public service broadcasting, not just as a concept but as a reality, that would drive forward, I believe, certainly in this country, the strength of the present system of independent public service broadcasting for at least another decade and a half."

Webster and others worry, however, over the fate of the current terrestrial system, which they believe has produced a desirable mix of TV programs and services. "If we're going to march forward into a wonderful future with many channels, I hope don't destroy what have in process. If what we had was terrible, then I'd say: 'Okay, change it.' But the problem is television in the UK very well could be worse."

Added Webster: "One of the major problems within all great institutions [is that] because there are such strong traditions, it may be more difficult to adjust to new circumstances. It's the trade-off between being young and new and agile, to take advantage of new opportunities, but not having the weight and power, or to have the latter and not be quite as agile."

"There is a great deal of good that will come out of a revolution, which it is, of this nature," IBA's Whitney concluded. "That is not to say that we are not seeking to defend the strengths and the values and the virtues of public service broadcasting. We are saying that the two are things that can reside together, and need to reside together, because in the real world, they're going to have to. One without the other will lead to a degradation, an erosion of all those values in our cultural society. I think we have demonstrated, preeminently perhaps anywhere in the world, that we've got the mix right. We've done it. We've proved it. It would be a tragedy if we've lost all that we have gained over those years."

By A. Adam Glenn

Latest News

MAGNUM LATE NIGHT SYNDICATION

CHICAGO

WGN-TV M-F 10:30 PM

- ★ #1 indie defeating Joan Rivers & sitcom competition
- ★ Storms over lead-in share by 40%
- ★ Continuous growth week-to-week, share up 75% over premiere week.

MCA TV
OUR HOURS WILL MAKE YOUR DAY.

Source: Nielsen Metered Market Overnights, September 22-October 17, 1986. NSI October 1985.
© 1986 Universal City Studios Inc. All rights reserved.

Fox continues to shape its schedule

Cosby project among comedies under consideration for company's prime time schedule, next March

Fox Broadcasting Co. has made commitments to a one-hour adventure program and five half-hour comedies for the weekend block of prime time shows it will roll out next March. FBC is still looking for three half-hour comedies to fill out the schedule and is considering a script from Bill Cosby for one of those slots.

Sources in the program community said Cosby sold the concept for the program, with the working title, *London Fog*, to Fox and that a production company known as Wits End Productions has been established by Cosby and Fox to develop several script versions for a pilot. Fox is considering whether to go ahead with a pilot; one source close to the situation said last week it is leaning toward a go-ahead. Bill Cosby

would not have an on-camera role in the program and would not be the line producer. However, it is possible he would involve himself with script development of the show, and if it is picked up, he may be listed in the credits as executive producer.

Details of the story line for *London Fog* were sketchy last week, but programing sources say it is about an American family that inherits an English mansion. A spokesman for Cosby confirmed he has sold the concept to Fox, but he could not confirm what Cosby's role would be if Fox picks up the series. The spokesman also said he could not confirm Cosby's participation in Wits End. Sources indicated, however, that Carsey-Werner Productions, which produces *The Cosby Show* in association with Bill Cosby, is not involved in *London Fog*.

Among other projects FBC is considering to fill out its initial prime time block is a comedy developed by Jim Brooks, whose

Gracie Films has recently produced two theatrical films for the Fox studio. Hollywood sources said Brooks is trying to keep a lid on the details of his project for FBC, but it is known that it will mix a variety performance element with comedy. It is understood that Brooks has a pilot commitment from FBC, and probably a series commitment.

Among other scripts FBC has under consideration is one from writer/producer Savage . Steve Holland for a program with the working title, *Beans Baxter*. There is no word on the story line. An FBC spokesman said he could not comment on the company's development projects other than those programs that have been announced.

The latest programs to be picked up by FBC include *Married...With Children*, from Embassy Communications, about a lower middle class family—the father is a shoe salesman—whose home life is in disarray. FBC also recently picked up a half-hour

Mets-Sox deliver NBC another win

NBC, bolstered by the World Series, continued shutting out its network competitors by winning the fifth consecutive week of the prime time season. With World Series games three through six, NBC took the week ending Oct. 26 with a 21.7/34—leaving its closest competition, CBS, behind by a full six rating points and nine share points. CBS closed out the week with a 15.7/25. ABC scored with a 14.1/22. Last year it was ABC's win: The network closed the week with a 22.3/34, ahead of NBC's 16.3/25 and CBS's 16.2/25.

In evening news, NBC pushed narrowly ahead of CBS, scoring a 10.9/22 against CBS's 10.8/21. ABC closed with a 10.3/20. Last year, the numbers were: CBS 12.1/23, NBC 10.6/20 and ABC 9.9/20. HUT levels (homes using television) were up slightly this week, standing at 63.7% against last week's 63.5%. This week's HUT was down when compared with last year's 64.9%.

In its steady push towards game seven (played Monday, Oct. 27) the World Series gathered greater shares each night. Game three (Tuesday) racked up a 25.6/40; game four (Wednesday), a 26.0/41; game

five (Thursday), a 29.8/47, and game six (Saturday), a 30.3/52. The series finale, game seven—which will be part of the ratings numbers for week six—topped out the list with a 38.9/55.

As high as this final share number was, it was still only one share point higher than *The Cosby Show's* season-to-date average of 54. *Cosby* held onto first place in the fifth week's numbers with a 35.4/54. Game six took second place while game five took third. CBS's *60 Minutes* took fourth with a 26.3/40, while game four took fifth place and game three took sixth. Unless last Thursday's *Cosby* scored better than a 38.9/55, NBC will be in the ironic position of having unseated *Cosby* from first with its own special programming. Game five, which ran immediately after *Cosby* and was the only series game delayed for a prime time show, lost audience share from the sitcom, dropping 5.6 rating points and seven share points to a 29.8/47. Game five ran against ABC's *Colbys* (10.7/16) and *20/20* (11.3/19) and CBS's *Knots Landing* (15.6/23) and *Kay O'Brien* (11.4/19).

CBS won Monday, Friday and Sunday. NBC took the rest.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	35.4/54	23.	Cagney & Lacey	CBS	17.1/28	45.	MacGyver	ABC	13.1/20
2.	World Series, Game 6	NBC	30.3/52	24.	Falcon Crest	CBS	16.9/29	46.	Equalizer	CBS	12.9/21
3.	World Series, Game 5	NBC	29.8/47	25.	Head of the Class	ABC	16.7/24	47.	Webster	ABC	12.7/22
4.	60 Minutes	CBS	26.3/40	26.	Perfect Strangers	ABC	16.2/25	48.	Mr. Belvedere	ABC	12.5/21
5.	World Series, Game 4	NBC	26.0/41	27.	L.A. Law	NBC	15.9/28	49.	Amazing Stories	NBC	12.4/18
6.	World Series, Game 3	NBC	25.8/40	28.	World Series, pregame 4	NBC	15.8/26	50.	The Wizard	CBS	11.7/17
7.	Murder She Wrote	CBS	25.3/37	29.	Knots Landing	CBS	15.6/23	51.	Jack & Mike	ABC	11.5/19
8.	Growing Pains	ABC	21.4/31	30.	ALF	NBC	15.6/23	52.	Kay O'Brien	CBS	11.4/19
9.	Who's the Boss	ABC	21.1/32	31.	Officer & Gentleman	NBC	16.3/25	53.	20/20	ABC	11.3/19
10.	Moonlighting	ABC	20.7/30	32.	The Natural	NBC	15.2/26	54.	Spenser: For Hire	ABC	11.2/18
11.	Newhart	CBS	20.4/30	33.	Simon & Simon	CBS	14.8/22	55.	Sledge Hammer	ABC	11.0/18
12.	Dallas	CBS	20.3/33	34.	Hotel	ABC	14.6/24	56.	Colbys	ABC	10.7/16
13.	My Sister Sam	CBS	19.2/28	35.	Easy Street	NBC	14.5/21	57.	Psycho II	CBS	10.2/17
14.	World Series, pregame 6	NBC	18.6/35	36.	NFL Football (Sun.)	NBC	14.4/24	58.	Downtown	CBS	9.7/16
15.	NFL Monday Night Football	ABC	18.5/31	37.	The B.R.A.T. Patrol	ABC	14.4/21	59.	Starman	ABC	9.6/17
16.	Easy Prey	ABC	18.5/29	38.	Charlie Brown Special	CBS	14.3/24	60.	Sidekicks	ABC	9.4/15
17.	Kate & Allie	CBS	18.5/27	39.	Magnum P.I.	CBS	14.1/21	61.	Heart of the City	ABC	9.3/15
18.	Designing Women	ABC	18.5/27	40.	A Team	NBC	14.0/24	62.	Life With Lucy	ABC	8.7/15
19.	Who is Julia?	CBS	18.4/29	41.	Our House	NBC	13.9/21	63.	Ellen Burstyn Show	ABC	8.2/13
20.	Miami Vice	NBC	17.9/29	42.	Garfield Special	CBS	13.7/24	64.	Our World	ABC	5.9/9
21.	Dynasty	ABC	17.8/26	43.	AIDS Hits Home	CBS	13.6/20				
22.	World Series, pregame 3	NBC	17.3/28	44.	Johnnie Mae Gibson: FBI	CBS	13.3/20				

*Indicates premiere episode

comedy from MGM/UA, *Karen's Song*, still in development. The company has also picked up a comedy from Carson Productions with the working title, *Mr. President*. Ed Weinberger is overseeing the development of that program for Carson.

Previously announced FBC shows include the one-hour *Jump Street Chapel* from Stephen J. Cannell; a comedy from Ubu Productions, *Duet*, and from Touchstone (the Disney subsidiary), *Down and Out in Beverly Hills*, based on the theatrical film.

FBC's launch plans for the prime time block are not totally in place, but the com-

pany says the new programs will be rolled out during March and perhaps the first week of April. When all the programs are rolled out, the regular schedule will feature four comedies on Saturday nights from 8 p.m. to 10 p.m., and on Sunday nights, beginning at 7 p.m., *Jump Street* followed by four other comedies from 8 p.m. to 10 p.m.

FBC told advertisers that it guarantees the prime time slate will average an eight rating over the course of the first year. (Fox Broadcasting has guaranteed an average four rating for advertisers that buy its late-night Joan Rivers show.) □

Silverman-Farr to produce second

'California Girls' will join team's 'Honeymoon Hotel' as syndication offerings for 1987-88; each show will feature 95 episodes

The creative team of Fred Silverman and Gordon Farr will attempt to enter the syndication market in the 1987-88 television season with two daily first-run syndicated half-hour sitcoms, each debuting with 100 episodes and no previous inventory. In addition to the previously announced *Honeymoon Hotel* (BROADCASTING, Aug. 25) starring Isabel Sanford, which is a cooperative effort between the two-man producing team and De Laurentiis Entertainment Group, Silverman and Farr hope to line up enough station clearances to produce *California Girls*. "Right now it's 50-50; it can go either way," Silverman said. The new program, he added, will be similar to *Three's Company* which was launched on ABC in March 1977 when he was president of the network's entertainment division.

Silverman and Farr, the lone producers of *California Girls*, have lined up Viacom as the distributor for the series. A Viacom spokeswoman would only confirm that the company "expects to have an announcement in two weeks" regarding *California Girls*. However, Silverman said last week that Viacom was close to reaching an agreement with several station groups. While Viacom will sell *California Girls*, DEG, Silverman and Farr have selected Access Syndication for the domestic distribution of *Honeymoon Hotel*, said Richard Colbert, Access president.

DEG chose Access instead of forming its own domestic syndication arm because it was seeking an established company with a sales force in place that could market *Honeymoon Hotel* immediately, said Dennis Miller, president of Access Entertainment Group, the parent company of Access Syndication. DEG's international sales division has initiated presentations to 50 foreign networks and stations. Two separate domestic distribution companies were chosen for both series, Farr said, because it is easier for a company to market one show than two. "Otherwise, they would be competing with themselves," he said.

For *Honeymoon Hotel*, which will be available to affiliates in the top 50 markets as well as to independents for use during access (5-8 p.m.), Access Syndication has signed

three of CBS's four owned stations: KCBS-TV Los Angeles, WBBM-TV Chicago and WCAU-TV Philadelphia, Colbert said. He said Access has obtained clearances from about a dozen stations so far. *Honeymoon Hotel* will be sold on a cash-plus-barter basis, with DEG and Access retaining one minute of commercial time. The sales method for *California Girls* is not known. Silverman said the show will run in the early fringe and access time periods because of its appeal to young adults, teen-agers and children.

Like *Honeymoon Hotel*, *California Girls* will have a five-day trial run. The first five episodes of *Honeymoon Hotel* are scheduled to be delivered to stations Dec. 15 and air the week of Jan. 5. Three episodes of *Honeymoon Hotel* and four of *California Girls* have been written. "We chose January because the HUT levels (homes using television) are highest... and it will encourage more viewer sampling," Colbert said. During January and February, stations put pilots on during the best time periods because they have a low sales inventory and adequate time to promote them, Silverman added. The stations will have until March 15 to decide whether to commit to *Honeymoon*. A definite test date for *California Girls* has not been selected. If both shows go forward, Silverman said the plan is to have each test

Program shuffling. CBS, which two weeks ago was the first network to start fiddling with its new season prime time schedule, announced another change last week. It said it would move *The Wizard*, third in ratings in its time period on Tuesday, 8-9 p.m., to Saturday, 8-9 p.m., starting Nov. 8. *Downtown*, a weak second in that Saturday time period, will move to Tuesday on Nov. 11. CBS said it was a one-time-only move, but sources said it could become permanent if either of the shows showed improvement with the switch. Two weeks ago, the network announced the first cancellation of the new season, *Better Days*, while two more shows were put on hiatus—*Together We Stand* and *Twilight Zone*. CBS also said it would introduce a third weekly movie on Saturday nights and move *The New Mike Hammer* to Wednesday at 8-9 p.m. (BROADCASTING, Oct. 27).

Latest News

**MAGNUM
PRIME
TIME
SYNDICATION**

HOUSTON

KHTV M-F 7 PM

- ★ **Leading indie in time period**
- ★ **Time period rating leaps 150%, share up 100% over last year**
- ★ **Boosts rating 67%, share 60% over previous program in time period**
- ★ **Soars 67% in rating & 33% in share over sitcom lead-in**

**MCA TV
OUR HOURS WILL
MAKE YOUR DAY.**

Source: Nielsen Metered Market Overnights, August 18-September 12, and October 13-17, 1986. NSI October 1985.

© 1986 Universal City Studios Inc. All rights reserved.

run during different weeks.

The strips would share other traits: Each will cost roughly \$100,000 per episode, although the producers say they will be of network quality; there will be 95 episodes produced the first year and 65 new episodes for use during sweep periods in ensuing

years, and each series will have 12 full-time writers (divided into teams of two) plus freelancers, with 40% to 50% of the scripts completed before production begins late next spring.

California Girls, Farr said, would be similar to Paramount's *New Love American*

Style, of which he was executive producer during its nine-month run on ABC's daytime schedule. The new series revolves around 13 "young, attractive people" who live in an apartment complex located near the beach and who congregate at a nearby bar and restaurant. □

Stay Tuned

The latest gimmick on NBC's *A-Team* is the possible different endings to be shown in different time zones for an upcoming broadcast of the program (Nov. 14). Viewers calling in on a 900 telephone number will decide one twist in the plot—whether that week's guest felon is really the long-lost father of *A-Team* member Templeton (Faceman) Peck. Results will be known three-quarters of the way into show.

Saturday Night Live's Oct. 25 broadcast did not air as scheduled due to the overrun of the sixth game of the World Series. NBC taped the episode, and it is scheduled to run Nov. 8. Taking advantage of the tape delay, the program's host for that episode, Rosanna Arquette, will promote the program on *The Tonight Show Starring Johnny Carson* the previous evening (Nov. 7).

David Letterman's Second Annual Holiday Film Festival will air Sunday, Nov. 30, from 10 to 11 p.m. Those contributing comedy films to the broadcast include Michael J. Fox, Diane Sawyer of *60 Minutes*, Jonathan Winters, Paul Shaffer and Chris Elliott. The latter two are associated with *Late Night with David Letterman*. Letterman's first annual *Film Festival* special ran last fall in the *Saturday Night Live* time period.

David Mamet, the Pulitzer-winning playwright, has signed to produce his first television script. Titled "Wasted Weekend," it's an episode for NBC's *Hill Street Blues*, and is now in production. The script focuses on a weekend hunting trip, taken by retired Sergeant Jablonski (Robert Prosky), Lieutenant Buntz (Dennis Franz) and Officer McBride (played by Mamet's wife, Lindsay Crouse). Crouse played the role of McBride, a lesbian officer, last season.

Ron Reagan, son of the President, will make a guest appearance in a dual role on ABC's *Webster*. Reagan will play Jack Davis, the

nephew of an old soldier after whom Webster's school is named. He will also portray the old soldier in flashback scenes.

Ruby Dee will have three guest appearances on ABC's *One Life to Live*, beginning this Friday (Nov. 7) and carrying into next Monday's and Tuesday's shows. Dee will play the judge at the trial of Dan Wolek, who is accused of murdering a young woman caught up in a drug operation.

A professional's guide to the intermedia week (Nov. 3-Nov. 9)

Network television—ABC: *The Disney Sunday Movie* (special two-hour celebration of Walt Disney World's 15th anniversary), Sunday, 7-9 p.m. "Splash" (Tom Hanks and Daryl Hannah star, along with Eugene Levy and John Candy), Sunday, 9-11 p.m.

CBS: *Monte Carlo* (four-hour mini-series, stars Joan Collins), Sunday, 9-11 p.m.; (conclusion), Monday, 9-11 p.m.

Radio—CBS: *Newsmark* (correspondent Bob Schieffer analyzes election night results with Republican National Committee chairman Frank Fahrenkoph, Democratic National Committee chairman Paul Kirk and *Washington Post* columnist David Broder), Friday, 2:30-3 p.m.

Museum of Broadcasting (1 East 53d Street, New York): *The Metropolitan Opera: The Television and Radio Legacy*, an exhibition of screenings covering over 55 years of the Met on radio and television. Through Nov. 22. Also at MOB: *Barbra Streisand, The Television Work*, a series of screenings of all Streisand's television specials, as well as her first appearances on *The Ed Sullivan Show* in 1962 and on *The Dinah Shore Show* in 1963. Through Dec. 6. Information: (212) 752-7684.

Advertising & Marketing

Group W's Baker not convinced by people meter

Television group president says he does not think there is enough evidence that new rating method is more accurate than diaries, meters

Dr. William Baker, president of Group W Television, said last week that A.C. Nielsen should seriously reevaluate its decision to eliminate the diary component of its national rating index beginning with the 1987-88 television season. Baker told BROADCASTING last week that he did not think that Nielsen or others proposing to launch people meter service, such as AGB Television Research, had provided enough evidence to prove that people meters would be any more effective at providing accurate household and viewer ratings data than the present system of household meters and diaries.

"My view is they should go slow," Baker said. "I don't want to see one system, no matter how flawed, replaced by another sys-

tem equally flawed and more expensive." Based on what the people meter proponents have said so far, he added, "it is not clear" that people meters would provide better data than the current system.

Baker's remarks came one week after a speech he gave at the University of San Diego on the subject. The speech expressed similar concerns, and while he did not directly urge Nielsen to postpone elimination of the diary, the message was there. "We could be making a historic break with the past—and on insufficient evidence," he said. Baker said he had tried to take a "balanced view" in the speech, not espousing one position or the other. But last week he acknowledged that none of the proposed people meter services have yet to convince him the new service is worth the cost. "Until they've proven to me to be statistically better by a quantum leap, I'm not sure I'm willing to pay the price," he said.

Several advertising agencies and cable networks have embraced the people meter methodology and want to see it implemented quickly because the early data from people meters attributes greater viewing to cable networks and less viewing to the three broadcast networks than the conventional household meter/diary methodology. If those findings hold up, it would spell more trouble for the broadcast networks, which are facing the softest advertising economy in a decade and other financial pressures. The networks have urged Nielsen to adopt a kind of hybrid people meter service, in which people meters would replace diaries to measure viewer data but a separate audimeter sample base would be retained to measure household ratings. A decision on that is expected before year's end.

In his San Diego speech, Baker also raised the question of whether viewers would tire quickly of pushing all the re-

**Fall '86
Premieres**

**The Leader
In Comedy
Delivers
Again...**

Sterling

The October Story

LOS ANGELES

KTLA • M-F 7:00 — 7:30 PM.

- A Proven Access Winner
- Up 15% Since Premiere
- Up 75% Over Year Ago Sitcom
- Beats "New Dating Game,"
Ties "Entertainment Tonight"

PHILADELPHIA

WPHL • SAT. 5:30 - 6:00 PM.

- Up 32% Over Year Ago Sitcom
- Up 6% Over "Diff'rent Strokes" Lead-In
- Beats ABC and NBC Affiliates
- Best Time Period Rating In 2 Years

DALLAS

KTXA • SUN. 7:00 - 7:30 PM.

- Up 82% Over "Solid Gold" Lead-In
- Up 5% Over "New Gidget" Lead-Out

HOUSTON

KTXH • SAT. 5:30 - 6:00 PM.

- Up 20% Over Time Period 1 Year Ago
- Up 40% Over "New Gidget" Lead-In
- Up 30% Over "Throb" Lead-Out

WASHINGTON, D.C.

WTTG • M-F 5:30 - 6:00 PM.

- #1 Independent
- #2 For Entire Market
- Up 23% Over "Gimme A Break" Lead-In

WASHINGTON, D.C.

WTTG • SAT. 6:00 - 6:30 PM.

- #1 Independent
- Up 3% Over "Fame" Lead-In
- Beats "Small Wonder," 7.0 Rating vs. 1.5 Rating

MIAMI - (Double Run)

WDZL • M-F 5:30 - 6:00 PM.

- Highest Time Period Rating Ever On Station
- Up 55% Over Time Period 1 Year Ago
- Up 94% Over Lead-In
- Beats "What's Happening!"

MIAMI

WDZL • M-F 7:00 - 7:30 PM.

- Highest Time Period Rating Ever On Station
- A Proven Access Winner
- Up 95% Over Time Period 1 Year Ago
- Up 50% Over Lead-Out

Results.



Silver Spoons

Another Syndication Success

No Brag...

The October Story

NEW YORK

WNYW • M-F 5:30 - 6:00 PM.

- #1 Program In The Time Period.
- Up 19% Over Year Ago Sitcom
- Up 20% Over "Diff'rent Stokes" Lead-In
- Up 12% Over "Three's Company" Lead-out

CHICAGO

WGN • M-F 5:00 - 5:30 PM.

- #1 Independent
- Up 20% Over Year Ago Sitcom
- Up 50% Over Lead-In

SAN FRANCISCO

KBHK • M-F 6:30 - 7:00 PM.

- Up 23% Over Year Ago "Star Trek"
- Up 19% Over "Diff'rent Strokes" Lead-In
- Up 9% Over "Gimme A Break" Lead-Out
- Beats "Matt Houston" and "Fall Guy"

WASHINGTON DC

WDCA • M-F 6:00 - 6:30 PM.

- Up 25% Over "Diff'rent Strokes" Lead-In
- Up 13% Over "What's Happening!" Lead-Out

DALLAS

KDAF • M-F 5:00 - 5:30 PM.

- Up 70% Over Year Ago Sitcom
- More Than Doubles Lead-In

ATLANTA

WGNX • M-F 7:00 - 7:30 PM.

- #1 Independent
- Up 12% Over Year Ago Sitcom
- Up 26% Over "Diff'rent Strokes" Lead-In
- Up 40% Over "Too Close For Comfort" Lead-Out
- Beats "Gimme A Break" and "World Of Disney"

MIAMI

WPLG • M-F 4:00 - 4:30 PM.

- An Affiliate Success Story
- #1 Program In The Time Period
- Maintains "General Hospital" Lead-In
- Up 48% Over Time Period 1 Year Ago
- Beats "Magnum, P.I." and "Divorce Court"

LOS ANGELES - (Double Run)

KTTV • M-F 5:00 - 5:30 PM.

- #1 Independent
- Up 15% Over Year Ago Sitcom
- Up 64% Over Lead-In

LOS ANGELES

KTTV • M-F 5:30 - 6:00 PM.

- #1 Independent
- Up 6% Over Year Ago Sitcom
- UP 15% Over Lead-In

DETROIT

WKBD • M-F 6:30 - 7:00 PM.

- #1 Independent
- Up 37% Over Year Ago Sitcom
- Up 8% Over "Diff'rent Strokes" Lead-In
- Up 21% Over "MASH" Lead-Out

BOSTON

WLVI • M-F 7:00 - 7:30 PM.

- Up 30% Over Year Ago Sitcom
- Up 24% Over "Benson" Lead-In
- Up 11% Over "Taxi" Lead-Out

HOUSTON

KRIV • M-F 5:00 - 5:30 PM.

- #1 Independent
- Up 56% Over Lead-In

HOUSTON

KRIV • SAT. 5:00 - 5:30 PM.

- #1 Independent
- Up 10% Over "Small Wonder" Lead-In
- Up 22% Over "9 To 5" Lead-Out
- Beats "New Gidget" and "One Big Family"

DENVER

KDVR • M-F 6:00 - 6:30 PM.

- Up 37% Over "Gimme A Break" Lead-In
- Up 11% Over "Too Close For Comfort" Lead-out

Just Facts.



The Facts Of Life

Another Syndication Success

★ E EMBASSY

EMBASSY COMMUNICATIONS · A UNIT OF *The Coca-Cola Company*

quired buttons with the people meter every time they watched television. "Will the families in the sample really take the trouble?" he asked. "Will they always press the buttons as they begin watching? Will they al-

ways remember to press their buttons when they leave the room—as when the telephone rings, or the baby cries?"

He suggested that a better approach would be a "passive" people meter, which would

automatically sense which and how many viewers are in front of a screen. "But how soon we could achieve that kind of Star Wars people meter, and how truly reliable it would be, is a mystery." □

Mergers hot topic at Hot Springs

AT 77th annual ANA convention, agencies and clients discuss causes, effects, and health of recent agency marriages

If advertising is the engine that drives commercial television, it was the engineers—the marketing and corporate executives of major national advertisers—who met at The Homestead in Hot Springs, Va., last week to compare notes on the state of an industry in flux. Most came with questions about the client-agency relationship in light of recent advertising agency mergers, and with concerns over continued quality of service, client conflicts and what specific benefits would accrue to them from the creation of "mega-agencies." And there were agency executives on hand to answer those questions, address client concerns as well as concerns of their own, and perhaps smooth some ruffled feathers where possible.

"The jury is still out on how clients will finally react to these much larger agencies, but we think the agencies still need to prove that bigger is better for their clients," said Joel Weiner, executive vice president, corporate marketing services, Kraft Inc., who gave a client perspective on the recent advertising agency mergers that have created so-called "mega-agencies" like Saatchi & Saatchi, or mega-holding companies like Omnicom.

Presenting the view from one such bigger, and he would argue better, agency was Keith Reinhard, chairman and chief executive officer, DDB Needham Worldwide Inc., an agency formed six months ago from Doyle Dane Bernbach and Needham Harper Worldwide and part of the Omnicom holding company, along with BBDO.

The new agencies, said Weiner, must prove that "bigger brings something new and extra to the party in an intensely personal service business." One problem raised by the mergers, said Weiner, is conflict in service. "Historically, a client would be guaranteed that it would own the category in its selected advertising agency. Today a client

often wakes up to find a competing brand in a different office or a different branch of its agency. It's extremely difficult to accept an agency as a true partner if another part of that same organization is competing with you and hitting where it hurts," said Weiner.

The second key concern, according to Weiner, is "how agencies will retain the level of service as they grow larger." Maintaining creativity and innovation is already hard, he said. "As any organization grows larger and more institutionalized it becomes even tougher. The senior managers tend to gravitate farther away from brilliant strategy and creativity as more energy is diverted to managing the financial and administrative requirements of the new institution," said Weiner.

The corollary to the problem of size, he said, is the "increased difficulty a client has in remaining a key account of an agency." Most clients, he said, want to be a major factor in the livelihood of their agency to insure that they get the best resources and the commitment to those resources that such a position affords. "Being one of dozens of \$50-million accounts is not the same as being one of three or four," he said.

The bottom line for Weiner was that "the merger trend has significantly weakened the partnership between agency and client. The schism is reparable," he said, "but only through candid discussions of limits and definitions and boundaries." The client-agency relationship, Weiner said, "is precious, critical and should be special and partisan."

Addressing Weiner's concerns, and making, as his speech title spelled out, "A Case for an Agency Merger," was DDB Needham Worldwide's Reinhard, whose management credentials included the chairmanship of Needham Harper Worldwide before the merger, and whose creative credentials include "You deserve a break today" for McDonald's and "Like a good neighbor" for State Farm Insurance.

Reinhard began by reading one commentary about the "unusual number of recent changes in the agency field in particular." Afterward he pointed out that the commentary had been written in 1944. The press today, he said, has been preoccupied with two points: "how big the mergers are and where they register on the Richter scale in terms of the commotion the press feels they are likely to cause." The question in the client's mind is: "What do agency mega-mergers do for clients?" said Reinhard. He thinks the wrong question is being asked. The question should be, he said: "What does a particular agency merger do for the agency? Does it make the agency stronger? Does it make the agency better? Does it enhance the

agency's resources? Does it enrich and enlarge the agency's reservoir of talent? Does it extend its global reach, assure more consistent domestic presence or provide greater media clout?" If it does a "substantial" number of these things, said Reinhard, then it is of benefit to clients, and "only the most confirmed cynic could imagine that not to be true. Service to our clients is the only charter we have," he said, "but our first duty is to make sure we are equipped to provide that service. I'm not sure our clients can determine that for us."

His own company's merger came about, he said, because "we very much needed each other in order to survive." As an example of the fit of the two agencies, he cited their complementary positions in the major advertising centers: "For all the robust presence Needham Harper Worldwide enjoyed in Chicago, we had not been able to establish a comparable dominance in New York. . . . Similarly, for all the street-smart equity DDB had built in the New York market, they had not been able to register a comparable presence in Chicago."

The merger came about, Reinhard said, because the agencies were listening "to what you clients kept saying you wanted and needed." And in the end, said Reinhard, "the potential advantages of merging far outweighed the sacrifices each of us made in order to accomplish the merger."

Reinhard said he cannot hold with those who say that it is no longer great advertising that attracts clients: "If what gets the job done is the offer of a deal, the promise of season tickets, club memberships and all those little niceties euphemistically wrapped in that business-like term, client service, then DDB Needham Worldwide is in deep trouble. This is not our type of ball game."

To illustrate what his new firm's ball game is, Reinhard showed a series of campaigns for Audi done by the combined creative talents of DDB and Needham and followed that with a taped testimonial from the director of Audi marketing, Tony Kirton—with the caveat that "one case history does not audit



Weiner



Reinhard

alone the wisdom of an agency marriage." That was followed with by some advice from Kirton that Reinhard said offered good advice for clients on how to prepare for the mega-mergers. "You've got all these resources at your disposal," Kirton said. "It's up to the client and the agency to make the thing work." □

Nabisco chairman expresses concern to ANA convention about ad agency mergers

Addressing the convention's closing general session, and adding his voice to those questioning the client benefits of agency mergers, was J. Tylee Wilson, chairman and chief executive officer of RJR Nabisco Inc., the diversified \$20-billion corporation, itself the product of a 1985 merger between R. J. Reynolds and Nabisco.

Wilson also spoke briefly, but tellingly, about the changing place of broadcast television in the media mix. "There was a time," he said, "when you could put an ad on the three networks and a couple of independents and, bingo, you talked to America. Now the once omnipotent three are slugging it out with cable in an ever-splintering market. And of course, there's the VCR."

While Wilson conceded that "television will probably always be the number-one choice, with no other way to gain the broad coverage needed to support the consumer package goods," he said that the way clients use television is changing. "We will see increasingly selective use of the medium, more creative media planning that employs cable to its full potential. Gone forever," he said, "is the great electronic funnel through which we could pour our products into the mainstream of American awareness."

Wilson's voice on the agency-merger issue was a particularly loud one, representing, as he put it, a "not-so hypothetical large advertiser, a very large advertiser, someone with a billion dollars to spend on advertising around the world in 1987."

His agency, he said, "has a new name. It's twice as large as it was last week, and it works for one of my competitors. . . . Media rates are running ahead of the consumer price index while my message is sinking in a sea of clutter." It is time for a deep breath, he said, and for tough questions: "Will my new and larger agency still serve me well, give me creativity and protect my interests? Does my agency operate as efficiently as it can? Is the price I pay for my media fair in the context of what it delivers?" There have been some "startling changes," Wilson said, among the biggest the "three-way combination of BBDO, Needham Harper and Doyle Dane which created Omnicom and for a very short time formed one of the world's largest agencies, but then Saatchi & Saatchi added Ted Bates, became number one, and I understand is now said to be massing for a move on Czechoslovakia." These changes have effectively restructured the industry, he said, "sending it off in a new, and perhaps uncertain, direction. As a client, I have to take a step back and wonder how I benefit from all this, and frankly, I don't think I do."

He is unconvinced, he said, by arguments



Le Parc offers you a great luxury suite even when your budget affords a good hotel room.

At Le Parc Hotel we believe in business. And good value is good business. All 154 luxury suites at Le Parc come equipped with multi-lined telephone systems. Each suite provides for a comfortable conversation/entertainment center



separate from the sleeping area. And, if your in-suite facilities still aren't sufficient for your company, our conference rooms and multi-lingual staff are there to run things your way.

We also believe in relaxation. That's where the rooftop tennis court comes in, and the swimming pool, the spa, the gym, the private restaurant/bar and the in-suite gourmet food service.



Good business also dictates a good location. Ours is excellent: a quiet residential street at Melrose and La Cienega, immediately adjacent to



Beverly Hills. The recording, movie and design industries are our neighbors and downtown is only 20 minutes away.

Le Parc is a member of L'Ermitage Hotels. Our flagship Beverly Hills hotel, L'Ermitage, is the only all-suite Five Star, Five Diamond hotel in America. All five L'Ermitage hotels are intimate, luxury, all-suite hotels and share the L'Ermitage standards of quality and service.

Contact your travel agent or call us directly. You'll find out how comfortable good business can really be.

L'ERMITAGE HOTELS, 800-424-4443



MONDRIAN LE PARC L'ERMITAGE BEL AGE LE DUFY

A Collection of Originals.SM

Outside the USA and Canada Telex 4955516 LEGG



Wilson

"about global reach and keeping up with clients. I do not believe that giant mergers pay off in economies of scale that will impact on my costs, nor do I believe creativity or reach will improve to the point where I will see the benefit." With few exceptions, Wilson said, mergers have benefited the "shareholders and the managements of these agencies." But for the client, he sees "disruption but little value."

And on the sensitive issue of client conflicts, Wilson was clear: "I don't want them on the same block, let alone in the same house. And please don't tell me that it's all right because they're quartered in a separate wing." Eventually, with fewer agencies to choose from, "we may over time become more accepting of conflicts, but I would not count on tearful reunions any time soon. Nor would I look for large companies to begin to shop the boutiques." Whatever movement of clients away from mega-merged companies, Wilson said, will be to "large agencies that have not merged." For the first time, he said clients are looking to continuity of ownership in selecting their ad agency. "Clients are saying the people I choose today are the ones I want to work with a month from today."

But Wilson noted that while advertisers have been "quick to criticize" and have "punctuated that displeasure with the movement of multimillion-dollar chunks of business," they have been "slow to come up with new ideas." Wilson conceded that agencies must grow large enough to serve the needs of growing clients, especially internationally, but beyond that, he views the growth as perhaps a matter of "overkill."

Equally troubling to Wilson was the employe dislocations and uncertainty that are a part of any merger. "Inject uncertainty and rancor into the creative mix, and I believe the results will suffer." Critics of client mega-mergers have said, 'Stop the empire building and get back to making a good, high value product.' That argument has merit, and I will extend it to the ad agency mergers." But "the empires have been built," said Wilson. "Let's get on with the task of making them work."

Part of that task, Wilson said, was for agencies to "become more efficient, learning to do more with less." He suggested they would have to. "We can no longer afford to send our agencies off on expensive but uncertain projects. . . . And we can no longer

afford to keep dead campaigns on life support." Just as agency mergers are restructuring that business, so, too, have client mergers, like R.J.R. and Nabisco, restructured theirs, he said. "As more companies gain more mass, there are tremendous opportunities to increase efficiency and decrease cost, particularly in the area of managing advertising." □

JWT reviews study on consumers and new trends in television viewing

J. Walter Thompson has produced a study on what it calls The New American Consumer. On hand at the ANA convention in Hot Springs, Va., last week to discuss the findings were Bert Metter, chairman and chief executive officer, J. Walter Thompson, accompanied by Peter Kim, VP, research, for JWT. According to Kim, the study was based on about 10% new research by JWT and the rest from a variety of sources available on databases. Metter said the study has been applied successfully to a number of campaigns, but would not identify them.

"It's tough to find simple roadmaps to understand consumers," said Metter. "But it's very important for us to get to the truth." JWT's portrait of the new American consumer was necessitated, says Metter, by the many changes that have taken place in recent years: the coming into middle age of the baby boomers and the coming of women into the work force and the change in the traditional household. An example of the last two: husband-only paycheck homes currently represent only 14% of American households.

There has also been a shift toward employment in service industries, said Metter, with what he called the "fast three," McDonalds, Burger King and Wendy's, now employing more than the "big three," Chrysler, Ford and General Motors. And entertainment patterns have changed, he said. "There are now more videocassette rental outlets than there are movie theaters."

The study treats four groups: the MTV generation (12-19), baby boomers (21-39), made-its (40-59) and jitterbugs (age 60-plus but still active). Those categories are subdivided into income-education groups, and are broken out for media and product prefer-



Metter

ences.

Because of the breadth of the study, Metter and Kim concentrated on the largest category, the baby boomers. The income-education breakdown of this category produced what Kim identified as two familiar categories, the high-income, high-education category associated with the upscale consumer (they labeled yuppies) and the low-income, low-education category associated with the downscale or mass consumer (they called workers). The other two segments are those Kim said are often ignored: the high-income, low-education—the upper-level plumbers and construction workers (which they call elite workers)—and the low-income, high-education—school teachers, social workers and future yuppies like interns and law apprentices (whom they call would-be's).

According to the study, yuppies are less likely than other groups to be users of radio and of prime time TV. "But while they don't watch as much television as other people," said Metter, "they seem to remember more commercials" in the TV they do watch. According to the survey, those shows, which should come as good news to NBC, are *Saturday Night Live*, *Hill Street Blues*, *Cheers*, *St. Elsewhere* and *David Letterman*.

The age group most affected by its pattern of watching television, according to Metter, is the MTV generation, the teen-agers. "This comes from video games and computer screens and from the fact that they have been watching television from childhood in a more intense way."

International flavor. The small flock of early birds at Monday morning's ANA session (a review of foreign and domestic commercials) were given the opportunity to compare notes with their international counterparts. A sampling of the sampler: from Japan, a number of robot arms are seen trying, unsuccessfully, to lift and move an egg without breaking it. The advertiser's robot arm does so with ease, and is shown stacking eggs into a pyramid of impressive proportions. The last scene shows the arm intentionally breaking an egg, then dropping it into a frying pan. From England came a commercial for handle-tie kitchen bags, showing various items, a turkey, a piece of cake, a baby, a cat, all with handles, and the message: Wouldn't it be easier if some things had a handle. From France came an ad for the "durable" Citroen automobile, in which the car is ejected from the deck of an aircraft carrier, and as the crew laughs at its disappearance into the water, it is seen rising to the surface perched atop a submarine. Among the U.S. representatives were a commercial for Bartles & James wine coolers featuring the pair of neophyte wine cooler promoters soliciting purchases to help them make a balloon mortgage payment, and the Pepsi commercial in the "choice of a new generation series" showing a Pepsi and Coke machine transforming themselves into menacing robots preparing for battle, only to change back into machines when a careful of thirsty patrons approaches naturally in a Pepsi commercial, the Pepsi machine.

People are more "visually literate than ever before," said Metter. "Passive viewing is declining and restless television viewing is growing." The new breed of television watcher JWT calls the "flipper." Metter describes the flipper as someone who has cable and a remote control and whenever he gets bored, perhaps every 20-30 seconds, he changes channels, watching "little pieces and segments of programing instead of watching a program front to end," said Metter. The phenomenon is especially concentrated among teen-agers, he added. Metter showed filmed comments from several television producers and personalities about flipping, and how television is changing to meet the phenomenon. Said *Miami Vice* associate producer, Fred Lyle: "If you give a *Miami Vice* editor all of the dailies from a *Bonanza* episode, instead of having an hour episode, the editor would look and say 'we have 42 minutes, I need more film.' People know how to read the language of film, the dissolves, wipes, smash cuts. People are smarter, and because of that you don't need a lot of film to get your message across."

Metter said that the study was "not a creative solution. You don't do the demographic work and then automatically a creative idea jumps out at you." Instead, he said: "It gives the creative group a much sharper picture of whom they're selling to, and that helps them come up with better creative ideas."

Panelists debate the good and bad news resulting from the recent spate of agency mergers

With the recent agency mega-mergers and the attention they have received, "who's leaving and who's moving up and who's occupying the president's office" have been occupying the lion's share of media attention, according to ANA's Bob Taber, moderator of "The Changing Agency Scene." As a result, he said, "the media are missing what's really going on out there in agencies today." And he said, it's not necessarily in those agencies that are merging and getting a great deal of press.

Providing their views were representatives of three medium-sized agencies: Paul Keye, chairman and creative director, keye/donna/pearlstein; Robert Bloom, chairman and chief executive officer, The Bloom Cos., and Wilder Baker, president and chief executive officer, Warwick Advertising. Warwick, Baker said in response to a question from the audience, is considering the acquisition of another agency, but Baker would not identify it. Nor comment further, other than to say there had been preliminary talks.

Baker said that he does not see "very much that is good" on the agency scene at present. He elaborated: "The economy has been flat, clients tend to be nervous, budgets are down, entire categories are drastically reducing their advertising voice. There are movements afoot to eliminate even the right to advertise certain products that can be legally sold." The things that are happening in the agency world, said Baker, make it routinely the subject of headlines and features. "Maneuvering and mergers cause reverberations on Wall Street." And he called a crime



Seated (l-r): Paul Keye and Robert Bloom. At the podium is Wilder Baker.

the "literally thousands of good professionals on the street looking for work." Neither are they good times for advertisers, said Baker. "Too many agency managements are worrying about matters other than you and your copy."

Baker called for the "rediscovery of a fundamental that needs to be sustained as a constant in this rather volatile agency world." That fundamental, he said, is passion. "The passion of your agencies and the passion of your own people about advertising." It is a commodity "not uniquely owned by the largest agencies." In fact, he said, it will be found most often in the future in smaller and mid-sized independent companies. He told the audience his phones have been ringing with calls from people from big agencies who were unhappy with what was happening and wanted to make a move.

He told his audience of three ways to foster passion in their employees and their agency: Understand your consumer; don't accept advertising that reads like a strategy statement, strive instead for the "goosebumps, heartbeats and heavy breathing" that indicate effective advertising and enjoy your agency, which he explained as spending more time with and getting to know the people at the operating levels of the agency.

Paul Keye talked about the "celebration of risk," the "shared adventure that clients and agencies can have." He emphasized "letting

everybody in on the glory." And conversely, he said: "I think it is crazy to exclude them [the client] from the creative process. And it's bad management to let themselves absent themselves from the creative process. In too many instances, by distancing themselves, they can wait to see if everything turned out great and then they can come in for the awards, and I don't think that's a particularly valuable way to work."

"The agency world has changed," said Robert Bloom. "It's now an 'anything goes' agency world. But rather than agree with some of the doom sayers who think it's terrible, I think it's great," he said. A few years ago, said Bloom, the only way an advertiser had to tell agencies apart was by their size—"big guys, those in the middle and boutiques." But, as agencies have merged, split or were bought up, said Bloom, "each attempted to delineate its benefits to clients, prospects, staff and the press."

