

# Broadcasting Nov 10

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 OF THE FCC



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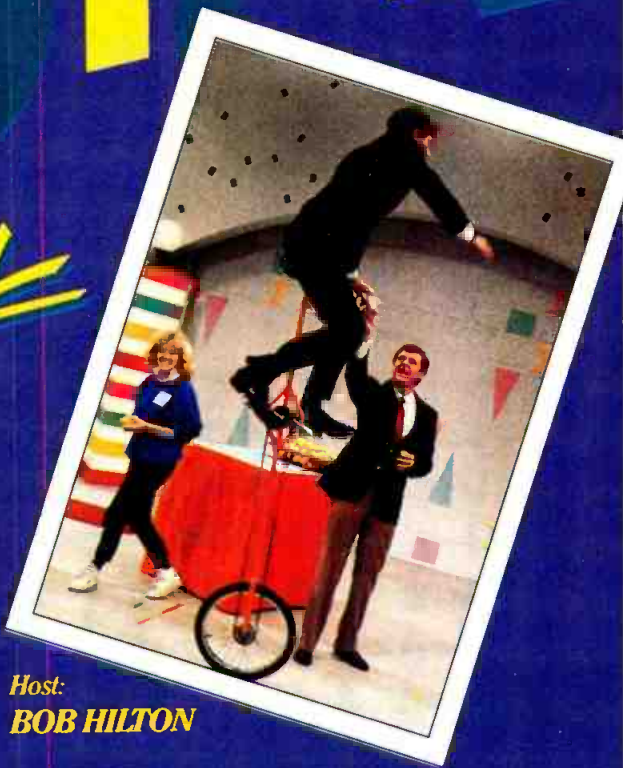
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# Broadcasting Nov 10

## What the Democratic Senate victory means "Closeup" of FCC's Jim McKinney WOR-TV New York comes up with 'Cosby'

**POLITICAL FALLOUT** □ Signals are mixed from Senate observers on what effect Democratic control of that body will have on communications issues. Hollings to become key communications man in Senate. **PAGE 47.**

**ELECTION NIGHT CHANGES** □ CBS goes wall-to-wall, NBC and ABC air updates, delay full election-night coverage to later in the evening. **PAGE 50.**

**THE MAN BEHIND THE MMB** □ In a special profile, BROADCASTING spotlights FCC Mass Media Bureau Chief James McKinney, whose refreshing candor and deregulatory zeal have placed him center stage in communications policymaking. **PAGE 58.**

**CHANNEL ASSIGNMENTS** □ Marketing council makes recommendations for cable channel lineup for Los Angeles area cable operators. **PAGE 72.**

**HEAT SENSOR** □ Company is unveiling audience measuring device in New York, a people meter that uses a heat sensor to determine viewing going on in household. **PAGE 72.**

**WINNING STREAK** □ NBC takes week six on the strength of the seventh game of the World Series and *Cosby*. **PAGE 73.**

**SEARCH IS OVER** □ NBC and Procter & Gamble cancel *Search for Tomorrow* after 35 years on the air. **PAGE 74.**

**FUNNY BONE** □ Group W Productions to venture

into comedy with new first-run offering, *Together Again*. **PAGE 76.**

**STRESS TEST** □ Multimedia Entertainment and Blair Entertainment join to produce show that will take an offbeat look at stress in American life. **PAGE 76.**

**IN GOOD SHAPE** □ Network radio sales, despite slump in other sectors of Fifth Estate, looks to show strong numbers for 1986. **PAGE 77.**

**MONEY IN THE POCKET** □ Fifth Estate contributes more than \$200,000 in final months of '86 campaign. **PAGE 78.**

**SAUTER VIEW** □ Former CBS News chief discusses his tenure at and departure from that network. **PAGE 86.**

**WRITER'S PEN** □ Author Renata Adler's book on libel suits against Time and CBS examined. **PAGE 86.**

**NOW UNITED** □ Satellite Television Industry Association and Direct Broadcast Satellite Association merge into Satellite Broadcasting and Communications Association of America. **PAGE 90.**

**FUNDING NEEDS** □ PBS president says \$100 million needed to reach levels of programing excellence. **PAGE 91.**

**CHARTER MEMBER** □ David Brinkley, anchor, correspondent and commentator, has played a pivotal role in the development of television journalism. **PAGE 119.**

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## Double dip

National Association of Broadcasters has not fixed its position regarding FCC's apparent change of heart on its policies benefiting minorities and women in comparative hearings. But it is regarded as certain to urge commission to retain distress-sale and tax-certificate policies. Both benefit minorities—but broadcasters as well. Distress-sale policy (on which commission also appears to be changing its mind) makes it possible for broadcaster in danger of losing license to get out of business without losing everything in denial of renewal. Tax policy affords generous tax break to broadcaster who sells to minority. Minority- and gender-preference policies do not offer broadcasters similar benefit. NAB will have opportunity to express views when it responds to notice of inquiry.

## Losses and gains

Six months after first agreeing to \$1.4-billion purchase by Lorimar-Telepictures of six Storer television stations, both parties had yet to reach definitive agreement as of late last week. Buyer was still discussing possible change in price and financing with seller, Kohlberg Kravis Roberts & Co. One reason L-T has worked so hard to get stations is that they should provide over next 10 years \$250 million to \$300 million in taxable losses that can offset earnings from entertainment operations.

## Missionary

Fred Pierce, cued by talk of ambitious cable ventures in high-tech programing, has been making MSO rounds, trying to drum up support for programing proposal of own making. He'll have ample opportunity to pitch proposal at National Cable Television Association seminar in Palm Springs, Calif., today (Nov. 10), at which he is scheduled speaker.

## Moscow on Mutual?

USIA Director Charles Z. Wick still is not talking about broadcasters he says have expressed interest in participating in proposed project under which USSR would gain access to AM frequency in U.S. in exchange for same treatment for U.S. in USSR (BROADCASTING Nov. 3). However, word around Washington is that one network ready to play role, on pro bono basis, is Mutual Broadcasting System. Jack Clements, who heads network, is member of Voice of America

Broadcast Advisory Committee, one of public sector groups Wick has established to advise USIA on its operations. Clements last week offered "no comment" when asked about report of Mutual's readiness to volunteer.

## Opening wounds

Independent television operators' growing dissatisfaction with cable is likely to show during Association of Independent Television Stations annual convention in Los Angeles Jan. 7-11. Special session is being put together for INTV's general managers' meeting on first day concerning cable's alleged concentrations of power. Association has asked representatives of telephone industry and members of Congress to appear on panel which is expected to generate lively discussion on FCC's cable-telco crossownership ban.

## Heeled

Microband Corp. of America, largest single-channel MDS common carrier and long-time industry leader, was conspicuous by its absence from the Microwave Communications Association convention in Washington (BROADCASTING, Oct. 27) but absence didn't mean company has lost faith in wireless cable business. Microband may be closer than ever to major play. It has something it lacked before: money.

TA Associates, Boston-based venture capital group, financed management buyout of Microband from McDonnell Douglas last spring and it's committed to financing Microband's launch of wireless cable service in at least two market within next several months. Firm has already sunk \$12 million in company, is prepared to double that investment over next few years.

## Dividing spoils

Massive European joint effort to develop high-definition television system has hit temporary hitch—how to handle new and patentable technologies arising from research. For industrial giants Bosch, Philips, Thomson and Thorn-EMI, leaders of four-year, \$180 million-plus "Eureka" project, question is how to pool resources with manufacturers participating at lower level and at same time protect their own long-term interests in any HDTV advances. Some small nonmanufacturers interested in joining effort, but gaining no commercial payback from subsequent

developments, want Eureka to foot their research bills, rather than donate resources themselves.

## Out of character

Bruce Fein, former general counsel for FCC Chairman Mark Fowler, has asked Court of Appeals in Washington to reject commission's request for remand of *Shurberg Broadcasting v. FCC* (BROADCASTING, Oct. 27), in which constitutionality of commission's distress-sale policy is under challenge. FCC wants case back to "reexamine the justifications" for policy. Fein, representing Astroline Communications, which bought WHCT-TV Hartford, Conn., under distress-sale policy in case at hand, is arguing that court need not address constitutionality of policy to resolve case. He also makes argument that policy is constitutional.

## Spaced out

Three months in advance of second session of international conference to develop plan on use of spectrum for shortwave broadcasting, prospects do not appear bright for completing assigned work. For one thing, spectrum available would accommodate only about half of requirements. For another, some countries, United Kingdom for one, believe proposal for using computer in meeting needs for frequencies would impinge on their sovereignty—government requesting 50 frequencies does not want to be told by computer it can have 23. As result, some officials in U.S. and UK are talking of need for third session.

## Fall guys

Attendees at last week's Public Broadcasting Service Program Fair were treated to clips of new program offering, *Sync*, described as "newer than *NewsHour*...more natural than *Nature*...brighter than *Nova*," program that will "revolutionize public television's moribund programing and give viewers a total video experience like they've never had before on PBS." Proposed six-part, half-hour series featured *Entertainment Tonight* host Rob Weller and man-on-street interview questions such as, "If you were to be reincarnated as an animal, which one would it be?" Some 40 stations chose *Sync* in September preference round, according to PBS source. At Program Fair, however, it was revealed that series had been created as joke by "the madcaps" of PBS business affairs.

# EXCEL

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1986  
Electronic  
N-I-W-S  
Awards



# LENCE.

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**WINNER: TERRORISM**  
WJLA-TV, Washington, D.C.  
Tom Doerr, News Director  
Wes Sarginson, Reporter  
Hal Herman, Photographer  
Joe Rose, Editor

**SPECIAL MENTION:  
MERCY OR MURDER?**  
WJW-TV, Cleveland, Ohio  
Virgil Dominic, News Director  
Mike O'Mara, Reporter

## MISCELLANEOUS MEDICAL SEGMENTS

**WINNER: PREEMIE TREATMENT  
BREAKTHROUGH**  
WDAF-TV, Kansas City, Missouri

**SPECIAL MENTION:  
CANCER PUMP**  
WXYZ-TV, Southfield, Michigan  
Tom Rosenbaum, News Director  
Jerry Hodak, Reporter

## SPORTS SEGMENTS

**WINNER: TARNISHED HEROES:  
ATHLETES & DRUGS**  
KPNX-TV, Phoenix, Arizona  
Jim Willi, News Director  
Mark Curtis, Reporter  
Howard Shepard, Photographer

**SPECIAL MENTION:  
MARATHON GARBAGE MAN**  
KOIN-TV, Portland, Oregon  
Craig Kuhlman, News Director  
Pat Hellberg, Reporter  
Dean Barron, Photographer

## "EXTRA" MULTI-PART SERIES

**WINNER: MACHINE GUN MANIA**  
KPRC-TV, Houston, Texas  
Bill Goodman, News Director  
Jerry D'Amico, Reporter  
Matt Lavine, Photographer  
John Treadgold, Photographer

**SPECIAL MENTION:  
SOBERING OF AMERICA**  
KGO-TV, San Francisco, California  
Harry Fuller, News Director  
Lisa Stark, Reporter  
Martha Feingold, Producer

## MISCELLANEOUS CONSUMER SEGMENTS

**WINNER: CEREAL SUGAR**  
KIRO-TV, Seattle, Washington  
John Lippman, News Director  
Herb Weisbaum, Reporter/Producer  
Dick Marshal, Photographer

**SPECIAL MENTION:  
SWEEPSTAKES SCAM**  
WXYZ-TV, Southfield, Michigan  
Tom Rosenbaum, News Director  
Charlotte Scot, Reporter

## KICKER SEGMENTS

**WINNER: TURKEY TALK**  
KCRA-TV, Sacramento, California  
Pete Langlois, News Director  
Pete Fuentes, Reporter

**SPECIAL MENTION:  
WATER POWERED CAR**  
WTVN, Columbus, Ohio  
Brian Bracco, News Director  
Ralph Robinson, Reporter

## N-I-W-S PRODUCED SERIES

**WINNER: RADON: THE  
HIDDEN KILLER**  
WJLA-TV, Washington, D.C.  
Tom Doerr, News Director/WJLA  
Dennis Wilden, News Director/N-I-W-S  
Roberta Baskin, Reporter  
Kathleen Pearce, Producer  
Mary Capretta, N-I-W-S Producer

**SPECIAL MENTION:  
I QUIT!**  
KPRC-TV, Houston, Texas  
Bill Goodman, News Director/KPRC  
Dennis Wilden, News Director/N-I-W-S  
Christi Myers, Reporter  
Judy Overton, Photographer  
Andi Hayes, Editor  
Cheryl Snedeker, Researcher  
Ruth Rivin, N-I-W-S Producer

## SINGLE SEGMENTS

**WINNER: PHILIPPINES HEALTH CRISIS**  
KGO-TV, San Francisco, California  
Harry Fuller, News Director  
David Louie, Reporter  
John Griffin, MiniCam Crew  
David Babcock, MiniCam Crew

**SPECIAL MENTION:  
MACHINE GUN THRILLS**  
KPNX-TV, Phoenix, Arizona  
Jim Willi, News Director  
Kathy Kerchner, Reporter  
Chuck Emmert, Photographer

The expanding universe of  
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# N-I-W-S

## LORIMAR-Telepictures™

## TCI goes Hollywood

As a result of its purchase of controlling (51%) interest in United Artists Communications Inc., Tele-Communications Inc. could end up with a substantial stake in Tri-Star Pictures Inc., a movie studio now principally owned by Coca-Cola Co. and Time Inc.

Tele-Communications announced last July the purchase of the controlling interest in UACI from the Naify brothers (Marshall and Robert) for roughly \$500 million. At the time, TCI said it planned to absorb UACI's 24 cable systems with 750,000 subscribers into its ever-expanding cable operation and to spin off its theater chain (1,100 screens) to Tri-Star.

TCI President John Malone confirmed last week that TCI may acquire an indirect interest in Tri-Star by accepting stock and cash in payment for the theaters. "But don't get the impression that it's a done deal," he said. "It has gone no further than when we announced it in July."

Malone said TCI is willing to take some stock because it feels it will be able to get a better price for the theaters and because it believes the stock is a good investment. "We are hoping that the stock goes up," he said. It also "helps solve some tax problems," he added.

Malone said it is wrong to interpret the deal as TCI's "wanting to be involved in the studio business." "It isn't some grand strategic plan," he said. "I don't see how that would particularly help or hurt anything we are doing in terms of cable programming. To me, it's sort of an unrelated issue."

"I guess if you want to look at it on the broadest of terms, being partners with Columbia [a subsidiary of Coca-Cola] and being an investor in Tri-Star should make us better able to understand the world as it's viewed by the studios and maybe that ultimately warms up our relationship with Hollywood and makes us a better cable operator."

"The last thing I want to do is control a studio," he said. "We wouldn't know what to do with it. We have none of those kinds of skills around here...We have zero skills in creating programming. In fact, we have negative skills."

Quoting Wall Street sources, the *Wall Street Journal* said that the theater chain is expected to be priced at between \$400 million and \$500 million and that, under the plan being discussed, Tri-Star would cover 25% of the price with stock, giving TCI/UACI a stake equal to that of Coca-Cola.

## Cable price war

The future of American Wireless and its plan to distribute superstations WTBS(TV) Atlanta and WGN-TV Chicago to cable systems via satellite at reduced rates for small and medium-sized MSO's was hanging in the balance last week as a result of stiff price competition from Tempo Enterprises, which has been the exclusive distributor of WTBS.

American Wireless President Tom Keenze said Tempo has struck a serious blow by offering some of American Wireless's would-be affiliates, including some that planned to invest in American Wireless, WTBS service at cut rates. According to Keenze, Tempo offered them service for a flat \$50,000 a year for the first 100,000 subscribers (with a 20% discount for paying a year in advance) and two-and-a-half cents per month for every subscriber above 100,000. Tempo Senior Vice President Edward Drake confirmed the new offering and said it was being offered to all operators.

Keenze said the Tempo offering has already caused one of American Wireless's MSO-investors to withdraw its subscribers from the American Wireless pool and another to "back out altogether." What's more, he said, the Tempo offer has "scared" the other investors by increasing the risk that not enough cable systems will sign up for their alternative service to cover costs.

American Wireless's group of investors had comprised Texas Community Antennas Inc., Omega Communications Inc., Jones Intercable, Midcontinent Cable Systems Co., Satcom Inc., Cable USA and Commtek Publishing, a publisher of viewing guides for the home satellite market. Keenze declined to identify the two that got cold feet.

Although Keenze acknowledged that hopes for the new company are growing dimmer every day, he has yet to give up the fight. With the help of some of his investors, he said last week, he is still out looking for new investors and affiliates. And to counter Tempo's latest offer, he said, he has come up with a new pricing scheme of his own. In place of the original flat rate of two-and-a-half cents per subscriber per month, he said, he has introduced a sliding pricing scale, going from two-and-a-half cents to one cent, depending on the size of the affiliate. The larger the MSO or cable co-op, the less it would pay for each subscriber, he said.

The new pricing schedule should deliver the same amount of revenue as the original one, Keenze said. Although the price per subscriber is less, he said, the potential subscribership is much greater.

Tempo had charged cable operators 10 cents per subscriber per month with an annual cap on payments of \$265,000. Because of the cap, any MSO with more than 221,000 subscribers paid less than 10 cents. The largest MSO's pay just a penny or two.

Under pressure from the National Cable Television Cooperative, which had banded together to secure bulk discounts for programming, Tempo halved its rate last September to five cents for systems and small MSO's willing to sign 10-year affiliation agreements (BROADCASTING, Oct. 6). And, to meet the American Wireless threat, according to Keenze, it offered the \$50,000/two-and-a-half cent deal to at least a few operators.

United Video, which is as threatened by a successful American Wireless service as Tempo, has so far taken a passive role. Its reaction has been inaction. United Video's

Roy Bliss said, "We never considered [American Wireless] a credible threat. . . It's a pure pressure play." But, he added, "if it does become real, we will be competitive."

Keenze said he can't fully understand the investor group's reluctance to move forward with the business plan even in light of Tempo's latest offering. If they went ahead with only their own systems as affiliates, he said, they could cut American Wireless costs to the bone, raise slightly the annual per-subscriber and "still be better off than they were before."

Keenze said he has set a Nov. 15 deadline for the investor group to put up the capital to get the new service going. "I am going to bail out after that," he said. "I can't continue on a bunch of promises here."

## Bennett elected

The Cabletelevision Advertising Bureau's board of directors has elected Edward Bennett, executive vice president and chief operating officer of Viacom Cable, as board chairman, and Fred Vierra, president of United Cable Television Corp., as CAB vice chairman. CAB President Robert Alter's contract has also been extended for three more years. The board also approved a \$2.7-million operating budget for 1987, up from \$2.1 million in 1986.

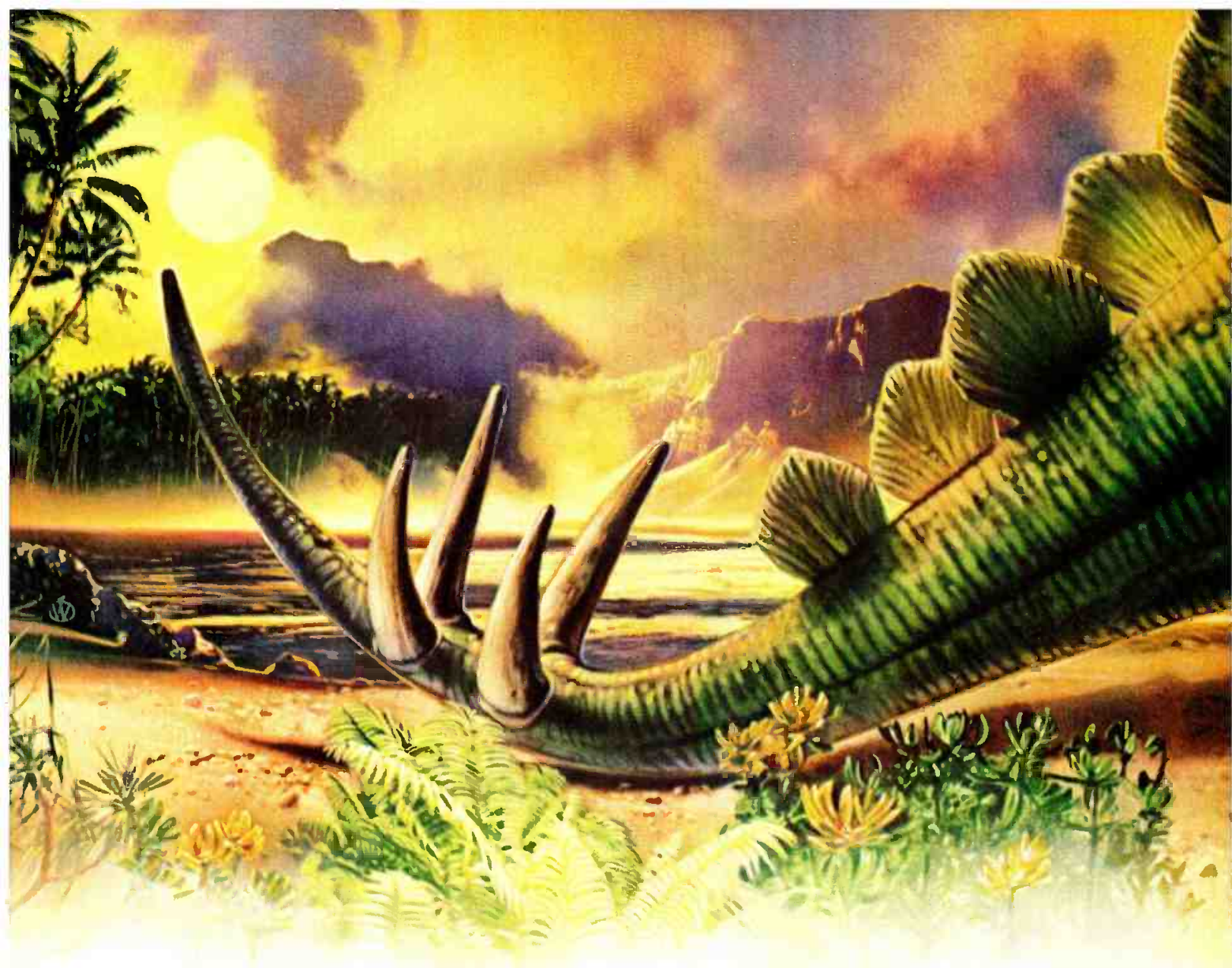
## Western outlook

The California Cable Television Association has announced that 170 exhibitors have signed up for space for the 18th annual Western Cable Show to be held Dec. 3-5 at the 93,100-square-foot Anaheim Convention Center. An estimated 7,500 people are expected to attend the three-day convention, the same number as last year. The theme of this year's show is "The Right Connection." There will be 25 panel sessions on the agenda, plus roundtable discussions to be announced at a later date.

The keynote session will center on cable's position in the entertainment marketplace. According to a preliminary list of panel topics, discussions will include the TVRO business, interconnects, new strategies for increasing basic penetration, the effect of competitive and regulatory forces on cable investments, where pay TV will be in 1990, cable advertising, financial conditions affecting the industry, research, implementing must-carry, best advertising media for cable, the effects of the new tax law on cable, customer service techniques, the rise of home shopping networks, challenges facing small-system operators, image building, rates and deregulation, the effect of deregulation on channel positioning, pay-per-view developments. The closing general session will focus on the standardization of the channel lineup.

## The eagle flies for cable

Average compensation (salary plus cash bonus) for president-chief executive officers of



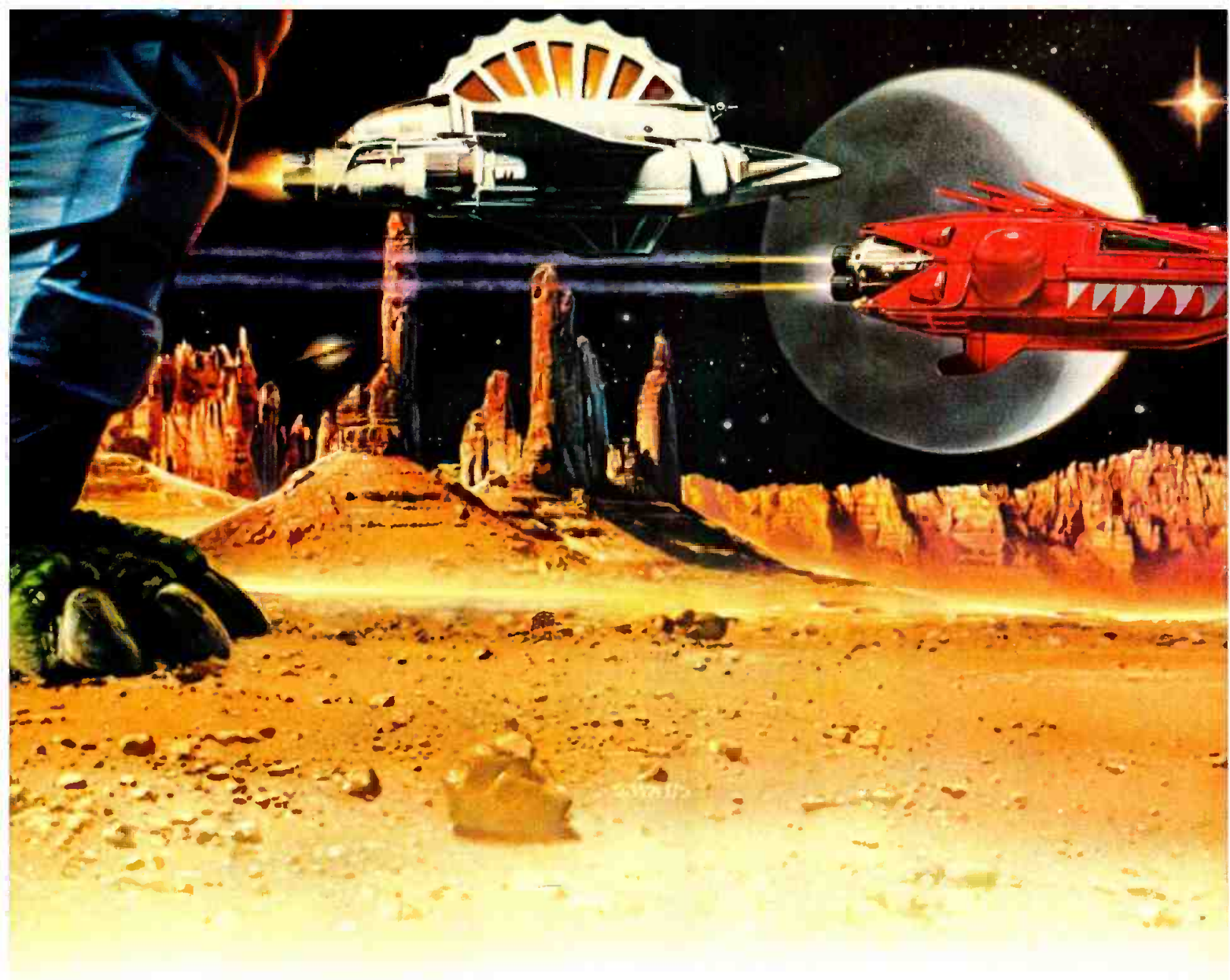
The newest idea  
in children's  
programming is  
100 million years old.



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



# WCCERS

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cable companies is \$226,800, according to 21-company survey conducted by Hewitt Associates and commissioned by Cable Television Administration and Marketing Society. Survey came up with compensation averages for 40 corporate, regional and system-level positions.

Next to president-CEO on corporate level were head of operations (\$120,000), head of finance (\$105,300), head of mergers and acquisitions (\$94,700) and head of marketing /programming (\$85,900).

On the regional level, the best paying jobs were vice president-general managers (\$96,200), staff engineer (\$47,300) and controller/accounting manager (\$45,300). On the local level: general manager (\$45,000), technical operations manager (\$31,000) and sales/marketing manager (\$31,300).

CTAM Executive Director Victor Parra stressed that all the numbers were averages, that compensation varied radically from company to company depending on size of the companies and responsibilities of regional and system-level employees.

### Pirates penalized

Home Box Office Inc., ESPN, Showtime/The Movie Channel Inc., Comcast Cablevision of Corinth and Comcast Cable Communications Inc. have settled a theft of service lawsuit for a "substantial payment of damages" against the Corinth hotel in Corinth, Miss., HBO said last week. The suit was filed on Sept. 8, 1985. According to HBO, Judge Neal B. Biggers Jr. of the U.S. District Court

for the Northern District of Mississippi, Eastern division, said in a summary judgment issued Oct. 23 that the Corinth hotel had "intercepted the satellite-delivered cable TV signals of HBO, Showtime and ESPN for two years and offered them to guests without authority from or payment to either the cable operator, Comcast Cablevision, or the programming services." The judge ruled that the hotel's action violated the antipiracy provision of the Cable Communications Act of 1984, Section 605 of the Communications Act of 1934, and Section 106 of the Copyright Act of 1976, HBO said.

### ACE nominations

Sixteen cable programming networks collected 258 nominations this year in the eighth annual ACE award competition, which honors excellence in cable programming. The leading networks in nominations were Home Box Office, 99; Showtime/TMC, 71; Arts & Entertainment, 18; ESPN, 13; Cable News Network, 12; and The Disney Channel, 10.

Among the performers who received nominations were Gary Busey, Keith Carradine, Robert Carradine, Billy Crystal, Bette Davis, Albert Finney, Jeff Goldblum, John Heard, Anthony Hopkins, James Earl Jones, Ben Kingsley, Robert Klein, Liza Minnelli, Peter O'Toole, Bernadette Peters, Susan Sarandon, Garry Shandling, Mary Steenburgen, Barbra Streisand, Daniel J. Travanti and Robin Williams.

Alexander H. Cohen will serve as executive producer and Hildy Parks as writer and

producer of the program, which superstation WTBS(TV) Atlanta will carry live from the Wilern Theater in Los Angeles on Jan. 20. Cohen and Parks, who are in charge of their first ACE presentation, are the producers of numerous Broadway shows. They originated the international Tony Awards telecasts in 1967 and have produced them for 20 years. They have also produced dozens of specials for the three networks, including the 37th and 38th annual Emmy awards.

Charles Engel, chairman of the National Academy of Cable Programming's competition committee and president of Universal Pay TV, said the expanded ACE competition (60 categories compared to 52 last year) attracted 813 entries. The 1985 competition drew 792 entries. In 1984, there were 524 entries.

The awards will be presented in two ceremonies. The nontelevised categories will be honored at a luncheon ceremony Monday, Jan. 19, in Beverly Hills, Calif.

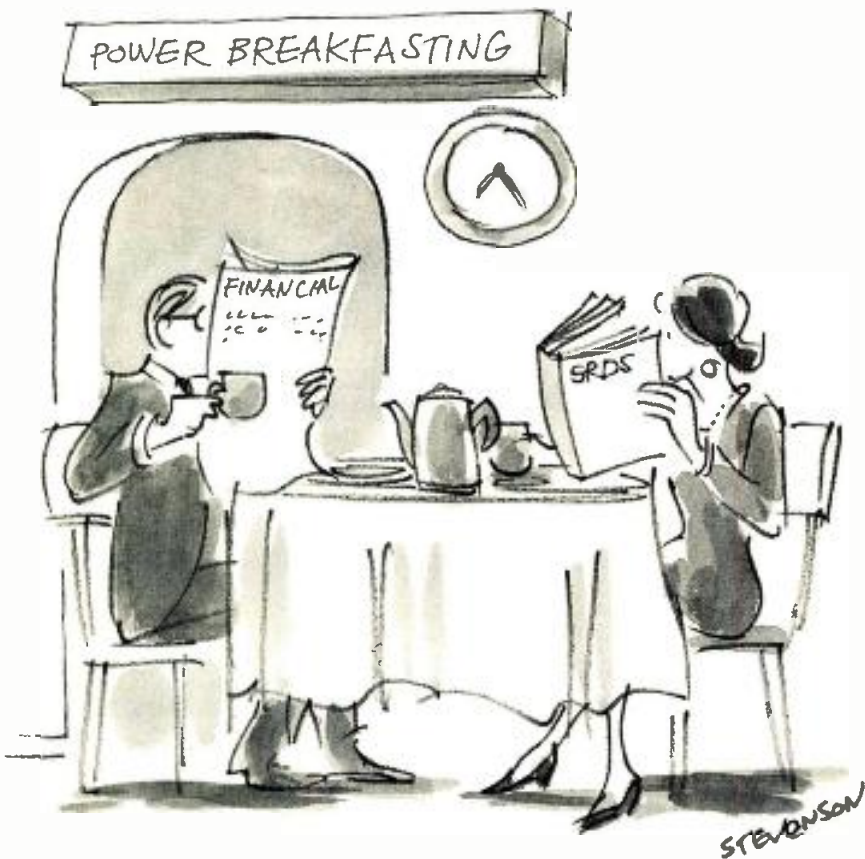
### Showtime's razzle dazzle

Showtime/The Movie Channel's new "Get Connected" marketing program that includes cable operator and subscriber incentives is expected to "significantly increase operator profitability through the building of pay subscriber rolls," said Jack Heim, executive vice president of business development, sales and affiliate marketing for the company. Components of the campaign include: for any subscribers added to the current base, Showtime will reduce the license paid by the cable operator to \$1. Also, non-pay subscribers who sign up for a pay service other than Showtime/The Movie Channel will receive Showtime/The Movie Channel free for two months.

The new strategy is the "logical next step" in Showtime/TMC's film exclusivity strategy, Heim said, adding that "with exclusivity, multipay once again is a viable product. By encouraging consumers to give our service a two-month free trial, and by supporting that trial with several direct marketing contacts, we will firmly plant dual-pay cable in the consumer's mind as integral to the entire television viewing experience." Heim said also that "with a critical mass of exclusive movies and original programs, this two-month free trial subscription will accomplish its objectives of building profits for our affiliates and Showtime/TMC and creating heightened consumer satisfaction with truly differentiated multipay."

Heim said Showtime estimates that 50% of the trial subscribers will retain and pay for the service in the first month after the free offer ends and "at least 35% will still have the service six months later." Affiliates must begin participating in the program between Dec. 1 and Feb. 1, 1987.

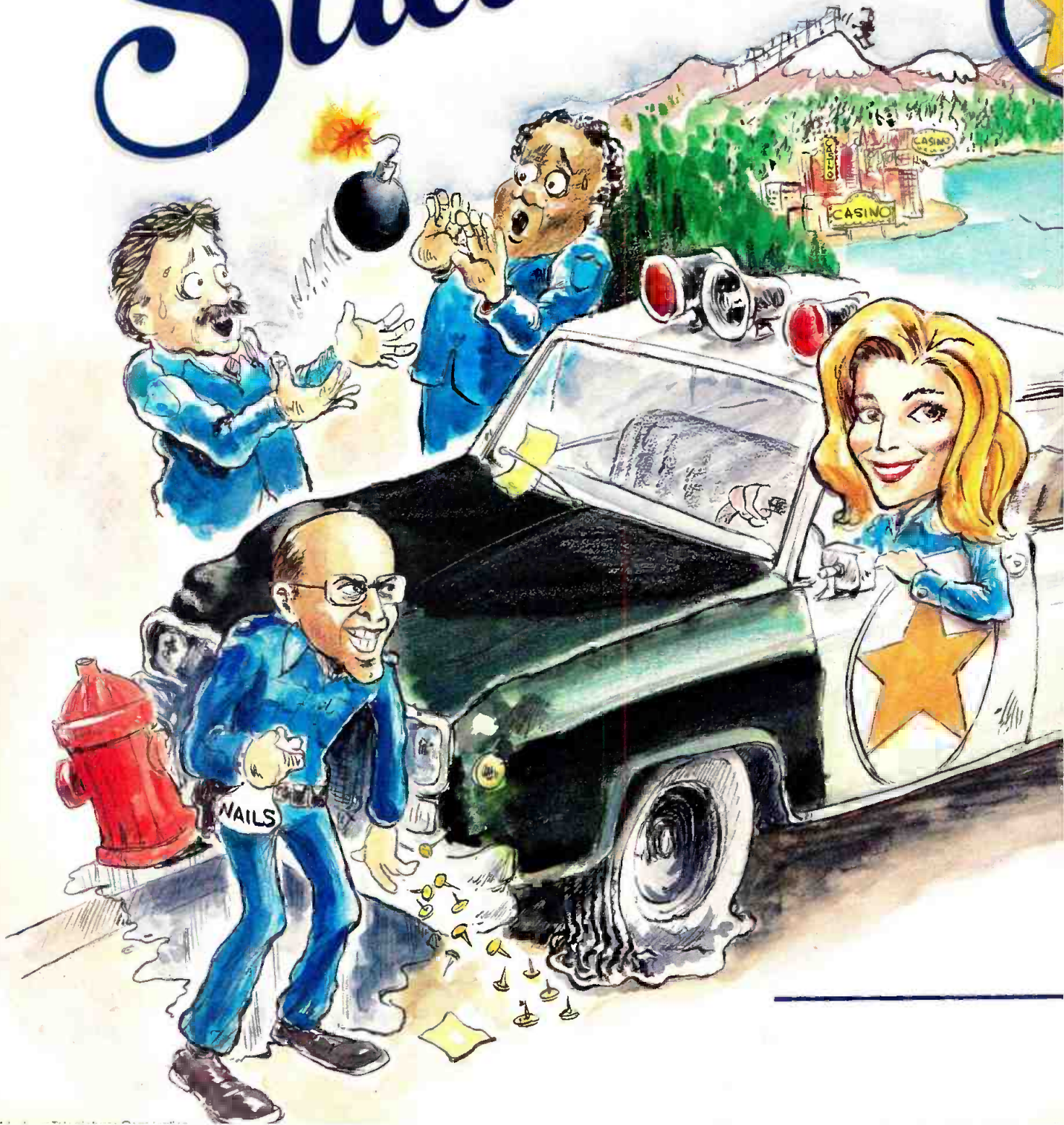
A kit is now being sent to cable operators about the "Get Connected" campaign. The kit includes examples of a free customer "welcome kit" timed to arrive at the customer's home within the first week after installation; two free direct-mail pieces that are designed to arrive after the first and second months of the free trial subscription; ad slicks; radio copy; press releases, and a "customer-contact personnel incentive plan, all of which Showtime/TMC is providing free of charge to fully participating operators," the company said.



**THE NEW KING  
OF COMEDY AND  
THE NBC O&O's  
HAVE JUST ADDED  
ANOTHER GEM  
TO THEIR CROWN!**



# Suddenly





# Sheriff

FIRM  
**GO**  
FALL '87!

**FIRST-RUN  
COMEDY  
FOR FALL '87.**

**ALREADY  
PURCHASED BY  
THE NBC O&O's.**



Starring  
Priscilla Barnes  
And  
George Wyner



**LORIMAR-Telepictures™**

*The New King of Comedy*

# Business Briefly

## TELEVISION

**Huffy Corp.** □ Manufacturer is planning what it says is first television advertising campaign in bicycle industry aimed at young girls, starting next March or April



in 30 to 35 markets. Huffy is seeking girls, 4-8, for its 20-inch, single-speed model and girls, 7-14, for 10-speed model. Commercials will be slotted in early and late fringe and daytime periods. Agency: Grey/Chicago.

Three-week flight began last week in first use of television by industrywide group. Three New York markets are being tapped—New York, Albany and Rochester. Commercials are slotted in early and late fringe periods. Commercial features jazz entertainer Bobby Short singing lyrics of jingle, "Uncork New York." Target: adults, 21 and older. Agency: Ketchum Advertising/New York.

**Nintendo Entertainment System** □ Campaign costing estimated \$20 million started last week and continues through first quarter of 1987 to promote company's line of home video games. Buy includes network television, syndicated programming and spot television in 30 markets. Commercials will appear in programming viewed by young people and their parents, including prime and fringe periods. Agency: Geers Gross Advertising, New York.

begin three-week campaign in mid-November in about 14 markets, including Dallas, Houston and San Antonio, Tex. Commercials will be carried in morning and afternoon drive periods. Target: adults, 25-54. Agency: D'Arcy Masius Benton & Bowles, Houston.

**Webster University** □ Both adult undergraduate and master's degree programs will be spotlighted in three-week flight starting this month in Kansas City, Mo., and St. Louis. Commercials will run in drive periods. Target: adults, 18-34. Agency: Hughes Advertising, St. Louis.

**ShopKo Stores** □ Convenience store chain launched pre-holiday campaign last week that will continue until Dec. 18 in 17 markets. Commercials will be scheduled in all dayparts. Target: adults, 18-49. Agency: D'Arcy Masius Benton & Bowles, Chicago.

**Swift-Eckrich** □ Various meat products will be highlighted in six-week campaign kicking off in early December in 26 markets, including Denver, New York, Dallas and Cleveland. Commercials will appear in all dayparts. Target: women, 25-54. Agency: Zechman & Associates, Chicago.

**Aaron Bros.** □ West Coast-based art supplies firm will conduct five-week flight in late December in six markets, including San Francisco, San Diego and Las Vegas. Commercials will be placed in morning, afternoon and early evening periods. Target: women, 25-54. Agency: Tradewell Industries Inc., New York.

**Egghead Discount Software** □ One-week flight to promote sale of computer programming will run in Los Angeles beginning Nov. 19 and in Chicago beginning Dec. 1. Commercials will be scheduled in all dayparts. Target: men, 25-54. Agency: Evergreen Media, Edmonds, Wash.

**Hormel** □ Company is completing plans for first-quarter drive for Mary Kitchen hash in large number of markets, including Chicago, New York, Miami, Boston and Detroit. Commercials will appear in all dayparts. Target: women, 18 and older. Agency: BBDO, Minneapolis.

**Ross Department Stores** □ Pre-Thanksgiving promotion will be conducted for one week, starting in late November, in about 10 markets in South. Commercials will be presented in

**New York Wine & Grape Foundation** □

**Westin Hotels** □ Chain operator will

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Type of Business \_\_\_\_\_ Title/Position \_\_\_\_\_

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# IN MEMORIAM



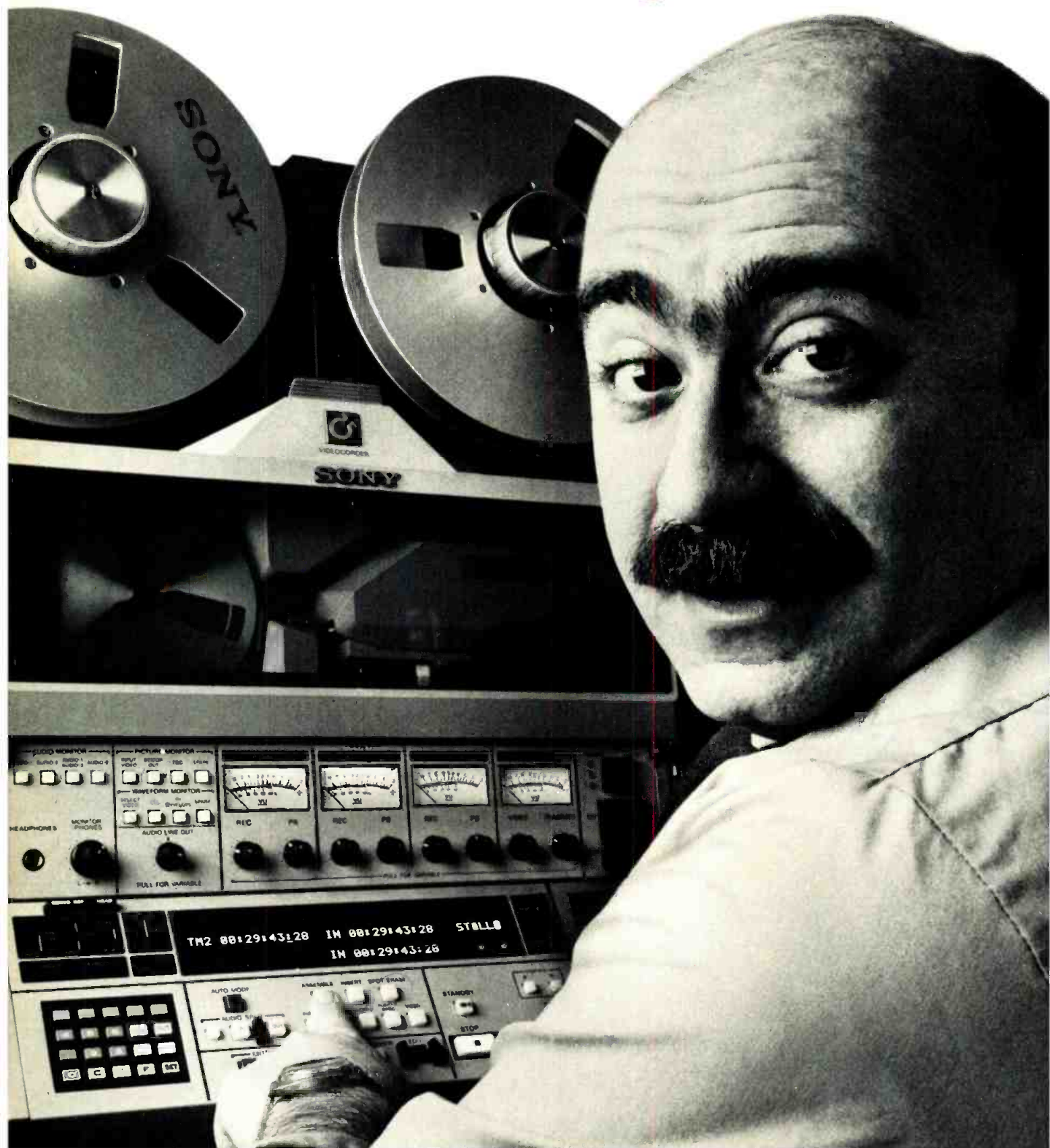
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# right out of the box, money here."

We couldn't agree more.

When you pay tens of thousands of dollars for a piece of professional equipment, you deserve to have that investment thoroughly tested.

At Sony Broadcast, thorough testing is the law.

Consider our BVH series of one-inch recorders.

Each and every unit is unpacked and inspected at our San Jose testing facility.

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All you do is plug in the cables, thread the tape and go.

That's the Sony Standard at work.

Working right from day one.

**SONY**  
**BROADCAST**



daytime periods. Target: adults, 18-49. Agency: Western International Media, Atlanta.

CABLE

**Hitachi Ltd.** □ Japanese electronics manufacturer will begin its first U.S. corporate image campaign this week on *Nation's Business Today*, early-morning program carried on ESPN. Campaign will continue for 26 weeks and

will include commercial and opening billboard each Thursday on new feature, entitled "Business Line: Japan," which focuses on Japanese business trends. Reports will be filed by satellite from program's Tokyo correspondent, Mal Adams. Target: businessmen. Commercial was produced by Dentsu Advertising; business was placed direct.

## AdVantage

**\$20-million blast.** Goodyear Tire & Rubber Co. moved into high gear last week with \$20-million campaign in U.S. and overseas, primarily using network television. Consumer magazines, usually substantial part of tire advertising, will be absent from schedule, except for auto-oriented publications. Goodyear's effort in U.S. involved buying time on three broadcast TV networks and on Cable News Network that began last week. International advertising will start in January in Europe, Latin America and Asia. Estimated \$20 million in expenditures will be divided equally between U.S. and international spending, according to Goodyear spokesman. He said expenditures may go higher if decision is made to continue campaign beyond next few months. Campaign will carry theme line, "Goodyear, Take Me Home," to strike emotional chord among family members. Decision to drop virtually all consumer print advertising and concentrate on network television was made because it was felt that television conveys emotionalism more effectively than magazines. J. Walter Thompson USA, New York is domestic agency; McCann-Erickson, New York, is agency for overseas markets.

□  
**Jet-like service.** Burger King is promoting its new drive through "Speed Team" service in television campaign in three markets—Phoenix, Milwaukee and South Bend, Ind. Two commercials feature jet fighter and one shows pilot and co-pilot as they taxi into Burger King



to take advantage of quick drive-through system. One spot mentions guarantee to any customer who does not receive his order within 30 seconds of reaching pick-up window. BK promises to give customer Whopper sandwich coupon redeemable on next visit. Agency for Burger King is J. Walter Thompson/New York.

□  
**FTC ruling.** Television advertisements for home insulation will not be required to contain information about R-value (resistance to heat flow), test procedures for determining R-value or substantiation of energy-savings claims, according to Oct. 27 Federal Trade Commission ruling. FTC acted in compliance with ruling of U.S. Court of Appeals for Tenth Circuit in Denver, which adopted settlement in May that deleted TV ad disclosure provisions of rule. Provisions had been challenged by three mineral wool insulation manufacturers in 1979 when provisions were adopted, and had never gone into effect. FTC will not conduct additional rulemaking proceedings.

□  
**Computerized payment.** DDS Payment Services, New York, reported that after six years of operations as computerized payment enterprise for performers appearing in television and radio commercials, company now represents 24 agencies in 30 offices. Larry Tobin, vice president and director of marketing, said its system, called Talent, now handles payments for about 5,000 performers for its agency clients. System is designed to keep records of contracts, rates, residuals, taxes, client invoices, pension and welfare payments and other details. Tobin added that clients have on-line terminals in their offices and can access data base via telephone lines. Asked how DDS is paid, Tobin said company receives percentage of dollars paid out, plus taxes and handling fees.

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David N. Whitcombe, vice president.  
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**UP 80%**  
IN CHICAGO

WFLD  
FRI 10:30 AM

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IN DALLAS

KDAF  
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% HH Share increase Oct '86 vs. Oct '85

SOURCE: Average of Oct '86 NSI Overnights vs. Oct '85 NSI Reports, same time periods

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**THURSDAY**  
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## **Follow the leader.**

The Cosby Show strengthens programs all Thursday evening long, including the local late news three hours later!

After NBC added Cosby to its Thursday night lineup in the 1984-85 season, Family Ties' rating jumped 48%. In 1985-86, Family Ties jumped another 34% to become television's number two show.

In 1983-84, before Cosby, Cheers ranked 54th for the season. In 1985-86, with Cosby leading the night, Cheers became the number three network show.

If The Cosby Show can make NBC such a big winner every Thursday night, just think what it will do for your station *five* nights a week.

**The Cosby Factor: Profit from it.**

Source: NTA, September-September, 1983-86, pure program averages



A commentary on buying cable systems by Christopher J.H.M. Shaw, chairman, Henry Ansbacher Inc.