A "clearcut business philosophy," said Bloom, "is a new dimension of differentiation among advertising agencies. You, the advertiser," he told his audience, "can find an agency that thinks like you and works like you. . . . Advertisers aren't just making a move based on size, but on agency principles. Size is not a philosophy." He said that the "lack of strong conviction about a philosophy of performance will be sure death to any advertising agency."

Small-market predictions. Spot and local advertising revenues in the 100-plus markets "should continue to increase more rapidly than in larger television markets," predicted Paul Bortz of Browne, Bortz & Coddington, during a small-market television broadcasters seminar last week. Bortz's presentation was part of a two-day seminar sponsored by the National Association of Broadcasters at the Chicago O'Hare Hilton hotel. Annual revenues, he said, should rise beyond 10%. Bortz told the broadcasters that smaller markets are experiencing more population growth than larger markets and consequently small-market broadcasters have sharpened their skills in local and national sales. Moreover, he noted, advertisers are recognizing the growing importance of small markets in national campaigns.

In addition to discussing the fate of national spot sales in 100-plus markets, the seminar examined a variety of topics including the presentation of a new management survey conducted by NAB. The study is based on interviews with station executives who were queried about some of the problems small-market broadcasters face. Among their concerns, 75% cited attracting local ad dollars, 66% said retaining high-quality personnel, 57% said recruiting personnel, 54% said training personnel and 38% said problems with in-house commercial productions.

The latest wrinkle in financing

Master limited partnerships, attractive because of changes in the tax law, are growing as communications financing tool

The Fifth Estate, like other industries, has recently discovered the master limited partnership (MLP). As with traditional limited partnerships, the MLP's profits and losses, for tax purposes, are passed through directly to the limited partners instead of being assessed at the corporate level. MLP's differ because they are traded as public securities. Their use by cable and broadcasting companies also speaks to the maturity of the industry.

Currently in registration with the Securities and Exchange Commission are MLP's from Jones Intercable, Malrite Communications and Rifkin Associates. Those three, which are intended to raise several hundred million dollars to purchase and run cable systems and broadcasting stations, may be followed by others soon. Among the companies considering the fund-raising option is Falcon Communications.

Among the advantages ascribed to MLP's: the ability to raise money without adding debt to the balance sheet, income from management fees, the ability to realize a gain from any increased value of the property and the opportunity to purchase the properties from the partnership at a later date.

Typically a master limited partnership is sold to the public in "units" at a price significantly below the \$30,000 to \$100,000 for which a traditional partnership would sell. The Malrite offering has a minimum subscription price of \$5,000, while the Jones Intercable units will be priced between \$18.50 and \$24. The units are to be registered and traded like traditional stocks or bonds; Jones on the American Stock Exchange, and Malrite on NASDAQ.

Owners of the MLP units are scheduled to receive dividends giving them a return—7% to 8% in both the Rifkin and Jones offerings. And while the MLP's are not being sold strictly as tax shelters, most of that return would be shielded from taxes by expenses, such as depreciation, which are deductible. The Jones prospectus said it was not anticipated that investors would "... incur any income tax liability 'in approximately the first five to seven years' of operation." In addition, any losses incurred initially can be used to offset gains from other "passive" investments.

The shift from tax shelters to income as the prime selling feature of partnerships has also changed the nature of the properties bought. The tax oriented partnerships were more inclined to purchase start-up systems or stations which would produce sizable tax

deductible losses and investment tax credits (ITC). But with the lengthening of depreciation losses and the elimination of the ITC in the new tax code, as well as the preponderance of mature cable systems, the managing general partners (in each case the company sponsoring the partnership) indicate they in-

tend to search out mature, cash-producing properties.

The Jones partnership, for instance, has already indicated it would purchase the Alexandria, Va., cable system, which began in 1980 and now serves roughly 24,000 subscribers. The Jones prospectus said: "The

Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Avnet	First	\$363,115	7	\$5,963	-21	\$0.17
A.H. Belo	Third	\$94,054	3	\$2,979	-14	\$0.27
C-COR Electronics	First	\$7,249	42	\$193	NM	\$0.06
Capital Cities/ABC	Third	\$959,039	271	\$18,370	-45	\$1.13
Centel	Third	\$347,572	3	\$37,955	5	\$1.36
Chris-Craft	Third	\$51,663	17	\$4,198	1	\$0.57
Cohu	Third	\$6,683	-13	\$270	-39	\$0.15
Heritage Comm.	Third	\$40,613	13	(\$4,448)	NM	(\$0.20)
Knight-Ridder	Third	\$458,683	14	\$31,480	20	\$0.54
Media General	Third	\$152,875	10	\$7,101	4	\$0.95
Scientific-Atlanta	First	\$107,574	2	\$3,806	20	\$0.16
Times Mirror	Third	\$697,703	-2	\$73,975	15	\$1.15
Zenith	Third	\$513,800	42	\$3,900	NM	\$0.17

Earnings from operations for **Belo** declined 7% to \$15 million. Pre-tax earnings were up but absence of investment tax credits resulted in lower net income, company said. Belo also reported that all five television stations contributed to 11% revenue increase, to \$40.7 million. ■ **C-COR Electronics** had \$798,000 loss in first quarter of previous year. ■ Net income of **Capital Cities/ABC** was affected by extraordinary charge of \$14.3 million, relating to settlement of litigation concerning *The Kansas City Star*. Operating income was \$128.2 million, up 99%. Also affecting third-quarter earnings was amortization of intangibles arising from ABC acquisition earlier this year (\$0.84 per share), and benefit due to previous write-down of certain entertainment and sports programming rights (\$1.80). Company noted weak advertising demand, affecting both network television and publishing operations. Results of owned TV stations and publishing properties acquired from ABC were up. ■ **Chris-Craft Industries** said that, excluding KCOV-TV Los Angeles, "... sluggish advertising markets coupled with rising programming costs resulted in flat or reduced earnings at BHC's (broadcasting subsidiary) other stations." Items affecting net income include gains on stock appreciation rights and on sale of cellular telephone interests. Also accounting rules forced company to report smaller percentage of BHC's net income than was case in last year's third quarter. ■ **Cohu** said television equipment and sales increased in third quarter, but added that "Softness in the commercial broadcast microwave market and the slow materialization of the Ku-band satellite uplink market has continued to affect microwave operations." ■ In previous year's third quarter, **Heritage Communications** had net income of \$1.6 million. In most recent quarter, Heritage reported operating cash flow (earnings before depreciation, amortization, interest, other income and taxes) of \$9.7 million, up 14%. Company said net losses were reduced primarily "as a result of financing expenses and equity in losses (caused by the amortization of intangible assets) associated with the investment in Rollins Communications." Company said it would continue to report losses, probably into 1988. ■ **Media General** said 22% price increase for cable subscribers in Fairfax, Va., should improve division's profitability next year. ■ Operating profit for **Knight-Ridder** increased 25% to \$59.6 million. Company said that on pro-forma basis, broadcasting revenue was up 9% so far this year: "Local spot was strong; supported by political advertising." ■ Adding to net income of **Times Mirror** was \$17.4-million pre-tax gain from sale of the *Dallas Times Herald*. That gain, however, was lower than \$32-million gain in previous year's third quarter from sale of Hartford, Conn., cable systems. Also contributing to results of just-finished quarter was \$13.6-million gain from changes in accounting for pensions. ■ **Zenith** had net loss of \$14.8 million in previous year's third quarter. Glenview, Ill.-based manufacturer said "Cable product sales continued to increase modestly, and operating results improved in the third quarter, principally as a result of cost-reduction programs."

general partner does not anticipate that the cable plant in Alexandria will require any significant rebuilding or reengineering in the foreseeable future." For managing the systems Jones will get 5% of gross revenue plus a "brokerage" fee of several percent on any properties the partnership acquires or sells. In addition it would get a percentage of any "excess" cash flow.

So far, most of the master limited partnerships contemplated are in cable, with Jones and Rifkin, both of which are being sold by Donaldson, Lufkin & Jenrette, scheduled to each raise nearly \$75 million. At least two MLP offerings that were contemplated by broadcasters are apparently not currently being actively considered. Cable partnerships previously had advantages because they offered greater tax benefits and the systems included more fixed assets that served to secure the investment if revenues declined.

Now Malrite has offered a "safety net" in a partnership scheduled to raise between \$25 million and \$200 million to purchase radio and television properties. The firm selling the partnerships, E.F. Hutton, can force general partner Malrite, in seven years, to repurchase the units—which include warrants to buy 10 shares of Malrite common stock at varying prices beginning in 1988—at their initial \$1,000 price, minus any cash distributions.

In return for guaranteeing the limited partners' net investment and for running whatever properties it buys, Malrite will retain at least 8% of a station's cash flow, and will get its general partner share of profits a little earlier than is traditionally the case.

Merrill Lynch Media Partners, which is not an MLP, but which was sold widely in smaller than usual units, has so far invested most of its net proceeds in cable. There were several reasons why the partnership—which has raised \$185 million and is still being sold—decided not to issue publicly traded units. One is that the partnership has leveraged its assets enough, through bank borrowings, that it did not feel the banks would necessarily permit it to guarantee dividend payments, which are needed to help support the price of the traded units. Trading in the units would also be greatly affected by the planned liquidation of the partnership, five to seven years hence. MLP's by contrast are likely to last much longer—the Malrite partnership, for instance is scheduled to last 20 years.

The growth of master limited partnerships is likely to continue, not only as a way of acquiring additional properties, but as a form of organizing any business. Said Jeff Epstein, chief operating officer of First Boston's Media Group: "It is clearly tax punitive now to be a corporation." He noted that before it might have made sense for a company to pay small dividends and reward shareholders instead with the growth in the value of the company: "But in the new world there is no differentiation between taxes on capital gains and dividend income, and the taxes on personal income are lower than those for corporations. Furthermore, if a corporation is sold, the shareholders would be doubly taxed (at the corporate level and individually on the distribution of proceeds)."

Bottom Line

Unitel alone. Agreement in principle for two investors to buy Unitel Video has been withdrawn. Among reasons cited was time and expense of settling shareholder litigation which claimed proposed transaction, at \$12.50 per share ("Bottom Line," Oct. 6), was "grossly inadequate and unfair." Also cited for withdrawal of bid was possible breakup of business interests held by Michael Landes and Alfred Schwartz, who together had made bid.

□

Second installment. Shareholder lawsuits against Evening News Association (ENA) by former shareholders were settled out of court after several days of trial. Suits had claimed that in December 1984, ENA management inadequately compensated stockholders who sold over 30,000 shares back to company at \$240 per share. Less than two years later ENA agreed to merge with Gannett at \$1,583 per share. Among those testifying in first week of trial were Peter Kizer, former head of ENA Broadcasting. Although terms of settlement were not officially disclosed, it is believed that Gannett and insurance company will pay \$350 per share to those who filed suit—representing approximately 20,000 shares—for roughly \$7 million. Suits had asked for \$29 million.

□

Going north. Olympic Broadcasting Corp., Seattle-based company with five AM and seven FM stations is headed for initial public offering of 875,000 shares of common stock, and \$25 million in senior subordinated debentures due 1996. Most of net proceeds—estimated offering price of stock is between \$7.50 and \$9.50 per share—would be used to refinance June 1986 debt package which was itself refinancing of previous package. For six months ending June 30, 1986, Olympic had net revenue of \$3.3 million, broadcast cash flow of negative \$394,000 and operating loss of \$1.1 million. Some of results were affected by recent acquisitions, including KSRN-AM-FM Reno (in February); KRPM(AM) Seattle (April), and KYAK(AM)-KGOT(FM) Anchorage and KIAK(AM)-KQRZ(FM) Fairbanks, both Alaska (June). Offering is being made through Drexel Burnham Lambert, which sold some of earlier notes being refinanced. Additionally, 7% of stock is currently held by OBC Holdings Associates, in which certain officers of Drexel are general partners. Other principal owners include Chairman James D. Ireland III and Robert E. Yaw II, who between them currently own over 40% of stock, and President Ivan E. Braiker with over 10%.

□

Out of South Africa. Warner Communications said it would end ownership of its record distribution facilities in South Africa, which employ 150 people. Spokesman said it has been trying, for several months, to arrange sale of operation to employees.

□

A lot of class. Meredith Corp. said it would propose establishing second class (B) of stock, which would have 10 votes per share and be transferable only to certain relatives, trusts or charitable organizations. Dual-class stock proposal is subject to shareholder vote, to be held in Des Moines, Iowa, on Dec. 15. Company said: "The board expects the recapitalization, if approved, to promote long-term ownership of Meredith stock, giving management more freedom to concentrate on long-range objectives with reduced distraction from the threat of hostile takeover attempts." ■ Comcast said its board had authorized three-for-two stock split in form of 50% dividend. Holders of class B common stock would be paid in kind, whereas holders of class A common stock would be paid in class A special common stock, identical to class A common stock except that it would be nonvoting, "except in certain limited instances." Company said it would register such shares and apply for their listing on NASDAQ. ■ News Corp. said it has requested listing of stock on London Exchange.

□

Marketplace monitor. Times Mirror said it completed purchase of *Baltimore Sun* for \$600 million cash. ■ Coca-Cola said it completed sale of Embassy Home Entertainment to Nelson Entertainment. ■ General Instrument completed restructuring program with agreement to sell its energy management subsidiary to group consisting of subsidiary's management, employees and outside investors. Acquisition, GI said, would be for "combination of cash and notes at net book value," plus 15% ownership in acquiring entity. ■ Privately held market research firm, R.H. Bruskin Associates, has been sold to Associated Newspaper Holdings, PLC, London-based publisher, diversified investor and energy production company. Acquisition for estimated \$8 million is being made by Associated's market research subsidiary, National Opinion Polls Ltd. Bruskin will continue to operate as autonomous entity, company said.

Epstein added that because of the large increase in partnerships, Congress next year might say that any MLP with more than a certain number of partners would in fact be

counted for tax purposes as a corporation. But even if that were the case, he added, MLP's that had already raised money might be grandfathered. □

Broadcasting International

Deregulation winds shift to Europe

New freedoms among topics at Intelevent meeting on international communications; discussion on coordination questions, technical standards, trade, DBS and launch services also come up at meeting

Liberalization, or deregulation, or whatever the term, was in the air at the fifth annual Intelevent, an international conference on telecommunications in Munich. The question, as discussed in a series of panels, seemed not as much whether deregulation would come to Europe as how soon. Indeed, the representative of France's new conservative government, which has undertaken an aggressive policy of deregulation, called on his listeners to help propagate the "viruses" of liberalism that he said have attacked France.

For all of that, the U.S., the leader in and inspiration for deregulation, apparently is not entirely satisfied. Ambassador Diana Lady Dougan, U.S. coordinator and director of the State Department's Bureau of International Communications and Information Policy, suggested in a luncheon speech that telecommunications companies in Europe and their governments could do more to promote competition. Those who seek to maintain the security of protectionism, she said, may enjoy "short-term gains" but will suffer "long-term losses" by not "attacking" those restrictions. As for government leaders, she said, "I admonish them to look more carefully at the customer, the end user of communications."

In such a free-market atmosphere, there was some irony in concerns expressed by Americans at the conference regarding protectionist attitudes in the U.S., suffering from a huge trade deficit. Dougan reflected State Department policy in describing protectionism as "pernicious." But Rodney Joyce, former acting assistant secretary of commerce for communications and information, said during one panel: "The debate [in the U.S.] is beginning to shift toward protecting domestic industry from foreign competition." And former Senator Joseph Tydings (D-Md.) agreed. He said the "perception" has grown in the U.S. that countries in Europe and the Far East are employing equipment standards as a means of hindering American manufacturers' ability to compete in their telecommunications markets. Tydings said the perception is most evident among the Democrats, whom he expected to gain control of the Senate this week. He foresaw trade as a major issue in the next Congress.

The issue of standards was the one that seemed to generate heat at the conference.

John E. Tyson, president and chief executive officer of Compression Labs Inc., a developer of videoconferencing services, said some governments are using standards to hold back "an explosion" of that industry. "The U.S.," he said, "has no standards but is the market and technology leader. Europe has standards but has made less progress." But other speakers said companies plunging ahead with new technology, such as CBS Inc. in its pioneering of a color television system that was not accepted, sometimes pay a heavy price.

While the conference was still under way, there were reports out of Washington that



Ron Coleman, president of Intelevent Inc. (l) and Dr. Winfried Zehetmeier, deputy Lord Mayor of Munich

tended to bear out the concerns expressed by Joyce and Tydings. FCC Chairman Mark Fowler had written to GTE and the regional Bell operating companies indicating protectionist policies were under consideration. He noted the U.S. government's concern about the country's trade deficit and asked for information concerning any purchases they had made from the giant West German telecommunications manufacturer, Siemens, A.G., or its subsidiaries over the last 24 months, as well as plans to make purchases from them in the future. He said the request was made after consultations with the secretary of commerce and the U.S. Trade Representative indicated they "share an increasing concern about fair and reciprocal treatment of U.S. telecommunications equipment manufacturers and service providers." He was seeking the requested information, he said, to aid them in "considering whether to initiate any action to further the public interest in this regard."

□

Joyce is of counsel to and Tydings a partner in the Washington law firm of Finley, Kum-

ble, Wagner, Heine, Underberg, Manley, Myerson & Casey. The law firm, together with the securities and investment banking firm of E. F. Hutton & Co., the accounting, tax and management consulting firm of Peat, Marwick, Mitchell & Co., and the International Chamber of Commerce, sponsored the Munich Intelevent, a conference created to provide a forum for formal and informal dialogue among U.S. and other government and industry leaders in telecommunications.

For three days, Oct. 20 through Oct. 22, some 200 participants listened to papers dealing with equipment, standards, trade, financing, alternative systems, intergovernmental and world priorities, and the like, all of them bearing on the theme, "Choices and Challenges in the Global Expansion of the Telecommunications Industry." And at cocktail parties, at a reception at the Munich City Hall and at a "Bavarian Evening" at a Bavarian inn, where the beer and schnapps flowed freely to the oompahs of a Bavarian band, participants had a chance for what the sponsors called "social interaction." "Personal contact can make a difference," said Ron Coleman, a partner in the Finley, Kumble firm who created the parent International Te-levision Inc. and serves as its president, in his welcoming remarks.

For the most part, the conference focused on common-carrier-related issues. But mass media matters were discussed as well. For instance, Dr. Dietrich Davidts, director of international marketing for Messerschmitt Bolkow Blohm GmbH, a satellite manufacturer, said satellite television is being introduced into Europe. At present, he said, "several enthusiastic users" are buying "larger receiving stations which are relatively expensive" for use where cable television is not expected to be installed. But before long, he predicted, viewers will express a preference for small, simple receiving stations that would be used with high-power satellites. Davidts also predicted that satellite television will develop "in a competitive environment," involving competition between private and governmental operators, as well as between high- and low-power satellites.

Existing and proposed direct broadcasting satellites include the Eutelsat II, a vehicle of a consortium of European countries; SES Astra of Luxembourg, a privately owned service, West Germany's TV-SAT, and France's TDF-1. The first two are medium power, and would feed individual homes as well as cable systems. The others will be higher power for direct-to-home reception, and will introduce the D2 Mac, which makes possible a better stereo sound and sharper image quality. "If the viewer finally accepts direct-to-home broadcasting," Davidts said, the

impact on the future technologies for broadcasting satellites will be "tremendous." He said the next generation of satellites would have greater capacity and would permit the use of specific channels for specific countries, even several channels with the choice of two or three languages each. And such broadcasting satellites, he said, would play a dominant role with respect to terrestrial systems.

Cable television also came in for discussion, if briefly. It is at present a slow-growth industry in Europe, principally because of government policy. But it has begun to emerge in France, and the West German government, whose Bundespost is responsible for the construction and operation of cable television networks, has begun opening the field to private companies. The opening was sufficient to prompt a West German bank to apply a plan it had developed for financing telecommunications enterprises generally to cable television. A member of an Intelvent panel on financial requirements—Paul B. Grosse, first vice president of Deutsche Bank AG, of Frankfurt—described the plan as "project financing," under which lenders look to future cash flows generated by the project rather than the borrower's balance sheet and/or loan guarantees by governments or other parties.

Grosse said the bank had arranged financing for the first private commercial cable television network in Germany. The financing was provided after market and other studies indicated the project would generate sufficient cash flow to meet debt service over the repayment period. The analysis and negotiations with the sponsors, the PTT and other government agencies, Grosse said, "led to a tailor-made financing structure." Additional cable-TV projects are now being considered by the bank.

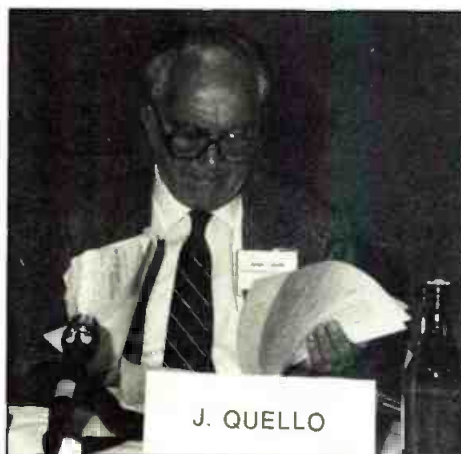
□

The explosion of telecommunications services was cited by one of the speakers as essential to the development of another industry—commercial launch service. Indeed, Jean-Claude Biget, vice president for marketing of Arianespace, in delivering a paper for the company's chairman, Frederic d'Allest, said the two industries are mutually dependent. And Arianespace's projections indicate a healthy future for both. He said satellite-provided telecommunications services are said to account for less than 5% of the total telecommunications services but that the number of communications satellites to be launched is expected to increase from 12 per year, as at present, to 14 in the late 1980's and 16 in the early 1990's.

But Arianespace, the European service which is the principal competitor of the National Aeronautics and Space Administration in launching satellites, appears to be concerned about that competition. Bijet said the present grounding of all launch vehicles in the Western world as a result of the series of accidents that began in January with the explosion of the shuttle Challenger will remain in effect only "for a very limited period of time." But Bijet, who noted that Arianespace "does not benefit from sizable military and scientific requirements and support" (as does NASA), said that some steps must be

taken to assure "increased reliability and full launch service availability at prices which will continue to be competitive." The "major" step, he said, without elaboration, would be for the U.S. and Europe to "establish clear rules of the road" defining the limits of "governmental interference," especially with costs, to assure "free competition."

The question of competition between satellites, whether launched by Arianespace or NASA, and the new undersea high-tech fiber-optic cable was threshed out at a panel on alternative networks and systems. John Hampton, deputy director general of the International Telecommunications Satellite Organization, made the arguments that Intelsat officials have frequently made in behalf of the global system—the vast and increasing array of services it offers (356 at last count), the reliability of its satellites and the flexibility of its system. "You can access the whole world through Intelsat," he said. Joseph H. Crouch, marketing director of the United Kingdom's Cable & Wireless, which, with partners in the U.S. (Tel-Optik Ltd.) and Japan, is planning to lay fiber optic



FCC's James Quello

cable under the Atlantic and Pacific, was less confrontational. "I see cable and satellites as complementing each other—some applications are suitable for satellite, some cable," he said.

Actually, Intelsat seems in more direct conflict with another entity represented on the panel—Eutelsat. Martine Papo, a strategic planner for the European consortium, substituted for the director general, Andrea Caruso, in reading a paper that outlined the communications satellite services Eutelsat provides for its member countries. And they include services offered by Intelsat—television and telephony, among them. Asked how Intelsat—now in the midst of a difficult consultation with the U.S. on the PanAmerican Satellite Organization's proposal for a separate satellite system—coexists with Eutelsat, Hampton indicated there was no problem. He noted the Eutelsat system had gone through a coordination with Intelsat and that each is performing different roles. He acknowledged that Eutelsat's services "parallel" Intelsat's but added: "The emphasis is different."

□

The emphasis throughout the conference on deregulation marked, as Henry M. Boettinger, first vice president of E.F. Hutton,

put it in a final-day summing up, "a watershed." In earlier conferences, at Montreux, Switzerland, and at Cannes, France, deregulation was a controversial concept. In Munich, it was approaching the status of conventional wisdom. "I regard competition as the best way to insure users' service," said Bryan V. Carsberg, head of the Office of Telecommunications in the United Kingdom, where the Thatcher government has shown considerable zest for privatizing government industries, like telecommunications. And A. Gray Collinos Jr., vice president for external affairs and government relations, Bell Atlantic Network Services, said "telecommunications services will be shaped by customer demands"—and warned that "if restrictions are not removed, people will find a way to work around them."

But the most avid proponent of what might be called the new wave of deregulation in Europe was Marc Dandelot, the chief desity in the French Ministry of Post and Telecommunications. "We know we are facing an irreversible development," he said. "Indeed, the stakes in the telecommunica-



ITU's Jean Jipguep

tions sector are directly conditioned by 'explosions' in the technological field. These are the bases for the increasing diversification of services, calling into question the principles inherited from the 19th century that were used as the framework for setting up monopolies. Future networks will carry voice, data and images without distinction."

The new French government is acting on that attitude. It has created an independent commission, the Commission Nationale de la Communication et des Libertés (National Commission on Communication and Freedom), that resembles in some respects the FCC. Powers now exercised by the PTT to authorize nongovernment networks are being transferred to the new commission. The aim is to break up what Dandelot said was the de facto monopoly that grew out of the PTT not only authorizing networks but operating them. He also said the government intends to transform the Direction General des Telecommunications, a government department, "into a national telecommunications company, which normally should go hand in

hand with opening the door to competition."

Still, some reservations were heard regarding deregulation. A representative of the West German government, which is now seen as less than enthusiastic about deregulation (Dandelot, for instance, expressed the wish French "liberalism" would infect "our powerful neighbor beyond the Rhine"), acknowledged the need to examine whether the domestic and international regulation of telecommunications is still valid. And the official, Dr. Winfried Florian, of the Bundespost, which is responsible for telecommunications services in West Germany, said it was important in establishing a telecommunications infrastructure to provide equality of opportunity for all—but to "avoid the distortion of competition."

And two Americans warned that social and economic costs accompany deregulation. FCC Commissioner James Quello, a member of what he termed "the most deregulatory commission in history," said all business enterprises have "inherent responsibilities as public trustees" and that although private enterprise works well, "it wasn't ordained by God—it exists by the will of the people, and can be taken away." (He also indicated, as he has in speeches in the U.S., that he is uncomfortable with the extent of the commission's deregulation of broadcasting. That, he said, has been done "maybe to a fault.") And Dougan, who throughout her four-year tour at the State Department has proselytized abroad in behalf of competition, sought to inject a note of reality into the discussion of deregulation: She observed that, in a free market environment, risks should not be borne by the government but by the potential users and customers of telecommunications, those who use and benefit from the system.

And almost lost in the discussions of deregulation and technology and government-industry relations was the point made by the deputy secretary-general of the International Telecommunication Union, Jean Jipguep. To him the greatest challenge in the global expansion of telecommunications is elimination of the disparities between haves and have nots of such services. While in the U.S., a user may be faced with the problem of choosing among "a hundred or so satellite TV channels or deciding what kind of mobile telephone to put in a second car," he said, "an African peasant in his village whose child is sick has to choose between walking many hours to the nearest phone for help or leaving the matter in the hands of fate."

Although the problems of the Third World were not a subject for the conference, Jipguep said in effect the decisions of those who participated in Intelevent 86 will affect Third World as well as their own countries. "In this shrinking world, we are not yet standing elbow to elbow," he said, "but we must realize that our actions today can have repercussions around the globe which we may find difficult to live with tomorrow." The danger involved in discussing "global expansion," he said, is that the thought processes brought to bear are not global but "regional, if not parochial." The greatest challenge, he added, "is to plan and act wisely—in the truly global sense." □

Thaw in U.S.-USSR radio relation

Aftermath of Iceland summit may result in end to jamming of VOA by USSR

The Iceland summit last month was extensively covered by the world's media as an exercise in attempting to provide new impetus to the arms-control talks in Geneva. But it now appears the summit may also have laid the basis for an extraordinary agreement under which the U.S. and the USSR will be allowed to broadcast on AM radio in each other's country, with a cessation of the Soviet Union's jamming of the Voice of America as part of the bargain.

Soviet leader Mikhail Gorbachev initially broke the story two weeks ago in his lengthy address to the Soviet people reporting on the results of the summit. Last week, U.S. Information Agency director Charles Z. Wick, in a series of interviews with reporters, fleshed out the Gorbachev report. Among other things, he said he had already talked to American radio broadcasters—officials of networks and multiple owners—who, he added, had expressed interest in carrying USSR programming. However, a long road of negotiating an agreement remains to be traveled. (Wick is the subject of an "At Large," page 75.)

Gorbachev said in his speech that he had proposed to President Reagan a cessation of jamming of the VOA in return for the right to broadcast to the U.S. on AM radio in the U.S. or "somewhere nearby"—a term observers understood to refer to Cuba. "The President promised he would think about it," Gorbachev added.

His concern, Gorbachev said he indicated in his talk with the President, was righting what he considered "the unequal situation" in the access each country has to the other's populations. He was referring to the fact many in the Soviet Union own shortwave receivers with which they can listen to the VOA broadcasts beamed from the "network of radio transmitters" that he said surround the Soviet Union and broadcast 24 hours daily in a variety of languages. In the U.S., relatively few shortwave receivers capable of picking up broadcasts from the Soviet Union are in use. Most sets are designed for receiving AM and FM signals.

The talk with Reagan that Gorbachev described was occurring in Reykjavik's Hofdi House on Oct. 11 at about the same time Wick and Aleksander B. Yakovlev, the Soviet Union's Central Committee secretary with responsibility for propaganda, information and culture, were discussing ways of expanding cultural exchanges between the two countries, at the Saga Hotel, where the Soviets maintained their headquarters during the weekend summit. During their conversation, Wick said, Yakovlev made the same swap offer Gorbachev had offered Reagan.

Wick saw a problem. He said he told Yakovlev: "We can't bribe you not to do something illegal"—that is, jam foreign broadcasts in violation of various treaties, including international radio regulations. But, he said he added, "We would welcome

a cessation of jamming, and if we could work out access to a medium wave [AM] frequency through the private sector, which we don't control, we'd expect equal time on a medium wave frequency in the Soviet Union." That, of course, would be in addition to the proposed abandonment of jamming of VOA broadcasts.

If concluded, the proposed agreement would help ease a problem of imbalance that has long troubled the U.S. and one about which Wick has often complained—that Soviets are seen frequently on American TV, while U.S. officials' access to Soviet mass media is, the Americans say, minimal.

What was not clear last week was whether Russia would abandon its jamming of Radio Liberty, as well as VOA, in return for access to an American AM frequency. Radio Liberty, funded by Congress and operated by the Board for International Broadcasting, serves as a surrogate station, broadcasting news of the Soviet Union to that country in a variety of languages. Its signal is heavily jammed. Wick said the RL question would be a subject of negotiation. Indeed, Wick had originally proposed an end to all Soviet jammings.

Gorbachev's public disclosure that the Soviet Union engages in the illegal act of jamming other nations' broadcasts in itself stunned U.S. officials who did not expect the Soviets to be so frank. And the swap proposal, as outlined by Gorbachev, did not at first glance appear feasible from the U.S. viewpoint. It would mean the U.S. was paying the Soviets to stop an illegal practice.

Wick's response to the proposal made by Yakovlev appears to have protected the government against a charge of being willing to pay the Soviet Union to obey the law. The cessation of jamming would be in addition to an agreement mutually beneficial to the two countries. And the U.S. would not be turning over a frequency to the Soviet Union. Gorbachev's proposal involved such a grant. But Wick noted that U.S. law bars foreign nationals from owning U.S. stations. As Wick explained his proposal, the Soviets would simply provide programming to be aired on privately owned American stations.

Wick said that since his return from Iceland he has been discussing the proposal with radio broadcasters—heads of networks and multiple owners, who he said, do not want to be identified—and found the reaction "very positive. They'd like to help us in the national interest, and think it would be worth a try."

Some aspects of what would be involved in implementing the idea are being discussed. But resolution of obvious problems lie ahead. Wick said he would like to see the Soviet programming taken without charge, but noted it would be difficult to "guarantee" the Soviets a specific number of hours. "In our free system, it depends on the product, he said. "Maybe the unique nature of the programming would have curiosity value, and thereafter, it would depend on the program's attractiveness." The next move in the matter, Wick said, is up to the U.S. "We have to get back to them and say, 'We have some ideas.'" □



SMPTE '86: almost but not quite

Annual technical gathering draws fewer people than expected, has logistical problems; among highlights are keynoter by Ampex's Sanders and new exhibit hall offerings

New Yorkers may have turned out in hordes last week to celebrate the home team's World Series victory, but they left SMPTE high and dry.

The Society of Motion Picture and Television Engineers returned to the city for its annual convention Oct. 25-29, riding the success of last year's record-setting annual convention in Los Angeles and expecting the same or better, particularly with its new location in the giant Jacob Javits Convention Center.

Instead, one of the industry's most highly regarded technical gatherings found itself with lackluster attendance, a sizable but uneventful equipment exhibit and an unevenly visited collection of technical papers.

Nevertheless, the affair had its high points, among them a warmly received keynote speech by Ampex's Mark Sanders, several new developments on display in the exhibit hall and some reasonably well-attended engineering talks and panels.

No official attendance figures were available by the show's closing last Wednesday, Oct. 29 (an unofficial estimate was about 16,000), but many of the record 271 exhibiting companies were complaining openly about the frequently empty aisles, especially during the show's first two days, Saturday, Oct. 25, and Sunday, Oct. 26. It was the first time the society had scheduled a weekend opening, and, judging from the result, it

may be the last.

Exhibitors paying NAB-style exhibit rates (reportedly \$17 per square foot) were also troubled by evidence of some inexperience on the part of the convention services staff, and such apparent oversights as an inadequate supply of electricians during set-up. The facility's remoteness from the conference's central hotel was also cited as an inconvenience by some attendees.

The show hit a peak early, however, with Saturday's well-applauded keynote by Sanders, who provided the audience of several hundred with a carefully conceived analysis of how the television industry could best respond to today's uncontrollably rapid advances in technology.

"Change is unruly, disconcerting and uncomfortable," commented Sanders, who was recently appointed Ampex vice president for marketing and new technology. "But today's technology is tomorrow's reality. Don't ignore it, don't resist it. Instead, find ways to take advantage of it."

Sanders cautioned that it is often the very companies that lead in one area of technology that become blinded to others. "Pioneering companies efficiently defend their current technology, leaving the next wave of innovation to someone else," he noted. "The innovation that creates a new technology is often lost as organizations rise to the top, making them vulnerable to the next innovator."

To lessen that vulnerability, Sanders believes, companies must "manage" change "in the same way that a surfer handles a wave, or a driver controls a car in a skid. . . Go in the direction of the force and

use it to direct your activities and plans.

"It's scary, and it involves risk," Sanders acknowledged, "but the only thing more risky is not taking the risk."

Allowing for innovation, he said, is a special, challenge for large, established companies such as Ampex, which are adverse to corporate planning "surprises." Nurturing innovation in these organizations also raises a host of apparent paradoxes, such as balancing individual inventiveness with the team effort often required during product development, as well as tolerating dissent and allowing for an occasional failure.

"This is not a job for administrators. Administrators follow rules and policies that have been set down in a book. Any manager who manages for change knows that the book hasn't been written yet," he warned. "The biggest challenge is on each of us as decision-makers. . . . We are the reason that great ideas do not see the light of day. The more layers of management, the less likely new ideas will survive to the top."

Sanders closed with a brief discussion of a new area of development at Ampex, arising almost unexpectedly out of the company's considerations of the inherent limits of video recording technology. An Ampex engineer, examining the problem of how to increase recording density, saw a more fundamental problem in the mechanical complexity of the videorecording scanning process and was able to develop a method of vastly simplifying the complex mechanisms by using a form of solid state scanning.

Whether the methods would lead to a particular product Sanders did not predict, but he cited the work as an example of "what can

happen when someone looks at something old and sees something new.”

□

Seeing something new at the conference's largest-ever equipment exhibit seemed more of a challenge for show attendees, the majority of whom generally come for the technology displays.

Not surprisingly, the purveyors of competitive half-inch videotape formats crowded the front of the hall with developments for the most part seen at last spring's National Association of Broadcasters equipment show.

Sony had up front its Betacam SP technology, including a camera-recorder unit, portable recorder-player and studio edit deck, with delivery now moved up to the second quarter of next year. The company was also promoting its sale of the new technology to WNEV-TV Boston, which plans to switch from Panasonic's earlier competing half-inch M-format (BROADCASTING, Oct. 6).

Betacam lines also got their first major domestic showings from Ampex, which is currently offering Sony-made units but expects its own range of Betacam products to begin rolling off its Hong Kong assembly lines early next year. The first products will be a CCD camera and studio edit-recorder. Ampex Beta SP products, including a camcorder, portable record-player and studio recorder, are expected to be available by next fall, according to Charles Steinberg, company president.

Broadcast Television Systems (BTS), the new joint venture of Bosch and Philips, also expects to begin production of its own Beta SP line, with product available by mid-1987.

Panasonic was also on hand to showcase its half-inch M-II format, and stress its new posture as a broadcast company. According to Anthony Pignoni, the company's new vice president of sales and marketing, Panasonic Broadcast has taken recent measures to highlight its presence in the broadcast industry, such as moving from outside sales representatives to direct sales, increasing the size of its service group to nearly 40, and planning an M-II demonstration program for broadcasters to begin this month.

Panasonic also announced at the show that three Scripps Howard TV stations would be purchasing \$500,000-worth of M-II decks ("Closed Circuit," Oct. 27). But NBC remains the format's major booster. The network began to receive the first units from its \$50 million-plus commitment to the format earlier this fall and held a press conference on the show's opening day to describe its final engineering evaluation of the format and discuss progress in its implementation—video shot with M-II has already appeared on NBC Sports golf tournaments, *NBC Nightly News* and is used for the on-air Mountain time zone feed.

NBC's Michael Sherlock, president of operations and technical services, called the format the "most tested purchased technology ever bought by the network," and Steve Bonica, vice president of engineering, described the network's elaborate evaluation process, which included factory inspection, laboratory testing and operational and environmental tests. Units were also provided to

the News division, which, according to Tom Wolzein, vice president of editorial production services, "beat the hell out of the stuff."

Implementation is proceeding rapidly throughout the NBC organization, according to division spokesmen at the press conference. The Washington news bureau is to be converted by late this year, and New York and Los Angeles bureaus by early 1987. At the owned-stations level, Chicago already has four M-II machines, cameras are expected to be on the street there any day, and the Washington, New York, Los Angeles and Cleveland stations are to follow by the first quarter of 1987. □

Digital video technology, much of it sparking new production techniques made possible by digital recording, also got its share of attention at the conference, both in equipment displays on the floor and during paper sessions. Both Quantel and Sony were demonstrating how Sony's new component digital videotape recorder could be tied in with digital video effects generators and other gear to for production entirely in the digital domain, eliminating multigeneration quality losses. To illustrate the results, Quantel



Ampex's Sanders

sponsored a demonstration at the nearby VCA/Teletronics production facility using Sony's DVR-1000 along with its own "Harry" digital disk recorder. The techniques of digital production were also described in a paper on Tuesday, Oct. 28, by Quantel's Richard Taylor.

The Quantel Harry was not the only digital disk recorder on the floor. Abekas also had on display its own A62 unit, and was showing a new nine-track magnetic tape drive that could be used for additional digital off-line storage.

In other graphic system news, Integrated Technologies, which recently appointed former Aurora marketing head Jess Blount as vice president and general manager, was showing variable resolution up to 8,000 by 8,000 lines for its 3-D computer graphics units (Bosch was showing similar variable resolution, up to 4,000 lines, for its FGS-4000 system.) ITI also announced it had reached an agreement with Sony to market its Ani-Maker and Image-Maker 3-D animation systems to broadcasters and post-production users in combination with Sony's 2,500-frame edit VTR.

New graphics products were also shown by Microtime, which had a 2-D effects system with rotation and perspective effects; by Pinnacle Systems, which was also showing a new 2-D effects system, System 2010, as well as a combination effects system-slide store System 2020, and by Artronics, which

announced a new paint system, now in testing at Telesis Productions, a video production house in Rochester, N.Y.

NEC showed a new component version of its DVE System 10, as well as new software upgrades; Ampex had a new two-channel ADO combiner for its model 1000 and 2000 users, and was showing a new computer-aided tracing option for its AVA-3 video graphics system, and a Vancouver, Canada-based graphics firm, Vertigo, announced the delivery of its first Beta version of a new V-2000 3-D animation system to the San Francisco Production Group facility.

Video editors at the conference may have found of interest two new laser disk-based videotape editing systems, as well as a panel on editing which stressed the need for simpler electronic systems more closely approximating the film splicing process still widely used in high-end television production.

On the switcher front, Ampex made the biggest news with the introduction of a powerhouse AVC Century switcher, designed for the highest-end broadcast and post-production applications, and providing extensive keying and key capabilities, along with a memory system able to store up to 48 entire switcher setups. The company also made its American debut with the Mini-Command Center, a low-cost production version of its larger Creative Command Center edit-switcher system, in this case offered with the company's new Betacam format studio players, Ampex switcher and Ace Micro editor for less than \$90,000. The company first showed the center in a PAL version at September's IBC.

Bosch also made news with its announcement of a \$1 million-plus contract with WGBH(TV) Boston for a complete video-audio routing, master control and automation system as part of a major renovation of the station's technical facility.

Advances in camera technology on display at the conference concentrated on developments in solid-state CCD cameras, as well as on continuing progress in tube cameras.

On the CCD front, Panasonic made its first move into broadcast-quality solid state camera technology with a new seven-pound, three-chip CCD camera, the AK-400, for direct connect with its M-II half-inch camera recorder. The camera priced at under \$20,000 uses an electronic shutter arrangement for stop-action effects and to minimize lag and claims 650-line resolution with a 58 db signal-to-noise ratio.

Other CCD cameras on the floor included Sony's BVW-105, introduced at last year's NAB and in use by several broadcast station groups, and NEC's SP-3A, the company's electronic shutter version, several hundred of which have been sold to producers and broadcasters, according to NEC's Jeff White.

Also advancing into CCD technology is Kodak, which presented a paper at last Wednesday's TV camera technical session on a new full-frame solid-state image sensor developed for high-definition cameras. Camera manufacturers Philips (as part of its Broadcast Television Systems joint venture with Bosch), Thomson and Hitachi are all

said to be developing their own broadcast CCD cameras.

Developments in camera technology at the show were not limited to CCD's, however, with several manufacturers displaying new or recently introduced tube cameras. Thomson, for instance, was showing its TTV 1530 two-third-inch tube studio-EFP camera, ready for delivery in the first quarter of 1987 and described in detail in a paper by Thomson engineers at Wednesday's session. Sharp also had its new model XC-B10 Saticon and B20P Plumbicon cameras on exhibit for the first time. The cameras dock directly with Betacam and M-II recorders and provide viewfinder graphics for camera and recorder monitoring.

□

Because SMPTE's annual conference is both a television and film show, technologies in the two fields have an opportunity to commingle, and in some cases cross-pollinate, as in continual movement toward film-style electronic editing (see above). High-definition television is another technology which the two industries share interest in, and while there may not have been as much discussion of the topic as at past SMPTE's, it still drew significant interest.

Probably the best attended of the conference's technical sessions was a special Tuesday morning gathering at New York's Loews' State Theater focusing on technologies "enhancing the theatrical experience." One talk raising interest among television attendees was discussion of progress on a

SMPTE standards effort examining the feasibility of modifying the motion picture frame rate from 24 to 30 frames per second.

Ed DiGiulio of Cinema Products Corp., who chairs the standards group and spoke to several hundred session attendees, said that the advantages of such a changeover for the TV industry was clear, since it would simplify the film-to-tape conversion process now used for the majority of television product produced on film.

But for producers (and theater owners) to accept such a change, there would need to be clear advantages demonstrated for theatrical film display as well. According to DiGiulio, who presented test films comparing images captured with the two frame rates, such advantages do exist, and reside mainly in the 30 fps rate ability to reduce common film effects such as strobing and flicker, as well as reduce graininess and provide a perceived increase in resolution. Attendees at the session were treated to one dramatic example of such a new 30 fps film system, the screen, digital audio FuturVision 360 system.

High-definition television technology also may be able to provide Hollywood with another distinct advantage—its improved and relatively inexpensive capacity for matting, or the compositing of separate images in a single frame.

According to Richard Stumpf of Universal City Studios, HDTV systems such as the Japanese-developed 1,125-line technology available from Sony, Ultimatte and other manufacturers, can provide a quality of compositing better, and easier, than could be

achieved with 35mm film. The HDTV matting process was also described in detail during a Sunday paper presentation by representatives of Sony, McDonnell Douglas and Apogee, a post-production facility. Other papers during the session also described compositing techniques using videodisk recorders, and by interfacing film and video.

Another example of an increasing effort to merge film and video technology was an unusual 35 mm film camera introduced at the show by Panavision, which offered extensive capabilities for encoding film for post production, including a 30 fps rate with synchronized sound and an in-camera system for affixing SMPTE time code directly onto film.

□

Other new equipment on display at the equipment exhibit included a new model 1705 spectrum monitor specifically for satellite newsgathering operations from Tektronix, priced at \$3,850 and available early next year, and from Magni System, two new signal generators, one able to generate both component analog and NTSC composite signals and the other with component digital video signal generation. Lexicon introduced its new Opus hard disk-based digital audio production board for mixing, editing and signal processing, and a new standards converter with advanced motion adaptive interpolation capabilities and an adaptive digital comb filter decoder was being shown by A.F. Associates.

Stereo Music really hums! But Mono? Ho-hum.

It's no secret why the first four letters of "monotonous" are... well, you know.

Mono music on AM is pretty *ho-hum*--for audience and advertisers alike.

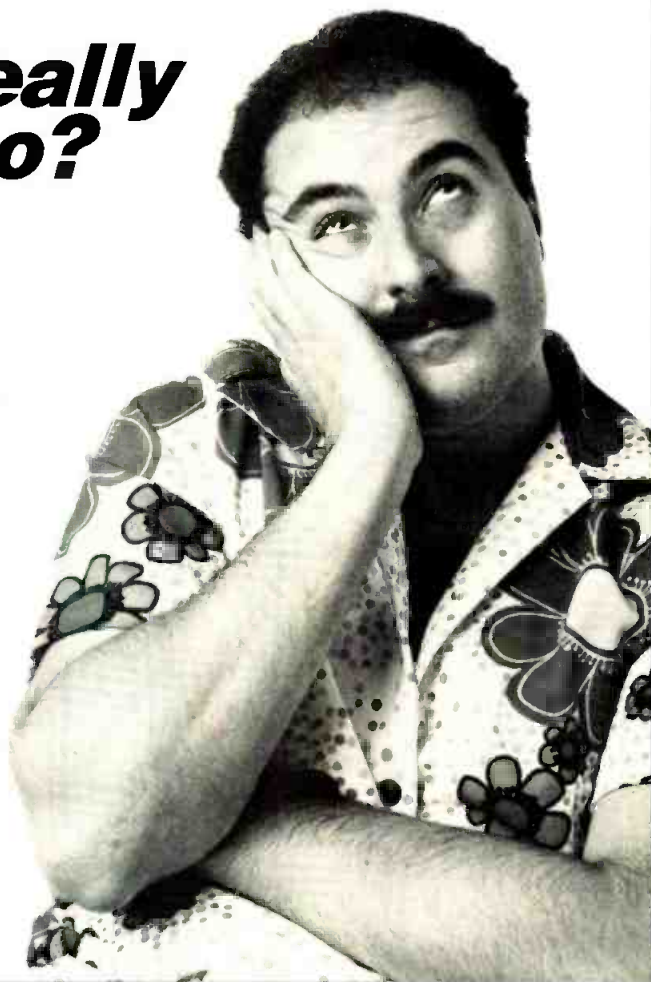
But Motorola C-QUAM® AM Stereo can put the excitement back in your signal. Help build listenership. Attract ad revenues. Get things really *humming* at your AM station!

For details on the C-QUAM AM Stereo system--particularly its worldwide support, growth and our current promotion--call Steve Kravitz collect at 312/576-0554.



MOTOROLA

**SOUND QUALITY
YOUR LISTENERS
EXPECT**



RIDING GAIN

O N R A D I O

Birch-Nielsen pairing

Birch Radio, Coral Springs, Fla., according to informed sources, is close to signing a "cooperative" agreement with A.C. Nielsen, the television ratings firm, whereby the two companies will join forces on several projects including the marketing of radio and television audience data to local agencies and advertisers. The first project said to be under discussion entails a modification to Nielsen's computerized "spot buyer" media planning and evaluation system in which Birch Radio's quantitative and qualitative radio audience information would be added. The system could then be jointly marketed. Sources said that Birch and Nielsen are looking at a number of other ways their respective sales staffs can work together.

Tom Birch, chairman of Birch Radio, acknowledged that talks with Nielsen on a joint working arrangement were taking place: "I have always believed that the two companies are very synergistic in terms of operations and marketing," Birch said, "and we are now exploring ways in which we can work together in the future." Birch added

that if a joint agreement is finalized, it will "not involve any money."

Birch is no stranger to Nielsen, having purchased a central WATS calling facility in Sarasota, Fla., from the television ratings company late last year ("Riding Gain," Feb. 10). Birch has also been using Nielsen's total telephone sample frame (TTF) system, which produces the local market telephone numbers employed by the radio ratings firm for tracking listening.

A new partnership between Birch and Nielsen is seen by industry observers as further strengthening both companies in the escalating audience measurement war against their primary competitor, Arbitron. Just two weeks ago, Arbitron announced an agreement with Media Management Plus of Edwardsville, Ill., to market that company's pre- and post-buy analysis software package of radio and television Arbitron data, called the Broadcast Negotiator, to agencies and advertisers.

Separately, Birch said it has signed a multiyear deal with J. Walter Thompson U.S.A. calling for the agency to use Birch data for all 230-plus markets measured by the service,

effective with the summer 1986 reports. (JWT will use Birch in conjunction with Arbitron data.)

That news followed an announcement by Birch that BDA/BBDO, Atlanta, will use Birch Radio as the primary radio ratings service for all its clients, which include Delta Airlines.

Birch, which was formed in 1978, has been steadily gaining acceptability at key advertisers and agencies, especially during the past year. And following its recent financial support from VNU, a Dutch publishing and media concern that acquired 30% of Birch last summer ("Closed Circuit," July 7), the company has applied for accreditation with the Electronic Media Ratings Council. Both Arbitron and Nielsen are EMRC-accredited services. (An EMRC accreditation insures that rating services comply with the council's minimum standards for electronic media ratings research and that they make full disclosures of methodological procedures.)

Equipment order

The U.S. Information Agency has awarded a \$5-million contract to Harris Corp. for medium-wave radio broadcasting systems to expand Voice of America coverage in the Caribbean and Central America.

Country slant

ProMedia has acquired the weekly *Country Close-Up* radio program, an hour-long music/interview show airing on more than 100 stations, from Narwood Productions. Both companies produce and distribute radio programming and are based in New York.

Helping hand

RKO's KFRC(AM) San Francisco has set up a trust fund for Naomi Knickerbocker, 17 year-old daughter of Jane Dornacker, the WNBC(AM) New York afternoon traffic reporter who drowned on Oct. 22 when the helicopter from which she was reporting, owned by Spectrum Helicopter Co., Ridgefield, N.J., crashed into the Hudson River (BROADCASTING, Oct. 27). Dornacker was the morning traffic reporter for KFRC for three years before moving to WNBC in 1985. The address for the Naomi Knickerbocker Trust Fund is: c/o KFRC, 500 Washington Street, San Francisco, Calif. 94111.

This was the second helicopter accident involving WNBC and Dornacker, who survived a crash last April 18 when a Spectrum helicopter plunged into the Hackensack River. WNBC said it had discontinued the use of the Spectrum helicopter at that time, pending review by the National Transporta-

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



tion Safety Board and a study by the independent firm of Sinnot, Helliesen & Eichner. According to WNBC, the NTSB gave station management an oral report on April 30 stating that "no factual basis existed for concluding that the helicopter was unsafe." And, said WNBC, a written report was received by the station from SH&E on June 4 saying the Spectrum operation was "safe."

Following Dornacker's second crash, WNBC has again "temporarily discontinued" the use of Spectrum helicopters for traffic reports. The NTSB and the Federal Aviation Administration are currently conducting investigations into the most recent accident.

Seven elected

Seven radio executives were elected to the Radio Advertising Bureau's board of directors at annual meeting two weeks ago ("Riding Gain," Oct. 27) in Laguna Niguel, Calif.: Tom Young, president, KVON(AM)-KVYN(FM) Napa, Calif.; Lee Davis, president, WCCB(AM) Manitowoc, Wis.; Jeff Smulyan, president, Emmis Broadcasting, Indianapolis; Glenn Mahone, president, Paco-Jon Broadcasting, Richmond, Va.; Peter Moore, executive vice president, Masla Radio, New York; Norman Wain, president, Metroplex Communications, Cleveland, and Nancy Widmann, vice

president, CBS Radio, New York.

Houston update

Arbitron has reissued the summer report for Houston-Galveston, the eighth-largest market, due to a reporting error in average quarter hour and cume data for contemporary hit KKQB-AM-FM. According to Arbitron, the original market report for Houston omitted the simulcast total line data for KKQB from four Monday through Friday dayparts: 6 a.m. to 7 p.m.; 6 a.m. to 10 a.m.; 10 a.m. to 3 p.m., and combined drive time for 6 a.m. to 10 a.m. and 3 p.m. to 7 p.m.

Journalism 4

Trying to chart the direction of TV news

U. of Mo. session predicts great changes in relationship between networks and affiliates as satellite news gathering grows

Television executives participating in a panel discussion last week at the University of Missouri School of Journalism say the availability of quality programs, not technological advances, will determine whether network news survives.

Taking part in the discussion were Bob Horner, CBS vice president for news services; George Mills, manager of NBC's Skycom; Stanley Hubbard II, Hubbard Broadcasting vice president, and Elmer Lower, former ABC News president.

Hubbard's Minnesota-based Conus Communications links 46 television stations in a cooperative satellite newsgathering service. (Conus was set to announce a 47th affiliate late last week.) Many observers question whether such cooperatives have the reportorial or editorial expertise to produce a network-quality newscast. But Hubbard believes groups like Conus are developing that expertise rapidly. He said the day is not far

off when a major market station decides to dump the nightly network news in favor of a locally produced world and national newscast. A major reason, he said, was that affiliates receive relatively no compensation for clearing the network news while a local show could generate \$15,000 a day or more in ad revenues. According to Hubbard: "It doesn't take much to figure out that's a pretty big carrot to hold out in front of stations."

But CBS's Horner argued that what the audience wants is more important than what some segments of the industry want. He cited a recent NBC News study of viewers which shows 84% of those polled want separate local and network newscasts. Horner also said most local station managers agree with that sentiment, but "the four or five who [disagree] provide 90% of the quotes in the trade press."

But while groups such as Conus may offer affiliates a carrot, NBC's Mills said the networks still carry a big stick—ratings-building entertainment programs. Mills summed it up: "If you don't carry *Nightly News*, you don't get *Hill Street Blues*."

All three panelists agree satellite news-

gathering and competing news services are altering the relationship between the networks and their affiliates. Hubbard said local stations won't be caught relying on one supplier, and the networks will be forced to replace spot news headlines and pictures with more "why stories." Horner said the "handful of gimme and mouthful of much obliged" attitude the networks have had toward affi-



Mills, Hubbard, Horner

KKGO announces a New syndicated 24 hour-a-day satellite-delivered program service for radio stations across the United States . . .

The JAZZ NETWORK



For Further Information Contact:

THE JAZZ NETWORK

10880 WILSHIRE BOULEVARD SUITE 2006
LOS ANGELES, CALIFORNIA 90024
(213) 475-9494



Lower

ate news operations is disappearing rapidly. And Mills said the networks are beginning to treat their affiliates as full-fledged partners.

Lower wondered whether this changing

relationship will damage the credibility of television news. He asked whether competition from groups such as Conus reduce news to coverage of "events?" And he wondered whether local stations spend so much on satellite news gathering that they slight local, state and regional news coverage? □

Drug bill alters aspects of FOIA

News media generally find more to be wary of than to praise when Congress makes changes in the Freedom of Information Act. And there is some uneasiness about one of the changes made in the act as part of the

antidrug bill that President Reagan signed into law last week. But one change was regarded as positive.

The good news, in the view of Elaine English, director of the Freedom of Information Act Service Center, a project of the Reporters Committee for Freedom of the Press, was the change in the fee structure that government agencies follow in meeting FOIA requests. The change causing the committee a touch of uneasiness was the principal one in the act, one that gives law-enforcement agencies new authority to withhold information they say would compromise ongoing investigations.

The changes in the fee structure mean that representatives of news media and of educational and scientific organizations are not required to pay search charges, as they had been, and would pay duplicating costs only if the request involved more than 100 pages of documents. And a provision for waiving duplicating costs remains.

The changes designed to tighten up exceptions to the FOIA were made in response to the complaints of law enforcement agencies that the act was being abused by organized crime and drug dealers who, the agencies said, could obtain valuable information even from heavily edited documents. One new provision allows agencies to refuse to either confirm or deny requested documents exist.

English said the committee was uncertain as to "how substantial a change [such modifications] will make in the way the federal agencies administer the law." She noted that floor debate on the amendments indicated that they simply codify judicial interpretations of the law as it existed.

News in harmony. Despite predictions from some media specialists that local television news in the future will rely on its own resources rather than on network television, Robert Mulholland, director of the Television Information Office, believes the two forms can co-exist.

Mulholland told a luncheon meeting of the National Academy of Television Arts and Sciences in New York that these media are complementary rather than competitive. He noted that surveys show the ratings of network entertainment shows have declined in the past five years but the ratings of network news programs have increased. He said other studies show that network news programs are valued by viewers because of their expertise in national and international coverage while local news is praised for its knowledge of community events and trends.

Mulholland said there has been "an explosion" in local news spurred by the development of satellite broadcasting but said this growth has occurred largely at affiliated stations. Mulholland said there is a challenge for the smaller, independent stations to upgrade the quality of their news. He also predicted that some stations will broaden their coverage in the future to cover regional news.

You've seen a Chevy sports car. But have you seen Chevy's radio star?



If you own a car you have. On radio. During drive time Chevrolet reaches an extraordinary 60% of its target audience in each key market.

To introduce its 1985 Camaro IROC Z, radio was the primary buy. Beginning in California — a major sports car market — radio alone created an unprecedented demand. There were record numbers of showroom visits. They had to freeze new dealer orders.

Radio allows Chevy to put the listener into the picture by engaging the full imagination. Listeners see *themselves* in Chevys.

On radio you can talk to people in their own language, and, most importantly, in their own environment.

Where can you spend millions a year in advertising and see a return that's "worth every penny?" Chevy says,

"I SAW IT ON THE RADIO."

To find out how radio can produce sales results for you, contact:
Radio Advertising Bureau, 304 Park Avenue South, New York, NY 10010

Stock Index

	Closing Wed Oct 29	Closing Wed Oct 22		Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING							
N (CCB) Capital Cities/ABC . . .	263	256	1/8	6	7/8	2.68	26
N (CBS) CBS	133	1/4	128	5	1/4	4.10	25
O (CLCH) Clear Channel . . .	12	12	1/4	-	1/4	- 2.04	17
O (INFTA) Infinity Broadcasting	11	1/4	12	-	3/4	- 6.25	59
O (JCOR) Jacor Commun. . . .	6	5/8	6	5/8			37
O (LINB) LIN	52	52	1/8	-	1/8	- 0.23	39
O (MALR) Malrite	12	1/8	12	1/8		1.04	14
O (MALRA) Malrite 'A'	11	10	3/4	1/4		2.32	15
A (PR) Price Commun.	10	5/8	10	1/4	3/8	3.65	104
O (SCR) Scripps Howard . . .	79	1/2	80	-	1/2	- 0.62	28
O (SUNN) SunGroup Inc. . . .	3	3	1/2	-	1/2	- 14.28	30
N (TFB) Taft	115	1/4	116	1/4	-	- 0.86	94
O (TVXG) TVX Broadcast . . .	8	1/2	8	1/2			35
O (UTVI) United Television . .	34	1/4	33	7/8	3/8	1.10	32

	Closing Wed Oct 29	Closing Wed Oct 22		Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS							
N (BLC) A.H. Belo	53	52	3/4	1/4		.47	27
A (AAR) Adams Russell	22	5/8	20	2	5/8	13.12	18
A (AFP) Affiliated Pubs	67	5/8	67	1/2	1/8	.18	35
O (ASTV) Amer. Comm. & TV		5/32	3/32	1/16		66.66	11
N (AFL) American Family . . .	27	28		-	1	- 3.57	18
O (ACCA) Assoc. Commun. . . .	28	3/8	27	3/4	5/8	2.25	270
O (BMAC) Bus. Men's Assur. . .	26	27		-	1	- 3.70	15
N (CCN) Chris-Craft	69	3/4	68	1/2	1	1.82	31
N (DNB) Dun & Bradstreet . . .	107	106	1/4	3/4		.70	26
O (DUCO) Durham Corp.	43	1/2	44	-	1/2	- 1.13	11
N (GCI) Gannett Co.	74	1/4	70	3/4	3	1/2	4.94
N (GY) GenCorp	81	76	1/4	4	3/4	6.22	19
N (GCN) General Cinema	49	3/8	46	1/2	2	7/8	6.18
O (GCOM) Gray Commun.	180	179		1		.55	31
N (JP) Jefferson-Pilot	34	1/2	34	1/2			11
N (BJ) John Blair	14	5/8	14	3/4	-	- 0.84	118
O (JSON) Josephson Intl.	11	1/4	11	1/2	-	- 1/4	- 2.17
N (KRI) Knight-Ridder	46	7/8	47	3/8	-	- 1/2	- 1.05
N (LEE) Lee Enterprises	23	5/8	23	3/8	1/4	1.06	19
N (LC) Liberty	39	39	1/2	-	1/2	- 1.26	16
N (MHP) McGraw-Hill	55	1/2	55	1/2	1/2	90	19
A (MEGA) Media General	85	3/4	85	3/4		.88	18
N (MDP) Meredith Corp.	71	1/4	70	1/4	1	1.42	14
O (MMEDC) Multimedia	42	42				-381	461
A (NYTA) New York Times	36	37	5/8	-	1	5/8	- 4.31
O (PARC) Park Commun.	29	1/4	29	1/2	-	- 1/4	- 0.84
N (ROC) Rollins Commun.	40	7/8	41	-	1/8	- 0.30	45
T (SKHQ) Sellkirk	22	1/4	23	-	3/4	- 3.26	48
O (STAUF) Stauffer Commun. . .	141	140		1		.71	23
A (TO) Tech/Ops Inc.	29	1/2	29	1/2			5
N (TMC) Times Mirror	63	1/2	61	3/4	1	3/4	2.83
O (TMC) TM Communications . . .	2	1/4	2	1/4			225
O (TPCC) TPC Commun.		7/16	7/16				4
N (TRB) Tribune	65	3/4	64	3/8	1	3/8	2.13
A (TBS) Turner Bcstg.	16	1/4	16	7/8	-	5/8	- 3.70
A (WPOB) Washington Post. . . .	150	143		7		4.89	19

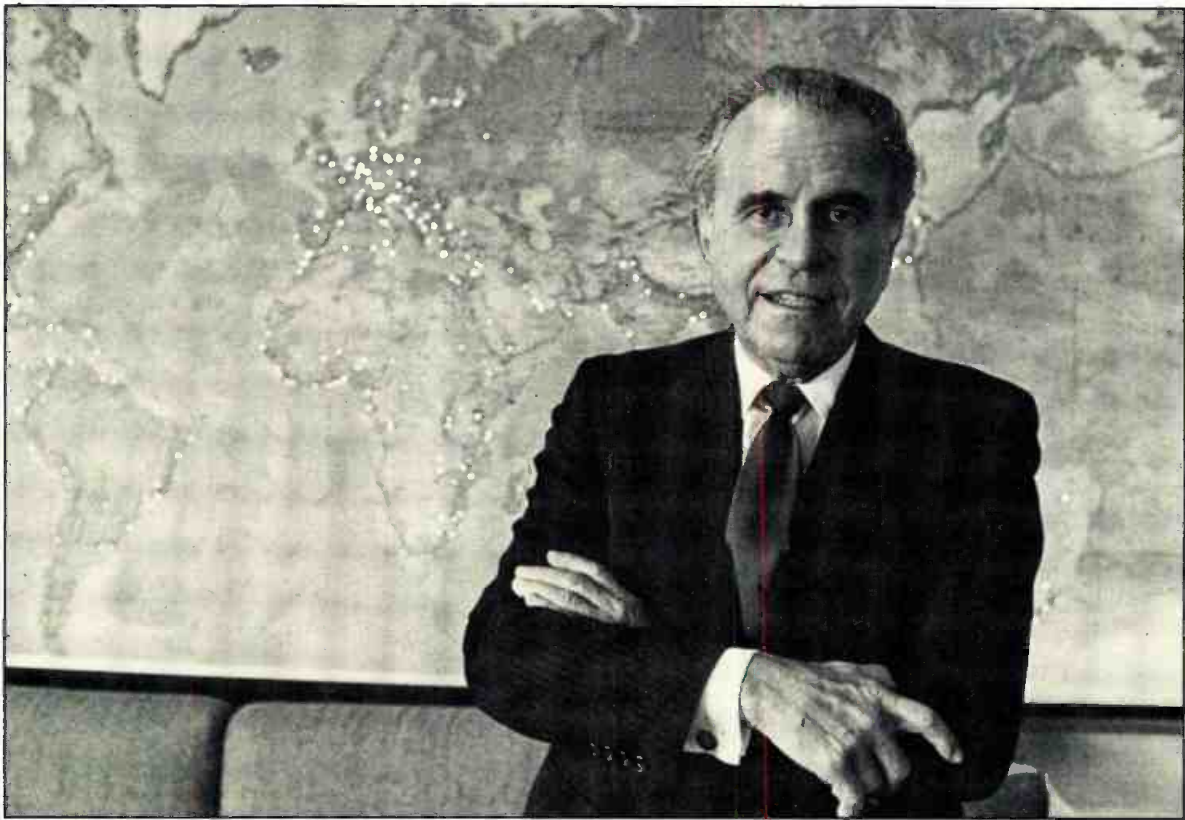
	Closing Wed Oct 29	Closing Wed Oct 22		Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING							
O (ALLT) All American TV . . .	6	7/8	6	3/4	1/8	1.85	8
O (AMNT) American Nat. Ent	1	5/8	1	5/8			8
O (BRRS) Barris Indus.	15	1/8	15	1/8			25
O (BFTV) Birdfinder		11/16	3/4	-	1/16	- 8.33	-3
O (CMCO) C.O.M.B.	20	1/2	22	-	1	1/2	- 6.81
N (KO) Coca-Cola	36	3/4	37	3/4	-	- 1	- 2.64
O (CLST) Color Systems	19	1/4	21	-	1	3/4	- 8.33
A (DEG) De Laurentiis Ent. . . .	14	1/8	13	7/8	1/4	1.80	135
N (DIS) Disney	43	1/2	42	3/4	3/4	1.75	30
N (DJ) Dow Jones & Co.	38	3/4	36	3/4	2	5.44	27
O (FNNI) Financial News.	12	7/8	12	1/4	5/8	5.10	214
A (FE) Fries Entertain.	5	5/8	5	1/2	1/8	2.27	10
N (GW) Gulf + Western	65	5/8	64	3/4	7/8	1.35	19
O (HRSI) Hal Roach	12	1/8	11	7/8	1/4	2.10	67
A (HHH) Heritage Entertain. . . .	7	3/8	7	1/8	1/4	3.50	8
A (HSN) Home Shopping Net. . . .	37	5/8	36	3/8	1	1/4	3.43
O (KWP) King World	16	5/8	16	1/4	3/8	2.30	31
O (LAUR) Laurel Entertainment	4	3/4	4	1/4	1/2	11.76	18
A (LT) Lorimar-Telepictures . . .	19	3/8	19	5/8	-	- 1/4	- 1.27
N (MCA) MCA	43	1/2	41	3/4	1	3/4	4.19
N (MGM) MGM/UA Commun.	10	1/4	10	1/4			523
A (NWP) New World Pictures . . .	14	1/4	12	5/8	1	5/8	12.87
N (OPC) Orion Pictures	13	7/8	13		7/8	6.73	132
O (MOVE) Peregrine Entertain. . .	11	3/4	13	1/2	-	- 1	- 3/4
N (PLA) Playboy Ent.	8	5/8	8	5/8			21

	Closing Wed Oct 29	Closing Wed Oct 22		Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING							
O (QVCN) QVC Network	13	13	1/2	-	1/2	- 3.70	85
O (RVCC) Reeves Commun.	9	1/8	8	1/8	1	12.30	113
O (RPICA) Republic Pictures 'A'	11	10	5/8	3/8		3.52	78
O (RPICB) Republic Plc. 'B' . . .	11	10	3/4	1/4		2.32	78
A (RHI) Robert Halmi	3	1/4	3	1/4		8.33	29
O (SMNI) Sat. Music Net.	5	1/4	7	1/4	-	2	- 27.58
N (WCI) Warner Commun.	24	1/4	23	1	1/4	5.43	16
O (WWTV) Western World TV . . .	1	7/8	1	7/8			11
O (WONE) Westwood One	29	1/2	29	1/2		1.72	46

	Closing Wed Oct 29	Closing Wed Oct 22		Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
SERVICE							
O (BSIM) Burnup & Sims	4	5/8	4	1/2	1/8	2.77	-8
O (CVSI) Compact Video	5	1/4	5	1/4			52
N (CQ) Comsat	30	1/4	30		1/4	.83	547
O (OMCM) Doyle Dane B.	18	1/4	18	1/2	-	1/4	- 1.35
N (FCB) Foote Cone & B.	47	1/4	48	3/4	-	1	1/2
O (GREY) Grey Advertising	96	99		-	3	- 3.03	13
N (IPG) Interpublic Group	26	3/4	27		-	1/4	- 0.92
N (JWT) JWT Group	24	3/4	28	1/8	-	3	3/8
A (MOV) MovieLab	6	3/8	6	3/8			10
O (OGIL) Ogilvy Group	26	1/4	27	7/8	-	1	5/8
O (SACHY) Saatchi & Saatchi . . .	25	1/4	26	3/8	-	1	1/8
O (TLMTB) Telemation	4	1/4	1/2	-	10	1/4	- 70.68
A (TEMPO) TEMPO Enterprises . . .	13	12	1/2	1/2		4.00	33
A (UNV) Unitel Video	10	11	3/4	-	1	3/4	- 14.89

	Closing Wed Oct 29	Closing Wed Oct 22		Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
CABLE							
A (ATN) Acton Corp.	1	5/8	1	3/4	-	1/8	- 7.14
A (CVC) Cablevision Sys. 'A'	19	3/4	20	3/8	-	5/8	- 3.06
O (CRDF) Cardiff Commun.		115/16	1	7/8	1/16	3.33	5
N (CNT) Centel Corp.	59	1/4	58	7/8	3/8	.63	12
O (CCCOA) Century Commun.	15	15	1/2	-	1/2	- 3.22	300
O (CMCSA) Comcast	26	1/8	26	1/8			34
N (HCI) Heritage Commun.	22	3/4	22	1/2	-	1/4	1.11
O (JOIN) Jones Inter cable	11	1/2	11	3/4	-	1/4	- 2.12
T (MHRQ) Maclean Hunter 'X'	18	3/8	18	1/2	-	1/8	- 0.67
O (RCCA) Rogers Cable Am.	11	7/8	12	1/2	-	5/8	- 5.00
T (RCINZ) Rogers Cable Sys. . . .	15	15	1/2	-	1/2	- 3.22	351
O (TCAT) TCA Cable TV	18	3/4	17	5/8	1	1/8	6.38
O (TCOMA) Tele-Commun.	24	3/4	23	1/8	1	5/8	7.02
N (TL) Time Inc.	72	1/8	69	1/8	3	4.33	22
O (UACIA) United Art. Commun. . . .	17	1/8	17	1/8		.73	81
N (UCT) United Cable TV	27	5/8	26	5/8	1	3.75	69
N (VIA) Viacom	43	5/8	44	1/4	-	5/8	- 1.41
N (WU) Western Union	4	3/4	4	7/8	-	1/8	- 2.56

	Closing Wed Oct 29	Closing Wed Oct 22		Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
ELECTRONICS/MANUFACTURING							
N (MMM) 3M	109	1/4	105	1/8	4	1/8	3.92
N (ALD) Allied-Signal.	41	40	3/8	5/8	1.54	-9	7,229
O (AMTV) AM Cable TV	2	1/16	1	1/2	9/16	37.50	-2
N (ANX) Anixter Brothers	9	5/8	9	3/4	-	1/8	- 1.28
N (ARV) Arvin Industries.	26	5/8	26	1/8	1/2	1.91	11
O (CCBL) C-Cor Electronics.	7	1/2	8	-	1/2	- 6.25	-4
O (CATC) Cable TV Indus.	2	1/4	2	1/4			-11
A (CEC) Cetec	5	3/4	5	5/8	1/8	2.22	-9
A (CHY) Chyron.	4	1/4	4	1/4			20
A (CXG) CMX Corp.	1	1/8	1		1/8	12.50	5
A (COH) Cohu.	7	6	3/8	5/8	9.80	14	12
N (CAK) Conrac	14	1/4	14	1/4			12
N (EAX) Eastman Kodak.	60	1/4	57	3/8	2	7/8	5.01
O (ECIN) Elec Mis & Comm.	2	3/8	2	1/2	-	1/8	- 5.00
N (GRL) Gen. Instrument	18	3/4	19	1/4	-	1/2	- 2.59
N (GE) General Electric	76	1/8	76	1/4	-	1/8	- 0.16
O (GETE) Geotel Inc.	1	3/4	1	3/4			7
N (HRS) Harris Corp.	30	29	1/4	3/4	2.56	20	1,207
N (MAI) M/A Com. Inc.	12	3/4	14	3/8	-	1	5/8
O (MCD							



Wick, Worldnet and the war of ideas

Three years after the United States Information Agency began its Worldnet series of TV broadcasts to the world, Director Charles Z. Wick related to BROADCASTING editors how well that operation is working, and how he hopes television will revolutionize the field of public diplomacy.

You are the longest serving USIA director. How much longer do you expect to stay?

Not beyond the President's term. I've been here longer than I ever thought I would be. One reason is that there haven't been many two-term Presidents. So there's not really an implied endorsement in my being here that long.

Have you been here long enough to have identified a proudest accomplishment?

In the past, USIA personnel and the agency itself had not really had the recognition from prior administrations as to the vital role that they play. Under President Reagan, a great communicator, the priority to be given to public diplomacy was really focused. And the Congress went along. It increased our budget about 93%, from 1981 to 1986.

I'd say Worldnet is probably the most effective impacting tool that

we've been able to fashion in harnessing the modern technology.

Do you have any idea of how effective it is in terms of viewers overseas?

We will overwhelm you with its documented effectiveness. For example, we extrapolated, based on honest reporting from our posts around the world, that in the first 116 Worldnets, we had around 2.1 billion viewers. I was on the David Brinkley show, and Sam Donaldson asked: "How many people are there in the world?" I said about five billion, and he said, "And you've got 2.1 billion?" I said: "Sam, it's the way you work these things in television. If one guy watches Johnny Carson every night for a week, he's counted five times as far as the viewership for that week."

There's more to our television effort than Worldnet. We were in Aman, Jordan, in April 1983, and we were amazed to find over 400 retail video outlets, videotape outlets, in that impoverished city in

that impoverished country.

Now, we have 133 libraries and reading rooms in 88 countries. Our idea is to try and promote as much traffic as possible. And I suggested that we try putting in a rental library of videotapes. We tried it in 10 countries as a pilot. We tested it for about three or four months, and then we started confirming our tests before we expanded further, and we found that we had increased the attendance at these libraries by as much as 50%. The last I heard, we were up to 107 countries.

Before we go too far beyond the subject of Worldnet, or into it, could you sketch out for the uninitiated exactly what Worldnet is and what you're hoping to accomplish?

Worldnet is a methodology by which we transmit communication to and interface with others around the world. The methodology has optimized the opportunity for us to do that which USIA has been doing since Aug. 1, 1953—that is, telling the world about America.

Specifically, here in our studios in Washington, we have our satellite press conferences, our interactives with top policy officers of the United States government as well as experts in many other areas. We broadcast two hours a day, five days a week to Western Europe. For example, we had Dr. Eliot Corday and Dr. Michael De Bakey and other members of the American College of Cardiology on this end with eminent Soviet cardiologists on the other end. It was played on Russian television three times on the network, discussing the latest aspects of cardiovascular disease, and remedial breakthroughs and treatment, together with visuals.

We uplink the signal from Washington and it goes on Intelsat's Atlantic satellite, down to France, right near Paris; they uplink it to the European community satellite, the F-1, and then it's taken down in our various embassies and consulates in Western Europe. We hope ultimately to have 72 dishes up. Right now we're up to 27, and adding more.

This is a way that we are able to get our story, our positions, across to others, to the public themselves, through public diplomacy. Public diplomacy is unlike private diplomacy, which is government to government. Public diplomacy is government directly to the people of different countries.

In the first three, four or five months of Worldnet we got more important placements in radio, print and television media than the previous 30-year history of USIA had provided.

The opportunity to get people into our embassies is very important. We have a public affairs officer, information officers and cultural attaches directly responsible to USIA, and 213 posts in 128 countries. While they are part of the ambassador's country team, they are responsible to us. Their outreach is very important into various organizations, governmental and nongovernmental, in each particular country. Worldnet has had a fantastic side effect for us, getting all these people coming to our embassies and then available for follow-up.

The secondary uses of the Worldnets have also been very impressive. Many universities and colleges are using them, not only for the substantive content, but also to help their people studying English.

We are now in 107 hotels in Western Europe, approximately 25,000 rooms, most of them occupied. I got a big thrill in Reykjavik seeing Worldnet on the television sets in the hotels and in the crowded press areas there. We'd set up monitors, and all of these international correspondents were watching the Worldnets, as there was nothing much else to do in the way of getting information.

We're also on 59 cable systems in Western Europe, with about 3.2 million to 3.4 million households as subscribers. By the first of the year we hope to have operational the pickup by one of the largest German cable systems, which will provide another 1.1 million homes, and they will be doing a simultaneous German translation. To Western Europe, we broadcast in English.

We started, almost a year ago, sending the Worldnet signal on the east beam of the European Community Satellite, F-2, covering all of Eastern Europe including the Soviet Union, just on the come. On VOA we broadcast the frequencies of how to get Worldnet. We just wanted to see what would happen. We've been amazed by the response. We've been getting letters from Hungary, Czechoslovakia, Poland—from people who were either in the country or were in

Germany or Switzerland—saying, "If you can send me more information before I have to go back, I'll pick up whatever piece of equipment I need in West Germany and I can build the rest myself." And now you're adding a Latin American service.

Yes. We launched it formally several weeks ago. It will be broadcast in English, Portuguese and Spanish.

Where else in the world do you broadcast to?

To Southeast Asia, to Africa, during the Olympics. About four or five weeks before the Olympics in Los Angeles, there had been a lot of disinformation about what these African nations were going to encounter. There were some letters that were forged from the Ku Klux Klan, and there is no such thing. There was a great deal of apprehension.

We did an ad hoc Worldnet for about three or four weeks before the Olympics started, to Nigeria and several other African countries. But in Nigeria, I remember, we assembled a group from different countries. We had the mayor of Los Angeles, Tom Bradley, and Peter Ueberroth, the head of the Olympics, doing this hour interactive with these fairly sophisticated radio, print and television media, as well as governmental and nongovernmental people. And when they got through, there was absolutely no question. And there was only one country that did not participate. But when these black officials, black newspaper and television people and the governmental elite, so called, saw this black man who was the mayor of one of the largest cities in the world, knowing that he'd been elected by white people as well as black people, and talking about the protection for the people that they furnish and how they were taking special plans to frustrate any disruptions of the games. This was enormously convincing.

You say that the function and purpose of USIA are to tell America's story to the world. But with Worldnet, it seems to me when you have George Shultz on and Richard Perle and Caspar Weinberger on and people of that sort, it seems you're telling the administration's story to the world and not America's story to the world.

Good point. The role of the USIA in telling America's story to the world includes—as per the Voice of America charter which was promulgated in 1978, and we use that pretty much as a guide for the agency—that we should give the news in an unbiased, accurate and comprehensive fashion, as a result of which we never put anything on VOA that isn't verified by at least two confirming sources. We are supposed to talk about the diversity and plurality of America and how we arrive at a consensus. But we also are charged with reporting the policies of the United States government. On the VOA we do that two or three times a day with an editorial. We distinguish the editorial from the news by stating, "The following editorial represents a viewpoint of the United States government," and at the end we say, "The preceding editorial reflected the viewpoint of the United States government."

Now when we have Shultz or Weinberger and others on, they represent United States policy, so that's very important to the world. But they also are subjected to a cross examination of the world's media to extract or point up any fallacies in their particular positions.

We have had all kinds of other people on. We've had congressional people on, who are members of the opposite party. On a recent *America Today*, we had Senator Gore from Tennessee and he was taking the President and the administration apart. So we do offer those opportunities, and you would be hearing a lot about it if we did not.

What is your ultimate vision for Worldnet? In 10 years, for example, what sort of a worldwide American government television system do you envision?

Well, I hope it will be a lot less than 10 years. I see us expanding to maybe a 24-hour cycle. During the off hours we'd be able to convey all kinds of information, from every government agency, that could be recorded at the post and distributed to the different personnel representing those different disciplines of the various agencies—commerce, defense, et cetera.

We see a natural adjunct of this being able to have our various top government people press a button and talk to their counterparts

anywhere in the world. The President with Margaret Thatcher or to Mitterand or people at different levels. Right now it's just a question of cost.

So this would be sort of a television hot line?

I see it as a telephone line, in effect, although it would be visual. It's hard for all of these people to get overseas for discussions, and every time one of our top people goes over in a private plane it costs about \$200,000 or \$300,000 just for maybe 10 or 15 hours of meetings. All of these multilateral and bilateral issues could be discussed, debated with a bunch of guys sitting around a table talking to their counterparts in Western Europe or Australia or whatever, and exchanging information, debating ideas prior to their ever meeting together.

Well, if television is the new frontier of public diplomacy, is the Voice of America still the backbone?

I'd say the Voice of America is a backbone certainly, particularly in Eastern Europe and other repressed societies where they have all of this prohibition against having dishes and all that kind of thing. The only way of reaching these people is through radio, and I think that's going to be for some time.

In the underdeveloped countries, radio is terribly important; repressed societies depend upon radio for information. But somewhere along the line, with the power being increased in the current generations of satellites, and needing smaller and smaller dishes, and when direct broadcasting satellite becomes a real reality, I think this is going to be the end of the totalitarian states. Because when people get information, this historically has planted the seed which caused the rapid flowering of freedom and reaction against suppression—with rebellious activities, sometimes peaceful and sometimes not so peaceful.

Are you optimistic that the targeted countries will allow such broadcasting systems?

I don't see any way of stopping it. We still get around their jamming. With only a four-watt transmitter you can jam the video portion of a television program. But jamming is not all that reliable, at least in radio. We broadcast in 18 different frequencies to the Soviet Union, from different parts of the world.

Under Article 19 of the Declaration of Human Rights of the United Nations, to which the Soviets are a signatory, there is a prohibition against any hindrance of a free flow of information across transnational boundaries. So, the stated policy of multilateral signatories does not inhibit the free flow of information. And unless that changes, that would be a very drastic change, and I think you're going to find the free world resisting that very much.

How much of a role do you play in helping the President or the administration set policy?

Under the legislation that created USIA, the director of the USIA is the principal adviser to the President, the secretary of state and the National Security Council on foreign attitudes. So we have this unique network in the United States government, with 213 posts in 128 countries. We daily get an influx of cables from around the world giving us the essence of the reporting by the media on the various issues of interest to the United States government.

We synthesize those on a daily basis; we distribute those to the key people, the policy people in government who have to take into consideration diplomatic aspects of whatever they do. I brief the secretary of state each morning in his morning meeting with key assistant secretaries. I've been a participant in most of the NSC meetings on an unofficial basis, and have been giving input in those meetings where relevant to evolving policy formulations. The issue of foreign attitudes is very important.

For example, in Reykjavik, I talked to some of my top people in government and said we're missing a very important point—that in all of our people going on television and making statements on the strategic defense initiative, there is a visceral emotional affinity for the people throughout the world and in our country to feel a tremendous persuasiveness in the Soviet position that the President, in embarking upon SDI, is truly starting an arms race in space. And we've got to have the people realize that the Soviets, for 16 ½ years,

have themselves been involved in strategic defense research, development and deployment, plus antisatellite weapons that they now have—and that if we unilaterally restrict our research development and deployment of strategic defense weapons, that we then will leave ourselves naked to the Soviets.

That's one example. There are others. We played quite a role with the Soviet disinformation campaign seeking to deter various Western European countries from deploying a Pershing II and ground launch Cruise missiles.

Speaking of disinformation, how much of a problem was it for you and the agency when these things broke regarding the alleged disinformation put out with respect to Libya?

Strangely enough, we've had practically nothing in the way of feedback or repercussions. I can just tell you that we weren't happy about it, but I'm just surprised that there wasn't more of a pickup on it.

I think our credibility is so high—based upon our tremendously open society and a free press—that the only explanation I have is that it has to be such an isolated situation that I think people around the world generally realize that our press is quick to ferret out any of this so-called disinformation.

Is the game changing, this international information game? Is there a new sophistication abroad?

Yes, there is a new sophistication. I think it's simply arrived at as every audience, every player in any field becomes more sophisticated as its immersion in that particular field, and its exposure to developments and the time he spends in that field makes it much more expert and sophisticated. People who watch television all day long become much more sophisticated about television, and you see it with programming. We often cite Marshall McLuhan, the cultural historian, who predicted some 22 years ago that the world would become one global electronic village. And that's what it is right now.

What about the question of reciprocity of the U.S. and the Soviet Union with respect to spokesmen? They have a lot of their people on American television, but we don't do very well on theirs. Is there anything likely to develop in that respect or any hope of improving that situation?

We have hopes. I have met with [Soviet officials] concerning the implementation of the exchange agreement. I had a two-hour meeting several weeks ago with their head of propaganda, which includes culture. I had a long discussion with him about the imbalance between our opportunities. We documented between January of 1984 and April of 1985 about 155 substantive occurrences on American television. I'm talking about a photo opportunity to catch a guy fleetingly on the nightly news, on *Nightline* or whatever, against maybe four, which were mostly perfunctory, on our part. The year before they hadn't let them out at all.

In the wake of the Iceland summit, taking into account how far we've come in terms of an East-West dialogue, how optimistic are you about the prospect for world peace and understanding?

I'm very optimistic. I think in a very strange way, Chernobyl alarmed and alerted the entire world, including the Soviet people, that there is no way to engage in the utilization of nuclear weapons without also creating havoc, destruction, disease and death to those who launch them. So I think it's just a given now that there is just no way that there can be a nuclear war. A madman might get hold of it, but that would be a limited circumstance. I think that each of the two superpowers now recognizes that there's no way that a winner can win. The winner loses and the loser loses.