## Reining in the fervor in cable system buying

The already lively pace of cable system sales and mergers this year is ending, as expected, in a crescendo of deals, as sellers react to the year-end deadline on favorable capital-gains treatment. Until this final rush to the wire, which increased the number of new properties in play, this was clearly a *seller's* year for cable systems. Through the summer our own firm was representing twice as many buyers as sellers, and powerful new financing sources were talking to us about their increasing participation in cable system investments. Keen buyer interest, backed by ample sources of financing and low interest rates, resulted in record new multiples on cash flow being paid for systems in prime areas, or in situations where the fit between buyer and seller was exceptionally good.

Right now, however, is the time for prospective cable system buyers to take a hard look at their plans. We're in for a cooling-off period. Multiples have peaked for now, we believe. The price range of 12 to 14 times cash flow, which means about \$1,200 to \$1,400 and up to \$1,800 per cable subscriber, may fall back to the 10 to 12 times level for some time.

At these price levels, a conservative cable system buyer should be fairly sure that he can *double* the cash flow on the operation within five years. The arithmetic behind that reasoning is quite simple. That kind of improvement in operating brings the multiple down to five or six times cash flow in five years. The right bank will loan at that level, which means an investor stands a good chance at that point of getting his money out and moving on to another deal.

We've been cautioning our buyer clients in these hectic last weeks of the year not to take shortcuts in their assessment of a system because the seller is under the pressure to close a deal before the year ends. At these multiples, a cable system buyer must be very sure that there is room for major cash flow improvement. That means taking a good look at what the current owner has *already* done to optimize performance.

Has the seller put in a recent rate increase, for instance? And what have the results been? It's true, of course, that a great deal of the buyer interest in cable systems this year has been spurred by expectations of rate increases in 1987 and beyond, when cable system rate structures are deregulated. Buyers, however, must test projections of rate increases against a realistic look at what's happening right now in the local economy of the system's franchise area. A buyer who doesn't know the system's franchise area well can't rely on five-year or 10-year averages, or two-year-old economic and demo-



Christopher J.H.M. Shaw is chairman of Henry Ansbacher Inc., New York, an investment banking firm that specializes in media. Two years ago Shaw organized a cable brokerage unit in the Ansbacher firm. It has brokered over \$500 million worth of cable sales this year. Prior to the establishment of Henry Ansbacher Inc., Shaw was senior consultant to the Bankers Trust Group and for more than a decade had been with the Times Mirror Co. as president of Times Mirror International and president of two other subsidiaries.

graphic data. (Think of the mistakes to be made in the Dallas and Houston markets, for instance, with that kind of information.)

Some very personal market research will test the assumptions. When we're representing a buyer, we don't limit ourselves to tours of the franchise area conducted by the seller. Those tours are guaranteed to include only the most prosperous neighborhoods. We recommend that prospective buyers do what we do: Drive around and use their eyes. Are there a large number of "For Sale" signs on houses? (Bad sign.) Are shopping centers under construction? (Good sign.) Are there "Space for Rent" signs in industrial and commercial areas? (Bad sign.) Rent a helicopter and pilot and see how much dirt is being moved in the area, indicating new construction under way and a vigorous market. Aside from giving a buyer a better indication of how realistic rate-increase projections are, this easy-to-do research also answers some basic questions about how well the cable system has built up its fran-

chise area.

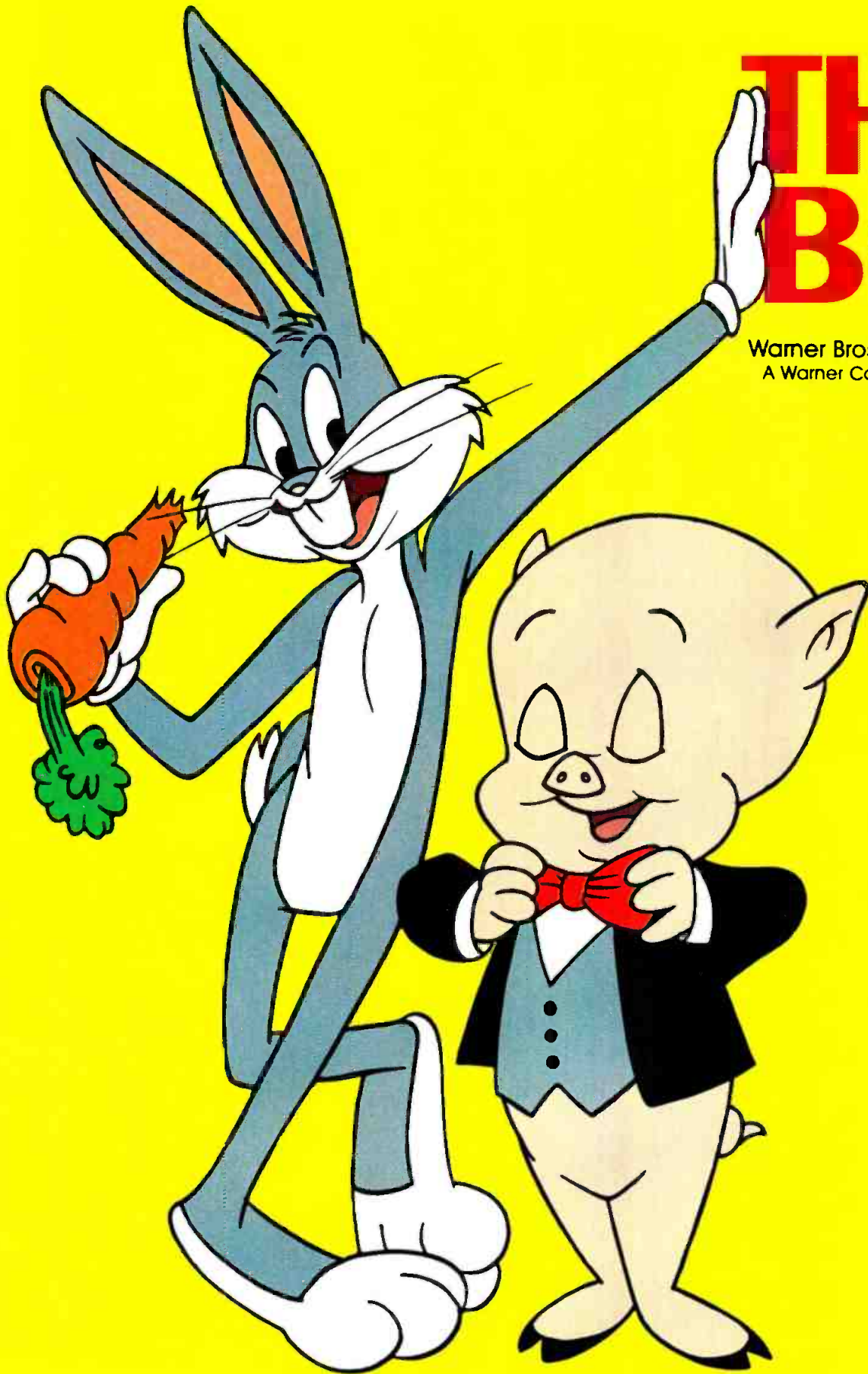
Potential buyers also must be realistic about a seller's self-deprecatory admission that the system "has never really been marketed well." Just about every seller says that. It's true that good marketing can produce results for a cable system. And it's also true that basic cable service is fairly resistant to economic downswings. (Indeed, we've even seen evidence that cable subscribers in hard-pressed areas will give up their phones before they give up their cable TV.) But a soft market is a soft market—and buyers must resist the temptation to exaggerate their ability to overcome bad economics with good marketing, especially when it comes to raising rates or adding special services.

Simply put, buyers should not expect miracles in the cable TV business. It's settling down into a fairly knowable, predictable business, which is why conservative investors, such as insurance companies, are now interested in it. No radical technology is on the horizon to replace it. In more parts of the country the systems have been laid down. Operators have begun to realize that 35 channels are about all that any subscriber really wants. And subscribers usually wind up with the basic cable service and one special service, which means that revenue per subscriber will probably plateau at around \$30 a month for the foreseeable future. Each market has its variables, of course, but these rules of thumb won't be far wrong for many potential buyers.

That means that buyers have to count on the tried and true ways of increasing the value of a cable system:

- Building line extensions and filling in subscribers on lines that have already been passed.
- Providing more attractive programming options.
- Raising rates when possible.
- Improving employee productivity by using addressable converters and improving internal operations.
- Increasing advertising revenues.

We warn buyers, of course, that some of these opportunities can't be realized without spending money upfront. Installing addressable converters at about \$100 per unit, for instance, is an obvious cost. Less obvious is the long-range need of cable operators to protect their own investments by improving the programs available to subscribers. We expect that in the years ahead operators who are in the business to stay will recognize that they have to put some of their increasing cash flow into better programming, perhaps by hiring professionals themselves to do the job that isn't being done by existing production companies. Without that improvement, buyers may find themselves in a disappointingly stagnant market.



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

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

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

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

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

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

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

M-II, it's the only broadcast system of its type in the industry. And it's available now. Two of the best reasons to go with M-II from Panasonic.

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# MII

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## This week

**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. Speakers include Senator Richard Lugar (R-N.J.); David Gergen, *U.S. News & World Report*, and Tom Wolfe, author-journalist. Sheraton Washington, Washington. Information: (212) 826-1750.

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

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

**Nov. 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. 10**—"Television Critics and Broadway," drop-in dinner sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Copacabana, New York. Information: (212) 765-2758.

**Nov. 11**—*Hollywood Radio and Television Society* luncheon. Speakers: CapCities/ABC Chief Executive Offi-

cer 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 Cable. 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, "Prime Time Television in New York." Panelists include: Merrill Grant, chairman, Reeves Entertainment Group; James McAdams, executive producer, CBS's *The Equalizer*; Michael Ben-nahum, 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. St. Claire Hilton, San Jose, Calif. Information: (408) 993-2622.

■ **Nov. 12**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Scott Kurnit, executive vice president-general manager, Viewer's Choice, pay-per-view network of Showtime/The Movie Channel, on "Can Pay-per-view Make or Break Cable?" Copacabana, New York. Information: (212) 765-2758.

■ **Nov. 12**—*Libel Defense Resource Center Steering Committee's* fourth annual dinner. Keynote speaker: Newton Minow, former FCC chairman. Waldorf-Astoria hotel, New York. Information: (212) 889-2306.

**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.

**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**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in breakfast. Speaker: Lawrence Sapadin, executive director, Association of Independent Video and Filmmakers, "How to Get a Grant." New York TVAcademy, New York. Information: (212) 765-2758.

**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 *Tele-*

■ Indicates new entry

## 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. 18-20**—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center. San Antonio, Tex.

**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* 26th 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.

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**THE  
GREATEST  
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OF INTERNATIONAL  
STARS EVER OFFERED IN  
A SINGLE MOVIE PACKAGE**

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ELIZABETH  
CARY  
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**HANNA-BARBERA'S  
SUPERSTARS  
10**





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Huck



George



Yogi



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Scooby

Now, together for the first time from HANNA-BARBERA's array of glamorous and romantic box office champions, come these worldwide superstars in their most challenging roles:

- ★ THE GOOD, THE BAD, AND HUCKLEBERRY HOUND
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- ★ TOP CAT AND THE BEVERLY HILLS CATS
- ★ GHOUL SCHOOL STARRING SCOOBY-DOO & SCRAPPY-DOO
- ★ YOGI BEAR AND THE MAGICAL FLIGHT OF THE SPRUCE GOOSE
- ★ THE JETSONS MEET THE FLINTSTONES
- ★ YOGI BEAR AND THE SEVEN LITTLE CUBS
- ★ SCOOBY-DOO AND THE RELUCTANT WEREWOLF
- ★ JUDY JETSON AND THE ROCK PIRATES
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These HANNA-BARBERA stars have accumulated more screen time than any performers in history.

Laugh with them, cry with them, love with them—

**HANNA-BARBERA'S SUPERSTARS 10-**  
10 original two-hour animated movies.  
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for Independent Television Producers

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,  
Sydney, Toronto, Rio de Janeiro, Munich, Rome

A TAFI COMPANY

vision 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 Directors* final general membership meeting of 1986 and fourth annual dinner dance, honoring Charles Fries, Fries Entertainment, and Aaron Spelling, Aaron Spelling Productions, Chasens restaurant, Los Angeles.

**Nov. 15**—Second annual New England College Radio Conference, sponsored by *noncommercial WH\*(SFM) Storms, 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.

## Also in November

**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* search workshop, Plaza hotel, New York.

■ **Nov. 18**—*Museum of Broadcasting* seminar, "BBC Programming and Scheduling," MOB, New York. Information: (212) 752-7684.

**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**—"Censorship and the Coverage of News Around the World," seminar sponsored by *Museum of Broadcasting*, MOB, New York. Information: (212) 752-7684.

■ **Nov. 20**—"Arts and Literature as Reflected on BBC Television," symposium sponsored by *Library of Congress*, Mary Pickford Theater, Library of Congress, Washington. Information: (202) 287-5108.

**Nov. 20-22**—*Arizona Broadcasters Association* fall convention and annual meeting, Westward Look Resort, Tucson, Ariz.

**Nov. 21**—Radio acquisition seminar, sponsored by *Nat-*

*tional 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**—*Pacific Pioneer Broadcasters* luncheon, honoring television and radio actor Gale Gordon, Sportsmen's Lodge, Los Angeles.

■ **Nov. 21**—"The BBC: Today and Tomorrow," seminar sponsored by *Museum of Broadcasting*, MOB, New York. Information: (212) 752-7684.

**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. 24**—"Children and BBC Television," symposium sponsored by *Library of Congress*, Mary Pickford Theater, Washington. Information: (202) 287-5677.

■ **Nov. 25**—"The Investigative Reporter in a Closed Society," symposium sponsored by *Library of Congress*, Mary Pickford Theater, Library of Congress, (202) 287-5677.

**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: AWRT, 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. 1-19**—"Retrospective of 50 Years of BBC Programs," three-week program sponsored by *Library of*

*Congress*, Mary Pickford Theater, Library of Congress, Washington. Information: (202) 287-5677.

**Dec. 3**—*Ohio Association of Broadcasters* sales workshop, Park University hotel, Columbus, Ohio

■ **Dec. 3**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon Speaker: Ismail Merchant, producer, Merchant Ivory Productions, on "Adventures of an Independent Filmmaker How 'A Room with a View' Happened," Copacabana, New York. Information: (212) 765-2758.

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

**Dec. 4-7**—Sixth annual National Video Festival, sponsored by *Sony Corp. of America* and presented by *American Film Institute*, Themes, TV and video sound—regional styles, Los Angeles campus, AFI. Information: (213) 856-7787.

**Dec. 5**—Deadline for entries in 27th annual International Broadcasting Awards, honoring "world's best television and radio commercials," sponsored by *Hollywood Radio and Television Society*, Information: HRTS, (818) 769-4313.

**Dec. 7-8**—*NBC-TV* midseason promotion executives conference, Contemporary hotel, Orlando, Fla.

**Dec. 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. 9-10**—*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 *National Educational Film & Video Festival*, for "innovative educational productions designed for schools, universities, broadcast, cable television, instructional television, corporations, hospitals, libraries, museums and home video." Information: (415) 465-6885.

**Dec. 16**—*Federal Communications Bar Association* luncheon, "The McLaughlin Group: Media Style," Panelists: Paul Harris, *Variety*; Jack 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.

## Errata

**Barter split** on Tribune Entertainment's two-hour *Hollywood Christmas Parade* ("Syndication Marketplace," Oct. 27) was mistakenly given by Tribune as 12 minutes for stations and 12 minutes for Tribune. Correct split is 14 minutes for stations and 10 minutes for Tribune.

□

The Programing Consultants' new **Rockin' Oldies format is computerized playlist service**, not tape distributed, as indicated in Oct. 27 "Riding Gain."

Now over 40 stations  
have something to give  
the competition.

A decent burial.

# FRIDAY THE 13<sup>TH</sup>

THE SERIES

When we introduced Friday the 13th for syndication, we knew it would be a terrifying experience. For the competition.

So far, stations in over 50% of the country, including the Fox Television Stations, know what we mean. Fortunately, there's still time for you to get in on the joy of creating panic in your market. But hurry.

Friday the 13th is selling so fast, it's scary.



DOMESTIC TELEVISION  
AND VIDEO PROGRAMMING

A Programmer's Dream—The Competition's Nightmare  
26 First-Run Hours Available Fall 1987

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## The All New Richard Simmons Show Slim Cooking.

**APPETIZER:** The promotability of Superstar Richard Simmons Popular across the U.S.—From

his Emmy Award-winning TV show to his best selling books and videos.

**EATING HEALTHY... STAYING SLIM**

Trends of the 80's. Combine: hottest trends in America today and the most Popular Personality of Fitness. Richard Simmons knows how to turn a trend into a moneymaker for you!

### MAIN COURSE:

The Richard Simmons of exercise, leotards and sweat is now the Richard Simmons of cooking, aprons and low-cal great taste...with the same enthusiasm, charm, personality and

audience appeal!

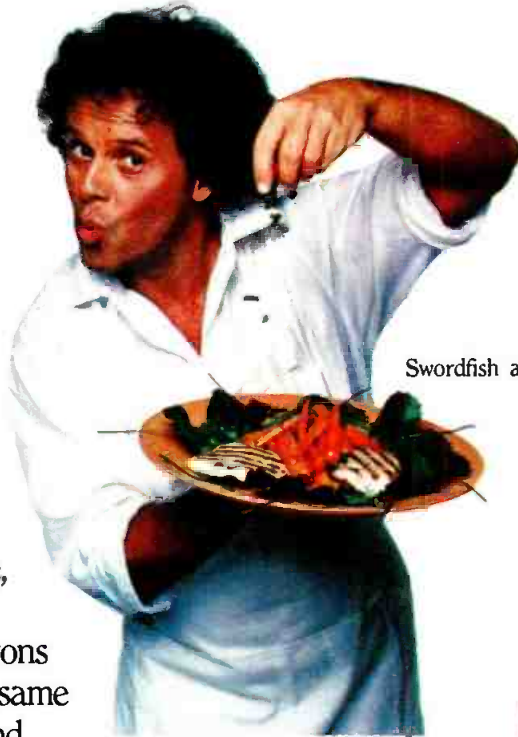
**FORMAT**—A menu designed to get your audience involved. Daily Theme • Live Audience • Great original gourmet low-cal recipes • Slimming Secrets • Low-cal foods that taste like rich delights • Slim cooking classes with interesting guests & audience participation

### INGREDIENTS:

Fun, Imagination, Motivation, Information. Producer Bill Hillier (of PM Magazine fame) will add sizzling special effects and exciting graphics to a unique format.



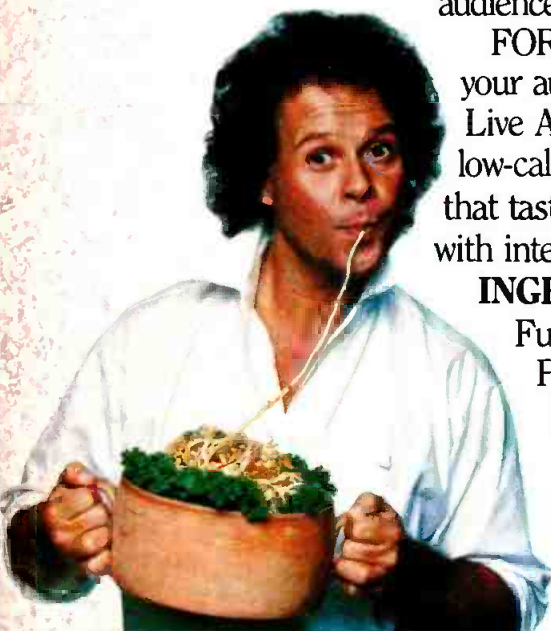
Slim Chick



Swordfish a la Scale



Leaning Pizza



Twigalini



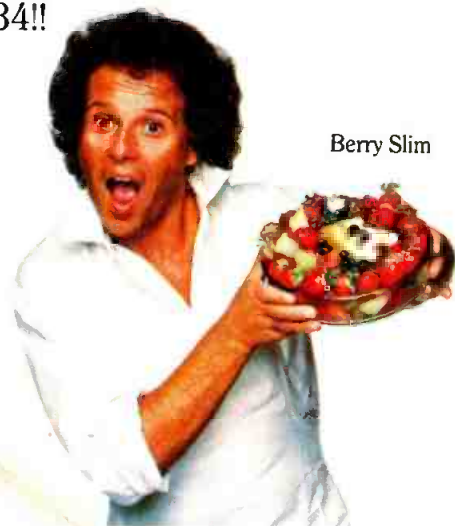
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Delicious ratings to  
spice up your Mon.-Fri.  
Programming and  
attract women 18-34!!  
Sample the Flavor  
of Success!!

Berry Slim



Available as a  
daily half-hour strip  
for September '87.

Lettuce Spray



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360 Madison Avenue,  
New York, N.Y. 10017  
(212) 557-0055



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) 887-1970.

**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. 19**—*ACE Awards* ceremony luncheon, co-sponsored by *National Academy of Cable Programming* and *Southern California Cable Association*. Beverly Hills hotel, Los Angeles. Information: Mel Matthews. (213) 684-7024.

**Jan. 20**—Presentation of eighth annual network *ACE Awards*, sponsored by *National Academy of Cable Programming*. Ceremony to be aired live by WTBS-TV Atlanta. Wiltern theater, Los Angeles. Information: (202) 775-3611.

**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.

**Jan. 27-29**—*South Carolina Broadcasters Association* winter convention. Radisson hotel, Columbia, S.C.

**Jan. 31-Feb. 4**—*National Religious Broadcasters* 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Information: (201) 428-5400.

## February, 1987

**Feb. 1-4**—*National Religious Broadcasters* 44th annual convention. Theme: "Communicating Christ to the Nations." Sheraton Washington. Information: (201) 428-5400.

**Feb. 2-6**—*National Association of Broadcasters* winter board meeting. Ritz-Carlton, Laguna Niguel, Calif.

**Feb. 3**—*West Virginia Broadcasters Association* sales seminar. Marshall University student center, Huntington, W. Va. Information: (304) 344-3798.

**Feb. 3-4**—*Arizona Cable Television Association* annual meeting. Phoenix Hilton, Phoenix. Information: (602) 257-9338.

**Feb. 4**—*West Virginia Broadcasters Association* sales seminar. West Virginia University's Erickson Alumni Center, Morgantown, W. Va. Information: (304) 344-3798.

**Feb. 5**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

**Feb. 6-7**—*Society of Motion Picture and Television Engineers* 21st annual television conference. St. Francis hotel, San Francisco.

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

**Feb. 10**—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

**Feb. 15-17**—*Louisiana Association of Broadcasters* annual convention. Westin Canal Place hotel, New Orleans.

**Feb. 15-20**—"The Olympic Movement and the Mass Media," international congress sponsored by *University of Calgary*. Calgary, Alberta. Information: (403) 220-7575.

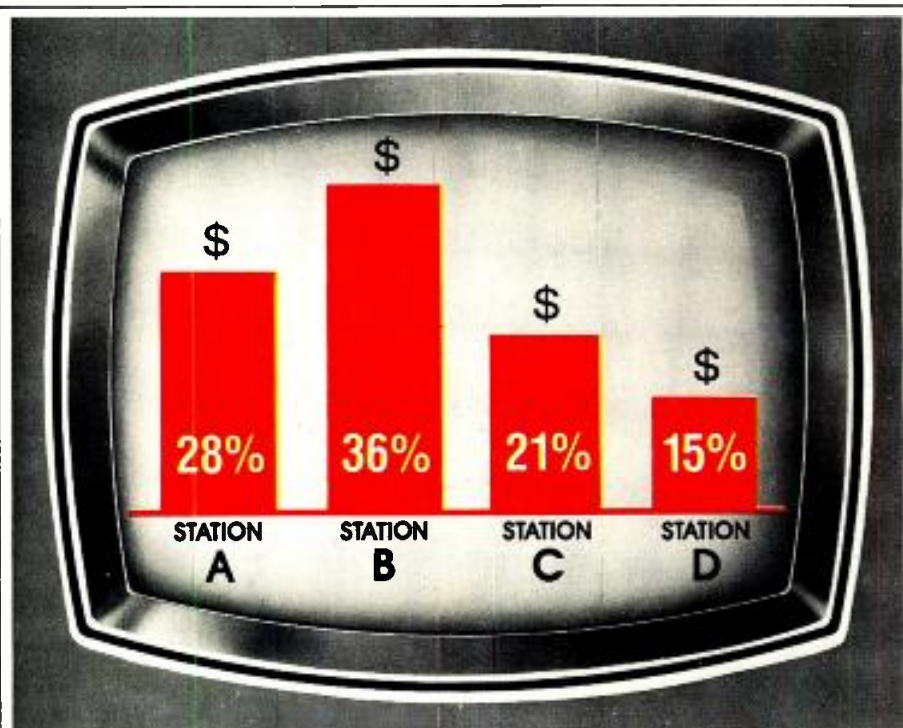
**Feb. 16-22**—Video Expo San Francisco '87, sponsored by *Knowledge Industry Publications*. Civic Auditorium, San Francisco. Information: (914) 328-9157.

**Feb. 17-18**—*Wisconsin Broadcasters Association* annual winter convention. Concourse hotel, Madison, Wis.

**Feb. 18**—Deadline for entries in Roy W. Howard Award, for public service reporting, sponsored by *Scripps Howard Foundation*. Information: SHF, 1100 Central Trust Tower, Cincinnati, 45202.

**Feb. 18-20**—The Texas Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex. Information: (512) 474-2082.

■ **Feb. 18-20**—Forum '86, program to "enhance skills of cable public relations professionals, system general managers and marketing managers in media, community and government relations," sponsored by *Cable Television Public Affairs Association*. Sheraton Pre-



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**Featuring refreshing, young comedy talents and a surprise weekly appearance by one of America's Top Comedy Stars.**

**22 HALF-HOURS AVAILABLE  
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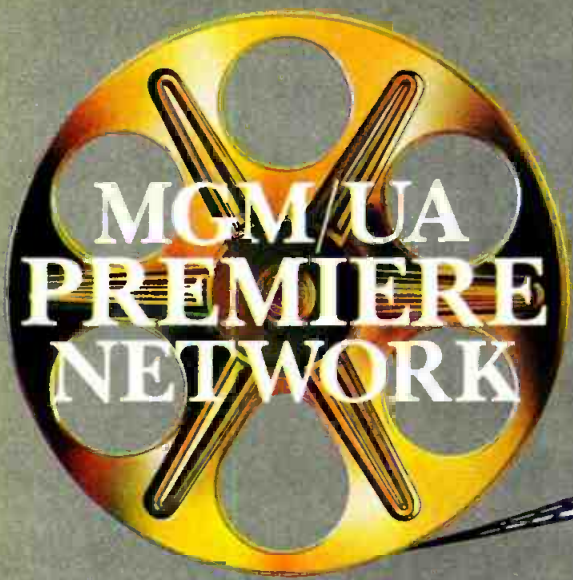
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miere hotel, Los Angeles. Information: Terry Soley (213) 410-7310, or Sandi Padnos, (818) 569-7811.

**Feb. 19**—Federal Communications Bar Association luncheon. Speaker: FCC Commissioner Patricia Diaz Dennis. Washington Marriott. Washington.

**Feb. 19**—Deadline for entries in Edward Willis Scripps Award, for service to the First Amendment, sponsored by Scripps Howard Foundation. Information: SHF, 1100 Central Trust Tower, Cincinnati, 45202.

**Feb. 19-20**—Broadcast Financial Management Association board meeting. Loews Anatole hotel, Dallas.

**Feb. 19-21**—Country Radio Seminar, sponsored by Country Radio Broadcasters. Opryland hotel, Nashville. Information: (615) 327-4488

**Feb. 19-21**—Howard University's School of Communications' annual communications conference. Theme: "Leadership and Power Through Communications." Howard campus, Washington. Information: (202) 636-7491.

**Feb. 23-25**—Annual National Association of Broadcasters state leadership conference, formerly called state association presidents and executive directors conference. J.W. Marriott, Washington. Information: (202) 429-5310.

**Feb. 23-25**—Kentucky Broadcasters Association trip to Washington for NAB's annual state leadership conference (see item above).

■ **Feb. 24-25**—Association of National Advertisers television and media workshops. Marriott Marquis, New York. Information: (212) 697-5950.

■ **Feb. 28-March 2**—Association of Film Commissioners' second annual trade show, "Location Expo '87," to exhibit "location filming advantages that each commission has to offer producers of theatrical feature films, TV movies and mini-series and commercials." Held in conjunction with American Film Market, Feb. 26-March 6. Beverly Hilton, Los Angeles. Information: (213) 275-3400.

## March, 1987

**March 2-3** - "First Amendment Values in Space: Free-

dom of Communications and the New Space Technologies," symposium sponsored by Catholic University, Washington, and funded by Capital Cities Foundation of Capcities/ABC Inc. CU campus, Washington. Information (202) 635-5600.

**March 2-4**—SPACE/STTI convention, sponsored by Satellite Television Industry Association. Bally's, Las Vegas. Information: (703) 549-6990.

**March 5**—International Radio and Television Society annual Gold Medal banquet. Waldorf-Astoria, New York.

**March 5**—Television Bureau of Advertising regional sales training conference. Dutch Americana, Orlando, Fla. Information: (212) 486-1111.

**March 6**—Television and ethics conference sponsored by Emerson College and National Academy of Television Arts and Sciences, Boston/New England chapter. Marriott hotel, Copley Place, Boston (617) 578-8615.

**March 10**—International Radio and Television Society "Second Tuesday" seminar. Viacom conference center, New York. Information: (212) 867-6650.

**March 10-13**—Audio Engineering Society convention. Queen Elizabeth II conference center, London. Information: (212) 661-8528.

**March 15-16**—West Virginia Broadcasters Association spring meeting. West Virginia Marriott hotel, Charleston, W. Va.

**March 17**—Presentation of 27th annual International Broadcasting Awards honoring "world's best television and radio commercials, sponsored by Hollywood Radio and Television Society, Century Plaza hotel, Los Angeles.

**March 19**—Television Bureau of Advertising regional sales training conference. Airport Holiday Inn, Portland, Ore. Information: (212) 486-1111.



## AM warning

**EDITOR:** About 20 years ago, Congress reacted to industry and FCC pressure and passed a law mandating that all television sets had to have built-in UHF capabilities. This effectively brought UHF stations closer to a par with VHF than the previous situation when most TV sets had only channels 2-13, and an external converter was needed for UHF. The new law saved UHF at a time that many of the original UHF licensees had giv-

en up because of a lack of viewers.

We believe the time has come when the industry and the FCC should press Congress to mandate in a similar way that all radio receivers should have both AM and FM capabilities. Without this, we could see a time in the future when FM-only radios would be common, and AM could be dealt a mortal blow. The American people deserve the freedom of choice of programs from AM stations as well as FM stations, and this would help to assure this.

If it were in the public interest to require that both VHF and UHF television stations must be tunable on all TV receivers, it is likewise in the public interest to require that both FM and AM stations must be tunable on all radio receivers.—Cary Simpson, Allegheny Mountain Network, Tyrone, Pa.

## Not by RTNDA

**EDITOR:** The headline on a story in the Oct. 13 issue—"RTNDA survey probes news attitudes"—incorrectly implied, I'm afraid, that the survey referred to was done by or for the Radio-Television News Directors Association. Such was not the case. As the text of the article correctly states, the survey was conducted by Broadcast Audience Behavior Research, Ltd. at the RTNDA convention in Salt Lake City. But the survey was not requested by, sponsored by or endorsed in any way by the association. BABR was at the convention as an exhibitor and decided to conduct the survey in that capacity.—Ernie Schultz, executive vice president, RTNDA, Washington.

## Another example

**EDITOR:** Unless my powers of observation have failed me completely, within a week after the time that smokeless tobacco products were banned from broadcast stations all over the country, those same commercials appeared on cable channels all over the country. In our market, that means about 64% of the homes were getting the same commercials on the same TV sets, but on a



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different channel number.

We already have one double standard. Cable channels present much more adult material than we are permitted to present, with the result that, in our industry, we often absolutely ruin, for many people, movies already seen in the theater that they want to see again on TV.

Isn't it time that our government began to realize that there isn't a shortage of channels any more; that there is tremendous diversity, and that traditional broadcasters should not be handicapped in this competition?—*Robert C. Wiegand, executive vice president and general manager, WPEC-TV West Palm Beach, Fla.*

### Program standards

**EDITOR:** I was dismayed to see a comment attributed to Reed Irvine concerning a conversation he had with me which appeared in your article titled "PBS to study program practices" in the Oct. 27 issue of BROADCASTING. The comment, if accurately reported, said that I told Mr. Irvine that the "objectivity and balance" provision of the Corporation for Public Broadcasting program production contracts had been removed.

The statement is a total fabrication. CPB's position on "objectivity and balance" has been consistent since the U.S. Court of Appeals decision in the *AIM v. CPB* case in 1975. That position has been and continues to be reflected in the CPB production contracts.—*Paul E. Symczak, acting general counsel and secretary, CPB, Washington.*

**Editor's note:** The comment was accurately reported.

### Obscenity question

**EDITOR:** Barry Lynn, legislative counsel for the American Civil Liberties Union, is well aware that obscenity laws are based, in part, on community standards, and therefore, he attempts to attribute the low priority of obscenity prosecutions to the people rather than misguided law enforcement officials. Referring to stolen TV sets, Lynn says: "Most people want their TV sets back before they want to prosecute the pornographer." ("Attorney General Outlines Justice Action on Pornography," [BROADCASTING, Oct 27]).

First of all, the people of this country are so up in arms over the low priority assigned to obscenity prosecutions and have organized to such an extent that Lynn himself admitted in *U.S. News & World Report* of March 10 that "It is unlike anything we have seen in the past decade."

Second, Americans surely can expect their law enforcement agencies to keep more than one ball in the air at a time and to have the resources to investigate both the TV thief and the community standards thief, the pornographer.

Third, if federal prosecutors do not hold the line against the broadcasting of indecent and obscene material, I suspect the theft of a TV set will not be met with a demand for prosecution, but rather with a sigh of: "Good riddance!"—*Betty Wein, freelance writer, New York.*

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## Syndication Trivia

The Answers Are:

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Improved time period share over May '86

- New York - WOR - 11:00 P.M.
- Detroit - WXYZ - 10:30 A.M.
- Houston - KTXH - 12 Noon
- Nashville - WZTV - 11:30 A.M.
- Greensboro - WGGT - 1:00 P.M.

Improved key demos over May '86

- Miami - WCIX - 6:30 P.M.
- Providence - WPRI - 4:00 P.M.
- Wash., D.C. - WDCA - 6:30 P.M.
- Austin - KBVO - 5:00 P.M.
- Macon - WMAZ - 5:00 P.M.

Improved over initial performance

- L.A. - KCOP - 11:30 A.M.
- Atlanta - WATL - 6:00 P.M.
- Green Bay - WXGZ - 11:30 A.M.
- Norfolk - WAVY - 4:30 P.M.
- Cleveland - WOIO - 2:30 P.M.



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# Broadcasting Nov 10

Vol. 111 No. 19

TOP OF THE WEEK

## Election '86: The once and future political picture

*The Fifth Estate had more than a passing interest in last Tuesday's election reports. Most conspicuously, the return of the Senate to Democratic control—and the anticipated ascension of Ernest Hollings to chairmanship of the Senate Commerce Committee—presaged a change, if not a revolution, in telecommunications policy (no enemy of broadcasters, Hollings is nevertheless antideregulatory and pro-fairness doctrine, to cite two important departures from current trends). The House, too, will sport new telecommunications leadership, but of a sort Fifth Estaters are used to. Broadcasters last week were players as well as onlookers to the election process, to the extent of carrying the news to the nation—as well as having been the principal distributor of campaign messages among the electorate. Both roles would be the subject of future debate.*

### Democratic victory brings Hollings to the forefront

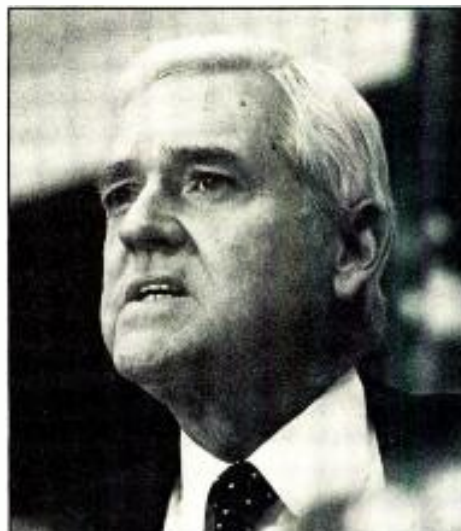
**With GOP losing Senate majority, Democrat from South Carolina is expected to become chairman of Commerce Committee; better picture of committee makeup expected after Nov. 20 party election**

The shift from a Republican to a Democratic majority in next year's Senate isn't expected to have a dramatic impact on policy affecting the Fifth Estate. That seemed to be the consensus among Washington communications lobbyists after analyzing the results of last Tuesday's general election. The Democrats' Senate victory will obviously alter the leadership and makeup of the Commerce and Judiciary Committees that oversee telecommunications and copyright issues, respectively. And other changes will occur because of the election of 13 new senators (11 of them Democrats), the retirement of some lawmakers and the defeat of several incumbents. But the general view expressed from representatives of the broadcasting and cable industries was that the new Senate ratio (55 Democrats to 45 Republicans) will probably have little influence on the development of telecommunications policy in that chamber which for the most part has been established by bipartisan coalitions.

That's not to say that a new communications agenda won't emerge under the guidance of South Carolina Democrat Senator Ernest Hollings, who is certain to chair the Senate Commerce Committee next year. But Hollings, who headed the Communications Subcommittee in the late 1970's, and has been ranking minority member on Commerce since 1983, is no stranger to commu-

nications issues. "Hollings is a well known quantity," as one lobbyist noted.

"By and large we work well with Hollings," said John Summers, the National Association of Broadcasters senior executive vice president for government relations. In the past, Hollings has supported broadcasting deregulation and this year he backed broadcasters' efforts to persuade the FCC to reinstitute new must-carry rules. However, elimination of the FCC's political broadcasting rules is one matter where Hollings and NAB clearly part. Despite that difference, Summers didn't anticipate any other major clashes with the new committee chairman.



Hollings

Hollings may favor lifting some of the broadcasting industry's regulatory burdens, but only to a degree. He supports repeal of the comparative renewal process, but he doesn't believe the marketplace is fully competitive and feels a need for the FCC's multiple ownership and crossownership rules. Moreover, some Hill observers think the prospects for broadcasting deregulation certainly won't improve under Hollings and that whatever legislation NAB pushes, as one source said, "they won't get anything out of him [Hollings] without a trade-off."

For cable, Hollings's chairmanship doesn't seem to pose any serious problems. Perhaps what's even more significant for cable is the election of House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) to the Senate. Wirth is a strong ally of the industry and is apt to continue that role. There has been some speculation that Wirth will want a seat on the Senate Commerce Committee. But some sources feel he'll establish his niche in the Senate on other committees and still take a keen interest in telecommunications. Wirth was in a near dead heat with Representative Ken Kramer (R-Colo.), winning the election with 51% of the vote. Another House Commerce Committee member elected to the Senate was Barbara Mikulski of Maryland.

"We've had a long and fruitful relationship with Hollings," said James P. Mooney, president of the National Cable Television Association. Mooney doesn't expect that will change nor did he think a Democratic majority would affect the cable industry any differently than when the Republicans ran the Senate. "We have always regarded our

issues as being bipartisan in the sense that they don't cut across party lines. As a result we always have had good relations with both sides."

In fact, cable may be in better hands with Hollings at the committee's helm. He was a co-sponsor of the cable deregulation bill adopted by Congress in 1984. In general, the switch from the current chairman, Missouri Republican John Danforth, to Hollings was considered a plus for cable. Danforth seemed less sympathetic toward cable when it came to the ban on telephone-cable cross-ownership. He even suggested that lifting the ban should be considered to inject competition into the cable industry.

Danforth was also working with Senate Majority Leader Robert Dole (R-Kan.) on legislation that would transfer the regulation of the Bell operating companies (under the modified final judgment [MFJ] that resulted in the breakup of AT&T) from a federal court to the FCC. Cable feels that such a move might pave the way for the BOC's entry into all types of information services, including cable television. The BOC's are currently barred from entering the information services by the MFJ as well as the crossownership statute in the Cable Communications Policy Act of 1984.

Most observers feel the bill, if it's revived, will face a more difficult time next year under Hollings's leadership. The senator is said to have serious reservations about the telephone legislation. Moreover, Dole introduced the measure at the behest of the White House and Attorney General Edwin Meese. And as one lobbyist noted, a Democratic Senate "will think twice about what Ed Meese wants." It maybe that telco-cable crossownership debate will shift to the House, said one source.

As for the Senate fight involving the development of a competitive marketplace for the backyard dish industry (the so-called scrambling debate), Hollings expressed some concern about possible anticompetitive practices within the cable industry. Nevertheless, he was not very active on the issue and it is uncertain where he might stand if the matter resurfaces next year. Cable can expect at least some heat on the issue from Senator Al Gore (D-Tenn.) who will stay on the Commerce Committee.

For public broadcasters, Hollings couldn't be a more welcome choice. He has been its champion and was a moving force in insuring final passage of the authorizing legisla-

tion for the Corporation for Public Broadcasting. He is on the record opposing the use of limited advertising on public stations and was the author of language in a funding measure that prohibits the VHF public stations from swapping their channel assignments with UHF commercial stations for money.

There are still other communications issues that Hollings may examine next year. Among those mentioned is an interest in seeing greater participation by minorities in the broadcast marketplace. The senator may also delve into the controversy surrounding negative political ads.

Just how much time Hollings will devote to communications matters is not known. There will likely be other issues that will dominate his agenda, including passage of trade legislation and a reexamination of airline deregulation. Furthermore, Hollings's activity on the Budget Committee could increase as the Democrats struggle over budget priorities with the Reagan administration.

If anything, a Democratic Senate changes the political environment for the FCC (see story, 49). "It certainly will slow the FCC down," a source said. Moreover, Hollings is said to "distrust" FCC Chairman Mark Fowler even more than Danforth did and will ride herd on the commission not only in his capacity with Commerce, but as chairman of the Appropriations subcommittee that oversees the FCC. Hollings is expected to take over from Warren Rudman (R-N.H.) who has held that position. "Fowler should have a renewed appreciation for how nice he had it under the Republicans," said one Senate aide.

Hollings's role may also intensify if he chairs the Communications Subcommittee, which remains a possibility. If he doesn't assume that post, next in line is Senator Daniel Inouye (D-Hawaii). If Inouye opts for another subcommittee assignment that leaves Wendell Ford (D-Ky.) who might take the seat.

A better sense of how the committee will shake out should come in focus after Nov. 20, when the Senate chooses its party leaders. Following that decision, the process of determining the ratio of Democrats to Republicans on each committee as well as committee chairmanships and assignments will begin. Currently, there are nine Republicans and eight Democrats on Commerce, but as a result of last week's election, that ratio could change with Democrats gaining two seats

and Republicans losing one.

Not only will Commerce be headed by a Democrat but the composition will change due to three new vacancies, two created by the retirement of members Barry Goldwater (R-Ariz.) and Russell Long (D-La.) and one by the defeat of Senator Slade Gorton (R-Wash.). Brock Adams, former transportation secretary under President Jimmy Carter, beat Gorton by a 2% margin. The rest of the incumbents up for re-election are returning to Congress. They include: Bob Packwood (R-Ore.) and Robert Kasten (R-Wis.). Kasten held onto his seat with 52% of the vote. On the Democratic side, Hollings, Ford and Inouye won handily.

On the Judiciary Committee, the new chairman is expected to be either Edward Kennedy (D-Mass.) or Joseph Biden (D-Del.). Kennedy, who is in line for the post, hasn't announced whether he'll head Judiciary or the Labor and Human Resources Committee. Copyright issues are not considered a high priority with either senator. What is even more unclear is whether Judiciary will reinstitute the Copyright Subcommittee next year because its chairman, Charles McC. (Mac) Mathias (R-Md.), retired from the Senate. On top of that, some members think the number of subcommittees (there are eight) should be reduced. If the copyright subcommittee stays in business, its Democratic chairman would probably be Patrick Leahy (D-Vt.).

Judiciary will have several new members next year due to the vacancies created by Mathias and Senator Paul Laxalt (R-Nev.), who is also retiring. The defeat of Jeremiah Denton (R-Ala.) and James Broyhill (R-N.C.) also results in additional openings on the committee. Denton lost to Representative Richard Shelby (D-Ala.), who is a member of the House Energy and Commerce Committee. Broyhill was defeated by former North Carolina Governor Terry Sanford, a Democrat. Sanford's election is good news for public broadcasters. He served on the Carnegie Commission on Educational Television which issued a report leading to the establishment of public broadcasting. Broyhill, who had been ranking minority member of the House Energy and Commerce Committee, was appointed to the Senate to fill out the term of the late John East (R-N.C.). Among those Judiciary Committee members that won re-election were: Charles Grassley (R-Iowa), Arlen Specter (R-Pa.) and Leahy. □

## Wirth leaves door open for Markey, et al

**Massachusetts representative seems to be leading candidate for chairmanship of House Telecommunications Subcommittee; otherwise, '86 was year of incumbents**

Last week's general election provided few surprises in the House of Representatives. The makeup of key House committees will change next year but not enough to make a difference in the establishment of communications policy. With the exception of House



Wirth



Markey

Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), the same players that influenced copyright and telecommunications policy in the 99th Congress will be back for the 100th. (Unlike the Senate, where only 34 seats were at stake, all 435 seats were up in the House.)

On the subcommittee's parent, Energy and Commerce Committee, John Dingell (D-Mich.) will remain chairman, and Norman Lent (R-N.Y.) will be ranking minority member. The election, however, resulted in



five vacancies on the committee. Three were on the Democratic side due to the elections of Wirth, Representative Richard Shelby of Alabama and Barbara Mikulski of Maryland to the Senate. The Republicans have two seats open on the committee. One vacancy was created by the appointment earlier this year of James Broyhill (R-N.C.) to the Senate seat that he lost last week (see story, page 47), and the other resulted because Representative Fred Eckert (R-N.Y.) lost his bid for re-election.

The ratio on the committee, 25 Democrats to 17 Republicans, should remain about the same. There is a possibility that the Democrats might pick up an extra seat. (The Democrats have held the majority in the House since 1954. They gained at least nine seats in last Tuesday's election.) The committee and subcommittee assignments will occur next January after Congress reconvenes.

Eckert was the only Commerce Committee member not re-elected. Those on Commerce returning to Congress: Dingell; James Scheuer (D-N.Y.); Henry Waxman (D-Calif.); Philip Sharp (D-Ind.); James Florio (D-N.J.); Edward Markey (D-Mass.); Thomas Luken (D-Ohio); Doug Walgren (D-Pa.); Al Swift (D-Wash.); Mickey Leland (D-Tex.); Cardiss Collins (D-Ill.); Mike Synar (D-Okla.); Billy Tauzin (D-La.); Ron Wyden (D-Ore.); Ralph Hall (D-Tex.); Eckart; Wayne Dowdy (D-Miss.); Bill Richardson (D-N.M.); Jim Slattery (D-Kan.); Gerry Sikorski (D-Minn.); John Bryant (D-Tex.); Jim Bates (D-Calif.); Lent; Edward Madigan (R-Ill.); Carlos Moorhead (R-Calif.); Matthew Rinaldo (R-N.J.); William Danne-meyer (R-Calif.); Bob Whittaker (R-Kan.); Thomas Tauke (R-Iowa); Don Ritter (R-Pa.); Dan Coats (R-Ind.); Thomas Bliley Jr. (R-Va.); Jack Fields (R-Tex.); Michael Oxley (R-Ohio); Howard Nielson (R-Utah); Michael Bilirakis (R-Fla.), and Dan Schaefer (R-Colo.). There is no reason to believe that most if not all of the congressmen will re-

claim their seats on Commerce.

The most significant change in the House will be the selection of a new Telecommunications Subcommittee chairman. There is considerable conjecture over who will take that post. Markey is the front runner, but there are reports of others interested in leading the subcommittee including Sharp and Florio (BROADCASTING, Oct. 27). Still another factor that will affect the subcommittee's composition is the possibility that its jurisdiction over consumer protection and finance issues would shift to other subcommittees. Telecommunications might stand on its own or become part of another subcommittee.

Even fewer changes are expected to occur in the makeup of the House Judiciary Committee or its Copyright Subcommittee. Representative Robert Kastenmeier (D-Wis.), who chairs the copyright subcommittee, was re-elected. All the other Democrats on the subcommittee are coming back: Jack Brooks of Texas; Romano Mazzoli of Kentucky; Mike Synar of Oklahoma; Patricia Schroeder of Colorado; Barney Frank of Massachusetts; Bruce Morrison of Connecticut; Howard Berman of California. and Rick Boucher of Virginia.

On the Republican side, the seat held by Representative Thomas Kindness, of Ohio, who ran for Senate and lost, is vacant. The rest of the subcommittee's minority members were re-elected: Carlos Moorhead of California; Henry Hyde of Illinois; Michael DeWine of Ohio, and Patrick Swindall of Georgia. The race between incumbent subcommittee member Howard Coble (R-N.C.) and his Democratic challenger Robin Britt was too close to call.

Among the newly elected congressmen was Republican Fred Grandy, known for his role as "Gopher Smith" on the *Love Boat* television series, who defeated Democrat Clayton Hodgson for Iowa's sixth congressional district. A number of new candidates with ties to the broadcasting industry ran for

office but were not elected. They included: Republican Mel Richardson formerly with KIDK(TV) Idaho Falls, who lost in Idaho to incumbent Richard Stallings (D-Idaho); in New Jersey, Democrat John Wydra of WCBS-AM-FM New York was defeated by incumbent H. James Saxton, and Stuart Epperson of Stuart Epperson Stations, Winston-Salem, N.C., which operates six AM's and one FM, lost to Democratic incumbent Stephen Neal in North Carolina's fifth district. Also, Timothy Sharp, with WSAZ-TV Huntington, W. Va., failed to unseat incumbent Democrat Bob Wise for the state's third district.

One newcomer to the House is Democrat Kweisi Mfume, a talk-show host with non-commercial WEAA(FM) Baltimore, who was elected to represent Maryland's seventh district. Among the incumbents connected to the broadcasting industry who were re-elected: former Iowa farm broadcaster with KMA(AM) Shenandoah, Republican Jim Ross Lightfoot; California Republican Bob Dornan, a former news commentator with KTLA(TV) Los Angeles; Republican Jan Meyers of Kansas, who is married to Louis (Dutch) Meyers, local sales manager, KCTV(TV) Kansas City, Mo.; Al Swift (D-Wash.), former news and public affairs director, KVOS-TV Bellingham, Wash.; Rod Chandler (R-Wash.), one-time reporter at KOMO-TV Seattle, and Claudine Schneider (R-R.I.), one-time public affairs host for WJAR-TV Providence.