That's another reason why we've been able to increase our budget. I think the awareness by Congress—at the urging of the executive branch and the President—that the war of hardware is an unviable alternative. The war of ideas is the only viable one.

Do you think television is going to play a key role in that?

It's going to play as key a role as it's played in everybody's life throughout the world. It has changed social values, changed the way people live, changed the way they do things. USIA will be in the vanguard of the tidal wave of technology and information. ■

Atlantic Cable Show gaining strength

Attendance, exhibitor space on the increase; deregulation one of chief topics of concern

The implications of a deregulated cable environment were among the topics discussed at length last week at a larger and well-attended fifth annual Atlantic Cable Show held in Atlantic City. More than 2,700 attended the three-day event under the banner "Cable on a Roll," where deregulatory-focused discussions ranged from the legal aspects of deregulation, to economic and programming factors, to what's at stake with rate deregulation. In addition to the 20% increase in attendance, there was a 21% increase of booth space used this year over last year, a spokeswoman for the show said.

At the opening keynote session last Tuesday (Oct. 28), Jack Cole, an attorney with Cole, Raywid & Braverman, said that cable operators had "lost a lot of ground" since last year's U.S. Court of Appeals *Quincy* verdict, which "at long last said cable TV was fully protected under the speech and press clause of the First Amendment." Cole said that the FCC's August decision to reinstate must-carry regulation was similar "in context and intent" to the regulation declared unconstitutional last year. "We're right back in the soup. We've lost ground on our First Amendment position," he said.

He added, however, that the FCC has yet to produce a text of a decision that would support reinstatement of must carry. And "if the FCC takes six more months to come out with a text supporting its Aug. 7 adoption, it won't be able to come up with a constitutional rationale that will meet the scrutiny of almost any court," Cole said.

Julian Brodsky, senior vice president and chief financial officer of Comcast Corp., examined deregulation from an economic and financial perspective, finding cable a "red hot" market for acquisition, and that the industry, "on balance," would come out "fine" under the new tax laws. In finance, he said, there is "nothing but good news," with "lots of capital available right now" from banks and insurance companies. Additionally, while cable is "not cheap," there are "lots of venture capitalists" willing to invest in cable, "traditional public financing," and a new financing vehicle, income partnerships, which Brodsky said was "essentially all equity, no debt, with an obligation to distribute all cash flow for a period of time to investors—or variations on that theme."

With deregulation, the operator can now bring a "marketplace rationale into [the] process," Brodsky said. The key to selling cable television, he said, will be cable's packaging and pricing. It will require a "stronger basic product than [we] now have," with "bigger and better cable exclusive programming."

Among the problems of deregulation cited

by Brodsky is the prospect of overbuilds. Cable operators have to be "sensitive" to overbuilds, he said, and should take the following steps: Systems should have "adequate channel capacity"; extend service to all "marginally economic areas"; create "the most attractive channel lineup possible with a minimum of duplication, and hopefully have a channel lineup full of exclusive pro-

gramming," and have "user-friendly cable systems." Operators have to play at "any competitive level that is required to win" and fulfill "all the obligations required under a cable franchise," he added.

Edward Bleier, president of pay-TV and network features for Warner Bros. Inc., agreed that how much cable a consumer buys will "be in exact proportion" to the

Washington Watch

USIA-Conus deal. Conus Communications has signed contract with U.S. Information Agency making USIA's TV satellite network, Worldnet, Conus subscriber. Conus's feeds to Europe for Worldnet will be transmitted by Intelsat and Telecom One satellites to Ku-band fixed downlink earth station in France, where they will be sent back up on European domestic satellites and then downlinked to embassies and cable TV companies, Conus said.

□

Looking around? Larry Speakes, chief White House spokesman, has acknowledged reports he is exploring possibilities of employment in private industry. One company prominently mentioned is Merrill Lynch & Co. Speakes has been deputy presidential press secretary throughout Reagan administration, and has been chief spokesman since near-fatal wounding of James Brady in assassination attempt aimed at President Reagan, in March 1981. And in recent months Speakes has been subject of speculative reports he is interested in moving from White House into lucrative job in business. *Newsweek* last week reported Speakes was seriously considering offer to serve as Merrill Lynch's chief of corporate communications. Donald Regan, White House chief of staff, to whom Speakes reports, is said to have endorsed Speakes for that position. Regan is former chairman of giant brokerage firm.

□

Not convinced. Antismut crusaders protesting Mark Fowler's renomination as chairman of FCC aren't letting go, even though commission staff has now sent letters to two noncommercial California radio stations asking them to respond to allegations that they have aired obscene or indecent programming (BROADCASTING, Sept. 29). In letter to Senate Commerce Committee, Florida Coalition for Clean Cable said that many in conservative movement were concerned that FCC staff's action was merely "token" to quiet protest. "We will not withdraw our opposition to the reappointment of Mark Fowler as FCC chairman until we see a major change in FCC policy," coalition said. "To ask for anything less would be unfair to our children." Coalition also charged that during Fowler's chairmanship, FCC had looked other way as indecency has become commonplace on radio and TV; paved way for hard-core pornography on cable and subscription TV; opened broadcasting to hidden ownership and organized crime by "eliminating character references for broadcast license holders"; abdicated its responsibility for protecting the nation's children, and "failed to follow the Reagan administration's lead in returning to traditional family values."

□

Too long. National Association of Broadcasters' week-long annual joint board of directors meeting in June may be shorter next year. Last June, several directors raised objections to length of meeting, held in Washington, arguing that board could finish its work in fewer days. NAB's executive committee, responding to that concern, has devised plan to cut meeting from four days to three. It has prepared two options to accomplish that goal and will present proposal during Feb. 2-6 joint board meeting in Laguna Niguel, Calif. No talk of shortening that sojourn. Association also has announced theme for its 1987 annual convention in Dallas on March 28-April 1: "Broadcasters... Serving Local America." Association is exploring possibility of holding major forum on drug abuse, moderated by celebrity, at convention. Among those mentioned: TV talk show host Phil Donahue.

□

Requested of. General Accounting Office has been asked to investigate "allegations related to" KROQ-FM Pasadena, Calif., case at FCC (BROADCASTING, Oct. 13), according to GAO spokesman. Spokesman declined to reveal who had asked GAO, which works for Congress, to investigate or what allegations are.

House position. The FCC's review of its long-standing policy of awarding minority and female preferences in comparative licensing cases continues to arouse congressional attention. Key members of the House Telecommunications Subcommittee, in a letter to FCC Chairman Mark Fowler, emphasized the need for preferences and their contribution to program diversity. The commission is re-examining its policy after the U.S. Court of Appeals remanded the *Steele* case in which the FCC's policy on preferences was under constitutional challenge. The agency asked the court to remand the case and filed a supplemental brief saying it wanted to study whether preference exceeds the FCC's statutory and constitutional authority (BROADCASTING, Oct. 20). The letter to Fowler is from Subcommittee Chairman Tim Wirth (D-Colo.), along with Edward Markey (D-Mass.), Al Swift (D-Wash.), Thomas Luken (D-Ohio), Mickey Leland (D-Tex.), Cardiss Collins (D-Ill.) and John Bryant (D-Tex.), and stresses that the subcommittee "has developed quite a substantial factual record supporting the need for preferences." The FCC was warned during a subcommittee hearing last month not to abandon its policy on preferences (BROADCASTING, Oct. 6).

The letter points out that as the FCC conducts its proceeding to establish a "nexus" between programming and ownership, it should be aware that the subcommittee has compiled an exhaustive record illustrating the need to increase minority and female ownership of broadcasting facilities as a way of diversifying the sources and types of programming available to the public. More important, legislators said, the FCC has a responsibility to inform the court that Congress has already made a determination that a nexus does exist.

The letter also addresses the FCC's distress sale policy, and suggests that the agency seek a final ruling in the *Shurberg* case affirming the "constitutionality of the distress-sale policy, and confirming the agency's authority to use the distress-sale policy as a means to remove unqualified broadcasters quickly and to reduce the cost of regulation."

"sophistication and the finesse" cable operators use in packaging—"of getting a more equitable relationship between basic and pay... [or] a more equitable relationship of the gross dollars you take in for the amount of product you provide."

Bleier doubted whether cable would find a blockbuster show, like *Cosby*, that would dramatically increase the percentage of homes passed. "I suggest we all think again. It is a long time since any ordinary program stopped the nation cold," Bleier said. The days of *Lucy* or *All in the Family*, *M*A*S*H* or *Dallas*. Bleier said, "were the days of the four- and five-channel broadcast environment, not the days of today's 36-channel cable environment."

In the context of that expanded-channel availability, Bleier suggested that cable operators take another look at addressability, which he called "a consumer-friendly piece of equipment that pays for itself"—especial-

ly in urban markets. With add-ons, including pay per view, "and with the billing systems, we now see that buy rates on pay per view are anywhere from 400% to 1,000% greater than with consumer service reps and simple addressability," he said, adding: "We see that addressability can be paid for by its other functions—mainly of packaging and mainly of theft control and remote control." Add-ons "provide impulse capability and the proper scheduling. Indeed, multiple channels for pay per view add to those buy rates, and therefore to the revenue... Once there is a base of pay per view built on the foundation of recent movies, imagine the potential." Bleier said, of pay per view for sporting events. Additionally, "even though pay per view does increase basic, you don't need to install the addressability and the add-on in every single one of the homes to have maximum effectiveness."

In the post-deregulation era, the cable in-

dustry has to "start thinking not just as engineers, not just as finance people and efficient administrators," but as "marketers of software and programming, or else that dial will stay stuck at 56% homes to basic," he said.

Cable operators counseled on rate increases now that deregulation will lift ceilings

Cable operators were urged to exercise caution and not "try to grab too much too soon" next January when rate deregulation goes into effect, lest consumer outcry over increased rates and cable service leads to a return of regulation. If cable operators "aren't consumer conscious, and don't use [their] heads," said Bill Strange, vice president of corporate development for Sammons Communications, "[they're] going to create an awful lot of problems." And although there may no longer be rate regulation, there are "a number of areas where the franchise authorities can cause us some serious jeopardy," said Stephen Burch, director of operations for Storer Communications.

John Burns, senior vice president of affiliate sales and marketing for Showtime/The Movie Channel, added: Unless the cable industry controls and monitors what it does in 1987, it is "setting itself up for disaster... We don't have to worry about competition. If we abuse this right, abuse the privilege, we're going to invite it. We're not only going to invite it, we're going to demand that it comes to us."

Nonetheless, Strange was among those welcoming the upcoming cable rate deregulation. In the past, he said, some cable companies losing money were awarded rate increases, while those turning a profit were not. In other words, Strange said, the cable operator "who was inefficient, and in fact, a poor business person, was granted rate increases, while the efficient operator was denied." There was no incentive to operate efficiently and "thereby save the consumer dollars," he said. With "this atmosphere that had prevailed, the cable industry now is faced with being good business people—maybe for the first time, because, heretofore, the pay-TV rates pretty well sought their own level, the basic rate was set. Now we have to give good service, because we're after the consumer dollar, and good service means both pictures, the phone [and] the person who represents you," he said.

But how much of a rate increase is too much? And who should determine subscriber rates, an MSO executive or a local system operator? Strange said that at Sammons, the local manager has offered input into the rate increase decision. In some systems, Sammons isn't raising its rates, while in others, subscribers will pay 25% more. Overall, he said, the company is raising its rates about 11%-12%. One of the determining factors in establishing those rates, he said, is whether the consumer will "get something for the dollar or are you just trying to get more out of the pocket?" He said that whatever an operator decides, it is important to educate the regulator and the press that "what you are doing is fair and reasonable."

Lorimar/Storer deal approved. The FCC Video Services Division last week approved the \$1.415-billion sale of six Storer television stations to Lorimar-Telepictures. The six Storer stations, owned by an investment partnership headed by Kohlberg Kravis Roberts & Co., are WSBK-TV Boston, WJBK-TV Detroit, WJW-TV Cleveland, WAGA-TV Atlanta, KCST-TV San Diego and WITI-TV Milwaukee. At the request of the parties, Lorimar's application to acquire Wometco Broadcasting's WTVJ(TV) Miami, also owned by KKR, was dismissed. WTVJ(TV) was reportedly dropped from the deal because of a possibility that it may lose CBS network affiliation. The network is rumored to be discussing the possibility of acquiring Taft Broadcasting's independent, co-located WCIX(TV) (BROADCASTING, Oct. 27). The division granted Lorimar a waiver of the duopoly rule to retain both WJBK-TV and WJW, even though their signals overlap. The FCC had granted the same relief to KKR when it acquired Storer on grounds that the overlap was "de minimis."

The division also rejected a pair of petitions to deny. A petition by the National Association of Broadcast Employees and Technicians contended that transfer should be set for hearing, because, among other things, Storer had allegedly failed to report to the FCC that National Labor Relations Board judges had ruled that Storer had committed unfair labor practices at WJW-TV. The NLRB division judges, however, said that, even assuming the NLRB proceeding raised issues about Storer's character qualifications, reporting wasn't required since the judge's ruling was subject to NLRB review. Another petition questioned Lorimar's qualifications. The petitioner alleged, based on a newspaper story, that Lorimar principals had connections with organized crime. The division said that petitions must be supported by affidavit of a person having personal knowledge of the facts alleged. "Even on its face, the article expressly states that Lorimar's principals were not convicted of any wrongdoing," the division said.

Satellite Footprints

HI-Net to the home? Now that HI-Net Communications, the joint venture formed by Comsat and Holiday Inns, has signed up most of the Holiday Inns for its satellite-delivered programming service, it is considering expansion into the home market. If it makes such a move, it would become the first Ku-band satellite broadcaster since United Satellite Communications Inc. went bankrupt in April 1985.

David Beddow, vice president-general manager, Comsat Video Enterprises, who oversees Comsat's investment in the venture, confirmed that HI-Net is exploring the direct-to-home market, adding that it is also considering going after hospitals and other institutions.

HI-Net says that it has more than 1,400 hotels under contract. So far, according to Beddow, it has installed earth stations at a little more than 1,100.

HI-Net's eagerness to crack new markets dovetails with its satellite switch—from GTE Spacenet's GSTAR I to MCI Communications' SBS III. The move will give HI-Net more channels and save it money.

On Oct. 3, HI-Net began feeding its service from both satellites, permitting technicians to repoint the earth stations from GSTAR I to SBS III with only a momentary disruption of service. Beddow said the repointing is happening more quickly than expected and should be completed by early December. At that time, he said, HI-Net can terminate the GSTAR feed.

HI-Net signed a multiyear lease with GTE Spacenet for the GSTAR I capacity, Beddow said, but, under the terms of the lease, was able to cancel it. GTE's Mike Caffarel confirmed that HI-Net's lease had a termination option, but that it is costing HI-Net "in excess of \$1 million" to exercise it. HI-Net notified GTE that it was switching satellites on Aug. 28, he said. As things now stand, he said, the lease expires Dec. 30.

HI-Net has been using its three transponders on GTE Spacenet to provide up to six channels of programming and videoconferencing service by putting two signals on each transponder. It has five transponders on SBS III, three 20-watt slots and two 40-watt ones, Beddow said. By putting one signal on each of the 20-watters and two on each of the 40-watters, he said, HI-Net will have seven channels at its disposal. It may be feasible to put two signals on each of the 20-watt transponders and increase the number of channels to 10, he said.

Using SBS III instead of GSTAR III should save HI-Net a bundle. That's because Comsat already has a long-term lease for the SBS III transponders and hasn't been able to find any full-time users for them since NBC's program distribution traffic migrated to RCA Americom's Satcom K-2 earlier this year. "It's foolish to lease somebody else's transponders when ours are sitting idle," Beddow said.

Currently, HI-Net is distributing four programming services to its affiliates (Showtime, CNN, ESPN and Satellite Cinema, a proprietary pay-per-view channel). Because it beams eastern and western feeds of Showtime and Satellite Cinema, its "four-channel service" gobbles up six channels.

In serving the home market, a major consideration is how big the dishes have to be. Most of the hotel installations have 4.5-meter dishes, he said, but HI-Net has found that 2.8-meter dishes deliver adequate signals. What's more, he said, dishes as small as 1.8 meters may be feasible. "We are looking at the [1.8 meters] very, very carefully," he said. The Scientific-Atlanta transmission system that HI-Net uses to scramble its signals to prevent piracy also improves the signal quality, he said, permitting the use of dishes smaller than otherwise would be possible.

A plate instead of a dish. Comsat and Matsushita are continuing work on a flat-plate or planar antenna, according to Comsat's David Beddow, and, if all goes well, the first "plates" may be on the market by the middle of next year. He estimated the plates will sell for about 25% more than a dish with comparable gain.

To capture satellite signals, the plate antennas have rows of carefully arranged receiving elements imbedded in their surface. In today's technology, plates and conventional dishes with the same surface areas will deliver about the same amount of gain. The plates' principal advantage is that they can be mounted flush on a wall or roof, where they would be relatively unobtrusive and impervious to wind.

According to Beddow, the Comsat-Matsushita unit comprises four independently movable plates encased in a box six or eight

inches deep. It has to be mounted so that the top of the enclosure is facing within 30 degrees of the desired satellite. In that position, the plates can be manually turned to face the satellite.

Beddow said the engineers are working on making the plates electronically steerable so they don't have to be moved to home in on a satellite. Such plates, he estimated, will follow the first-generation plates into the marketplace by about a year.

On board. Home Shopping Network became the first cable programmer to agree to join Home Box Office in distributing its services via RCA Americom's Satcom K-1 and Crimson Satellite Associates' Satcom K-3. Both are high-power, 16-transponder Ku-band satellites. Satcom K-1 is in orbit; Satcom K-3 is slated for launch in 1989.

The South Clearwater, Fla.-based programmer announced last week that it had signed a "reservation letter" with Crimson, a joint venture of RCA and HBO, to buy a transponder on Satcom K-3 for approximately \$25 million (payable between now and the commencement of service in 1989) and had leased a preemptible transponder from RCA on Satcom K-1 for \$1.8 million per year. According to HSN President Lowell Paxson, HSN will begin distributing HSN II to cable affiliates and its growing number of UHF owned-and-operated stations via Satcom K-1 in the first quarter of 1987. When Satcom K-3 begins service in 1989, he said, the HSN II feed will be shifted to it.

Paxson said HSN was attracted to the Ku-band satellites by their ability to beam signals directly to homes equipped with one-meter dishes as well as to broadcast and cable affiliates. Whether the Ku-band direct-to-home markets develops will depend on what the other cable programmers on the bird do, he said.

HBO and RCA announced the formation of a joint venture to build and launch Satcom K-3 in December 1985, but they didn't begin actively marketing the bird's transponders to cable programmers until the joint venture was cemented last June. Because Satcom K-3 is not to be launched until 1989, the marketers have been offering interim slots on Satcom K-1.

The Crimson partnership has an option to double the amount of Ku-band capacity it can make available. If the marketing goes well, it can acquire RCA Americom's permit for another 16-transponder satellite, Satcom K-4, and build and launch it. Assuming FCC approval, Crimson would be able to co-locate Satcom K-3 and Satcom K-4 in the same orbital location, permitting reception of all 32 channels with a single dish.

Prior to the HSN announcement, the only cable services on Satcom K-1 and slated to be on Satcom K-3 were HBO's HBO, Cinemax and Festival. (Festival is a family-oriented pay service now receiving test marketing.) RCA and HBO hope other cable programmers follow HBO to the Ku-band birds as they followed HBO to Satcom I in the mid-1970's and to Galaxy I in the early 1980's.

At least one other cable programmer was offered the same deal as HSN: one transponder on Satcom K-3 for around \$25 million, payable between now and the start of service in 1989. Kurt Thoss, vice president, video-audio service, RCA Americom, who is charged with marketing the Crimson capacity, declined to say what Crimson is asking for its capacity. He did say, however, that everybody is being offered the same deal. "It's a standard offering."

Thoss was more forthcoming on the Satcom K-1 pricing. Those signing up for capacity of Satcom K-3, he said, may lease preemptible slots on Satcom K-1 for \$1.8 million per year and protected ones for \$2.5 million per year. Those without a Satcom K-3 deal, he said, would pay the same for the preemptible transponders, but significantly more—\$3.6 million per year—for the protected ones.

Thoss said he was optimistic that other programmers would see the benefits of the high-power Ku-band satellites—smaller, cheaper dishes and freedom from terrestrial interference—and follow the leads of HBO and HSN. But he gave no indication that other signings were imminent. "I wouldn't be surprised if there were other programmers signed up [by the end of the year]," he said. "But I wouldn't commit to it."

With HBO down for four and HSN for one, there are still 11 slots available on Satcom K-1 and K-3. RCA Service Co. had talked about taking a few slots on each bird for the delivery of services to hotels and motels. But, Thoss said, those plans have been put aside. "I don't see them on either bird," he said.

able.”

Burch said that while Storer was raising the rates “rather substantially,” it was “hoping to offset” the increases by enhancing its basic service. He added that cooperation with the franchise authority is also important, and that Storer was attempting to explain their rate increase rationale to the authorities before the increases take effect.

Offering a program supplier’s perspective, Burns said the increased competition—from VCR’s, more independents and decreased consumer satisfaction of service—“demands remarketing, repositioning, reexamination of the pricing, and a reevaluation of our business. Now we have the freedom to truly market, and deregulation is going to allow us to reinforce the value of cable by utilizing all the elements of the marketing mix,” he said.

Consumer perception of value has changed, he said, and deregulation should be used as an opportunity to look at cable in

its entirety, including pay and other services, “not just basic.” Cable operators have two options, he said. Raise basic prices and create pay downgrades, or “balance price increases to encourage upgrades and to maximize multi-pay satisfaction, or single-pays for that matter.”

What Showtime/TMC recommended, Burns said, was “reasonable, well-timed basic price increases with lower pay rates at the two-pay level”; the creation of a “good solid” two-pay package, and marketing and pricing making it easier for subscribers to upgrade. Burns said Showtime/TMC recommended a “moderate increase” in basic, \$2 in most places; a “small increment” between single pay and dual pay or triple pay; two-pay below \$30, and two-pay packages enriched with extra services like remotes or program guides.

One of the problems of not communicating “rate increases properly,” according to Malcolm White, president of Malcolm S.

White Communications, is that it could create audience confusion. White suggested decreasing the “normal negative impact of rate increases” by controlling the message and providing an extended period for people to “absorb the bad news.”

CPB wants study of program objectivity

The Corporation for Public Broadcasting has sent a request for proposal to 80 social scientists who might be interested in conducting a study on the “objectivity and balance of controversial programs made available to public television stations through its financial support.” The RFP was drafted four months ago by CPB’s policy development and planning division but was held until the status of appointments to the CPB board was known, so that more than the five members then sitting could discuss the proposed analysis. The Public Broadcasting Service and the National Association of Public Television Stations both released statements condemning CPB for overstepping its chartered bounds.

CPB’s study would concentrate on news and public affairs programming. The RFP was released Oct. 24, and proposals must be submitted by Dec. 5. Although technically the policy and planning division does not have to consult with the board on research projects, it may make recommendations to the board’s mission and goals committee at the November board meeting, and the committee could, in turn, bring up the matter with the full board. How much CPB is prepared to pay for such a study has not been determined, and the amount has not been figured into the FY 1987 budget, which means the board may be approached for money to fund the study. CPB’s vice president of corporate communications, Rozanne Weissman, said contract procedures would likely begin in February 1987.

Content analysis was first suggested by Washington social scientists Linda and Robert Lichter, and was discussed at a May 16 meeting of the CPB board’s mission and goals committee (BROADCASTING, May 26). It has since become a controversial issue for public broadcasting: House Energy and Commerce Committee Chairman John Dingell (D-Mich.) instructed his Oversight and Investigations Subcommittee to look into the proposal (“In Brief,” June 23), while Republicans, led by Senator Barry Goldwater (Ariz.) and Representatives Don Ritter (Pa.) and Michael Oxley (Ohio), have urged CPB to proceed (BROADCASTING, Sept. 22). PBS two weeks ago announced it would form a committee to study its own program practices, although it did not refer to its planned study as content analysis (BROADCASTING, Oct. 27).

In responding to the RFP, PBS said it has “serious concerns about the chilling effect the RFP may have on public television’s news and public affairs programming.” It claimed CPB has “a responsibility to protect and promote, rather than impair, the intellectual freedom and political independence of public broadcasting.... The consequences of a study such as that proposed in the RFP

Outraged. In an Oct. 29 letter to Accuracy in Media Chairman Reed Irvine, the president of the Public Broadcasting Service, Bruce Christensen, chastised Irvine for a comment reported in BROADCASTING’s Oct. 27 story on PBS’s planned review of its program selection policies. Irvine has been at the forefront of a campaign to remove “liberal bias” from PBS programming. The story quoted him comparing PBS review of its own program practices to “asking the Nazis to conduct their own examination of the gas chambers....” a statement Christensen termed “a disgusting, contemptible simile.” Christensen called Irvine’s choice of wording an insult to “every decent American,” and suggested Irvine print a public apology. Irvine, who questioned why he had not yet received the letter when contacted, planned to tell Christensen he “did not intend to suggest that the programming practices of PBS were in any sense comparable to Auschwitz,” and would gladly apologize.

VENTURA BROADCASTING ASSOCIATES

(Jack L. Woods, President)

has acquired

KOGO-AM & KBBY-FM

Ventura, California

for

\$3,000,000

from

FORREST BROADCASTING CO., INC.

(Robert A. Forrest, President; Grace W. Forrest
and Scott Brody, Vice Presidents)

We are pleased to have served
as broker in this transaction.

BLACKBURN & COMPANY

I N C O R P O R A T E D

Media Brokers & Appraisers Since 1947

WASHINGTON, D.C. 20036	ATLANTA, GA 30361	CHICAGO, IL 60601	BEVERLY HILLS, CA 90212
1100 Connecticut Ave., NW	400 Colony Square	333 N. Michigan Ave.	9465 Wilshire Blvd.
(202) 331-9270	(404) 892-4655	(312) 346-6460	(213) 274-8151

risk compromising that essential mission." According to PBS, "attacks by ideologues" have led CPB board members and congressmen to support "uncertain research methodology for dubious ends." PBS claimed a content analysis cannot scientifically determine political bias.

NAPTS, the public television lobbying

organization, stressed the need to allow the nation's more than 300 noncommercial and educational stations to make their own programming decisions. "CPB was created to act as a 'heat shield,' insulating these local stations from political interference into what programs they, responsive to their communities, choose to broadcast," NAPTS said. □

tenna 750 feet above average terrain. KTWO-TV is CBS and ABC affiliate on channel 2 with 100 kw visual, 10.2 kw aural and antenna 2,000 feet above average terrain.

KSAQ(FM) San Antonio, Tex. □ Sold by C&W Wireless Inc. to Inner City Broadcasting of San Antonio Inc. for \$6.7 million. **Seller** is owned by Hal S. Widsten and Ron Campbell. It has no other broadcast interests. **Buyer** is owned by brothers, Pierre and Alexander Sutton, who own New York-based group of five AM's and five FM's and cable MSO. It is also selling KGFJ(FM) Los Angeles. KSAQ is on 96.1 mhz, with 100 kw and antenna 480 feet above average terrain. **Broker: Chapman Associates.**

WISE(AM)-WKSJ(FM) Asheville, N.C. □ Sold by WISE Radio Inc. to Heritage Broadcast Group for \$6.3 million. **Seller** is owned by Eric Jorgenson, who also owns 37% of KZSS(AM)-KZRR(FM) Albuquerque, N.M. **Buyer** is Tucker, Ga.-based group of four AM's and four FM's owned by James T. Cullen and Adam G. Polacek. It also owns cable systems in Atlanta, Chapel Hill, N.C. and Prince George's county, Md. WISE is on 1310 khz with 5 kw day and 1 kw night. WKSJ is on 99.9 mhz with 53 kw and antenna 2,624 feet above average terrain. **Broker: Chapman Associates.**

KHOP-FM Modesto, Calif. □ Sold by The Pete Pappas Co. to Fuller-Jeffrey Broadcasting Co. for \$6 million. **Seller** is principally owned Mike J. Pappas. It also owns co-located KHOP(AM). **Buyer** is Sacramento, Calif.-based group of three AM's and seven FM's owned by Robert J. (Doc) Fuller and

Changing Hands

PROPOSED

WNJU-TV Linden, N.J. □ Sold by WNJU-TV Broadcasting Corp. to Reliance Capital Group L.P. for \$70 million. **Seller** is group of investors headed by Jerry Perenchio, and producers Alan D. (Bud) Yorkin and Norman Lear. It has no other broadcast interests. **Buyer** is managed by Reliance Capital Group, investment concern headed by financier, Saul Steinberg. It is headed by Henry R. Silverman, president. It also owns KVEA-TV Los Angeles and has recently acquired majority interest in John Blair & Co., which owns four AM's, four FM's and five TV's. WNJU-TV is independent Spanish-language station on channel 47 with 4,570 kw visual, 977 kw aural and antenna 1,508 feet above average terrain.

KSCI(TV) San Bernardino, Calif. □ Sold by World Plan Executive Council-United States to KSCI Holding Corp. for \$40.5 million. **Seller** is headed by Thomas M. Headley, president and general manager. It has no other broadcast interests. **Buyer** is owned by Ray L. Beindorf and Headley. Beindorf owns KGCT-TV Tulsa, Okla., and is former president of KHS-TV Ontario, Calif., which was sold to Home Shopping Network for \$35 million ("Changing Hands," Sept. 29). KSCI is independent on channel 18 with 3,090 kw visual, 618 kw aural and antenna 2,393 feet above average terrain.

KIXL(AM) Del Valle, KHFI-FM Austin, KBFM(FM) Edinburg, all Texas; WXAM(AM)-WQXY-FM Baton Rouge, La., and KOKY(AM)-KZOU(FM) Little Rock, Ark. □ Sold by Capitol Cities Broadcasting to Encore Communications LP for \$38 million. **Seller** is owned by D. Kent Anderson, Richard E. Oppenheimer, Robert L. Clarke and six others. It also owns KDVE(AM)-KQXY(FM) Beaumont, Tex. Oppenheimer also has interest in KRPM(AM) Tacoma, Wash., and KZZU-AM-FM Seattle. **Buyer** is owned by George Duncan, who also owns KOKA(AM)-KVKI-FM Shreveport, La. Duncan is former head of radio division of Metromedia Inc. KIXL is daytimer on 970 khz with 1 kw. KHFI-FM is on 98.3 mhz with 1.3 kw and antenna 420 feet above average terrain. KBFM is on 104.1 mhz with 100 kw and antenna 990 feet above average terrain. WXAM is on 910 khz full time with 1 kw. WQXY is on 100.7 mhz with 100 kw and antenna 690 feet above average terrain. KOKY is on 1250 khz with 1 kw day and 500 w night. KZOU is on 98.5 mhz with 100 kw and antenna 880 feet above average terrain. **Broker: Americom Radio Brokers.**

WEAT-AM-FM West Palm Beach, Fla. □ Sold by Curt Gowdy Broadcasting Corp. to J.J. Taylor Companies Inc. for \$13 million. **Sell-**

er is owned by Curt Gowdy, sportscaster, who also owns WWCM(AM)-WCGY(FM) Lawrence, Mass., and KOWB(AM) Laramie, Wyo. **Buyer** is owned by John J. Taylor and family. It owns WCOD(FM) Hyannis, Mass., and WGAN-AM-FM Portland, Me. WEAT is on 850 khz with 5 kw day and 1 kw night. WEAT-FM is on 104.5 mhz with 100 kw and antenna 520 feet above average terrain. **Broker: Jay Q. Berkson.**

KULR-TV Billings, Mont., and KTWO-TV Casper, Wyo. □ Sold by HARRISCOPE Broadcasting Corp. to Wooster Republican Printing Co. for \$12.2 million. **Seller** is Los Angeles-based group of two AM's, one FM and five TV's principally owned by Burt I. Harris and family. **Buyer** is subsidiary of Dix Communications, Wooster, Ohio-based station group of three AM's, three FM's and two TV's principally owned by A.E. Dix and family. It also publishes seven newspapers in Ohio and owns cable systems in Woodland Park, Colo., and Gouverneur, N.Y. KULR-TV is ABC affiliate on channel 8 with 316 kw visual, 38.9 kw aural and an-

MIDWEST Class C FM, Daytime AM

Undermanaged regional station serving area of \$350,000,000 in retail sales with little competition. Diversified economy of industry and agriculture. Solid growth opportunity.

\$1,500,000 (2½ x gross)
includes 2 parcels of real estate.

**CECIL L.
RICHARDS INC.**

A Confidential Service to Owners & Qualified Buyers

NEGOTIATIONS FINANCING APPRAISALS
TV CATV RADIO NEWSPAPERS

7700 LEESBURG PIKE
FALLS CHURCH, VA 22043
(703) 821-2552

540 FRONTAGE ROAD
NORTHFIELD, IL 60093
(312) 441-7200

J.J. Jeffrey. KHOP-FM is on 104.1 mhz with 50 kw and antenna 500 feet above average terrain.

WHAZ(AM)-WGNA(FM) Troy-Albany, N.Y. □ Sold by J.M. Camp & Co. to Team One Inc. for \$4.5 million. **Seller** is owned by Norm Camp and John Linstra. It has no other broadcast interests. **Buyer** is owned by Michael F. Hanson who owns WNLK(AM)-WYLQ(FM) Norwalk, Conn. WHAZ is daytimer on 1330 khz with 1 kw. WGNA is on 107.7 mhz with 8.8 kw and antenna 980 feet above average terrain. *Broker: Robert A. Chaisson Inc.*

WCPK(AM) Chesapeake and WNRN(FM) Virginia Beach, both Virginia □ Sold by Payne of Virginia Inc. to Aylett B. Coleman for \$4,150,000. **Seller** is owned by Charles F. Payne, who has no other broadcast interests. **Buyer** owns WXLK(FM) Roanoke, Va. WCPK is daytimer on 1600 khz with 500 w. WNRN is on 94.9 mhz with 50 kw and antenna 536 feet above average terrain. *Broker: The Holt Corp.*

WJJB(FM) Hyde Park, N.Y. □ Sold by BBC of Poughkeepsie Inc. to Hudson Valley Wireless Communications Inc. for \$2.8 million. **Seller** is owned by Richard C. Bell, who has no other broadcast interests. **Buyer** is owned by Harry Gregor, station's general manager. WJJB is on 97.7 mhz with 3 kw and antenna 299 feet above average terrain.

WMBB(AM)-WYRL(FM) Melbourne, Fla. □ Sold by Miller Broadcasting Co. to City Broadcasting Co. for \$2.2 million. **Seller** is owned by Howard A. Miller, who also owns

WITS(FM)-WCAC(FM) Sebring, Fla. **Buyer** is owned by Dr. Frank A. Franco, who also owns WRAW(AM)-WRFY-FM Reading, Pa. WMBB is on 1240 khz full time with 1 kw. WYRL is on 102.3 mhz with 3 kw and antenna 220 feet above average terrain. *Broker: Chapman Associates.*

WIRB(AM)-WLHQ(FM) Enterprise, Ala. □ Sold by Creative Broadcasting Service to Northcom Ltd. for \$1.1 million. **Seller** is owned by R.E. James, who has no other broadcast interests. **Buyer** is owned by John Oakley, president, and nine others. It also owns WHAL(AM)-WYQC(FM) Shelbyville, Tenn., and WIRC(AM)-WYRC(FM) Hickory, N.C. WIRB is daytimer on 600 khz with 1 kw. WLHQ is on 96.9 with 100 kw and antenna 295 feet above average terrain.

WENT(AM) Gloversville, N.Y. □ Sold by Dean Broadcasting Inc. to Whitney Radio Broadcasting Inc. for \$700,000. **Seller** is headed by Richard Ruby, president, and Lawrence D. Peck, vice president. It has no other broadcast interests. **Buyer** is owned by brothers, Douglas and Jonathan Clark. Douglas Clark is former general manager of KKBZ(AM)-KKAP(FM) Santa Paula, Calif. Jonathan Clark is construction contractor in Ventura, Calif. WENT is on 1340 khz with 1 kw day and 250 w night. *Broker: New England Media.*

WRDO-AM-FM Augusta, Me. □ Sold by Augusta-Waterville Broadcasters Inc. to Marcom of Maine Inc. for \$400,000. **Seller** is owned by Walter Maxwell, who also owns WGHQ(AM)-WBPM(FM) Kingston, N.Y. **Buyer**

is North Augusta, S.C.-based group of four AM's and five FM's principally owned by Donald Alt. WRDO is on 1400 khz full time with 1 kw. WRDO-FM is on 92.3 mhz with 50 kw and antenna 500 feet above average terrain. *Broker: Kozacko-Horton Co.*

WCGC(FM) Belmont, N.C. □ Sold by Central Broadcasting Co. to Hilker Broadcasting Inc. for \$300,000. **Seller** is owned by Robert R. Hilker, who is principal in Suburban Radio Group, Belmont, N.C.-based group of four AM's and four FM's. **Buyer** is owned by seller's son, Robert R. Hilker Jr. WCGC is on 1270 khz with 1 kw day and 500 w night.

WSVM(AM) Valdese, N.C. □ Sold by Burke County Broadcasting Co. to South Mountain Broadcasting Corp. for \$300,000. **Seller** is Suburban Radio Group, Belmont, N.C.-based group of four AM's and four FM's, principally owned by William Rollins and Robert R. Hilker, president. Hilker is also selling WCGC(FM) Belmont, N.C. (see above). **Buyer** is owned by Richard N. White and his wife, Mary. White is announcer and program director at WHLG(FM) Stuart, Fla. WSVM is on 1490 full time with 1 kw. *Broker: Chapman Associates.*

CABLE

Systems serving Tampa, Fla.; Berkeley and Richmond, Calif., Gillette, Wyo., and portions of northwest Colorado □ Sold by Televents Group Inc. to Western Tele-Communications Inc. for \$125 million cash and \$20 million of WTCI Inc. convertible debentures. **Seller** is Denver-based group of four systems owned by Carl Williams, chairman. It has no other broadcast interests. **Buyer** is publicly owned, Englewood, Colo.-based carrier in resale telephone industry, providing terrestrial microwave service to private long distance companies. It was spun-off from Tele-Communications Inc. in 1984 and is headed by TCI chairman, Bob Magness. Televents systems pass 172,300 homes with 124,400 subscribers and 2,305 miles of plant.

System serving Indianapolis □ Sold by Mid-America Capital Resources Inc. to Comcast Corp. for estimated \$80-\$90 million. **Seller** is subsidiary of Indianapolis Light and Power Co., Indianapolis-based public utility company. Cable division is headed by John R. Hodowal, president. It has no other broadcast interests. **Buyer** is publicly owned, Bala Cynwyd, Pa.-based MSO with over 1.1 million subscribers. It is headed by Ralph J. Roberts, president. System serves 82,000 subscribers with 144,501 homes passed and 1,752 miles of plant.

System serving Palm Beach County, Fla. □ Sold by Atlantic Cablevision Ltd. to Citrus Cablevision Inc. for estimated \$9-\$12 million. **Seller** is owned by Jerry Stabler, who has no other cable interests. **Buyer** is owned by Kenneth D. Anderson and Paul A. Moore. Anderson owns Cable Development Corp., Chicago-based multiple system owner with 20 systems. Moore is former vice president of Centel Cable Television. System passes over 12,000 homes with 9,500 subscribers and 50 miles of plant.

For other proposed and approved sales see "For the Record," page 90.

AMERICOM has brought Radio Station Owners over

\$52,000,000.⁰⁰ in the last 3½ weeks.

CALL TODAY FOR AN ACCURATE ASSESSMENT
OF THE MAXIMUM OFFER YOU COULD EXPECT
IN TODAY'S HEATED BUYING MARKET.

AMERICOM
RADIO ★ BROKERS

900 Seventeenth St. N.W.

Washington, D.C. 20006

(202) 737-9000

NBMC: a convention to conquer

Annual Washington meeting features instructional workshops and panels, speeches from Winfrey and Robinson

Networking was the watchword of the 13th annual National Black Media Coalition conference, held Oct. 22-25 in Washington. More than 3,500 telecommunications professionals and students met to exchange observations, advice and business cards during and between panel sessions, exhibitions, luncheons and receptions. Attendance was up from 2,000 last year, and the number of panel sessions increased from 20 in 1985 to 36 in 1986.

The theme of the conference was "Conquering Attitudes, Pressures and Politics." NBMC Chairman Pluria Marshall set the tone at an opening day breakfast, where he outlined the three elements of conquest: planning, performance and persistence. "This conference can help you with the first one, but you have to deal with the second and third," he said.

Syndicated talk show host Oprah Winfrey and lobbyist Randall Robinson, executive director of TransAfrica, were the top draws of the event, with tickets to Winfrey's sold-out luncheon speech selling for \$35 a plate and tickets for Robinson's fund-raising banquet going for \$250. Other speakers included National Black Network's Mal Goode; FCC Commissioner Mimi Dawson; Congressman Walter Fauntroy (D-D.C.); Frank Melton, president and owner of Civic Communications, and Anna Morris, president of Anna K. Productions, a Chicago TV and radio advertising production company.

Highlights of several sessions and speeches follow:

Winfrey discusses the challenges involved in reaching the top

Syndicated talk show host Oprah Winfrey is a 32-year-old black woman challenging an established white male, Phil Donahue, as a daytime talk-show host. Her success, she told the convention, came after several false starts.

"I started to be successful," she said, "when I stopped trying to do what [news consulting firm Frank] Magid said to do and what management said to do, and I did what my heart said to do. When I realized I could go on the air and do much better being myself than I could pretending to be Barbara Walters."

It is a challenge to produce shows "that transcend race and sex," Winfrey said, and to come up with subjects for *The Oprah Winfrey Show*. In the Chicago market, she said, *Donahue* is running a commercial featuring an Oprah Winfrey look-alike who claims she watches *Donahue* every day to decide what to do tomorrow, said Winfrey. "If Phil Donahue, who is the bastion of morning talk in this business, is using an Oprah Winfrey look-alike, I must be doing something right."

Winfrey says she deserved to be removed from a co-anchor job at a Baltimore television station. "It would have been very easy for me to say it happened to me because I was a woman and because I was black," she said. "It

Coming together. Congressman Walter Fauntroy (D-D.C.), a member of the Congressional Black Caucus, told attendees: "What you do is of critical importance to the unity, survival and progress of our family." He encouraged the audience as black voters to support black candidates for congressional office in the upcoming election and as black journalists to "be the primary source for accurate, reliable and complete information on issues of concern to black people."

Most news reporting concentrates on human failures rather than achievements, Fauntroy said, especially in the case of blacks, who have been "branded by stereotypes and negative images." He challenged the audience to change the perception of blacks as failures. "Perception often becomes reality, and perception is shaped in large measure by the communications industry," he said.



Winfrey

happened to me because I wasn't ready."

She advised aspiring journalists that "you can't always do what you want to do when you want to do it." She turned down three offers from CBS because she wanted to be an actress, then finally accepted a reporter's job. "I, for 10 years, did something I really didn't want to do—I did not want to be a street reporter, I did not want to be an anchorwoman," she said. She used that work "as a part of the process to get where I wanted to go."

Winfrey spoke passionately, too, of her roots. "I understand very well that I am where I am, not because of my might...but because I am a part of a process that started way back when," she said. Harriet Tubman, Frederick Douglass and Sojourner Truth "are bridges that I have used to get to this side,"

she said. "I am one black woman, born in Kosciusko, Mississippi," said Winfrey, "just a hop, skip and a jump from the Nile. Around the corner from Kenya. Across the street from Guyana. I've been around a long time."

Black journalist Mal Goode charts his past and offers advice to other black journalists

Pride and humility are essential and complementary qualities that all black journalists should possess, judging from the luncheon address made by a black television network correspondent, Mal Goode, now with the National Black Network. "Excellence is for you—be as good as you possibly can be," he told the attendees. "You're no better than anybody else, and nobody else is any better than you." He urged them to understand how they got where they are, and chided: "Some of you don't even talk to your mothers and fathers because they don't speak too well like you."

Goode credited the people and organizations that contributed to his success. "I owe my momma and daddy, who are in the grave. I owe Jackie Robinson. I owe the NAACP. I owe the black church. I owe the black press... I owe them. That's how I got to ABC. I didn't get there by myself." And he acknowledged his responsibility to future generations. "I owe you something as young black people. To help give you some guidance along this road of life," he said. "The fight isn't over by a long shot."

The situation in the United States is not a good one for blacks, Goode said. "These are trying, trying times." He said "the challenge

"25 YEARS EXPERIENCE GOES INTO EVERY SALE"

EAST
500 East 77th Street
Suite 1909
New York NY 10021
(212) 288-0737

WEST
9701 Wilshire Boulevard
Suite 700
Beverly Hills CA 90212
(213) 275-9266

SOUTH
11285 Elkins Road
Suite J-8
Roswell GA 30076
(404) 442-5711
HAL GORE, Vice-pres.

*A. B. La Rue,
Media Brokers*

TV • RADIO • CABLE • APPRAISALS

The defense. FCC Chairman Mimi Dawson brought greetings from the commission and shared her perceptions of its role in deciding two controversial cases that involve minority ownership. "I honestly believe that my colleagues and I share your goal of increasing the stake, the participation, the importance of minorities and women in telecommunications," she said. *Steele* and *Shurberg* are "not easy issues," said Dawson.

"There has been a lot of talk about the commission and its motivation," Dawson said. FCC Chairman Mark Fowler has made up his mind, she said, but "there is not a consensus on the commission as to the constitutionality of preferences or enhancements," Dawson said. There is a consensus, she said, that the issues must be addressed, and the question is more one of "technique"—whether minority preferences and distress sales to minorities are legitimate methods of increasing minority ownership.

Dawson asked the attendees "to communicate, to be creative, to come up with some ideas. . . I know I want to work with you, and I want you to work with me," she said. "A little trust, a little good faith and a little hard work on all of our parts, and I think we can all be proud of the results."

has grown more intense in recent years because of a climate of Reaganomics," citing South African apartheid, the presence of only one black judge on the Supreme Court, and the acts of "a man named Meese . . . and a man named Rehnquist who don't believe my children and my grandchildren have a right to live."

Goode said he rose to prominence in broadcasting because of a fluke. In September 1962, after 14 years in radio, he was sent by ABC Television to the United Nations for "some training." But Goode said he knew that on the UN beat "you don't get more than four or five good stories a year." However, in October 1962 the Cuban missile crisis "got bad on a Saturday, and they only had a skeleton staff, honey. They couldn't find anybody but me who knew anything about it." There was a camera crew set up at the United Nations, and Goode was sent to them. "They said, 'Are you ready, Mal?' I said: 'Ready? Hell, ready to do what?'" He ended up doing seven special bulletins on network television and nine on network radio, without a producer or a writer, and without any developments to report. Two days later, said Goode, the network received a letter from a woman from South Carolina that said: "Dear Sirs: I think that was a colored man I saw reporting all day long reporting on the Cuban missile crisis. And although I am white, and although he is a colored man, I want to thank him and I want to thank ABC because this is America, and that's the way it ought to be."

But Goode said black representation on television has not risen to satisfactory levels. Sunday morning is filled with news pro-



Goode

grams, he said, but "tell me when you see somebody black on one of those shows asking questions. And this is 1986."

Blacks still have a long way to go in their struggle to gain equal opportunity, Goode said. "When you get where you think you've gotten, you've still got a fight on your hands." He urged black journalists to "force the doors open for others to follow you." And he identified his own role in the process: "My job is to stay here as long as God gives me breath to fight to make this country what my grandparents thought at one time it would be. Let America be America again," he said.

Panel discusses value of minority ownership and the role of FCC preferences and distress sales

A topic much in the broadcasting news recently—whether the FCC should give preference to minorities and women applying to build stations—was the subject of a panel featuring Washington communications attorneys and former policy makers. "Communications and the Law II: The Question of Minority Preference," moderated by Squire Padgett, of Baccus, James & Padgett, set the stage for discussion by presenting the basics of the *Steele* case, which the Court of Appeals in Washington remanded at the FCC's request (BROADCASTING, Oct. 13), and discussing the possible outcome of the case when it is considered by the FCC. Discussion also included the FCC's practice of allowing distress sales to minorities and a second case, *Shurberg Broadcasting v. FCC*, that the FCC has also asked the court to remand.

National Black Media Coalition attorney David Honig introduced the *Steele* case, which he said does not directly involve minorities. In it, a white woman was awarded a station on the basis of being a woman, and *Steele*, a white man, claimed that women, unlike minorities, do not need help in entering the broadcasting industry.

Former FCC Commissioner Henry Rivera, now with Dow, Lohnes & Albertson, described the FCC's distress sale policy, which has been challenged in *Shurberg*. Currently, explained Rivera, a station owner who is afraid he may lose his license for violating FCC rules has the option of either selling to a minority at 75% of fair market value or waiting until his license is designated for hearing and risking losing it—and any profit that comes from its sale.

Henry Geller, former head of the National Telecommunications and Information Administration, now with Dukes University, took a strong stand against the FCC's questioning of the constitutionality of minority preference. Congress has already settled the issue in favor of minorities, Geller said, in Section 309i of the Communications Act which permits the FCC to hold lotteries for some types of station grants and includes preferences for minorities. "You have to ask yourself: 'What the hell is going on here?' Why should the FCC, a creature of Congress, sit in review of a finding of the Congress and say, 'No, we don't like it. We'd like to redo it?'" he asked.

Fred Cooke, also with Dow, Lohnes, presented himself as a "beneficiary of affirmative action"—a black attorney working at a predominantly white law firm, working for the most part with white clients. Often the distress sale and minority ownership policies are viewed "as a one-way street," beneficial only to minorities, Cooke said, but that is not the case. "My clients benefit significantly from these policies," he said. The distress sale policy gives his clients "a security net" in cases of possible transgression and provides a "stabilizing" atmosphere. "It's not that my clients particularly care whether there are more minority owners," he said. "What we care about is stability. What we

We'll write the book on your station.

We'll even prepare a sales presentation book to help you sell your station. Call Bruce Cranston at (303) 321-7550. 2930 East Third Avenue, Denver, CO 80206

BROADCAST BROKERS.
**DANIELS
& ASSOCIATES**

care about is having an environment where we can continue to maximize our profit.”

Al Hammond, who worked under Geller at NTIA and now is an attorney with MCI, stressed the importance of increasing the number of minorities in broadcast ownership. Blacks have little control over the industry because they are not viewed as a desirable market by advertisers and are not adequately measured by the ratings, he said. By increasing minority participation in ownership, the FCC furthers diversity, said Hammond. “Our owned stations have been more responsive, have focused on serving our communities, and will continue to do so,” he said. “This commission, to my mind, is hiding behind a professed desire to be fair, when in fact what they are doing is destroying a number of policies that seek to bring some equity and fairness into the broadcast industry.”

The panelists offered their prognoses for the future. Geller estimated it would take the FCC between three and five months to act on *Steele*, and that it “will retreat. If I’m wrong, they’re going to be taken apart in court.” Cooke agreed, saying he didn’t believe the case “will stand up.” Rivera, however, felt that Chairman Fowler would not back down on the issue: “Mark has never shown any reluctance to take the Congress on.”

“I think this is a new definition of chutzpah,” said Geller. “The real question is: Will someone like [Democratic Congressman John] Dingell say: ‘What’s going on here?’ ” □

Group operators offer tips on what to look for and how to go about buying a station

What qualities do station group owners look for when adding to their portfolios? That question was answered by the five members of “Assessing and Developing Broadcast Properties for Group Owners”: Walter Liss, president, Cox Broadcasting; Paul Hughes, president, Viacom Broadcasting; Cecil Walker, president and general manager, Gannett Television; Kerby Confer, president, Key Market Communications, and Jeffrey Smulyan, president, Emmis Broadcasting. The session was moderated by Dick Ferguson, president, NewCity Communications.

Liss identified nine qualities to consider in the purchase of a station: signal, management, marketplace, expenses, programing, talent contracts, station plant, competition and long-term attitude of the marketplace. The signal of the station is by far the most important consideration, Liss said, because a bad signal is “a disadvantage that you’ll never ever be able to overcome.” Programing is “an onerous problem” for independent television stations, he said, because it’s expensive and they have so many hours to fill in a day. Competition can keep a new owner from improving his station’s ratings, because “there are a lot of smart people in the broadcasting business, and it isn’t always true that you can run it better than the next guy.” And if the market has a negative attitude toward a station for some reason, “you’re going to have a very hard time turning it around,” Liss said.



Ferguson and NBC's Marshall



Walker and Confer

Hughes focused on his group’s purchase of KMOX-TV St. Louis from CBS. The station appealed to Viacom as an investment because it was located in a market with growth potential and because network ownership forced it to operate under certain restraints. Viacom asked of the market: “Where is it, where has it been, and where is it going?” In the 1970’s, the city’s population declined 27%, Hughes said, and by 1981 25% of its housing had been abandoned or demolished. But by 1985, he said, local, regional and national investors had stimulated \$1.2 billion in construction, and the city now ranks 10th in population, eighth in industrial production, third in corporate headquarters, and is the 18th area of dominant influence (ADI). “St. Louis is the best kept secret in America right now,” Hughes said. In addition, as a network O&O, KMOX-TV had less ad time to sell than its competitors, could not pre-empt network programing, operated under national union contracts and was tied to CBS News. “It was a very strong station that needed some vitamins, and we were able to bring those vitamins to the ta-



Liss and Hughes

ble,” Hughes said.

Walker offered insight into how a group owner develops stations it already has. The qualities a group looks for in purchasing a station are often the ones it concentrates on in improving a station, Walker said, and the most important ingredient is good people. Gannett works at improving the relationships between the station’s employees—“what they’re doing in working together, what kind of synergy do they have, and where are they going?” According to Walker, “a responsible broadcaster will always start with the people.”

Smulyan, described by Ferguson as well



You can go to dozens of different places to get the financial services you need. Or just one. Chrysler Capital.

For acquisition financing, working capital loans and term loans for broadcast properties and equipment, contact Ms. Bonnie Gillespie, Diversified Financing Group, at 1-800-233-4083.



The new major force in diversified financial services to business
Chrysler Capital Corporation, Greenwich, CT.

known for "buying stations that were nonentities in many respects and building them into major powerful factors in their markets in a very, very short period of time," shared his tips for screening prospective purchases. Like Liss, he stressed that a broadcaster cannot compete without an adequate facility. "Signal is absolutely everything," he said. To screen a radio property, he suggested, "Go get a rent-a-car with the antenna broken in two, and drive the market. Or buy a shoddy portable radio and drive around the city and listen." Smulyan cautioned buyers never to count on improving a signal by moving a tower. "Probably the toughest thing in the United States today is just moving a tower," he said. "I would rather invade Austria than move a tower." Other questions Smulyan advised asking: Is the market "over-radioed" or "under-radioed?" How many other stations are making money? Is radio used heavily? And, is the economy diverse? He did not advise buying AM stations because he felt there is now a tremendous bias against AM that will be very difficult to reverse. Buyers should never approach buying a station with preconceived notions, Smulyan said. "We don't ever, ever, ever impose our will on the marketplace."

Confer, known as a "turn-around" artist, shared Smulyan's belief that flexibility is the key to opportunity. Confer's company stays away from markets that are in vogue because, he said, the prices will be inflated. "I look for the long-range reasons why a market can, and probably will, come back. But I try to buy at the bottom," he said. He pounces on radio stations that have dial frequencies on "Main Street"—the area between the top few stations where a station for sale "has tire tracks across its forehead." And, said Confer, "I like to buy a station from the wrong people." Those people include engineers who put stations on the air 30 or 40 years ago, because they "know everything there is to know about putting a great signal on the air, but rarely are they entrepreneurs or promoters"; single station owners, "Ma's and Pa's" who don't have the financing to compete; large partnerships, "especially those that are full of doctors and inexperienced people who may be having a little dissension inside the ranks," because "you cannot run a radio station by committee." Look for stations to fix up, advised Confer, but don't do it with your own money the first time.

Station ownership: those who have been there advise on how to get there

In few places was the spirit of entrepreneurship more evident than in the panel session "Everything You Wanted to Know About Buying or Building a Broadcast Station," moderated by Washington lawyer Erwin Krasnow, of Verner, Liipfert, Bernhard, McPherson & Hand. The session offered sometimes conflicting perspectives on what it takes to get into and succeed in the broadcasting business, offered by station owners Ragan Henry, Noland Hill and Frank Melton, lawyer Jason Shrinsky, financial broker Bruce Cranston and money lender John Oxendine.

Luck, investment, an internship and "because I didn't know any better" were among the reasons the panelists gave for having entered broadcasting, a field they described variously as "dynamic," "undermanaged" and "a challenge." Getting into ownership was described by Henry, president of group owner NewSystems, as "a risky proposition." But "if you're not willing to take that risk, you're never going to get anywhere," he pointed out.

Presented with a hypothetical scenario—a 36-year-old sales manager at an FM station in Atlanta who earns \$48,000 a year and has a total net worth of \$120,000—the panelists were asked what advice they would give the manager on getting into broadcast ownership. Starting out small was advised by Shrinsky and Henry, who suggested going to a smaller market and investing with other

people, then selling up. Shrinsky, a partner with Shrinsky, Weitzman & Eisen in Washington, thought the best way to get in was to "look for an AM that nobody wants."

But Hill, chairman of WFTY(TV) Washington, disagreed. It's easier to secure financing for a station with positive cash flow, she said, and bigger and better stations are "not beyond your reach." Developing a positive assessment of skills and an ability to raise money, she said, are essential. She said, "If you're afraid to ask for [the money], you're not going to get it."

Shrinsky said bankers are willing to lend money to anyone who "can service their debt," but the others disagreed. There aren't many bankers who truly understand broadcasting, said Henry. "They're used to lending against machinery—they can go out and slap it, they can kick it. In broadcasting, he doesn't know what to slap or kick." Melton and Henry both advised finding a banker who won't allow a prospective owner to make bad deals.

The panelists agreed that networking is important. "You join the old boy network by ingratiating yourself," Shrinsky said. Hill's advice: "Get yourself a high profile. Let people know who you are. Be a press agent for yourself." According to Henry, "You've got to know the players if you're going to play in the game."

For getting into broadcast ownership "there is no one formula," said Hill. "There is no one way. There is no one magic anything. First you have to have the desire and the ability and, second, you have to have the guts." □



As compiled by BROADCASTING, Oct. 23 through Oct. 29, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—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

■ WIRB(AM)-WLHQ(FM) Enterprise. Ala. (AM: 600 khz; 1 kw-D; FM: 96.9 mhz; 100 kw; HAAT: 295 ft.)—Seeks assignment of license from Creative Broadcasting Service to Northcom Ltd. for \$1.1 million. Seller is owned by R.E. James, who has no other broadcast interests. Buyer is owned by John Oakley, president, and nine others. It also owns WHAL(AM)-WYCC(FM) Shelbyville, Tenn., and WIRC(AM)-WYRC(FM) Hickory, N.C. Filed Oct. 20.

■ KVCC(FM) Corning, Calif. (100.7 mhz)—Seeks assignment of license from Vilco Communications Inc. to Gary Katz for \$60,000. Station is unbuilt CP. Seller is headed by Bennet Cohen and has no other broadcast interests. Buyer owns KALF(AM)-KBLF(FM) Red Bluff, Calif. Filed Oct. 8.

■ KSCI-TV San Bernardino, Calif. (ch. 18; ERP vis. 3,090 kw; aur. 618 kw; HAAT: 2,393 ft.)—Seeks transfer of control of World Plan Executive Council-United States to KSCI Holding Corp. for \$40.5 million. Seller is headed by Thomas M. Headley, president. It has no other broadcast interests. Buyer is owned by Ray L. Beindorf and Headley. Beindorf owns KGCT-TV Tulsa, Okla. Filed Oct. 22.

■ KCLM(AM) Redding, Calif. (1330 khz; 5 kw-D)—Seeks assignment of license from Jeffrey Broadcasting Corp. to Prather-Breck Broadcasting Inc. for \$570,000. Seller is principally owned by Leonard Freeman and his wife, Nancy, who have no other broadcast interests. Buyer is equally owned by Jeff Prather and Robert Breck, who also

EDWIN TORNBERG & COMPANY, INC.

Negotiators
For The Purchase And Sale Of
Radio And TV Stations • CATV • Appraisers

P.O. Box 55298 Washington, D.C. 20011
(202)291-8700



own KEWB(FM) Anderson-Redding, Calif. Filed Oct. 10.

■ KAVC(FM) Rosamond, Calif. (105.5 mhz; 3 kw; HAAT: 205 ft.)—Seeks transfer of control from Edward Atsinger III to Salem Communications Corp. for no consideration. Seller is 50% owner of buyer with brother-in-law, Stuart Epperson. It is also transferring control of KDAR(FM) Oxnard, Calif., and KCFO-AM-FM Tulsa, Okla. (100% owned by Atsinger) and WEZE(AM) Boston and WRFD(AM) Worthington, Ohio (100% owned by Epperson) to Salem Communications. Filed Oct. 20.

■ WEAT-AM-FM West Palm Beach, Fla. (AM: 850 khz; 5 kw-D; 1 kw-N; FM: 104.5 mhz; 100 kw; HAAT: 520 ft.)—Seeks assignment of license from Curt Gowdy Broadcasting Corp. to J.J. Taylor Companies Inc. for \$13 million. Seller is owned by Curt Gowdy, former NBC sportscaster who also owns WWCN(AM)-WCGY(FM) Lawrence, Mass., and KOWB(AM) Laramie, Wyo. Buyer is owned by John J. Taylor and family. It owns WCOD(FM) Hyannis, Mass., and WGAN-AM-FM Portland, Me. Filed Oct. 21.

■ WITH(TV) Bainbridge, Ga. (ch. 49; ERP Vis. 5,000 kw; aur. 500 kw; HAAT: 1,140 ft.)—Seeks assignment of license from Bainbridge Communications Ltd. to Lloyd Communications Group of Florida Inc. for \$85,000. Seller is owned by Gregory Capogna who also owns WILS-AM-FM Lansing, Mich., and WXTA(AM)-WYBR(FM) Belvedere, Ill. Buyer is owned by Andrew Palmquist. It owns WJWT(TV) Jackson, Tenn., and KXRM(TV) Colorado Springs. Filed Oct. 22.

■ WRDO-AM-FM Augusta, Me. (AM: 1400 khz; 1 kw-U; FM: 92.3 mhz; 50 kw; HAAT: 500 ft.)—Seeks assignment of license from Augusta-Waterville Broadcasters Inc. to Marcom of Maine Inc. for \$400,000. Seller is principally owned by Walter Maxwell, who also owns WGHQ(AM)-WBPM(FM) Kingston, N.Y. Buyer is North Augusta, S.C.-based group of four AM's and five FM's principally owned by Donald Alt. Filed Oct. 16.

■ KULR-TV Billings, Mont., and KTWO-TV Casper, Wyo. (KULR-TV: ch. 8; ABC; ERP vis. 316 kw; aur. 38.9 kw; HAAT: 750 ft.; KTWO-TV: ch. 2; CBS; ABC; ERP vis. 100 kw; aur. 10.2 kw; HAAT: 2,000 ft.)—Seeks assignment of license from Harriscope Broadcasting Corp. to Wooster Republican Printing Co. for \$12.2 million. Seller is Los Angeles-based group of two AM's, one FM and five TV's principally owned by Burt I. Harris and family. Buyer is subsidiary of Dix Communications, Wooster, Ohio-based station group of three AM's, three FM's and two TV's principally owned by A.E. Dix and family. It also publishes seven newspapers in Ohio and owns cable systems in Woodland Park, Colo., and Gouverneur, N.Y. Filed Oct. 22.

■ WHAZ(AM) Troy and WGNA(FM) Albany, both New York (AM: 1330 khz; 1 kw-D; FM: 107.7 mhz; 8.8 kw; HAAT: 980 ft.)—Seeks assignment of license from J.M. Camp & Co. to Team One Inc. for \$4.5 million. Seller is owned by Norrin Camp and John Linstra. It has no other broadcast interests. Buyer is owned by Michael F. Hanson owns WNLK(AM)-WYMQ(FM) Norwalk, Conn. Filed Oct. 20.

■ WENT(AM) Gloversville, N.Y. (1340 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Dean Broadcasting Inc. to Whitney Radio Broadcasting Inc. for \$700,000. Seller is headed by Richard Ruby, president, and Lawrence D. Peck, vice president. It has no other broadcast interests. Buyer is owned by brothers Douglas and Jonathan Clark. It has no other broadcast interests. Douglas Clark is former general manager of KKBZ(AM)-KKAP(FM) Santa Paula, Calif. Jonathan Clark is construction contractor in Ventura, Calif. Filed Oct. 14.

■ WGSM(AM) Huntington and WCTO(FM) Smithtown, N.Y. (AM: 740 khz; 25 kw-D, DA; FM: 94.3 mhz; 3 kw, ant. 300 ft.)—Seeks assignment of license from Greater Media Inc. to Williams Spitzer Limited Partnership for \$9 million. Seller is publicly owned, East Brunswick, N.J.-based group of seven AM's and seven FM's and publisher of *East Brunswick Sentinel-Spokesman*. It is headed by Peter Bordes, chairman. Buyer is owned by Bob Williams, former owner of WHLI-AM-FM Hempstead, N.Y., and Elton Spitzer, who operates WLIR(FM) Garden City, N.Y. Filed Oct. 14.

■ WJJB(FM) Hyde Park, N.Y. (97.7 mhz; 3 kw; HAAT: 299 ft.)—Seeks assignment of license from BBC of Poughkeepsie Inc. to Hudson Valley Wireless Communications Inc. for \$2.8 million. Seller is owned by Richard C. Bell, who has no other broadcast interests. Buyer is owned by Harry Gregor, station's general manager. Filed Oct. 20.

■ WISE(AM)-WKSF(FM) Asheville, N.C. (AM: 1310 khz; 5 kw-D; 1 kw-N; FM: 99.9 mhz; 53 kw; HAAT: 2,624 ft.)—Seeks assignment of license from WISE Radio Inc. to Heritage Broadcast Group for \$6.3 million cash. Seller is principally owned by Eric Jorgenson, stations' general manager. It also owns 37% of KZSS(AM)-KZRR(FM) Albuquerque, N.M. Buyer is Tucker, Ga.-based group of four AM's and four FM's owned by James T. Cullen and Adam G. Polacek. It also owns cable systems in Atlanta, Chapel Hill,

N.C., and Prince George's county, Md. Filed Oct. 20.

■ WCGC(AM) Belmont, N.C. (1270 khz; 1 kw-D; 500 w-N)—Seeks assignment of license from Central Broadcasting Co. to Hilker Broadcasting Inc. for \$300,000. Seller is owned by Robert R. Hilker, who is principal in Suburban Radio Group, Belmont, N.C.-based group of four AM's and four FM's. Buyer is owned by seller's son, Robert R. Hilker Jr. Filed Oct. 14.

■ WPEG(FM) Concord, N.C. (97.9 mhz; 100 kw; HAAT: 500 ft.)—Seeks assignment of license from Suburban Radio Group to Sky Broadcasting Co. for \$16 million. Seller is Belmont, N.C.-based group of four AM's and four FM's headed by William Rollins and Robert R. Hilker, president. Buyer is owned by Dennis Israel. It owns WGY(AM)-WGFN(FM) Schenectady, N.Y., and has recently purchased KSKY(AM) Dallas ("Changing Hands," Sept. 22) and WNYR(AM)-WEZO(FM) Rochester, N.Y. ("Changing Hands," Sept. 22). Filed Oct. 20.

■ WAIR(AM)-WSEZ(FM) Winston-Salem, N.C. (AM: 1340 khz; 1 kw-U; FM: 93.1 mhz; 100 kw; HAAT: 250 ft.)—Seeks assignment of license from Triad Broadcasting Inc. to

Evergreen Radio Group of \$6 million. Seller is owned by Nick Patella, who has no other broadcast interests. Buyer is owned by Monty Lang, former president of Amaturo Group, former Fort Lauderdale, Fla.-based group owner which sold most of its stations to Keymarket Communications. Filed Oct. 20.

■ WOMP-AM-FM Bellaire, Ohio (AM: 1290 khz; 1 kw-D; FM: 100.5 mhz; 13.5 kw; HAAT: 520 ft.)—Seeks assignment of license from First Valley Broadcasting Inc. to Justice Broadcasting for \$4.5 million. Seller is owned by Robert Dodenhoff and Daniel Wachs. It also owns WKLX(FM) Rochester, N.Y. Buyer is owned by Lawrence K. Justice who owns WCIB(FM) Falmouth, Mass., and WQEZ(FM) Fort Myers, Fla., and recently purchased WMYF(AM)-WERZ(FM) Exeter (Portsmouth), N.H. ("Changing Hands," Oct. 20). Filed Oct. 22.

■ WXSS(AM) Memphis (CP)—Seeks assignment of license from Minority Broadcasting Co. of the Midwest Inc. to Tennessee Christian Radio Inc. for \$900,000. Seller is headed by Pervis Spann. Buyer is Norfolk, Va.-based group of seven AM's and two FM's, headed by Levi E. Willis.

October, 1986

ACQUIRED

SILVER KING BROADCASTING OF MASSACHUSETTS, INC.

a subsidiary of

HOME SHOPPING NETWORK

has acquired the assets of

WVJV-TV

of Marlborough, Massachusetts from

CHANNEL 66 ASSOCIATES LIMITED PARTNERSHIP

The undersigned, in association with Kidder, Peabody & Co., represented the seller in this transaction. This notice appears as a matter of record only.

851 Lincoln Center
5401 W. Kennedy Blvd.
Tampa, FL 33609 813/877-8844

1133 20th Street, N.W.
Suite 260
Washington, DC 20036 202/778-1400



COMMUNICATIONS
EQUITY
ASSOCIATES

■ KIXL(AM)-KHFI-FM Austin, KBFM(FM) Edinburg, all Texas; WXAM(AM)-WQXY-FM Baton Rouge, and KOKY(AM)-KZOU(FM) Little Rock, Ark. (KIXL: 970 khz; 1 kw-D; KHFI: 98.3 mhz; 1.3 kw; HAAT: 420 ft.; KBFM: 104.1 mhz; 100 kw; HAAT: 990 ft.; WXAM: 910 khz; 1 kw-U; WQXY: 100.7 mhz; 100 kw; HAAT: 690 ft.; KOKY: 1250 khz; 1 kw-D; 500 w-N; FM: 98.5 mhz; 100 kw; HAAT: 880 ft.)—Seeks assignment of license from Capitol Cities Broadcasting to Encore Communications LP for \$38 million. Seller is owned by D. Kent Anderson, Richard E. Oppenheimer, Robert L. Clarke and six others. It also owns KDVE(AM)-KQXY(FM) Beaumont, Tex. Oppenheimer has interest in KRPM(AM) Tacoma and KZZU-AM-FM. Buyer is owned by George Duncan, who recently purchased KOKA(AM)-KVKI-FM Shreveport, La. Duncan is former head of radio division of MetroMedia Inc. Filed Oct. 14.

■ KSAQ(FM) San Antonio (96.1 hz; 100 kw; HAAT: 480 ft.)—Seeks assignment of license from C&W Wireless Inc. to Inner City Broadcasting of San Antonio Inc. for \$6.7 million. Seller is owned by Hal S. Widsten and Ron Campbell. It has no other broadcast interests. Buyer is owned by brothers, Pierre and Alexander Sutton, who own New York-based group of five AM's and five FM's and cable MSO. It is also selling KGFJ(FM) Los Angeles, Calif. Filed Oct. 21.

■ KWKT(TV) Waco, Tex. (ch. 44; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,980 ft.)—Seeks assignment of license from Focus Broadcasting of Waco, Texas to SWMM/Waco Inc. for \$36,900, plus assumption of \$375,000 notes. Seller is owned by Jacqueline B. Frank and Pablo J. Simeson. It has no other broadcast interests. Buyer is owned by Billy D. Goldberg and Lester Kamin. Filed Oct. 21.

■ WQAA(FM) Luray, Va. (103.9 mhz; 3 kw; HAAT: 11 ft.)—Seeks assignment of license from Christian Voice Network Inc. to Bible Broadcasting Network Inc. for \$109,980. Seller is owned by Harry A. Epperson. It has no other broadcast interests. Buyer is owned by Lowell L. Davey and family. It owns one AM, five commercial FM's and five noncommercial FM's. Filed Oct. 22.

■ WRON-AM-FM Ronceverte, W.Va. (AM: 1400 khz; 1 kw-D; 250 w-N; FM: 97.7 mhz; 3 kw; HAAT: 80 ft.)—Seeks transfer of control of Radio Greenbrier Inc. from Deborah L. Wooster and family to Elaine B. Pugh for \$394,000. Sellers have no other broadcast interests. Buyer owns 1% of stock. Filed Oct. 23.

New Stations

New AM

■ Redwater Lake, Fla.—Lake Area Radio seeks 1450 khz; 250 w-U. Address: P.O. 1195 Redwater Lake, Hawthorne, Fla. 32640. Principal is owned by Edward Slimak, his wife, Rossie, and three others. It has no other broadcast interests. Filed Oct. 17.

New FM's

■ *Hot Springs, Ark.—Applied Life Educational Broadcasting Foundation seeks 91.5 mhz; 1 kw; HAAT 282 ft. Address: Star Route 10, Box 512, 71909. Principal is nonprofit corporation headed by Timothy L. Brooks. Steve Edwards and Martha Landfair. It has no other broadcast interests. Filed Oct. 15.

■ Quincy, Calif.—New Life Broadcasting seeks 103.1 mhz; 3 kw; HAAT: minus 497.3 ft. Address: Box 117, 440 Lawrence, 95971. Principal is owned by Ronald E. Trumbo, who has no other broadcast interests. Filed Oct. 20.

■ Quincy, Calif.—Judith A. Wittick seeks 103.1 mhz; 3 kw; HAAT: minus 338 ft. Address: 75 Redburg Ave., 95971. Principal has no other broadcast interests. Filed Oct. 20.

■ Greenwood, Miss.—Minority Broadcasting of Greenwood seeks 104.3 mhz; 3 kw; HAAT: 204 ft. Address: 315 N. 45th St., Louisville, Ky. 40212. Principal is owned by Diaz M. Dale and John W. Smith. Smith has interest in WLSO(FM) Spencer, Ind. Filed Oct. 20.

■ Greenwood, Miss.—Team Broadcasting Co. seeks 104.3 mhz; 3 kw; HAAT: 204 ft. Address: 561 Golden Ave., Mobile, Ala. 36617. Principal is owned by Ruben (correct sp) C. Hughes and his wife, Maxine. It has no other broadcast interests. Filed Oct. 20.

■ *Knoxville, N.Y.—Appalachian Educational Communications Corp. seeks 88.3 mhz; 1.9 kw; HAAT: 452 ft. Address: P.O. Box 2061, Bristol, Tenn. 37621. Principal is nonprofit corporation headed by Kenneth C. Hill. It also owns WHCB(FM) Bristol, Tenn. Filed Oct. 15.

■ *Newburgh, N.Y.—Sound of Life Inc. seeks 90.1 mhz;

17 kw; HAAT: 216 m. Address: Box 380A Lake Rd., Kingston, N.Y. 12401. Principal is nonprofit corporation headed by Bruce Winchell, president. It has no other broadcast interests. Filed Oct. 15.

■ Nags Head, N.C.—Nags Head Radiophone Co. seeks 92.3 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 2499, Kill Devil Hills, N.C. 27948. Principal is owned by Ronald K. Bennet, Phillip A. Martin and Frederick J. McCune. McCune is former owner, and Martin is general manager with interest in WZYC(FM) Newport, N.C. Filed Oct. 20.

■ Nags Head, N.C.—Pamela R. Jones seeks 92.3 mhz; 3 kw; HAAT: 328 ft. Address: 1870 California St., NW, Washington 20008. Principal has no other broadcast interests. Filed Oct. 20.

■ Nags Head, N.C.—Surfside Broadcasting seeks 92.3 mhz; 3 kw; HAAT: 328 ft. Address: 2732 Loring Dr., #103, Forestville, Md. 20747. Principal is owned by Francine J. McCullion, Julian P. Freret and Christopher D. Imlay. It has no other broadcast interests. Filed Oct. 20.

■ Nags Head, N.C.—Coastal Broadcasting Co. seeks 92.3 mhz; 3 kw; HAAT: 328 ft. Address: 6261 Taylor Dr., Norfolk, Va. 73502. Principal is owned by Paul F. Hennings and three others. It has no other broadcast interests. Filed Oct. 20.

■ Nags Head, N.C.—Albert L. Dorsey Jr. seeks 92.3 mhz; 3 kw; HAAT: 218.7 ft. Address: P.O. Box 1864, Kill Devil Hills, N.C. 27948. Principal has no other broadcast interests. Filed Oct. 20.

■ Nags Head, N.C.—Winfas of Nags Head Inc. seeks 92.3 mhz; 3 kw; HAAT: 295.2 ft. Address: 309 Sir Walter Raleigh St., Manteo, N.C. 27954. Principal is station group of three AM's and three FM's owned by Larry W. Nichols, Roger Russell Ingram and W.S. Foster. Filed Oct. 20.

■ Nags Head, N.C.—Alpha FM Partnership seeks 92.3 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 7, 27957. Principal is owned by Shawn Henry Herpin and 18 others. It has no other broadcast interests. Filed Oct. 20.

■ Brookfield, Wis.—New Media Enterprises seeks 106.9 mhz; 3 kw; HAAT: 328 ft. Address: N28 W22068 Indianwood Ct., Waukesha, Wis. 53186. Principal is owned by Randall H. Buchwald and his wife, Agnes, and six others. It has no other broadcast interests. Filed Oct. 20.

■ Brookfield, Wis.—Donald E. Hilgendorf seeks 106.9 mhz; 3 kw; HAAT: 328 ft. Address: 2840 Monterey Blvd., 53005. Principal has no other broadcast interests. Filed Oct. 20.

■ Brookfield, Wis.—Tran Broadcasting Corp. seeks 106.9 mhz; 3 kw; HAAT: 328 ft. Address: 10828 W. Appleton Ave., Milwaukee 53005. Principal is owned by Hal Nichol and Donal Kohnhagen. It has no other broadcast interests. Filed Oct. 20.

New TV's

■ Brunswick, Ga.—James L. Wiggins and Joseph H. Roberts seek ch. 21; ERP vis.: 3,000 kw, aur. 300 kw; HAAT: 1,069.28 ft. Address: 522 Old Mission Rd., 31520. Principals have no other broadcast interests. Filed Oct. 20.

■ Monroe, Ga.—Thaddeus Bishop seeks ch. 63; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 850 ft. Address: 955 Sylvan Pl., S.W., Atlanta 30310. Principal has no other broadcast interests. Filed Oct. 19.

Facilities Changes

Applications

AM's

Tendered

■ KPRZ (1210 khz) San Marcos, Calif.—Seeks CP to change night power to 5 kw; install DA-2, and make changes in ant. sys. App. Oct. 24.

■ KLLV (1490 khz) Breen, Colo.—Seeks CP to change freq. to 550 khz and change day power 1.8 kw. App. Oct. 24.

■ WBML (900 khz) Macon, Ga.—Seeks CP to increase power to 2 kw. App. Oct. 21.

■ WMIN (1030 khz) Maplewood, Minn.—Seeks CP to increase night power to 1 kw and change to DA-2. App. Oct.

\$16,500,000

Hubbard Broadcasting, Inc.

has sold

KOB-AM and FM

(Albuquerque)

to a subsidiary of

Price Communications Corp.

The undersigned initiated this transaction and assisted in the negotiations.

WERTHEIM & CO., INC.

October 1986

■ WGFV (1580 khz) Morovis, P.R.—Seeks CP to operate experimental synchronous station at Manati, P.R., simultaneously with WGFV Morovis, P.R., on same frequency, with 100 w. App. Oct. 24.

Accepted

■ KRML (1410 khz) Carmel, Calif.—Seeks MP to change TL. App. Oct. 22.
 ■ WRCP (1290 khz) Providence, R.I.—Seeks CP to make changes in ant. sys. App. Oct. 22.
 ■ KIXI (880 khz) Mercer Island, Wash.—Seeks mod. of lic. to move SL to 113 Dexter Ave., Seattle. App. Oct. 22.

FM's

Tendered

■ *WCWS-FM (91.9 mhz) Wooster, Ohio—Seeks CP to change freq. to 90.9 mhz and change ERP to 3 kw. App. Oct. 24.

Accepted

■ WLHQ (96.9 mhz) Enterprise, Ala.—Seeks CP to change TL and change HAAT to 1,026.64 ft. App. Oct. 27.
 ■ KSEQ (97.1 mhz) Visalia, Calif.—Seeks CP to change ERP to 17 kw and change HAAT to 777.36 ft. App. Oct. 22.
 ■ KYOU (92.5 mhz) Greeley, Colo.—Seeks CP to change TL; change ERP to 45 kw. and change HAAT to 1,300 ft. App. Oct. 22.
 ■ WASH (97.1 mhz) Washington—Seeks CP to change ERP to 26 kw. App. Oct. 22.
 ■ WLEQ (96.1 mhz) Bonita Springs, Fla.—Seeks CP to change TL and change HAAT to 1,122 ft. App. Oct. 22.
 ■ WATD-FM (95.9 mhz) Marshfield, Mass.—Seeks CP to install aux. sys. App. Oct. 22.
 ■ WIQB (102.9 mhz) Ann Arbor, Mich.—Seeks CP to install aux. sys. App. Oct. 22.
 ■ WSNX-FM (104.5 mhz) Muskegon, Mich.—Seeks mod. of CP to change TL and change HAAT to 593.02 ft. App. Oct. 22.
 ■ WKNZ (101.7 mhz) Collins, Miss.—Seeks mod. of lic. to move SL outside community of lic. App. Oct. 22.
 ■ KZBC (102.3 mhz) Kearney, Neb.—Seeks mod. of CP to change TL. App. Oct. 27.
 ■ WVLT (92.1 mhz) Vineland, N.J.—Seeks mod. of lic. to

install transmission sys. App. Oct. 24.

■ KBOM (107.1 mhz) Los Alamos, N.M.—Seeks mod. of CP to move SL outside community of lic. App. Oct. 22.
 ■ WROQ-FM (95.1 mhz) Charlotte, N.C.—Seeks CP to install aux. sys. App. Oct. 22.
 ■ WHKY-FM (102.9 mhz) Hickory, N.C.—Seeks mod. of CP to change TL; change ERP to 42.4 kw. and change HAAT to 1,385 ft. App. Oct. 22.
 ■ WKKI (94.3 mhz) Celina, Ohio—Seeks mod. of CP to change ERP to 1.62 kw. App. Oct. 22.
 ■ KINK (101.9 mhz) Portland, Ore.—Seeks CP to install aux. sys. App. Oct. 22.
 ■ WNMB (105.5 mhz) North Myrtle Beach, S.C.—Seeks mod. of CP to change TL; change ERP to 2.55 kw. and change HAAT to 350.96 ft. App. Oct. 22.
 ■ WSBP (92.1 mhz) Saluda, S.C.—Seeks mod. of CP to change ERP to 3 kw; change HAAT to 328 ft. and move SL outside community of lic. App. Oct. 22.
 ■ KJOJ (106.9 mhz) Conroe, Tex.—Seeks mod. of CP to change TL and change HAAT to 1,128.32 ft. App. Oct. 27.
 ■ KELT-FM (92.5 mhz) Harlingen, Tex.—Seeks CP to change TL and change HAAT to 1,188.67 ft. App. Oct. 22.
 ■ WXXX (95.3 mhz) South Burlington, Vt.—Seeks mod. of lic. to move SL to Hotel Vermont, Main Street, Burlington. App. Oct. 27.
 ■ WVIS (106.1 mhz) Christiansted St. Croix, V.I.—Seeks mod. of CP to change ERP to 50 kw. App. Oct. 27.

TV's

Accepted

■ KTSF (ch. 26) San Francisco—Seeks CP to move SL outside community of lic. App. Oct. 21.
 ■ WWTO-TV (ch. 35) La Salle, Ill.—Seeks MP to change HAAT to 1,371.04 ft. App. Oct. 24.
 ■ WVII-TV (ch. 7) Bangor, Me.—Seeks CP to change ERP to vis. 316 kw. aur. 31.6 kw and change HAAT to 819 ft. App. Oct. 24.
 ■ *WHED-TV (ch. 15) Hanover, N.H.—Seeks CP to change ERP to vis. 88.25 kw. App. Oct. 21.
 ■ KVJL-TV (ch. 8) Sayre, Okla.—Seeks CP to change ERP to vis. 131.5 kw. aur. 26.3 kw. App. Oct. 21.

Actions

AM's

■ WYNI (1510 khz) Monroeville, Ala.—Granted app. to change freq. to 930 khz and make changes in ant. sys. Action Oct. 15.
 ■ KOOL (960 khz) Phoenix—Granted app. to change TL. Action Oct. 15.
 ■ WPSL (1590 khz) Port St. Lucie, Fla.—Granted app. to increase power to 5 kw. Action Oct. 15.
 ■ WCZE (820 khz) Chicago—Dismissed app. to change TL. Action Oct. 16.
 ■ KPRM (870 khz) Park Rapids, Minn.—Granted app. to increase transmitter input power to 550 w. Action Oct. 16.
 ■ WJMX (970 khz) Florence, S.C.—Granted app. to increase night power to 3 kw; change TL. and make changes in ant. sys. Action Oct. 21.
 ■ WSKT (1580 khz) Knoxville, Tenn.—Returned app. to change freq. to 1180 khz and change power to 500 w. Action Oct. 20.
 ■ KSKY (660 khz) Dallas—Granted app. to operate transmitter by remote control. Action Oct. 14.
 ■ WSPC (1140 khz) St. Paul, Va.—Returned app. to increase day power to 2.5 kw. Action Oct. 20.

FM's

■ KAUL-FM (102.3 mhz) Sheridan, Ark.—Dismissed app. to change HAAT to 298.5 ft. Action Oct. 16.
 ■ KFNC (105.5 mhz) Stuttgart, Ark.—Returned app. to change TL and change HAAT to 324.4 ft. Action Oct. 16.
 ■ KRZQ-FM (96.5 mhz) Tahoe City, Calif.—Granted app. to change TL; change ERP to 850 w. and change HAAT to 2,965.12 ft. Action Oct. 20.
 ■ KHII (94.7 mhz) Boulder, Colo.—Granted app. to change DA pattern. Action Oct. 16.
 ■ *KRCC (91.5 mhz) Colorado Springs—Granted app. to change ERP to 1 kw and change TL. Action Oct. 20.
 ■ KRZD (900 mhz) Del Norte, Colo.—Granted app. to change TL. Action Oct. 14.

Summary of broadcasting as of June 30, 1986

Service	On Air	CP's	Total *
Commercial AM	4,839	170	5,009
Commercial FM	3,923	418	4,341
Educational FM	1,247	173	1,420
Total Radio	10,009	761	10,770
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	422	222	644
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,264	273	1,537
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
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.

Edward G. Atsinger, III and Stuart W. Epperson
acting on behalf of

Salem Media of Oregon, Inc.

have acquired Radio Stations

KPDQ-AM/FM
Portland, Oregon

from

Inspirational Broadcasting Corporation

John W. Davis, II, President

for

\$6,500,000

Our Associate **Elliot B. Evers** represented the Seller in this transaction, and assisted both parties in negotiations.