Several of the returning congressmen are owners of broadcast properties, including Wayne Dowdy (D-Miss.), part owner of five radio stations in Mississippi, Georgia and Arkansas, and Nick Rahall II (D-W.Va.), who is principal owner of WTNJ(FM) Mount Hope, W. Va. Another broadcaster who isn't on the new congressional roster is Representative Cecil Heftel (D-Hawaii), who stepped down to run for governor; he lost in the primary. Heftel owns H&W Communications, a Honolulu-based group owner which owns two AM's and three FM's. □

## FCC placid over new Democratic Senate

**Fowler not sorry to see control of Commerce Committee pass from Danforth to Hollings, although Hollings is expected to keep tighter rein on FCC deregulation; one casualty for FCC: its wish for Congress to kill fairness doctrine**

What impact the Democratic takeover of the Senate will have on the FCC remains to be seen. But as of last week, the mood among decision makers at the commission appeared oddly buoyant, particularly since other observers seemed to be wondering whether a deregulatory era hasn't just passed. "I don't see any great changes, because we have had great relationships with the Democrats," said FCC Chairman Mark Fowler.

A seemingly ebullient Fowler also vehemently denied rumors suggesting that the change in Senate leadership might be the final nudge that persuaded him to move on to other things. Fowler, who has been serving

without Senate confirmation since his previous term expired last June, told BROADCASTING his nomination would be forwarded to the Senate Commerce Committee after the new Congress convenes in January, and that he intended to seek confirmation. "That's nothing new," Fowler said.

He wouldn't say how long he intended to continue to serve. But he made no secret of his desire to see Congress pass a law transferring jurisdiction from the courts to the FCC over what lines of businesses the Bell operating companies may enter. The previous version of that bill, widely perceived as a Republican initiative that had its gestation in the White House, is dead. But Fowler believes it important to seek approval of a recast, repackaged version of that bill, with a "bipartisan coalition" behind it. "That's a reason for me to stick around," Fowler said.

That Fowler would not appear overly saddened that the reins of the Commerce Committee will transfer from Senator John Dan-

forth (R-Mo.) to Senator Ernest Hollings (D-S.C.) is not surprising. The friction between Danforth and Fowler over the FCC's must-carry proceeding was not a secret, and it is said Danforth didn't trust Fowler. "In some respects, the staff of Senator Hollings has been more helpful than Senator Danforth's," one FCC source said.

(Thomas Cohen, Hollings's chief communications aide, is a former FCC employee who is respected and liked by commission personnel.)

Hollings, on the other hand, is expected to keep a tighter leash on FCC deregulatory activities than his Republican predecessors. He has been quoted as saying that airline deregulation had turned him into a "born-again regulator" and he has been heard to complain that since the airlines were deregulated, he hasn't been able to get direct flights from Washington to his home in Charleston, S.C.

One obvious casualty of the changing of

the guard is the FCC's request that Congress provide for the elimination of the fairness doctrine and other broadcast content regulation. A well-placed FCC official thought the Democrats, instead of simply ignoring the commission's request as the Republican-controlled Senate has done in the past, would be more likely to try to pass a bill casting the doctrine in legislative concrete. "I think it's a sad day for the First Amendment," the FCC official said. If the effort to get Congress to eliminate the fairness doctrine was "comatose before the elections," said Bill Russell, a former aide to FCC Chairman Fowler and now a private communications consultant, "you can call the coroner now."

Russell also predicted the Democratic takeover would breathe new life into efforts to pass laws providing for free access for federal candidates on TV, regulating children's television, prohibiting negative political advertisements and resurrecting the FCC's antitrafficking rules. Russell also thought Congress would attempt to legislate through the FCC's appropriations bills. "For broadcasting, meaningful deregulation from the FCC is dead," Russell said.

Added Andrew Schwartzman, executive director of the Media Access Project: "I think there will be very little sentiment in the

new Congress for any deregulation in the mass media area until the FCC demonstrates that it will do a responsible job of enforcing the rules that remain on the books."

What effect the transfer of power will have on the FCC's freshest hot issue—whether it should continue granting licensing preferences to minorities and females—also remains to be seen. Senator Bob Packwood (R-Ore.), who would have chaired the Senate Communications Subcommittee had the Republicans retained their majority, is said to have had a strong distaste for such preferences.

The transfer in control of the Senate would also appear to dim whatever hopes Commissioner Mimi Dawson entertains of succeeding Fowler as chairman. As long as the Republicans remain in the Senate minority, her mentor, Packwood, will be bereft of the power and leverage attendant to one who sits as a chairman of an important Senate committee. But, said one source, "never underestimate Mimi or her network of friends."

All in all, a broadcast industry source said that with the Democrats in the driver's seat in Congress, the FCC would be "under more intense scrutiny." But this source also seemed to imply that won't be such a loss at this time. "They [the FCC] have already done about as much as they can." □

## Election coverage: The long and the short of it

**ABC, NBC cut back coverage of election night, breaking traditional network pattern of nonstop coverage in prime time; CBS sticks with continuous coverage; ABC wins ratings race, but CBS gets vote of television critics**

For many vote counters, the major story of the 1986 off-year elections was who would take control of the Senate—the Democrats or the Republicans. But also of added significance this year was election coverage. At a time when cable services are competing for national and international audiences, and more individual stations have increased their reporting efforts, often covering the races of particular interest to their audiences with the help of satellite services, two of the three broadcast television networks moved in a new direction.

Of ABC, NBC and CBS, only CBS stayed with the tradition of providing wall-to-wall live coverage from 8 p.m. to 2 a.m. (with time out for local news) last Tuesday (Nov. 4). ABC and NBC scaled back their election efforts substantially, offering intermittent reports throughout the evening, followed by hour-long live election specials beginning around 10 p.m., with additional updates and coverage around 11:30 p.m. Each network felt it had served the public equally well.

ABC's Jeff Gralnick, vice president and executive producer of special programming, said afterward that "basically, we set out to do something and we think what we set out

to do was right and we think we accomplished it, especially the way story turned out—with the Senate story finally beginning to come together some time after 9:45." (ABC began its election special, *The '86 Vote*, anchored by Peter Jennings and David Brinkley, at 9:43 p.m. [NYT].) Gralnick said he didn't think the story became "interesting" until "about the time we went on the air, because from 7 p.m. on, there was no clear trend, no clear sense of what was going to happen to the Senate." ABC was satisfied, he said, that "what we did was correct. We thought it was correct going into it, and we think it is correct coming out of it, for an off-year election."

"The viewer was served. They got all the information they needed," said Paul Greenberg, NBC News senior executive producer who was in charge of NBC's televised election coverage, anchored by Tom Brokaw with John Chancellor providing commentary and analysis. NBC, which aired several live one-minute and four-minute reports before its special broadcasts began at 10 p.m., "came in when the story was there," Greenberg said, adding that "if you went all night, you came in when there was no story." NBC had "a plan and lived up to it," he said. The network's coverage included interviews, "the trends, the economic story, the commercial story—we did everything," Greenberg said.

Asked if he would have liked more time to develop the story, Greenberg said "probably not." NBC got all of its interviews on, and "ran just about every square inch of tape that

we had. If we had had more time, we would have talked more about the same things."

CBS News President Howard Stringer said the day after the election that for those who "persist in the feeling that there was no editorial reason to cover the election in that detail, we certainly stand by our feeling that this is a window on America that... the audience and network share together, and a very important one. And I don't think anything that happened—the fact that we may end up three share points behind NBC's entertainment lineup—is a reason not to do it again, because if quantity, that is to say the ratings, is the only reason for doing anything, then we're as good as admitting that as a network, we have no other responsibilities but circulation," Stringer said.

CBS's wall-to-wall coverage "cost CBS millions," Stringer said, in terms of the money spent on the set, "much less the cost of lost revenues, incoming revenues and all the rest of it." However, CBS's "commitment was there," Stringer said. "The fact of the matter is, it's sweeps month, and if by losing the night, we brought down the entertainment average for the whole week, and the network knew that and agreed to do it anyway, that's an extraordinary commitment for which we in the news division are very, very grateful," he said.

"It's hard on the finances this year, it's tough on the entertainment schedule, and in some instances, it's tough on the affiliates, but the election is that rare moment when we function as a true network, bringing the nation together to share in the electoral process. And if 10 million people can share in the political process for three or four hours on one evening, then that means we've earned our license to be on the airwaves," Stringer said.

(Perhaps as much an indication of rising morale at CBS, as well as a sign of its new budget-consciousness, the CBS election night staff, anchor and correspondents finished off the event with a party until almost 4 a.m., "quaffing white wine," Stringer said. "Now in the old days we might have been able to afford champagne, but we'll settle for white wine," he said.)

Is this a pattern for future off-year election coverage by the networks? Gralnick and Stringer would not venture to say. Greenberg, however, said that he "would tend to think so." Assuming the leadership of NBC remains as it is, "I think we're thinking this is the way to do it," he said, adding: "Times are changing and we have to change with the times in terms of programming and in the way we look at events. The answer can no longer be 'we always did it that way,'" he said.

And what did the viewers want? If one goes by the national average ratings from 8 p.m. to 11 p.m., the answer appears to be ABC's prime time schedule, which began at 8 p.m. (NYT) with *Who's the Boss*, followed by *Moonlighting*, and its election special at 9:43 p.m. According to Nielsen, ABC received a 15.8 rating, 25 share for that time period, followed by NBC (which began with *Matlock* followed by *Crime Story*) with a 12.6 rating, 19 share, and CBS's 9.0 rating, 14 share for its continuous election cover-



Rather



Brokaw-Chancellor



Brinkley-Jennings

age.

At 10-11 p.m., according to Nielsen, the three networks' election coverage showed ABC leading with a 9.3/16; CBS with an 8.8/15, and NBC with a 7.8/14. (At 10:30-11 p.m., CBS led the half hour with an 8.9/16, followed by ABC's 8.5/14 and NBC's 7.6/14, according to Nielsen.) Also of note, on cable, a Cable News Network spokeswoman said CNN's ratings doubled over last month, garnering a 1.9 rating for the 8-11 p.m. election night time period, compared to a .9 average for that time period in October.

As for affiliate reaction to their network's coverage, Thomas B. Cookerly, president and general manager of WJLA-TV Washington, was pleased with the ratings the ABC plan generated for the station. With *Moonlighting* as the lead-in, he said, WJLA-TV led the other network affiliates in the market in ratings for election coverage, from 9:30 p.m. to 11 p.m. But he was not sure that was all that was important. "Personally," he said, "I would have preferred an earlier start on the election coverage."

James T. Lynagh, president of Multimedia Broadcasting Co., and head of the NBC television affiliates' board of delegates, was not prepared last week to make a definitive judgment on NBC's less than wall-to-wall coverage. "We have a responsibility to report to the nation on how it votes... Elections are the most important thing about our democracy," he said. But he added that "feedback" from the public may indicate that while viewers "want to know what happened, they don't need it on a this-minute basis." He also said it may be that "the most important thing is to report what happened and give it perspective." Lynagh said he wanted to hear from the public and discuss the matter with the network before making up his mind on the matter.

Philip Jones of KCTV(TV) Kansas City, Mo., who is chairman of CBS's affiliates advisory board, was pleased with CBS's coverage saying the network's continuous coverage is important "perceptionally," for it lets the audience know of "the news commitment by CBS." He added that the "unfortunate part is that the rating services don't adjust for these anomalies," in that elections are "unusual nights" as far as viewing patterns are concerned.

And for individual stations that wanted to enhance their local coverage, Conus Communications satellite service canceled its

regular nightly news feeds and provided "around-the-clock transponder access" throughout election night for its members, assuring them satellite access, said Michael Dunstan, a spokesman for the company. He said that as of the Friday before the elections, about 29 Conus members had booked transponder access time slots through Conus's master control. "Almost all Conus members will have their Ku-band, satellite news vehicles in use to cover election news," he said.

As for network coverage, CBS was joined in staying with the election all night by CNN and C-SPAN. CNN, whose signature has always been to go live "wherever news is breaking, wherever possible," said executive vice president, Ed Turner, lived up to that mandate and stayed on the air from 6 p.m. to 2 a.m., and 3 a.m. to 5 a.m., alternating hourly between its two anchor teams, Mary Alice Williams-Bernard Shaw and Don Farmer-Chris Curle. "We may have missed a few county commissioner races," Turner said, but "we were live across the country, with more than 100 live injects [coming into the studio] of winners, losers, and of course, the reasons why, which is the genuine drama of election night."

For last Tuesday at least, CNN divided the nation into four sections, with CNN correspondents devoted to a specific region, covering the Western, Midwestern, Southern and Eastern races, including concession and victory speeches at campaign headquarters, coverage from the Democratic and Republican headquarters and reports from Charles Bierbauer at the White House. Additionally, at 2 a.m., CNN aired *Shoubiz Today's Election Special*, an hour look at the different ways Hollywood has affected the political

arena, including the negative advertising issue and those actors who have achieved success as politicians, such as Ronald Reagan and Clint Eastwood, a CNN spokesman said. Between 3 a.m. and 5 a.m., there was a two-hour election wrap-up with anchors Beverly Williams and Patrick Emory.

Similar to the other networks, CNN's programming included live interviews with such guests as Pat Robertson, Robert Dole, Paul Laxalt and Thomas (Tip) O'Neill. While ABC claimed to be the first to air a live interview with George Bush at 9:45-10 p.m., the Vice President was seen on CBS and NBC as well, and in a taped interview that aired on CNN at about 1:52 a.m.

Said Turner, of CNN's coverage: "As the others, for their own reasons, trim [their coverage], that's the time when an all-news organization should expand as much as possible" to attract "whatever audience is there" and because "more importantly... part of the responsibility of saying you're an all-news network is to be wherever the story is."

As part of its coverage last Tuesday, Turner said that CNN, whose signal is carried worldwide, responded to calls from broadcasters and viewers in England and the continent watching CNN's international signal, who wanted to see more of election night without the voting returns. CNN plugged its international signal into the CNN basic service for its European viewers, Turner said.

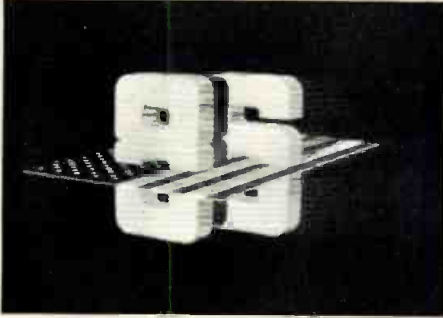
C-SPAN began its coverage at 6 p.m. (NYT), and stayed on the air straight through until 3 a.m., said C-SPAN spokeswoman Susan Swain. Like the other networks' coverage, C-SPAN's included having political analysts on its set offering a perspective on the race results. C-SPAN also had 14 cameras live, from such locations as the Democratic and Republican national committee headquarters, the Republican Senate Campaign Committee and the *San Diego Union* newsroom. The "main feature" of its programming, Swain said, was having its phone lines open. C-SPAN Chairman Brian Lamb moderated most of the program, at times asking viewers who called in to describe what their local news stations were reporting, to "be our reporters essentially." Swain said the phone lines "were ringing off the hook."

Additionally, C-SPAN had the services of Aristotle Industries, which volunteered its computer and analysis services to the cable service, providing statistical analysis on such issues as how much money was spent



Shaw-Williams-Farmer-Curle

## Pictures worth 1,500 words



Bloom



Sophisticated computer graphics are by now a familiar sight on network election specials, but the lack of real-time animation systems to illustrate late-breaking electoral news has until now kept broadcasters from taking full advantage of the technology's potential.

CBS-TV may have broken that barrier last Tuesday. Alongside the dramatics of its flag-zooming, map-exploding election coverage openings, the network also used an inventive arrangement of state-of-the-art electronics to display complex up-to-the-minute animated sequences, showing results of local races and national trends as soon as the network could report them.

Masterminding the animation advance was network career man Artie Bloom. Director of the election broadcast, as well as producer-director for *60 Minutes* and most of the network's special events, 44-year-old Bloom believes elections need graphics more than most television programs to help "explain the story." Having handled election coverage since 1974, he has plenty of experience trying to fit the image to the news, and this time around he may have outdone himself.

In the past, while slickly produced animation would often open an election special, much of the rest of the broadcast's graphics were of the plainer still-image variety, except for limited-motion effects that could be accomplished on the spot with special effects gear. "We've always strived to get top line graphics, but the question is 'how to get real-time graphics?'" Bloom said. He found his answer in time for last week's election coverage, starting the creative process by first considering the technological issue—how to develop an engineering system that would allow his team to work with live graphics sequences—and then designing the images to fit that process.

Central to Bloom's solution was a digital disk still storage system introduced in 1985 by Abekas, a California-based group of former Ampex staffers who had been involved in the development of that company's popular ADO (Ampex Digital Optics) system. Bloom recognized that the Abekas digital disk recorder, although more often used for commercial editing and off-line animation, would for the first time allow the election broadcast to have "interactive graphics," enabling animators to splice together graphic sequences rapidly in any order desired, to play them backward or forward, display still images and also to layer images on top of each other without the signal quality loss generally associated with such procedures. Another bonus of the system: it actually reduced costs by allowing images already generated (and paid for) to be varied, effectively

creating a host of new graphic effects at little or no additional expense.

Ultimately, the network would use four of the Abekas systems (three of them rented) in two of its four election-night control rooms, with raw vote tabulations and other data fed through a pair of computers to operators controlling both the Abekas units and Chyron character generators. The system's only limitation, a recording maximum of 100 seconds of video, was overcome by continuously recycling new information into the digital recorders from one-inch videotape machines.

As he was establishing this new technical approach, Bloom also turned to some of the business's leading artists to develop storyboards for the broadcast's graphics. Among them were Chris Blum, an independent who has directed Levi Strauss ads for some 18 years, and David Coleman, with Digital Productions of Los Angeles, the animation firm that used its powerful Cray supercomputer to produce the original animated images for CBS and wrote new software to allow the material to be recorded directly on the digital video Abekas unit, rather than on film, as is normally done. Post-production work to turn two seconds of images into 100 seconds of animation was done with the enthusiastic support of One Pass Video in San Francisco. Abekas worked together with the team throughout the process.

One example of the system's real-time capabilities (shown above right) was its ability to identify winning U.S. Senate candidates in an animated sequence that moved their image slightly above the level of the loser's. To show the proper sequence as the news was announced, the Abekas system would run through a prerecorded animated flip leaving the two candidates' boxes at the same level, then, depending on the winner, instantaneously splice on one of two possible prerecorded sequences showing the victorious senator's rise above his opponent. The sequences were then replayed in reverse to complete the animation.

For Bloom, who has been with CBS News since age 18, the project was in many ways his best effort for the network. "I'm proud of this. We achieved real-time graphics at the highest level of quality. It's a real technical leap," he told BROADCASTING while recuperating at home from the long night of election coverage. Bloom won't have long to rest, though. With increasing time necessary to prepare for such special events, he expects to begin work on plans for the 1988 presidential election year by next January. Whether he'll use the new animation process again is not clear; he says in the quest to better the product he rarely uses a system twice.

on a given campaign, versus the number of votes received by a candidate. (Aristotle also provided information to ABC, with whom it had a contract, said Aristotle's president, John Phillips.) The company also monitored the election projections of ABC, NBC, CBS and CNN for C-SPAN, noting what time they were made and how accurate they were.

(According to Phillips, one "notable mistake" made in the projections last Tuesday was when ABC and NBC both projected Senator Jeremiah Denton (R-Ala.) the win-

ner over his Democratic opponent, Richard Shelby. CBS, Phillips said, claimed throughout the night that the results were trending against Denton and for Shelby. NBC made the projection at 8 p.m. and ABC at about 9:30 p.m., Phillips said. Shelby went on to defeat Denton in Alabama, winning 51% of the vote, Phillips said.)

In the matter of projections, the three broadcast networks followed their commitment to Congress not to project or characterize a race until the polls had closed. In states

with multiple closing times, the networks said they would wait until the majority of polls had closed. CNN, which did not do exit polling, projected races only after all the polls had closed, it said. Perhaps conscious of Congress's watch on the projections, at about 1:40 a.m. (NYT), NBC's Tom Brokaw noted on the air after recapping Representative Tim Wirth's Senate victory in Colorado: "And Senator-elect Wirth, please take note: We did not project" that race until "well after" the polls had closed. □

# Midterm elections bring rerun on campaign media costs issue

**Money spent on broadcast time doubles from 1982 election, further exacerbating age-old Catch-22 for Congress, media and candidates**

The names and parties of the winners and losers last week were not the only story emerging from the midterm elections. The surging cost of running for office was a prominent sidebar—particularly the costs of television advertising. The Television Bureau of Advertising estimates that candidates—for offices ranging from county clerk to governor and senator—spent up to \$200 million on television spots, almost twice the \$117 million spent in 1982. And there were signs that politicians may be thinking that enough is enough.

Robert Squier, a Democratic media consultant who had a string of victories in major races last week—Senate contests in Florida, Alabama, South Carolina and Arkansas and gubernatorial contests in Michigan and Tennessee, among them—is one of those who feel Congress may be prepared to work on legislation requiring free time for candidates—if broadcasters do not provide time voluntarily.

The amount of money required to run for office has grown so large, he said, that candidates must do the fund raising them-

selves—and, he added, they don't like it. "Candidates don't campaign for office any more," Squier said. "They campaign for the money." And, he noted, it is a problem for members of both parties.

A rule of thumb on costs, Squier said, is that 60% of a campaign's budget is spent on broadcast time, the remainder on everything else, including the consultants who plan and produce the commercials. As an example of the magnitude of the costs involved, Squier said Florida Governor Bob Graham, in the Senate race in which he led from start to finish, spent \$3.5 million on broadcast time.

"If broadcasters are smart," Squier said, "they'll bleed some of the money out, and ask for self regulation. Otherwise, Congress will do the job for them—with a meat cleaver."

Herbert Alexander, director of the Citizens Research Foundation, which regularly adds up and analyzes campaign spending, agreed that campaign reform—including costs—would be back on the national agenda. "Some people in the Senate would like to do something about it," he said. But he does not think television costs are as pervasive a problem as observers like Squier suggest.

Alexander estimates that \$1.2 billion was spent by candidates for all offices on all expenses—travel, salaries, office rental and the like, as well as broadcast time—in the

contests now ended. (A study of campaign costs in the last presidential election year, 1984, he said, indicates \$1.8 billion was spent, a figure that includes maintenance of the parties.) And Alexander is not one of those who believe television is reshaping politics in America. "Television is mainly used by serious candidates for major office, usually statewide, like Senate and governor," he said. But, he added, "probably fewer than 50% of the congressional candidates use television." The reason, he said, is that the medium is inefficient for congressional and local candidates—a station's signal may cover dozens of congressional districts and several cities.

That fact, of course, would pose a problem for anyone attempting to develop legislation requiring broadcasters to provide candidates with free time. James Lynagh, chairman of Multimedia Broadcasting and head of the NBC television affiliates' board of delegates, mentioned a few others. For one thing, he said, candidates do not want five-minute program time—"they want spots, and they want them next to *Cosby* or in a news show." Furthermore, he said, recalling the consequences of the statute banning cigarette advertising on radio and television, "if we give candidates free time, who is to say they would not spend their TV money on billboards?" □

## WOR-TV bags 'Cosby'

**Two-and-a-half-year deal for estimated \$43 million works out to nearly \$350,000 per episode**

When the dust settled in New York last week at the end of bidding for the syndication rights to Viacom Enterprises' *The Cosby Show*, WOR-TV came up the winner, purchasing the show for a record price and then some. The estimated \$43,680,000 price for the 182-week deal, a number repeated by more than one source, represents \$240,000 per week and \$349,440 per episode for the 125 episodes that will debut in fall 1988.

The price for *Cosby* has become the favorite topic of speculation among broadcasters throughout the country, with other estimates of the New York sale ranging from \$40 million to \$45 million for the cash-plus-one barter minute arrangement.

WOR-TV and Viacom would not comment on the price paid, but Joe Zaleski, president of domestic distribution for Viacom, said he "was more than pleased" with the sale of the show in New York. Viacom originally had set a reserve price of \$125,000 per week and sources said the syndicator was expecting to settle on a per-week price for the show of at least \$210,000.

Using the \$349,440 per episode price, the New York price for *Cosby* represents more than four times the market record for a half-hour. Tribune Broadcasting's WPIX(TV) set that record with *Cheers*, for which it paid more than \$80,000 per episode. *Cheers* be-

gins airing in syndication next fall.

There was only one other real contender for the show in New York, according to sources—Fox Television's WNYW-TV. Sources said that the market's third independent, WPIX(TV), did not make a bid on the show. Under Viacom's marketing plan for the show, stations had three options: to submit bids of either the reserve price of \$125,000 per week, the reserve price plus an even 5% multiple (\$6,250 for each 5%), or an alternative offer. Both WOR-TV and WNYW-TV submitted reserve-price-plus-a-multiple and alternative bids. The alternative bids, reportedly, primarily concerned the schedule of payments for financing the show. Viacom is requiring that stations make a downpayment of 10% of the total license fee.

Using the \$240,000 number, WOR-TV's bid would appear to fall under the alternative category since it represents the \$125,000 reserve price plus a multiple of 18.4 times the 5% figure.

WOR-TV is currently owned by RKO General, but pending FCC approval, it will be transferred to MCA Inc. Under terms of the station purchase, MCA had the rights of approval of any purchase by the station of over \$100,000. Lawrence P. Fraiberg, president of MCA's television stations, is said to have had a leading hand in bidding on *The Cosby Show*. Similarly, planning of the possible purchase of the show extended to the top executives at Fox and Tribune as well.

WOR-TV's purchase was heralded last

week among advertising executives as part of a concerted effort by MCA to increase the presence of the station in the market. Pat A. Servodidio, president of RKO Television, said that winning *The Cosby Show* fits the station's pattern of aggressive moves in the last five years in acquiring programming worth over \$300 million. The station has made major buys that include *Kate & Allie*, *Magnum, P.I.*, *A-Team*, *Entertainment Tonight* and a number of film packages. WOR-TV also has the local broadcast rights to the world champion New York Mets. The show is expected to be scheduled during peak early evening viewing hours, 6-8 p.m., where it would serve to lead in to the station's prime time lineup.

Market conditions in New York at the time *The Cosby Show* debuts in syndication will have a lot to do with whether the show can turn a profit for WOR-TV. Under current market conditions, it was estimated that WOR-TV would have to get between \$5,600 and \$6,000 per 30-second spot in order to break even, assuming all five-and-a-half minutes in the show could be sold. For most stations, a 100% sell-out is unusual, according to advertising sources.

Stations in Chicago received Viacom's reserve price for that market this morning (Nov. 10). Presentations to those stations went on last week. The sale of the show in New York to WOR-TV, a superstation, leaves open the question of whether other superstations, such as Chicago's WGN-TV, owned by

Tribune, will be as interested in the show. Because WOR-TV is a superstation, its extended coverage presumably affected the price it paid.

Viacom expects to close bids in Chicago on Friday, Nov. 14. Presentations to stations in Los Angeles will begin today (Nov. 10). San Francisco will follow after Los Angeles. □

## Cable's still after its holy grail

**NCTA holds seminar, followed by board meeting, in California; executives to focus on efforts to produce or acquire exclusive programming for cable to boost penetration, capture larger share of TV advertising dollars**

Ever since the National Cable Television Association's annual convention in Dallas last March, the cable industry has been taken with the idea of producing or acquiring exclusive programming that's good enough to boost cable penetration and capture a larger share of television advertising dollars.

So it's not surprising that the NCTA chose the idea as the theme for its annual "executive seminar," which gets under way this morning (Nov. 10) at the La Quinta resort in Palm Springs, Calif. More than 100 top cable executives are expected to be on hand to discuss the whys and hows of bringing such programming to cable.

Many of the same executives are members of the NCTA board of directors and they'll be staying over for a quarterly board meeting tomorrow (Nov. 11). The board is expected to adopt an operating budget of \$7.5 million for fiscal 1987, earmarking more than \$350,000 for the establishment of a cable information office to counter cable's negative image among consumers and, just as important, among Washington policymakers.

Programming is *the* topic in the cable industry today. Operators are taking equity position in cable programming services like the Discovery Channel, the Cable Value Network and the yet-to-be-launched PreView Channel. What's more, many large operators have indicated a willingness to spend hundreds of millions of dollars a year to underwrite the production or acquisition of proprietary programming, convinced they will eventually receive an ample return on the investment through additional advertising and subscription revenues. The willingness is nowhere more evident than in the operators' current effort to bring the National Football League to cable (see box.)

The programmers have responded predictably to the cable operators' interest in spending more money on programming. Said Paul Bortz, a consultant with Browne, Bortz & Coddington: "Virtually every basic cable service is seeking programming investments from the operators."

The \$7.5-million budget that will be presented to the NCTA board for approval is

## First and 10 for the cable industry

The nation's largest cable operators are forming a joint venture to raise millions of dollars and bid on the television rights for a Sunday night package of National Football League games next season.

James Cownie, president, telecommunications group, Heritage Communications, and chairman of the ad hoc committee of operators that is putting the joint venture together, said, "If the NFL wants cable to be a bidder [next year], we want to be in a position to respond."

The cable industry believes the NFL will be looking for new bidders next year after its current five-year, \$2.1-billion agreement with the three broadcast networks expires. For the current season, the networks are paying \$495 million and, by some estimates, may lose up to \$120 million.

Over the past two weeks, Cownie said, committee members have contacted the top 30 MSO's and "received nothing but encouragement for the project." He said he is confident "that all or nearly all will elect to participate."

Preliminary joint venture agreements, sent to all who expressed interest, have already started to come back signed, he said. He declined to say how many are in or how much money they are being asked to commit to the venture. A full report, he said, will be made to participating operators this morning (Nov. 10) during the National Cable Television Association's executive seminar in Palm Springs, Calif. (see story).

Judging from the MSO's represented on the ad hoc committee, the joint venture already enjoys substantial support. In addition to Heritage, Tele-Communications Inc., American Television and Communications, United Cable, Times-Mirror, Newhouse Broadcasting and Cox Cable have a man on the committee.

The committee has already begun the task of finding a cable programmer to bring the games to cable subscribers should the joint venture land the rights. The joint venture will need a programmer to produce and promote the games, sell advertising and distribute the games to cable subscribers, he said.

The committee invited five programmers—Home Box Office, Viacom International, USA Network, Turner Broadcasting System and ESPN—to Chicago last Thursday to make proposals to be the joint venture's operational partner. According to Cownie, only USA, TBS and ESPN showed up and, despite the short notice, all made "excellent presentations."

What the cable operators are now proposing is similar to what USA and TBS had proposed earlier this fall. USA wants the games for its network only; TBS for superstation WTBS(TV) Atlanta. ESPN has taken a different tack. It has asked cable operators to ante up an extra 43 cents per subscriber per month to finance its acquisition of the Monday Night Football package, now held by ABC. Unlike the Turner and USA plans, the ESPN scheme would leave cable operators with little say on how their money is spent.

Although the joint venture's proposal and that of ESPN do not dovetail, Cownie said ESPN is not foreclosed from moving ahead with its Monday Night Football plans. Heritage, for one, is still willing to back the ESPN effort, he said.

13.6% bigger than the current budget of \$6.6 million. NCTA President Jim Mooney attributed most of the growth in the budget to "normal increases in expenses." "Even in times of low inflation, you experience increases," he said. Excluding the expenditure for the public information function, the budget is 8% higher than last year's.

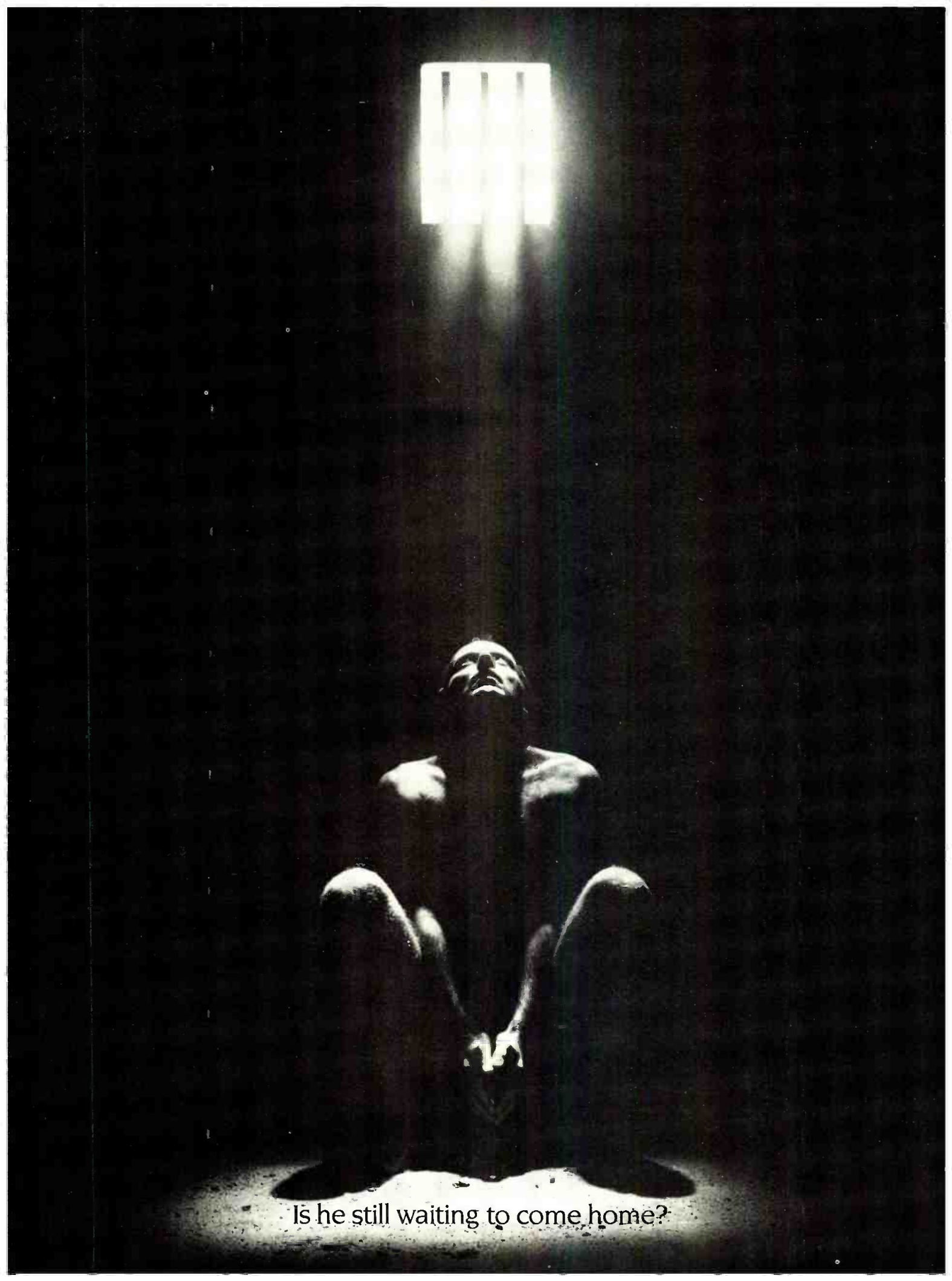
At the NCTA board's last meeting in Washington two months ago, the board instructed the NCTA staff to include in its fiscal 1987 budget money for some kind of effort to enhance cable's public image. NCTA Chairman Trygve Myhren said last week it was all but certain the board would approve the expenditure of at least \$350,000 next year to help the NCTA "identify, package and distribute information" that shows cable in a good light.

The expenditure, which would amount to 5% of the association's total operating budget for the year, stems from the industry's deep concern about the growing perception of the industry as one that is big, powerful

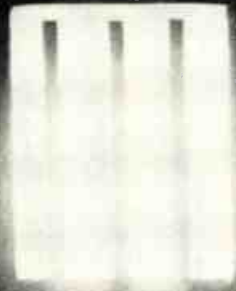
and unrestrained by regulation. Such a perception could cause the industry real trouble on Capitol Hill.

The perception has some basis in fact. Cable systems, as the exclusive distributors of a vast array of attractive cable programming, are making lots of money—a fact reflected in the high prices that savvy buyers are willing to pay for them. Thanks to the lobbying skills of the NCTA and some sympathetic federal judges, many of the regulatory restraints on cable have been eliminated over the past few years. Most important, the Cable Communications Policy Act of 1984 eliminated basic rate regulation of most systems, freeing them to charge subscribers whatever the market will bear, starting Jan. 1.

Fueling the perception, in hopes of turning the legislative and judicial tides against cable for their own purposes, are the broadcasting, motion picture, home satellite and telephone industries and the municipalities that franchise cable systems. □



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## Closeup

# Jim McKinney

## Super civil servant at the FCC

When the FCC proposed a radical way to end the more than 20 years of litigation stemming from challenges for RKO General Inc.'s broadcast properties through settlements (BROADCASTING, Sept. 15), one aspect of its decision didn't seem to surprise anybody. The FCC wanted James Clayton McKinney, its Mass Media Bureau chief, to serve as mediator among the 39 parties to the proceedings.

McKinney, 46, seemed the obvious choice, the one person at the commission who could get the job done, if anyone could. "He's probably the ideal man for anything the FCC comes up with," says Jeff Baumann, senior vice president and general counsel for the National Association of Broadcasters.

In his 23 years at the commission, McKinney has also headed the Private Radio and Field Operations Bureaus and carved out a reputation for getting the job done for whoever happened to be in charge of the agency. Recently, he demonstrated his stuff as head of the U.S. delegation to the western hemisphere conference on planning use of the expanded AM band, chalking up a win for the home team there (BROADCASTING, May 12). The track record hasn't gone unnoticed. President Reagan honored McKinney for his accomplishments with a \$20,000 award, the highest available for career civil servants.

That FCC Chairman Mark Fowler would back McKinney for the roles as RKO mediator, head of the AM delegation and for the presidential award shouldn't come as a surprise. McKinney, who now identifies himself as a Republican (he used to say he was an independent, but now concedes he "couldn't become a Democratic commissioner if my life depended on it") sometimes appears to outdo Fowler at Fowler's own game.

McKinney, for example, was among those urging the commissioners against surrendering to Congress over the agency's proposal to

eliminate the network syndication and financial interest rules. "I felt very strongly that we should do the right thing," McKinney says. (A source who was close to the deliberations explains: "He wanted to go all the way. He thought the FCC didn't get as much as it could have gotten because it didn't have the guts.") McKinney also appears to be a force against political accommodation in the FCC's must-carry proceeding. "I stated publicly before the *Quincy* case [in which the appellate court struck down the former must-carry rules] came down that if I had a vote, which I did not have, I would vote against must carry," McKinney says. "That's my personal view, and I don't think my view has changed."

At the same time, McKinney appears enthusiastic about an inquiry under which the FCC Common Carrier Bureau is supposed to reexamine the rationale for prohibiting telephone companies from offering video competition to cable companies. "From a public policy standpoint, if we allow a telephone company to put a wire into the home and to provide virtually every other form of communication, why do we preclude the telephone company from providing video?" McKinney says. "I've never understood that. Logically, it just doesn't wash."

Ask McKinney what's left to deregulate in the mass media, and it sounds a lot like vintage Fowler, but perhaps with an even more robust bouquet. "I know that the public and broadcasters perceive that we have done enormous things in the programing area, and I tell you that I don't think we have even scratched the surface of program freedom for broadcasters," McKinney says. "We haven't even come close."

Over much of his career, McKinney, an electrical engineer by training, has been noted chiefly for his prowess as an administrator

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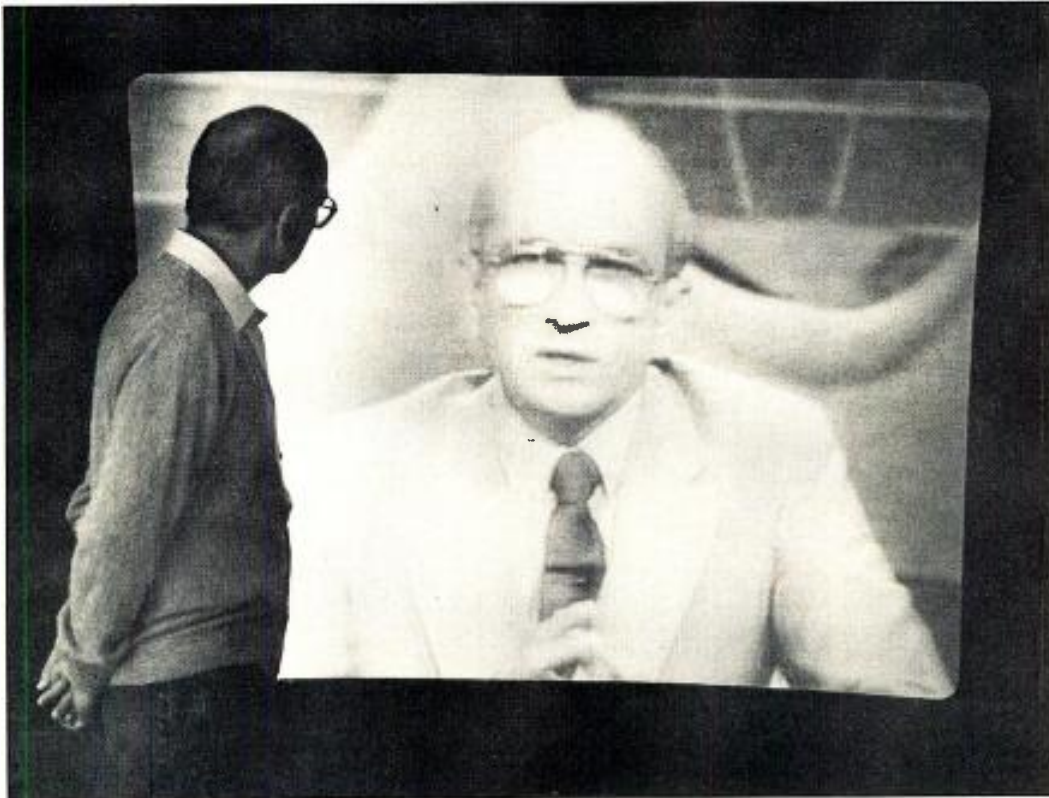
and manager. But more recently, he has also developed a reputation as an initiator of policy, apparently enough so that agency personnel kid him about being the "sixth commissioner."

The FCC's AM relief effort, which proposes to consider everything from trying to reduce interference within the band to relaxing the duopoly rules for radio, is perhaps the major mass media initiative before the agency today. It's McKinney's baby. And he's also credited with a proposal, now under study by the bureau, to permit ownership of 24 radio stations, AM, FM or both ("Closed Circuit," Oct. 27). (The current rule limits ownership to 12 AM's and 12 FM's.) He has still more proposals up his sleeve for the coming year but won't reveal them for the moment. "We have to think about things like that all the time," McKinney says. "No commissioner, no one else in Washington, has the direct contact with the public and the broadcasting industry that the staff of the bureau has, so it's absolutely natural that the bureau would come up with ideas for curing problems," McKinney says. "We may be the only ones who know what the problems are."

At the agency, McKinney is perceived as being able to work won-

Yet McKinney's door is always open to any employe who wants to air a grievance, and his practice of periodically briefing entire divisions on what is happening throughout the bureau, and providing time in those sessions for gripes and discussion, is appreciated. He also is perceived as going to bat for the bureau when it comes to getting a fair share of the agency budget or awards. "To the extent the rank-and-file has a perception of him, it's positive," says one bureau employe.

McKinney's ability to work the bureaucracy has become something of a legend. How he got the 25-inch Sony color TV console that sits in his office is a case in point. When McKinney was chief of the FOB, he tried to order two such TV's—one for his own office, one for a colleague's—using bureau funds. The agency finance officer, questioning the propriety of the acquisition, refused to sign off on the original requisition order. So McKinney rewrote the order, camouflaging the TV sets under a net of technical mumbo jumbo. This time, the finance officer approved it. When the TV's arrived several weeks later, the bamboozled finance officer reportedly was apoplectic.



**Videophile.** At his home in the Washington suburbs, McKinney has seven television sets on hand, including a 78-inch projection screen system that's fed by three VCRs. Above, McKinney reviews tape of one of his own media appearances.

ders, particularly when it comes to processing paper, and Fowler appears to be his bureau chief's head cheerleader. The chairman told BROADCASTING that McKinney might be the most vigorous deregulator at the agency. "He is the strongest manager in the history of the FCC," Fowler says.

McKinney also gets high praise from former FCC Commissioner Henry Rivera (now a partner with the law firm of Dow, Lohnes & Albertson), who was often at philosophical odds with the Fowler majority. "If you were a god and wanted to make a bureau chief, you'd make Jim McKinney," Rivera says.

Rivera was particularly appreciative of McKinney's briefings on mass media items that were ripening for votes. According to Rivera, McKinney didn't do high-pressure sales jobs for whatever slant Fowler was sliding down at the time. Instead, he identified his own bias up front and then presented both sides. "He carried that concept the farthest of all the bureau chiefs," Rivera says. "I just always felt better when I got a briefing from McKinney. I felt I pretty much had the entire story."

McKinney isn't one to fraternize with underlings in the bureau. He works through the command structure. (He has been known to chastize an employe for having a messy desk or appearance, however.)

McKinney says he and Fowler generally "speak with the same tongue" on broadcasting matters. Except when it comes to enforcement. McKinney doesn't think there's enough enforcement going on.

He and Fowler have "an agreement to disagree" on enforcement, however, and McKinney sees it as his duty to carry out the chairman's policies. But he makes no secret of his belief that there are "bad broadcasters out there, and I'd like very much to take some licenses away."

"I operate from the basic theory that in any wide population, you will have a percentage, very small, of bad actors, and that you ought to take those bad actors and make examples of them, and by doing that, you will improve the overall quality of compliance of the community of the whole," McKinney says.

While others might be reluctant to "go for the death penalty, revocation," McKinney doesn't share their timidity. "I think they [broadcasters] are big boys," McKinney says. "They are in a professional game; they know what the rules are. If they violate the rules, they ought to be punished."

He also believes the industries the FCC regulates want strong enforcement. "They want everybody to play by the same rules."

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## 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.



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## 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

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McKinney says. "They know that if other people, the bad guys, aren't playing by the rules, they get an advantage in the marketplace: they make more money than the good guys. So the good guys want us out there. They want us to get rid of the bad guys so everybody is playing fair."

McKinney's tough-mindedness comes from experience. He spent 18 years in the agency's Field Operations Bureau, with a badge and the powers of inspection.

His zest for enforcement was apparent from the early days. When he was breaking in as an FOB investigator, he even practiced on his own time, tracking down peculiar signals at night with one of the agency's electronic tracking vehicles.

After finding the source of one such signal, McKinney and a colleague had to do some fast talking. They had stalked the signal through the night, finally tracing it to a mountaintop somewhere in the Maryland woods. But when they approached the transmitter, they were greeted by military police with drawn guns. They had uncovered a transmitter site for the presidential retreat at Camp David.

(When McKinney later achieved a position of authority in the bureau, he occasionally sent green recruits out to investigate the source of other supposedly unauthorized signals. It's not known whether the recruits shared in the laugh when their searches dead-ended at the gates of CIA headquarters in Langley, Va.)

At the FOB, McKinney is also remembered for creating and commanding an "elite" undercover operation in the late 1960's and the 1970's aimed at cracking down on CB radio interference. The unit, unofficially dubbed the "SWAT Team," consisted of several squads of FCC engineers who roamed the countryside and launched surprise attacks on city after city, nailing CB malefactors in mass. The program was said to have been an enormous success. McKinney was so taken by it he still insisted on riding along with the troops when he later became chief of the FOB enforcement division. "Field work is fun," McKinney says. "It's hard to stay at home."

These days, McKinney may have trouble convincing the commissioners to take stern measures against licensees. But he hasn't thrown in the towel.

It was McKinney's bureau that originally recommended that the commission refuse to approve the proposed settlement under which Group W would acquire RKO's KHJ-TV Los Angeles (BROADCASTING, June 30). (Unintentionally, perhaps, that proposal appeared to be what spurred the commissioners to try to encourage similar settlements in the 13 other RKO proceedings, thereby leading to the creation of McKinney's current post as RKO mediator.)

More recently, McKinney has appeared intent upon clamping down on supposedly indecent broadcasts. Thus far, he has sent out two formal letters asking licensees to respond to allegations that they have broadcast "obscene or indecent" programming ("Closed Circuit," Oct. 20; "Top of the Week," Sept. 29).

"I have been unable to convince this commission that I have caught the right station with the right evidence," says McKinney of his enforcement efforts in general. "But I keep trying."

McKinney is of Italian descent. His grandfather, Giuseppe Menchini, changed the name at Ellis Island.

He hails from Montgomery, W. Va., a small town squeezed between the Kanawha River and a mountain ridge in the southwest part of the state. The major industry there is coal. His father was a coal miner; his mother, a first-grade teacher. They lived in an apartment above an ice cream parlor. The coal company shut down in the winters. McKinney didn't grow up rich. "If it hadn't been for the fact that mom earned money through the winter months, we would have had a really bad time," McKinney says.

He wasn't athletic as a kid. By his own assessment, he was "probably" the classic nerd. "I wore glasses from the time I was two

and a half," McKinney says.

He didn't excel on the playground, but he did in the schoolroom, and he was active in less-physical extracurricular activities such as the physics and chess clubs.

As a kid, he also was interested in "audio things." When he was 11, in 1951, he got a tape recorder for Christmas, and wired the apartment for sound. He didn't have the right kind of connectors for speaker wires, but he discovered that standard household AC plugs worked fine, except on occasions when his mother accidentally plugged one into a wall socket. McKinney also remembers wiring the speakers in reverse so he could tape private conversations. "I got into trouble for that," he says.

According to McKinney, there was never any doubt that he would attend college. His mother, to whom he is devoted (she's now 85 and lives alone in West Virginia), "instilled" him with that expectation. So he went straight from high school to college, opting for West Virginia Institute of Technology in Montgomery.

At college, McKinney wasn't the sort of engineering student who sat in a corner working out formulas to the exclusion of everything else. He also took drama and speech classes and he was president of his fraternity, Pi Kappa Alpha. The acting helped him land a job in radio.

During his sophomore year he was a member of the school's Tech Players, who were performing *The Rainmaker*. WMON(AM) Montgomery, the community's radio station, had the cast over for a talk show—and after it, the manager offered McKinney a job as an announcer. "I didn't have a West Virginia nasal twang," McKinney says.

McKinney's job expanded from week-ends-only to 40 hours a week, with McKinney playing the "sophisticated lady's man" for a daytime show for women and a rock jock during the evenings.

McKinney became a local celebrity. He had a fan club and judged area talent contests. Once he was called upon to play Santa Claus for a remote from a sponsor's store. Area children were unimpressed. "I think I weighed a grand total of 125 pounds at the time," McKinney says. "I was the most pitiful looking Santa Claus you ever saw. The voice was right, but everything else was wrong."

During the spring of 1963, his last year of college, McKinney was alone at the station when an FCC inspector—W. Elliot Ours Jr., now chief of the FOB's enforcement division—made a surprise

call. McKinney feared the worst, but the lasting impact of that visit was to spur McKinney, who had pending offers from AT&T and Appalachian Power, to go to work for the FCC's FOB for a salary of \$5,525.

McKinney puts in long hours for the \$72,300 he now gets from the commission; a 7-a.m.-to-7-p.m. workday is standard. But he rarely takes work home on the weekends. That's his own time.

A bachelor, McKinney likes fine things and gadgets. His watch is an 18-carat gold Baume & Mercier; his car is a top-of-the-line Cadillac Seville equipped with a cellular telephone. He has seven television sets in his townhome in the Washington suburbs, including a 78-inch projection TV system and a 26-inch Sony stereo TV that can be fed by his three videocassette recorders. He is an unabashed fan of TV. His favorite shows: *Cheers* and *Miami Vice*. "I've always had a lot of toys," McKinney says.

Until last month, McKinney, an instrument-rated aircraft pilot, was also one-third owner of a Cherokee 180 airplane, a chief weekend diversion. His partners in the plane, Ralph Haller, deputy chief of the FCC policy and rules division, and Richard Smith, chief of the Field Operations Bureau, wanted to sell. Now McKinney is flipping through copies of *Trade-A-Plane*, looking for another. "I have got to buy another plane," McKinney says. "I just can't stand it; it's like losing a member of the family."

He doesn't chum it up with industry people on his own time, and



Budding bureaucrat at 5

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he doesn't consider any industry lobbyists close friends: his friends come from his neighborhood, his college or the commission.

McKinney attends plenty of industry receptions and other functions. He knows, however, that he's not getting invited to those functions, his position is, and that the invitations will cease when he moves along. "I try to keep that in mind," says McKinney. "I don't want to be disappointed when I walk out."

If McKinney has political weaknesses, they may be that he has been too far out front and too candid for his own good as a bureaucrat. When he steps onto a stage at an industry convention or at a press conference, he shines.

That McKinney may get more media attention than some of his superiors could make him something of a target. His candor, much appreciated by broadcasters and the communications press, seems to chafe some of his superiors occasionally. On at least one occasion, even Fowler took offense. McKinney had been publicly stating his conviction that the FCC had erred in refusing to select a standard for AM stereo. Audiences ate it up. But that frankness finally earned him a trip to the woodshed. "Mark [Fowler] reminded me that that had been a hard-fought decision at the commission, and that it didn't help to have the chief of the bureau questioning it," McKinney says.

McKinney hasn't questioned the decision publicly since, and doesn't expect to again. "As a member of this commission staff, I must absolutely honor the decisions that are reached by the commission," McKinney says. "We have an old saying down here: that the majority of the commissioners always make the right decision."

McKinney's not being an attorney in a thicket of lawyers surrounded by lawyers can work to his advantage, enabling him to communicate in language nonlawyers understand. He also, on at least one occasion, has gotten parties to broadcast litigation to settle behind their lawyers's backs, saving them legal fees and removing one more case from the commission's overburdened docket file. Among lawyers he is not universally admired. When McKinney first took over the bureau, he rankled some members of the bar by starting speeches with lawyer jokes. (Favorites: A man and his grandmother are walking through a cemetery and see a tombstone that says: "Here lies a great man and a good attorney." Says the grandmother: "How unusual. Two men in one grave." Or, how do you tell the difference between a dead snake and a dead lawyer in the road? By the skid marks leading up to the snake.) McKinney stopped telling lawyer jokes publicly after he found out that some of his own attorneys were

taking offense. "I'm afraid I carried that too far, to the point that I hurt the feelings of some of my own employees," McKinney says.

Part of the friction may also result from the different orientations of engineers and lawyers. Engineers make money by making things work efficiently; lawyers, according to one lawyer's analysis, make money when things don't work.

McKinney himself makes no secret of his belief that lawyers can bog things down with their legal maneuvering. "I think that's unfortunate," McKinney says. "I think it delays service to the public; it delays stations getting on the air, and it delays decision making. It's just not a very efficient way to do the government's business."

A lawyer friend of his offers yet another explanation: "He's a better lawyer than a lot of lawyers I know, and that really burns lawyers off."

McKinney's not being a lawyer could make him vulnerable once Fowler leaves. The favorites for succession to the chairmanship still appear to be Commissioners Mimi Dawson and Dennis Patrick. It's believed that McKinney would fare better with Dawson, a nonlawyer, in the chairman's seat than with Patrick, a lawyer. Patrick is said to be skeptical of the qualifications of those who are not members of the legal fraternity; if some other lawyer succeeds Fowler, McKinney may face the same sort of credibility problem.

McKinney seems to sense the vulnerability. While once he believed that he would never leave the agency, even if that meant "sweeping the floors," now he doesn't seem so sure.

What he would do if he left is not clear. He doesn't think he could land a job as general manager of a full-service, network-affiliated VHF TV station in a medium market. But he thinks that might be the best job out there. Because of his experience as a pilot, he also would be interested in becoming a member of the National Transportation Safety Board, which investigates air crashes and sets transportation safety policies. But he seems to think that he lacks the political connections to make that sort of appointment happen. "Political jobs generally go to politicians, not career bureaucrats," says McKinney.

For the time being, McKinney has more than enough to think about in trying to encourage a favorable resolution to the RKO settlement negotiations. Some observers doubt he can pull it off, and sometimes it must seem to McKinney that he's flying on a wing and a prayer. "The game plan changes every day," McKinney says. "And we don't have a lot of time."

By Doug Halonen



**WJCM.** James Clayton McKinney travels first class in a Cadillac Seville that is equipped with a cellular telephone and is stamped with his personal call sign.

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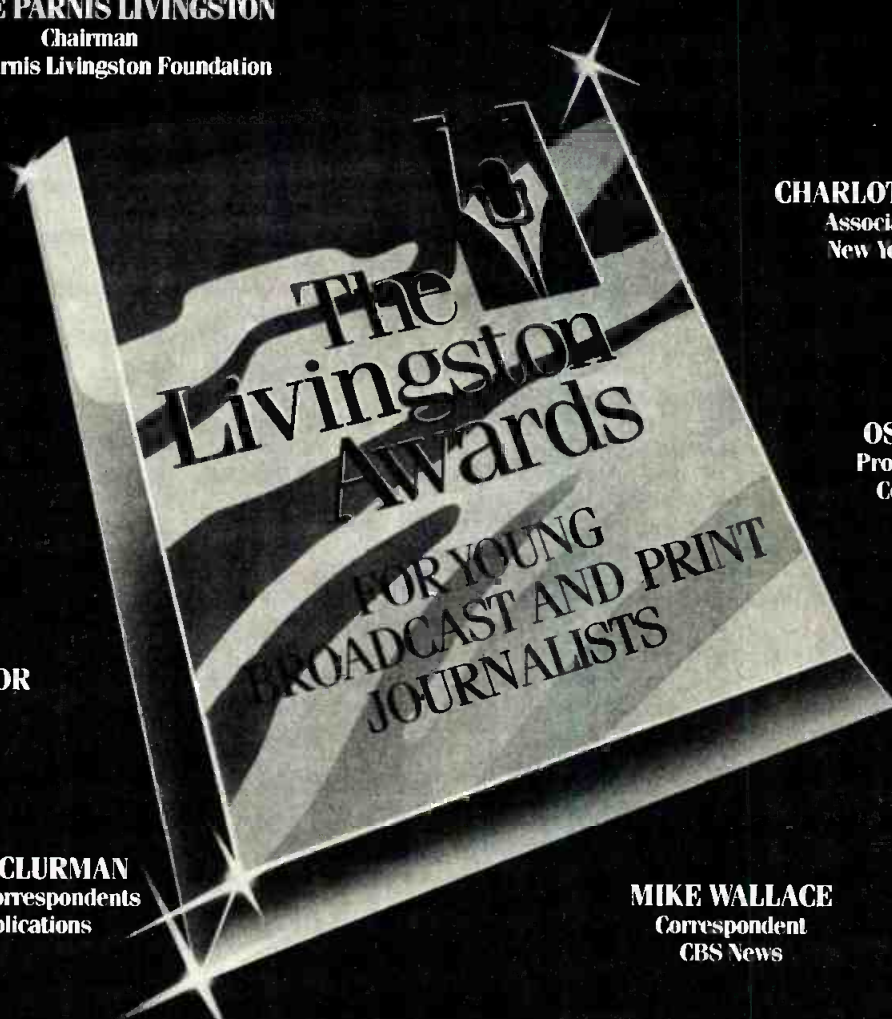
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## Los Angeles cable channel realignment plan released

**Recommendations keep broadcast stations on same channel in corresponding cable lineup; ESPN, MTV, CNN, USA get low slots**

The Southern California Cable Television Marketing Council has recommended that cable operators in the area reserve prime lower channel positions for cable networks such as ESPN, MTV, CNN and USA (see box). The uniformity plan for the Los Angeles area cable systems, which together pass 3.7 homes and serve 1.5 million subscribers, is the first in the country to include placement recommendations for channels 2-34. It is intended to improve viewership for major advertiser-supported cable networks while leaving existing VHF commercial stations on their channel assignment. Another major component of the proposal involves clustering stations that cater to the same demographic groups.

Marketing council members, who released their plan last Tuesday after consulting with major MSO's for several weeks, said they expect that at least 80% of the area's 80 systems will adjust all or a portion of their channel lineup within 12 to 18 months to comply with the recommendations. A majority of the 43 addressable systems (including two under construction) that serve 800,000 subscribers should be completely converted during the first quarter of 1987. The remaining 37 systems will need time to make more extensive component and headend adjustments, said Margaret Durborow, council chairman and vice president, marketing and programming for United Cable Television of Los Angeles Inc.

Under the plan, ESPN, MTV, CNN and USA would be positioned between channels 2 and 13 along with local origination programming, which would continue to be positioned on channel 3 because of previous franchise agreements with cities. From channels 14 to 34, stations would be clustered according to their audience appeal. For instance, the Public Broadcasting Service station, KCET(TV) (UHF and cable, ch. 28) would be sandwiched between the Arts & Entertainment Network (cable ch. 27) and the Discovery Channel (cable ch. 29).

Durborow said that moving the larger advertiser-supported cable networks to the lower channels would enhance the value of individual cable systems by boosting viewership and advertising rates for cable networks. Cable's share of the television audience has steadily risen throughout the 1980's, from 2% in November 1981 to 6% in November 1985, according to a spokeswoman for the A.C. Nielsen Co., but cable operators say that number can expand even further. "Research has shown that programming on channels 2-20 can bring a 30% to 45% increase in viewership, which trans-

<i>Recommended lineup</i>	
2	KCBS-TV
3	local origination
4	KNBC-TV
5	KTLA(TV)
6	ESPN
7	KABC-TV
8	USA Network
9	KHJ-TV
10	CNN
11	KTTV(TV)
12	MTV
13	KCOF(TV)
14	Shopping Channel
15	Prime Ticket (regional sports network)
16	Lifetime
17	WTBS Atlanta
18	CBN
19	Nashville Network
20	Nickelodeon
27	Arts & Entertainment
28	KCET(TV)
29	Discovery Channel
30	C-SPAN
31	Headline News
32	KVEA-TV
33	Galavision
34	KMEX-TV

lates into substantial increases in revenue for ad-supported cable programs," said James Bequette, western regional vice president of Comcast Cablevision of California. "This, of course, will be very important to the continued growth of our basic programming networks."

But despite the contention of cable operators that channel realignment will boost audience share, Bill Rubens, vice president of research for NBC, said he does not believe the changes will have a significant impact on viewership. "I think the issue is still programming," he said. "I think people would very quickly learn where the best programming is." Changing channel positions, he added, would confuse and aggravate cable subscribers. "It sounds like a wishful system," he said. Bequette admitted that "initially, there is possibly going to be some confusion. But in the long run, the standardization is going to help those people in other communities."

For commercial VHF stations in the Los Angeles market, the change could also be beneficial. The cable council has recommended that individual systems uniformly correspond channel selector box positions to commercial station positions on the VHF dial. Some operators have stations such as KCBS-TV (VHF, ch. 2) appearing on channel 12, said a spokeswoman for the station. "That's been a problem," she said. "If that

has changed, I'm sure it will help." KCBS-TV has informally lobbied cable operators for years to have the channel positions match, she added.

That was the intention of the cable council, Bequette said. "Our main objective is to make it more customer friendly so that... it will be easier for the media to list program information without having such a maze," he said. "Ad revenue is really secondary."

MTV, understandably, was happy with the recommendation that it be placed on a VHF channel number. A spokesman said: "This action demonstrates how cable operators, through the Southern California Cable Marketing Council working on a unified basis with program suppliers, can satisfy the needs of the consumers. Additionally, it has been shown that placement of the most popular and most watched cable networks on the VHF band will increase viewership and ultimately basic cable penetration."

Durborow said 10 MSO representatives worked two months to formulate the plan. □

## New measurement device debuting in New York

**Combination people meter and heat sensor to monitor TV viewing**

Television will get a new local market rating service in the first quarter of 1987 when Seattle-based R.D. Percy & Co. completes its wiring of 1,400 households in New York with a new people meter that, partly through use of the heat sensor, will monitor the number of television viewers before a set. The new meter, the Voxbox 1200, is the fourth generation of the heat sensor devised by the company. To date, the Voxbox has been tested only in Seattle. Percy plans to expand the service to Los Angeles and then to Chicago as soon as it is satisfied with its success in New York. Roger Percy, founder and head of the company, said that a national ratings service is currently not planned. Percy, 39, is the son of the former senator from Illinois, Charles Percy.

The Voxbox system, in development since 1976, is, according to Percy, aimed at monitoring viewing of commercials "to the second" in a television environment in which "zapping" of commercials with remote control devices is prevalent. The Voxbox 1200 is both an "active" and "passive" people meter. The process begins by polling people in front of the television screen by asking them to respond to an on-screen question. Each member of the household responds through a



remote control device.

The passive innovation of the Voxbox, its heat sensor, is the next step in the process. It monitors not only zapping, as a normal people meter system does, but as the presence of people before a screen. Instead of asking people to continue to key into the system at programed intervals, the voxbox uses the heat sensor to monitor who is entering or leaving the room.

Percy explained that the system will rely on a set body temperature to monitor who is in the room. The system will, he explained, acquire some of its reliability through recognition of "the Archie Bunker Syndrome," the habit of television viewers to return to the same spot in a room each time they watch. The possibility of the system inadvertently picking up the body temperature of, say a large dog in the room, was not

explained.

The information compiled by the combination of the active and passive systems at work in the Voxbox will be relayed to a General Electric mainframe computer at the end of the day through existing telephone lines when neither the set nor the phone line is in use.

Percy said the real challenge in developing the new system was finding a way to get

## Game seven, 'Cosby' lift NBC to victory

Something beat *Cosby* in week six of the prime time ratings season, but fortunately for NBC, it was the network's own coverage of the seventh game of the World Series between the New York Mets and the Boston Red Sox. The series finale racked up a 38.9/55 while *Cosby* finished second for the week with a 34.9/52.

All told, NBC took week six with a 19.4/31 while CBS scored a 15.8/25 and ABC a 12.6/20. In the same week last year, the finishing order was NBC 17.5/27; CBS, 16.8/26; ABC, 15.3/24.

The final World Series game, *Cosby* and *Family Ties* ranked first, second and third for week six, as NBC took seven of the top 10 shows. CBS's *Murder, She Wrote* was fourth, while *60 Minutes* ranked sixth. ABC's *Moonlighting* came in ninth, above the World Series pregame show, with a 23.9/37, and just slightly above the comedy's year-to-date average of 23.7/36. Four of the other shows ranked in the week's top 10 did better than their season averages: *Murder, She Wrote*, *Cheers*, *60 Minutes* and *Night Court*. *Family Ties* dropped below its share average of 50, but kept its ratings score higher than the 32.9 average for season-to-date. *Golden Girls* fell below its average of 25.6/44.

In evening news, CBS tied NBC with a 12.0/22. ABC's *World News Tonight* came in with a 10.9/20. A year ago it was CBS, 13.4/23; NBC, 12.4/22; ABC, 11.5/20.

The HUT level (homes using television) was down standing at 62.6%, compared with week five's 63.7%. Week six's HUT level was also down compared to last year's 64.1%.

ABC's *Monday Night Football* (Redskins vs. Giants) couldn't deliver anything close to its 17.2/29 season average when it ran against the World Series, but CBS's Monday night programing lineup performed above average, or close to it. *Cagney & Lacey* showed a drop-off from its 16.3/26 average to 15.9/24, but the show had to compete with the late innings of the series game. The night went NBC, which took the evening with a 37.3/52.8. CBS's Monday night was a 17.4/25.0. ABC's was an 8.7/12.1.

CBS's Tuesday Movie took its usual share of the audience, 24, but the rating was down 0.9 from its season average of 15.3/24. The movie, *Mankunt for Claude Dallas*, along with *The Wizard's* 10.9/17 put CBS ahead of NBC's *Matlock*, *Crime Story* and *1986* (12.7/20.6). But ABC's

lineup, *Who's the Boss*, *Growing Pains*, *Moonlighting* and *Jack and Mike* gave the network the evening with a 20.6/32.9.

ABC also took Wednesday with a 15.6/25.8. NBC took the 8 to 9 p.m. block with *Highway to Heaven* (16.8/27), which beat CBS's *Better Days* (8.5/14) and *Together We Stand* (9.2/15). ABC's *Perfect Strangers* and *Head of the Class* scored a 14.7/24 and 15.9/25, respectively. But ABC took the next two hours with *Dynasty* (17.0/27) and *Hotel* (14.5/26). The evening's 10 to 11 p.m. slot almost slipped away from ABC as CBS's *Equalizer* was just shy of tying *Hotel's* numbers with its own 14.4/26. The final average for the night was 15.6/25.8 for ABC, 14.8/24.3 for NBC and 13.2/21.8 for CBS.

NBC took Thursday from 8 to 10 p.m., as *Hill Street Blues* (16.3/28), which runs in the 10 to 11 p.m. slot, lost to ABC's *20/20*, which scored a 17.9/31. *Kay O'Brien, Surgeon*, CBS's offering in the same time period, scored an 11.5/20. NBC won Thursday with a 25.6/40. CBS came in next with a 13.3/20.7, with ABC posting an 11.3/17.7.

Friday went to CBS, which won the evening with its lineup of *Scarecrow and Mrs. King*, *Dallas* and *Falcon Crest*. The last tied NBC's *L.A. Law*, scoring a 15.6/28 and ranking 32d. The numbers for *Falcon Crest* are 0.9 of a ratings point below par and 1 share lower than average (16.5/29). The night went to CBS with a 16.8/28.8. NBC closed out with a 14.7/25.3, while ABC came in with a 9.8/16.6.

Saturday was a clear NBC win, when the network racked up an 18/31.8. CBS scored only an 11.8/21, and ABC only a 7.5/13.3. NBC won every time period in the evening with its lineup of *Facts of Life*, *227*, *Golden Girls*, *Amen* and *Hunter*.

In the battle of Sunday movies, CBS came out on top with an 18.2/29 for *Something in Common*. This ran better than ABC's "Never Say Never Again," a James Bond adventure, which scored a 15.3/23. Part one of Sidney Sheldon's *Rage of Angels: The Story Continues*, shown on NBC, took a 15.9/25.

To qualify the above statistics: The ABC movie ran at 8-10:49 p.m., while CBS's movie ran at 9-10:55 p.m. (Both were followed by political messages.) *Rage of Angels* began at 9:30 and ran until 11:05 p.m. For the entire evening, CBS's average was a 22.4/34.6, against NBC's 14.7/22.5 and ABC's 14.3/21.7.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	World Series, Game 7	NBC	38.9/55	26.	Magnum P.I.	CBS	16.2/25	51.	A Team	NBC	12.2/21
2.	Cosby Show	NBC	34.9/52	27.	My Sister Sam	CBS	16.0/22	52.	Mr. Belvedere	ABC	11.9/20
3.	Family Ties	NBC	33.2/49	28.	Head of the Class	ABC	15.9/25	53.	Disney Sunday Movie	ABC	11.8/18
4.	Murder, She Wrote	CBS	27.7/40	28.	Cagney & Lacey	CBS	15.9/24	53.	Webster	ABC	11.8/21
5.	Cheers	NBC	27.2/41	28.	NBC Sunday Night Movie	NBC	15.9/25	53.	CBS Saturday Movie	CBS	11.8/21
6.	60 Minutes	CBS	26.0/40	31.	Facts of Life	NBC	15.8/28	53.	Downtown	CBS	11.8/21
7.	Night Court	NBC	25.6/39	32.	Falcon Crest	CBS	15.6/28	57.	Crime Story	NBC	11.6/18
8.	Golden Girls	NBC	25.0/43	32.	L.A. Law	NBC	15.6/28	58.	Kay O'Brien	CBS	11.5/20
9.	Moonlighting	ABC	23.9/37	34.	Jack & Mike	ABC	15.5/27	59.	The Wizard	CBS	10.9/17
10.	World Series, pregame 7	NBC	23.7/37	35.	Knots Landing	CBS	15.4/23	60.	Republican Political	ABC	10.6/19
11.	Growing Pains	ABC	22.5/34	36.	ABC Sunday Night Movie	ABC	15.3/23	61.	MacGyver	ABC	10.3/16
12.	Who's the Boss	ABC	22.0/34	37.	Perfect Strangers	ABC	14.7/24	62.	Spenser: For Hire	ABC	10.1/19
13.	Dallas	CBS	20.5/33	37.	Hunter	NBC	14.7/27	63.	Cooby's	ABC	10.0/15
14.	Newhart	CBS	20.0/28	39.	Hotel	ABC	14.5/26	64.	Together We Stand	CBS	9.2/16
15.	Amen	NBC	19.8/34	39.	Valerie	NBC	14.5/21	65.	Starman	ABC	9.1/18
16.	Designing Women	ABC	18.3/26	39.	Gimme a Break	NBC	14.5/23	66.	1986	NBC	8.9/16
17.	CBS Sunday Night Movie	CBS	18.2/29	42.	CBS Tuesday Movie	CBS	14.4/24	67.	NFL Monday Night Football	ABC	8.8/14
18.	Kate & Allie	CBS	18.0/26	42.	Equalizer	CBS	14.4/26	68.	Sledge Hammer	ABC	8.7/14
18.	227	NBC	18.0/31	44.	Scarecrow & Mrs. King	CBS	14.3/25	69.	Better Days	CBS	8.5/14
20.	20/20	ABC	17.9/31	45.	St. Elsewhere	NBC	13.6/24	70.	Sidekicks	ABC	8.2/13
21.	Matlock	NBC	17.6/27	46.	Our House	NBC	13.3/20	71.	Life With Lucy	ABC	8.0/14
22.	Dynasty	ABC	17.0/27	47.	You Again?	NBC	13.2/21	72.	Ellen Burstyn Show	ABC	6.3/11
23.	Highway to Heaven	NBC	16.8/27	48.	Simon & Simon	CBS	13.1/19	73.	Our World	ABC	6.0/9
24.	Miami Vice	NBC	16.4/27	48.	Easy Street	NBC	13.1/19	74.	Heart of the City	ABC	6.3/9
25.	Hill Street Blues	NBC	16.3/28	50.	Reagan Paid Political	CBS	12.3/23				

people to reliably key in and out of the system. "Since we are interested in the precious seconds of air time that [advertisers] pay for, we needed a more accurate measurement of whether they were in or out of the room during commercial breaks." The Voxbox is intended to circumvent the perceived problem of the current people meter technology that requires people to register their presence continuously. People are said to tire of responding.

Voxbox technology aside, the new service's mission and its cost structure may be its most revolutionary feature. Percy explained that "the corporate mission" of the new service is to provide ratings for those buying commercials as well as those supplying the time to program them. The system is

designed to rate commercials along with television viewing.

The system will rely on a sample of 1,400 meters in its first three markets, each providing an in-tab sample of 1,200. That would more than triple the current metering of New York where Nielsen and Arbitron each encompass 525 homes, with an in-tab response of roughly 480 homes. Percy said that for a show with an average 10 rating, the increase in the sample would increase the accuracy of ratings by 62%. To halve the error involved in a statistical sample, an in-tab sample has to be quadrupled.

Advertisers will pay 60% of the cost of services and broadcasters the other 40%. That would stand the current economics of local market ratings on end. In New York

currently, broadcasters pay 90% of the cost of Nielsen and Arbitron's services. A network affiliate in the nation's number-one market pays roughly \$1 million per year, per service, while independents pay roughly \$750,000 (BROADCASTING, July 21). The Percy service would reduce the cost of the service to \$100,000 per station in 1987, with the tab escalating to \$600,000 per year by 1991. Advertisers would buy the service by brand.

Percy declined to elaborate on his company's total investment in the service, and added that R.D. Percy & Co., a private company, had no plans of going public in the near future.

While ratings services have remained relatively expensive because they are people intensive, Percy said his service would operate more efficiently because it is micro-processor-driven. Each of the Voxbox 1200's, he said, has the capacity of an IBM PC.

Heading the new effort for Percy in New York are Avery Spicer, formerly vice president at Simmons Research, and Avery Gibson, former vice president of television development at Arbitron. Paul Donato, former senior statistician at Arbitron, is working for Percy on the project.

Presentations of the service to New York stations and advertisers have been going on now since last April. A presentation before the Electronic Media Ratings Council will take place in Miami, Nov. 10-12. An announcement before the press will take place on Nov. 19 in New York. □

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## 'Search' ends; TV's senior soap to go after 35 years

**Ratings had fallen; P&G and NBC mutually agreed to drop show after efforts failed to regain audience; 'Sale of the Century' moved to 10 a.m., two new game shows added, giving NBC more than both ABC and CBS**

Television's longest running daytime soap opera will not survive the year. NBC said last week it was canceling Procter & Gamble's *Search for Tomorrow*, which had its 35th anniversary on the air in September. The network announced that the show will have its last broadcast on Friday, Dec. 26. The following Monday (Dec. 29), it will be replaced by a new game show, *WordPlay*, from Fiedler/Berlin Productions in association with Scotti Brothers/Syd Vinnedge Television.

NBC also announced last week it would fill the hole left by the also departing *Family Ties* by moving *Sale of the Century* from 10:30 a.m. up a half hour to 10 a.m. where *Ties* has been leading off the network's daytime schedule. That move takes effect Jan. 5. *Ties* goes into syndication next year and therefore the reruns that have been airing in

the morning must leave the network's daytime schedule in January. Filling the gap at 10:30 a.m., where *Sale* has been running, will be *Blockbusters* (from Mark Goodson Productions), which is being revived after an earlier run on NBC. That program also makes its debut Jan. 5.

Brian Frons, vice president, daytime programs, NBC Entertainment, said the network and P&G had come to the "mutual" conclusion that *Search*'s value as a vehicle to sell ad time had run its course. The program had been trending downward in the ratings for some time, prompting the network to bring in a new executive producer last December—David Lawrence. At that point, the show had been delivering about 8% of the viewing audience, not considered very healthy for the time period. The revamping carried out by Lawrence resulted in a temporary improvement, with the program working its way back up to a 12 share through the

second quarter. But the show was still off its share mark from a year ago and Frons said at the time that *Search*'s situation was "dicey." The show took another dive, dropping to a nine share in the third quarter and fourth quarter, making the program's third-place position untenable.

"It reached a point," said Frons, "where [P&G] could get advertising at much lower C-P-M's on other shows." He also said that P&G, which owns *Search*, was producing the program at a deficit, so its backing of the show became a losing proposition. "And we were losing money running the show," Frons said of NBC, because as the rating and share for the program dropped, so did the price of a 30-second spot. The station clearance level for the program was hovering at the 73%-level. Its lead-in at noon, *Super Password*, also has a clearance level of about 73%, but has been averaging five share points higher than *Search*, Frons said.

A P&G spokeswoman confirmed that the decision to cancel the 35-year-old program was made mutually by the network and P&G. She declined to say how much it was costing P&G to produce the program, but acknowledged that in recent months the company had spent a lot of extra money shooting on location, hiring new cast members and writers and launching promotional and publicity campaigns aimed at both viewers and stations. "There were a number of extraordinary efforts made to regain the audience," the spokeswoman said. The company produces three other soaps, including *Another World* on NBC and *As the World Turns* and the *Guiding Light* on CBS. The spokeswoman said P&G did not have any other development plans for soap operas in the works at this time.

With the axing of *Search* and the addition of two game shows, NBC's daytime schedule will contain more game shows than ABC

## Syndication Marketplace

**All American Television** and Fox Television Stations have partnered on *World Music Video Awards*, a two-hour awards ceremony on Jan. 10, 1987, that will air the same day or on a delayed basis. The program will be produced by Rupert Murdoch's Sky Channel (Murdoch also owns Fox), and will have Coca-Cola as its major sponsor. Murdoch's Australian Network 10 also will carry the program. *World Music Video Awards* will feature a countdown of the top 20 music videos from 1986, along with a number of performances and interviews. The program will feature segments from London, Tokyo, Rome, Paris, Munich, Toronto, Amsterdam and Los Angeles. All American will sell the program on a barter basis with 13 minutes of advertising time for stations, and 11 minutes for All American.

Hawthorne, Calif.-based Mattel Toys has formed its own syndication arm, **MTS Entertainment**, and named John M. Weems, the company's vice president of entertainment, as its head. The newly formed unit has begun selling two first-run syndicated series, both reportedly on a barter basis, that are earmarked for fall 1987. The first is *Barbie TV Magazine*, a half-hour weekly series based on the 27-year-old doll. It will consist of 21 original shows and 10 versions taken from the originals that will have new opening segments and voice-overs. Mattel describes it as a contemporary, fast-paced live action magazine format "for kids, about kids." The second property is *Captain Power and the Soldiers of the Future*, which will be produced as a half-hour weekly series in 1987 with 26 episodes, then as a strip in 1988 with 39 more episodes. Captain Power, created by Landmark Entertainment Group, will combine digital computer character animation and live action. The formation of the new syndication unit will not affect Mattel's dealings with other distributors of its programs, said Gayle S. Dickie, director of Western regional sales for MTS Entertainment. Appointments to MTS Entertainment also include Bette Aofsin, director of East Coast sales, and Michael Caponi, director of Midwestern regional sales.

**Television Program Enterprises** is creating a half-hour show based on the "Runaway" segment of *Lifestyles of the Rich and Famous*. "Runaway" was introduced a year ago as a seven-minute segment in which celebrities were followed on an exotic vacation. Over 200 "Runaway" segments have been produced, as well as a "Runaway" contest in which a viewer won a trip to Rio de Janeiro. The new program is designed to coincide with the travel season, according to Rick Meril, TPE sales manager. TPE, in conjunction with Robin Leach Entertainment, will produce 15 episodes of the new program that will run twice between Feb. 6 and Aug. 30. Each episode will consist of new material. The first segment follows Bob Hope to Tahiti. Sales of the program are on a barter basis with three-and-a-half minutes for stations and three-and-a-half minutes for

TPE.

**Multimedia Entertainment** reports that it has cleared "Molly's Pilgrim," winner of the 1985 Academy Award for best live action short, in 151 markets covering over 93% of the country. The half-hour film, based on a children's book by Barbara Cohen, conveys a Thanksgiving message. It was directed by Jeff Brown, and produced by Brown with Chirs Pelzer. "Molly's Pilgrim" is part of Multimedia's *Young People's Specials*. Among the markets cleared are WNBC-TV New York, KNBC(TV) Los Angeles, WMAQ-TV Chicago, WPVI-TV Philadelphia, KGO-TV San Francisco and WCVB-TV Boston. The half-hour is sold on a barter basis two-and-a-half minutes for stations and two-and-a-half minutes for Multimedia.

**Program Partners Corp.** reports that it has placed *Playback '86*, a two-hour year-end music video program, in 80% of the country for a Nov. 28-Dec. 31 window. Produced by ATI Video, the special is predicted to deliver a 3.5 rating in late night and prime time periods. It is distributed on a barter basis with 14 minutes for stations and 10 minutes for PPC. *Playback '86* will feature the year's top videos.

Susan Winston, now in the employ of **Lorimar-Telepictures**, served as executive producer of the pilot for *ValueTelevision*, the syndicator's recently announced half-hour home shopping show. Whether the former producer of *Good Morning America* and most recently *CBS Morning News* will continue as executive producer of the series was not clear, according to members of rep community who saw the Lorimar-Telepicture presentation on the show. Winston's role on the show so far has been to add entertainment value to the format.

**MCA-TV** has cleared *Bustin' Loose*, a new first-run sitcom co-venture with Tribune Broadcasting, on five of the Gaylord stations—WTV(TV) Milwaukee; WUAB(TV) Lorian (Cleveland), Ohio; KTVT(TV) Dallas; KHTV(TV) Houston, and KSTW(TV) Tacoma, Wash. There will be 26 episodes of the show that will be given two runs over one year. Sales are on a barter basis with four minutes for stations and three minutes for MCA-TV. *Bustin' Loose* is based on the movie of the same name starring Richard Pryor. It will be produced by Golden Grove Productions.



Walker

and CBS combined. Frons said last week that that's OK with him. The way he sees it, the NBC schedule will be "better balanced" with three hours each of game shows and soaps. As for introducing new soaps, Frons said he was taking a "wait and see attitude" on that, but acknowledged that he would be very reluctant to come out with a new half-hour soap because they don't seem to perform nearly as well as hour-long soaps.

*Sale of the Century*, which NBC is moving to 10 a.m., had been winning its time period at 10:30 a.m. through the third quarter. But the new syndicated talk show starring Oprah Winfrey, which launched in September, has given *Sale* some tough competition and dominates from 10 a.m. to 11 a.m. in many markets. A network researcher said last week that *Oprah* is currently winning the 10-11 a.m. time period in 12 of 13 metered markets. In New York, for example, fourth quarter to date, the show was first with a 5.6/27. Nationally, *Sale* at 10:30 a.m. has averaged a 3.8/17 so far in the fourth quarter, off a share point and six-tenths of a rating point since *Oprah* came on the air. CBS's *Card Sharks* at 10:30 a.m. has averaged a 3.3/15 in the same period.

Still, *Sale* has been beating its network competition, and Frons hopes that it will get NBC's daytime schedule off to a fast start.

The network could use the boost. It has been mired in third place in the daytime race (households and demographics) for some time although it has become more competitive in the past year. In recent months, it has lost some of the momentum it seemed to gain through the second quarter, when it was less than a rating point out of first place. Four weeks into the fourth quarter, CBS is first in daytime with a 5.9/23, followed by ABC with a 5.4/20 and then NBC with a 4.6/18. A year ago, ABC led the pack (6/22) with CBS closing in fast (5.7/22) while NBC was a poorer third with a 4.4/17.

NBC's new entry at 10:30 a.m., *Blockbusters*, ran on the NBC schedule from October 1980 to April 1982. Frons said it was canceled originally not because of its performance, but because the network had no place to put it when it decided to try the soap, *Texas* (subsequently canceled), in the morning. That game show "was averaging a 17 or 18 share with a horrible lead-in," the old *Regis Philbin Show*, said Frons. *Blockbusters* is a question-and-answer game show which the network hopes will prove compatible with *Wheel of Fortune*, which airs at 11 a.m. In hindsight, said Frons, *Blockbusters* "probably should have never been taken off."

*Wordplay*, which debuts Dec. 29 at 12:30 p.m., is described as a "comedy game show based on the childhood dictionary game." It features two contestants and a panel of three celebrities who give a series of humorous definitions for a word, only one of which is right. Frons said: "If the show only holds its *Super Password* lead-in, we'll have a 50% improvement in share. . . . If we hold a 14 or 15 share, we'll be delighted." Frons described the changes announced last week in NBC daytime schedule as "major." He said he'll give the current lineup at least six months to take hold before making further adjustments. "Then we'll see what happens." □

## Group W goes for comedy

**In departure from its usual magazine format and animation, company teams with Bristol-Myers for first-run, syndicated sitcom**

Group W Productions, primarily known for its animation, talk-variety and magazine-style format shows, will turn to comedy for the first time in the fall of 1987 with *Together Again*, a new, first-run syndicated sitcom that GWP will feature at NATPE. To be produced in association with Bristol-Myers as part of an extensive agreement between the two companies, the program will represent "yet another step in our effort to become a supplier that can distribute all forms of programming to outlets," said Edwin T. Vane, GWP's president and chief executive officer.

A pilot for the show, which will consist of 24 half-hour episodes produced at a standard cost of \$325,000-\$375,000 apiece, is scheduled to be taped Nov. 25. GWP and Bristol-Myers are casting the show, Vane said. GWP will begin marketing *Together* in December, with the show to be sold for either cash-plus-barter or on a straight barter basis, he added. If *Together* is a financial success, Vane said, GWP would consider producing more sitcoms.

GWP and Bristol-Myers have signed George Tricker and Neil Rosen as executive producers of *Together*, which they created. During the past 12 years, Tricker and Rosen have written *The Ted Knight Show*, *Too Close for Comfort* and *Silver Spoons*—as well as serving as the last's executive story editors.

The new series involves former high school sweethearts who go their separate ways, marry and divorce others, then accidentally meet years later as young adults. The couple quickly weds, figuring their previous relationship would make their second marriage simple. But they are proved wrong, according to Vane.

A first-run sitcom appealed to GWP, Vane said, because it can be sold for access (5-8 p.m.) or as part of a checkerboard pattern. Citing the ratings success of the checkerboard at KTLA(TV) in Los Angeles, which has consistently outsourced the network affiliates in prime time access since its debut Oct. 4, Vane said GWP is betting checkerboarding "will become quite popular by December 1987."

Although sitcoms represent a new undertaking for GWP, they are nothing new for Vane, who has 35 years of programming experience at NBC and ABC, or Christine Foster, the company's vice president of development, who was vice president of series for Columbia during the 1981-82 season.

The new comedy series is the by-product of an earlier three-part agreement among GWP, the Group W Television Station Group and Bristol-Myers. Under the partnership pact, which executives of the companies would only describe as a "multiyear" contract valued in the "eight-figure range," Bristol-Myers agreed to a co-venture for a first-run syndicated sitcom; to purchase advertising on additional GWP programs, in-

cluding *PM Magazine* and *Hour Magazine*; and to the production of 16 hour-long health specials on Group W stations over the next four years (one special a quarter). The first of those specials, due for airing early next year, will focus on different forms of addiction. Discussions are under way with potential hosts for the series of health specials, with Group W and Bristol-Myers planning to hire "a major personality," Vane said.

Marvin Koslow, senior vice president of marketing services for Bristol-Myers, said the company "is extremely enthusiastic about the widely appealing entertainment values and hit potential of *Together Again*." □

## 'A Great Day' coming from Blair, Multimedia

**Moreno to host show that will examine stress**

Multimedia Entertainment and Blair Entertainment are joining forces to syndicate a new half-hour "infotainment" strip, hosted by Rita Moreno, that will take an informative and offbeat look at the role of stress in American life. The show, *A Great Day—All Stressed Up and Nowhere to Go*, will be produced by Kline & Friends Productions, producer of Blair's game show, *Strike it Rich*.

*A Great Day* is planned to include a number of pre-produced segments that deal with a single stress-related subject, including one-minute pieces looking at 24 hours in the life of a man or a woman, depictions of stress as portrayed on television and the movies, as well as discussion segments with audiences that will feature guests, such as psychiatrists. Other examples of segments will include comedians humorously dealing with anger. Other topics will include guilt, stress management, achievement, nonviolent crimes against women and secrets of a happy marriage. A pilot will be shot shortly at Sunset Gallery Studios in Hollywood.

Multimedia Entertainment President Mike Weinblatt said Moreno was chosen because of her interest in the show and her credits in the entertainment industry. Moreno has won Grammy, Tony, Emmy and Oscar awards.

Weinblatt said the new show will fit "flexibly" with the company's half-hour talk show, *Sally Jesse Raphael*, but that it is not specifically designed to be sold in a package with *Sally*, although that remained a possibility. "I do think they will appeal to similar audiences," said Weinblatt. *A Great Day* is being aimed primarily at morning and afternoon time periods. Weinblatt said that *A Great Day* will probably be sold, like *Sally*, on a cash-plus-barter basis, with Multimedia holding one 30-second spot. Initial plans for the joint marketing of the series call for Multimedia to handle station clearances and for Blair to sell barter time in the show. □

## Network radio sales still going strong

**Although there are a few clouds on the horizon, revenue in that category is holding up**

Has the harsh reality of the sluggish advertising marketplace for media finally caught up to network radio in the fourth quarter? The answer will vary depending on which network executive is speaking, but the general consensus is that although business for the medium will register a lower percentage increase this quarter—the Radio Network Association (RNA) projects about 10%—than in the previous three quarters (see chart, page 78), the year will still finish on a strong note with revenue gains of 15% to 16%. In terms of real dollars, that translates into some \$380 million.

The RNA reports that for the first nine months of 1986, network radio revenues reached \$283,305,206, up 18% over the same period a year ago. Third quarter alone netted network radio \$106,530,601, a leap of 24% over third quarter 1985. (The RNA relies on financial data collected each month from nine network companies by the accounting firm of Ernst & Whinney.)

There is little doubt that network radio has been attracting the buying eye of advertisers and agencies alike, especially with the current onslaught of specialized long-form programming. But for one industry executive, Stephen Soule, vice president of sales for the NBC Radio Networks, which includes the young-adult Source network, the Talknet programming service, NBC Radio Entertainment's program syndication unit as well as the traditional radio network, sales revenue for September was the telling sign for a bearish fourth-quarter outlook. Network radio advertising expenditures in September rose by only 6%—the first single-digit monthly percentage increase in a year—over September 1985 to \$32,672,481. The NBC executive is forecasting a conservative 6% to 7% industrywide revenue rise in the fourth quarter.

Although Soule said it's difficult to pinpoint any one reason for the apparent slowdown in September, "One factor," he said, "may be agency 'megamergers' and client defections [from one agency to another], which cause a certain amount of disruption in normal buying procedures."

Soule noted that the demand among advertisers for youth inventory remains "very high." According to Soule, sales for adult-oriented networks in 1986 should increase by 8% overall, while ad expenditures on youth-oriented services should climb by 20% to 22%. And, said Soule, sales for long-form entertainment programming on the youth networks should jump by 30% this year. The youth networks, he said, are undergoing strong sales growth this year due to

higher pricing, while long-form entertainment programming is growing as new shows are introduced, adding more inventory to the existing fold. "There will be more of an emphasis on weekly programming as opposed to monthly specials in 1987 for NBC Radio Entertainment," Soule said. (NBC Radio Entertainment primarily distributes long-form entertainment programming to Source affiliates and other young-adult formatted stations.)

Also seeing some reduction in network business activity is Steve Youlios, vice president, sales, for the CBS Radio Networks, which includes the youth-oriented RadioRadio network and the newly formed CBS Radio Programs unit. "Business is definitely slacking off in the fourth quarter, but it's by no means soft," said Youlios, who sees the quarter finishing 7% to 10% ahead of fourth quarter 1985. "Unfortunately, we sometimes think in terms of the last order or business in the last few weeks and interpret that as a forecast of things to come," said Youlios. "But 1987 will be another solid year for network radio; perhaps not another 14% to 16% growth year like 1986, but certainly finishing around 8% to 12% ahead," he said.

The "real growth" in network radio this year, said Youlios, was due to new advertisers rather than bigger ad budgets. "A lot of new accounts took advantage of younger demographic buys such as 18-49, 25-49 and 25-34. "But those buys did not come at the expense of the traditional adult networks," he said. "The adult networks are operating with a much higher revenue base," said Youlios, "leading to a higher percentage of growth for the youth networks."

For Norm Pattiz, chairman of publicly held Westwood One Inc., which is composed of the Westwood One Radio Networks and the Mutual Broadcasting System, the fourth quarter will be the "most profitable" for both network companies. In fourth quarter 1985, the Westwood One Radio Networks posted \$5 million in revenue. For the fourth quarter of this year, that figure should reach about \$6.5 million. Mutual, on the

other hand, is expected to register about \$8.5 million in revenue this quarter compared to a loss for fourth quarter 1985. (Westwood One took over ownership of Mutual from Amway Corp. last December.) Pattiz attributes Mutual's good fortune to, among other things, "establishing a much better perception on Madison Avenue."

What has been heightening the visibility of the Westwood One Radio Networks at both the advertising and local station level is the concept of tour sponsorships of major rock artists. In 1986 alone, the network, which primarily produces a number of specialized daily and weekly programs for a variety of formatted stations, especially youth-oriented ones, was involved with four such sponsorships. There were two sole sponsorships and two in conjunction with major advertisers: Sun Country Coolers for the Stevie Nicks tour and Budweiser for the current Triumph tour. Pattiz hopes to be involved in four to six tour sponsorships in 1987, beginning in the second quarter with a co-sponsorship deal with Sun Country for a Heart tour.

Said Pattiz: "What we do [in these sponsorships] is bring media to the package through promotional spots on Westwood programs, creating specials for stations in particular markets that the tour will soon visit and coordinate local radio station promotions."

According to Nick Verbitsky, president of The United Stations Radio Networks, the fact that some companies may be experiencing a somewhat softer quarter than others can be linked to their planning and budgeting for the year, which includes a network's approach to the upfront marketplace. "At United, we put a cap on how much inventory we want to give up when negotiating upfront business because we believe we can outperform the marketplace during the year," he said. As for 1986, Verbitsky said the company will "hit its projections."

The bottom line on network business, said Pattiz, is not so much that youth networks are collecting more dollars than adult ser-



Soule



Youlios



Pattiz



Verbitsky

vices as it is that "certain players are just beating other players" in the same advertising arena.

At the recently-concluded Radio Advertising Board meeting in Laguna Niguel, Calif. ("Riding Gain," Oct. 27). Bob Coen, of McCann-Erickson, gave board members a report on the advertising marketplace for all media and projected a 7.5% growth rate for national advertising in 1987.

As for the upfront season, which begins in earnest this week and runs through January, the total dollar pool that will be spent on network radio is expected to fall between \$140 million and \$160 million, which would be a marginal increase over last year. Several companies have already completed their upfront buys, including Campbell Soup Co., Procter & Gamble for Folgers coffee, and Nissan, which network sales executives note is a first time user of the medium. (Nissan has purchased flights for the second and third quarters.)

"My biggest concern," said Lou Severine, vice president and director of sales for the ABC Radio Networks, "are the small increases [in both prices and budgets] by advertisers and agencies during the television upfront season and the impact that might

have on upfront for the [radio] industry." Severine, who oversees sales for ABC's six networks—three youth and three adult—and the Talkradio programming service, said that upfront buys for the ABC (30 to 40 accounts) is expected to represent as much as

52% of the networks' total business for next year. "We are currently running about 11% ahead in the fourth quarter," he said. (ABC Radio Networks are believed to account for 38% to 40% of the total \$380 million network radio ad pie.) □

## Network Radio Revenue Analysis Nine Network Report

Month	Monthly Revenue		% change
	1985	1986	
January	17,707,925	21,381,351	21%
February	20,126,280	22,986,582	14%
March	26,423,091	29,372,355	11%
First Quarter	64,257,296	73,740,288	15%
April	25,677,811	32,480,130	26%
May	31,554,580	35,296,364	12%
June	31,938,878	35,257,823	10%
Second Quarter	89,171,269	103,034,317	16%
July	28,075,664	36,950,434	32%
August	27,024,199	36,907,686	37%
September	30,723,921	32,672,481	6%
Third Quarter	85,823,784	106,530,601	24%

# Law & Regulation

## Campaign contributions: tally from the Fifth Estate

### Broadcasting, cable and motion picture PAC's contributed more than \$200,000 to candidates

The Fifth Estate donated more than \$200,000 to congressional candidates prior to last Tuesday's midterm election. According to third-quarter and pre-election reports (from July 1 to Oct. 15) filed with the Federal Election Commission, the political action committees (PAC's) supported by the broadcasting, cable and motion picture industries continued to give their financial backing to members of the House and Senate Commerce and Judiciary Committees, which have jurisdiction over telecommunications policy and copyright matters, respectively.

Leading the way in individual contributions was the National Cable Television Association's CablePAC, which distributed \$64,050. But the Hollywood production community as a whole outspent cable with \$70,319 in contributions. Hollywood's total is based on funds from several industry PAC's. (Most of the major studios have their own PAC's and individuals in the production community frequently contribute to campaigns.) Among some of the contributions reported: MCA PAC, \$28,476; Lorimar PAC, \$18,000; Columbia Pictures PAC, \$14,500; the Motion Picture Association of America's PAC, \$6,093, and 20th Century Fox Film Corp., \$3,250.

The broadcasting industry, through the National Association of Broadcasters' TARPAC (Television and Radio PAC) reported

\$49,040 in disbursements to candidates. That figure includes \$19,150, which was distributed from Oct. 1 through Oct. 15 during the pre-election filing period. In addition to contributions from TARPAC, the Association of Independent Television Stations PAC distributed \$12,015.

Several incumbent Senate Judiciary Committee members were the recipients of NAB's last-minute money: Charles Grassley (R-Iowa), \$250 (Grassley won); Jeremiah Denton (R-Ala.), \$1,000 (who lost); Patrick Leahy (D-Vt.), who is ranking minority member on the Copyright Subcommittee, \$500 (a winner), and Arlen Specter, \$500 (winner).

Three Senate candidates also received TARPAC contributions: \$1,000 to Democratic Representative Barbara Mikulski, who won the Senate seat in Maryland; \$1,000 to Jim Santini, the Republican candidate who lost in Nevada, and \$500 to Democratic Representative Tom Daschle, who was elected in South Dakota. Still other Senate incumbents were on TARPAC's list including Mack Mattingly (R-Ga.), \$500, and Mark Andrews (R-N.D.), \$500; both were defeated. Commerce Committee member Senator Robert Kasten (R-Wis.) received \$500 from NAB. He was re-elected.