Elliot B. Evers: 568 Howard Street, 4th Floor
San Francisco, CA 94105 (415) 495-3516

- WVMB (95.9 mhz) Springfield, Fla.—Granted app. to change TL and change HAAT to 327.02 ft. Action Oct. 15.
- *WABE (90.1 mhz) Atlanta—Dismissed app. to change TL; change ERP to 100 kw; change HAAT to 1,020.08 ft., and change to non-DA. Action Oct. 20.
- WEKS-FM (104.1 mhz) La Grange, Ga.—Dismissed app. to install aux. sys. Action Oct. 15.
- KCDA (103.1 mhz) Coeur D'Alene, Idaho—Dismissed app. to change TL and change HAAT to 328 ft. Action Oct. 15.
- KJCY-FM (99.3 mhz) Mountain Home, Idaho—Granted app. to change TL and change HAAT to 290 ft. Action Oct. 16.
- WKDQ (99.5 mhz) Henderson, Ky.—Granted app. to change ERP to 100 kw. Action Oct. 15.
- WDJX (99.7 mhz) Louisville, Ky.—Granted app. to change ERP to 24 kw and operate non-DA. Action Oct. 15.
- WMSK-FM (95.3 mhz) Morganfield, Ky.—Granted app. to change HAAT to 299.4 ft. Action Oct. 22.
- KXKZ (107.5 mhz) Ruston, La.—Dismissed app. to

- change TL and change HAAT to 1,157 ft. Action Oct. 20.
- WGRX (100.7 mhz) Westminster, Md.—Granted app. to make changes in ant. sys. Action Oct. 16.
- *WOCR (89.7 mhz) Olivet, Mich.—Dismissed app. to change freq. to 89.3 mhz. Action Oct. 20.
- KEYV (93.1 mhz) Las Vegas—Returned app. to change TL; change ERP to 25.1 kw, and change HAAT to 3,715.26 ft. Action Oct. 20.
- WXRC (95.7 mhz) Hickory, N.C.—Dismissed app. to change TL; change HAAT to 1,098.8 ft., and change DA pattern. Action Oct. 16.
- KTFX (103.3 mhz) Tulsa, Okla.—Granted app. to install aux. sys. Action Oct. 20.
- KWVR-FM (92.1 mhz) Enterprise, Ore.—Granted app. to change HAAT to minus 626 ft. and change TL. Action Oct. 15.
- WHYL-FM (102.3 mhz) Carlisle, Pa.—Granted app. to install aux. sys. Action Oct. 20.
- WOQI (93.3 mhz) Ponce, P.R.—Dismissed app. to change TL; change ERP to 15.5 kw; change HAAT to 2,474

- ft., and make changes in ant. sys. Action Oct. 20.
- WJMX-FM (106.3 mhz) Florence, S.C.—Granted app. to change TL; change ERP to 1.1 kw, and change HAAT to 524.8 ft. Action Oct. 15.
- *KBWC (91.1 mhz) Marshall, Tex.—Granted app. to change HAAT to 111.52 ft. Action Oct. 16.
- WRRW (103.3 mhz) Wisconsin Rapids, Wis.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 864 ft. Action Oct. 20.

TV's

- KHJ-TV (ch. 9) Los Angeles—Granted app. to install aux. ant. sys. Action Oct. 15.
- *KVIE (ch. 6) Sacramento, Calif.—Granted app. to change HAAT to 1,861 ft. Action Oct. 15.
- KPST-TV (ch. 66) Vallejo, Calif.—Granted app. to change HAAT to 1,529 ft. and install aux. ant. sys. Action Oct. 9.
- *WEDW (ch. 49) Bridgeport, Conn.—Granted app. to change HAAT to 730 ft. Action June 10.
- WWPC-TV (ch. 23) Altoona, Pa.—Granted app. to change ERP to vis. 182 kw, aur. 9.10 kw; change HAAT to 1,062 ft., and move SL outside community of lic. Action Sept. 23.

Services

AERONAUTICAL CONSULTANTS
TOWER LOCATION HEIGHTS STUDIES
FAA NEGOTIATIONS
JOHN CHEVALIER, JR.
AVIATION SYSTEMS, INC.
28441 HIGHRIDGE RD. STE 201
ROLLING HILLS ESTATES CA 90274
(213) 377-3449

301-731-5677 Complete
Broadcast Facility
Design & Installation
Harrison systems Ltd.
7515 Annapolis Road Suite 411
Auroraville Md. 20784

BROADCAST DATA SERVICES
Computerized Broadcast Service
Including
Data Base/Allocation Studies
Terrain Profiles
A Div. of Muffet, Larson & Johnson, Inc.
(703) 841-0282

RAMTRONIX, INC.
Connector Supplier
to the Broadcast Industry
Kings/ITT Cannon
67 Jetrin Blvd. E.
Deer Park, N.Y. 11729
(516) 242-4700

**Stephen Raleigh
Broadcast Services**
Full Service Technical Consulting
Specialists in Audio & RF Systems
Facility Design & Installation
P.O. Box 3403, Princeton, N.J. 08540
(609) 799-4357

RADIOSTAT ©ATN1986
The Answer For The Buyer Or
The Seller Of Broadcast Property!
* Know More About Your Station Than The Buyer Or Seller
* Relationship of Major Clients To The Property
* New Audience Measurement Techniques
RADIOSTAT ©ATN1986
AMERICAN TELESURVEY NETWORK, INC.
807 COURT ST. HARRISVILLE, TN. 37081
CONTACT: Ted DeLoCourt 615.982.0402

FCC ON-LINE DATABASE
dataworld®
Allocation/Terrain Studies
AM • FM • TV • LPTV • ITFS
4827 Rugby Ave. Suite 200
Bethesda, MD 20814
(301) 652-8822 1-800-368-5754

Complete Listing Of:
**UNUSED
CALL LETTERS**
Call Letter Systems
P. O. Box 13789
Jackson, MS 39236-3789
(601) 981-3222

Completely Current - No Maritime Calls
**AVAILABLE
CALL LETTERS**
WITH FULL APPLICATION KIT
RADIO INFORMATION CENTER
575 Lexington Avenue, New York, NY 10022
(212) 371-4828

**UNUSED
CALL LETTERS
CALL
dataworld**®
1-800-368-5754

INTEREP
BROADCAST FINANCIAL
SERVICES DIVISION
Specializing in Financial
Consulting Services including
• Equity/Debt Financing
• Debt Restructuring
• Customized Presentations
Vince Bellino
Vice President
(212) 916-0541

DON'T BE A STRANGER
To Broadcasting's 191,781 Readers
Display your Professional or Service
Card here it will be seen by station and
cable TV system owners and decision
makers
* 1982 Readership Survey showing 52
readers per copy

Call Letters

Applications

Call	Sought by
Existing AM's	
WMME	WRDO Marcom of Maine Inc., Augusta, Me.
WTZQ	WHVL Butler Broadcasting Inc., Hendersonville, N.C.
Existing FM's	
WMME-FM	WRDO-FM Marcom of Maine Inc., Augusta, Me.
KKMJ	KLQT Keymarket Communications of Texas Inc., Austin, Tex.

Grants

Call	Assigned to
New AM	
WKDI	Edward A. Baker, Denton, Md.
New FM's	
WIXI	Mark L. Wodlinger, Naples, Fla.
WRWX	Hillebrand Broadcasting Inc., Sanibel, Fla.
WQML	Mildam Associates, York Center, Me.
*WSCL	Salisbury State College Foundation Inc., Salisbury, Md.
New TV's	
KLRB	Randy Chandler Ministries Inc., Wolforth, Tex.
Existing AM's	
WMKM	WJGS Shea Broadcasting Co., Houghton Lake, Mich.
KGOL	KTUN Humble Audiocomm Corp., Humble, Tex.
KAAW	KLUE Pine Tree Media Inc., Longview, Tex.
Existing FM's	
WWIA	WFMM David C. Schaberg, Gladstone, Mich.
WNCX	WGCL Metropolis Broadcasting Group Inc., Cleveland
KEYJ	KFMN-FM Dynamic Broadcasting Co., Abilene, Tex.
WQJY	WISQ Goetz Broadcasting Corp., West Salem, Wis.

Professional Cards

A.D. RING & ASSOCIATES, P.C.
CONSULTING RADIO ENGINEERS
 Suite 500
 1140 Nineteenth St. N.W.
 Washington, D.C. 20036
 (202) 223-6700
Member AFCEE


SAIC Carl T. Jones Corporation
A Subsidiary of Science Applications International Corporation
CONSULTING ENGINEERS
 7901 YARNWOOD COURT
 SPRINGFIELD, VA. 22153
 (703) 569-7704
MEMBER AFCEE

LOHNES & CULVER
 Consulting Engineers
 1156 15th St. N.W., Suite 606
 Washington, D.C. 20005
 (202) 296-2722
Member AFCEE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
 1015 15th St. N.W., Suite 703
 (202) 783-0111
 Washington, O.C. 20005
Member AFCEE

SILLIMAN AND SILLIMAN
 8701 Georgia Ave. #805
 Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
 (301) 589-8288
THOMAS B. SILLIMAN, P.E.
 (812) 853-9754
Member AFCEE

Moffet, Larson & Johnson, Inc.
 Consulting Telecommunications Engineers
1925 North Lynn Street
Arlington, VA 22209
(703) 841-0500
Member AFCEE

ANDRUS AND ASSOCIATES, INC.
ALVIN H. ANDRUS, P.E.
 351 SCOTT DRIVE
 SILVER SPRING, MD 20904

 301 384-5374
Member AFCEE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
 Box 68, International Airport
 San Francisco, California, 94128
 (415) 342-5200
Member AFCEE

JOHN B. HEFFELFINGER
 9233 Ward Parkway, Suite 285
 816-444-7010
 Kansas City, Missouri 64114
Member AFCEE

JULES COHEN & ASSOCIATES, P.C.
 Suite 400
 1730 M St. N.W.
 Washington DC 20036
 (202) 659-3707
Member AFCEE

CARL E. SMITH
CONSULTING ENGINEERS
 AM-FM-TV Engineering Consultants
 Complete Tower and Rigging Services
"Serving the Broadcast Industry for over 50 Years"
 Box 2727 Bath, Ohio 44210
 (216) 659-4440

VIR JAMES
CONSULTING ENGINEERS
 Applications and Field Engineering
 Computerized Frequency Surveys
3137 W. Kentucky Ave. - 80219
(303) 937-1900
DENVER, COLORADO
Member AFCEE & NAB

E. Harold Munn, Jr., & Associates, Inc.
 Broadcast Engineering Consultants
 Box 220
 Coldwater, Michigan 49036
 Phone: 517-278-7339

ROSNER TELEVISION SYSTEMS
CONSULTING & ENGINEERING
 250 West 57 Street
 New York, N.Y. 10107
 (212) 246-2850

Mullaney Engineering, Inc.
 Consulting Telecommunications Engineers
9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115
Member AFCEE

HATFIELD & DAWSON
 Consulting Engineers
 Broadcast and Communications
 4226 6th Ave., N.W.,
 Seattle, Washington, 98107
 (206) 783-9151
Member AFCEE

ENTERPRISE ENGINEERING P.C.
Consulting Engineers
 FW HANNEL, PE
 PO Box 9001 Peoria, IL 61614
 (309) 691-4155
Member AFCEE

STRUCTURAL SYSTEMS TECHNOLOGY, INC.
 MATTHEW J. VLISSIDES, P.E.
 PRESIDENT
 TOWERS, ANTENNAS, STRUCTURES
 New Tall Towers, Existing Towers
 Studies, Analysis, Design Modifications,
 Inspections, Erection, Etc.
 6867 Elm St., McLean, VA 22101-7011 356-9765
Member AFCEE

C. P. CROSSNO & ASSOCIATES
Consulting Engineers
P.O. Box 18312
Dallas, Texas 75218
(214) 669-0294
Member AFCEE

JOHN F.X. BROWNE & ASSOCIATES, P.C.
 525 Woodward Ave.
 Bloomfield Hills, MI 48013
 (313) 642-6226
 Washington Office
 (202) 293-2020
Member AFCEE

D.C. WILLIAMS & ASSOCIATES, INC.
 Consulting Engineers
 AM FM TV LPTV CATV
 POST OFFICE BOX 700
FOLSOM, CALIFORNIA 95630
(916) 933-5000

R.L. HOOVER
 Consulting Telecommunications Engineer
11704 Seven Locks Road
Potomac, Maryland 20854
301 983-0054
Member AFCEE

J. S. SHERMAN & ASSOC., INC.
 APPLICATIONS,
 CONSULTING &
 FIELD SERVICES
 204B CROSS KEYS RD
 BERLIN, NEW JERSEY
 (609) 767-7070 08009

CLARENCE M BEVERAGE
COMMUNICATIONS TECHNOLOGIES, INC.
 BROADCAST ENGINEERING CONSULTANTS
 SUITE #5 123 CREEK ROAD
 MOUNT HOLLY NJ 08060
 18091 722 0007

 **LAWRENCE L. MORTON ASSOCIATES**
 21671 SUPERIOR LANE
 LAKE FOREST CALIFORNIA 92630
LAWRENCE L. MORTON, E.E.
 AM - FM - TV
 APPLICATIONS • FIELD ENGINEERING
 ANTENNA BROADBANDING FOR AM STEREO
 (714) 859-6015

SELLMEYER & KRAMER, INC.
CONSULTING ENGINEERS
 J.S. Sellmeyer, P.E., S.M. Kramer, P.E.
 APPLICATIONS • FIELD ENGINEERING
 P.O. Box 841 McKinney, TX 75069
 214-542-2056 214-548-8244
Member AFCEE

PAUL DEAN FORD
 BROADCAST ENGINEERING CONSULTANT
R.R. 12, Box 379
WEST TERRE HAUTE, INDIANA 47885
812-535-3831

 **Teletech, Inc.**
 BROADCAST CONSULTANTS AND ENGINEERS
 • FCC Applications and Field Engineering
 • Frequency Searches and Coordination
 • Tower Erection and Maintenance
 • Facility Design and Construction
 Contact: KENNETH W. HOEHN (313) 562-6873 23400 Mich Ave Dearborn MI 48124

D.B. COMMUNICATIONS, INC.
 Broadcast/RCC/cellular/satellite
 Telecommunications Consultants
 4401 East West Highway Suite 404
 Bethesda, Maryland 20814
 (Located in Washington, D.C. Area)
 (301) 654-0777
 contact: Darrell E. Bauguess

RICHARD L. BIBY, P.E.
COMMUNICATIONS ENGINEERING SERVICES, P.C.
CONSULTING ENGINEERS
 1600 Wilson Blvd., Suite 1003
 Arlington, Virginia 22209
 (703) 522-5722
Member AFCEE

JOHN J. DAVIS & ASSOCIATES
CONSULTING ENGINEERS
 P.O. BOX 128
 SIERRA MADRE, CA 91024-0128
 (818) 355-6909
Member AFCEE

 **LASK**
ENGINEERING AND CONSULTING
 (513) 777-0037 8308 CINCINNATI-COLUMBUS BLVD CINCINNATI WEST CHESTER, OHIO 45086

EDM & ASSOCIATES, INC.
 B/cast-AM-FM-TV-LPTV ITFS Translator
 Frequency Searches & Rule Makings
 C/Carrier-Cellular, Satellites
 MMDS, P/P Microwave
 1234 Mass. Ave., N.W., Suite 1006
 Washington, D.C. 20005 Phone (202) 639-8880
Member AFCEE

DON'T BE A STRANGER
 To Broadcasting's 191 781' Readers Display your Professional or Service Card here. It will be seen by station and cable TV system owners and decision makers
 *1982 Readership Survey showing 52 readers per copy

contact
BROADCASTING MAGAZINE
 1735 DeSales St. N.W.
 Washington, D.C. 20036
 for availabilities
 Phone: (202) 638-1022

LECHMAN & JOHNSON
 Telecommunications Consultants
 Applications - Field Engineering
 2033 M Street NW Suite 702
 Washington DC 20036
 (202) 775-0057

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General manager: Midwest AM/FM combo near two larger cities; creative, self-starter will realize exciting potential from formerly profitable stations. Sales background a must. Resume, Box K-123.

Established AM/FM combo waiting for selling GM in Midwest. Good ratings. Group possibilities, salary incentives and possible stock options. Send resume to Box K-95.

Owner seeks a general manager for AM/FM in Midwest college town. I need a take charge, clear thinking, shirtsleeve experienced leader. Must be able to communicate with and motivate staff in a positive way. Must also have sales ability and be able to teach skills. Those who blow smoke or just want to sit behind a desk need not apply. If you are an achiever, show me your track record. Send letter, resume, salary history to Box L-1.

Sales manager, with GM potential. Hard worker with proven track record for AM/FM combo in southern California desert area. Send resume to KSES Radio, P.O. Box 1420, Yucca Valley, CA 92284.

GM/GSM; WTRP-1530 AM 10KW (D) Chapel Hill/Durham's only inspiration station. Great format. Missing ingredient highly motivated GM/GSM. Profit incentive for right person. Write: 4411 Chapel Hill Blvd. Durham, NC 27707.

Assistant controller. Responsible for all accounting and administrative duties at successful Long Island-based broadcast group. Directly responsible for budgeting, preparation of financial statements, various financial reports. Excellent managerial skills along with hands-on experience with micros and standard spreadsheet software. Some traveling required. Excellent growth opportunity. Resumes to Linda Healy, American Media Inc., P.O. Box 230, Patchogue, NY 11772. EOE M/F.

Spanish language station manager. Must be experienced in sales and Texas Spanish programming. Fluent English and Spanish necessary. Compensation 10% of station collections. Resume and references to Doug Stalker, KEPS Radio, P.O. 1123 Eagle Pass, TX 78853 EOE.

HELP WANTED SALES

AM/FM in rapidly growing area near Washington, D.C. seeks experienced sales people who thrive on exceeding goals. Salary plus commission and benefits. If you're serious about selling, we'd seriously like to hear from you. Call 301-423-9497.

Sales manager position: leading CHR FM, Longview, Texas. Part of growing station group. Experienced, aggressive, self-starter with ability to multiply local sales through staff while building strong personal client roster. Financial rewards commensurate with increased sales. Contact: Rick Monroe, Manager, KKTX-FM, KOCA-AM, Box 192, Kilgore, TX 75662. Phone-Office: 214-984-2001. Home: 214-297-3924.

California. Top 75. Easy listening station is seeking a professional salesperson with experience in direct and agency sales. Salary plus commission, established accounts, and benefits. Contact Steve Katomski, KGFM, Box 260, Bakersfield, CA 93302 805-842-5436.

Experienced/aggressive sales manager to build department for new 100 KW Florida FM. \$35,000 first year for right person. Send resume to P.O. Box 1168, Radford, VA 24141.

Sales manager. WORQ 102 FM in southeastern Connecticut seeks sales manager to oversee strong local established account list. Radio experience required; management background preferred. Great opportunity at successful "Classical Hits" station in healthy marketplace. Future growth potential. Send letter and resume to Karen A. Quinn, VP/Sales, WORQ, P.O. Box 97, Mystic, CT 06355. EOE.

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 K95FM 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 a chance to join a company with a record of success and a 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.

One of the country's fastest growing areas is Florida's treasure coast. WAWW-105FM needs two experienced salespersons to live and work in this exciting area. No beginners. Experienced, strong closers only. Great lists, immediate openings, at the only Country FM serving this market. Resumes to Dan Dermody, Sales Manager, WAWW-FM, Box 489, Vero Beach, FL 32961.

Excellent opportunity for an experienced, small market, radio sales professional. Our top sales person is moving up in company group, opening this position. Must have impressive track record. Don't apply unless you're a dedicated sales pro, willing to give 150% effort, accept direction, continue your sales training and want to grow. Straight commission earns well into five figures and more potential to go. Mid Wisconsin is great for families and outdoors oriented people. Call Jack Gennaro or Dennis Gibson, 715-424-1300. Send resume and other information. WFHR/WWFW, P.O. Box 2222, Wisconsin Rapids, WI 54494. An equal opportunity employer.

Sales manager. Donrey Media Group station seeks SM. Training, motivation, strong sales background a must. Excellent pay, benefits, bonuses. Send resume, past earnings, performance history to Randy Prichard, GM, KBRS, 2307 Highway 71 N., Springdale, AR 72764. EOE M/F.

WITU-FM is expanding and looking for experienced radio sales people. Send letter of introduction, resume and work references to WITU, P.O. Box 370, Cobleskill, NY 12043.

Radio sales dynamics seeks salespeople to earn extra money representing company's "52 Ways to Close More Radio Sales" cassette album and services. Call Richard Kaufman 718-225-1515.

General sales manager for San Francisco Bay area cable FM network. Incredible growth and income potential for the right person. Possible ownership opportunity. Jim Bryan 415-935-5100.

HELP WANTED ANNOUNCERS

Urban FM needs announcers, prefer deep voice, also aggressive and organized sales people. Send tape & resume to WVIS-FM Box 487 Frederiksted, St. Croix Virgin Islands 00840, or call after 1 p.m. at 809-778-5199.

Telephone talk. Major market station wants personality with provocative, humorous, imaginative telephone finesse. Send resume. EOE. Box L-15.

Virginia's Shenandoah Valley is a great place to live and work. WLCC-FM/WRAA-AM needs an all around broadcaster capable of great air work and production and an interest in sales. PBP experience very helpful. T&R to P.O. Box 387, Lurey, VA 22835. EOE.

Strong medium market country FM near Chicago seeks versatile talent for morning drive and production. Challenging opportunity for the right person. Send tape, resume and salary history to WCCQ, 1520 N. Rock Run Dr., Joliet, IL 60435. EOE.

Announcer with news reading ability for adult contemporary station. Tape and resume to: WMJS, Box 547, Prince Fredrick, MD 20678.

Help wanted sports announcers. Are you a young Al Michaels, Dick Enberg or Jack Buck... doing NFL play-by-play or color in another NFL market or perhaps at a major college? This may be your once in a lifetime opportunity to become the radio voice of the NFL's most exciting team... The San Diego Chargers. If you're dynamic, exciting and truly qualified, we want to hear from you. Talk show hosts also being considered. Please send resume and tapes to Bill Arbenz, Noble Broadcast Group, 4891 Pacific Highway, San Diego, CA 92110.

HELP WANTED TECHNICAL

Chief engineer for KZBS FM Oklahoma City. \$36,000 beginning salary. General radiotelephone operator license and FM experience required. Resume to Bill Lacy, KZBS, 9400 North Broadway, Suite 99, OKC, OK 73114-7499, EOE.

International technical consulting group needs engineer for AM/FM maintenance, installation work in Hawaii. Experience required in RF, audio, and control systems. Computer experience, SBE certification preferred. Possible future travel is Asia and the Pacific. Growth opportunity for the right self-starter. Send full resume with references. Box K-83.

2 Chief engineers: AM 1kw, FM upgrading to 50kw. West Virginia area, AM 5kw, FM 3kw, Portsmouth, NH. Experience in transmitter, studio installations & FCC compliance. Send resume to Joe Jarjoura, P.O. Box C, Falmouth, MA 02540.

Chief engineer needed immediately for Venice/Sarasota, Florida market AM/FM station. Require general license, and experience with automations, DA, studio rewiring, remotes. Contact: Edd Monskie, VP-Engineering, Hall Communications, 717-397-0333 EOE.

Chief engineer for directional 5kw AM and 100kw FM. Must have thorough knowledge and extensive experience in RF applications and in studio equipment; experience in satellite technology and telephone system highly desirable. Responsible for overseeing all facilities planning and maintenance. Send resume, including details of technical knowledge and experience as well as references, to Margaret Russ, WEBR/WNED-FM, 23 North Street, Buffalo, NY 14202. An equal opportunity/affirmative action employer.

Radio chief engineer. KWMU-FM, University of Missouri-St. Louis' 100,000 watt NPR station active in local production needs top-notch chief engineer. Good salary and fringe benefits for the right person. Application deadline: November 14, 1986. Send resumes to: University of Missouri-St. Louis, Personnel Office, 8001 Natural Bridge Road, St. Louis, MO 63121. The University of Missouri is an equal opportunity employer.

Major Philadelphia AM/FM seeks engineer to assist with complete studio renovation. A successful candidate for this position should have at minimum two years' engineering experience in a top 50 market, a general or first class FCC license, and demonstrable experience in accurate, neat wiring. Excellent salary and benefits. Replies in confidence to Larry Paulausky, WPEN Radio, One Bala Plaza, 3rd Floor West, Bala Cynwyd, PA 19004. EOE/MF.

HELP WANTED NEWS

Experienced morning news anchor wanted for top rated news oriented AC. Send tape and resume to Ed Huot, WTRC Box 699, Elkhart IN 46515 EOE.

Experienced anchor/reporter for Long Island's most powerful station. We want a strong communicator with solid air sound and one-on-one writing skills. Send recent aircheck and resume to Frank Brinka, News Director, WALK FM/AM, P.O. Box 230, Long Island, NY 11772. EOE.

Experienced play-by-play and color announcers needed for flagship station for successful NFL franchise. 1987 season. Send tape & resume (in confidence) to WHDH, 441 Stuart Street, Boston, MA 02116. Att: Sports Operations.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Hall Communications group station seeks experienced program director/air talent for its southeastern Massachusetts full service AM station. We're looking for a take charge leader with excellent people skills. Experience implementing research a plus. Please send tape, resume and salary requirements to Joanie Pfeiffer, Operations Manager, WNBH, P.O. Box H 3201, New Bedford, MA 02740. Hall Communications is an equal opportunity employer.

Program director for exciting new format. Must understand target audience 25-49, team management, research, promotion, motivation, and contemporary jazz. Full service station with heavy news and sports. Salary to mid-20s. Resume by November 17 to Doug Miller, WAER, Office of Human Resources, Skytop, Syracuse, NY 13244. Affirmative action/equal opportunity employer.

Producer, news and special projects. WNYC Radio seeks a producer for the AM programing department. Responsibilities include: (1) develop, oversee and supervise news and information programing and general station sound, and (2) produce programs and special projects. Requirements include an appropriate B.A. degree and 5 years experience in news and programing with supervisory and public radio background. Applicants should have good news judgement, production skills, voice and delivery, and supervisory abilities. If interested, send resume, cover letter and salary requirements (no tapes at present) to WNYC, Personnel Department, 32nd floor, 1 Centre Street, New York, NY 10007. EOE. No Phone Calls.

Production manager: We have state-of-the-art facilities for someone who knows how to get the most out of them. Must be creative, enthusiastic and experienced. We're a news-talk station that believes our spots should be as provocative as our programing. Send T/R to Kevin Hamilton, WGIR, Box 610, Manchester, NH 03105. EOE.

SITUATIONS WANTED MANAGEMENT

GM or GSM ambitious middle market GSM looking for new opportunity in West or Midwest. Desire a position with aggressive group who wants the best and won't settle for less. Box K-79.

General manager. Operating radio stations is my business. 20 years experience. Strong on promotions, sales training, news, community involvement, & bottom line. We just sold our station I was co-owner and general manager of and I am looking for a new challenge. Northwest or Mountain states preferred. Call Jim 1-206-256-1919.

Responsible and experienced OM/AT/MD now available for any market in same capacity. Excellent promotions, sales record, programing and air work. Looking for growth opportunity. This is the person who will make the difference. Call 307-362-9022.

Successful medium market general manager seeks new challenge. 16 years radio, 8 management, mid 30s, stable family man. Great track record in sales, programing, people and cost control. If you want quality, integrity and profits. Write: Box L-8.

Business manager: 10 years experience western medium market seeks new opportunity in West. Works super with sales people and still gets the job done. Experienced in accounting, traffic, and supervision of office staff. Box L-6.

General manager with in depth knowledge of radio covering 20 years of successful management. Aggressive competitor dedicated to producing results. Strong leadership, heavy sales & promotion skills, people oriented. If interested, write, Box L-19.

Broadcast vet/sales executive seeks GM. Position in small market, well respected station only southeast. Write Box L-16.

Very experienced general manager seeks to relocate. 12 years management experience in top 50 markets. Strong background in management, sales, programing, advertising, promotion, and engineering, Box L-13.

SITUATIONS WANTED ANNOUNCERS

Resident crazy for morning drive team. Original character voices, hilarious song parodies and strong comedy writing. Solid team player. Steve Bryant 609-784-1678.

D.J. announcer: 2yrs experience with broadcast company. Seeks DJ position anywhere USA. Call Dave 619-428-4086. After 6 p.m. P.D.T. excellent ref.

WNEW Alumnus. 15 years experience. Looking for on-air shift with programing input at major market big band/MOR. Rich 212-933-0170.

Dennis Staples: humorous personality/production wiz. Morning drive, medium market only. Call 419-255-5665 or 255-1221.

Attn, small markets in California, Arizona, Oregon: dedicated newcomer (ask my boss) is a real find. Wants on-air job. Gene 213-666-2602.

Available now! Deejay production man, degree in broadcasting, 1 1/2 years experience. Some news. Prefer Midwest market. Call 307-745-4811 ext. 133. Write 1912 Thornburgh, Laramie, WY 82070.

Talk show host wants to talk. Currently in top fifteen market. Call Doug 512-321-2895.

SITUATIONS WANTED NEWS

Looking to break into radio news. Money no object, relocation no problem, hard worker, can do sports. Call for tape, "including street work", resume, writing samples, references. Robert Brown, work number 212-867-7020.

Ready for basketball? Energetic sportscaster/news-caster. Exciting PBP, excellent reporting, interviewing, writing skills. D.J., production at top rated station. Hard worker. Bob, 601-442-0574.

Experienced sports pro with major college (football, basketball, baseball, hockey) PBP, talk, reporting. Also network radio, large market television experience. Can do news, DJ. Pete 414-822-3529.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Small, medium market stations. Sound like major. 30 year professional broadcast veteran, retired, but staying in touch, will voice your station ID's, promos, images, station breaks and commercial spots. \$1 per second. 702-735-4362.

20 years experience! Canadian man 40, (former CBC announcer) seeks a PD's job in a major market. I've spent the past six years in Europe as a reporter and host of an unorthodox classical music show for an English network. I've also done TV news reporting, interviewing and acting. My programing ideas are eclectic. Phone Neil Lundy 416-690-0057. Write 181 Bingham Ave., Toronto M4E3R2.

PD, sales, news, college play by play, movie actor and morning drive, One price fits all! Box K-107.

Programing, promotions, production, administrative. Highly qualified. Salary plus percentage of revenues considered. 214-539-0877.

Make your station a hard hitting, locally oriented, 24 hour broadcast magazine. Information/entertainment designed for your targeted demographic. Box L-9.

People equal profits: programmer, morning personality who not only understands the concepts of good programing and market positioning, but more importantly, how to inspire, motivate, and guide talent. 18 years experience. Presently in Cleveland. Other markets include Dallas, San Diego, and Lexington. 216-771-2254.

TELEVISION

HELP WANTED MANAGEMENT

Major market TV/radio manager. Experienced in capital planning, budgeting, lease negotiations with strong technical background and knowledge of what makes a station run seeks upper management position. Box L-7.

Local sales manager: Harrisburg-Lancaster-Lebanon-York #44 market. WPMT-TV only indy in the market. Candidate should have local sales and management experience. Must have leadership and management skills. Great opportunity at a great station. Send resumes to: Mike Conway, WPMT-TV, 2005 S. Queen St., York, PA 17403. EOE.

Chief engineer: Excellent opportunity for hands-on chief. New RCA full power UHF transmitter and state of the art studio and production facilities. Growing independent with aggressive production schedule. Send resume and salary requirements to Dave Miller, General Manager, WRGT-TV, 45 Broadcast Plaza, Dayton, OH 45408. EOE.

National sales manager. Self-motivator with a proven track record in television sales management skills. Pricing, inventory control, and tracking system understanding a must. Applicant will supervise national sales rep. firm and will broaden our station's image in the national marketplace. Send resume to Eric S. Land, WISH-TV, 1950 N. Meridian St., Indianapolis, IN 46207. EOE. No phone calls.

Promotion manager: Top 50 group owned affiliate is seeking experienced professional to be responsible for on-air, print, radio, graphics, station image and more. If you have extensive background in all phases of promotion, management experience, and the ability to plan and execute audience generating strategy, our staff is ready to put your ideas into action. Send employment history with salary requirements to Box K-96. EOE, M/F.

News director: Northwest CBS affiliate seeks news director to provide journalistic and administrative leadership for news department. Excellent communications skills with a minimum of 5 years experience with successful news operation. Strong leadership skills with ability to motivate a diverse staff. Send resume to: Dennis Williamson, KREM-TV, P.O. Box 8037, Spokane, WA 99203. An equal opportunity employer. No phone calls, please.

Business manager. Affiliate group owned in desirable midsize market, seeks experienced station accounting department manager. Degree plus experience preferred. Columbine or Jefferson systems experience desirable. EOE. Box K-111.

Top rated affiliate in a SW city you will want to live in is looking for a national sales manager. Good parent company for career growth. Minimum 2 years NSM or rep experience required. EOE. Send resume to Box K-105.

Retail marketing manager, KPTM. Omaha's newest and only independent television station is currently accepting applications for retail marketing manager. Successful applicant would train, motivate, and lead the retail marketing department. Prefer individual with 2-3 years broadcast retail/local management experience. Send resume to: Neil Schwartz, General Marketing Manager, Pappas Telecasting, KPTM-TV 42, 4625 Farnam St., Omaha, NE 68132-3222. EOE, M/F/H.

Membership activities manager. Channel 34 public television, an equal opportunity employer, seeks a salaryed, fulltime membership activities manager to be responsible for maintaining and increasing a base of members. Knowledge of computer skills including word processing and data entry necessary. Candidate must act as producer and talent for on-air drives and oversee direct mail campaigns, membership budget, on-air solicitation and telemarketing. Deadline for application is November 5, 1986 with starting date as soon as possible. Salary \$14,000-\$17,000. Send letter of application, resume and three professional references to: Membership Activities Manager Search, WNIT-TV/Channel 34, P.O. Box 3434, Elkhart, IN 46515.

Assistant development manager for corporate and foundation relations, WGVC/WGVK-TV (Grand Rapids, MI) seeks a qualified individual to be responsible for the station's corporate and foundation relation activities. This includes planning, organizing and implementing strategies, securing corporate program funding and grants, research work, budgetary responsibilities. Reports to the development Manager. Requires a bachelor's degree in marketing, advertising, public relations or communication arts or equivalent experience. Three years of experience in sales, advertising or marketing. Excellent interpersonal and communication skills. Travel required. Send letter of application and resume by November 14, 1986 to: WGVC/WGVK-TV, Development Search, 201 Manitou Hall, Grand Valley State College, Allendale, MI 49401. EOE/AA.

Leading Mobile/Pensacola independent seeks experienced general sales manager. Must have national independent sales experience and a successful track record. Call Bill Evans 205-433-1500 or send resume to WPML, P.O. Box 2766, Mobile, AL 36652.

General sales manager for strong independent in Southeast. Must be highly motivated, a leader, possess excellent organizational skills and have a deep understanding of ratings. Candidate should have strong background in independent television and sales, both national and local. Send resumes in strictest confidence to Box L-20.

HELP WANTED SALES

Account executive. Organized, self-motivated person with strong negotiation/selling ability. Prior media/advertising experience, quality verbal/written presentation skills, ability to analyze and manipulate statistical data. College degree preferred. Resumes only; Sales Manager, P.O. Box 400, Hampton, VA 23669. An equal opportunity employer.

NYC, local-regional salesman for advertising within international network programing on NYC broadcast affiliate. Previous experience selling advertising within ethnic or foreign-language programing necessary. Proven track record in NYC a must. Salary plus commissions. Send resume to: ASN Box 2727, Grand Central Station, NYC, NY 10163.

General sales manager position available at America's #1 indie, KMPH-TV. Candidates must have extensive broadcast background covering preferably local, national and/or regional sales management. Applicants should have a college degree and possess 5 years or more selling experience. Growth potential is very lucrative. Salary, bonus and employe benefits package negotiable. Send resume to: Personnel Department, KMPH-TV, 5111 E. McKinley Ave., Fresno, CA 93727. No phone calls, please. An EOE, M/F/H.

KATV Television, Inc. in Little Rock, Arkansas, has an immediate opening for an account executive to maintain and increase sales volume with established accounts, and to aggressively seek new customers. Person selected will be expected to maintain high visibility in the community by participation in community relations efforts. Require formal education equivalent of a B.S. degree in sales/marketing or related field. Related experience will be evaluated by department management and may be substituted on the basis of one year of experience equals one year of education. One year direct sales experience. Knowledge of sales/marketing concepts. Good oral and written communication skills. Ability to organize, prepare, and present effective sales campaigns. Ability to maintain organized files, such as client files and ratings information. Negotiation skills. Send resume to: Personnel Director, KATV Television, Inc., P.O. Box 77, Little Rock, AR 72203. Equal opportunity employer, M/F.

Local account executive. Looking for successful sales rep who wants to move up to sales management in near future with a top 100 net affiliate owned by one of the country's top group. EOE. Box K-112.

Top 25 affiliate seeking an account executive who is highly motivated self-starter and good communicator with strong presentation skills. A minimum of 2 years local TV sales experience. Successful candidate will have agency, direct account and vendor program responsibilities and the opportunity to become a part of a positive, aggressive organization and broadcast group. Send resume to Box L-5.

Miami: Closed circuit television company seeks experienced account executive with management potential. Must have proven track record in direct sales. We are a successful multi-market advertising sales company with tremendous growth potential. Welcome USA 305-441-1231.

Northeast regional sales manager. Experienced, self-motivated salesperson wanted for aggressive television production/syndication company. Established station contacts in Northeast territory a must. Please send resume, salary history, requirements, and references to Box L-11. All replies held in confidence.

HELP WANTED TECHNICAL

Experienced television maintenance tech. for central Texas affiliate. Strong trouble shooting ability to component level and responsive to needs of growing, active news operation area mandatory. Heavy ENG emphasis. Good salary, benefits and advancement. Group owner. Send resumes to Box K-100. An EOE.

Chief engineer. Small market, southeast affiliate. On air 5 years. Good company and benefits. If you have been number 2 for too long, this could be your opportunity. Box K-85.

Audio technician. Our engineers cover the Washington, DC scene, travel to Europe and the Far East. If you have experience in audio, video or maintenance and want to move up, call us, Phil DeLorme, DE, WTKK-TV, Box 3150, Manassas, VA 22110. We are an equal opportunity employer and encourage minority applicants regardless of race, color, religion, national origin or sex.

TV maintenance engineer sought by KPBS-TV, San Diego's public broadcasting station. Capable of component-level analysis and maintenance on sophisticated TV production and broadcast systems including color studio cameras, videotape recorders, electronic graphics systems, computer editing systems, video production switchers, and stereo audio mixing and recording equipment. A minimum of two years of journey-level experience in the installation, maintenance and repair of TV broadcast equipment required. Demonstrable expertise with micro-processor and digital circuit technology required. FCC General Class license and/or independent broadcast technician certification desirable. The equivalent of not less than two years college-level courses in electronics engineering technology required. Salary range: \$24,168 - \$29,052 per year. Applications must be received no later than Wednesday, November 26, 1986. Obtain employment applications directly from: San Diego State University Employment Office, Administration Building - 3rd Floor, San Diego, CA 92182. EEO/AA/Title IX employer.

Videotape editor. Evening editor needed for growing Southeast production company. Two years CMX experience required. Client relation skills important. Send resume to: Editor, Southern Productions, Box 121583, Nashville, TN 37212.

Chief engineer. Small market network UHF needs take charge chief. Must possess knowledge of RCA transmitters. Maintenance, management, and design skills required. Excellent pay and benefits. EOE. Send resume and salary history to Box K-47.

TV maintenance engineer: To maintain, install and repair station equipment including, but not limited to, Grass Valley switchers, 3/4" & 1/2" VCR's and edit controllers, studio cameras, 1 and 2 inch VTR's, DVE, Chyron 4200. Prefer four years technical experience in television broadcasting and an understanding of digital video theory and applications. Send resumes to Michael Opauski, KTUL, P.O. Box 8, Tulsa, OK 74101

Broadcast maintenance engineer. Immediate opening. Channel 34 Public Television is seeking to fill the position of broadcast maintenance engineer. Maintenance and installation of VTR's, studio and remote equipment. Salary \$16,000 to \$19,000 year DOE. Send letter, resume and three professional references to Broadcast Maintenance Search, Channel 34, P.O. Box 3434, Elkhart, IN 46515. Deadline for application November 24, 1986. Channel 34 is an equal opportunity employer.

HELP WANTED NEWS

Producer, who loves putting together visually interesting, dynamic newscasts, and has a way with words. Live ENG and SNG are our trademark. Walter Saddler, WJTV, Box 8887, Jackson, MS 39204.

Sports anchor: Family Christian UHF top 10 market. Sports breaks and 5 minute wrap-up show daily being planned. Plenty of video & ENG crews. Confidential. We are an equal opportunity employer and encourage minority applicants. Reply Box K-99.

Let's talk. Top 20 network affiliate looking for bright and light host for daily morning show. The right person for us will have had previous news or hosting experience in radio or TV. Show us your creativity. Resume, no tapes, to Box K-94. EOE.

Assignment editor: Are you the most organized person you know? Can you spend all day on the phone digging up stories? Number one. Midwest top 80 station beefing up assignment desk. Box K-91.

Chief meteorologist: Dominant Sunbelt station seeks meteorologist to anchor weekday newscasts. Must have experience with colorgraphics weather computer and smooth on-air delivery. Send resume and salary requirements to Box K-88.

News department. Net affiliate an exceptional top 100 market plans to get into news business and is looking for: news reporters, anchors, producers, videographers, weather/meteorologist. And there is an opening for the right person to lead the news as news director. EOE. Box K-114.

Weekend reporter/weekday reporter. Alaska's #1 station. NBC affiliate. Show us your writing and producing skills. Tape and resume to: Todd Hardesty, News Director, KTUU-TV, Anchorage, AK 99510.

Sportscaster to produce and anchor two casts each day. Two years minimum experience. Must be able to shoot a camera and edit. West Coast ABC affiliate. EOE. Box K-101.

News director. Wanted: Experienced pro seeking challenge and reward in a top 100 market with group owned affiliate. We plan to build a credible and consistent operation with leadership provided by a news director who will have a minimum of 8 years as news director, assistant news director or senior producer/assignment editor, background including dominant station news operation, maggid or AR&D consultant, major university radio/television journalism degree will enhance candidate's application. Will consider a combo ND/anchor. Help build a new standard of performance in a very attractive market. No guts, no glory. Box K-116. EOE.

Artist wanted. News department needs artist with computer skills to build graphics and series opens and to help refine overall on-air look. Send resume, references and salary requirements to Box K-103. EOE, M/F.

Weather anchor. Must be a good communicator. An AMS a plus, but not mandatory. At least two years experience required. We are a strong CBS affiliate with a tradition of being #1. Send tape and resume to: Jim Holland, News Director, WTVH-TV, 980 James St., Syracuse, NY 13203. No phone calls, please. An EOE.

CCTV facility in central Florida is looking for reporter/co-anchor for community news/PA program. Send tape, resume & salary req. to Operations Manager, Senior Media Group, 10 Paradise Dr., Lady Lake, FL 32659.

Weathercaster for weeknight newscast. Mid-Western CBS affiliate with #1 news department looking for experienced weathercaster to handle six and ten newscasts. Emphasis on personalized delivery. Meteorologist preferred. Excellent salary and benefits. Send tape, resume and salary requirements to: Dan Die-driech, News Director, KRCC-TV, P.O. Box 659, Jefferson City, MO 65102. An equal opportunity employer.

Aggressive genl. asgn./City Hall reporter. Lost ours to major market. Degree & experience. Tape, resume & writing samples. News Director, KLMG-TV, Box 5151, Longview, TX 75608.

Photographer/editor: creative, energetic, person who can tell a story with pictures. Tape and resume to Bob Wernick, KVAL-TV, P.O. Box 1313, Eugene, OR 97440. Equal opportunity employer.