In the House, NAB contributions went to House Telecommunications Subcommittee members, all of whom were re-elected: Jim Slattery (D-Kan.), \$250; Don Ritter (R-Pa.), \$500; Al Swift (D-Wash.), \$250; Mickey Leland (D-Tex.), \$500; Billy Tauzin (D-

La.), \$500; Tom Tauke (R-Iowa), \$750; Howard Nielson (R-Utah), \$500; Dan Coats (R-Ind.), \$750, and Michael Oxley (R-Ohio), \$500. House Energy and Commerce Committee Chairman John Dingell (D-Mich.), who'll be returning, received \$500. Some House Judiciary Committee members also had financial support from broadcasters: Clay Shaw (R-Fla.), \$200; F. James Sensenbrenner Jr. (R-Wis.), \$500; George Gekas (R-Pa.), \$500, and Hank Brown, (R-Colo.), \$500. They also remain in office.

CablePAC reported \$27,050 in disbursements during the pre-election filing period. Some of its contributions went to Senate incumbents including Andrews, \$2,000; James Broyhill (R-N.C.), \$1,000 (Broyhill lost); Mattingly, \$2,000, and Don Nickles (R-Okla.), \$1,000 (Nickles was re-elected). Santini received \$2,000.

In the House, cable contributions included: David Bonior (D-Mich.), \$1,000; Butler Derrick (D-S.C.), \$1,000; Richard Gephardt (D-Mo.), \$1,000; Tony Hall (D-Ohio), \$500; Trent Lott (R-Miss.), \$1,000; House Minority Leader Robert Michel (R-Ill.) and Alan Wheat (D-Mo.). (They were all re-elected.)

Pre-election filing reports also showed Democratic Representative John Breaux's Louisiana Senate campaign received \$1,000 from MPAA and \$1,000 from MCA. MPAA also contributed \$1,000 to Santini.

Contributions from the Fifth Estate figured predominantly in the Colorado Senate race waged by House Telecommunications

# Stock Index

Symbol Comp.	Closing		Net Change	Percent Change	P/E Ratio	Market Capitalization (\$000,000)
	Wed Nov 5	Wed Oct 29				
<b>BROADCASTING</b>						
N (CCB) Capital Cities/ABC	272	263	9	3.42	27	4,375
N (CBS) CBS	130 3/8	133 1/4	- 2 7/8	- 2 1/5	24	3,057
O (CLCH) Clear Channel	11	12	- 1	- 8.33	15	32
O (INFTA) Infinity Broadcasting	11	11 1/4	1/4	- 2.22		
O (JCOR) Jacor Commun.	6 5/8	6 5/8				
O (LINB) LIN	51 7/8	52	1/8	- 0.24	39	1,373
O (MALR) Malrite	12	12 1/8	1/8	1.03	41	155
O (MALRA) Malrite 'A'	11	11			37	142
A (PR) Price Commun.	10	10 5/8	- 5/8	- 5.88		98
O (SCRIP) Scripps Howard	80	79 1/2	1/2	62	29	826
O (SUNN) SunGroup Inc.	3	3			30	4
N (TFB) Taft	118 1/4	115 1/4	3	2.60	96	1,072
O (TVXG) TVX Broadcast	9	8 1/2	1/2	5.88	-4	53
O (UTVI) United Television	34	34 1/4	- 1/4	- 0.72	32	372

Symbol Comp.	Closing		Net Change	Percent Change	P/E Ratio	Market Capitalization (\$000,000)
	Wed Nov 5	Wed Oct 29				
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
N (BLC) A.H. Belo	52	53	- 1	- 1.88	26	585
A (AAR) Adams Russell	20	22 5/8	2 5/8	- 11.60	105	125
A (AFP) Affiliated Pubs.	65	67 5/8	- 2 5/8	- 3.88	33	1,147
O (ASTV) Amer. Comm. & TV	1 8	5 3/2	- 1 3/2	- 20.00		
N (AFL) American Family	23 5/8	27	3 3/8	- 12.50	14	944
O (ACOMA) Assoc. Commun.	27	28 3/8	- 1 3/8	4.84		257
O (BMAC) Bus. Men's Assur.	25	26	- 1	- 3.84	20	264
N (CCN) Chris-Craft	70 3/8	69 3/4	5/8	89	31	459
N (DNB) Dun & Bradstreet	108 3/4	107	1 3/4	1.63	25	8,286
O (DUCO) Durham Corp.	44	43 1/2	1/2	1.14	12	250
N (GCI) Gannett Co.	74	74 1/4	- 1/4	- 0.33	23	5,941
N (GY) GenCorp	80 1/8	81	7/8	- 1.08	19	1,790
N (GCN) General Cinema	47 3/8	49 3/8	- 2	4.05	19	1,726
O (GCOM) Gray Commun.	180	180				
N (JP) Jefferson-Pilot	34	34 1/2	- 1/2	1.44	11	1,421
N (BJ) John Blair	15 1/8	14 5/8	1/2	3.41		122
O (JSON) Josephson Intl.	11	11 1/4	1/4	2.22		51
N (KRI) Knight-Ridder	46 7/8	46 7/8			21	2,632
N (LEE) Lee Enterprises	23 5/8	23 5/8			19	598
N (LC) Liberty	39	39			16	393
N (MHP) McGraw-Hill	56	55 1/2	1/2	90	19	2,823
A (MEGA) Media General	88 3/8	85 3/4	2 5/8	3.06	19	622
N (MDP) Meredith Corp.	72	71 1/4	3/4	1.05	14	682
O (MMEDC) Multimedia	43	42	1	2.38	-390	472
A (NYTA) New York Times	36 3/8	36	3/8	1.04	24	2,942
O (PARC) Park Commun.	29	29 1/4	- 1/4	- 0.85	27	400
N (ROC) Rollins Commun.	41	40 7/8	1/8	30	45	599
T (SKHK) Selkirk	22 5/8	22 1/4	3/8	1.68	49	183
O (STAUF) Stauffer Commun.	143	141	2	1.41	23	143
A (TO) Tech/Ops Inc.	31	29 1/2	1 1/2	5.08	5	67
N (TMC) Times Mirror	65 5/8	63 1/2	2 1/8	3.34	19	4,230
O (TPCC) TPC Commun.	5 8	7 1/6	3/16	42.85		6
N (TRB) Tribune	64	65 3/4	- 1 3/4	- 2.66	20	2,598
A (TBS) Turner Bestg.	15 5/8	16 1/4	- 5/8	- 3.84	-3	340
A (WPOB) Washington Post	144	150	- 6	4.00	18	1,871

Symbol Comp.	Closing		Net Change	Percent Change	P/E Ratio	Market Capitalization (\$000,000)
	Wed Nov 5	Wed Oct 29				
<b>CABLE</b>						
A (ATN) Acton Corp.	1 1/2	1 5/8	- 1/8	- 7.69	-1	8
A (CVC) Cablevision Sys. 'A'	21	19 3/4	1 1/4	6.32	-7	441
O (CRDF) Cardiff Commun.	2 1/16	115 1/6	1 8	6.45	5	4
N (CNT) Centel Corp.	58	59 1/4	- 1 1/4	- 2.10	12	1,605
E (CCCOA) Century Commun.	15	15				
O (CMCSA) Comcast	27	26 1/8	7/8	3.34	36	575
N (HCI) Heritage Commun.	22 7/8	22 3/4	1/8	54	84	512
O (JOIN) Jones Intercable	11	11 1/2	- 1/2	- 4.34	22	143
T (MHPQ) Maclean Hunter 'X'	18 1/2	18 3/8	1/8	68	25	681
O (RCCAA) Rogers Cab. Amer.	12	11 7/8	1/8	1.05		
T (RCINZ) Rogers Cable	15 7/8	15	7/8	5.83		372
O (TCAT) TCA Cable TV	19	18 3/4	1/4	1.33	32	205
O (TCOMA) Tele-Commun.	25 1/8	24 3/4	3/8	1.51	193	2,415
N (TL) Time Inc.	73	72 1/8	7/8	1.21	22	4,582
O (UACIA) United Art. Commun.	16 3/8	17 1/8	- 3/4	- 4.37	77	672
N (UCT) United Cable TV	26	27 5/8	- 1 5/8	- 5.88	65	633
N (VIA) Viacom	43 5/8	43 5/8			42	1,494
N (WU) Western Union	4 7/8	4 3/4	1/8	2.63		118

Symbol Comp.	Closing		Net Change	Percent Change	P/E Ratio	Market Capitalization (\$000,000)
	Wed Nov 5	Wed Oct 29				
<b>SERVICE</b>						
O (BSIM) Burnup & Sims	4 1/2	4 5/8	- 1/8	- 2.70	-8	71
O (CVSI) Compact Video	5 1/8	5 1/4	- 1/8	- 2.38	51	30
N (CQ) Comsat	30 3/8	30 1/4	1/8	41		550
O (OMCM) Doyle Dane B.	18	18 1/4	- 1/4	1.36	16	102
N (FCB) Foote Cone & B.	48 1/8	47 1/4	7/8	1.85	11	183
O (GREY) Grey Advertising	99	96	3	3.12	13	119
N (IPG) Interpublic Group	27	26 3/4	1/4	93	15	589
N (JWT) JWT Group	27	24 3/4	2 1/4	9.09	11	244
A (MOV) Movielab	5 1/2	6 3/8	- 7/8	13.72		9
O (OGIL) Ogilvy Group	27	26 1/4	3/4	2.85	12	369
O (SACHY) Saatchi & Saatchi	26	25 1/4	3/4	2.97	12	1,344
O (TLMTB) Telemation	3 1/4	4 1/4	1	- 23.52	13	14
A (TPO) TEMPO Enterprises	12 3/8	13	- 5/8	- 4.80	3	71
A (UNV) Unitel Video	9 1/2	10	- 1/2	- 5.00		20

Symbol Comp.	Closing		Net Change	Percent Change	P/E Ratio	Market Capitalization (\$000,000)
	Wed Nov 5	Wed Oct 29				
<b>PROGRAMING</b>						
O (ALLT) All American TV	6 1/4	6 7/8	- 5/8	- 9.09		
O (AMNT) American Nat. Ent	1 9/16	1 5/8	- 1/16	- 3.84	7	3
O (BRRS) Barris Indus.	16 5/8	15 1/8	1 1/2	9.91	27	147
O (BFTV) Birdfinder	5 8	11 1/6	- 1 1/6	- 9.09		
O (CMCO) C.O.M.B.	21	20 1/2	1/2	2.43	61	321
N (KO) Coca-Cola	36	36 3/4	- 3/4	- 2.04	19	13,895
N (DIS) Disney	43	43 1/2	- 1/2	- 1.14	30	5,563
N (DJ) Dow Jones & Co.	38	38 3/4	- 3/4	- 1.93	26	3,676
O (FNNI) Financial News	11 7/8	12 7/8	- 1	- 7.76	197	13
A (FE) Fries Entertain.	5 3/8	5 5/8	- 1/4	- 4.44	10	27
N (GW) Gulf & Western	65	65 5/8	- 5/8	- 0.95	19	4,018
O (HRSI) Hal Roach	11 7/8	12 1/8	- 1/4	- 2.06		
A (HHH) Heritage Entertain	8 5/8	7 3/8	1 1/4	16.94	9	34
O (LAUR) Laurel Entertainment	5 3/8	4 3/4	5/8	13.15	15	13
A (LT) Lorimar-Telepictures	18 7/8	19 3/8	- 1/2	- 2.58	19	640
N (MCA) MCA	42 1/8	43 1/2	- 1 3/8	- 3.16	19	3,288
N (MGM) MGM/UA Commun.	10	14 1/4	- 4 1/4	- 29.82		510
A (NWP) New World Pictures	14	14 1/4	- 1/4	- 1.75	24	148
N (OPC) Orion Pictures	14 7/8	13 7/8	1	7.20		142
O (MOVE) Peregrine Entertain.	11	11 3/4	- 3/4	- 6.38	-30	23
N (PLA) Playboy	8 7/8	8 5/8	1/4	2.89	-1	83
O (RVCC) Reeves Commun.	9 1/8	9 1/8				113
O (RPICA) Republic Pictures 'A'	10	11	- 1	- 9.09		
A (RHI) Robert Halmi	3 1/4	3 1/4			20	65
O (SMNI) Sat. Music Net.	5 5/8	5 1/4	3/8	7.14		38
N (WCJ) Warner	23	24 1/4	- 1 1/4	- 5.15	15	2,838
O (WWTW) Western World TV	1 3/4	1 7/8	- 1/8	- 6.66		
O (WONE) Westwood One	29	29 1/2	- 1/2	- 1.69	35	241

Symbol Comp.	Closing		Net Change	Percent Change	P/E Ratio	Market Capitalization (\$000,000)
	Wed Nov 5	Wed Oct 29				
<b>ELECTRONICS/MANUFACTURING</b>						
N (MMM) 3M	109 1/4	109 1/4			17	12,568
N (ALD) Allied-Signal	41	41			-9	7,176
O (AMTV) AM Cable TV	2 9/16	2 1/16	1/2	24.24	-2	9
N (ANX) Anixter Brothers	10 7/8	9 5/8	1 1/4	12.98	19	395
N (ARV) Arvin Industries	26	26 5/8	- 5/8	- 2.34	11	420
O (CCBL) C-Cor Electronics	7	7 1/2	- 1/2	- 6.66	-4	21
O (CATV) Cable TV Indus.	2 1/4	2 1/4			-11	6
A (CEC) Cetec	5 5/8	5 3/4	- 1/8	- 2.17	-9	11
A (CHY) Chyron	4 3/8	4 1/4	1/8	2.94	20	44
A (CXC) CMX Corp.	1 1/8	1 1/8			18	6
A (COH) Cohe	7 7/8	7	7/8	12.50	16	14
N (CAX) Conrac	14 1/8	14 1/4	- 1/4	- 0.87	12	93
N (EK) Eastman Kodak	63 5/8	60 1/4	3 3/8	5.60	53	14,372
O (ECIN) Elec Mis & Comm.	2 1/4	2 3/8	- 1/8	- 5.26		9
N (GRL) Gen. Instrument	18 5/8	18 3/4	1/8	- 0.66		603
N (GE) General Electric	79	76 1/8	2 7/8	3.77	15	36,022
O (GETE) Geotell Inc.	1 3/4	1 3/4			7	6
N (HRS) Harris Corp.	30	30			20	1,207
N (MAI) M/A Com. Inc.	12	12 3/4	- 3/4	- 5.88		522
O (MCDY) Microdyne	4 1/8	4	1/8	3.12	37	18
N (MOT) Motorola	38 3/8	35 5/8	2 3/4	7.71	45	4,901
N (NPH) N.A. Philips	39	38 7/8	1/8	32	16	1,128
N (OAK) Oak Industries	1 1/8	1 1/8			38	
A (PPI) Pico Products	1 7/8	2	- 1/8	- 6.25		6
N (SFA) Sci-Atlanta	9 3/4	9 1/4	1/2	5.40	17	228
N (SNE) Sony Corp.	21	22 5/8	- 1 5/8	- 7.18	12	4,854
N (TEK) Tektronix	68 5/8	67	1 5/8	2.42	22	1,342
N (VAR) Varian Assoc.	29	24	5	20.83	41	618
N (WX) Westinghouse	58	56 3/8	1 5/8	2.88	15	8,911
N (WES) Westinghouse	58	56 3/8	1 5/8	2.88	15	8,911
N (ZE) Zenith	21	21 1/4	- 1/4	- 1.17	-19	487
Standard & Poor's 400	274.19	267 1/8		7 01		2 62

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING's own research.

Subcommittee Chairman Tim Wirth. Wirth won the seat with a narrow lead over Republican Congressman Ken Kramer. A significant amount of his campaign war chest was raised by the motion picture community. The cable industry has also been a frequent contributor to the Colorado Democrat. (Wirth represented Denver, the home of several large cable MSOs.) In September, at least \$19,000 was collected during a Wirth fundraiser hosted by James P. Mooney, president of the National Cable Television Association. NAP's TARPAC, on the other hand, has been less supportive of Wirth and in fact gave Kramer \$5,000 in August.

According to FEC filings, Wirth reported total receipts for the calendar year, to date, of \$2.9 million. He received contributions from several Hollywood-based PAC's. The

Southern California Victory Fund gave him over \$6,000 in August. The Hollywood Women's Political Committee contributed \$5,000 in October. And Wirth accepted \$50,000 from Voices for Change.

Among the individuals contributing to Wirth's campaign: actor Richard Pryor, \$398; composer Henry Mancini, \$432; actress and director Penny Marshall, \$199; Vidal Sassoon, \$398; musician Bruce Springsteen, \$398; actress Goldie Hawn, \$398; director Sydney Pollack, \$398; actor Henry Winkler, \$398; actress Veronica Hamel, \$398; writer Sidney Sheldon, \$398; composer Quincy Jones, \$398; actress Whoopi Goldberg, \$398; Lorimar's Merv Adelson, \$398; songwriter, Neil Diamond, \$398; Walt Disney's Michael Eisner, \$239; actor Chevy Chase, \$398; actor Emmanuel Lewis, \$398;

actor Walter Matthau, \$796; producer Steven Spielberg, \$398; Fox's Barry Diller, \$398; Paramount's Mel Harris, \$250; Viacom's Ralph Baruch, \$250; Stanley S. Hubbard, Hubbard Broadcasting, \$500, and Donald Pels, LIN Broadcasting, \$300.

BROADCASTING has compiled a list of some of the Fifth Esate PAC's with totals for each candidate for the third quarter (from July 1 through Sept. 30), beginning on this page. The disbursement figure represents contributions to candidates and other PAC's and does not include other expenses. Incumbent Senate members up for re-election are in bold. An asterisk denotes those members who were re-elected. (Two asterisks indicated races that were too close to call.) Major committee assignments are identified by CC—House or Senate Commerce Committees; TS—House Telecommunications Subcommittee; CmS—Senate Communications Subcommittee; JC—House or Senate Judiciary Committees; CS—House or Senate Copyright Subcommittees; AC—House or Senate Appropriations Committees; BC—House or Senate Budget Committees, and WMC—House Ways and Means Committee.

## Washington Watch

**EEO reporting proposal.** FCC has launched further notice of proposed rulemaking to accept comment on alternative EEO program report proposed by Office of Management and Budget. Late last year, FCC had proposed changes aimed at making it clear that FCC's primary concern was EEO efforts, not numbers, and to make forms less burdensome for broadcasters (BROADCASTING, Nov. 18). FCC's own proposal would require licensees to provide descriptions of what certain minority employees actually did at station. It might also have required licensees to provide data on hires and promotions that showed how minorities and women fared against other station employees. OMB's proposal, which appears to be modeled on 10-point form currently being used, would not require that statistical information.

□

**Petitions to deny.** Alleging that stations had not had more than "token employment of minorities" over license term, National Black Media Coalition has petitioned FCC to deny renewal applications of Central Carolina Television for WKFT(TV) Fayetteville, N.C.; Park Communications Inc. for WNCT-TV Greenville, N.C.; Wilmington Telecasters Inc. for WJKA(TV) Wilmington, N.C.; Clay Broadcasting Corp. for WWAY(TV) Wilmington, N.C.; Carolina Christian Broadcasting Inc. for WGGs-TV Greenville, S.C.; WGSE(TV) Myrtle Beach, S.C., and WCCF-TV Columbia, S.C. NBMC also has informally objected to renewals "without conditions" of other Carolina stations. NBMC said these stations deserved renewal, "but must be closely scrutinized to insure future compliance with the commission's EEO rule." Stations NBMC has in mind: WHNS(TV) Asheville, N.C.; noncommercial WUNC-TV Chapel Hill, N.C.; WHKY-TV Hickory, N.C.; WCTP(TV) New Bern, N.C.; WITN-TV Washington, N.C.; WNRW(TV) Winston-Salem, N.C.; WSCS-TV Charleston, S.C.; WIS-TV Columbia, S.C.; WPDE-TV Florence, S.C., and WSPA-TV Spartanburg, S.C.

□

**Blanco TV.** In initial decision, FCC Administrative Law Judge Walter C. Miller has granted application of Opal Chadwell for new TV on ch. 52 in Blanco, Tex., denying competing applications of Dorothy O. Schulze/Deborah Brigham and Blanco Communications Ltd. Judge found that Schulze/Brigham and Blanco Communications were not basically qualified to be licensees. Judge also alleged that Schulze and her attorney, Donald E. Martin, had "suborned perjury" in proceeding. (Martin denied that he had suborned perjury and said he would appeal to FCC Review Board.) Grant of Chadwell's application was conditioned on her and her husband, Earl Chadwell, divesting their interests in Blanco Cablevision Corp., which provides cable service to Blanco.

□

**Question of timing.** FCC has affirmed decision to restrict eligibility for AM daytimers' preference in FM proceedings to those daytimers that have provided minimum of three years of continuous service before they file FM application. FCC also ruled that daytimers on foreign clear channels that have received authority to operate at night at 250 watts or more but decline to do so won't be eligible for daytimer's preference for FM's.

□

**Recognition.** National Association of Broadcasters is honoring Senator Barry Goldwater (R-Ariz.) for his contributions to broadcasting industry during his tenure as chairman of Senate Communications Subcommittee. Goldwater, who retires from Senate this year, will receive award Nov. 14 from NAB at its monthly meeting of broadcasting industry representatives.

## Columbia Pictures

Cash on hand at start of quarter: \$8,763. Total receipts: \$9,299. Disbursements: \$14,500. Cash on hand at close of quarter: \$3,563.

### House

*Tom Daschle (D-S.D., Senate candidate) . . .	\$500
*Dennis E. Eckart (D-Ohio) CC . . . . .	\$500
*Vic Fazio (D-Calif.) AC, BC . . . . .	\$1,000
*Thomas Foley (D-Wash.) . . . . .	\$1,000
*Dan Glickman (D-Kan.) JC . . . . .	\$500
*Matthew Rinaldo (R-N.J.) TS . . . . .	\$500
*Peter Rodino (D-N.J.) JC Chairman . . . . .	\$2,000
*Gerry Sikorski (D-Minn.) CC . . . . .	\$500
*Al Swift (D-Wash.) TS . . . . .	\$500
*Tom Tauke (R-Iowa) TS . . . . .	\$500

### Senate

*Alan Cranston (D-Calif.) . . . . .	\$2,500
*Charles Grassley (R-Iowa) BC, JC . . . . .	\$1,000

### Other

Democratic Congressional Campaign Committee . . . . .	\$2,500
MPAA PAC . . . . .	\$1,000

## INTV

Cash on hand at start of quarter: \$40,683. Total receipts: \$— Disbursements: \$12,015. Cash on hand at close of quarter: \$28,668.

### House

*Tom Bliley (R-Va.) TS . . . . .	\$250
**Howard Coble (R-N.C.) CS . . . . .	\$600
*Wayne Dowdy (D-Miss) TS . . . . .	\$300
*Bernard Dwyer (D-N.J.) AC . . . . .	\$250
Webb Franklin (R-Miss.) . . . . .	\$500
*Nancy L. Johnson (R-Conn.) . . . . .	\$250
*Bill Richardson (D-N.M.) CC . . . . .	\$250
*Don Ritter (R-Pa.) TS . . . . .	\$250



## Motion Picture Assoc. of America

Cash on hand at start of quarter:  
\$2,746. Total receipts: \$4,339. Dis-  
bursements: \$4,093. Cash on hand  
at close of quarter: \$2,992.

### House

*John Breaux (D-La., Senate candidate)	\$396
*Tom Daschle (D-S.D., Senate candidate)	\$147.60
*Romano Mazzoli (D-Ky.) CS	\$250
*James Quillen (R-Tenn.) RC	\$300

### Senate

James Broyhill (R-N.C.) JC	\$500
*John Glenn (D-Ohio)	\$1,000

### Other

Chairman's Council (Democratic Congressional Cam- paign Committee)	\$500
Democratic Congressional Campaign Commit- tee	\$1,000

## NAB (TARPAC)

Cash on hand at start of quarter:  
\$48,129. Total receipts: \$40,751.  
Disbursements: \$29,646. Cash on  
hand at close of quarter: \$37,025.

### House

*Edward P. Boland (D-Mass.)	\$500
*John Bryant (D-Tex.) TS	\$250
*Bob Carr (D-Mich.) AC	\$500
**Howard Coble (R-N.C.) CS	\$1,075
*Tom Daschle (D-S.D., Senate candidate)	\$500
*Bernard Dwyer (D-N.J.) AC	\$250
*Dennis E. Eckart (D-Ohio) CC	\$200
*Edward Feighan (D-Ohio) JC	\$500
*Jack Fields (R-Tex.) TS	\$500
Webb Franklin (R-Miss.)	\$250
*Bill Frenzel (R-Minn.) WMC	\$100
*Richard Gephardt (D-Mo) WMC	\$500
*Claude Harris (Democratic candidate, Ala.)	\$250
*Jack Kemp (R-N.Y.) AC	\$500
Ken Kramer (R-Colo., Senate candidate)	\$5,000
*Dan Lungren (R-Calif.) JC	\$300
*Romano Mazzoli (D-Ky.) CS	\$750
*Raymond McGrath (R-N.Y.) WMC	\$500
*Alex McMillan (R-N.C.)	\$250
*Robert Michel (R-Ill.), minority leader	\$125
*Joe Moakley (D-Mass.)	\$500
*Bruce Morrison (D-Conn.) CS	\$500
*Howard Nielson (R-Utah) TS	\$600
*David Obey (D-Wis.) AC	\$100
*Stan Parris (R-Va.)	\$500
*Tim Penny (D-Minn.)	\$250
*Carl C. Perkins (D-Ky.)	\$200
*Bill Richardson (D-N.M.) CC	\$250
*Don Ritter (R-Pa.) TS	\$500
*Bob Ryan (Republican candidate, Nev.)	\$250
*Patricia Schroeder (D-Colo.) CS	\$250
*Bill Schuette (R-Mich.)	\$200
*D. French Slaughter (R-Va.)	\$200
*Bob Smith (R-Ore.)	\$200
*Lamar Smith (Republican candidate, Tex.)	\$500
*Harley O. Staggers Jr. (D-W.Va.) JC	\$250
*Al Swift (D-Wash.) TS	\$500
*Pat Swindall (R-Ga.) CS	\$250
*Tom Tauke (R-Iowa) TS	\$1,075
*Billy Tauzin (D-La.) TS	\$150
*Vin Weber (R-Minn.)	\$700
*Jamie Whitten (D-Miss.) AC	\$1,000
*Jim Wright (D-Tex., House majority leader) BC	\$1,000

### Senate

James Broyhill (R-N.C.) JC	\$1,000
*Alan Dixon (D-Ill.)	\$100
*Wendell Ford (D-Ky.) CmS	\$1,000

Stade Gorton, (R-Wash.) BC, CmS	\$500
*John McCain (Republican candidate, Ariz.)	\$1,000
*Frank Murkowski (R-Alaska)	\$500

### Other

Democratic Congressional Campaign Commit- tee	\$5,000
Fund for a Republican Majority (House)	\$5,000
New Republican Victory Fund	\$1,000
Valley Education Fund (Rep. Tony Coelho [D-Calif.])	\$1,000

## NCTA

Cash on hand at start of quarter:  
\$18,295. Total receipts: \$35,205.  
Disbursements: \$37,000. Cash on  
hand at close of quarter: \$16,502.

### House

*Bill Alexander (D-Ark.) AC	\$1,000
*Robert Badham (R-Calif.)	\$250
*Jim Bates (D-Calif.) TS	\$1,000
*George Brown (D-Calif.)	\$500
*Sala Burton (D-Calif.)	\$100
*Lawrence Coughlin (R-Pa.) AC	\$250
*Don Edwards (D-Calif.) JC	\$250
*Edward Feighan (D-Ohio) JC	\$500
*Richard Gephardt (D-Mo.) WMC	\$500
*Joel Hefley (R-candidate, Colo.)	\$250
*Marcy Kaptur (D-Ohio)	\$500
*Peter Kostmayer (D-Pa.)	\$500
*Delbert Latta (R-Ohio) BC	\$500
**Tom McMillen (D-candidate in Md.)	\$2,000
John Milliken (D-candidate in Va.)	\$400
*Joe Moakley (D-Mass.)	\$1,000
*David Obey (D-Wis.) AC	\$500
*Ron Packard (R-Calif.)	\$250
*Leon Panetta (D-Calif.)	\$250
*Carl C. Perkins (D-Ky.)	\$250
*Charlie Rose (D-N.C.)	\$2,000
*Harley O. Staggers Jr. (D-W.Va.) JC	\$250
Mike Strang (R-Colo.)	\$300
*Al Swift (D-Wash.) TS	\$250
*Alan Wheat (D-Mo.)	\$250
*Tim Wirth (D-Colo., running for Senate seat) TS	\$1,000

### Senate

James Broyhill (R-N.C.) JC	\$1,000
*Robert Dole (R-Kan., majority leader)	\$5,000
*Wendell Ford (D-Ky.) CmS	\$2,000
*Ernest Hollings (D-S.C.) AC, CmS	\$3,000
*Daniel Inouye (D-Hawaii) AC, CmS	\$4,000
*Robert Kasten (R-Wis.) AC, BC, CC	\$4,000
Mack Mattingly (R-Ga.) AC	\$1,000

### Other

Democratic Senatorial Campaign Committee	\$3,000
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## 20th Century Fox Film Corp.

Cash on hand at start of quarter:  
\$16,754. Total receipts: \$7,672. Dis-  
bursements: \$3,250. Cash on hand  
at close of quarter: \$21,176.

### House

*Bill Frenzel (R-Minn.) WMC	\$500
*Patricia Schroeder (D-Colo.) CS	\$250
*Tom Tauke (R-Iowa) TS	\$500

### Senate

*John Glenn (D-Ohio)	\$500
Jim Santini (Republican candidate, Nev.)	\$1,000

### Other

Chairman's Council (Democratic Congressional Cam- paign Committee)	\$500
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*Christopher Bond (Republican candidate for Missouri Senate seat left vacant by Senator Thomas F. Eag- leton [D-Mo.]	\$3,000
James Broyhill (R-N.C.) JC	\$1,000
*Robert Kasten (R-Wis.) AC, BC, CC	\$3,000
*Arlen Specter (R-Pa.) AC, CS	\$1,000

## Lorimar-Telepictures

Cash on hand at start of quarter:  
\$19,668. Total receipts: \$7,275. Dis-  
bursements: \$18,000. Cash on  
hand at close of quarter: \$8,943.

### House

*Howard Berman (D-Calif.) CS	\$2,000
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### Senate

*Alan Cranston (D-Calif.)	\$500
*John Glenn (D-Ohio)	\$1,000

### Other

Democratic Congressional Campaign Commit- tee	\$1,000
Voices for Change	\$2,500

## MCA PAC

Cash on hand at start of quarter:  
\$45,372. Total receipts: \$27,135.  
Disbursements: \$25,957. Cash on  
hand at close of quarter: \$46,550.

### House

*Bill Alexander (D-Ark.) AC	\$500
*John Breaux (D-La., Senate candidate)	\$1,000
*George Brown (D-Calif.)	\$1,000
*Silvio O. Conte (R-Mass.)	\$2,000
*Phillip M. Crane (R-Ill.)	\$100
*Ronald Dellums (D-Calif.)	\$300
*John Dingell (D-Mich.) CC Chairman	\$2,000
*Jack Fields (R-Tex.) TS	\$250
*William D. Ford (D-Mich.)	\$250
*Wyche Fowler (D-Ga., Senate candidate)	\$500
*Richard Gephardt (D-Mo.) WMC	\$500
*Dan Glickman (D-Kan.) JC	\$150
*William Gray (D-Pa.) AC, BC	\$250
George Hirsch (Democratic candidate, N.Y.)	\$500
*Frank J. Horton (R-N.Y.)	\$250
*Robert Kastenmeier (D-Wis.) CS	\$250
*Delbert Latta (R-Ohio) BC	\$500
*Richard Lehman (D-Calif.)	\$1,000
*Romano Mazzoli (D-Ky.) CS	\$250
*David Obey (D-Wis.) AC	\$250
*James Quillen (R-Tenn.) RC	\$250
*Dan Rostenkowski (D-Ill.) WMC Chairman	\$667.74
*Doug Walgren (D-Pa.) CC	\$500

### Senate

*Alan Dixon (D-Ill.)	\$300
*Robert Dole (R-Kan., majority leader)	\$250
*John Glenn (D-Ohio)	\$1,000
Stade Gorton (R-Wash.) BC, CmS	\$1,000
*Bob Graham (Democratic candidate opposing Sena- tor Paula Hawkins [R-Fla.])	\$4,000
*Daniel Inouye (D-Hawaii) AC, CmS	\$250
*Patrick Leahy (D-Vt.) AC, CS	\$250
Jim Santini (Republican candidate, Nev.)	\$1,000

### Other

Democratic Congressional Campaign Commit- tee	\$1,000
Democratic Senatorial Campaign Committee	\$5,000

## FCC asked for clarification on obscenity

Competing applicant for former STV outlet says that allegedly obscene programing surpasses, in degree, what commission is diligently studying in radio cases

Alleging that the FCC has been exercising its authority inconsistently, Monroe Communications Corp. has asked the commission to clarify how it intends to handle allegations of obscene or indecent broadcasts.

In a supplement to a petition for reconsideration, Monroe, a competing applicant for the facilities of group owner Harriscope Broadcasting Corp.'s Video 44, licensee of WNSN(TV) Chicago, noted that earlier this year, the commission, in refusing to permit an FCC administrative law judge to consider an obscenity issue in the *Video 44* comparative case, ruled that he shouldn't attempt to determine whether material is obscene in the first instance (BROADCASTING, April 21). (The FCC, citing First Amendment concerns, implied that it would only "take appropriate action" if a licensee had been convicted of violating the federal obscenity statute in another forum.) Now that FCC Mass Media Bureau Chief James McKinney has formally asked two noncommercial California radio stations to respond to allegations that they had broadcast obscene or indecent programing (BROADCASTING, Sept. 29; see also box above), Monroe is wondering what is afoot.

Monroe said McKinney's inquiries were "completely inconsistent" with the FCC policy set forth in the *Video 44* case. It also

**Flip side.** The University of California, licensee of noncommercial KCSB-FM Santa Barbara, Calif., has responded to the FCC Mass Media Bureau's formal request for comment on allegations that programing it broadcast was "obscene or indecent" (BROADCASTING, Sept. 29). The university included a letter signed by Stuart Wolfe, the station's associate manager, who said that the program director's advisory board had reviewed the issue and decided not to take any action. Wolfe said that, judged by the station's bylaws and training manual, the programing at issue (apparently a song performed by the Pork Dukes called "Making Bacon") was not obscene. Wolfe said some might consider the song "profane," but he thought it had aired late enough at night (apparently at 10 p.m. on a Saturday) that children wouldn't be listening. He also said that he had asked that "such material" be played at a later hour in the future. The university's response included an opinion by Gary Morrison, a managing university counsel, that the university had "virtually no power to censor the content of programing undertaken by students on the campus radio station." Morrison, citing a 1978 case, *In re WGBH Educational Foundation*, also said that the FCC would have authority to take punitive action against the licensee for "deliberate broadcast of language that describes, in terms patently offensive by contemporary community standards for the broadcast medium, sexual or excretory activities and organs, at times of the day when there was a reasonable risk that children may be in the audience." Added Edward E. Birch, UCSB vice chancellor, in a cover letter to James McKinney, chief of the Mass Media Bureau: "I believe that we will be able to agree that the matters in question in this case, which need more specific definition by the FCC, are the issues of what is 'obscene' and what hours actually constitute 'time of the day when children may be in the audience.'"

said that in comparison with the "graphic, visual depictions" allegedly broadcast by WNSN in its former subscription TV service, the "mere language" allegedly broadcast by the noncommercial radio stations was "surprisingly" mild. "And yet it is the latter alleged programing which has triggered commission concern about possible obscenity and indecency, while the commission has chosen, under the guise of deference to criminal prosecutors, to ignore the more flagrant—and conclusively demonstrated—*Video 44* programing," Monroe said.

"Could the commission possibly believe that the word 'fuck' and its kin are less subject to regulation when the licensee responsible for their broadcast is a commercial, rather than a noncommercial entity, or where the audience is actually able to see, rather than

just hear, the word(s) spoken (putting aside the additional ability of television viewers to see the reification of the words)?" Monroe said.

"It is, of course, possible that the commission does not intend to draw such egregious distinctions. In that event, it must either reconsider its [*Video 44* decision] or it must rescind Mr. McKinney's letters, with an appropriate explanation of the applicable policy both to the complainants and to the affected licensees. In any event, the commission has succeeded in injecting such further confusion into the already murky area of obscenity/indecency regulation that reconsideration of the [*Video 44* decision] is essential if only to clarify exactly what the presently governing policy is and how it is to be implemented." □

## In Sync

### New blood

Harris Corp.'s Broadcast Division has begun a major reorganization of its marketing, sales and engineering staff, following the hiring of division vice president and general manager, James Koehn, who joined the company from Tektronix last June.

In one key change begun during the company's last quarter, the company split and expanded marketing and sales responsibilities, which were previously under senior manager John Delissio. Koehn has named Gary Thursby, former vice president of domestic radio marketing, as the new vice president of marketing, and Delissio will remain as vice president of sales.

Engineering functions are also being reorganized, with day-to-day responsibilities going to new vice president of engineering Frank Svet, formerly engineering manager at Tektronix's Instrument Systems Integration Division. Svet took over the post at the end of October from Robert Weirather, di-

rector of advanced development, who will take on responsibility in tracking new technologies and advising the company on other technical matters.

Also brought on board from the Tektronix' Instrument Systems Integration Division is its former manufacturing manager, Bradley Garret, newly named by Koehn as vice president of manufacturing. Other appointments include the move of Robert Fluent, formerly director of human resources, to director of service, resale and parts, heading a new telemarketing service at the division; and the naming of Kenneth Okamoto from the corporation's semiconductor division to become director of human resources for the broadcast division.

New positions have already been added to the marketing staff and more are anticipated, while additional engineering staff is also expected, though no timetable has yet been set for the additions.

Corresponding to the recent reorganization, the division has also sought to institute

some cost-saving measures. According to Thursby the \$2.2-billion Harris Corp. is growing increasingly sensitive to its bottom line, and although the broadcast division has been and remains profitable, its efforts will be focused "more finitely" on chosen projects.

"We will be evaluating [project] investments more critically," he added, "and challenging ourselves to be sure to get the right product to the market at the right cost and the right time."

The company implemented a voluntary staff reduction program during the past quarter which eliminated some positions, mainly in the nonskilled direct labor force. And Harris also moved its service organization from leased facilities to the company's main headquarter in nearby Quincy, Ill., a move expected to save some \$175,000 a year. The company expects to keep two other operating groups based outside Quincy headquarters, Video Systems and Microwave, at their current locations in California.

Some large orders taken in recently, including a \$12-million buy from Cable News Network in September of Harris still stores, and a \$5-million transmitter purchase by United States Information Agency for its Voice of America operation ("Riding Gain," Nov. 3), will keep the manufacturer busy for some time. But Thursby said the company was well aware of "changes afoot" in the industry, leaving many individual customers under heavy financial pressures.

"We're quickly changing for the next couple of years," Thursby said, "reposturing and refocusing to respond to a reduction in technical capabilities on the user's part, trying to address and understand that phenomenon."

Division head Koehn in an interview noted the company's ties to the broadcast industry over the past 60 years, and said Harris intends to stick with broadcasting. "We're absolutely committed to staying in the business for the long term," he told BROADCASTING. "There's been a fair amount of turmoil to rebalance [the organization], but we're not about to go the way RCA went in this business," which was out of the business of broadcast products.

### High definition gets airing

NBC TV has become the first North American broadcaster to air video produced in high-definition television, broadcasting footage shot with Japanese-developed 1,125-line HDTV technology on an Oct. 25 segment of its weekend *Sports World* program ("Closed Circuit," Oct. 20).

According to NBC's Ken Aagard, vice president of operations, Olympics, the HDTV video was produced during last September's Asian games in collaboration with the system's originator, the Japanese national broadcaster NHK. NBC production personnel worked with NHK experts during the games and shot more than 14 hours of sporting events on HDTV in Seoul, including the games' opening and closing ceremonies, various sporting venues and other scenic material, Aagard said.

About a minute-and-a-half of the Seoul HDTV scenic material, down-converted by NHK to the U.S. 525-line broadcast standard, was shown during a several-minute *Sports World* segment on the 1988 prospects of Olympic hurdler and former football player Renaldo Nehemiah.

NBC, ironically, was among those who had earlier voted against U.S. support of the 1,125-line HDTV system during industry meetings in early 1985. An effort to develop a world standard HDTV studio technology, which ultimately did have support among a majority of U.S. industry representatives, was sidetracked during international meetings last May (BROADCASTING, May 19).

Regardless of the standards debate, Aagard said that when he and another NBC Sports executive last year were shown HDTV pictures converted to the European TV system PAL by HDTV pioneer David Niles, a producer in France, they were "blown away" by the image quality.

NBC Sports then made its own push for the HDTV project in Seoul, and also sent two directors and engineers to observe another HDTV effort, a Canadian Broadcasting Corp. mini-series now in production for an

**Standards look.** One of the central efforts of the Society of Motion Picture and Television Engineers is the standardization of new technologies, all accomplished through voluntary efforts of industry participants. Will those efforts be weakened, as broadcasters in these more fiscally conservative times withdraw from sometimes costly participation in standardization work?

One standards activist who hopes not is Richard Streeter of CBS, SMPTE's engineering vice president. In remarks at the SMPTE convention (BROADCASTING, Nov. 3), he stressed the importance of standardization in easing the implementation of new equipment and lowering its costs to both users and manufacturers. "Is standardization obsolete? I don't believe [so]," Streeter told the audience, adding that engineers must "convince the 'bean counters' of the world that the costs of not participating are far greater than the cost of being a part of this important work."

early 1988 airing (BROADCASTING, June 2).

While the division plans to use its HDTV footage as a library for promotions over the next two years, in preparation for the Olympics, Aagard was less sure of the technology's use during the 1988 games themselves. Some HDTV production will be considered for the Olympics, but any effort would probably be confined to a joint project with NHK using NHK-owned HDTV equipment, he explained, in part because there are still significant problems with the technology, such as lack of its portability, which complicate its use in the field.

### Good old days

The return of film-style editing's simplicity in today's electronic videotape environment is a constant aim of the television post-production community, and the topic did not escape the attentions of the approximately 16,800 attendees at the recent Society of Motion Picture and Television Engineers annual technical conference in New York (BROADCASTING, Nov. 3), where a panel of editing system manufacturers lamented the apparent complications faced by today's videotape editors.

"We've taken a simple mechanical process and made it into something terribly complex," noted panelist Christin Hardman of CMX. Agreeing was Roger Bailey of Paltex. "The day of the technocrat number cruncher is in the past," he argued, "because we're trying to do everything visually, to speed up the off-line process... Too many systems today are very much computer-based."

Both companies used the opportunity to discuss their solutions to the problem, embodied in two new laser-disk-based editing systems on display at the adjacent equipment exhibition. CMX's product was the new model 6000, a \$50,000, off-line, double-system editor available for delivery in 1987. Paltex was introducing its own \$32,000 off-line editing system, "Eddi," at the conference, after a first showing at the International Broadcasting Convention in Brighton, England, last September.

Whether either company has made much progress in resolving laser-disk editing's weak link, the expensive and specialized process of transferring original video from tape to disk, remains to be seen.

Also on the editing panel were Rome Chelsi of Grass Valley Group, Richard Jackson of Convergence and Robert Slutskis of Ampex, which was showing enhancements for its ACE computer system at the exhibit, including a new software upgrade and a

"Turbo Kit," which speeds up a variety of editing processes.

### Thinking ahead

The Montreux International Television Symposium is a good seven months away, but already organizers are formulating the program for the prestigious biennial engineering event.

The conference, scheduled in Montreux, Switzerland, June 11-17, will include a half-dozen broadcast sessions, eight cable television and joint broadcast-cable sessions and special opening and program highlight sessions.

Session topics include high-definition television, television production technology and lightweight production systems, TV origination and processing equipment, direct broadcast satellites, new developments in terrestrial broadcasting and video recording equipment.

Joint cable-broadcast sessions cover satellite and terrestrial distribution systems and satellite newsgathering, while cable television topics cover progress in CATV networking, home terminals, fiber optics, interactive cable and other advanced cable services, as well as a session on the marketing of cable.

The program also includes on opening day a review of technology trends, a special presentation with William Cotton, BBC-TV managing director, on the entertainment value of technical advances, and a review of how new forms of television may be eroding traditional broadcast audiences.

The meeting also will feature a growing equipment exhibition, which during the last show in 1985 helped bring total attendance to over 30,000. This year's exhibit, to be held June 12-16, will have 30% more floor space, and well over 200 companies will likely participate.

### Going to school

CBS-TV has donated three Thomson color cameras to San Diego City College for use in its broadcasting program. The cameras, which according to the college are valued at \$250,000, will supplement two Thomson cameras purchased by the school in 1979 and used for TV production and new instruction for the 500 students now enrolled in its radio and television program.

The facility will also use the new cameras in the news show it produces for Cox and Southwestern Cable in San Diego, as well as for the production of TV specials, like those made by the school in the past with Charles Kuralt, of CBS News, Jacques Cousteau, scientist and explorer, and other notables.



# TELECASTINGS



## When they're smiling

A study of the facial expressiveness of evening network news anchors, Peter Jennings, Tom Brokaw and Dan Rather, has found that although ABC's Jennings "scored lowest on overall facial expressiveness, he smiled more" than NBC's Brokaw and CBS's Rather when reporting on President Reagan during the 1984 election campaign. The study, headed by Brian Mullen, assistant professor of psychology at Syracuse University, consisted of showing participants silent videotapes of the three anchors discussing former presidential candidate Walter Mondale and Reagan in the week before the election and examining voting habits of residents of five states.

According to the study, "rated on a facial point scale," Rather and Brokaw scored in the middle, "indicating no preference for either candidate," and Jennings scored considerably higher in "facial positivity" when talking about Reagan. Jennings appeared "to exhibit a strong positive bias" in favor of the President, the study concluded. Additionally, the study found that 80% of those who watched Jennings voted for Reagan, while an average of 61.7% of the Rather and Brokaw viewers did so.

According to Mullen, "We're not trying to infer anything about Jennings's politics, or even suggest he smiles purposely when he mentions Reagan. What we are trying to determine is the effect these facial expressions have on viewers and voters." He added that the study was "only indicating that this facial bias exists." What is not known, he said, is whether "the newscaster leads an audience, or whether the audience chooses an

anchor based on candidate choice." That issue is "very important," Mullen said, because "if the first instance is true, the news media will have to be very careful about the facial expressions of their reporters." Further studies are planned.

## Signed up

Four stations of Times Mirror Broadcasting and six Knight-Ridder stations have joined the Television Information Office, bringing TIO's total membership to 194 stations effective Jan. 1, 1987, said Bert Briller, manager of creative services. The new Times Mirror members are KDFW-TV Dallas; KTBC-TV Austin, Tex.; KTVI(TV) St. Louis and WVTM-TV Birmingham, Ala. The Knight-Ridder stations are KOLD-TV Tucson, Ariz.; WJRT-TV Flint, Mich.; WKRN-TV Nashville; WPRI-TV Providence, R.I.; WTEN(TV) Albany, N.Y., and WTKR-TV Norfolk, Va. (Knight-Ridder's WALA-TV Mobile, Ala., TIO said, was already a member.) In the past few weeks, TIO has added 15 members, including two McGraw-Hill stations, KERO-TV Bakersfield, Calif., and KGTV(TV) San Diego, as well as WCSH-TV Portland, Me.; KTVC(TV) Ensign, Kan., and non-commercial KBYU-TV of Brigham Young University in Provo, Utah.

## Fifth starter

CBS London-based correspondent, Steve Kroft, has been named the fifth correspondent for the network's prime time news magazine, *West 57th*. He will appear on the broadcast when the show returns as a mid-season replacement.

## NATPE numbers

NATPE International reports that 40 more companies, including 19 that will make their first appearance at the conference, have signed up for the 24th annual programming conference, Jan. 21-25 in New Orleans. In all, 180 companies have reserved space so far.

Among the companies new to the conference are AGB Television Research, Black Entertainment Network, The Curran-Victor Co., Ebony/Jet Showcase, Family Entertainment, MTS Entertainment, Seltel Inc., Telcom Productions, Ulster Television, The Wall Street Journal Report and ZGS Television Productions.

## Tinker talk

Former NBC Chairman Grant Tinker, speaking at an Entertainment Industries Council dinner in Los Angeles where he received the second annual Nancy Reagan Award for his contributions to help prevent drug abuse, said: "I represent all the people, including myself, who are finally aware of this substance abuse problem and all its truly awful ramifications."

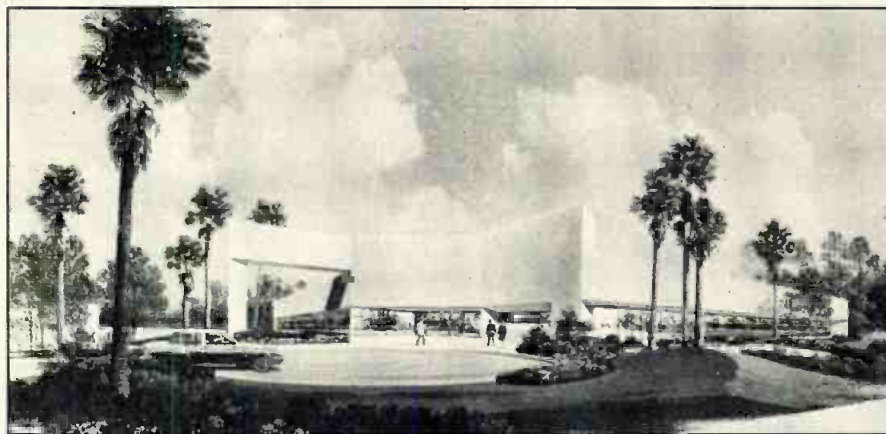
Tinker said there is an industrywide effort under way to show the ugly side of drug and alcohol abuse. He asked for contributions to a substance abuse treatment center, Phoenix House Foundation, which shared in the proceeds from the dinner where seats cost \$500 and \$1,000. Since leaving his post at NBC, Tinker said he has undergone "a real culture shock" and that he is "suffering from a totally incurable case of post-chairman withdrawal." But he added he had no intention of returning to NBC "as wonderful as it was."

## Door's open

The Advertiser Syndicated Television Association (ASTA), a group of 21 barter syndication companies that claim to cover 90% of the barter business, is opening its membership to advertising agencies in an effort to better position itself in the business, according to ASTA President Dan Cosgrove, vice president, media, Westinghouse Broadcasting. Cosgrove said that ASTA has met so far with Procter & Gamble and Bristol-Myers. He said the move has been contemplated for some time.