News photographer: Top rated, network O&O is seeking qualified individual for news photographer/editor position. Must have creativity and ability to work under pressure. Not an entry level position. Send tapes and resumes to John Breedlove, Chief Photographer, KFSN-TV, 1777 G St., Fresno, CA 93706. No phone calls, please. Equal opportunity employer.

Co-anchor. Aggressive Midwest, medium market network affiliate. Primetime news anchor plus health reporting. Minimum two years anchor experience. Box L-3.

WE anchor/general assignment reporter. Expansion of department requires addition of 11PM WE anchor and 2 general assignment reporters. One (1) year TV experience required. Must be able to edit on 3/4". Mid-Atlantic affiliate. Send resume to Box L-2, with salary requirements.

Producer: With outstanding conversational writing skills and keen sense of video linkage for Monday-Friday 6 & 11 newscasts. Strong potential for advancement to executive producer. Must have show producing experience. No slide pullers. Attractive salary and fringes. Send tape, resume and script samples along with salary requirements to News Director, WYTV, 3800 Shady Run Rd., Youngstown, OH 44502. EOE, M/F.

Freelance correspondents. Freelance regional correspondents with TV business news reporting and field production experience in the Detroit, Minneapolis, and New Orleans areas to cover stories for "The Nightly Business Report." Send resumes and audition tapes to: Managing Editor, WPBT, P.O. Box 2, Miami, FL 33261-0002. An equal opportunity employer, M/F/H.

Reporter-WRCB-TV in Chattanooga is looking for a news reporter who will be expected to cover "beat" assignment. This person must have at least one year of experience as an on-camera reporter at a competitive, commercial television station. No phone calls. Send videotapes and resumes to Lee Meredith, WRCB, 900 Whitehall Rd., Chattanooga, TN 37405. An equal opportunity employer.

10PM producer wanted for domestic NBC station. Send resume and tape to Jon Janes, News Director, WOC-TV, 805 Brady St., Davenport, IA 52808.

Anchor/producer. Two positions for a new news program planned by a strong network affiliate in a medium sized Southeastern market. The anchor must have strong interactive skills for the show's many live elements. Anchor candidates should send letter detailing past experience of this type. Resumes for both positions to Box L-12. An equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Emerging conservative Christian cable television network featuring diversified entertainment, educational, and sports programming seeks personnel for various positions including director/producer, experienced news/scriptwriter, switcher, and aggressive business manager. Send resume and references to BBCM/Position B, 6445 Powers Ferry Rd., #180, Atlanta, GA 30339. EOE.

Commercial photographer: Medium market CBS affiliate seeks a creative, self-motivated ENG photographer to work with a team of commercial producers. Degree &/or prior experience required. Send tape, resume, & salary requirements to Tim Cox, PD, KOAM-TV, Hwy. 69 & Lawton Rd., Pittsburg, KS 66762. EOE.

Assistant promotion director: We need a creative team player experienced in television production, graphic arts, writing and editing. If you're ready for a challenge, this could be your chance. Send resume to Demetri Hadjis, WICS-TV 20, 2680 East Cook St., Springfield, IL 62703. EOE.

Harness racing program host. An exciting new opportunity requiring extensive harness racing and handicapping knowledge, including the ability to analyze fields, conditions and replays. Polished public speaking and communications skills are also required. Responsibilities include the education and novice patron-handicappers, while entertaining and informing the wider audience in an audio/video OTB setting. Send resume and salary requirements. No tapes. Dick Gelganda, Asst. Mgr., Teletrack, 600 Long Wharf Dr., New Haven, CT 06511. General Instrument Corp., an equal opportunity employer.

Promotion director to keep aggressive NBC affiliate on top! Challenging management position promoting news, entertainment, station image. Competitive compensation package for creative individual strong in on-air and print promotion, plus departmental budgeting and supervision. Resume to Robert E. Hite, WJAC-TV, Box 38, Johnstown, PA 15907. EOE.

Traffic director. Medium sized market NBC affiliate in Midwest. Bias, Columbine or BCS background helpful. EOE. Box K-115.

Production manager. Creative, enthusiastic and experienced manager who would like to organize, teach and lead the production operation for a newly acquired NBC affiliate in a great Midwest market. Successful candidate will possess minimum of 2 years experience as a production manager. Excellent compensation. EOE. Box K-113.

ABC affiliate in San Francisco Bay area seeks highly motivated promotion writer-producer to develop and coordinate on-air promotion. We're looking for someone with excellent production, creative and organizational skills. Two years broadcast experience with emphasis on news promotion is preferred. Send tape & resume to: Patricia Berry, Promotion Director, KNTV-TV, 645 Park Ave., San Jose, CA 95110.

KTUL, #1 ABC affiliate in Tulsa needs an aggressive, creative promotions director. Send resumes and qualifications to John Garwood, President-General Manager, KTUL-TV, P.O. Box 8, Tulsa, OK 74101.

Promotion assistant. Responsible for on-air news promotion. Graphics background helpful. Experience in field production. 2-3 years experience. Salary commensurate. Send tape to Tom Wilson, WBRE-TV, 62 South Franklin St., Wilkes-Barre, PA 18773.

PM Magazine co-host/producer. Number one station in the top 50 market looking for dynamic personality with creative ability in story/feature producing to work with male co-host/producer. Prior PM Magazine experience preferred. Send resume/audition tape to: Human Resources Mgr., WSAZ-TV, Box 2115, Hinton, WV 25721. EOE. M/F.

NBC affiliate in Southeast top 50 market, needs a TV director with 2-5 years solid news experience. Should be familiar with Grass Valley switchers and NEC System-10 DVE. Send resume, salary requirements and videotape with examples of your work to: Personnel Department, WPCQ-TV, Channel 36, P.O. Box 18665, Charlotte, NC 28218-0665. No phone calls, please. EOE.

Public affairs director. Leading independent television station in Southwest top ten has immediate opening. Must have on-air experience, be capable producer and able to work independently. Position requires knowledge of FCC licensing requirements. Send resume to Box L-10. EOE. M/F.

Videographer: One of nation's top rated independent stations is seeking a first-rate shooter for commercials, corporate presentations, promos, etc. 3-5 years experience preferred. Send resumes to Peter Kent, Production Manager, WXIX-TV 10490 Taconic Terrace, Cincinnati, OH 45215. A Mairite Communications Group station. EOE.

Producer/director: Network affiliate in top 40 Southern market seeks creative individual with experience directing news and live programming. EOE. Send resume and salary requirements to Box L-25.

SITUATIONS WANTED MANAGEMENT

Need a quality minded production manager who can produce profits through effective management? Call 412-683-7712.

General manager. 34 years practicing television, since 25! For 7 stations, including 2 groups, has achieved quick turnarounds; produced spectacular sales, profits, prestige! Expertise: management, sales, news, programming, promotion. Nationally recognized, quality manager. Compensation based on superior performance. Box K-13.

Business manager/controller: Degreed, 5+ years experience with top 60 network affiliate. News owners content to be third in market; I wish to be #1. If you are a quality organization and this is also your goal, I offer the experience, integrity and dedication needed. Box L-4.

Direct, confident, skeptical. I've been so described. I've also been called open, effective and thorough. Out of television briefly by choice; experienced, intelligent news director is ready for your 20's through 50's challenge. Box L-17.

SITUATIONS WANTED SALES

Radio sales and management veteran (certified radio marketing consultant) seeks career change to television sales. John R. Sharp, CRMC, 919-247-6199.

SITUATIONS WANTED ANNOUNCERS

TV-radio talk host-producer. Major market issue and celeb experience. Good live audience, spontaneous humor, comfortable location or studio. Box L-14.

SITUATIONS WANTED NEWS

Seeking entry level position in TV news department of medium market. Have internship experience. BA in broadcasting communications and political science. Very hard worker and willing to move anywhere for the right opportunity. Call Robin Ring, 501-229-4360.

Reporter: Recent college graduate seeks fulltime general assignment reporting. Strong writer. Experience in small market television and radio news, major market news internship. Will go anywhere for right position. Tape available. Annette Hamilton 813-972-4217.

Reporter. Newspaper, radio, television experience. Strong writer. Northwestern grad with NBC, CNN and INN internships. Looking for best challenge. 703-524-0540.

Anchor, KUSA-TV, Denver, Colorado - 8 years news director, Sacramento, California - 2 years, seeks similar position medium or major market. Call Larry Camp 303-693-1633.

Female anchor reporter with 7 years experience would like to become part of a news magazine team, strong interviewing, producing skills. Warm delivery Contact Box L-22.

Sports journalism isn't dead. Radio sports standout seeks TV challenge. Impeccable track record. 6 years experience, some on-camera. 100% professional, poised, glib, creative, meticulous. Eager learner, dynamic talent can make sudden impact! Barry. 802-885-9428.

Meteorologist. Knowledgeable and creative with much small market experience, seeks position in larger market. Available immediately. Box L-18.

Are you looking for an attractive intelligent female anchor with strong journalistic skills (who can interview, write, and ad lib as well as read)...then contact Box L-23.

Meteorologist seeking fulltime position in Sunbelt. AMS Television seal, ten years experience small, large markets. Box L-21.

Reporter. Highly motivated grad with experience in small market ABC affiliate seeks entry level position in TV news department. Strong writer with ability to shoot and edit own news reports. Call Robin Ring, 501-229-4360.

Attractive American Indian female anchor reporter is ready to move to bigger market with greater creative challenges. If interested, contact Box L-24.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Award winning freelance documentary, public affairs and industrial television producer/writer seeks staff position in New York City metropolitan area. Reply: 718-965-0268.

Hard working professional seeks media production position. Broadcasting degree, 4 years experience, and certified audio recording engineer. Knowledge of many aspects of radio/TV including audio/video editing. Need long term growth opportunity. Must move soon. Greg Younts, 115 1/2 North Egan Ave., Apt. 2, Madison, SD 57042 or phone 913-262-0844.

Qualified production assistant: BA plus three years experience in ENG/EFP. Solid shooting skills, efficient editor, likes sports and having fun. Will start at bottom. Prefer Western states. Tim 208-375-2389.

National award-winning scriptwriter, New York State Press Association award-winning journalist, Ph.D. with excellent research skills and record of proposal successes. L. Buttinio, 107 Cypress St., Rochester, NY 14620. 716-461-5566.

MISCELLANEOUS

Primo People: Send us your tape and resume if you are serious about moving up. If you meet our high standards, the sky's the limit. Steve Porricelli & Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Graduate assistantships available for spring semester 1987 (starts January 5) and fall semester 1987, Radio-TV Department, Arkansas State University/Jonesboro, to qualified students enrolling in department's graduate program in mass communications (Radio-TV). For more information write Chairman, Radio-TV Department, Arkansas State University, Box 2160, State University, AR 72467, 501-972-3070.

Graduate assistantships for Master's degree in Communications in an award winning program. Stipend is \$4500 plus waiver of all tuition and fees. Teach two classes in basic public speaking under guidance of experienced professional faculty. We provide, book, syllabus and detailed classroom materials. You may pursue communication: interpersonal, public or intercultural; mass communication: broadcasting, journalism or public relations. Complete color television studio with cable connection and 100,000 watt FM public broadcasting station, both with satellite linkage. Write or call Graduate Coordinator, USL Box 43650, Lafayette, LA 70504, or 318-231-6103. Opening in August as well as January. Graduate Record Exam (GRE) required and GPA of 2.5 or more.

The University of Florida seeks an assistant professor of telecommunications on tenure track line for August 1987. Desire a generalist with ability to teach basic television production and in one or more of the following areas: writing, research, operations/programming, promotion or mass communication and society, appointment to graduate faculty possible. Ph.D. in telecommunication, or related field, and production experience in television or cable required. ABD considered. Salary range: \$26-32,000 for nine months. Send resume and three reference letters to Dr. John Wright, Department of Telecommunication, 2088 Weimer Hall, University of Florida, Gainesville, FL 32611. Application deadline: November 28, 1986. The University of Florida is an equal opportunity affirmative action employer. The selection and interview process will be conducted under Florida's "Government in the Sunshine" and public records laws. Meeting and interviews will be open to the public and documents will be available for public inspection.

The Department of Communications and Theatre Arts of Susquehanna University seeks an experienced professional with an M.A. degree to direct its 12,000 watt FM radio station and to teach courses in broadcasting. Salary is competitive. Position begins January, 1987. Susquehanna is an equal opportunity, affirmative action employer. Write Dr. Henry Diers, Dean of Fine Arts and Communications, Susquehanna University, Selinsgrove, PA 17870, for further information or to apply. Call 717-372-4288.

Texas Christian University. The Department of Radio-TV-Film has two full-time, tenure track openings beginning August, 1987. Position #1: Chairperson to provide academic and scholarly leadership to a department with ten full-time faculty and staff. Rank and salary dependent upon qualifications. Ph.D. record of teaching excellence, record of scholarly activity, and evidence of administrative ability required. Position #2: Assistant Professor to teach a wide range of radio, television, and film courses. Ph.D. required (may consider ABD). Teaching experience, capacity for scholarly activity, and commercial broadcast experience highly desirable. Salary negotiable. The search committee will begin reviewing applications in December. send letter of interest, current vita, and names of three references to: Dr. R.T. Ellmore, Acting Chairman, Department of Radio-TV-Film, P.O. Box 30793, Texas Christian University, Fort Worth, TX 76129. TCU is an EEO/AA employer.

Reagan Chair of Broadcasting, academic appointment beginning fall semester 1987. The Department of Broadcast and Film Communication at the University of Alabama seeks applications and nominations for a permanent endowed position, the Ronald Reagan Chair of Broadcasting. Carries salary, support funds, and performance expectations consistent with a major senior-level appointment at the rank of professor. Candidates should have a doctorate and a strong record of teaching and research in broadcasting/mass communication. The successful candidate will be an individual who is recognized nationally for research and scholarship in telecommunication issues relating to professional broadcasting government policy, or society at large. Commitment to continued scholarly productivity is important. Interviews will begin in early 1987. Processing of applications and nominations will begin on January 15 and will continue until the position is filled. Applicants should send letter, vita, supporting materials, and names of references to: Dr. Ray Carroll, Chairman of the Search Committee, Reagan Chair of Broadcasting, The University of Alabama, Box D, Tuscaloosa, AL 35487. The University is an equal employment opportunity/affirmative action employer.

Broadcasting instructor, assistant professor or associate professor, tenure track, beginning fall quarter 1987. Courses to be taught include: production/direction, broadcasting news, radio/TV workshop. Candidate will advise on-campus radio and television facilities and will develop contacts with Bay Area broadcast media. Nine-month academic year; salary range \$22,116-\$36,672. Rank and salary commensurate with experience and qualifications. Ph.D. preferred, M.A. and significant course work toward Ph.D. required; university-level teaching and media experience. Application deadline: Dec. 15, 1986. Applications after this date may be considered. Send letters of application, vitae, and the names and phone numbers of three references to: Dr. David L. Sanders, Chair, Search Committee, Department of Mass Communication, California State University, Hayward, Hayward, CA 94542. (AA/EEO) Minorities and women are especially encouraged to apply.

HELP WANTED SALES

NYC, local-regional salesman for advertising within international network programing on NYC broadcast affiliate. Previous experience selling advertising within ethnic or foreign-language programing necessary. Proven track record in NYC a must. salary plus commissions. Send resume to: ASN, Box 2727, Grand Central Station, NYC, NY 10163.

HELP WANTED TECHNICAL

FM, TV, AM broadcast engineer: position in DC area for FCC regulatory engineer with experience PE certification desirable, but not necessary. Seeking take charge person, good oral, written skills - teamworker. Send resume to Box L-26.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

Fast-growing Florida production/syndication company needs curious, reporter-types ready to go behind the scene to produce TV programing. Creativity, writing skills, attention to detail, motivated attitude are essential. Send demo tape. ICI, P.O. Box 1666, Orlando, FL 32802.

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.

Christian Countdown America is a weekly 2 hour countdown of the contemporary Christian hits. Currently heard in 92 countries. Call 312-820-1369 for demo tape, or write: Box 900 Wheaton, IL 60189.

Weekly top 100 survey of pop songs or top 50 country songs available from American Music Formats, Dept. B., 15205 W. Lynwood, New Berlin, WI 53151. Surveys rank songs popularity from our sources. Surveys include "moral" evaluation such as "X" or "R" based on song content. Subscribe today for only \$120 per year for pop, \$90 country.

MISCELLANEOUS

Unity Awards in Media recognizes reporters' outstanding coverage of minority affairs. Entry deadline: 5:00 p.m. January 9, 1987. For entry forms contact: Department of Communications, Lincoln University of Missouri 65101. 314-681-5306 or 681-5307.

200 movies for sale. High quality video. 3/4", 1" and Pal formats. Write for listing. V. Stasiunaitis 7321 W. Breen, Niles, IL 60648. 312-966-0496.

Starfield: Brilliant, beautiful computer generated Starfield. Runs five minutes. \$100.00 in any format. Market One Communications, P.O. Box 323, Radio City Station, NYC, NY 10101.

EMPLOYMENT SERVICES

300 Government Jobs list. \$16,040 - \$59,230/yr. Now hiring. Call 805-687-6000 Ext. R-7833.

Stop wandering aimlessly through the "job-hunting jungle." Climb aboard the The Hot Sheet -- and get results! 813-786-3603.

CONSULTANTS

Consultants. Solutions to technical problems 24 hours a day. New facility construction and planning a specialty. Bill Elliott, 203-773-8072.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404-324-1271.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-884-0888.

AM transmitters: 25kw-CSI(1985)**10kw-RCA BTA 10H**5kw-Harris BC5H, **1kw-Harris SXI, Harris BC1H**250W-Collins 250G, Transcom Corp. 215-884-0888.

FM transmitters: 25kw-Harris FM25k(1986), Harris FM 25k(1982), Sparta 625(1975)**20 kw-CCA 20,000DS**10kw-Harris/Gates 10G. **5kw Bauer 605B, RCA BTF 5E1, AEL 5KE, CSI 5000E, RCA BTF 5B **1kw-Syntronics 1.5kw, Gates FM1B, Gates FM1C, Transcom Corp. 215-884-0888.

50kw AM- GE 4BT50A2, on air, excellent condition, w/over \$15,000 in spares, Transcom Corp. 215-884-0888.

Harris SX-1, 1KWAM, 1985, mint. going up in power, Transcom Corp. 215-884-0888

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 staion 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.

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.

Over 100 AM/FM transmitters in stock. AM - 50kw thru 1kw, FM 40kw thru 1kw. All complete - all books - all spares. Besco International, 5946 Club Oaks DR, Dallas TX 75248. 214-630-3600. New # 276-9725.

AM transmitters: 50, 10, 2.5, 1.5 and .25 KW. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

FM transmitters: 25, 20, 15, 10, 5.1 and .25 KW Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

ITC WP series cart machines, mono, triple cue, mint condition. 1 KW antenna tuning unit, tuned to 1230 Khz. 205-821-1491 after 5 p.m. CDT.

Grass Valley 1400-7 20X3 production switcher system. \$6500. Grass Valley 400 routing switcher. 32X32 w/single channel audio. Avil. Dec. '86. Maze Broadcast. 205-956-2227.

RCA TTU-60AH UHF transmitter, stainless G-7 934' tower, 1000' 6 1/8" line, plus mid band antenna. Buyer removes. Avail. immed. Maze Broadcast. 205-956-2227.

For sale: 2 - Ampex 2" VTRs. Hitachi 1" HR-200 VTR. Cameras: Phillips LDH-20, Norelco 610, Hitachi FP-20, JVC NU-1800. Monitors, 3/4" units, accessories, much more! Complete list: 317-724-7721

3/4 evaluated videotape! Guaranteed to look and work as new. Prices: Field mini KCS-20 minute cassettes \$6.99. 30 minutes \$8.99, 60 minutes \$11.99. Elcon are evaluated, wrapped and delivered free! Master broadcast quality at half the price. Hundreds of thousands sold to professional users. To order call Carpel Video, Inc., collect, 301-845-8888 to toll free 800-238-4300.

Copper! For all your broadcast needs. #10 ground radials: 2, 4, 6, 8" strap flycreeen, counter poise mesh. 317-962-8596. Ask for copper sales.

McMartin BF-25K FM transmitter with Harris MS-15 exciter. 8 yrs old. On air. Available Jan. 87. \$17,500. 1-205-956-2227.

Several 5 pot mono/stereo boards, QRK/Russco TTs, TEAC R/R, cassette decks avail up to 50% off cost. Lewis, 213-659-5776.

Two RCA 60kw UHF transmitters. Tunable 14-29. Good condition. One available immediately, other 60 days. 404-299-1175.

Used or new equipment... from cart machine to towers. For your specific needs, call Dale Hendrix, Holt Technical Services at 215-866-2131. A division of the Holt Corporation.

Used broadcast TV equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings 213-641-2042.

IKE HL-79DAs. HL-79As, Sony BVH-500A. RCA TR-800 1" VTR, ACR-25s, TCR-100s, HR-200 1" VTRs Grass Switchers. GMC motor coach with switcher and Chyron. Many other pieces available. Call for a complete list, Marvin Luke 919-977-3600.

TELEVISION

Help Wanted Management

Director of Marketing and Advertising

KING 5 TELEVISION, Seattle's leading NBC affiliate is looking for an experienced advertising professional to head our internal, full service Marketing and Advertising Department.

The Department is responsible for station creative services, public relations and promotion, graphics, sales promotion, media placement and research. Staff size is 15.

The person we seek should be an experienced advertising and marketing professional, ideally with management experience in a major market television station.

Send cover letter and resume to: Sturges Dorrance, General Manager or

Kristina Moris, Personnel Director
KING 5 TELEVISION
333 Dexter Avenue North
Seattle, WA 98109

NO PHONE CALLS ACCEPTED
EQUAL OPPORTUNITY
EMPLOYER



ENGINEERING/OPERATIONS DIRECTOR

Outstanding manager and team player with demonstrated ability in technical facilities design and operations, including studio and field production, and cable and satellite communications, to direct department servicing production, broadcast, and other distribution needs of WTVS and its clients. Minimum 5 years experience in engineering management at a major-market TV station and ability to motivate and instruct others. Send resumes to: Human Resources Division
WTVS/Channel 56; 7441 Second Blvd.
Detroit, MI 48202

EQUAL OPPORTUNITY EMPLOYER

Help Wanted Management Continued

STATION MANAGER

Top 25 Indy looking for experienced station manager. Great opportunity for self-starter with leadership and management skills. Must have successful Indy track record. Send resume to Box K-125.

Help Wanted Sales

GENERAL SALES MANAGER

Major market So. Ca. Indy is looking for experienced GSM to lead large sales force. Must have national Indy sales experience and a successful track record. Send full details (no blue sky, please) with salary history first letter. Superb opportunity but only for heavy hitters. EOE.

Box K-61

Help Wanted Sales Continued

LOCAL SALES

Midwest NBC affiliate seeks experienced sales rep. Must have proven track record and be willing to do what it takes to get the job done. Want hard-hitter, not a quitter. Good list, salary, commission, and great potential for the right person. Position available January 1, 1987. Send full details, picture, and salary history. Box K-117. EOE.

LOCAL SALES

NBC affiliate in Northern California medium market seeking experienced professional account executives to service agency and client accounts in growing market. Reply GM, KSBW-TV, Box L-27. EOE.

Qualified syndication sales rep. to work natl. local sale of super sports mag. TV show.. excellent salary plus comm... Call Walt 415-742-5768 (SF).

Home Shopping Network America's Fastest Growing TV Network Needs Good People.

The HSN TV Network is Staffing Up...

Sales Account Executives Research Director Sales Assistants

If you're experienced... but more importantly,
IF YOU'RE GOOD, send resume to:

Director of Sales
HSN Television Network
390 W. Market Street
Newark, NJ 07107



No phone calls... All replies confidential

Male/Female...

Equal Opportunity Employer

© HSN 1986 An American Stock Exchange Company Trading Symbol HSN

Help Wanted News

CONUS COMMUNICATIONS

CONUS COMMUNICATIONS is seeking the following individuals:

Account executives (2) for our domestic news service sales department. We are looking for news people who can sell. Two-three years news management experience essential. Strong writing and presentation skills essential. Excellent compensation package: salary plus commissions.

Managing editor for Conus national news service. This is an absolutely unique position in the television industry. This person will supervise Conus National Desk, direct coverage of national stories using resources of Conus and Conus member stations. This person must be strong editorially. He or she should have two to three years experience in news production at the local level. Experience with national news organization desirable but not essential.

If you are a highly motivated individual, if you believe you have the skills and ability to help shape and direct the future of broadcast news, if you want to be part of a rapidly growing organization that will recognize your accomplishments, if you want to make television history, not just read about it, CONUS COMMUNICATIONS is your company.

To apply please send resume to:

Personnel Director
Conus Communications
3415 University Ave.
Minneapolis/St. Paul, MN 55414
An equal opportunity employer
M/F



Help Wanted Technical

BROADCAST APPLICATIONS ENGINEER

Television

ANDREW, a recognized leader in the development and manufacture of advanced state-of-the-art antennas and transmission lines, is conducting an immediate search for a Broadcast Applications Engineer. Position requires an individual experienced in actual customer application of UHF-TV and VHF-TV high power transmitting antenna and transmission line products. A thorough understanding of products and applications plus experience with broadcast field sales and product support is desirable. B.S.E.E. desired, but equivalent experience may be acceptable.

For immediate and confidential consideration, please submit your resume, including salary history to:

ANDREW
CALIFORNIA CORPORATION
1037 West Ninth Street
Upland, California 91786
ATTN: Personnel Manager
An equal opportunity employer

Help Wanted Technical Continued

MAINTENANCE ENGINEER

Immediate opening in the sunny South for a qualified broadcast technician. A strong broadcast maintenance background is required with a minimum of two years experience at television broadcast maintenance. Experience on Ampex 1", RCA studio cameras, Thompson Graphics V, and Harris VHF transmitters a plus. We are a full power VHF facility and an ABC affiliate. Good working conditions and benefits. Salary commensurate with experience. Send full resume to: Chief Engineer, KBMT-TV, P.O. Box 1550, Beaumont, TX 77704 409-833-7512.



Help Wanted Programing, Production, Others



THE NASHVILLE NETWORK

VIDEO TAPE EDITORS

The Nashville Network, a leading cable television production company located in Nashville, Tennessee, is seeking video tape editors. We require a minimum of one year experience in editing of production and commercial material utilizing the following equipment: video tape recorders, video switchers, video sync and test signal generators, video processing equipment, audio consoles, edit controllers, electronic graphics and character generators. Experience working on CMX 340X, ADO 3400, Chyron 4100EX and Abekas A42 still store is preferred. We can offer a competitive salary, excellent benefits and a working atmosphere that is challenging, professional and rewarding. For consideration, submit your resume, letter of interest and salary history to:

Opryland Broadcast Personnel
2806 Opryland Drive
Nashville, TN 37214

Equal opportunity employer

PRODUCER/DIRECTOR

Number one CBS affiliate in beautiful Charleston, SC by the sea is seeking a creative individual with strong directing skills in commercial production. (Lost person to ABC O&O in Philadelphia.) We have all the tools to make you succeed: Conus, ADO, Artstar, Chyron IV. Person must have management potential. Send tape and resume to: Charlie Thompson, Director Broadcast Operations, WCSC-TV, P.O. Box 186, Charleston, SC 29402. EEO, M/F.

Help Wanted Programing, Production, Others Continued

SENIOR PRODUCER

Houston's fastest growing station is looking for a strong #2 person with a solid writing and producing background. Individual must have a minimum of 3-5 years experience in TV promotion or advertising department. Some management experience preferred. Send resume, reel and references to:

Emily Barr
Advertising & Promotion Mgr.
KHOU-TV
1945 Allen Parkway
Houston, Texas 77019
(No phone calls please)
An Equal Opportunity Employer



K H O U - T V

VIDEOGRAPHER

Be part of a successful show in America's #1 city. We are looking for a seasoned, hardworking, videographer with 3-5 years of magazine feature shooting experience to work with our team of creative producers in executing solid feature stories. EOE

MUST SUBMIT RESUME AND VIDEO CASSETTE OF 3-5 FEATURE SEGMENTS TO:



KDKA-TV
ONE GATEWAY CENTER
PITTSBURGH, PA 15222

HOT SHOT PRODUCER

Award winning promotion team looking for a senior producer. Must be creative, independent and aggressive. Experience in all aspects of television promotion required. Strong writing skills a must. EOE

Rush Tapes to:
Jan Craig WTVF
474 James Robertson Parkway
Nashville, TN 37219
(615) 244-5000

For Fast Action Use
BROADCASTING'S
Classified
Advertising

Miscellaneous

REWARD

THE NATIONAL BROADCASTING CO.

Two Ikegami HL 79DAL cameras were recently stolen from NBC personnel working in New York City. Both cameras carry Canon J13X9B Type II lenses and can be identified by both National Broadcasting Company EJ inventory numbers and Ikegami serial numbers. The identifying numbers are as follows:

	CAM.	VS.	LENS
HL79	EJ24079 Ser.83YFW15171	EJ24098 Ser.83YHQ15255	EJ24099 Ser. 53555
HL79	EJ22308 Ser. 833FK11522	EJ22309 Ser. 82XGM10994	EJ22310 Ser. 52358

A reward is being offered for information leading to the return of one or both cameras. Contact NBC Security at: 212-664-2231.

Situations Wanted Management

**Now Available
TV GENERAL MANAGER
West Coast**

Ownership change makes available an energetic, dedicated professional with proven success in sales, programming, and news.

WRITE BOX K-78

ATTENTION

BLIND BOX RESPONDENTS

Advertisers using Blind Box Numbers cannot request tapes or transcripts to be forwarded to BROADCASTING Blind Box Numbers.

Such materials are not forwardable and are returned to the sender.

Situations Wanted News

Medicine, Technology, Science, Environment

WGBH Boston has trained six of the nation's top science journalists in radio and television news techniques. They are now seeking positions as producers or reporters at major news and production organizations. Their broadcast work has already achieved national exposure; their resume reels speak for themselves. If you want a first-rate, aggressive specialist who works to the industry's highest standards, please contact: David Kuhn, Director, Science Fellowships, WGBH, 125 Western Avenue, Boston, MA 02134, 617 492-2777



RADIO

Help Wanted Programing, Production, Others

**Major
Radio Broadcaster
Seeks**

Top Rated, Beautiful Music

PROGRAM DIRECTOR

**Also Required
Highly Rated**

BEAUTIFUL MUSIC FORMAT

(In Stereo)

**(Format must be proven and
available exclusively nationwide)**

**Send Resume and
Salary Requirements**

or

Tapes and Format Costs

to

**Post Office Box 21108
Tampa, Florida 33622**

Situations Wanted Announcers

SITUATION WANTED

One of the nation's finest radio talk host is now available. Nearly twenty years top ten market experience. Acclaimed as "one of the nation's best radio talk hosts" by the Detroit News, and chosen this year as the "best talk show host in Detroit" by Detroit Monthly magazine. Great voice, superb interviewer, extraordinary general knowledge. Resume and tape on request. Box K-84.

ALLIED FIELDS

Help Wanted Instruction

EXECUTIVE DIRECTOR ACADEMIC ASSOCIATION

The Broadcast Education Association (BEA), a cooperative venture of broadcasters and educators made up of college and university institutional as well as individual members, and publisher of the quarterly *Journalism of Broadcasting and Electronic Media*, and *Feedback*, seeks a full-time executive director to begin no later than March 1, 1987. Based in Washington, DC, BEA needs a dynamic administrator adept at budgeting and fund-raising, program initiatives, and effective small office operation. Ideally, the executive director will have academic background (advanced degree preferred) in some area of mass communication, and prior experience with convention organization. Some travel required. Salary competitive depending on background, with good benefits package. BEA is housed at and works closely with the National Association of Broadcasters. Send letter of application with resume and names of at least three references to Dr. Christopher H. Sterling, Telecommunication Policy Program, George Washington University, 515 22nd St., NW, Washington, DC 20037. By December 1, 1986. BEA is an EEO/AA employer.

VIDEOTAPE EDITOR

Allen-Bradley is the leading developer-manufacturer of factory automation systems. If you're an experienced Videotape Editor, here's an opportunity to advance your career with our Video Services department, assisting in the production of a variety of innovative, award-winning programs.

You must bring to the position demonstrated competence doing computerized edits of 1" videotape. Please mention specific experience with the following equipment: Ampex ACE editor, Ampex ADO digital effects generator, Ampex 4100 switcher, still storage, Chyron, Ampex VPR-80 1-inch VTRs (4), BVU-800 3/4-inch VTR, BVW-40 BetaCam VTR, 8 channel audio recorder, Newsmatte, and Ikegami HL-79 cameras (2).

This is an interesting, rewarding position; 2nd shift. An excellent salary-benefits package, including dental/life/health insurance plans, is offered. Send your resume in confidence to:

Sonia Shavzin;
Human Resources Representative



ALLEN-BRADLEY
A ROCKWELL INTERNATIONAL COMPANY

A Rockwell International Company
1201 South Second Street (14974)
Milwaukee, WI 53204

An Equal Opportunity Employer M/F/H/V
Principals Only



*We're reshaping the way industry thinks
And works*

Miscellaneous

IMMEDIATE CASH FOR CURRENT ACCOUNTS RECEIVABLE

No Red Tape - No Delay
We purchase Accounts
Receivable and pay 70% to
85% of their value.

TOWERS CREDIT CORPORATION

A subsidiary of
TFC Towers Financial Corporation
An OTC Company

200 Madison Avenue
New York, NY 10016
212-696-0505

Outside New York State
800-553-3322

VIDEOTAPE EDITOR

- Q.** Are you frustrated in a dead-end position in your Production Department?
- Q.** Are you ready to exercise your editing skills in a dynamic, creative environment?
- Q.** Do you have two or more years of experience on CMX (or compatible) editing systems?

If you answered "YES" to these questions, then you may be the person we're looking for!

ADMARK, INC. is one of the nation's top creative resource companies, located in the country's fastest growing television production market. With a full production studio and one-inch editing suite, we're looking for an editor to join our video production team.

Send resume, tape, and salary requirements to:

Francis Eagle
Vice President
ADMARK PRODUCTIONS
609 Merritt Avenue
Nashville, TN 37203

An Equal Opportunity Employer

Consultants

FAIRNESS COMPLAINTS?

Contact
BROADCAST MEDIA LEGAL SERVICES
a service of McCabe & Allen
FOR IMMEDIATE LEGAL ASSISTANCE CALL
1-800-433-2636
(In Virginia, call 703-361-6907)
QUALITY, FLAT FEE LEGAL SERVICES
AMEX MC VISA CHOICE

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

A CHANGE OF PACE!

Are you in love with radio, but bored with your present location? Are you ready to escape to a brand new area and on to bigger and better things? Contact B.T.A. today—we may find the perfect job for you! For complete details and registration, send \$2.00 postage/handling to:



Broadcast
Talent
Agency

73-255 El Paseo
Suite 9E

Palm Desert, CA 92260
(619) 341-0225

WE PLACE ENGINEERS

CHIEFS, ASST. CHIEFS, MAINTENANCE TECHNICIANS, EDITORS, GRAPHICS
America's Leading Source for a Decade
TV STATIONS, PRODUCTION FACILITIES, CORP. TV, MFG., CATV
For information phone or write Alan Kornish



key SYSTEMS

479 Northampton Street
Kingston, PA 18704

Employer
Paid Fees

(717) 283-1041

JOB HUNTING?

If you need a job, you need MediLine. We give you job listings in news, weather, sports, production, programming, promotion, engineering and sales. For \$30 you get a daily report for 6 weeks. Learn more: 312-855-6779. MediLine, P.O. Box 10167, Columbia, MO 65205-4002.



Radio & TV Programing



Lum and Abner Are Back

...piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.



PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737
Jonesboro, Arkansas 72403 ■ 501/972-5884

FOR EARLY DEADLINE INFORMATION
SEE PAGE 106

The Holt Corporation

NORTHEAST FM/AM

\$3.5 million with negotiable terms. Call Gary Kirtley at
703—698-8824.

Suite 205
The Westgate Mall
Bethlehem, PA 18017

Washington Office:
7809 Freehollow Drive
Falls Church, VA 22042

One Tower Park
Route 9 - Box 34
Winchester, VA 22601

Combo with Class C FM

Covering several markets in Northern New England. \$1.1 Million, TERMS, Reply to: Box 19057 Alexandria, Virginia 22320.

NEW ENGLAND

Excellent value. Successful turn-around - AM- with PSA. Real estate. Asking \$375,000. Contact Ron Hickman 201—579-5232



WEALTHY SO. CALIFORNIA MARKET
REGIONAL CLASS B
EXCELLENT DIAL POSITION
EXCEPTIONAL ANTENNA HEIGHT
\$4 MILLION TERMS

Hoyan - Feldmann, Inc.
MEDIA BROKERS - CONSULTANTS
P.O. Box 146
Encino, California 91426
Area Code (818) 980-3201

EARLY DEADLINE NOTICE

Due to holiday Tuesday, November 11, 1986, the deadline for classified advertising for the November 17 issue will be noon, Friday, November 7, 1986.



R.A. Marshall & Co.
Media Investment Analysts & Brokers
Bob Marshall, President

Powerful Am with excellent dial position combined with underdeveloped FM in middle-Atlantic market. Excellent ratings, attractive real estate. \$1.35 million.

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. Cash, check, or money order. 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 ad-

ressed 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, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. No personal ads. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80.00 per inch. Situations wanted: \$50.00 per inch. All other classifications: \$100.00 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space, Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

Jay Meyers, program director, WBUR(FM) Buffalo, N.Y., joins WGLD(AM)-WOJY(FM) Greensboro, N.C., as general manager.



Meyers



Adams

Fred A. Adams, sales manager, WBZ-TV Boston, joins Alpha Communications Corp., Mystic, Conn., as executive VP. Alpha is newly formed company that is searching for TV stations to acquire.

Doug Knight, station manager, WBFS-TV Miami, joins WGBO-TV Joliet, Ill., in same capacity.

Brad Anderson, director, governmental relations, Viacom Cablevision, Pleasanton, Calif., named general manager, Viacom's suburban Milwaukee system.

Dan A. Adams, business manager, Palmer Communications' WOC-AM-TV and KIIK(FM) Davenport, Iowa, named controller. Palmer's television stations, WOC and WHO-TV Des Moines, Iowa.

Mary Souder, membership manager, New Jersey Public Broadcasting Network, Trenton, joins noncommercial WPBT(TV) Miami as development director, membership, local underwriting and planned giving departments.

Susan J. Monahan, manager, direct marketing, Paramount International Coin Corp., Miami, joins WPBT as development manager, membership department.

Kathryn Corry, former assistant treasurer, Ohio State University, Columbus, Ohio, joins Warner Cable Communications Inc., Dublin, Ohio, as director, treasury operations.

Denise L. Kessler, tax accountant, Arthur Andersen & Co., Philadelphia, joins Comcast Corp., Bala Cynwyd, Pa., as senior tax consultant.

Marketing

Paula Forman, senior VP and management director, Saatchi & Saatchi Compton Inc., New York, named executive VP. **Charles Abrams** and **David Herzbrun**, executive VP's, and **Erica Witnauer**, senior VP, named to Saatchi & Saatchi Compton board of directors.

Elyse Zorn, VP and management supervisor,

DFS Dorland Worldwide Inc., New York, named senior VP.

Daniel Stern, VP, advertising and promotion, East Coast, CBS Entertainment, New York, joins McCaffrey & McCall Inc. there as senior VP and creative director, entertainment group.

George G. Guimaraes, director, business development, and **Susan M. Gianinno**, director



Guimaraes and Gianinno

of research, Young & Rubicam Inc., New York, named executive VP's.

Harold L. Scutt Jr., senior VP and director, personnel, DDB Needham Worldwide, New York, named senior VP and general manager and named to board of directors. **Judson P. Saviskas**, VP and management supervisor, named VP and director, personnel. **James Crimmins**, VP and director, marketing decision systems, DDB Needham Worldwide, Chicago, named senior VP and research director.

Jim Rosiello, VP and account supervisor, HCM, New York, named VP and management supervisor.

Ralph P. Day, VP and senior account supervisor, Weightman Group, Philadelphia, named VP and director, new products and strategic planning.

Bo Zauanders, art director, FCB/Leber Katz

Partners, New York, named VP.

Appointed VP's at McCann-Erickson, New York: **Paul Cappelli**, creative supervisor; **Helga Dannemann**, account director; **Nancy Olson**, senior art director.

Appointments at MTV Networks Inc., New York: **John Washington**, VP, national advertising sales, to VP, new business development and strategic planning; **Jeffrey Manoff**, national sales manager/director of advertising sales, to VP and national sales manager; **Judy Neustadter**, director, marketing/advertising sales, to VP, marketing/advertising sales; **Tony Fiore**, sales manager/director, advertising sales, MTV Networks' VH-1, to VP and Eastern sales manager, MTV and VH-1; **Russ Naiman**, director, advertising sales, MTV Networks' Nickelodean and Nick at Night, to VP and national sales director, Nickelodean and Nick at Night.

Douglas W. McCormick, VP, Eastern television sales, Samuel Goldwyn Co., New York, joins Lifetime, cable network there, as VP, advertising sales.

Kirk J. LoCicero, VP and broadcast production supervisor, Herbert S. Benjamin Associates Inc., Baton Rouge advertising agency, named creative director.

Peter Rodems, associate creative director, Tatham-Laird & Kudner Advertising, Chicago, named creative director.

Michelle Puzino, manager, affiliate research team, MMT Sales Inc., New York, named research director, MMT marketing division. **Bud Borchert**, general manager, WJWT(TV) Jackson, Miss., named manager, MMT, marketing division, St. Louis. **Ramona Moore**, from Seltel, Detroit, joins MMT there as account executive. **Kathy Adkins**, from WSAV-TV Savannah, Ga., joins MMT, Atlanta, as account executive.

Penny Taylor, general sales manager, KRPM(FM) Tacoma, Wash., joins Northwest Cable Interconnect, Seattle, joint venture of Viacom and Tele-Communications Inc., as general manager.

Investing In Radio 1987

The Market - By - Market Guide to the Radio Industry

Two-Volume Set Profiling all 259 ARB Markets listed by Market Rank for your comparable sales analysis

- Historic Financials
- Revenue Projections
- Ownership Data
- Station Sales
- ARB Rating Trends

and much more!
For a free brochure

Call (800) 323-1781

California and Alaska

Call collect (415) 366-1781



The Best Radio Investment Research Available

Pam Bailey, media group supervisor, Keller-Crescent Co., Evansville, Ind., named media director.

Judy Quolke, network coordinator, Ketchum Advertising, Pittsburgh, named media research supervisor. Ketchum Advertising, San Francisco. **Rob Kabus**, from Grey Advertising, Los Angeles, joins Ketchum. San Francisco as media supervisor.

Michael Weiss, account executive, Durpetti & Associates, New York, named New York sales manager.

Anthony M. Zeppo, account executive, Continental Advertising Networks, Elmhurst, Ill., named manager, advertising sales. **Wayne A. Hindmarsh**, president and general manager, WQON(FM) Grayling, Mich., joins Continental Cablevision of Michigan Inc., Southfield, as general manager, cable advertising sales, Eastern Michigan district.

David Parker, from TeleRep, Chicago, and **Bill Ballard**, from Petry, Chicago, joins CBS TV National Sales there as account executives.

Carl Warren Riis, media buyer, RDR-Time Buying Service, New York, joins Katz Radio there as account executive.

Bonnie Goldstein, account executive, Blair Radio, New York, joins Major Market Radio Sales there as account executive.

Bert Olson, from Petry Television, New York, joins Seltel, Chicago as account executive.

Charles (Budd) Meehan, VP and general sales manager, WNYW-TV New York, named VP and director, sales and marketing. **Rudy Taylor**, VP and New York sales manager, Group W Television Sales, replaces Meehan as VP and general sales manager.