Additionally, Cosgrove said ASTA has narrowed to four its search for an executive director, expected to be chosen this month. ASTA has also completed a presentation tape on the organization to be unveiled at NATPE. By mid-April the group hopes to sponsor its first industry-wide gathering at a New York hotel.

ASTA has also joined the Electronic Me-



**New digs.** Meredith Broadcasting's WOFL(TV) Orlando, Fla., has begun operations at a new facility. The \$5-million building is four times larger than the station's old facility, with nearly 40,000 square feet of office space and two studios, one large enough to produce shows with a studio audience. It also contains new stereo and computer graphics equipment that will be used for commercial production. WOFL, an independent station, is affiliated with the Fox Broadcasting Co.

dia Ratings Council, which oversees research in the television business, in another effort at seeking counsel on the future of ASTA.

### Signed up

*The Wall Street Journal Report: International Edition* will join Samuel Broadcasting's *Business Television Network* early next year, making it, according to Samuel, the first American television series to have worldwide first-run distribution. Transmission of the program will be by Radio Television Luxembourg satellite to West Germany, Austria, Switzerland, Luxembourg, Liechtenstein, Belgium, Holland, the United Kingdom, France, Spain and Italy. The 30-minute program, produced by *The Wall Street Journal*, will have three segments containing European, Asian and domestic and financial news. The program will also appear in the U.S.

### Doctor's orders

A doctor, a producer and an activist discussed methods of protecting children from sex and violence on television at a press conference held last week during the annual meeting of the American Academy of Pediatrics. Dr. William Dietz, chairman of the AAP's subcommittee on children and television and an assistant professor of pediatrics at Tufts University School of Medicine, Medford, Mass., said parents should begin to censor the television programs their children watch because broadcasters are doing little to reduce the amount of violence and sex portrayed. "It is clear that major changes are going to have to come from within the home," Dietz said. He recommended that parents forbid viewing of certain programs, discuss programs with their children and write to broadcasters and sponsors with criticism and/or praise.

Stuart Erwin Jr., executive vice president for creative affairs with MTM Enterprises in Los Angeles, agreed that parents should make their views known. "I assure you, letters to presidents of the sponsoring companies and the heads of networks do get attention," he said. "I'm asking the viewers to help us do better work."

Peggy Charren, president of Action for Children's Television, said families should choose and watch programs together and parents should point out the differences between television and reality. She also advised viewers to turn off the set when the show they are watching ends.

### Texan realignment

Two Texas noncommercial stations, KLRU-TV Austin and KLRN(TV) San Antonio, both licensed to Southwest Texas Public Broadcasting Council, will become independent corporations operating under the umbrella of Southwest. Bill Arhos, general manager of KLRU-TV, said the objective was to give stations more autonomy in fund raising, programming and hiring. The change will result in additional staff at the San Antonio station, which had been programed by KLRU-TV. The corporations will continue to share some executives, but Howard Gutin, Corporation for Public Broadcasting board mem-

ber, was one casualty of the reorganization: His job as director of national development has been phased out.

### Taste test

Public television beat out 99 other products and services for the number-one spot in a consumer satisfaction survey conducted by The Consumer Network, Philadelphia. PTV received an average 8.7 rating on a scale of 1 to 10 in a national poll of adult supermarket shoppers, and was described as having the "best news, documentaries and educational programs." The poll included a variety of items ranging from dentists and greeting cards to McDonald's and HMO health plans. Other scores for the media: radio, 6.9, magazines, 6.8; newspapers, 6.7; cable TV, 6.2; network TV, 5.5.

### From the pages of

The Gannett Co. has launched an electronic news and information service for television stations. Called *USA Today TV Kickers*, the service will be available at 6 p.m. each Sunday through Thursday. *Kickers* costs station \$75 per month, including electronic delivery, computer to computer, from the McLean, Va.-based Source Telecomputing Corp.

### Florida wash

The nine public radio and seven public television stations participating in Florida's Sunshine Sweepstakes received a wealth of publicity but no money from a 50-day statewide campaign that ended Oct. 25. The project stimulated entries from 80,000 people and raised \$91,000 from donations and corporate pledges, enough to cover sweepstake costs but not enough to provide grants for the stations involved. Between \$1 million and \$3 million had been expected (BROADCASTING, Sept. 29). An independent fund-raising firm, the National Endowment

**Wait 'til next year.** The next, and sixth, edition of Intelevent (BROADCASTING, Nov. 3), the international conference held annually to bring together representatives of government and industry to discuss telecommunications issues, will be held in Geneva, Oct. 14-16, at the International Telecommunication Union's World Conference Center. The invitation to the International Televent Inc., the parent organization, was extended by ITU Secretary General Richard Butler. It will be held as a kind of lead-in to the ITU's Telecom 87, the giant trade show at which telecommunications equipment from around the world will be on display. It will run from Oct. 20 through Oct. 27.

Ron Coleman, president of International Televent Inc., said the focus of Intelevent next year will be on the needs and interests of users of international networks. As a result, in addition to government officials, participants will include representatives of the broadcasting and motion picture industries and multinational companies.

Council, ran the program, paying all expenses and assuming the risk involved. NEC and Florida Public Broadcasting Service officials will announce by the end of December whether they will conduct a second fund-raising campaign.

### Ain't gonna play 'Sun City'

The Public Broadcasting Service, attacked recently by conservatives for airing a series they say blames the problems of Africa on Western civilization (BROADCASTING, Oct. 27), has been attacked by a group of recording artists who claim "it is hard not to suspect" that PBS's rejection of an anti-apartheid documentary the group produced "reflects politically conservative values, inflexible guidelines... and possible behind-the-scenes pressure."

Artists United Against Apartheid, led by rock musician Little Steven Van Zandt, offered PBS a 51-minute account of the making of a video and record, "Sun City," which featured 54 rock, rhythm & blues, pop, jazz and other musical acts. PBS refused the program because it was produced by the people it featured, according to Barry Chase, PBS vice president of news and public affairs programming, who told BROADCASTING: "We [PBS] don't exist to put on self-promotional material."

According to Chase, his staff was contacted about the documentary last summer and gave the group a "courteous to hospitable" response because PBS is always interested in viewing possible programs. But from the beginning, said Chase, the program was "pitched in terms of how 'PBS had better take this' or they'd make a big stink." Members of Chase's staff liked the program for its entertainment value, Chase said, and referred it to him, but it was ultimately decided that the documentary "was not so special that" PBS should violate its guideline stating that programs "must be free from the control of parties with a vested self-interest in that content."

In a letter to Chase on Sept. 24, Van Zandt questioned PBS's decision and claimed AUA had never been informed of the guidelines. The situation had become "a real Catch-22," he said, with PBS requiring that members of the group—who volunteered their time, talent and money to the making of the video—not be involved in the production of the *Making Of* documentary. AUA "never made any secret of the fact that this program was produced by us," Van Zandt said. He responded to a PBS staffer's claim that the program was not objective by saying: "Of course not... The song and video was our statement—the documentary detailing the 'making of' our story. The strength and range of our convictions is what makes our effort interesting to people. We deliberately chose to tell our story directly without someone else's narration or some ostensibly neutral journalist."

Chase, responding to Van Zandt in a letter dated Oct. 26, said PBS is not "required to endorse your effort to persuade other performers to avoid 'Sun City,' congratulate you on your moral position on apartheid, or help stimulate sales of the 'Sun City' video or album." However, Chase told BROADCASTING that PBS's rejection of the documentary should not be construed as rejection of the principles espoused in the video.

## Sauter defends his decisions at CBS News

**In Missouri speech, ousted executive says he made 'sincere effort' at news division; takes philosophic view of departure from high news post**

"I had 17 glorious years of accomplishment and success at CBS and I had 10 grotesque months. The average is very much on the other side." That's how ousted CBS News President Van Gordon Sauter explained his refusal to discuss the personalities involved in his forced resignation from the network.

He stepped down in September in the management shakeup at CBS that put Loews Inc. Chairman Laurence Tisch in as acting chief executive officer of the network.

Sauter made his first public comments since the shakeup during "Journalism Week" at the University of Missouri-Columbia. Although he described the personal assaults on his leadership as "absolutely irrelevant to my life," he defended the decisions that brought

about most of the criticism.

Sauter said the charge that he emphasized entertainment values more than hard news is a "semantics issue" with people talking in generalities and "code words." He said news programs aired during his tenure as CBS News president were "very responsible, very comprehensive and very relevant broadcasts." The decision to scale back the number of traditional one-hour documentaries in favor of prime time news shows, such as *West 57th*, "makes a great deal of sense," said Sauter. He described the reduction in late-night news specials on CBS as a necessary response to inadequate resources.

Perhaps the most vocal criticism of Sauter's management decisions came when *60 Minutes* commentator Andy Rooney responded to the cancellation of the *CBS Morning News* by saying "CBS... no longer stands for anything. They're just corporate initials now." But Sauter doubts that deci-

sion will change. (CBS announced last week that actress Mariette Hartley would co-anchor its new morning show, controlled by the Entertainment Division.) And he defends his decision to hire former Miss America Phyllis George to anchor the morning news as "a sincere effort to save that time period" for the news division.

Sauter said he thinks CBS News will receive the resources and support it needs from the network under current News President Howard Stringer. He would not speculate on the likelihood of CBS News changing its philosophy or procedures.

The million-dollar-plus settlement Sauter is receiving for stepping down at the network gives him the economic freedom to "choose what I want to do and live where I want to live." He plans to move back to Los Angeles, finish the outline of a "blatantly tawdry novel" and say "novenas for those people trapped in lunatic jobs." □

## Adler book continues attack against CBS News

**Writer for 'New Yorker' says network attempted to intimidate her publisher; 'Reckless Disregard' deals with documentary on Westmoreland, 'Time' story on Sharon**

Copies of the Renata Adler book attacking the accuracy and honesty of CBS News and *Time* magazine in their coverage of stories that led to celebrated libel suits were off the presses and on their way to stores on the East Coast, containing one more salvo in Adler's dispute with CBS. In what she calls a "coda" to the book, Adler, who has written essays, reviews and novels, accuses CBS of "hardball" and intimidation, and of having implied the threat of a libel suit. CBS rejected the charges. Indeed, George Vradenburg III, vice president and general counsel, said, "We have an allergy to libel suits."

Adler's book, "Reckless Disregard: Westmoreland v. CBS et al., Sharon v. Time," is largely a replay of two long articles that appeared in *The New Yorker* last summer and dealt with the trials of the suits that General William Westmoreland, U.S. commander in Vietnam, brought against CBS and that former Israeli Defense Minister Ariel Sharon had filed against *Time*. Westmoreland abandoned his \$120-million suit shortly before the case was to go to the jury. And *Time* claimed victory when the jury concluded the story at issue had not been prepared with malice—even though the jury had found the report false and defamatory.

Adler was harsh in her criticism of the quality of the journalism practiced in both cases. She also criticized what she suggested was the arrogance of both organizations,

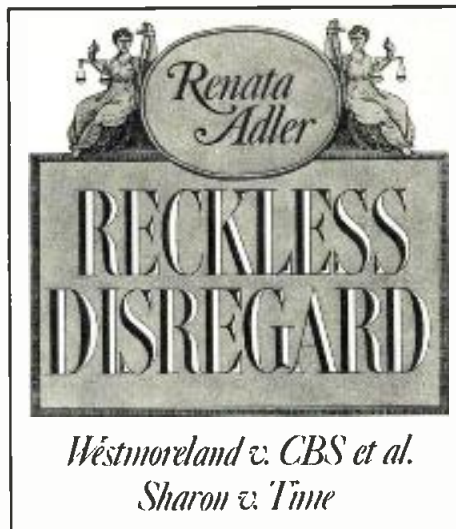
contending that the refusal to acknowledge even the possibility of error led them to pursue expensive and, she said, aggressive litigation. Both organizations were represented by Cravath, Swain & Moore.

The CBS case dealt with the 90-minute documentary *The Uncounted Enemy: A Vietnam Deception*, which alleged that Westmoreland had engaged in a conspiracy to deceive his superiors and the American public by ordering a lid on enemy troop strength estimates in Vietnam. Adler calls the thesis "preposterous," "absurd" and "dishonest." Sharon sued over a story in *Time* claiming he had suggested "revenge" to Lebanese Christian leaders shortly before their forces massacred Palestinians in two refugee camps during the war in Lebanon.

Time Inc. was unable to prove the assertion.

The magazine had responded to the *New Yorker* pieces with a memorandum that Alfred P. Knopf, publisher of the book, and Adler thought was, in the words of Robert Gottlieb, president and editor-in-chief of Knopf and editor of the Adler book, "more civilized" than CBS's reaction. The latter involved a six-page letter that then-CBS News President Van Gordon Sauter wrote to *The New Yorker* editor and chief, William Shawn, claiming that Adler had "repeatedly and fundamentally misrepresented the record" concerning the broadcast—and a 49-page paper that offered rebuttals to "a few of Adler's most serious misrepresentations" (BROADCASTING, Aug. 4). CBS made the material available to the press. It also called on the services of a public relations man, John Scanlon, whom it had retained in the early stages of the Westmoreland litigation; he consulted on the drafting of the documents that were sent to *The New Yorker*, and dealt with reporters' questions about the dispute.

Gottlieb, in an interview, accused CBS of "harassment" and of attempting "to make publication of the book difficult." For her part, Adler, in her coda, accused CBS of attempted "intimidation." She said the CBS documents, "for all their length and characteristically intemperate tone," failed to reveal "any factual errors [in the book] at all." She also said the purpose of the documents was "intimidation" and that they had put Knopf on notice that "if there were any factual errors... CBS might sue Knopf for libel." This, she added, was presumably what CBS, Cravath, Swain & Moore, and CBS's public



relations firm would call, and pride themselves on as, "hardball."

The CBS documents did cause Knopf to ask Adler to respond to the charges, which she called "intricate misrepresentations and falsifications." Gottlieb said that, under the circumstances, Knopf would have been "insane" not to require such a review. But Adler's response satisfied the publisher's attorneys, and, after a delay of several weeks during which Adler wrote the coda and the

material was processed for publication, the book began rolling off the presses. Adler wrote: "For all the First Amendment implications of trying to pursue the tactics of the litigation to the point of trying to suppress and delay a book of reporting on the trials, the text is virtually identical to what appeared in *The New Yorker*, and the CBS-Cravath harassment did not lead to (or require) a single change in the manuscript."

To Vradenburg, CBS was simply exercis-

ing its right to respond to material it felt dealt unfairly with its documentary. "She made a substantial charge against CBS. We responded," Vradenburg said. "We didn't suggest any intention to sue. We have an allergy to libel suits, philosophical as well as economic." With CBS's and Adler's views on the record, he said, people can draw their own conclusions. As for one of Gottlieb's charges, Vradenburg said, "One person's free speech is another person's harassment." □

## Turner wrangles with conservative columnist

**In exchange at cable club meeting in Washington, AIM's Kincaid accuses CNN owner of propaganda and ignoring news story during Goodwill Games**

Ted Turner, once the darling of conservatives for his repeated verbal assaults on the three broadcast networks, has apparently become something of a pariah in the same group for his ties with the Soviet Union and his support of causes that the far right considers far left.

Two weeks ago in Washington, Turner and his CNN were the targets of one conservative—Cliff Kincaid, a columnist for the conservative newspaper, *Human Events*, and the director of media analysis for Accuracy In Media, a conservative media watchdog group. During the question-and-answer period that followed Turner's speech before the Washington Metropolitan Cable Club Oct. 29, Kincaid charged that CNN had ignored a story on the arrest of a Soviet dissident during last July's Goodwill Games and accused Turner of putting "propaganda" on CNN and on his superstation, WTBS(TV) Atlanta.

At first, Turner refused to hear out Kincaid. "Sit down. You're not a member of the cable club," Turner told Kincaid after he had arisen to make his charges and ask his questions. "I work for a newspaper [*Human Events*] and I have a right to ask a question," Kincaid countered. "I've got some criticism [of CNN]. Are you courageous enough to try to answer it?"

Standing before the packed hall and C-SPAN cameras, Turner finally acquiesced.

Kincaid, who lambasted Turner for his apparent determination to be "as anti-American and pro-Soviet as possible" in the October issue of *Conservative Digest*, charged that former CNN Moscow Bureau Chief Stuart Loory "refused" to do a story about the arrest of Soviet dissident Yuri Medvedkov that occurred during the opening of the Goodwill Games, co-sponsored by Turner and the Soviet Union. "Are you in the news business or the propaganda business?"

"I'm in the news business," Turner said. "Why are you making the propaganda films [of] the Better World Society available to CNN and WTBS if you are not in the propaganda business?" asked Kincaid. "Those are not propaganda films," Turner said. (The Better World Society, of which Turner is chairman and a major financial backer, produces documentaries aimed at lessening Soviet-U.S. tensions and improving the environment.) Pressed further by Kincaid, Turner said he was unaware of the Medved-

kov situation but would not look into it.

After more back-and-forth, Ed Merlis, vice president, government relations, National Cable Television Association, ended the exchange by yelling from the back of the hall, "Sit down. Let's hear what he has to say about cable." Merlis's outburst drew scattered applause.

Reached in Atlanta after the exchange, CNN's Loory said Kincaid had made the same charge about CNN's handling of the Medvedkov arrest in his *Conservative Digest* piece. The charge prompted Loory to write a letter on Oct. 1 to *Digest* Editor-in-Chief Scott Stanley disputing Kincaid's facts and assertions.

"At the time of the Goodwill Games, I was no longer Moscow bureau chief or correspondent for CNN," Loory said in the letter. "My duties for that organization were temporarily suspended on June 25. I was detached to work for Turner Broadcasting System only [producing features] on the games to July 21. I left three days later to return to CNN's Washington bureau.

"The last two stories I did for CNN in June were about the public protest of Yuri and Olga Medvedkov against their being fired from their jobs in an institute in the Soviet Academy of Sciences. Teddy Turner (Ted's son and Moscow bureau cameraman) and I were severely roughed up by the Soviets covering the second of these demonstrations. I think I can safely say that during my three-and-a-half years in Moscow, CNN covered more stories about the Medvedkovs than any other Western news organization—print or broadcast. . . . The Medvedkovs, incidentally, were allowed to emigrate in September. If our coverage helped to get them a

visa, so be it."

Loory acknowledged that CNN did not report the arrest at the time even though it was fully aware of it.

Loory suggested that the incident went unreported because CNN failed to get any video for the story. According to Loory, Olga Medvedkov called CNN after her husband's arrest and said she planned to protest it at a Moscow restaurant. CNN sent a film crew to record the protest, but Medvedkov never showed up, he said. CNN later learned it had gone to the wrong restaurant, he said.

Even without the video, why did the Moscow bureau not report the arrest? "I can't tell you what I would have done," said Loory. "I could have done a telephoner on it with generic video, but I wasn't there. I don't know what went through Peter Arnett's head." (Arnett was Loory's successor, head of the Moscow bureau at the time.)

Jeanee Von Essen, vice president, foreign news, CNN, said there was "absolutely no" conspiracy to ignore the story as Kincaid had implied. "If the CNN bureau had sent us a story, we would have used it," she said. "We covered the news in Moscow during the games just as we do every other day."

Neither Loory's letter nor his comments to BROADCASTING satisfied Kincaid. That Loory was a feature reporter for WTBS and not a reporter for CNN is "a distinction without a difference," he said. "He was in a position where he could have done a story and he didn't do it."

Kincaid said he knows why Loory and CNN ignored the story. "Because it would have disturbed the goodwill Ted was trying to generate toward the Kremlin thugs." □

**Back to basics.** Don Hewitt, executive producer of CBS's *60 Minutes*, said last week that perhaps one way to "get broadcasting back on the track that Bill Paley laid out for it"—is to form a three-network affiliates advisory board to "deal with just how well we are meeting that obligation" of informing the public in return for using the airwaves. At a CBS Inc. dinner Nov. 5 in New York honoring employees who have worked at CBS for 20 years, 30 years or 40 years, Hewitt said that while "admittedly it's more expensive to inform the public" today than in the past, "whatever it costs, and God knows those costs should be kept as low as possible," that obligation is as great now as it ever was. He suggested that CBS, ABC and NBC call on their respective affiliate advisory boards to establish an "industrywide" affiliates advisory board.

The "problem facing [the networks] now is that while we were trying to knock each other off—the independents snuck in with the quick and dirty fix to ratings problems and in at least one case knocked local news completely off the air. That's hardly public service," Hewitt said, adding: "I submit that both we at the network level and our brethren at the local level can best survive the competition by giving the public a wider choice of programming than the independents can give them, the kind of balance of network news and network entertainment that only ABC, CBS and NBC can provide." □

# RIDING GAIN

## O N R A D I O

### Going soft

Bonneville's KBIG(FM) Los Angeles, considered one of the country's premiere easy listening outlets, having programed the format for some 12 years, switched to an all-vocal "soft" contemporary sound last Wednesday morning (Nov. 5.) The move, which surprised many industry observers, leaves KJOI(FM), recently purchased by Legacy Broadcasting and programed by Churchill Productions, the sole, easy-listening outlet in the market. In the spring 1986 Arbitron report for Los Angeles, KBIG finished with a 4.3 12-plus metro share to KJOI's 5.2.

"This was not a radical format change. Rather, the station was slowly evolving into a more 'soft' adult-contemporary approach," said Rob Edwards, vice president of programming for KBIG. Edwards said the final decision to go completely AC and abandon instrumental selections—the station's daily playlist selections had been 60% instrumental and 40% vocal—was made after Coleman Research, Raleigh, N.C., conducted a perceptual study earlier this year indicating that the station's listeners were already perceiving KBIG as a contemporary outlet. Edwards said KBIG and KJOI were splitting the easy-listening primary target audience of 25-54-year-olds, "eroding" over the past two years primarily due to the arrival of new adult-formatted stations in the market.

KBIG will now be battling three other "soft" contemporary outlets in the market for Los Angeles's 30-49-year-old listening audience. KIQQ(FM), which programs Transtar's "Format 41" service; KNX(FM), which airs "soft" rock, and KOST(FM). Edwards hopes to carve a big niche in the "light contemporary" war in southern California with the sta-

tion's 105 kw.

KBIG is not the first Bonneville station to switch an easy-listening format to contemporary. The Salt Lake City-based communications conglomerate, during the past year, switched both WRFM(FM) New York and KOIT(FM) San Francisco from easy listening to "soft" rock. The company still has easy listening programming on KMBR(FM) Kansas City and KSEA(FM) Seattle.

### Good source

MultiComm Telecommunications Corp., satellite/FM data network subsidiary of Amway, has signed a deal with Federal Information Systems Corp., Washington, whereby unedited statements originating from the White House and other Washington news sources will be transmitted to FISC subscribers via MultiComm, rather than telephone lines and/or electronic mail. The MTC network, based in Arlington, Va., transmits data via Westar IV to earth dishes at some 85 FM stations, which, in turn, send the information over subcarrier frequencies to printers and personal computer terminals at recipient locations.

The telephone lines took "longer" and were much "costlier" than MultiComm, said a MTC spokesman. He noted that MultiComm's rates for sending continuous information generally range "less than one penny a page."

MultiComm receiver decoders and printers have already been installed at many existing Federal News media subscribers, including ABC News, *The Boston Globe*, Gannett, Hearst Newspapers, Knight-Ridder, *The London Times* and *Time* magazine as well as the National Press Building in

Washington. "A substantial portion of Federal News Services' growth is also expected to result from the demand of organizations with fewer resources, many of whom could not afford the expense of Federal News before MultiComm," the MTC spokesman said.

In a related development, MultiComm has begun to market its own services under a newly formed division called Infowire. The new unit will both develop and market specialized information services that would "complement" the more traditional wire services.

Infowire's first project, which has been dubbed the Washington Area News Service, will allow officials from the Senate and House and their associated committees to transmit "time-critical" information to media representing a political delegation's home state. Utah political officials are the first to participate in WANS. According to the MTC spokesman, the information sender pays for Infowire's WANS service, and media outlets can access the data through MTC equipment, which would be installed at no charge.

### Equipment grant

A \$100,000 equipment grant was given to National Public Radio by Digital Equipment Corp., Maynard, Mass. The donation of VAX hardware and software will be applied toward NPR's Fanfare campaign, launched in June. Fanfare's three-year goal is to raise \$8 million for arts and performance programming and the upgrading of studio and production facilities ("In Brief," June 16). An additional \$50,000 grant was made by the Bay Foundation, New York, at a Fanfare reception held Oct. 30 in Boulder, Colo. The campaign has brought in more than \$2.2 million from corporations, foundations, associations and individuals thus far.

### Tampa correction

Arbitron Ratings is reissuing the Tampa-St. Petersburg-Clearwater, Fla., summer market report due to simulcast data omitted for WRBQ-AM-FM. It is the second market report revised by Arbitron in as many weeks. The company reissued the Houston-Galveston report due to a similar omission for KKQB-AM-FM ("Riding Gain," Nov. 3.)

### Playback

CBS Radio Network has added the Independence Bowl to its 1986 lineup of college football games. The contest will take place in Shreveport, La., on Dec. 20 at 8 p.m. NYT. CBS will also air the John Hancock Sun Bowl on Dec. 25 and the Cotton Bowl on Jan. 1. All three college games are jointly distributed by CBS Radio and Host Communications



**Sales presentation.** Lorimar-Telepictures' DIR Broadcasting, the New York-based radio program supplier, held a reception for New York's ad community in honor of *Rick Dees' Weekly Top 40*, which DIR will sell and distribute beginning in January. (The United Stations Programming Network has the sale and distribution rights through the end of 1986 ["Riding Gain," Sept. 1.] Dees is the morning personality at KIS-AM-FM Los Angeles. Pictured with Dees (far right) at the reception, which was held at Maxim's restaurant, are Bob Meyrowitz, president, DIR Broadcasting (far left) and Bob Perlestein, senior vice president for SFM Media. Another reception is scheduled for West Coast advertisers tomorrow evening.



Inc., Lexington, Ky.

Melcor Broadcasting, New York, is offering stations a new, five-to-seven-minute, daily (Monday through Sunday) feature, *A Moment of Musical History*. The series, which is hosted by WNEW(AM) personality Marty Wilson, features popular musical selections of the past including both big band and jazz artists. National sponsor for the first 13 weeks—show was launched last week on 26 stations—is the Baby Watson Cheesecake Co.

The Programming Consultants (formerly TM Programming), Albuquerque, N.M., has a 13-hour Elvis Presley special in the works for next year. The program, *The Presley Years*, is designed to air twice during 1987: once in January to mark Presley's birthday and again in August to mark the 10th anniversary of his death. The special, according to Bob Ardrey, vice president of sales for the Programming Consultants, will contain an average of 10 minutes of commercial time per hour for local sponsors. It will be narrated by radio personality Charlie Van Dyke.

MJI Broadcasting, New York, is preparing a new, one-hour weekly broadcast focusing on the current "classic" rock format trend. Entitled *Classic Cuts*, each show will feature five rock artists along with their "classic" hits. The series will also contain stories about how the songs were written. According to MJI, stations will have the option of airing the show in its entirety each week or programming it as five, 12-minute daily features. The program, which will be hosted by WNEW(FM) New York personality Dave Herman, is slated to premiere in early January.

Sheridan Broadcasting Network (SBN), Pittsburgh, for the second consecutive year, will simulcast the United Negro College Fund's third annual *Lou Rawls' Parade of*

*Stars Telethon*. The event is scheduled to run from 6 p.m. to midnight on Dec. 27. SBN is also planning to offer its 130 affiliates a 60-minute Martin Luther King Jr. special to be transmitted via Westar V on King's birthday, Sunday, Jan. 18, and on the King national holiday, Monday, Jan. 19. The special is called *King: Celebration of the Man and His Dream*.

Infocom Broadcast Services, Hawley, Pa., is launching a new, 90-second feature described as "how-to information on dealing creatively with life's problems." The series, narrated by Ruth Stafford Peale, the author/publisher wife of Dr. Norman Vincent Peale, has been dubbed *Yes You Can*. It is underwritten by *Plus* magazine and is being distributed to stations on a market-exclusive basis, at no charge.

### In the chair

A host has been selected for National Public Radio's two-hour weekday morning classical music service, *Performance Today*, which will debut Jan. 5 (BROADCASTING, Sept. 29). Kathryn Loomans, a classical music host and producer who has been with NPR member station KOED-FM San Francisco since 1979 and is the voice of the *San Francisco Symphony* broadcasts, will join *Performance Today* on Nov. 17, to be based in Washington.

### In the clutch

The National Transportation Safety Board said a preliminary investigation of the helicopter crash that killed WNBC(AM) New York traffic reporter Jane Dornacker (BROADCASTING, Oct. 27, Nov. 3), shows that the craft was fitted with an "unauthorized" clutch. It is expected to be several months, however, before the full safety board makes a final determination.



**New leadership.** John W. Reid has been named director of Associated Press Broadcast Services. Reid, 34, has been senior deputy director of AP Broadcast Services and an assistant general manager of The Associated Press since 1984. For the past year, he has been in charge of day-to-day operations of the broadcast division. Reid got started in broadcast journalism in high school, working weekends and during the summers for WSNQ(AM) Barre, Vt. He also worked as a news director and operations manager for WJOY(AM), WOCR(FM) Burlington, Vt., and as a general assignment reporter for *The Concord (N.H.) Monitor*. He joined the AP in 1974 as a summer vacation staffer in Portland, Me. He went to work full time for AP's Montpelier, Vt., bureau the next year. Reid has also served as chief of AP's Charleston, W. Va., and Hartford, Conn., bureaus. Reid succeeds Roy Steinfort, who is retiring.

### Rising sun sounds

U.S. shortwave enthusiasts can hear radio broadcasts from Japan. NHK Tokyo (Radio Japan) has improved its North American reception, particularly on the East Coast, with transmissions from a newly installed 250 kw shortwave relay system in Sackville, Canada. Through a time-sharing agreement with Radio Canada International, listeners can tune in to a half-hour of NHK news, sports and commentary daily at 6:30 a.m. in Japanese, repeated at 7 a.m. in English.

### Campus scene

A new college radio series supported by advertising has hit the air on some 250 stations. Called *The Campus Voice Encounter*, the five-minute daily broadcast is billed as featuring "life-style-type interviews with interesting personalities." Interviews are conducted by the editors of *Campus Voice* magazine, published by Whittle Communications, Knoxville, Tenn. The disk-delivered series will initially run through the current fall semester and spring 1987 semester. It is produced by Thirsty Ear Productions, New York. Sponsors of the program include Snickers, General Foods International, Coffee and Smith-Corona.

**Good news for NPR.** National Public Radio's annual organizational meeting was an upbeat one, featuring election of officers, selection of committee chairmen and announcements of a major new grant, a revenue surplus and growth in fund raising and audience.

Unanimously reelected: Jack W. Mitchell, WHA(AM)-WERN(FM) Madison, Wis., chairman of the board; Ward Chamberlin, WETA-FM-TV Washington, vice chairman, and Douglas Bennet, president and chief executive officer. Three new members were named to the board: Reuven Frank, executive producer, NBC News (for three years); Howard White, executive vice president and general counsel, ITT (three years), and Ignacio Lozano Jr., publisher and editor, *La Opinion*, Los Angeles (one year).

The board confirmed chairmen of seven committees: planning and priorities (Chamberlin), technology/distribution (Patricia Cahill), development (Jean Fairfax), membership (Kathryn Jensen), audit (Charles Lawrence), finance (Wayne Roth) and programming (Max Wycisk).

Chamberlin announced that The Ford Foundation has made a \$1-million challenge grant to NPR, the largest private-sector grant in NPR's history. A Sustaining Fund for News Excellence will be created under the project, to which Ford will contribute \$1 for every dollar contributed to the fund, which will be similar to an endowment, with the interest to be used to finance special projects. Ford will also contribute \$1 for every \$2 of operating money that NPR's news and information programming receives from other supporters. According to Bennet, the grant is intended to increase donor and underwriter support of *All Things Considered*, *Morning Edition* and *Weekend Edition*. NPR's vice president of development, Jane Couch, said NPR views the grant as "a signal leadership investment in NPR and the future of public radio, and an affirmation of the quality of our news."

NPR reported a surplus of revenue over expenses for fiscal 1986 (which ended Sept. 30), the third yearly increase in a row. Fund raising for FY '86 increased 26%—to \$5,271,112 (unaudited)—over FY '85, which had shown a 24% increase over FY '84. The NPR member stations' audience grew from 9 million in 1985 to 10.2 million in 1986, a 13% increase.

## SPACE, DBSA complete merger

**New association, SBCA, will be in business on Jan. 1**

The Satellite Television Industry Association (SPACE) and the Direct Broadcast Satellite Association are one. Capping several months of talks, the two trade associations have given their final approval to their merger into the newly formed Satellite Broadcasting and Communications Association of America (SBCA). According to Chuck Hewitt, the SBCA's acting spokesman, the SBCA's 15-member board will be in place by Dec. 2 and the new association will be ready for business on Jan. 1, 1987.

According to Hewitt, the SBCA will do what it can to encourage the development of satellite broadcasting in all of its present and future manifestations. Right now, satellite broadcasting encompasses primarily the reception of broadcast and cable programming on C-band satellites by the estimated two million owners of earth stations with eight-foot to 12-foot dishes. But, in the future, it may also include the reception of programming and information services on Ku-band satellites by smaller and less costly earth stations.

SPACE represented the interests of the makers and sellers of C-band earth stations for the home. It was unable to stop the scrambling of satellite programming, but it established the right of dish owners to receive unscrambled cable programming and was instrumental in insuring that dish owners are able to subscribe to scrambled cable programming.

The DBSA was formed to promote direct broadcast satellite (DBS) service—the broadcasting of service over high-power satellites operating on dedicated DBS Ku-band channels to subscribers equipped with extremely small (one meter or less) dishes. DBSA fared little better than DBS, which, despite the the best efforts of Comsat, Hubbard Broadcasting and others, has yet to get off the ground. DBSA managed to recommend a satellite broadcasting transmission standard, which has so far gone unheeded at the FCC and in the marketplace.

The SBCA has already elected its officers for 1987: chairman—Taylor Howard of Chapparral Communications, who had been chairman of SPACE; first vice chairman—Dan Zinn of Hughes Communications; second vice chairman—Marty Lafferty of Turner Broadcasting System, and past chairman—John Clark, RCA Astro Electronics, who had been chairman of DBSA.

The SBCA is organized in four groups: programming/software group, companies that produce, package or distribute video, audio and data services; the space segment group, companies that build and operate satellites; earth segment group, companies that manu-

facture earth stations or their components, and the retail/distributor group, companies that sell or lease earth stations or programming subscriptions to consumers.

According to the SBCA's bylaws, said Hewitt, each of the groups will elect a chairman and vice chairman who will have seats on the SBCA board. In 1987, he said, the 15-member board will also comprise the four officers and three appointed "at-large" members. Thereafter, he said, it will comprise three officers and four "at-large" members.

Hewitt said the programming/software group has already elected its officers: TBS's Lafferty as chairman; Stephan Shulte, of Showtime/The Movie Channel, as vice chairman, and Bob Caird, of HBO, as the alternate. Because Lafferty already has a seat on the board as a result of being elected second vice chairman, Hewitt said, Shulte and Caird will be the group's representatives to the board.

The members of the retail/distributor group plan to meet in Chicago on Nov. 13 to elect officers, Hewitt said. The other two

### Bottom Line

**Redefine print.** Possible change of heart by Viacom in effort to keep broadcasting properties after completion of proposed leveraged buyout (BROADCASTING, Oct. 27) is revealed in recent amended filing with Securities and Exchange Commission. Bridge loan for \$615 million—which was to have been repaid by sale of assets within 12 months—was eliminated by reducing total amount of senior debt and increasing size of revolving credit facility. New letter from lead banks, Manufacturers Hanover Trust and Bankers Trust, to MCV Holdings (entity purchasing Viacom) said that in place of planned sale of assets within 12 months, company "will sell assets yielding net cash proceeds of approximately \$400 million within a four-year period as follows: \$200 million... prior to the end of 1988; an additional \$100 million prior to the end of 1989, and an additional \$100 million prior to the end of 1990..." Largest Viacom shareholder at 18.3%. National Amusements Inc. recently received federal approval to increase holdings to 25%. National Amusements said it might make counteroffer for company, or otherwise oppose proposed buyout.

**Merger monitor.** Times Mirror Co. said it completed sale of WMAR-TV Baltimore and WRLH-TV Richmond, Va., to Gillett Group for "in excess of \$200 million." ■ Hal Roach Studios said it signed "nonbinding letters of intent" to purchase, for stock, Ray Stark Productions, theatrical film producer whose recent releases include "Nothing In Common" and "Peggy Sue Got Married." Merger, which is subject to signing of definitive agreement and approval by Hal Roach directors, would also involve "... formation of a joint venture for television production." ■ Wavetek said subsidiary had agreed to purchase certain assets related to CATV product line of Matrix Test Equipment Inc. San Diego-based Wavetek said closing, under terms not released, would be expected within 90 days. ■ Knight-Ridder said it reached preliminary agreement to purchase State-Record Co., publisher of six daily and two weekly newspapers. Columbia, S.C.-based State-Record had \$88.9 million revenue for year ending June 30. ■ Scripps Howard said it has signed definitive agreement to merge its 24-publication business journals operation with American City Business Journals (NASDAQ: AMBJ), Kansas City, Mo.-based owner of 10 business publications. Scripps Howard would receive \$24 million of stock in AMBJ, which at current trading price of \$34 per share, would give Cincinnati-based publisher and group owner roughly 23% of AMBJ total. Companies said closing of transaction is expected to take place before year's end.

**Credit lines.** Color Systems Technology said it completed private placement with General Electric Pension Trust of \$15 million in 9% convertible subordinated notes, due 1996. Notes are convertible into Color Systems common stock at initial rate of \$24.75 per share, for 606,060 shares. Proceeds, company said, would be used to acquire Alan Enterprises, whose film library includes 72 black-and-white films, and 52 episodes of *Abbott & Costello*, black-and-white television series. ■ Turner Broadcasting said it redeemed, last week, \$350 million of extendable senior notes. ■ Disney completed offering of \$66.3 million in Swiss franc-denominated Eurobonds at 4¼% and due 1996. ■ A.H. Belo said it filed shelf registration for up to \$200 million in debt securities, proceeds of which might be used "... for refinancing of outstanding indebtedness and other general corporate purposes."

groups plan to get together for the same purpose on Dec. 1 and Dec. 2, respectively, in Anaheim, Calif., just prior to the Western Cable Show there.

Following the space segment group meeting on Dec. 2, he said, the SCBA board will meet to appoint the at-large members and to discuss business. That evening, he said, the new group will host a dinner for members. The following day, he said, the programming/software group plans to meet.

The new association will start off with about \$100,000 in debt, the bulk of it carried over from SPACE, which began experiencing severe financial difficulties about the middle of this year. The scrambling of major cable services caused dish sales to plummet and that, in turn, caused SPACE's revenues from dues and conventions to fall off. Hewitt said DBSA's lingering debt and expenses associated with the merger are also contributing to SBCA's debt.

But Hewitt said the debt will be paid in full by the end of the first quarter of 1987. The associations now have between 50 and 60 "executive members," who pay dues of \$500 a month. And, he said, by the first of the year, he expects the ranks of executive members to swell to as many as 90. The association is also starting out with about 2,800 retail/distributor members, who pay far less, but who are unable to become voting members of the board.

It's also hoped that the associations' two 1987 trade shows, held in conjunction with the trade show promoter, STTI, will make hefty contributions to the SCBA coffers. Those shows are scheduled for March 2-4 in Las Vegas and the Labor Day weekend in Nashville. □

## NAB forum focuses on improving relations between broadcasters and cable operators

**Broadcasters, at Chicago seminar, detail ways that cooperation can lead to mutually beneficial results**

"We learned some time ago that cable was going to be around for a long time and we were going to have to work with them and accomplish something or fight them and lose." That was the view expressed by Larry Brook, president and general manager of KENS-TV San Antonio, Tex., during a seminar for television stations in the 100-plus markets, hosted by the National Association of Broadcasters in Chicago two weeks ago.

Brook appeared on a panel, "Working With Your Local Cable Operator," in which he and several others offered advice on how to develop a more harmonious relationship with cable. Despite reports of some independent broadcasters growing dissatisfaction with the cable industry, the panelists discussed ways in which broadcasters and cablecasters can cooperate.

Brook told BROADCASTING his station programs its own cable channel, KENSII on the local system owned by Rogers Cablesystems. It's a full-time, commercial, indepen-

dent that signs on at 5 a.m., and off at 1:30 a.m., he said. Rogers and KENS-TV, he said, operate as partners with Rogers getting a percentage of the advertising revenue from the cable channel. Brook said the cable channel also serves as another outlet for some of the station's syndicated programming. As for the competition, he said, KENSII uses a different advertising rate and therefore doesn't pose a threat to KENS-TV, which is a CBS affiliate.

In addition to its cable channel, KENS-TV has an arrangement with Rogers to produce a five-minute local newscast that is inserted into CNN II and airs once every half hour. These kinds of co-ventures, Brook said, "make a lot of sense," particularly, he added, "when competition is keen and the economy is slow."

The panel's moderator, Chuck Sherman, president and general manager of WHOI-TV Peoria, Ill., emphasized that cable is a reality, and that as broadcasters "we have to deal

with it." Sherman said that the panelists counseled their fellow broadcasters to "do their homework and stay in touch with your cable operator." Sherman also noted that his station is working on a joint venture with a local cable system to cover local basketball games. He said the cable system would carry the local home games as a pay service while WHOI-TV would broadcast the away games. They would split the subscription and ad revenue.

"Treat your cable operator as a customer. Not only will you generate sales dollars, but you'll develop a truly beneficial relationship," suggested John Hash, president of WLOX-TV Biloxi, Miss. He advised broadcasters not to overlook the availability of co-op money from HBO and other cable services. His station, he said, has co-op arrangements with its local systems. It's important, Hash said, for broadcasters not to think of cable as a threat or for cable to think of over-the-air TV as a threat.

For Guy Turner, chief executive officer for WOLF-TV, Scranton, Pa., whose independent station went on the air June 3, 1985, the key to a successful relationship with cable is to satisfy the cable operator's needs. "Make sure you're providing a good signal. Work with your cable operator to market your product and inform subscribers." Staying in touch with cable systems is essential, he said. Turner said his station sends out a monthly mailing to all cable operators, "to let them know what we're up to." Also, Turner noted, when WOLF-TV is picked up by a system, he'll send a camera crew out to talk with the operator and later use the piece for promotional purposes.

Further advice came from Paul McCarthy of Broadcast Cable Associates, a Boston-based consultant that represents broadcasters to cable companies. McCarthy said broadcasters should develop a dialogue with their cable operators. He advanced the idea of giving cable "most-favored-nation" rates for advertising. Broadcasters' and cablecasters' business objectives may merge, McCarthy said, adding that it's important to "be open minded about building these relationships." □



**Leasing space.** WJLA-TV Washington will move into new headquarters early in 1988, six stories of space now part of the International Telecommunications Satellite Organization's new home in International Center, on Connecticut Avenue. The 10-year lease (with a five-year option) will provide the station with 73,000 square feet of space, more than half the 30,000 square feet it occupies in its present quarters. And the space is to be configured into what the Capital Cities/ABC affiliate says will be an ultra-modern glass and steel structure which will include two post-production editing suites, two control rooms, two large studios, state-of-the-art switching and videotaping facilities, a special facility for satellite uplink and downlinks and a completely computerized newsroom with technical facilities that will enable the station to bring in news feeds from anywhere in the world. Shown above at the lease-signing ceremony are (l-r) Richard Colino, director general of Intelsat; Thomas B. Cookerly, WJLA-TV president and general manager, and Joseph L. Allbritton, chairman of Allbritton Communications, which owns the station.

## Christensen outlines shape of PBS's programming budget

**Service's president says \$100 million is required to beef up product**

An additional \$100 million is needed to assure that the Public Broadcasting Service's national programming reaches "the levels of excellence to which we aspire," PBS President Bruce Christensen told member stations at the annual Program Fair in Austin, Tex., last week. The "\$100-million bullet is the one the stations will have to bite" so that PBS can improve program development, raise production values and talent levels, control rights packages and increase program promotion, he said.

According to Christensen, the value of

PBS's National Program Service is currently \$209 million, and although an additional \$100 million may seem "a shocking figure," it is just one-tenth of the public television industry's revenue. The PBS staff "has carefully looked at where we are and where public television should be," he said, and determined that \$300 million should be spent on national programming.

Christensen said he has seen evidence that public television executives feel "it's time to come to grips, collectively, with our future." Managers have advocated investing more money, producers support "finding a way to nurture programs from their beginnings," state network heads have asked for stronger national leadership, and some major market managers have offered "to pledge their stations' future CSG growth in order to fund a much larger pot of money for national production," he said. (Community service grants are federal grants given yearly to public radio and television stations by the Corporation for Public Broadcasting.)

Christensen cited common carriage (synchronized scheduling of PBS programs by PBS stations), reducing underwriter credit disparity and allocating resources for advertising and promotion as three issues that need to be addressed by members of the system. The "absence of agreement and cooperation now threatens the entire enterprise," he said. And he stressed the importance of maintaining program exclusivity, saying the appearance of PBS shows on cable services and independent stations has led to "a battle for our very programing life." □

**Local honors.** The Corporation for Public Broadcasting gave out its Public Television Local Program Awards at the Public Broadcasting Service's annual Program Fair last week in Austin, Tex. The awards, public television's highest for programs produced for a local or regional audience, honored programs in eight categories. The top winners:

- Cultural documentary—*This Time Each Year*, UNC Center for Public Television, Chapel Hill, N.C.
- News—*Wisconsin Magazine*, Wisconsin PTV Network and WHA-TV Madison, Wis., and *Almanac*, KTCB-TV Minneapolis-St. Paul.
- Informational programming—*Keith County Journal*, KJON-TV Lincoln, Neb., and Nebraska ETV Network.
- Performance programming—*Anna Wyman Dance Theatre*, KCTS-TV Seattle.
- Children's programming—*Santa's First Christmas*, KPTS-TV Hutchinson, Kan., and *Summer's End*, Arkansas ETV Network, Conway.
- Target audience programming—*The Dream Deferred: Black Politics in Texas*, KERA-TV Dallas.
- Public affairs—*The Asian Connection*, KCTS-TV Seattle.
- Instructional programming—*Forever Wild Study Modules*, WQFE-TV Plattsburgh, N.Y.

## Changing Hands

### PROPOSED

**WPWR-TV Aurora, Ill.** □ Sold by Metrowest Corp. to Silver King Broadcasting of Illinois, wholly owned subsidiary of Home Shopping Network, for \$25 million cash. **Seller** is owned by Fred Eychaner, who also has interest in CP for KTVJ(TV) Boulder, Colo., and in CP for WCAE(TV) Gary, Ind. Programming currently carried on WPWR-TV will move to Gary station upon approval of sale by FCC. **Buyer** is Clearwater-Fla.-based, publicly traded producer of home shopping programs headed by Roy Speer.

chairman. HSN has completed purchase of three TV's and is purchasing seven others, including WPWR-TV. WPWR-TV is on ch. 60 with 5,000 kw aural, 600 kw visual and antenna 1.615 feet above average terrain.

**WIL-AM-FM St. Louis, WEMP(AM)-WMYX(FM) Milwaukee and WBBF(AM)-WMJQ(FM) Rochester, N.Y.** □ Sold by LIN Broadcasting to Heritage Communications for \$23 million. **Seller** is publicly traded, New-York based communications company, which owns five AM's, five FM's and seven TV's. It also has interest in cellular radio operations in New York, Los Angeles, Philadelphia, Dallas-Fort Worth and Houston. Donald A. Pels is chairman. **Buyer** is publicly traded, Des Moines, Iowa-based cable MSO with 950,000 subscribers in 22 states. It also owns five AM's, one FM and six TV's. James M. Hoak Jr. is president. WIL(AM) is on 1430 khz with 5 kw full time. WIL(FM) is on 92.3 mhz with 97 kw and antenna 900 feet above average terrain. WEMP is on 1250 khz with 5 kw full time. WMYX is on 99.1 mhz with 50 kw and antenna 450 feet above average terrain. WBBF is on 950 khz with 1 kw full time. WMJQ is on 92.5 mhz with 50 kw and antenna 500 feet above average terrain. **Broker:** Wertheim & Co.

**WAGQ(FM) Athens, Ga.** □ Sold by Broadcast Properties Inc.—C.A. McClure and F.K. Brown—to Diamond Broadcasting Inc. for \$8 million. **Seller** also owns WRCG(AM)-WCGQ(FM) Columbus, Ga., and WCHK-AM-FM Canton, Ga. **Buyer** is owned by Daniel R. Lee and Seth Mason. Lee also owns WSBC(AM)-WXRT(FM) Chicago. Mason is general manager of WXRT. WAGQ is on 104.7 mhz with 50 kw and antenna 240 feet above average terrain.

**WHWH(AM) Princeton, N.J.-WPST(FM) Trenton, N.J.** □ Sold by Herbert W. Hobler to Louis Mercatanti for \$8 million cash. **Seller** is chairman and 80% owner of licensee, Nassau Broadcasting Co., and will be founder-chairman under Nassau's new ownership. John J. Morris, president of Nassau, will retain 20% ownership in stations and will become president and chief executive officer. Hobler has no other broadcasting interests. **Buyer** is Princeton businessman with

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(William C. Koplovitz and Steven Sinn, Partners)

has acquired

## WIBG-AM & WSLT-FM

for

\$1,162,500

from

## SHORE BROADCASTING, INC.

(Robert A. Fox, Owner)

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no other broadcast interests. WHWH is on 1350 khz with 5 kw full time. WPSR is on 97.5 mhz with 50 kw and antenna 500 feet above average terrain. *Broker: Blackburn & Co.*

**WBCS-AM-FM Milwaukee** □ Sold by Great Trails Broadcasting Corp. to Taft Broadcasting Co. for approximately \$3.8 million. **Seller** is Dayton, Ohio-based group of five AM's, four FM's and two TV's, headed by Alexander J. Williams, president. **Buyer** is publicly held Cincinnati-based group of seven AM's, eight FM's and 12 TV's, headed by Charles S. Mechem Jr., chairman, Dudley S. Taft, vice chairman, and George Castucci, executive VP, COO. WBCS is on 1340 khz with 1 kw. WBCS-FM is on 102.9 mhz with 50 kw and antenna 440 feet above average terrain.