Benson Riseman, local sales manager, WMEX(AM)-WMJX(FM) Boston, joins WBZ(AM) there as general sales manager.

Larry Landaker, local sales manager, WTVF(TV) Nashville, joins Nebraska Television Network, Lincoln, as VP and general sales manager.

Carolyn Howe, national sales manager, KNIX-AM-FM Phoenix, joins KDKB(FM) Mesa, Ariz., as general sales manager.

Paul D. Hamel, from WQTV(TV) Boston, joins WCVX(TV) Vineyard Haven, Mass., as general sales manager.

Jeffrey W. Clark, retail sales manager, WGY(AM)-WGFM(FM) Schenectady, N.Y., named local sales manager.

Denise Scalzo Mullin, executive director, Civic Entrepreneurs Organization, St. Louis, joins KMOV(TV) there as marketing director.

Doug Sheldon, from KTKS(FM) Denton, Tex., joins WBAP(AM)-KSCS(FM) Fort Worth as national sales manager.

Christine Jenkins, local sales manager, KBHK-TV San Francisco, joins KNTV(TV) San Jose, Calif., as national sales manager.

Susan Seifert, account executive, CBS Spot Sales, New York, joins WHTZ(FM) Newark, N.J., as national sales manager.

Charles M. Cogen, director, traffic and continuity, WOR(AM) New York, named food sales representative.

Andrew Karzas, assistant advertising director, *Chicago* magazine, joins WFMT(FM) Chicago as account executive.

Sharon Jo Foreman, from WZGO(FM) Philadelphia, joins WCAU(AM) there as account executive.

Karen Simpson, film director, WJBK-TV Detroit, and **David Fernquist**, recent graduate, Michigan State University, East Lansing, join WOMC(FM) Detroit as account executives.

David McHugh, master control operator, KZKC(TV) Kansas City, Mo., named account executive.

Kellee A. O'Brien, from WKZZ(FM) Lynchburg, Va., joins WDBJ(TV) Roanoke, Va., as account executive.

Brian May, sports director, WLIS(AM) Old Saybrook, Conn., adds duties as account executive.

Programming

Paul M. Hughes, president, Viacom Broadcast Group, New York-based owner of three AM, five FM and five TV stations, named president, Viacom Entertainment Group, New York ("Closed Circuit," Oct. 27). He replaces Jules Haimovitz who was recently named president, Viacom Networks Group ("Cablecastings," Oct. 27). **Lois Peel Eisenstein**, counsel, Viacom Entertainment, named senior attorney.



Hughes



Thurston

Barry Thurston, senior VP, domestic syndication, Embassy Communications, Los Angeles, named president, syndication.

Stephen D. Silbert, adviser to Kirk Kerkorian, majority owner, MGM/UA Communications Co., Beverly Hills, Calif., named president and chief operating officer, MGM/UA's movie and TV studios.

Bruce Maggin, VP, ABC Video Enterprises, New York, named senior VP. He will head newly consolidated business development and nonsales operations units. **Phil Boyer**, VP, international development, ABC Video Enterprises, named senior VP, international and program development.

Dayna Kalins, VP, development, 20th Century Fox Film Corp., TV production division, Los Angeles, named senior VP, drama development and current drama programming. **Kathleen Liddy**, pay TV coordinator, named manager, pay TV sales.

Roger B. Adams, senior VP/national sales manager, King World Enterprises, Los Angeles, joins The Entertainment Network Inc. there as senior VP, domestic sales.

Francis C. La Maina, executive VP, dick clark co., Burbank, Calif., production company, named president and chief operating officer.

C.Z. Wick, director, prime time drama series development, ABC-TV, Los Angeles, joins Michael Douglas Television Inc. there as president.



Book club. Chris Wallace (l), NBC chief White House correspondent, presents Elaine Crispen, press secretary to Nancy Reagan, with copy of "First Lady: A Portrait of Nancy Reagan," biography based on *NBC White Paper* report. Two met at Hay Adams hotel, Washington, during reception celebrating publication of book. Also pictured is NBC News President Larry Grossman (r).

Michael Levine, director. current drama programs. NBC Entertainment. Los Angeles, named director. creative affairs. NBC Productions.

Henry E. Schlenker, VP. marketing and finance. The Learning Channel. Washington. named senior VP and chief financial officer.

Douglas P. Parker, executive. international. PBS and ancillary media divisions. D.L. Taffner/Limited. New York, named director. operations.

Appointments at Group W Productions. sales department: **Peter Gimber**, Eastern division manager. Boston. to Eastern region manager. New York: **Thomas R. Will**, Midwest manager. media sales. Chicago. to central region manager: **David Jacquemin**, Eastern division manager. New York. to Western division manager. Los Angeles.

James C. Tauber, director. legal and business affairs. RCA/Columbia Pictures International Video. New York. named VP. legal affairs.

Steven M. Bass, associate director. development department. Public Broadcasting Service. Washington. named director. development department. **Joan Katz**, research and planning associate. Corporation for Public Broadcasting. Washington. joins PBS as associate director. elementary/secondary services.

Lorne Williamson, manager. network standards and practices. Lifetime. New York. named director. network standards and practices.

Kelly C. Ryan, director/editor. corporate development video engineering. Abbott Laboratories. Chicago. joins HealthEast Communications. Allentown, Pa. production company. as editor and director.

Kathryn Loomans, from noncommercial KQED-FM San Francisco. joins Washington-based National Public Radio as host. *Performance Today*. daily classical music show to premiere Jan. 5.

Karen Miller, program manager. WISH-TV Indianapolis. joins WBBM-TV Chicago as director of broadcasting. She will serve as station's chief programing executive.

John Bodnar, announcer. WASH(FM) Washington. named program director.

Michael Marsho, local sales manager. WCCO-TV Minneapolis. joins Multimedia Entertainment. Chicago. as Midwestern division sales manager.

Mike Gwartney, programing assistant. KGMC(TV) Oklahoma City. named program manager.

Tom Parker, music director. WGFM(FM) Schenectady. N.Y. named program director.

Dick Shannon, acting general manager. WLRQ-AM-FM Nashville. joins WORQ(FM) Stonington. Conn. as program director.

Ed Lenane, afternoon announcer. WLIX(AM) Bay Shore. N.Y. named program director.

Mike Woolwine, announcer. WYVE(AM) Wytheville. Va. joins WBLB(AM) Pulaski. Va. as program manager and morning host.

Minerva Madrid, production assistant. WCAU-TV Philadelphia. named associate producer. programing department.



Staying power. Bob Dalton, anchor for WUSA(TV) Washington. was honored on his 35th anniversary with station. Over 70 of Dalton's colleagues from WUSA and WTOP(AM). where Dalton broadcasts daily business reports, attended reception at WUSA studios. WUSA, now Gannett station. and WTOP, now Outlet-owned station. were formerly co-owned by *Washington Post*. Pictured are (l-r): Ron Townsend, VP and general manager, WUSA; Dalton's wife, Fumiko; Dalton, and Michael Douglass, VP and general manager, WTOP.

Karen Stein, program producer. WJAR(TV) Providence. R.I. named executive producer. *PM Magazine*. **Jeff Deiana**, field producer. *Evening Magazine*. WBZ-TV Boston. joins WJAR as producer. *PM Magazine*.

Jake Clanderman, manager. on-air promotion and assisant operations manager. Wisconsin Public Television Network. Madison. joins noncommercial KUON-TV Lincoln. Neb. as assistant program manager.

Peter Bryant, announcer and producer. non-commercial WHYY-FM Philadelphia. named music director.

Steve Kalb, producer. *Telephone Talk*, night call-in show on WELI(AM) New Haven. Conn. adds duties as host of program.

David Allen, owner. David Allen Productions. Albany. N.Y. commercial production firm. adds duties as music show host. WABY(AM) Albany.

News and Public Affairs

Tom Roy, producer. NBC Sports' *NFL '86*. New York. named staff producer, NBC Sports.



Males

Robert Males, news producer. Group W's WBZ-TV Boston. joins co-owned Newsfeed Network. New York as executive producer. *The Entertainment Report*.

Wayne Cabot, part-time reporter. WFIL(AM) Philadelphia. named news director.

Marianne Scheer, executive news producer. WCAU-TV Philadelphia. joins WGRZ-TV Buffalo. N.Y. as news director.

Christopher Rose, news writer and producer. WBZ-TV Boston. joins WCSH-TV Portland. Me. as producer.

Connie Stoutt Weaver, from WSJS(AM)-WTQR(FM) Winston-Salem. N.C. joins WGHP-TV High Point. N.C. as news assignment manager. **Keith Rose**, weekend assignment editor. WGHP-TV. named videotape editor. **Lisa Conklin**, recent graduate. Elon College. Elon College. N.C. replaces Rose.

Fermin Davalos, producer and director. KSNT(TV) Topeka. Kan. joins noncommercial KCPT(TV) Kansas City. Kan. as producer and director. *Hoy en Kansas City*, Spanish-language. public affairs program.

Jerry Tate, anchor. WREG-TV Memphis. joins WHBQ-TV there as anchor and managing editor.

Michael Christopher Dame, on-air promotion manager. KDVR(TV) Denver. joins KMGH-TV there as creative director for news.

Betsy Ross, anchor and reporter. WCPO-TV Cincinnati. joins WTHR(TV) Indianapolis as anchor.

Steve Dunn, reporter and weekend anchor. KGUN-TV Tucson. Ariz. joins KATU(TV) Portland. Ore. in same capacity.

Carl White, sports anchor and reporter. KDAF-TV Dallas. joins WNYW-TV New York as sportscaster.

Peggy Breit, reporter. KMBC-TV Kansas City. Mo. named weekend anchor.

Melanie Hastings, reporter. WSAZ-TV Huntington. W. Va. named anchor. **Darrell Collins**, from WBOY-TV Clarksburg. W. Va. joins WSAZ-TV as general assignment reporter.

Appointments at KWGN-TV Denver: **Glen Gerberg**, weekend weather anchor. to weekday weather anchor: **Kathy Chin**, from KGTV(TV) San Diego. to general assignment reporter: **Lou Herbert**, from KMGH-TV Denver. to reporter and business specialist: **Dan Dvorak**, from KOAT-TV Albuquerque. N.M. and **Jeff Wilkins**, from KRDO-TV Colorado Springs. to staff photographers.

Chris Edwards, from WTAF-TV Philadelphia. joins WISN-TV Milwaukee as weekend meteorologist.

Jan Jones, feature reporter. *PM Magazine*. WJW-TV Cleveland. named weather reporter. **Denise Dufala**, reporter and producer. WTVN-TV Columbus. Ohio. joins WJW-TV as reporter.

Brian Kenny, sports reporter. WLIG(TV) Riverhead. N.Y. joins WTZA(TV) Kingston. N.Y. in same capacity.

Technology

John J. Ekstrom, VP. financial administration. Burnup & Sims Inc., Fort Lauderdale. Fla. named senior VP.

Robert A. Luff, from United Artists Cablesystems Corp., Montvale. N.J. joins Jones Intercable Inc., Englewood. Colo. multiple cable systems operator. as VP. technology.

Sidney F. Hooper, VP. finance. Augat/Alco-switch. North Andover. Mass. manufacturer of subminiature switches for electronic components. named VP and general manager.

Gary Rotta, former chief engineer. Trackworks. New York. joins Photo Magnetic Studios there as chief engineer.

David J. Tearle, regional sales manager.

Lowel-Light, New York, joins LTM Corp., Hollywood, Calif., manufacturer of TV lighting equipment, as lighting consultant.

Jesse Garfield, national sales manager, Cinema Products Corp., Los Angeles manufacturer of video equipment, named international sales manager. **Greg Reilman**, manager, West Coast office, Angenieux Inc., replaces Garfield.

Tree O'Donnell, director, computer graphics, Today Video, New York, and **Gary Covick**, animation computer operator, Dolphin Productions, New York, join The Tape House, New York post-production facility, as electronic graphics producers.

Rick Anderson, assistant chief engineer, WTOG(TV) St. Petersburg, Fla., joins WPCQ-TV Charlotte, N.C., as engineering manager.

Grant Becker, salesman, Sound & Communications Inc., Jackson, Miss., joins Broadcast Equipment Sales & Engineering Inc. there as sales manager.

Jeff May, from Continental Cable, Brockton, Mass., joins wCVX(TV) Vineyard Haven, Mass., as master control operator.

Promotion and PR



Oury

Joan M. Oury, manager, merchandising, NBC Enterprises, New York, named director, merchandising. She will be in charge of purchasing logo-oriented merchandise for use by NBC-TV affiliates.

Public relations subsidiary of Wyse Advertising, Cleveland,

has change named to Wyse Landau Public Relations. **Howard C. Landau**, director, public relations, Wyse Advertising, named president of newly formed firm.

Richard E. Thomas, VP, marketing and programming, Comcast Cable Communications, Bala Cynwyd, Pa., joins QVC Network Inc., Philadelphia-based home shopping service, as executive VP, marketing services. He will be responsible for promotion and public relations for network.

Jeff Mackler, manager, creative services, movies, mini-series and specials, NBC-TV, Los Angeles, joins Lorimar-Telepictures Network Television Group, Culver City, Calif., as director, publicity.

Wayne Pederson, senior designer and project director, Seay Design Office, Washington, joins Doremus Porter Novelli, public relations firm there as senior art director.

Catherine M. Wilkinson, account coordinator, Osborne Associates, New York, joins Creamer Dickson Basford Inc. there as public relations account executive.

Marijane Roark, administrator, on-air promotions, NBC's WRC-TV Washington, joins co-owned KNBC-TV Los Angeles as senior producer, news, advertising and promotion.

Appointments at WGBO-TV Joliet, Ill.: **Fritz Breland**, promotion manager, KTHY(TV) Alvin, Tex., to promotion manager; **Jay Ruple**,

from WCSC-TV Charleston, S.C., and **Steve Weisberg**, from WPHL-TV Philadelphia, to on-air promotion producers/directors.

Bob Casazza, former advertising and promotion director, WRC-TV Washington, joins WJLA-TV there as director, marketing and promotion.

Jill M. Spencer, regional sales and customer relations representative, Presidential Airways, Hartford, Conn., joins WRCQ(AM)-WRCH-FM New Britain, Conn., as director, public relations.

Allied Fields

D.R. Rizzardini and **R.P. Derr**, account managers, Nielsen Marketing Research, Northbrook, Ill., named VP's. **Gerard A. Reddy**, presentation writer, ABC Television Spot Sales, New York, joins Nielsen there as marketing executive.

William R. Malone, former VP and associate general counsel, GTE, Stamford, Conn., opens Washington communications law firm.

Robert S. (Bob) Foosner, FCC Private Radio Bureau chief, joins Jones, Day, Reavis & Pogue, Washington law firm.

John Bruce Glicksman, associate, Howrey & Simon, Washington, and **Peter John Lesser**, Donovan, Leisure, Newton & Irvine, Washington, join Fleischman & Walsh, Washington communications law firm, as associates.

Gary L. Pudney, VP and senior executive in charge of specials and talent, ABC Entertainment, Los Angeles, **Steve Mills**, VP, motion pictures for television and mini-series, CBS Entertainment, Los Angeles, and **Warren Littlefield**, senior VP, series, specials and variety programs, NBC Entertainment, Los Angeles, awarded National Humanitarian Award for "outstanding service to the community" by Denver-based National Jewish Center for Immunology and Respiratory Medicine.

N. Keith Reynolds, from Valuation Research Corp., Princeton, N.J., joins Frazier, Gross & Kadlec Inc., Washington communications consultancy, as senior analyst.

Martin Rubenstein, president and CEO, Cor-

New slate. George (Pete) Tyrrell, Johnson & Johnson, was elected chairman of the Association of National Advertisers at its annual meeting in Hot Springs, Va., last week. He succeeds Herbert Baum, Campbell U.S.A. Kim Armstrong, AT&T, was elected vice chairman, the first woman to hold that post. Elected directors: Robert Blake, General Mills; David Braun, General Foods Corp.; J. Richard Briscoe, Schering-Plough; Charles Decker Jr., The Quaker Oats Co.; Philip Guarascio, General Motors; Claudia Marshall, The Travelers Companies; Hans Stern, Jack Daniel division, Brown Forman Corp.; Blair Gensamer, Nestle Enterprises Corp.; Judy Ranzer, MCI Communications.

Ariel Allen, Colgate-Palmolive Co., was re-elected director, having been elected last year to fill a vacancy.

poration of Public Broadcasting, Washington, named to board of Council of Better Business Bureaus.

Gloria Messinger, managing director, American Society of Composers, Authors & Publishers, New York, named president, executive bureau, administrative council, International Confederation of Societies of Authors and Composers, at CISAC Congress in Madrid.

Timothy X. Moore, assistant to president, National Association of Broadcasters, Washington, forms communications consulting and lobbying firm there.

Deaths



Miller

Frank Miller, 63, VP, programs, CBS Radio, New York, died of heart failure Oct. 22 at Beth Israel hospital, Boston. He suffered heart attack while working on assignment as executive producer of CBS Radio's coverage of World Series. Miller, who joined CBS Radio in

1972 as director of programming and was named VP in 1978, worked mainly on sports programming, especially radio productions of *Monday Night Football*, *Major League Baseball Game of the Week* and NCAA basketball tournaments. Before joining CBS, Miller was director of special events for Mutual Broadcasting System. In 1960's he served as production manager for WOR(AM) New York. He is survived by three daughters.

Forrest Tucker, 67, actor who played Sergeant Morgan O'Rourke on ABC's *F Troop* in 1960's, died Oct. 25 of lung cancer at Motion Picture and Television hospital, Woodland Hills, Calif. He is survived by wife, Sheila, son, and two daughters.

Edward W. Jacker, 77, president, general manager and chief stockholder, WCRW(AM) Chicago, died Sept. 18, of heart failure in Madison, Wis., while attending Broadcasters Clinic there. During his career, Jacker served as chief engineer of several Chicago radio stations and later as independent radio consultant. He is survived by wife, Edna, and two daughters.

Thorwald O. Jorgenson, 73, retired chief engineer, KXLY-AM-FM-TV Spokane, Wash., died Oct. 7 of complications of liver surgery at Garden Terrace Nursing Home, Spokane. He is survived by wife, Jean, son and daughter.

Debbi Wasserman Bilowit, 40, senior manager, telelearning, noncommercial WNET(TV) New York, died Oct. 23 of cancer at Columbia Presbyterian hospital, New York. Bilowit served 16 years with WNET and was director of "Critical Television Viewing" project there in 1980-83. She is survived by husband, Ira, and two stepsons.

Steven L. Bobb, 25, news producer, WJKS-TV Jacksonville, Fla., died Aug. 31 at University hospital, Jacksonville, of injuries suffered in automobile accident.

Comcast's Clasen: keeping the subscribers satisfied

Robert Clasen, the soft-spoken president and chief executive officer of Comcast Cable Communications, oversees the company's one million subscribers using the theorem that the happier the cable subscriber the more money there will be in the cable operator's pocket. From his early days at Continental Cablevision, where he authored a customer service handbook, to his more recent detailed review of the salary and training of Comcast customer service representatives, Clasen has always been sensitive to the needs of cable subscribers.

College in the mid-60's brought him "a sense of not wanting to be treated like a number," he says, "and cable subscribers don't want to be treated as an account number." Clasen kept that attitude when he got into the cable TV business in 1974 and it has stayed with him during his rise to the top of a leading cable MSO.

What Clasen may have lacked in formal business training—his college degrees at Bowling Green University were in education and counseling psychology—he has made up for with on-the-job experience. He held executive positions at Continental and Rogers Cablesystems before joining Comcast, and says each stop taught him something.

At Continental he learned "how to be responsive to the local community," that the terms "cable subscriber" and "customer service" were synonymous. At Rogers, he says, "I got an appreciation of how important the product was and how to use the product in marketing and sales." And from Comcast came lessons on entrepreneurial drive and attention to the bottom line.

Clasen was born in Cleveland and went to Bowling Green University. In college he ran the 400 and 800 meters and held the school record in the latter until Dave Wottle bested the mark by five seconds. Wottle went on to win the gold medal in the 800 meters at the 1972 summer Olympics.

After graduation, Clasen worked at one of Bowling Green's regional colleges. He eventually was responsible for all student services—admissions, registration, counseling, activities and athletics—at Firelands College and got more than his share of problem solving. He was also working toward his PhD in psychology, but, when it came time for his year of residency, he balked. Instead of finishing work on the doctorate, he turned an interest in cable television into a job at Continental as one of three managers running systems in Ohio. The other two were James O. Robbins, now president of Cox Cable, who had a broadcast background, and Barry D. Lemieux, now president and chief operating officer of American Cablesystems, who had a background in public service projects. At the time, Conti-



ROBERT BURKE CLASEN—president and chief executive officer, Comcast Cable Communications, Bala Cynwyd, Pa.; b. Oct. 7, 1944, Cleveland; BS, Bowling Green State University, Bowling Green, Ohio, 1966; MA, BGSU, 1968; admissions counselor, assistant director of admissions and director of student services, Firelands College (Bowling Green), 1966-74; assistant vice president, Ohio region, Continental Cablevision, Finley and Springfield, both Ohio, 1974-78; vice president operations, chief operations officer, U.S. division, Rogers Cablesystems, Syracuse, N.Y., Minneapolis and Toronto, 1978-84; present position since 1984; m. Liane M. Langevin, Dec. 24, 1984; children, from previous marriage: Kelly 18, Ryan 16.

Continental was in the midst of bringing in people from other disciplines to see what they could offer an industry on the verge of rapid growth. Clasen fit in easily with the "customer-is-always-right" company and authored a company handbook establishing guidelines for dealing with subscribers.

As the '70s drew to a close, Clasen saw that much of action in cable was going to take place in the major cities, an area that did not hold great interest for Continental. Rogers Cablesystems was a different story. The Canadian MSO was about to enter the U.S. franchising fracas in major cities, and Clasen became the third employe Rogers hired (after a technician and secretary), to run its U.S. operation. Colin Watson, Rogers president, recalls Clasen as "exceedingly ambitious and tenacious," with an affinity for the political process. The Rogers systems that Clasen helped build now have more than 500,000 subscribers. Clasen moved to Toronto and began renovating a house when he got a call from Roberts and company at Comcast. The date was Friday the 13th, July 1984. They talked, hit it off and Clasen was hired.

Comcast Chairman Ralph Roberts calls Clasen "a very fine executive" who "demonstrates good administrative capabilities." Comcast found itself beginning to grow at a rapid rate, Roberts said, and Clasen was hired to ease the transition of the company from the entrepreneurial to the management

phase. Clasen arrived at Comcast headquarters in Bala Cynwyd, Pa., just in time for the company's ultimately failed attempt to buy Storer. But that lost opportunity was more than offset a year later by Comsat's participation in the consortium of cable operators that purchased Group W Cable's systems. The purchase netted Comsat some 500,000 subscribers.

The Clasen-Comcast fit would seem to be ideal. "Comcast is known for its discipline in finance and acquisition," Clasen says. His contributions, he adds, are "the disciplines of marketing, programing and human resources." He sees his job as "rounding out the company as it gets larger and rounding out its skill base." It now has more than 2,000 employees. The key, he says, is to do that and grow without "losing that entrepreneurial spirit" on which the company was founded.

Clasen doesn't get involved much in putting out the front-line fires; the day-to-day problems are left to Brian Roberts, vice president, operations, and son of Ralph Roberts. Instead, Clasen concentrates on "where we are heading in programing and marketing," and on new acquisitions. Comcast has digested its portion of the Group W purchase and is actively looking for more systems to buy. (Last week it added another 82,000 subs with the purchase of a system in Indianapolis.) Clasen is also the point man for Comcast within the cable industry. He is on the boards of the Cabletelevision Advertising Bureau, the Cable Television Administration and Marketing Society and the National Academy of Cable Programing.

Adding new programing to differentiate cable, marketing that product effectively and beefing up customer service are the keys to greater penetration and industry growth, Clasen says. The former track star borrows metaphors from another sport in what is probably his standard pep-talk for his regional managers: "We have to block and tackle. We have to do the basics well."

At 42, Clasen in some ways represents a new generation of cable executives. The years of owners/operators faded as companies expanded and management tasks were divided among a number of executives. A wider variety of programing services, greater sophistication in product marketing, advertising and competing technologies—in Comcast's partially built north Philadelphia franchise, VCR penetration is 58%—have made the cable business more complicated than it was even 10 years ago. But as the business has grown more complex, Comcast has tried to keep it simple by decentralizing its operation. It has divided the company into six regions, and as much as possible Comcast allows the regional and local managers to make business decisions. "We really have gone back to the way Comcast was run 25 years ago," Clasen says. "We want decisions made close to the customer."

Turner Broadcasting System still isn't certain how it will restructure itself financially in wake of its purchase of **MGM film library**, which has left it with more than **\$100 million in high-interest debt and preferred stockholders who will be entitled to common-stock dividends** starting with second quarter of 1987. Dividends would gradually dilute Ted Turner's 80% interest in company. William Bevins, vice president, finance, TBS, told BROADCASTING last week that TBS has two basic options for dealing with preferred stock, which threatens Turner's control of company. First is to "operate your way out of it"—that is, pay dividends and "suffer the dilution" until company's cash flow enables TBS to recall preferred stock, he said. That process would take at least two years, but would end before Turner loses control, he said. Second is to raise cash and recall preferred immediately, establishing new "layer of permanent equity," he said. For cash, TBS could sell piece of any of its operating companies or make offering of common stock or "straight" preferred stock that doesn't pay dividends in common stock and is not convertible to common stock. Following speech in Washington last week, Turner suggested to reporters that TBS would take second option. "If we have to issue some stock on the preferred we are prepared to do it," he said. "As a practical matter, I am going to lower my interest in the company to solve the problem anyway. We are really a little bit more highly leveraged than we ought to be. We are under-equited." Turner also said he said he doesn't "intend to sell pieces of our core businesses, but once again, anything is possible." TBS has considered selling overseas rights to MGM library, he said, although such move would have adverse long-term impact.

California court has granted preliminary injunction to prevent **Century Southwest Cable Television** from assuming control of **Torrance cable television system** without permission of **Torrance city council**. Torrance is one of four cities in California opposing transfer without their approval of control of cable systems within their jurisdic-



Fowler via satellite. The FCC does not think the **First Amendment** protects obscene or indecent speech, said its chairman, **Mark Fowler**, last week. And when the commission sees such programming broadcast, "then we're going to look at that," Fowler said. "Egregious" cases might be referred to the Department of Justice, Fowler added, because "we can put licensees in hearing, but Justice can put people in jail."

In other remarks in a teleconference arranged by San Diego State University's **Lionel Van Deerlin Endowed Chair of Communications**, the college's **Center for Communications** and the **San Diego Communications Council**, Fowler indicated it wasn't likely that he would lead a review of the need for local ownership rules. "At some point, I'm sure it will be appropriate," he said.

Fowler also said the prime time access rule "certainly doesn't comport" with the **First Amendment**, and he thought changes would be made sooner or later. "But I have no intention while I'm chairman of bringing that back up," Fowler said.

tions that are part of package that Group W has sold to consortium of five multiple system operators for \$1.7 billion. Pieces of package are now being spun off to members of consortium. Judge Warren Deering of superior court in Los Angeles said: "There is a reasonable probability" that city of Torrance will prevail on merits of case at trial. And, in rejecting one argument made by defendants, he said granting preliminary injunction would not impinge on their **First Amendment** rights, since city's conduct "is content neutral." City, he added, "is entitled to determine the ownership, financial ability and other factors relating to the fitness of the proposed franchisee."

MCA-TV and Tribune Broadcasting are co-venturing on new, **first-run sitcom, *Bustin' Loose***, based on movie of same title that starred **Richard Pryor**. *Bustin' Loose* will premiere next fall and will star **Jimmie Walker**. Series will be produced by **Golden Grove Productions**. **Topper Carew**, who produced movie, will be executive producer of series. There will be 22 episodes, sold on straight barter basis with four minutes for stations and three minutes for MCA. All six of the **Tribune** stations will carry new show, presumably in weekend sitcom blocks. In show, **Walker**, while performing community service, is assigned to in household of four children headed by single woman. **Vonetta McGee**, who has appeared in *Cagney and Lacey*, will play mother. Producers/writers for series are **Cindy Begel** and **Lesa Kite**. **Alan Myerson** will direct.

FCC turned down request last week of four **Colorado cable operators** for **FCC preemption of state regulation of interstate communications services** offered by cable systems in state. In related action, **FCC** also vacated its **1985 preemption of Nebraska's regulation of intrastate data transmission service** offered by **Cox Cable Communications** in **Omaha**. **National Cable Television Association** said decisions were "significant disappointment for cable companies interested in provision of intrastate data services because the states by and large have yielded to entreaties of telcos to keep us out."

Dull advertising marketplace deflated **stock of Satellite Music Network (NASDAQ: SMNI)**, which in 10 days dropped three dollars to just over five dollars last week. Reason for slide, said **Jessica Reif**, assistant vice president at **Arnold & S. Bleichroeder**, were warnings by **SMNI** chairman and chief executive officer, **John Tyler**, that weaker than expected advertising would hold down earnings in fourth quarter. Reif said that although **SMNI** had been able to double unit prices charged to advertisers, roughly 30% of spots have been left unsold, compared to last year's sellout. Another possible reason for rundown, Tyler told BROADCASTING, is that long-time shareholders were trying to cash in gains earned so far before new, and higher taxes take effect in January. In midst of bad news, Reif is projecting strong growth for company's earnings: from eight cents per share this year to 20 to 25 cents in 1987, followed by 70 cents more in 1988. She said earnings growth might come from advertising rebound, continued sign-up of station affiliates in large markets and leveling off or drop in compensation **SMNI** pays affiliates.

Former **FCC** Chairman **Richard E. Wiley**, early advocate of deregulation of broadcasting, observed last week that at time when complete deregulation seems within reach, it may be broadcasters who are uncertain as to whether abandoning public trustee concept, on which regulation rests, would be in their interest. Wiley, in **speech to International Radio and Television Society**, in New York, noted that question would be raised as to whether broadcasters would continue to be able "to rely on past record of service in comparative/renewal proceedings, with no justified claim to certain regulatory privileges (such as, for example, must-carry protection), and with increased vulnerability to adverse congressional actions (such as mandated children's programming requirements) and possible imposition of spectrum fees in return for using the so-called public airwaves." In view of such risks and costs, Wiley added, "my guess is that some **broadcasters are asking themselves today whether they really need or even want any more deregulation.**"

Wiley, founding partner in law firm of Wiley, Rein & Fielding, helped make his point in noting that argument could be made that most significant deregulatory change affecting networks is that "they have become more vulnerable to outside takeovers."

□

CBS confirmed it has picked up **Equalizer** (Wednesdays, 10-11 p.m.) for full season (22 episodes).

□

CBS announced last week that **Kay O'Brien, Surgeon** (Thursday, 10-11) will have its **last broadcast by end of November**. No announcement of replacement series was made.

□

Metromedia Co. increased its holdings in Orion Pictures Corp. from 6.5% to 9.3%, with agreement to purchase 1.6-million newly issued shares of New York-based film and television production and distribution company for \$20.4 million. Both Metromedia chairman, John Kluge, and chief financial officer, Stuart Subotnick, are on Orion's board of directors. Leonard B. Pack, formerly secretary of Metromedia, was recently hired as Orion's senior vice president, general counsel and secretary.

□

Pulitzer Publishing Co. said it plans to offer about 10% of company's stock in **public offering**. Announcement by St. Louis-based publisher and group owner came in same week that competing newspaper, *St. Louis Globe Democrat*, ceased publication. Proceeds of offering, which some observers suggested would be made up of 1.4 million shares at roughly \$30 per share, would be used to reduce company's debt from recent share repurchase ("Bottom Line," Oct. 6). Other reason suggested for going public: evaluation of company for estate purposes.

□

CBS group executive vice president, Thomas Leahy, wired network's television affiliates last week to confirm that network has **signed Mariette Hartley to be co-host of new morning program** that is being put together and assembled for January debut (BROADCASTING, Oct. 27).

□

FCC has released **notice of proposed rulemaking** to modify or eliminate rules that require location of broadcast station's main studio within community of license and mandate that majority of station's nonnetwork programming originate from within community of license (BROADCASTING, Oct. 20). **FCC has proposed to scrap studio-origination rule altogether**. FCC would either eliminate main-studio requirement or permit location of main studio out to Grade B (one millivolt per meter for AM) or city grade contour. Comments are due Dec. 22; replies are due Jan. 6.

□

KNBC-TV Los Angeles and KGO-TV San Francisco were uncertain Friday (Oct. 31) whether they would air episode of **Phil Donahue show featuring controversial California Supreme Court Chief Justice Rose Bird**, whose race for re-confirmation has sparked nationwide attention. With Bird appearing on program unopposed just four days before election, KNBC, fearing program would present balance problem, had apparently decided to boycott show and air another Donahue episode with women from 7-Eleven stores who appeared in *Playboy* magazine. At press time, KGO was awaiting word from attorneys in New York, who would view show at 4 p.m. (EST) and decide if it presented "well balanced" viewpoint, spokeswoman said. Stations in San Diego and Sacramento intended to air program and make room for opposition on newscasts or with call-in programs afterward. "FCC says *Donahue* is a legitimate news-interview program that is not subject to equal-time consideration," said Linda Baylet, creative services director for KCRA-TV in Sacramento. "We have viewed the show and believe both sides of the issue are amply covered." Spokeswoman for Donahue said Bird was invited because her campaign involves death penalty, sexism and other controversial issues. "It's exactly the kind of thing we do," she said.

New York Times said last week it **would not renew its contract with UPI** when it expires at end of 1986. Contract is reportedly worth more than \$1 million and sources in some reports said last week **cancellation would be "devastating" to UPI**, which emerged recently from long struggle to reorganize under federal bankruptcy proceeding. *Times* spokesman said company had determined that money would be put to better use further developing New York Times Co.'s own newsgathering resources. Last week, senior UPI officials declined to comment on loss of *Times* as client.

□

Former CBS President **Van Gordon Sauter** says he **will move back to Los Angeles and finish outline for "a tawdry novel."** But he says he has no plans to write kiss-and-tell book about what he described as his "catastrophic final 10 months at the network." Sauter spoke last Friday at University of Missouri School of Journalism where he received a Missouri Medal (see page 75). Sauter refused comment on criticism leveled at him by veteran CBS News employes, but defended such decisions as reducing number of documentaries and late night news specials and pulling *CBS Morning News* as necessary responses to network's economic realities.

□

M. Carlos Kennedy of Ampex will be new president of **Society of Motion Picture and Television Engineers**, following completion of last two-year term by past president Harold Eady of Novo Communications. Assuming Kennedy's executive VP slot at 9,000-member technical body is Maurice French of Canadian Broadcasting Corp., formerly SMPTE annual conference organizer. At annual conference in New York last week (see page 71), SMPTE also awarded its **top engineering honor to Masahiko Morizono**, Sony deputy president. Progress Medal went to Morizono for his work in development of digital video and Type-C one-inch video recording, electronic editing, electronic newsgathering and portable cameras.

Call to action. *The National Conservative Foundation, an Alexandria, Va., media watchdog, continued its campaign against the Public Broadcasting Service's fall series, The Africans (BROADCASTING, Sept. 29), with a full-page ad last Monday (Oct. 27) in a conservative newspaper, The Washington Times. The ad, which may be altered slightly for use in a national campaign, was topped by the phrase: "If you hate America, you'll love The Africans." It urged readers to view the fourth part of the nine-part series, which aired Oct. 28 on most stations, and to tell the Corporation for Public Broadcasting and producing station WETA-TV Washington "what you think of using taxpayers' money to promote leftist propaganda to our children." (A teacher's guide is available for use in grades 6-10.)*

CPB said it had received 27 calls in the four days following the ad, 18 in support of the program and nine against. "I think people were primarily outraged with the ad," a CPB spokeswoman said.

WETA-TV received 25 calls, 8 in support of the program and 17 against. A spokeswoman said some of the calls were responses to the program itself and not prompted by the ad.

NCF's ad also asked that replies be sent to NCF, and included a request for tax-deductible checks from people who "support your efforts to educate the American people on this horrendous misuse of the taxpayers' money." NCF had received about 50 calls concerning the ad, a spokesman said, many from concerned parents. Most callers asked: "Why did you do this ad?" the spokesman said, and voiced support for NCF's campaign once the reasoning behind it had been explained.

NCF's advertising budget for the campaign is between \$50,000 and \$75,000, and discussions are currently ongoing with 13 other newspapers. Future ads would focus on the ninth part of the series, which, along with the fourth part, had been singled out as particularly anti-Western by the chairman of a government organization that helped fund the program, the National Endowment for the Humanities (BROADCASTING, Sept. 8).

Editorials

Message from the sponsor

Television network representatives attending last week's Association of National Advertisers convention in Hot Springs, Va., would do well to carry back with them the words of RJR Nabisco Chairman J. Tylee Wilson, a man who speaks moderately but carries a billion-dollar advertising stick.

Although Wilson conceded that television would "probably always be the number-one choice" for selling his products, except of course, cigarettes and liquor, there was a sobering catch: The advertising pie is getting smaller and there are ever more mouths to feed. "The once omnipotent three," he said "are slugging it out with cable in an ever splintering market." Advertisers, faced with escalating network costs for declining network reach, are balking. "Television is no longer a commodity business," Wilson said, echoing—and praising as "pragmatic and clear-thinking"—the sentiments of another businessman with Fifth Estate clout, CBS acting chief executive officer, Laurence Tisch.

And there are other forces at work. Client mergers have produced companies whose added mass prompts the search for additional ways to increase efficiency while cutting costs. Ad budgets are a prime target. And there is an elite subgroup: mergers involving tobacco companies—R.J. Reynolds with Nabisco and Philip Morris with General Foods—have produced a new breed of mega-advertiser schooled in the art of getting its product messages across without benefit of network television and able now to apply those methods—direct mail, couponing, promotional ties-ins—to their host of adopted product lines.

The bottom line: "Gone forever," said Wilson with more resolve than nostalgia, "is the great electronic funnel through which we could pour our products into the mainstream of American awareness." Discounting the hyperbole in his doomsaying, attention must be paid.

Golden

Sunday, Nov. 2, was the 50th birthday of the world's first daily television service. No, Junior, television didn't start here. It just grew bigger here. It started in London, England, where it is still providing a voluminous if sometimes quirky menu of entertainment and news and still precipitating quarrels with the authorities who begrudge its independence. It is, of course, the television service of the British Broadcasting Corp.

When the BBC-TV went on the air with a regular schedule, television was still experimental in the U.S. A week after the BBC-TV's debut, David Sarnoff committed his RCA to a vigorous television development program, on which he said a million dollars, then a respectable sum, had already been spent. Five months earlier, the Don Lee Broadcasting System in Los Angeles had demonstrated television delivered by cathode ray tube. Philco was vying with RCA with a television system of its own. In December of that year AT&T passed a television signal through its coaxial cable between Philadelphia and New York.

But nobody outside the little clique of pioneers was paying much attention. Radio was the medium of the hour. It was on a worldwide broadcast originated by BBC Radio that Edward III quit his throne for the American divorcee he took into exile. In the U.S., radio delivered the great events, Franklin Roosevelt trouncing Alf Landon, the beginning of the Spanish civil war, with

CBS's H.V. Kaltenborn, crouched in a haystack, ad libbing a battlefield report.

Cut to 1986: television sets, most of them delivering full color, in 98% of American homes; mobile vans scurrying everywhere to send back as-things-happen signals via satellite; computerized graphics generating dazzling displays; channels multiplying as cable expands and new stations go on the air. It is a different television service from the BBC-TV of 1936. But then it's a different world.

Oh, yes, last week Britain's conservative government sent the BBC-TV a complaint about what was claimed to be its Libyan-slanted coverage of the U.S. bombing of Libya. The more things change . . .

Time for a truce

Things are threatening to get out of hand on the broadcasting-cable battleground. While all await the FCC's official resolution of the must-carry controversy, the Association of Independent Television Stations has opened a second front on the matter of channel repositioning (that is, assigning a broadcast signal to a channel not its own—or, worse yet, to a position outside the first 12 channels to which many stations have grown accustomed).

Neither space nor time permits an attempt to analyze the pros and cons of this argument. But it is fair to say that the repositioning issue is far less serious than the fuss being made over it. No one knows what effect such channel assignments will have; the state of technology is certain to make the matter more moot; the FCC won't address the issue, and the INTV hasn't even been able to recruit the National Association of Broadcasters to its cause.

So why pay attention to it? Because it's symptomatic of a larger concern among broadcasters that the competitive balance between these two media is tilting ever more in cable's favor and that if the playing field is not righted, the over-the-air service will be at an ever greater disadvantage. Thus INTV's threats to nuke the opposition, threatening repeal of the compulsory license, inviting telephone companies to own cable and seeking to rescind the cable-broadcast crossownership rules, among other things.

The irony of it all is that the must-carry compromise was supposed to usher in a new era of cable-broadcast harmony. One hopes it won't escalate into World War III.



Drawn for BROADCASTING by Jack Schmidt
"I knew the price of that USFL rights package was too good to be true."

NOW FOR BROADCASTERS



INNOVATIVE-LIVE-VIEWER ACTIVE

STRIP BLOCK OVERNIGHT WEEKENDS FULL TIME

- **HSN Is Now In Its 5th Year**
- **18 Million Packages Delivered**
- **500,000 Satisfied Buyers**
- **Best Bargains - Best Format**
- **Best Customer Service**

\$SHARE THE \$UCCE\$\$

The Home Shopping Network brings "Millions in Bargains™" and "Thousands in Prizes™" to viewers across the nation, live, 24 hours a day. Home Shopping Network 2, "Innovations in Living™" is broadcast via SatCom IV Transponder 1. Programming originates from our 40,000 sq. ft. studio complex and uplink in the greater Tampa Bay area.

On a typical shopping day club members buy fashions, jewelry, tools, collectibles, housewares and electronics - all at discount prices and without leaving their homes.

In addition to the bargains and fun, HSN viewers compete for thousands of chances to win valuable prizes.

Our show hosts display each bargain one at a time and give detailed descriptions. Club members then

call in on one of 600 toll-free lines. Callers can chat with the show's host and offer testimonials, ask questions about an item or place an order by issuing a personal check or using any major credit card.

Every purchase is entered into our computer which transmits the information to our distribution centers. Shipment of orders occurs within 48 hours via U.P.S.® and delivery is completed within 4 to 7 working days.

AFFILIATE COMPENSATION

The Home Shopping Network provides an ongoing compensation plan, paying you, THE BROADCASTER. Full time Affiliates will find the compensation plan very viable.

Every item of merchandise is computer tracked and a percentage of all sales attributed to your station is paid directly to you, monthly.

MARKETING SUPPORT

The Home Shopping Network's co-ordinated marketing programs generate maximum viewer participation and purchases, thus insuring greater revenues for your station.

Our campaigns include direct mailings personalized with your own logo and channel number. Home Shopping Network also provides a series of 30 & 60 second promo commercials, and a co-op Newspaper Advertising Program.

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



**AP NETWORK NEWS IS BIG NEWS
TO LOCAL ADVERTISERS.**

Nothing improves the image of a local advertiser like a prime spot in the world's most respected radio news broadcast, AP Network News.

AP gives you dozens of those prime spots every day. Our on-the-hour newscasts, hourly business, farm and sports reports, and our special interest features are all totally free of commercial inventory.

You pay for the news. Period.

You sell it, during drive time, for example, for whatever

your quarter-hour ratings will bring on the open market. Plus, perhaps, a little more.

After all, no matter what your format, every local advertiser wants his spot to run right after the #1 Hit On The Charts.

Call Jim Williams at 800-821-4747, or your local AP Broadcast Executive, for more information on the best way to help your clients look Big.

**AP Associated Press Broadcast Services
Without A Doubt.**