**WKRT(AM)-WOKW(FM) Cortland, N.Y.** □ Sold by Cortland Broadcasting Co. to Sun Radio Broadcasting Inc. for \$3.1 million, \$2.6 million in cash and \$500,000 noncompete agreement. **Seller** is group of three AM's and four FM's owned by Jack Laubach, Robert Burstein and Larry Garrett. **Buyer** is owned by Gerard Associates Inc. pension plan (New York investment banker Emanuel Gerard), 21.11%, and seven others. Gerard's cousin, David E. Gerard (5%), will be president and chief operating officer of stations. David Gerard is currently general manager at WTIX(AM) New Orleans. WKRT is on 920 khz with 1 kw day and 500 w night. WOKW is on 99.9 mhz with 20 kw and antenna 710 feet above average terrain.

**KMGX(FM) Hanford, Calif.** □ Sold by Western Sun Communications Inc. to Olympic Broadcasting Corp. for \$2,880,000. **Seller** is principally owned by Ellen Adelstein, who also owns KFML-FM Nampa, Idaho, and is general partner in KSKN-TV Spokane, Wash. **Buyer** is Seattle-based group of five AM's and seven FM's principally owned by James D. Ireland, chairman, Robert E. Yaw, director, and Ivan Braiker, president. KMGX is on 103.7 mhz with 50 kw and antenna 500 feet above average terrain. *Broker: Kalil & Co.*

**KQIN(AM) Burien-Seattle, Wash.** □ Sold by All Pro Broadcasting to Inspiration Media Inc. for \$2,770,000. **Seller** is principally owned by former National Association of Broadcasters radio board member, Willie D. Davis. It also owns KACE(FM) Inglewood, Calif.; WAWA(AM) West Allis, Wis.; WLUM(FM) Milwaukee and KYOK(AM) Houston. **Buyer** is owned by Salem Communications Corp., Camarillo, Calif.-based group owner of 13 AM's and six FM's, equally owned by Edward Atsinger and Stuart Epperson. They are selling WRZA(AM) Knoxville, Tenn., and KGNW(AM) Seattle (see below). KQIN is daytimer on 800 khz with 500 w day. *Broker: Cliff Gill & Associates.*

**WEPM(AM)-WKMZ(FM) Martinsburg, W.Va.** □ Sold by Elektra Broadcasting Corp. of West Virginia Inc. to Prettyman Broadcasting Co. for \$2 million including noncompete agreement. **Seller** is solely owned by Charles C. (Bert) Thornton Sr. It has no other broadcast interests. **Buyer** is Salisbury, Md.-based group owner principally owned by William E. Prettyman Jr. It also owns WICO-AM-FM Salisbury, Md., and WYUS(AM)-WAFI-FM

Milford, Del. WEPM is on 1340 khz with 1 kw full time. WKMZ is on 97.5 mhz with 9 kw and antenna 1,010 feet above average terrain. *Broker: Blackburn & Co.*

**WFXR(FM) Ravenel, S.C.** □ Sold by Sunshine Broadcasting South Carolina Inc. to Coastal Broadcasting Inc. for \$2 million. **Seller** is headed by George Silverman, president. It also owns WMGX-FM Portland, Me., and WZID-FM Manchester, N.H. **Buyer** is headed by Richard G. Glover, president. It also owns WJTX(AM) Urbana, Ill. WFXR is on 101.7 mhz with 1.26 kw and antenna height 450 feet above average terrain. *Broker: Blackburn & Co.*

**KRNN(AM) Terrell Hills, Tex.** □ Sold by KSDR Inc. to Noble Broadcast of San Antonio Inc. for \$2 million cash. **Seller** is owned by Stanley Rosenberg (53.54%) and six others. It has no other broadcast interests. **Buyer**, headquartered in San Diego, is owned by John Lynch, who is also buying, subject to FCC approval, three AM's and three FM's. It owns XETRA-AM-FM Tijuana, Mexico. KRNN is on 930 khz with 5 kw day and 1 kw night.

**WKEZ-FM Yorktown, Va.** □ Sold by Melody Corp. of Virginia to Eure Communications Inc. for \$1,950,000. **Seller** is owned by Patricia Parker, wife of station's general manager, George Parker. It has no other broadcast interests. **Buyer** is owned by William L. Eure and family, who own WDDY(AM) Gloucester, Va., and recently sold WSSV(AM)-WPLZ-FM Petersburg, Va. WKEZ is on 94.1 mhz with 50 kw and antenna 500 feet above

average terrain. *Broker: Chapman Associates.*

**KGNW(AM) Seattle** □ Sold by Salem Northwest Broadcasting Co. to Roy H. Park Broadcasting of Washington Inc. for \$1,645,000. **Seller** is owned by Edward Atsinger and Stuart Epperson, who own Salem Communications Corp., Camarillo, Calif.-based group owner (see above). **Buyer** is owned by publicly traded Park Communications, Ithaca, N.Y., of which Roy H. Park is chairman. Park Communications owns 28 newspapers, eight AM's, eight FM's and seven TV's. KGNW is on 1150 khz with 5 kw full time.

**WDAN(AM)-WDNL(FM) Danville, Ill.** □ Sold by Sangamon Broadcasting-Danville Inc. to WDAN Inc. for \$1,550,000. **Seller** is principally owned by Shelby T. Harbison, who is general manager of WTAX(AM)-WDBR(FM) Springfield, Ill. He is also principal owner of KSVV-AM-FM Beloit, Kan., and has minority interest in Midwest Broadcasting Inc., which is in process of buying WCSJ-AM-FM Morris, Ill. **Buyer** is David Keister, principal owner of David Keister Stations, Martinsville, Ind.-based group of three AM's and four FM's. WDAN is on 1490 with 1 kw day and 250 w night. WDNL is on 102.1 mhz with 11 kw horizontal, 9.4 kw vertical and antenna 380 feet above average terrain. *Broker: Burt Sherwood Inc.*

**WRCP(AM) Providence, R.I.** □ Sold by C&F Communications Inc. to Neto Communications for \$1,353,350, comprising \$953,350 cash, \$300,000 note at 13.5% over five

October 31, 1986

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**WONE (AM)/WTUE**

Dayton, OH

**KLZ/KAZY**

Denver, CO

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and its subsidiaries.

*The undersigned initiated this transaction on behalf of the buyer and assisted both parties in the negotiations*

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years. and noncompete agreement for \$100,000 in note. **Seller** is owned by Antonio Costa (55%), general manager of station. and Joseph E. Fernandez (45%), president of C&F. They have no other broadcast interests. **Buyer** is owned by Manuel F. Neto. Dartmouth. N.H.-based owner of insurance companies. retail stores and real estate. He has no other broadcast interests. WRCP(AM) is on 1290 khz with 5 kw day and 1 kw night.

**KLLY(FM) Oildale, Calif.** □ Sold by KB Communications to Buckley Broadcasting Corp. of California for \$1.3 million. **Seller** is owned by Kenneth B. Orchard. who also owns KVVQ-AM-FM Victorville. Calif. **Buyer** is Greenwich. Conn.-based group of six AM's and six FM's owned by Richard D.

Buckley. KLLY is on 95.3 mhz with 2.2 kw and antenna 346 feet above average terrain. **WREY(AM)-WMVB-FM Millville, N.J.** □ Sold by Crisp Communications Corp. to Robert A. Klein for \$1.2 million. **Seller** is owned by Don A. Crisp. It also owns WSUX-AM-FM Seaford. Del., and WBEJ(AM) Elizabethton. Tenn. **Buyer** is Ardmore. Pa.-based businessman with no other broadcast interests. WREY is on 1440 khz with 1 kw day. WMVB-FM is on 97.3 mhz with 50 kw and antenna 75 feet above average terrain. *Broker: Media Marketing Inc.*

**WITS(AM)-WCAC(FM) Sebring, Fla.** □ Sold by Miller Broadcasting Inc. to Roper Broadcasting Inc. for \$940,404.81. **Seller** is owned by Howard A. Miller. who is also selling WMMB(AM)-WYRL(FM) Melbourne.

Fla. (see "For the Record." page 97) and will have no other broadcast interests. **Buyer** is principally owned by Robert O. Rowland and his wife. Gwendolyn. Fort Pierce. Fla.-based former owners of WAVW(FM) Vero Beach. Fla. Robert's brother. Marshall. owns WAIA(AM)-WSOS(FM) St. Augustine. Fla. and is buying WAYX(AM)-WQCW(FM) Waycross. Ga. (see below). WITS is on 1340 khz with 1 kw day and 250 w night. WCAC is on 105.5 mhz with 3 kw and antenna 150 feet above average terrain.

**KRIX(FM) Brownsville, Tex.** □ Sold by H&H Communications Inc. to Daytona Group of Texas Inc. for \$900,000. **Seller** is Colorado Springs-based company principally owned by Richard Sucher. It also owns KVMF-FM Vail. Colo. **Buyer** is Daytona Beach. Fla.-based company principally owned by Norman S. Drubner. Ronald Samuels and Carl Como Tuter. They also own KSLM(AM)-KXYQ-FM Salem. Ore. KRIX is on 99.5 mhz with 100 kw and antenna 482 feet above average terrain. *Broker: Kalil & Co.*

**WOKB(AM) Winter Garden, Fla.** □ Sold by Lesli Broadcasting Co. to Champion Broadcasting System of New York Inc. for \$850,000. **Seller** is owned by J. Arnold Schorr. who has no other broadcast interests. **Buyer** is owned by Mathew B. Hoffman and family. It also owns WUNRI(AM) Brookline. Mass. WOKB is on 1600 khz with 5 kw unlimited. *Broker: Norman Fisher & Associates.*

**WZND(FM) Zeeland, Mich.** □ Sold by West-State Broadcasters to Beacon Broadcasting Co. of West Michigan for \$843,500. comprising \$200,000 cash and remainder note at 10% for 10 years. **Seller** is owned by Charles E. Rich (40.63%), Mary Ann Kroll (24.63%), Jack Maciejewski (8.87%) and several others. It is applicant for new AM at Zeeland. Mich. Maciejewski owns 3% of WLKI(FM) Angola. Ind. **Buyer** is owned by Holland. Mich. businessman. Jerry Horne. chairman and vice president (95%), and Leslie Lanser. president (5%). Lanser also owns WWJQ(AM) Zeeland. Mich. WZND is on 99.3 mhz with 2 kw with antenna 453 feet above average terrain.

**WSUM(AM) Parma, Ohio** □ Sold by Mortenson Broadcasting Co. to American Sunrise Communications of Cleveland Inc. for \$834,000. **Seller** is principally owned by Jack Mortenson. who recently purchased WHLO(AM) Akron. Ohio. It is group owner of four AM's and four FM's. **Buyer** is Huntington Beach. Calif.-based group owner of five AM's headed by John M. Boyd. president and sole owner. WSUM is on 1000 khz with 500 w day.

**WAYX(AM)-WQCW(FM) Waycross, Ga.** □ Sold by South Georgia Radio Inc. to Rowland Radio Inc. for \$800,000. **Seller** is owned by John G. Bolton. his brother. Louis. William Aaron. Paul Stone and one other. who also own WGRO(AM) Lake City. Fla. **Buyer** is principally owned by Marshall Rowland. who also owns WAIA(AM)-WSOS(FM) St. Augustine. Fla. His brother. Robert. and sister-in-law. Gwendolyn. are buying WITS(AM)-WCAC(FM) Sebring. Fla. (see above). WAYX is on 1230 khz with 1 kw day and 250 w night. WQCW is on 102.5 mhz with 100 kw

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# The Daily Press, Incorporated

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has been acquired by

## Tribune Company

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*The undersigned acted as financial advisor to The Daily Press, Incorporated  
and assisted in the negotiations leading to this transaction.*

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## Shearson Lehman Brothers Inc.

September 30, 1986

# The Daily Press, Incorporated

(Owner of the Daily Press, The Times-Herald, Hampton Roads Cablevision Company  
and Danville Cablevision Company)

has been acquired by the

## Tribune Company

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*The undersigned acted as financial advisor to The Daily Press, Incorporated  
and assisted in negotiating this transaction.*

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September 30, 1986

and antenna 257 feet above average terrain. **KGMJ(FM) Eagle, Colo.** □ Sold by High Country Broadcasting Inc. to Joyce Communications Inc. for \$690,176, including assumption of obligations and \$415,000 note at 10%. **Seller** is principally owned (95%) by Gloria Jones, chairman of High Country. It has no other broadcast interests. **Buyer** is wholly owned by Robert Joyce, La Jolla, Calif.-based attorney with no other broadcast interests. **KGMJ** is on 101.5 mhz with 36.6 kw and antenna 2,210 feet above average terrain.

**WMIB(AM) Marco Island, Fla.** □ Sold by Arkelian Broadcasting Co. to Teiwes Broadcasting Co. for \$650,000. **Seller** is principally owned by Arthur Arkelian. It also owns **WRGI(FM) Naples, WLVU(AM) Dunedin, WLVU-FM Holiday and WLOO(FM) Williston, all Florida.** Arkelian also owns **WWCB(AM) Corry, Pa.** **Buyer** is owned by Harry A. Teiwes, owner of Chicago insurance agency, and Heinz A. Bauer, Chicago real estate developer. It has no other broadcast interests. **WMIB** is on 1510 khz with 1 kw full time.

**WFMO(AM)-WZYZ(FM) Fairmont, N.C.** □ Sold by Carolinas Broadcasting Co. to Pro Media Inc. for \$600,000. **Seller** is principally owned by Jack S. Pate Jr. It has no other broadcast interests. **Buyer** is owned by James C. Clark, president and general manager of stations, and John W. Pittman. They also own **WLNC(AM) Laurinburg, N.C.** **WFMO** is on 860 khz with 1 kw day. **WZYZ** is on 100.9 mhz with 3 kw and antenna 300 feet above average terrain.

**WBZY(AM) New Castle, Pa.** □ Sold by Lawrence County Broadcasting Corp. to WBZY Radio for \$600,000. **Seller** is principally owned by Robert L. Purcell, who has no other broadcast interests. **Buyer** is equally owned by Robert L. McCracken, station's general manager; William G. Andrews, retired retailer who will become station's director of public relations, and Samuel M. Shirey, retired accountant, who will become station's chief accountant. McCracken is station's general manager. They have no other broadcast interests. **WBZY** is on 1140 khz with 5 kw.

**KMYX(FM) Ojai, Calif.** □ Sold by Ojai Radio Inc. to Michael R. Thomas for \$588,750, comprising \$117,750 cash and \$471,000 note at 10%. **Seller** is 100% owned by Frank W. Spencer, who has interest in **WCLT(AM) Newark, Ohio.** **Buyer** is general manager of **KMYX** and has interest in application for new FM at Ventura, Calif. **KMYX** is on 105.5 mhz, with 135 w and antenna 1,180 feet above average terrain.

**WRFB(FM) Stowe, Vt.** □ Sold by RFB Inc. to Justice Broadcasting-Stowe Inc. for \$510,000 cash. **Seller** is owned by Brian Harwood, William Riley and Ken Squier. Squier, national auto racing announcer, also owns **WVEB(AM) Waterbury, Vt.** Others have no other broadcast interests. **Buyer** is owned by Lawrence K. Justice, who also owns **WCIB(FM) Falmouth, Mass.; WQEZ(FM) Fort Myers Beach, Fla.,** and has just purchased, pending FCC approval, **WMYF(AM)-WERZ(FM) Exeter, N.H.,** and **WOMP-AM-FM Bellaire, Ohio.** **WRFB** is on 101.7 mhz with

3 kw and antenna 210 feet above average terrain. **Broker: New England Media Inc.**

**KAAP(AM) Santa Paula, Calif.** □ Sold by William S. Sanders to General Broadcasting Corp. for \$500,000. **Seller** also has interest in two AM's, two FM's and cable system serving Fort Collins, Colo., and Drake Chenault Enterprises. **Buyer** is Los Angeles-based owner of four AM's and two FM's, headed by Jerome Maltz, chairman. **KAAP** is on 1400 khz full time with 1 kw full time. **Broker: Hogan-Feldmann Inc.**

**KKVU-AM-FM Tremonton, Utah** □ Sold by Golden Spike Broadcasting Inc. to McAlester Broadcasting Systems of Utah Ltd. for \$422,000. **Seller** is owned by Gary Fornia. It has no other broadcast interests. **Buyer** is Bob McAlester, who owns The McAlester Co., advertising and public relations agency in Honolulu. He has no other broadcast interests. **KKVU** is on 1470 khz with 5 kw day. **KVVU-FM** is on 104.9 mhz with 3 kw and antenna 150 feet above average terrain. **Broker: Chapman Associates.**

**WCAI(AM) Fort Myers, Fla.** □ Sold by Morris-Pierce Inc. to Asti Broadcasting Corp. for \$400,000, comprising \$70,000 cash and remainder note at 11% over 15 years. **Seller** is principally owned by Truman A. Morris. It has no other broadcast interests. **Buyer** is owned by Kenneth R. Zerbe and Bruce J. Micek. It also owns **WEND(AM) Brandon, WOOO(AM) Royal Palm Beach and WWSS(AM) Lynn Haven, all Florida.** **WCAI** is daytimer on 1350 khz with 1 kw.

**WRJZ(AM) Knoxville, Tenn.** □ Sold by Edward Atsinger and Stuart Epperson to Thomas H. Moffit Jr. for \$300,000, plus assumption of liabilities. **Sellers** own Salem Communications Corp., Camarillo, Calif.-based group owner of 13 AM's and six FM's (see above). **Buyer** is member of board of **WEEE(FM) Cherry Hill, N.J.,** and VP of **WVCH(AM) Chester, Fla.,** and **WTLN-AM-FM Apopka, Fla.,** which are owned by his father, Thomas H. Moffit. **WRJZ** is on 620 khz with 5 kw full time.

**WSYY-AM-FM Millinocket, Me.** □ Sold by Katahdin Broadcasting Inc. to Katahdin Communications for \$295,000 cash. **Seller** is owned equally by Mark Osborne and his wife, Natalie. They have interest in **WKSQ(FM) Ellsworth, Me.** **Buyer** is owned equally by James Talbott and his mother, Mary Ellen Talbott. James Talbott is former engineer with ABC. **WSYY(AM)** is on 1240 khz with 1 kw day and 250 w night. **WSYY(FM)** is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain.

**KDWA(AM) Hastings, Minn.** □ Sold by Hastings Broadcasting Co. to Crocus Hill Communications Inc. for \$260,000. **Seller** is owned by David Baudoin, who has been president and general manager of the station, and John McKellip. They have no other broadcast interests. **Buyer** is owned by Richard M. Nicholson, Minneapolis-St. Paul investor and entrepreneur, and Ward Booth, former reporter for Houston TV station. It has no other broadcast interests. **KDWA** is on 1460 khz with 1 kw day. **Broker: Johnson Communication Properties Inc.**

**Fresno, Marysville, Yuba City, Visalia and Tulare, all California, and suburbs of Reno** □ Sold by McClatchy Newspapers to Continental Cablevision for \$127 million. **Seller** is Sacramento, Calif.-based newspaper publisher and owner of two AM's and two FM's. It has no other cable interests. **Buyer** is Boston-based MSO serving 1.3 million subscribers in 14 states. Amos Hostetter Jr. is chairman and CEO. Systems pass 210,000 homes with 96,000 subscribers and 2,220 miles of plant. **Broker: Communications Equity Associates for seller.**

**Danville and Newport News, both Virginia** □ Sold by Tribune Co. to Cablevision Industries and Daniels & Associates, respectively, for \$100 million. **Seller** is subsidiary of Tribune Co., Chicago-based group broadcaster and newspaper publisher. Company is selling off its cable interests. Stanton R. Cook is president and chief executive officer of Tribune Co. **Buyers:** Cablevision Industries, 100% owned by Alan Gerry, is Liberty, N.Y.-based MSO serving some 400,000 subscribers. Daniels & Associates is Denver-based MSO and communications broker, principally owned by Bill Daniels, chairman. Newport News system passes 57,000 homes with 38,000 subscribers. Danville system serves 22,000 subscribers.

**Westlake and N. Olmsted (Cleveland), Ohio** □ Sold by Cablevision of Geauga county, Cablevision of Ohio Ltd. and West Shore Cable to Cablevision Systems for approximately \$43 million. **Sellers** are limited and general partners in 21 cable franchises serving Westlake and N. Olmstead. **Buyer** is Woodbury, N.Y.-based MSO serving more than 600,000 subscribers in six states. Systems pass 69,500 homes, serve 36,350 subscribers with 1,140 miles of plant.

**Kalamazoo, Parchment, Portage and Oshkosh, Cooper, Comstock and Kalamazoo townships, all Michigan** □ Sold by Fetzer Broadcasting Co. to Cablevision Systems Corp. for approximately \$35 million. **Seller** is owned by John Fetzer Foundation. Carl Lee is president of Fetzer Broadcasting, which owns two AM's and two FM's. **Buyer** is Woodbury, N.Y.-based MSO serving more than 600,000 subscribers in six states and headed by Charles Dolan. Systems serve 33,000 subscribers.

**Downey, Santa Fe Springs, Lynwood, Bell Gardens, Paramount and La Mirada, all California** □ Sold by Rogers Communications to American Cablesystems for between \$20 million and \$30 million. **Seller** is publicly traded, Toronto-based MSO with cable systems in both U.S. and Canada. John W. Graham is chairman, and Edward (Ted) Rogers is vice chairman and CEO. **Buyer** is publicly-traded, Beverly, Mass.-based MSO serving 385,000 subscribers in eight states. Steven B. Dodge is president. System passes 78,000 homes with 22,000 subscribers and 500 miles of plant. **Broker: Communications Equity Associates represented seller.**

For other proposed and approved sales see "For the Record," page 97.

**Broker in WRAB(AM)-WKSQ(FM) WilliamSPORT, Pa., sale (Oct. 27) was Kozacko-Horton Co.**



# For the Record

As compiled by BROADCASTING, Oct. 30 through Nov. 5, 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

■ **WTBF(AM)** Troy, Ala. (970 khz; 5 kw-D; 500 w-N)—Seeks assignment of license of Troy Broadcasting Corp. to Joe Gilchrist, Asa Dudley and James C. Rolling for \$22,500. Seller is owned by J.R. Crow, E.C. Orme, W.D. Sanford, Charles D. Hightower and four others. It has no other broadcast interests. Buyers have no other broadcast interests. Filed Oct. 15.

■ **KSVA(AM)** Sierra Vista and **KZMK(FM)** Bisbee, both Arizona (AM: 1470 khz; 2.5 kw. FM: 92.1 mhz; 500 w; HAAT: 2,220)—Seeks assignment of license from Sierra-Pacific Broadcasters Ltd. to Wedstar Inc. for \$1,827,000. Seller is owned by Ed Bolding. It has no other broadcast interests. Buyer is owned by David J. Lyons, who has no other broadcast interests. Filed Oct. 23.

■ **KDJC(AM)** Jacksonville, Ark. (1500 khz; 1 kw-D)—Seeks assignment of license from National Black Media Coalition to Chicago Broadcasting Inc. for \$165,000. Seller has no other broadcast interests. Buyer is owned by Allen Wheeler, Quintette McDuffie, Robert L. Weaver and Frank Warren. Wheeler is general manager of **WMPPI(AM)** East Chicago Heights, Ill. McDuffie is engineer at station. Filed Oct. 16.

■ **KHOP(FM)** Modesto, Calif. (104.1 mhz; 50 kw; HAAT: 500 feet)—Seeks assignment of license from The Pete Pappas Co., a partnership, to Fuller-Jeffrey Broadcasting Companies Inc. for \$6 million cash. Seller is owned by Bessie Pappas, widow of Pete Pappas, and her brother-in-law, Mike Pappas. They also own **KTRB(AM)** Modesto. Buyer is owned equally by Robert Fuller, Joseph Jeffrey Jr. and Edward Bock, based in Sacramento, Calif. Company also owns three AM's and seven FM's. Bock has interest in **KOAK-AM-FM** Red Oak, Iowa. Filed Oct. 29.

■ **KLLY(FM)** Oildale, Calif. (95.3 mhz; 2.2 kw; HAAT: 346 ft.)—Seeks assignment of license from KB Communications to Buckley Broadcasting Corp. of California for \$1.3 million. Seller is owned by Kenneth B. Orchard, who also owns **KVVQ-AM-FM** Victorville, Calif. Buyer is Greenwich, Conn.-based group of six AM's and six FM's owned by Richard D. Buckley. Filed Oct. 28.

■ **KMYX(FM)** Ojai, Calif. (105.5 mhz; 135 w; HAAT: 1,180 feet)—Seeks assignment of license from Ojai Radio Inc. to Michael R. Thomas for \$588,750, comprising \$117,750 cash and \$471,000 note at 10%. Seller is owned by Frank W. Spencer, who has interest in **WCLT(AM)** Newark, Ohio. Buyer is general manager of **KMYX** and has interest in app. for new FM at Ventura, Calif. Filed Oct. 22.

■ **KGMJ(FM)** Eagle Colo. (101.5 mhz; 36.6 kw; HAAT: 2,210 feet)—Seeks assignment of license from High Country Broadcasting Inc. to Joyce Communications Inc. for \$690,176, including assumption of obligations and \$415,000 note at 10%. Seller is majority owned (95%) by Gloria Jones, chairman of High Country. It has no other broadcast interests. Buyer is wholly owned by Robert Joyce, La Jolla, Calif.-based attorney with no other broadcast interests. Filed Oct. 30.

■ **WCAI(AM)** Fort Myers, Fla. (1350 khz; 1 kw-D)—Seeks assignment of license from Morris-Pierce Inc. to Asti Broadcasting Corp. for \$400,000, comprising \$70,000 cash and remainder note at 11% over 15 years. Seller is principally owned by Truman A. Morris. It has no other broadcast interests. Buyer is owned by Kenneth R. Zerbe and Bruce J. Micek. It also owns **WEND(AM)** Brandon, **WOOO(AM)** Royal Palm Beach, and **WVSS(AM)** Lynn Haven, all Florida. Filed Oct. 27.

■ **WMIB(AM)** Marco Island, Fla. (1510 khz; 1 kw)—Seeks assignment of license from Arkelian Broadcasting Co. to Teiwes Broadcasting Co. for \$650,000. Seller is principally owned by Arthur Arkelian. It also owns **WRGI(FM)** Naples, **WLVU(AM)** Dunedin—**WLVU-FM** Holiday and **WLLQ(FM)** Williston, all Florida. Arkelian also owns **WVCB(AM)** Corry, Pa. Buyer is owned by Harry A. Teiwes, owner of Chicago insurance agency, and Heinz A. Bauer, Chicago real estate developer. It has no other broadcast interests. **WMIB** is on 1510 khz with 1 kw. Filed Oct. 20.

■ **WKZY(AM)** North Fort Myers, Fla.—Seeks assignment of license from Southern Star Broadcasting Corp. to Ardman Broadcasting Corp. for \$50,000. Seller is owned by Arnold Bloom, who also owns **WKBR(AM)** Manchester, N.H., and **WFTL(AM)** Fort Lauderdale, Fla. Buyer is owned by Myer Feldman and his wife, Adrienne Arshat. It owns four AM's and four FM's. Filed Oct. 15.

■ **WITS(AM)-WCAC(FM)** Sebring, Fla. (AM: 1340 khz; 1 kw-D; 250 w-N, FM: 105.5 mhz; 3 kw; HAAT: 150 ft.)—Seeks assignment of license from Miller Broadcasting Inc. to Roper Broadcasting Inc. for \$940,404.81. Seller is owned by Howard A. Miller, who is also selling **WMB(AM)-WYRL(FM)** Melbourne, Fla. (see above) and will have no

other broadcast interests. Buyer is principally owned by Robert O. Rowland and his wife, Gwendolyn. Fort Pierce-based former owners of **WAVV(FM)** Vero Beach, Fla. Robert's brother, Marshall, owns **WAI(AM)-WSOS(FM)** St. Augustine, Fla. and is buying **WAYX(AM)-WQCW(FM)** Waycross, Ga. Filed Oct. 24.

■ **WMB(AM)-WYRL(FM)** Melbourne, Fla. (AM: 1240 khz; 1 kw. FM: 102.3 mhz; 3 kw; HAAT: 220 ft.)—seeks assignment of license from Miller Broadcasting Co. to City Broadcasting Co. for \$2.2 million. Seller is owned by Howard A. Miller, who also owns **WCAC(AM)-WITS(FM)** Sebring, Fla. Buyer is owned by Dr. Frank A. Franco, who also owns **WRAW(AM)-WRFY-FM** Reading, Pa. Filed Oct. 22.

■ **WOKB(AM)** Winter Garden, Fla. (1600 khz; 5 kw)—Seeks assignment of license from Lesli Broadcasting Co. to Champion Broadcasting System of New York Inc. for \$850,000. Seller is owned by J. Arnold Schorr, who has no other broadcast interests. Buyer is owned by Matthew B. Hoffman and family. It also owns **WUNR(AM)** Brookline, Mass. Filed Oct. 28.

■ **WAGQ(FM)** Athens, Ga. (104.7 mhz; 50 kw; HAAT: 240 ft.)—Seeks transfer of control of Broadcast Properties Inc.—C.A. McClure and F.K. Brown—to Diamond Broadcasting Inc. for \$8 million. Seller also owns **WRGC(AM)-WCGQ(FM)** Columbus, Ga. and **WCHK-AM-FM** Canton, Ga. Buyer is owned by Daniel R. Lee and Seth Mason. Lee also owns **WSBC(AM)-WXRT(FM)** Chicago. Mason is general manager of **WXRT**. Filed Oct. 23.

■ **KMGX(FM)** Hanford, Calif. (103.7 mhz; 50 kw; HAAT: 500 ft.)—seeks assignment of license from Western Sun Communications Inc. to Olympic Broadcasting Corp. for \$2,880,000. Seller is principally owned by Ellen Adelstein.

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who also owns KFML-FM Nampa, Idaho, and is general partner in KSKN-TV Spokane, Wash. It also owns WFML(FM) Nampa, Idaho and KSKN-TV Spokane, Wash. Buyer is Seattle-based group of 5 AM's and 7 FM's principally owned by James D. Ireland, chairman, Robert E. Yaw, director and Ivan Braiker, president. Filed Oct. 24

■ **WAYX(AM)-WQCW(FM)** Waycross, Ga. (AM: 1230 khz; 1 kw-D; 250 w-N, FM: 102.5 mhz; 100 kw; HAAT: 257 ft.)—Seeks assignment of license from South Georgia Radio Inc. to Rowland Radio Inc. for \$800,000. Seller is owned by John G. Bolton, his brother, Louis, William Aaron, Paul Stone and one other. They also own WGRO(AM) Lake City, Fla. Buyer is Principally owned by Marshall Rowland, who also owns WAI(A)(AM)-WSOS(FM) St. Augustine, Fla. His brother, Robert, and sister-in-law, Gwendolyn, are buying WITS(AM)-WCAC(FM) Sebring, Fla. (see above). Filed Oct. 23.

■ **KACH(AM)** Preston, Idaho (1340 khz; 1 kw)—Seeks assignment of license from Cache Country Inc. to G.Q. Investment Inc. for assumption of liabilities. Seller is owned by Michael B. Lish, who has no other broadcast interests. Buyer is owned by Quentin B. Casperson and Gary

Everton, who have no other broadcast interests. Filed Oct. 14.

■ **WPWR-TV** Aurora, Ill. (5,000 kw; 600 kw)—Seeks assignment of license from Metrowest Corp. to Silver King Broadcasting of Illinois, wholly owned subsidiary of Home Shopping Network, for \$25 million cash. Seller is principally owned by Fred Eychaner 100%, who also has 90% interest in CP for KTVJ(TV) Boulder, Colo., and 90% interest in CP for ch. 50 in Gary, Ind. (WCAE[TV]). Programming currently carried on WPWR-TV will move to Gary station upon approval of sale by FCC. Buyer is Clearwater-Fla.-based producer of Home Shopping programs headed by Roy Speer, chairman. HSN has completed purchase of three TV's and is in process of purchasing seven others, including WPWR-TV. Filed Oct. 23.

■ **KIFG-AM-FM** Iowa Falls, Iowa (AM: 1510 khz; 1 kw-D, FM: 95.3 mhz; 3 kw; HAAT: 237 ft.)—Seeks transfer of control of P.B.W. Broadcasting from John P. Whitesell to John P. Whitesell II for \$129,000. Seller is father of buyer. Neither has other broadcast interests. Filed Oct. 20.

■ **WSRG(AM)** Elkton, Ky. (1070 khz; 250 w-D)—Seeks assignment of license from Todd County Enterprises Inc. to

B&E Broadcasting Inc. for \$5,500, plus assumption of liabilities. Seller is owned by James White, who has no other broadcast interests. Buyer is owned by Ernest B. Ashworth and his wife, Elizabeth. It also owns WJKM(AM) Hartsville, Tenn. Filed Oct. 23.

■ **KYEA-FM** West Monroe, La.—Seeks assignment of license from Morgan Broadcasting Corp. to Phoenix Broadcasting Co. for \$1.1 million, plus \$200,000 noncompete agreement. Seller is owned by Charles G. Morgan and his wife, Kay, who also own co-located KMBS(AM). Buyer is owned by Frank D. Stimley and his wife, Cynthia, Lee D. King and Julian E. Davis. It has no other broadcast interests. Filed Oct. 28.

■ **WSYY-AM-FM** Millinocket, Me. (AM: 1240 khz; 1 kw-D, 250 w-N; FM: 97.7 mhz; 3 kw; HAAT: 300 feet)—Seeks assignment of license from Katahdin Broadcasting Inc. to Katahdin Communications for \$295,000 cash. Seller is owned equally by Mark Osborne and his wife, Natalie. They have interest in WKSQ(FM) Ellsworth, Me. Buyer is owned equally by James Talbot and his mother, Mary Ellen Talbot. James Talbot is former engineer with ABC. Filed Oct. 29.

■ **WCTR(AM)** Chestertown, Md. (1530 khz; 250 w-D)—Seeks assignment of license from WCTR Inc. to Kent Broadcasting Corp. for \$240,000, comprising \$80,000 cash and \$160,000 note. Seller is owned by Horace Gross and Mark Crouch, who have interest in app. for new FM at Smyrna, Del., and are buying WCHE(AM) West Chester, Pa. Buyer is owned equally by David Taylor, president, and his wife, Joann. They have no other broadcast interests. Filed Oct. 31.

■ **WZND(FM)** Zeeland, Mich. (99.3 mhz; 2 kw; HAAT: 453 feet)—Seeks assignment of license from West-State Broadcasters to Beacon Broadcasting Co. of West Michigan for \$843,500, comprising \$200,000 cash and remainder note at 10% for 120 months. Seller is owned by Charles E. Rich (40.63%), Mary Ann Kroll (24.63%), Jack Maciejewski (8.87%) and several others. It is app. for new AM at Zeeland. Maciejewski owns 3% of WLKI(FM) Angola, Ind. Buyer is owned by Holland, Mich., businessman Jerry Horne, (95%), and Leslie Lanser (5%). Lanser also owns WWJQ(AM) Zeeland, Mich. Filed Oct. 30.

■ **KDWA(AM)** Hastings, Minn. (1460 khz; 1 kw-D)—Seeks assignment of license of Hastings Broadcasting Co. to Crocus Hill Communications Inc. for \$260,000. Seller is owned by David Baudoin, who has been president and general manager of the station, and John McKellip. They have no other broadcast interests. Buyer is owned by Richard M. Nicholson, Minneapolis-St. Paul investor and entrepreneur, and Ward Booth, former reporter for Houston TV station. It has no other broadcast interests. Filed Oct. 20.

■ **KSMH(AM)** Shakopee, Minn. (1530 khz; 500 w-D)—Seeks assignment of license of G-F-I Broadcasting Inc. from Marilou E. Thibault to Steven Peters for \$70,000. Neither seller nor buyer has other broadcast interests. Filed Oct. 20.

■ **WGTT(AM)** Hattiesburg, Miss. (1310 khz; 1 kw-D)—Seeks assignment of license from Faith Christian Fellowship Inc. to Horizon Broadcast Communications Inc. for \$33,500 cash. Seller is owned by nonprofit corp. headed by Michael Darby, treasurer. Buyer is owned by D. Gayril Gibson, president; his father, Jimmie Gibson, and his mother, Anita Gay Sullivan Gibson, all 33 1/3%. Buyers have no other broadcast interests. Filed Oct. 31.

■ **CP** Holly Springs, Miss.—Seeks assignment of license from Terry Jan King to Relcom Inc. for \$30,000 cash. Seller holds CP for WMPV(TV) Mobile, Ala. Buyer is owned by Doyle Brunson, whose wife, Louise, is applicant for TV station in Katy, Tex. Filed Oct. 31.

■ **KEYR(AM)** Terrytown, Neb. (690 khz; 1 kw-D)—Seeks assignment of license from Western Nebraska Broadcasting Co. to Tracy Corp. IV for \$164,000. Seller is principally owned by Jim Bickling, station president and general manager, who has no other broadcast interests. Buyer is owned by Michael J. Tracy, who also owns KMOR(FM) Scottsbluff, Neb. Filed Oct. 20.

■ **WNJU-TV** Linden, N.J. (ch. 47; ERP vis. 4,570 kw; aur. 977 kw; HAAT: 1,508 ft.)—Seeks assignment of license from group of investors headed by television executives A. Jerrold Perenchio, Norman Lear and Alan D. (Bud) Yorlin to SACC Acquisition Corp. for \$70 million. Sellers have no other broadcast interests. Buyer, headed by Henry J. Silverman, president, is subsidiary of Reliance Capital Group, investment concern headed by Saul Steinberg. SACC also owns KVEA-TV Los Angeles and has recently acquired majority interest in John Blair & Co. ("Changing Hands," June 26), which owns four AM's, four FM's and five TV's. Filed Oct. 23.

■ **KLQS(FM)** Armijo, N.M. (107.1 mhz; 3 kw; HAAT: 300 feet)—Seeks assignment of CP from Jal Rene Washington to Matteucci Broadcasting Co. Inc. for \$10,000 cash. Seller has no other broadcast interests. Buyer is owned equally by Richard and Margaret Mary Matteucci, siblings,

October, 1986

# ACQUIRED

## SILVER KING BROADCASTING OF NEW JERSEY, INC.

a subsidiary of

## HOME SHOPPING NETWORK

has acquired from WBC Broadcasting Corp. the assets of

### WWHT-TV

of Newark, New Jersey and

### WSNL-TV

of Smithtown, New York

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who also own KDEF(AM) Albuquerque, N.M., and have interest in KHEI(AM) Kihai and KVIB(FM) Makawao, both Hawaii. Filed Oct. 29.

■ WKRT(AM)-WOKW(FM) Cortland, N.Y. (AM: 920 khz; 1 kw-D, 500 w-N; FM: 99.9 mhz; 20 kw; HAAT: 710 feet)—Seeks assignment of license from Cortland Broadcasting Co. to Sun Radio Broadcasting Inc. for \$3.1 million. \$2.6 million cash and \$500,000 noncompete agreement. Seller is group owner of three AM's and four FM's equally owned by Jack Laubach, Robert Burstein and Larry Garrett. Buyer is owned by David E. Gerard, president (5%); Gerard Associates Inc. Pension Plan (Emanuel Gerard [21.11%]); and seven others at 10.55% or 10.56%. David Gerard is general manager at WFIX(AM) New Orleans. George Friedman has interest in New Jersey cable system. Filed Oct. 30.

■ WMCA(AM) New York (1570 khz; 5 kw)—Seeks assignment of license from Straus Communications Inc. to Federal Broadcasting for \$11 million. Seller is owned by R. Peter Straus, who also owns WFTR-AM-FM Front Royal, Va., and WELV-AM-FM Ellensburg, N.Y. Buyer is headed by Peter Kizer, president and chief operating officer, who is former chairman of National Association of Broadcasters TV board. Federal also owns WWJ(AM)-WJOL(FM) Southfield, Mich. Filed Oct. 15.

■ WFMO(AM)-WZYF(FM) Fairmont, N.C. (AM: 860 khz; 1 kw. FM: 100.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Carolinas Broadcasting Co. to Pro Media Inc. for \$600,000. Seller is principally owned by Jack S. Pate Jr. It has no other broadcast interests. Buyer is owned by James C. Clark, president and general manager of station, and John W. Pittman. They also own WLNC(AM) Laurinburg, N.C. Filed Oct. 28.

■ WSVM(AM) Valdese, N.C. (1490 khz; 1 kw)—Seeks assignment of license from Burke County Broadcasting Co. to South Mountain Broadcasting Co. for \$300,000. Seller, owned by Robert R. Hilker and William R. Rollins, is Suburban Radio Group, Belmont, N.C.-based group of four AM's and four FM's. Buyer is owned by Richard N. White and his wife, Mary. Richard White is announcer and program director for WHLG(FM) Jensen Beach, Fla. Filed Oct. 21.

■ WAIR(AM)-WSEZ(FM) Winston-Salem, N.C. (AM: 1340 khz; 1 kw. FM: 93.1 mhz; 100 kw; HAAT: 250 ft.)—Seeks assignment of license from Holiday Broadcasting Corp. to Evergreen Radio Group Inc. for \$5.5 million. Seller is owned by Nick Patella, who has no other broadcast interests. Buyer is owned by Monte Lang, former president of Fort Lauderdale, Fla.-based Amatro Group, group owner that sold most of its stations to Keymarket Communications. Filed Oct. 21.

■ WSUM(AM) Parma, Ohio (1,000 khz; 500 w-D)—Seeks assignment of license from Mortenson Broadcasting Co. to American Sunrise Communications of Cleveland Inc. for \$834,000. Seller is principally owned by Jack Mortenson, who recently purchased WHLO(AM) Akron, Ohio. It is group owner of four AM's and four FM's. Buyer is Huntington Beach, Calif.-based group owner of five AM's headed by John M. Boyd, president and sole owner. WSUM is on 1,000 khz with 500 w day. Filed Oct. 15.

■ KCFO(AM) Tulsa, Okla. (970 khz; 2.5 kw-D; 1 kw-N)—Seeks assignment of license of Salem Media of Oklahoma from Stuart Epperson to Salem Communications Corp. for no consideration. Filed Oct. 20.

■ KWRC(AM) Woodburn, Ore. (940 khz; 250 w-D)—Seeks assignment of license from KWRC Inc. to Concord Group Inc. for \$152,500, comprising \$40,000 cash and remainder note at 2% above prime for seven years. Seller is owned by Colette Jelinceo (45%); her husband, Thomas (17%); David Stephenson (25%); and Robert Withers (13%). Withers is president and Thomas Jelinceo is vice president of KWRC Inc. Buyer is owned equally by Clifford Zander, president, and his wife, Virginia. They have no other broadcast interests. Filed Oct. 31.

■ WRCP(AM) Providence, R.I. (1290 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from C&F Communications Inc. to Neto Communications for \$1,353,350, comprising \$953,350 cash, \$300,000 note at 13.5% over five years, and noncompete agreement for \$100,000 in note. Seller is owned by Antonio Costa (55%), general manager of station, and Joseph E. Fernandez (45%), president of C&F. They have no other broadcast interests. Buyer is owned by Manuel F. Neto, Dartmouth, N.H.-based owner of insurance companies, retail stores and real estate. He has no other broadcast interests. Filed Oct. 23.

■ WAJN(AM) Ashland City, Tenn. (790 khz; 500 w-D)—Seeks assignment of license from Cheatham Broadcasting Corp. to Reese Broadcasting Co. for \$190,000, comprising \$20,000 cash, \$9,879.09 payment of mortgage note and remainder note at 10%. Seller is owned by John Borum (40%); his son, John L. (20%); Joel Roberts (20%); Frank Stratton (10%) and Bob McGowan (10%). Cheatham has no other broadcast interests. Buyer is owned by Kerry McCarver, president; Clara Bell, and H.A. Bartlett, all 33%.

They have no other broadcast interests. Filed Oct. 31.

■ WQCR(AM) Blountville, Tenn.—Seeks assignment of CP from County Seat Radio to J.T. Parker Broadcasting Co. for \$47,860. Seller owns WBZI(AM)-WLG(FM) Xenia, Ohio, WKGMI(AM) Smithfield, Va. and WESR-AM-FM Onley-Onancock, Va. Buyer owns WLRV(AM) Lebanon, Va. and WJTP(AM) Newland, N.C. Filed Oct. 16.

■ WRJZ(AM) Knoxville, Tenn. (620 khz; 5 kw)—Seeks transfer of control of Tennessee Media Associates Inc. from Edward Atsinger and Stuart Epperson to Thomas H. Moffitt Jr. for \$300,000, plus assumption of liabilities. Sellers own Salem Communications Corp., Camarillo, Calif.-based group owner of 13 AM's and six FM's. Buyer is member of board of WEEE(FM) Cherry Hill, N.J. and VP of WVCH(AM) Chester, Fla. and WTLN-AM-FM Apopka, Fla., which are owned by his father, Thomas H. Moffitt. Filed Oct. 27.

■ KRFX(FM) Brownsville, Tex. (99.5 mhz; 100 kw; HAAT: 482 ft.)—Seeks assignment of license from H&H Communications Inc. to Daytona Group of Texas Inc. for \$900,000. Seller is Colorado Springs-based company principally owned by Richard Sueher. It also owns KVMT-FM Vail, Colo. Buyer is Daytona Beach, Fla.-based company principally owned by Norman S. Drubner, Ronald Samuels and Carl Como Tuter. They also own KSLM(AM)-KXYQ-FM Salem, Ore. Filed Oct. 28.

■ WBZY(AM) New Castle, Pa. (1440 khz; 5 kw)—seeks assignment of license from Lawrence County Broadcasting Corp. to WBZY Radio for \$600,000. Seller is principally owned by Robert L. Purcell, who has no other broadcast interests. Buyer is equally owned by Robert L. McCracken, station's general manager; William G. Andrews, retired retailer who will become station's director of public relations, and Samuel M. Shirey, retired accountant, who will become station's chief accountant. McCracken is station's general manager. They have no other broadcast interests. Filed Oct. 28.

■ KRQX(AM)-KZEW(FM) Dallas (AM: 570 khz; 5 kw. FM: 97.9 mhz; 100 kw; HAAT: 1,680 ft.)—Seeks assignment of license from Dallas Radio Inc. to Anchor Media Ltd. for \$20 million. Seller is Belo Broadcasting, Dallas-based group owner of one AM, one FM and 5 TV's, and subsidiary of publicly held A.H. Belo Corp., which owns *The Dallas Morning News* and Dallas-Fort Worth Suburban Newspapers Inc. Buyer is Tampa, Fla.-based group of investors headed by Alan Henry, former head of Gulf Broadcast Group. Filed Oct. 6.

■ KIKZ(AM)-KSEM(FM) Seminole, Tex. (AM: 1250 khz; 1 kw-D; FM: 106.3 mhz; 3 kw HAAT: 173 ft.)—Seeks assignment of license from Tejas Broadcasting Ltd. to George Toone for \$200,000, comprising \$25,000 cash, assumption of \$120,000 note, \$15,000 noncompete agreement, and \$40,000 note at 9%. Seller is owned by Tejas Broadcasting Corp., general partner (10%), and limited partners Triple Broadcasting Inc. (50%), Richard Copeland (10%), Ralph Copeland (10%), Esther Copeland (10%) and Gayle Atchley (10%). Atchley is app. for new TV at Denver City, Tex. Buyer has no other broadcast interests. Filed Oct. 30.

■ KRNN(AM) Terrell Hills, Tex. (930 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from KSDR Inc. to Noble Broadcast of San Antonio Inc. for \$2 million cash. Seller is owned by Stanley Rosenberg (53.54%) and six others. Buyer is owned by John Lynch, who is also buying, subject to FCC approval, three AM's and three FM's. It owns XETRA-AM-FM in Tijuana, Mexico.

■ KKVU-AM-FM Tremonton, Utah (AM: 1470 khz; 5 kw. FM: 104.9 mhz; 3 kw; HAAT: 150 ft.)—Seeks assignment of license from Golden Spike Broadcasting Inc. to McAlester Broadcasting Systems of Utah Ltd. for \$422,000. Seller is owned by Gary Fornia. It has no other broadcast interests. Buyer is owned by Bob McAlester, who owns Honolulu-based advertising and public relations firm. He has no other broadcast interests. Filed Oct. 29.

■ WKEZ-FM Yorktown, Va. (94.1 mhz; 50 kw; HAAT: 500 ft.)—Seeks transfer of control from Melody Corp. of Virginia to Eure Communications Inc. for \$1,950,000. Seller is owned by Patricia Parker, wife of station's general manager, George Parker. It has no other broadcast interests. Buyer is owned by William L. Eure and family, who own WDDY(AM) Gloucester, Va., and recently sold WSSV(AM)-WPLZ-FM Petersburg, Va. Filed Oct. 22.

■ KQIN(AM) Burien-Seattle, Wash. (800 khz; 500 w)—Seeks assignment of license from All Pro Broadcasting to Inspiration Media Inc. for \$2,770,000. Seller is principally owned by former NAB radio board member Willie D. Davis. It also owns KAC(FM) Inglewood, Calif.; WAWA(AM) West Allis, Wis.; WLFM(FM) Milwaukee and KYOK(AM) Houston. Buyer is owned by Salem Communications Corp., Camarillo, Calif.-based group owner of 13 AM's and six FM's equally owned by Edward Atsinger and Stuart Epperson. They are in process of selling WJRZ(AM) Knoxville,

Tenn., and KGNW(AM) Seattle (see below). KQIN is on 800 khz with 500 w. Filed Oct. 20

■ KLZZ-AM-FM San Diego, Calif. (AM: 600 khz; 5 kw. FM: 106.5 mhz; 50 kw; HAAT: 230 ft.)—Seeks assignment of license from Southwestern Broadcasting Inc. to Edens Broadcasting Inc. for \$14 million. Seller principally owned by Arthur and Katherine Shadak. It has no other broadcast interests. Buyer is Phoenix-based group of three AM's and three FM's principally owned by Gary Edens, chairman. Filed Oct. 20.

■ KGNW(AM) Seattle (1150 khz; 5 kw)—Seeks assignment of license from Salem Northwest Broadcasting Co. to Roy H. Park Broadcasting of Washington Inc. for \$1,645,000. Seller is owned by Edward Atsinger and Stuart Epperson, who own Salem Communications Corp., Camarillo, Calif.-based group owner (see above). Buyer is owned by publicly traded Park Communications, Ithaca, N.Y.-based owner of 28 newspapers, eight AM's, eight FM's and seven TV's. Roy H. Park, chairman. Filed Oct. 28

■ WEPM(AM)-WKMZ(FM) Martinsburg, W.Va.—(AM: 1340 khz; 1 kw. FM: 97.5 mhz; 9 kw; HAAT: 1,010 ft.). Seeks assignment of license from Elektra Broadcasting Corporation of West Virginia Inc. to Prettyman Broadcasting Co. for \$2 million including noncompete agreement. Seller is solely owned by Charles C. (Bert) Thornton Sr. It has no other broadcast interests. Buyer is Salisbury, Md.-based group owner principally owned by William E. Prettyman Jr. It also owns WICO-AM-FM Salisbury, MD., and WYUS-(AM)-WAFI-FM Milford, Del. Filed Oct. 23.

## New Stations

### New AM's

■ Sonoma, Calif.—Jerry J. Collins seeks 1070 khz; 5 kw-D. Address: 1227 Del Prado Blvd., Cape Coral, Fla. 33904. Principal also owns WDCQ(AM) Pine Island Center, Fla., and has six other apps. pending. Filed Oct. 30.

■ Gainesville, Fla.—Carl J. Auel d/b/a Gainesville Broadcasters seeks 1430 khz; 2.5 kw-D. Address: 4610 Briarwood Dr., Sacramento, Calif. 95821. Principal is individual applicant who also holds interests in five AM's, four AM apps. pending; son, James E. Auel, and wife, Edwina Auel, own two AM's, four AM apps. pending. Filed Oct. 30.

■ Palm Bay, Fla.—Linda Adams d/b/a Aloysious AM seeks 1430 khz; 2.5 kw-D. Address: Box 214044, Sacramento, Calif. 95821. Principal is individual applicant who also has one FM app. pending; father, Marvin B. Clapp, holds minority interests in five AM's with apps. for three AM's pending. Filed Oct. 30.

■ Titusville, Fla.—Marlene V. Boman seeks 1420 khz; 1 kw-D. Address: 6720 Lakeview Dr., Carmichael, Calif. 95608. Principal is individual applicant who has six apps. pending. Filed Oct. 30.

■ Macedonia, Iowa—Voice of Carson Broadcasting seeks 1020 khz; 2 kw-D. Principal is owned by Michael Glimmer who owns three AM's and is vice president of Satellite Radio Network, and has five apps. also pending. Filed Oct. 30.

■ Eastwood, La.—Spann Communications seeks 1020 khz; 10 kw-D; 25 kw-N. Address: 5525 South State St., Chicago 60621. Principal is owned by Pervis Spann who is president of Midway Broadcasting Corp., owner of WVON(AM) Cicero, Ill.; president and 73% shareholder of Minority Broadcasting Co. of the Midwest, owner of WXSS(AM) Memphis, Tenn. Filed Oct. 30.

■ Holdrege, Neb.—Family Stations, Inc. seeks 1020 khz; 25 kw-D; 1 kw-N. Address: 3108 Fulton Ave., Sacramento, Calif. 95821. Principal is nonstock group owner headed by Harold Camping; owns 34 stations and has applications for over 50 stations pending. Filed Oct. 30.

■ Highland Falls, N.Y.—Edward A. Schober and Carol Schober seek 550 khz; .93 kw-D. Address: 402 Tenth Ave., Haddon Heights, N.J. 08035-1838. Principal is owned by Schobers who has no other broadcast interests. Filed Oct. 30.

■ Hawley, Tex.—Michael Venditti and Don Werlinger seek 1060 khz; 250 w-D. Address: 602 Steve Lane, Lockhart, Tex. 78644. Principal, Werlinger, owns KHJK(AM) Lockhart, Tex. Venditti has no other broadcast interests. Filed Oct. 27.

■ Blacksburg, Va.—David H. Moran, d/b/a Oak Meadow Radio seeks 1170 khz; 25 kw-D. Address: 310 Academy St., Salem, Va. 24153. Principal is individual applicant who also owns Tinker Creek Broadcasters, licensee of WKBA(AM) Vinton, Va., and has apps. for three AM's pending. Filed Oct. 30.

■ Danville, Va.—Vernon H. Baker d/b/a Danville Radio

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seeks 1180 khz; 4.5 kw-D. Address: Box 889, Blacksburg, Va. 24060. Principal is individual applicant who also holds interests in Baker Broadcasters Inc., Xenia, Ohio: WKGM Inc.; Accomack-Norhampton Broadcasting Co.; Wake Forest Radio Point Pleasant Broadcasting Co.; Rural Radio, and others including three existing stations. Filed Oct. 30.

■ **Fieldale, Va.**—Edward A. Baker d/b/a Radio Eleven Sixty seeks 1160 khz; 5 kw-D; .25 kw-N. Address: 400 Alleghany St., Blacksburg, Va. 24060. Principal is solely owned by Baker who is director of Piedmont Area Radio, owner of WPAR-FM Claremont, N.C.; president and 51% stockholder WCXN Inc., and vice president of Paging Inc., radio common carrier. Filed Oct. 30.

■ **Lynchburg, Va.**—Seven Hills Media seeks 1170 khz; 3.5 kw-D. Address: 310 Academy St., Salem, Va. 24153. Principal is individual applicant David H. Moran, who owns 51% of Tinker Creek Broadcasters Inc. licensee of WKBA(AM), Vinton, Va.; his brother, Richard A. Moran, is president of WLGY(AM)-WBZI(FM) Xenia, Ohio. Filed Oct. 30.

#### New FM's

■ **North Highlands, Calif.**—Family Stations Inc. seeks 89.3 mhz; 1 kw; HAAT: 417 feet. Address: 3108 Fulton Ave., Sacramento, Calif. 95821. Principal is nonprofit group, headed by Harold Camping, president. Filed Oct. 23.

■ **Rome, Ga.**—Augusta Radio Fellowship Institute Inc. seeks 91.3 mhz; 500 w; HAAT: 763 feet. Address: 3213 Huxley Dr., Augusta, Ga. 30909. Principal is nonprofit corporation headed by Clarence T. Barinowski. It has no other broadcast interests. Filed Oct. 23.

■ **Mt. Vernon, Ind.**—Posey County Broadcasting Co. seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 601 Upton Rd., 47620. Principal is owned by Ann M. Nussel and her husband, Billy. It owns colocated WPCO(AM). Filed Oct. 23.

■ **Mountain View, Mo.**—James M. Hunt seeks 96.7 mhz; 1.51 kw; HAAT: 459 ft. Address: P.O. Box 341, Doniphan, Mo. 63935. Principal has no other broadcast interests. Filed Oct. 23.

■ **Naguabo, P.R.**—Cesar D. Gonzalez seeks 92.9 mhz; 3 kw; HAAT: 611 ft. Address: Calle Almacigo H-16, Urb. Arbolada, 00625. Principal has no other broadcast interests. Filed Oct. 27.

■ **Naguabo, P.R.**—Naguabo Broadcasting Co. seeks 92.9 mhz; 3 kw; HAAT: 328 ft. Address: Calle 22, BB #3, Villas De Castro, P.R. 00625. Principal is owned by Francisco Resto Torres and Jose Figueroa. It has no other broadcast interests. Filed Oct. 23.

■ **Naguabo, P.R.**—Eastern Broadcasting seeks 92.9 mhz; 3 kw; HAAT: 611 ft. Address: San Mateo C17 Notre Dame, 00625. Principal is owned by Vicitelio R. Martinez, who has no other broadcast interests. Filed Oct. 27.

#### New TV's

■ **Shreveport, La.**—Word of Life Ministries Inc. seeks ch. 45; 5,000 kw vis.; 500 kw aur.; HAAT: 1,503 ft. Address: 4425 Meriwether Road, Shreveport, La. 71109. Principal is nonstock corp. headed by Sam Carr and has two LPTV apps. pending. Filed Oct. 29.

■ **Morganton, N.C.**—Thomas Edmund Shuford Long Jr. seeks ch. 23; 1,500 kw vis.; 150 kw aur.; HAAT: 1,109.25 ft. Address: 2205 Garden Isle Ave., Irving, Tex. 75060. Principal holds 0.3% interest in Catawba Valley Broadcasting Co., owner of WHKY-AM-FM-TV Hickory, N.C. Filed Oct. 30.

### Facilities Changes

#### Applications

##### AM's

##### Tendered

■ **KUET (710 khz) Black Canyon, Ariz.**—Seeks CP to change day power to 5 kw and change night power to 4.5 kw. App. Oct. 31.

■ **KBIF (900 khz) Fresno, Calif.**—Seeks CP to add night service with 500 w; install DA-N, and make changes in ant. sys. App. Oct. 30.

■ **WSHO (800 khz) New Orleans**—Seeks CP to add night service with 290 w; install DA-2, and make changes in ant. sys. App. Oct. 30.

##### Accepted

■ **KOKY (1250 khz) Little Rock, Ark.**—Seeks MP to make changes in ant. sys. App. Oct. 29.

■ **KFRP (1210 khz) Rocklin, Calif.**—Seeks MP to change

TL. App. Oct. 29.

■ KMB5 (1310 khz) West Monroe, La.—Seeks CP to change TL. App. Oct. 29.

■ WKCU (1350 khz) Corinth, Miss.—Seeks CP to make changes in ant. sys. App. Oct. 29.

■ KEYR (690 khz) Terrytown, Neb.—Seeks mod. of lic. to move SL to 2002 Char Ave., Scottsbluff, Neb. App. Oct. 29.

■ KEYZ (1360 khz) Williston, N.D.—Seeks mod. of lic. to operate transmitter by remote control. App. Oct. 29.

■ KDOV (1230 khz) Talent, Ore.—Seeks mod. of lic. to Seek mod. of lic. to move SL to 1607 Siskiyou Boulevard, Ashland, Ore. App. Oct. 29.

## FM's

### Tendered

■ \*WUCF-FM (89.9 mhz) Orlando, Fla.—Seeks CP to change ERP to 3.25 kw and change HAAT to 184.99 ft. App. Oct. 28.

### Accepted

■ KITZ (103.1 mhz) Oracle, Ariz.—Seeks CP to change ERP to 900 w. App. Oct. 31.

■ KHTN (92.1 mhz) Placerville, Calif.—Seeks CP to change ERP to 1.55 kw. App. Oct. 31.

■ KTYD (99.9 mhz) Santa Barbara, Calif.—Seeks CP to install aux. sys. App. Oct. 31.

■ WBE6 (107.9 mhz) Westport, Conn.—Seeks mod. of CP to change to non-DA. App. Oct. 31.

■ \*WJIR (90.9 mhz) Key West, Fla.—Seeks mod. of CP to change HAAT to 59.04 ft. App. Oct. 31.

■ \*WWEV (91.5 mhz) Cumming, Ga.—Seeks mod. of lic. to move SL outside community of lic. to East Marietta, Ga. App. Oct. 28.

■ KGC1 (97.7 mhz) Grundy Center, Iowa—Seeks CP to change TL and change HAAT to 328 ft. App. Oct. 31.

■ WDBX-FM (98.5 mhz) Hays, Kan.—Seeks CP to install aux. sys. App. Oct. 28.

■ WYYY (97.9 mhz) Baltimore—Seeks CP to change ERP to 13.5 kw and make changes in ant. sys. App. Oct. 31.

■ WATD-FM (95.9 mhz) Marshfield, Mass.—Seeks CP to change ERP to 2.8 kw and change HAAT to 345.06 ft. App. Oct. 31.

■ WNQV (104.9 mhz) Caldwell, Ohio—Seeks mod. of CP to change TL and move SL outside community of lic. App. Oct. 31.

■ WLSN (106.5 mhz) Greenville, Ohio—Seeks mod. of CP to change TL; change ERP to 50 kw, and change HAAT to 492 ft. App. Oct. 31.

■ KYNG-FM (106.5 mhz) Coos Bay, Ore.—Seeks mod. of CP to change ERP to 4 kw and change HAAT to 543 ft. App. Oct. 31.

■ K1WW (96.1 mhz) Harlingen, Tex.—Seeks mod. of CP to change TL and change HAAT to 996.75 ft. App. Oct. 31.

■ W1VA-FM (96.3 mhz) Martinsville, Va.—Seeks CP to change TL and change HAAT to 1,281.82 ft. App. Oct. 31.

## Actions

### AM's

■ KGDP (660 khz) Orcutt, Calif.—Granted app. to change TL and make changes in ant. sys. Action Oct. 23.

■ KFAX (1100 khz) San Francisco—Denied app. to move SL to 3106 Diabole Ave., Hayward, Calif. Action Oct. 20.

■ WNTY (990 khz) Southington, Conn.—Granted app. to change TL. Action Oct. 24.

■ WYUS (930 khz) Milford, Del.—Granted app. to make changes in ant. sys. Action Oct. 23.

■ WKIS (740 khz) Orlando, Fla.—Granted app. to augment standard DA-N pattern. Action Oct. 22.

■ WDLF (590 khz) Panama City, Fla.—Granted app. to change to non DA-D and reduce power to 1.7 kw. Action Oct. 22.

■ WLPO (1220 khz) LaSalle, Ill.—Returned app. to increase night power with 500 w. Action Oct. 24.

■ WJBD (1350 khz) Salem, Ill.—Granted app. to reduce power to 430 w and make changes in ant. sys. Action Oct. 24.

■ WFCV (1090 khz) Fort Wayne, Ind.—Granted app. to make changes in ant. sys. Action Oct. 29.

■ W1VG (740 khz) Cambridge, Mass.—Dismissed app. to

change freq. to 1090 khz and change power to 5 kw. Action Oct. 22.

■ WMVO (1300 khz) Mount Vernon, Ohio—Granted app. to make changes in DA system. Action Oct. 29.

■ WRCP (1290 khz) Providence, R.I.—Granted app. to make changes in ant. sys. Action Oct. 28.

■ KJSM (1520 khz) Sequim, Wash.—Granted app. to change hours of operation to daytime only; increase power to 20 kw; change TL, and make changes in ant. sys. Action Oct. 23.

## FM's

■ \*W5GN (91.5 mhz) Gadsden, Ala.—Returned app. to change freq. to 91.3 mhz; change TL; change ERP to 15 kw, and change HAAT to 520.54 ft. Action Oct. 27.

■ \*W1JS-FM (91.9 mhz) Jacksonville, Ala.—Returned app. to change ERP to 320 w and change HAAT to 1,033.2 ft. Action Oct. 27.

■ WTYD (100.9 mhz) New London, Conn.—Granted app. to change HAAT to 3.28 ft. Action Oct. 29.

■ WOWW (107.3 mhz) Pensacola, Fla.—Granted app. to change HAAT to 1,421.22 ft. and change TL. Action Oct. 27.

■ \*WRAS (88.5 mhz) Atlanta—Granted app. to change HAAT to 436.24 ft. Action Oct. 27.

■ WBAZ (101.7 mhz) Southold, N.Y.—Granted app. to change ERP to 2.7 kw and change HAAT to 341 ft. Action Oct. 24.

■ \*KRBM (90.9 mhz) Pendleton, Ore.—Granted app. to change TL; change ERP to 25 kw; change HAAT to 665.84 ft., and make changes in ant. sys. Action Oct. 21.

■ KXYQ (105.1 mhz) Salem, Ore.—Granted app. to change HAAT to 1,840.08 ft. and change TL. Action Oct. 20.

■ WMSP (94.9 mhz) Harrisburg, Pa.—Granted app. to change TL; change to DA, and change HAAT to 698.64 ft. Action Oct. 20.

■ WAYZ-FM (101.5 mhz) Waynesboro, Pa.—Granted app. to change DA pattern. Action Oct. 22.

■ WKAQ-FM (104.7 mhz) San Juan, P.R.—Dismissed app. to change ERP to 12.5 kw; change HAAT to 2,676.48 ft., and change TL. Action Oct. 24.

■ \*KAUR (89.1 mhz) Sioux Falls, S.D.—Granted app. to change ERP to 680 w and change HAAT to 183.68 ft. Action Oct. 27.

■ KQKQ (106.5 mhz) Galveston, Tex.—Granted app. to change HAAT to 699.3 ft. Action Oct. 24.

■ KQMB (102.7 mhz) Midvale, Utah—Dismissed app. to change ERP to 12.5 kw; change HAAT to 3,847.11 ft. Action Oct. 21.

■ WVLI (96.7 mhz) Buena Vista, Va.—Granted app. to move SL to Lexington, Va. Action Oct. 24.

## TV's

■ KTSF (ch. 26) San Francisco—Granted app. to move SL outside community of lic. Action Oct. 23.

■ \*WEDW (ch. 49) Bridgeport, Conn.—Granted app. to change HAAT to 730 ft. Action Oct. 10.

■ WCTV (ch. 6) Thomasville, Ga.—Granted app. to change HAAT to 2,030 ft. Action Oct. 27.

■ WANE-TV (ch. 15) Fort Wayne, Ind.—Granted app. to change ERP to vis. 114 kw, aur. 111 kw. Action Oct. 27.

■ WBNA (ch. 21) Louisville, Ky.—Granted app. to change HAAT to 696 ft. Action Oct. 27.

■ WWAT (ch. 53) Chillicothe, Ohio—Granted app. to change ERP to vis. 1,274 kw, aur. 127 kw; change HAAT to 653 ft., and change TL. Action Oct. 23.

■ WNAC-TV (ch. 64) Providence, R.I.—Granted app. to change HAAT to 1,028 ft. Action Oct. 27.

## In Contest

### Review board made following decision:

■ Portland, Ore. (Cascade Video of Oregon Ltd. and Portland Television Associates Ltd.) TV proceeding. Approved settlement agreement and dismissed app. of Portland Television; granted Cascade Video's app. for new TV station at Portland, and terminated proceeding. By order. Oct. 14.

### ALJ Joseph Chachkin made following decisions:

■ Reno (Circle L Inc. and Washoe Broadcasting Co.) TV

proceeding. Approved settlement agreement and dismissed with prejudice app. of Washoe Broadcasting; granted app. of Circle L for renewal of license of KCRL-TV Reno, and terminated proceeding. By MO&O, Oct. 22.

■ Manteo, N.C. (Franklin Broadcasting, et al) FM proceeding. Approved settlement agreement and dismissed with prejudice app. of Franklin Broadcasting and Manteo Community Broadcasting Inc.; conditionally granted app. of Costanzo Broadcasters for new FM station at Manteo, and terminated proceeding. By MO&O, Oct. 21.

■ Myrtle Beach, S.C. (Coastal Broadcasting of Myrtle Beach, et al) TV proceeding. Approved settlement agreement and dismissed with prejudice app. of Coastal Broadcasting of Myrtle Beach and South Carolina Broadcasters; granted app. of Coastal Carolina Broadcasting Co. for new TV station at Myrtle Beach, and terminated proceeding. By MO&O, Oct. 21.

■ Longview, Tex. (Ashley Broadcasting, et al) TV proceeding. Granted Ashley Broadcasting's motion and dismissed its app. with prejudice; scheduled conference for Oct. 31. By MO&O, Oct. 23.

### ALJ John M. Frysiaik made following decisions

■ Orlando, Fla. (Marlin Broadcasting of Central Florida Inc., et al) TV proceeding. Granted motion by RCTV Inc. and dismissed its app. with prejudice. By order. Oct. 16.

■ Dalton, Ga. (Family Television of Dalton Inc., et al) TV proceeding. Granted motion by Family Television and dismissed its app. with prejudice. By order. Oct. 23.

■ Galesburg, Ill. (Galesburg Broadcasting Co. and Unimel Inc.) MDS proceeding. Dismissed with prejudice app. of Unimel for failure to prosecute; granted app. of Galesburg for new station in multipoint distribution service at Galesburg, and terminated proceeding. By MO&O, Oct. 23.

■ Buffalo, N.Y. (Contemporary Communications Corp. and Microband Corp. of America) MDS proceeding. Approved settlement agreement and dismissed Contemporary's app. with prejudice; granted app. of Microband for new station in multipoint distribution service at Buffalo, and terminated proceeding. By MO&O, Oct. 16.

### ALJ Joseph P. Gonzalez made following decisions

■ Inverness, Fla. (Meredith Corp. and West Florida Television Ltd.) TV proceeding. By separate orders: Granted motion for summary decision by Meredith Corp. and resolved satellite issue in its favor; approved settlement agreement and dismissed with prejudice app. of West Florida; conditionally granted Meredith's app. for a new commercial television station at Inverness, and terminated proceeding. By MO&O, Oct. 24.

■ Minneapolis (Vision Broadcasting Corp. and Metro Program Network Inc.) TV proceeding. Approved settlement agreement and dismissed with prejudice app. of Metro Program Network; conditionally granted app. of Vision Broadcasting for new TV station at Minneapolis, and terminated proceeding. By MO&O, Oct. 20.

■ Blacksburg, Va. (Cascade Television Ltd., et al) TV proceeding. Granted limited extent motion by Southwest Virginia Television to enlarge issues against Cascade Television to determine whether Cascade displayed ineptness in prosecuting its app. and, if so, effect on its basic qualifications to be licensee. By MO&O, Oct. 23.

### ALJ Edward J. Kuhlmann made following decision

■ La Grande, Ore. (Telecrafter Communications Corp. and Broadcast Data Corp.) MDS proceeding. Granted Broadcast Data's motion and dismissed with prejudice app. of Telecrafter; conditionally granted app. of Broadcast Data for new station in multipoint distribution service at La Grande, and terminated proceeding. By MO&O, Oct. 20.

### ALJ Richard L. Sippel made following decision:

■ Freedom, Calif. (Virginia Jo McFadden, et al) FM proceeding. Granted motion by Laura Hooper and dismissed with prejudice app. of Freedom FM Wireless Co. for failure to prosecute. By MO&O, Oct. 20.

### ALJ Joseph Stirmer made following decision:

■ Atlanta (Community Television Inc. and Acorn Television in Action for Communities Inc.) Ed-TV proceeding. Granted motion for summary decision by Acorn Television and resolved Section 73.3524(a) issues in its favor. By MO&O, Oct. 23.

### ALJ James F. Tierney made following decision:

■ Bellevue, Wash. (C.R. Pasquier Associates of Bellevue Inc., et al) TV proceeding. Granted motion by Rainier Broadcasting Co. and dismissed its app. with prejudice. By order. Oct. 16.

# Call Letters

## Applications

Call	Sought by
<b>New AM</b>	
WNNZ	Celia Communications Inc., Westfield, Mass.
<b>New FM's</b>	
KUZN	Valley Broadcasting Co., Palmer, Alaska
WESI	Leverrier Broadcasting Co., Strasburg, Va.
WRAU	Franklin Broadcasting Co., Ravenswood, W. Va.
<b>New TV</b>	
KUAK	Marina D. Leathers, International Falls, Minn.

## Existing AM

WWSJ WLNZ Ditmer Broadcasting Co., St. Johns, Mich.

## Existing FM's

WMMY-FM WYRL City Broadcasting Co., Melbourne, Fla.  
 WCVO WABD-FM Southern Broadcasting Corp., Fort Campbell, Ky.  
 WSTE WSTT Palm Beach Group Broadcasting Co., Charlotte-Amalie, VI.  
 WYFT WQAA Bible Broadcasting Co., Luray, Va.

## Grants

Call	Assigned to
<b>New AM</b>	
KKMT	Blg M Broadcast Associates, Ennis, Mont.

## New FM

KGTV Media Ltd., Ketchikan, Alaska

## Existing AM's

WSTH WRFS Solar Broadcasting Co., Alexander City, Ala.  
 WWHR WBSS Sunrise Broadcasting Corp., Pompano Beach, Fla.  
 WGUY WMLI Stone Communications Inc., Brewer, Me.  
 KKOB KOB Southwest Radio Corp., Albuquerque, N.M.  
 WLOJ WRNB World Communications Inc., New Bern, N.C.  
 WNVU WXVX Barua Communications, Greensburg, Pa.

## Existing FM's

WSTH-FM WSTH Solar Broadcasting Co., Alexander City, Ala.  
 \*KHDC KUBO California Human Development Corp., Chualar, Calif.  
 KCLQ KLTK KLTK Inc., Hanford, Calif.  
 KBOX KXCC-FM Golden Coast Broadcasting Inc., Lompoc, Calif.  
 WFMM WWTM DCS Radio Associates Ltd., Harbor Beach, Mich.  
 KKOB-FM KOB-FM Southwest Radio Corp., Albuquerque, N.M.  
 KYQT KNPT-FM Dennis P. McManus, Receiver, Newport, Ore.  
 KWZD KRRS B & D Communications Inc., Hamlin, Tex.  
**Existing TV**  
 KGBS KAHT American Television of Utah Inc., Salt Lake City

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## 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.

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# Classified Advertising

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## RADIO

### HELP WANTED MANAGEMENT

**General manager**, challenge and opportunity! New AOR Lansing Mich. WLNZ (FM) rapid growth (already #4 12+ Birch Summer Quarterly) unlimited potential. Needs experienced leader to work with group owners. Strong sales background essential. Send resume in confidence to: Randall Blair, P.O. Box 30092, Lansing, MI 48909. 517-669-8361.

**GM for coastal Carolinas '86 market** based in New Bern. Classy FM with new equipment and image. This company is a winner. If you are, and have credentials to prove it, forward resume and all details, including earnings history, to Tom Joyner, Joyner Broadcasting Company, P.O. Box 1125, Cary, NC 27511.

**Knoxville/sales manager:** the only urban station in Knoxville needs an aggressive, take charge sales manager. This is not a desk job. Must have experience selling direct and through agencies, and ability to motivate others. Call Fred Jacob 615-521-6220. EOE.

**If you're ready for the sunbelt**, this may be your opportunity. We need a local sales manager immediately at KAYD/KAYC in Beaumont, Texas. Class C FM giant awaits the right person. Apply now to Box 870, Beaumont, TX 77704, or call GM 409-833-9421.

**Radio sales management.** This growing New England broadcaster owns AM/FM combo facilities in two of the fastest growing retail markets in the country: Portland, Maine, and Portsmouth, New Hampshire. We have immediate needs for a general sales manager (Portsmouth) and regional sales manager (Portland). (Current people have been promoted). Salary plus incentives. Performance is rewarded! Opportunity for advances within company. Call 603-772-4757, or send resume to T. Porter, P.O. Box 1540, Exeter, NH 03833.

**First-list salesperson** needed for combo regional stations dominant in three northern California counties. Must have solid agency experience as well as adeptness at local street sales. Must be able to lead sales staff in selling rates 50% higher than competition. Prove yourself and take over the sales department. Perfect opportunity for aggressive 3-5 year vet looking for that move into management. Job paid 26K last year and we're growing dramatically. Send resume to P.O. Box 631, Marysville, CA 95901, Attn: Mr. Moore. EOE 916-742-5555.

**General manager:** for medium-size Ohio market sought by purchaser of Class B FM and AM combo. Administrative experience and strong sales, programming and community involvement skills essential -- excellent salary, bonus and stock option. Send resume, references and cover letter with brief description of your strengths on a confidential basis to: Treasure Radio, 300 National City Bank Building, Cleveland, OH 44114.

**Class C FM:** in northern Wisconsin seeking a manager strong in sales to lead a staff to conquer an undeveloped market. Outgoing self-starter. B.A. degree in a related field a must. Experience a requirement. Excellent benefits. Box L-42.

**Owner seeks a general manager** for AM/FM in Midwest college town. I need a take charge, clear thinking, shirt sleeve 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.

**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.

**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, KKTU-FM, KOCA-AM, Box 192, Kilgore, TX 75662. Phone-Office: 214-984-2001. Home: 214-297-3924.

**Experienced sales person,** Must be team player, goal oriented, able to accept direction and have the desire to be a top sales professional. This is an opportunity to join one of the best group operators in the country. At least one year experience. Sarasota, Florida market. Jim Day, General Manager, WAMR/WRAM, 282 N. Auburn Rd., Venice, FL 33595. 813-484-2636. EOE.

**Be in management in 6 months.** Prove sales ability and success in competitive small market. Give 110%, get "good" list with room for more. No beginners please. EOE. 906-863-5551.

**National sales manager:** WALK FM/AM, Long Island's #1 radio station, has opportunity for national sales mgr. with minimum 3 years radio sales background. Ability to travel. Resume to Ron Gold, Station Manager, WALK FM/AM, P.O. Box 230, Patchogue, NY 11772 E.O.E.

**California...** KFIG AM/FM is currently seeking a professional, highly motivated salesperson with experience in direct and agency sales. Draw against commission plus outstanding benefits. Contact Wayne Scholle Box 4265, Fresno, CA 93744. 209-268-8801. EOE M/F.

**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.

**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.

**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.

**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.

**WGMD-Rehoboth Beach, Delaware.** Successful established easy listening station currently seeking a professional radio salesperson. Excellent compensation plan. Resumes to Judith Poulin, Station Manager, WGMD, P.O. Box 530, Rehoboth Beach, DE 19971.

**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.

**We need top flight, aggressive,** sales oriented. Person to be station/sales manager of AM/FM station in Norfolk, VA., the 34th radio market. Must be professional, motivated and willing to work. This is not a desk job. Top dollars to top producing person. Send resume, sales billing history to: W.M., Box 92, Roanoke, VA 24022. (We are EOE, M/F).

**Regional manager:** The National Association of Broadcasters has an opening in its radio department for a regional manager for the Southeastern territory. Duties include all radio membership activity in the region, including providing service to existing membership, serve as a liaison with state associations, and serve as region's representative to NAB. Qualifications will include an understanding of broadcasting operations, knowledge of sales techniques, previous telemarketing experience and broadcasting experience. NAB offers excellent salary and benefits. Send resume and salary requirements to Patti Johnson, NAB, 1771 N ST., NW Washington, DC 20036. An EOE M/F.

### HELP WANTED ANNOUNCERS

**Announcer:** Soft contemporary Class C FM station in northern Wisconsin is looking for an air personality with leadership experience and good communications skills. Excellent benefits. Box L-43.

**Announcer:** Key morning shift position. Requires knowledge of classical music and competency with foreign language pronunciation. Proficiency in operation of audio equipment. Send resume and non-returnable demo tape by Nov. 24; Manager of Human Resources, WMHT-FM, Box 17, Schenectady, NY 12301. EOE.

**Announcer with news and PA background** needed for Christian station. Applicants should have minimum 2 years announcing experience. Reply by December 1, 1986, to Station Manager, Steve Wright, 2225 North Concord Rd., Albion, MI 49224. Family Life Broadcasting is an equal opportunity employer. Minorities and women are urged to apply.

**Suburban Washington D.C.** radio station looking for solid air personality. Modern adult contemporary format. Must be ready to have fun and get involved in the community! Submit resume and tape to: Box 1669, Middleburg, VA 22117.

**Small market AM-FM** needs an experienced announcer-salesperson. Position could be available immediately or by January 1. Send complete resume and audition tape to Manager, Box 697, Crossett, AR 71635. EOE.

**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.

**Talk show host** wants to talk. Currently in top fifteen market. Call Doug 412-321-2895.

### HELP WANTED TECHNICAL

**Radio maintenance engineer:** KYUK AM/TV in Bethel Alaska has an immediate opening for a maintenance engineer. Applicants should have 3-5 years experience in all phases of radio maintenance and construction and possess a valid General Class license. Some knowledge of television is desirable but not necessary. Open until filled. Resumes should be sent to: Brad Humelsine C.E., KYUK AM/TV, Pouch 468, Bethel, Alaska 99559. Bethel Broadcasting is an equal opportunity employer.



**Chief engineer:** AM/FM combo seeks experienced engineer. Must be knowledgeable in AM directional, automation, Class B FM and overall maintenance of studio equipment. Salary depending on qualifications. Excellent benefits. Send resume and references to: General Manager, WQHQ/WSBY, P.O. Box U, Salisbury, MD 21801. EOE.

**WKDM, United Broadcasting Company's** Spanish contemporary station in New York, is seeking a qualified person for the position of chief engineer. Qualified candidates must have an FCC license or SBE certification, knowledge of studio and transmitter construction, maintenance and operations; at least 3 years experience in the maintenance and operation of AM directional antennas. Those interested should send their resume to Richard Mertz, Director of Engineering, United Broadcasting Company, 4733 Bethesda Avenue Bethesda, MD 20814. Please, no phone calls. EOE/MF.

**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.

**Chief engineer** for KBUC AM/FM San Antonio. Applicant should be experienced in high power FM, directional AM, studio maintenance and remote broadcasts. Send resume and salary requirements to: Bruce Hirsh, TK Communications, Inc., 3000 SW 60 Ave., Ft. Lauderdale, FL 33314. EOE.

**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.

**RF sales engineer.** This will be a rewarding position for an individual with experience in all areas of radio broadcast equipment with emphasis on FM RF systems. The position involves field travel and is based in the Philadelphia area. Contact Radio Systems, Box 356, Edgemont, PA 19028. 215—356-4700.

#### HELP WANTED NEWS

**News director/morning anchor** for new Albany FM. Strong delivery and news writing ability required. Growing 14 station group. Tape, resume, references, to: Jeff Weber, Vice-Pres./GM WMVQ, P.O. Box 5, Albany NY 12201. EOE.

**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.

**Newsperson** at WROWAM-FM, JAG Communications chain. 4 years experience, salary negotiable, tape, writing sample, resume, Gen. Mgr., WROW 341 Northern Blvd. Albany, NY 12204.

**Seasoned newsperson.** NYC suburb. Gather, edit, anchor local reports. Salary matches experience. T&R: Box 910ND, Pomona, NY 10970. EOE, M/F.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Music director.** Oops! 1968 civil service copy got by us. Disregard recent ad for classical music programmer/announcer. We are a growing and progressive public radio operation with three stations serving 12+ population of 800,000 in WA/OR/ID. Seeking person with strong background in classical music who fits our on-air sound in presentation and in music selection for other shifts. Position requires a bachelors degree in liberal or performing arts. Successful candidate will have two to five years experience announcing classical music for broadcast. Excellent working environment and living conditions. \$20,000 - 24,000 DOQ. Respond with resume and tape by December 1 to Arthur Cohen, Northwest Public Radio, Washington State University, Pullman, WA 99164-2530. WSU is AA/EEO employer.

**PD for top 100 NC market** format. Is urban with CHR influence. Attitude is as important as ability, but you must be a winner. Tape, resume and earnings history to Tom Joyner, Joyner Broadcasting Company, P.O. Box 1125, Cary, NC 27511.

**AM stereo 56 in Columbia, South Carolina,** is looking for an aggressive, take-charge, self-motivator for our morning announcer/program director. We need someone who can continue the ratings strength and reputation achieved over 56 years of MOR, news, sports and information broadcasting. Columbia is a superb place to live and ideal for a family. If you have experience and are ready for the challenge of this leadership position, send a cassette of the kind of morning show you would do along with all the reasons why you are right for this opportunity to: Charley Jones, WIS Radio, PO Box 21567, Columbia, SC 29221. Do it today and include your salary requirements so we can move quickly.

**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-20's. Resume by November 17 to Doug Miller, WAER, Office of Human Resources, Skytop, Syracuse, NY 13244. Affirmative action/equal opportunity employer.

**Strong communicator,** with good production skills and show prep for MOYL AM. Must be a team player with community involvement a plus. T&R to WAMR, 282 North Auburn Road, Venice, FL 33595.

**Production coordinator:** responsible for writing and producing station promos, features and program elements, and for coordinating and maintaining daily program logs. Other duties as assigned. Candidate should have college degree, at least two years professional broadcast experience (with emphasis on production and promotion), good administrative skills and a familiarity with jazz. Send letter, resume and cassette sample of production to Wylie Rollins, Program Director, WBGO-FM, 54 Park Place, Newark, NJ 07102.

#### 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.

**Successful medium market general manager** seeks new challenge. 16 years radio, 8 management, mid 30's, stable family man. Great track record in sales, programming, people and cost control. If you want quality, integrity and profits. Write: Box L-8.

**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.

**Ready to generate revenue** and control your bottom line now. Experienced GM with extensive sales and programming background seeks Northeast or Midwest medium market. Box L-50.

**Tired or excuses?** 20 year GM programs, trains, motivates, gets results, and sells, sells, sells! Super track record. Impeccable references. Box L-55.

**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, programming, advertising, promotion, and engineering. Box L-13.

#### SITUATIONS WANTED SALES

**Radio or TV sales.** "Street fighter." 10 years experience. #1 market pro (top 50). Seeks new challenge with a growing, aggressive, team-oriented company. Extensive vendor, pro sport sales, agency, and direct experience. Box L-51. Let's talk. Prefer AC or news/talk.

#### SITUATIONS WANTED ANNOUNCERS

**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 programming input at major market big band/MOR. Rich 212-933-0170.

**Premier talk host.** One of the nation's finest radio talk hosts now available. Nearly twenty years top ten market experience. Acclaimed as "one of the nation's best radiotalk hosts" by the Detroit News, and chosen this year as the "best talk show hosts in Detroit" by Detroit Monthly magazine. Great voice, superb interviewer, extraordinary general knowledge. Resume and tape on request. Box K-84.

**Talk show host** wants to talk. Currently in top fifteen market. Call Doug 512—321-2895.

**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.

#### SITUATIONS WANTED TECHNICAL

**Audio technician** seeking employment in the Washington, D.C. area. Will consider other locations. 301-523-8212 or 202—529-0935.

**Sharp cheap engineer/ MOYL-expert jock** available.: any shift. Florida first. call now through February. 305—791-7027.

#### SITUATIONS WANTED NEWS

**Anchor/reporter.** 4years experience. B.S. in journalism. Excellent writing and delivery skills. Greg 915—944-9652.

**Solid journalist** looking for news director anchor/reporter position. Experienced, professional aggressive, dedicated. 309—833-3129.

**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 sportcaster/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

**Have pipes will travel.** Have 28 years experience. All facets of radio. Let's talk! 517—386-7506. Dick O'Brien.

**PD, sales, news,** college play by play, movie actor and morning drive. One price fits all! Box K-107.

**I'll talk for my supper!** 25 year veteran all phases radio, seeking PD and/or talk-show host. Currently employed. Box L-40.

**Wanted: engineer tutor.** 10 year air veteran seeks career change. Technical background, many abilities, dedicated, hardworking. Prefer Midwest. 217—287-7626.

**16 year pro** with major market experience seeks new PD/OM opportunity in top 100 AC/CHR. 100% relocatable. Steve Sutton. Phone 912—244-8642.

## TELEVISION

#### HELP WANTED MANAGEMENT

**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 Far-nam St., Omaha, NE 68132-3222. EOE, M/F/H.

**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.

**Program/operations manager:** #1 CBS affiliate has good opportunity for right person. Job includes responsibility for station programming; contact with network; also, overall responsibility for station production, promotion and on-air look. Production background preferred. Administrative and people skills - a must. Send resume, salary history and career objectives to General Manager, WTVR-TV, 3301 West Broad St., Richmond, VA 23230. EOE.

**WNWO-TV**, ABC affiliate, Toledo, Ohio needs experienced general manager whose career emphasis has been in sales and business management. Send cover letter and resume to Ralph E. Becker, 7 West 51st St., New York, NY 10019. EOE.

**News director.** News leader, NBC affiliate top 40, Southeast, seeks experienced professional with exceptional track record, credentials and degree. 6 years experience required. Strong ENG, Conus helpful. Send resume, salary requirements and references to Box L-37. EOE, M/F.

**Local sales manager**, Midwest ABC affiliate needs a creative self-motivator with skills to lead an aggressive sales team. A proven track record in local sales leadership desired. Send resume and salary requirements to Larry Katt, WAND-TV, 904 Southside Dr., Decatur, IL 62521. EOE.

#### 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.

**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 employee benefits package negotiable. Send resume to: Personnel Department, KMPH-TV, 5111 E. McKinley Ave., Fresno, CA 93727. No phone calls, please. EOE, M/F/H.

**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.

**National accounts representatives—TvB.** The Television Bureau of Advertising (TvB) needs an experienced salesperson in Chicago to expand television budgets of national advertisers. The requirements are a demonstrated sales ability with a knowledge of national advertisers and the media they use. Send resume to: Dick Severance, Television Bureau of Advertising, 477 Madison Ave., New York, NY 10022.

**Advertising sales account executive.** The largest cable system in Washington ADI with state of the art technology is searching for several advertising sales account executives who aspire to a high income media career growth opportunity. These dynamic positions will market a diversified multi-media menu including network spots, prints, direct mail, and commercial and program production. Compensation and benefits are competitive. Send all inquiries to: Media General of Fairfax, P.O. Box 468, Chantilly, VA 22021. ATTN: Human Resource Department.

**National sales manager.** Significant opportunity! KSTP-TV, Minneapolis/St. Paul. Applicants must have extensive broadcast sales experience. National sales management or a background in national representation is desired. Applicants should have a college education and be prepared to commit the hours and the energy necessary to do the job. Resumes should be submitted to: Tom Fee, General Sales Manager, KSTP-TV, 3415 University Ave., Minneapolis, MN 55414. Equal opportunity employer, M/F.

**Local-regional sales manager.** Medium market CBS affiliate seeks a creative self motivator with the skills and desire to lead a young sales team. If you possess a proven track record and can demonstrate a leadership role in TV sales, send resume and salary requirements to Box L-56.

**Account executive: WTVD-TV**, in Raleigh/Durham, is seeking a team-oriented person with proven record in broadcast sales. Apply in writing to: Denis O'Connor, General Sales Manager, WTVD, P.O. Box 2009, Durham, NC 27702. A Capital Cities/ABC station. EOE.

#### 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 are mandatory. Heavy ENG emphasis. Good salary, benefits and advancement. Group owner. Send resumes to Box K-100. An EOE.

**TV maintenance engineer** sought by KPBS-TV, San Diego's public broadcasting station. Capable of component-level analysis and maintenance of 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, Administrative Building - 3rd Floor, San Diego, CA 92182. EEO/AA/Title IX employer.

**TV maintenance engineer:** To maintain, install and repair station equipment including, but not limited to, Grass Valley switchers, 3/4" and 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.

**Chief engineer** for television station located in Northwest. This exciting opportunity requires experience and skills in administration of an engineering department and interdepartmental coordination. Some experience in construction projects is desirable. Excellent benefits. Salary commensurate with experience and qualifications. Resume to Box L-47.

**TV maintenance engineer** for UHF independent station/production facility in Los Angeles. Applicant must have minimum of 1-2 years experience in component level maintenance of broadcast systems. General Class license or SBE certification preferred. Salary based on experience—excellent benefits and working environment. Send resume/references to Steven Glickman, CE, KSCI-TV, 1954 Cotner Ave., Los Angeles, CA 90025 or call 213-479-8081.

**Tape maintenance engineer** needed to work in Philadelphia area television station/production house. Individuals with 3-5 years experience with TCR100's, Ampex VPR2-B's and Sony 2000's apply today. Send resume to Box L-45. EOE.

**Chief engineer** needed for CBS affiliate in medium Sunbelt market. Must be strong, aggressive manager with talent for supervising people and working effectively with department heads. Hands-on technical expertise in maintenance and operation of television station VHF transmitter and studio equipment are prerequisite. Please send resume to General Manager, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. EOE.

**Operations technician I:** Duties include on-air operation of master control and videotape recording, routine maintenance of equipment, Primary responsibility is providing technical support for production personnel in recording and editing local productions. Experience required. Send resume with salary requirements to Dave Burgess, WVPT, 298 Port Republic Rd., Harrisonburg, VA 22801. Equal opportunity employer.

**Assistant chief engineer.** 100+ New England market, NBC affiliate. Must have R.F. experience and enjoy hands-on maintenance of studio and ENG equipment. Potential growth and excellent benefits. Send resume and salary requirements to: Box L-28. EOE.

**TV technical supervisor:** Responsible for television technical and production support operation at 26,000 student university with excellent employee benefits. Will be involved with instructional, sports and public TV programming. Will supervise technical and equipment operating personnel, staff and students. Must be a self-motivator with strong technical and supervisory skills. Bachelor or associate degree in electronic/broadcast technology or equivalent training and experience. Five years experience in design, maintenance and operation of broadcast/industrial TV and audio systems. Three years related supervisory experience. Knowledge and experience in planning and control of capital equipment and operating budgets important. Excellent position for take charge person. Reply with resume to: The University of Akron, Human Resources Division, 225 S. Forge St., Akron, OH 44325. An equal opportunity employer.

**Video engineer.** Maintenance production technician for cable company. Qualified candidate will have 3-4 years experience in electronic maintenance. Maintain and support state-of-the-art video broadcast equipment. Must have live cable or broadcast experience as well. Responsibilities include repair support, preventive maintenance and supervision of equipment repair. Competitive salary and comprehensive benefits package. Send resume complete with salary history to: Cablevision of Chicago, 820 Madison St., Oak Park, IL 60302, ATTN: P. Smogor. No phone calls, please.

**Assistant chief engineer:** Requirements are a strong maintenance background on state-of-the-art video equipment and FCC General Class license with a combination of experience and/or higher education. UHF transmitter experience a plus. Send resume (no calls please) to: Chief Engineer, WSYT-TV, P.O. Box 6968, Syracuse, NY 13217-6968. EOE.

#### HELP WANTED NEWS

**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.

**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 Dietrich, News Director, KRCG-TV, P.O. Box 659, Jefferson City, MO 65102, An equal opportunity employer.

**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.

**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 11 PM 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 production 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.

**10PM producer wanted** for dominant NBC station. Send resume and tape to Jon Janes, News Director, WOC-TV, 805 Brady St., Davenport, IA 52808.

**News producer.** WJBK-TV Detroit is seeking top-notch news producer with at least two years' experience producing news programs. Writing and production skills a must. Contact Christine Sloat, Assistant News Director, WJBK-TV, P.O. Box 2000, Southfield, MI 48037 313-552-5249. EOE, M/F.

**Channel 12 Eyewitness News** has an opening for an experienced reporter for the 6 and 11 pm newscasts. At least 2 years reporting/anchoring experience required. This person will cover general news assignments, host 1/2 hour bi-weekly public affairs show and be substitute news anchor. Please send resume to Sherry Lorenz, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. EOE.

**News/sports reporter.** Fulltime person to anchor week-end sports and do a combination of news and sports reporting during the week. Candidates must know and talk sports. College degree preferred. Smokers need not apply. Send tapes and resumes to News Director, KOLR-TV P.O. Box 1716, Springfield, MO 65805. EOE, M/F

**News bureau reporter/photographer/editor.** For news bureau with CBS station. Resume & tape to Roy Hardee, News Director, WNCT-TV, P.O. Box 898, Greenville, NC 27834. EOE.

**Executive producer,** needed to make #1 ABC affiliate an even stronger #1. Looking for creative producer wanting to move into management level position. Producing, writing, staff supervision and graphics experience necessary. Send resume, tape, and references to News Director, WPTA-TV, Box 2121, Fort Wayne, IN 46801. An EEO employer.

**Producers wanted.** Group owned NBC affiliate in top 35 market. Must be creative, energetic, a true leader and have good news sense. Send resume and cover letter Box L-54.

**Two reporter jobs:** Midwest ABC affiliate looking for a reporter and a reporter/photographer. 70's market. ENG and live. Minimum one year experience. Reply Box L-52. EOE.

**Meteorologist:** Radar, graphics data. Midwest medium market. Looking for a team player to make weather interesting and informative. Live capability. Minimum 2 years experience. Reply Box L-53. EOE.

**Executive producer:** Strong Northeastern medium market station looking for take charge person to handle day-to-day operations and special projects. Must have superb people skills. Work with producers and reporters. Outstanding production and writing skills required. Box L-57

#### 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.

**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 Berny, News 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.

**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.

**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.

**Producer/religious TV/film company.** Coordinate activities of personnel engaged in writing, directing, editing and producing film/TV shows. Review synopses & scripts: direct screen adaptation. Determine treatment & scope of proposed productions and established operating budgets. Select principal cast members, key production staff. Review dailies, order retakes, approve editing. BA degree in communications or equivalent plus 2 years administration exp. in TV production. Knowledge of Spanish language. \$5,850 monthly Agoura Hills, CA. Send this ad and your resume to Job Order #FHC 1912, P.O. Box 9560, Sacramento, CA 95823-0570 not later than Nov. 24.

**Commercial production person needed:** Must have these skills: produce, direct, script-write, camera, edit, voice-over. Box L-36.

**Operations coordinator** needed part-time to fill week-end, overnight, and holiday shift for cable network in the Stanford, CT area. Must have AD, playback, or MC experience. Call Mr. Krug 203—965-6564.

**Camera operator/editor.** High-technology company is seeking an EFP/production "can-do" individual for the Corporate Video Group. 6-8 years experience necessary. Duties include location shooting, lighting, inter-format editing, and maintenance. Must be creative, personable, and technically oriented. Forward resume to Box L-41. AA/EOE.

**TV production coordinator:** Producer/talent. Public Television channels 10/36, Milwaukee, is seeking a professional to create, and develop concepts for television shows; to coordinate the research, writing, scheduling, taping and production process for final television broadcasts; and serve as "on-air" talent. Applicants should have a Bachelor's degree in broadcasting, radio, television or related field plus 2 years experience in television production. Additional journalism experience or coursework is advantageous. Call 414—225-1800 for an employment application which must be submitted by November 25, 1986. Resumes or letters will not be accepted in lieu of an official application. Personnel and Human Resources, MATC, 1015 N. 6th St., Milwaukee, WI 53203. An equal opportunity/affirmative action employer.

**Production manager** needed for top 50 Northeastern market. Excellent leadership, organizational and creative skills necessary to supervise TV production department. Strong background in directing, lighting, studio and EFP productions essential. Box L-60.

**Director of creative services.** For independent TV station with aggressive production facility. Ability to write and produce creative local spots and work smoothly with clients, agencies and crews. Knowledge of capabilities of state-of-the-art broadcast production and editing equipment. Production sales and directing experience helpful. Send resume, commercial reel and writing samples to Leila Brenner, WPHL-TV, 5001 Wynnefield Ave., Philadelphia, PA 19131. EOE, M/F.

#### SITUATIONS WANTED MANAGEMENT

**Business manager/controller:** Degreed, 5+ years experience with top 60 network affiliate. New 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.

**General manager.** Mature pro, successful in every area, bottom-line oriented. For family, seeks return to West Coast. Affiliate or indy, great track. L-34.

#### SITUATIONS WANTED SALES

**Results oriented workaholic** with highly successful track record selling weather graphics equipment and data to national TV seeks ultimate challenge. Box K-124.

#### 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 TECHNICAL

**Technical manager/engineer.** 30 years broadcasting. RF, non-RF, design, construction, maintenance, operation, equipment salesman, teaching credential, answering machine: 805—298-1220.

**Maintenance engineer.** Freelance. Sony School A.S. electronics, FCC license. P.O. Box 62599 Los Angeles, CA 90062. 213—299-1411. Can travel.

**Meteorologist.** 4 years forecasting experience with 2 years top 50 market broadcasting experience. Goal: medium sized market. Salary: negotiable. Box L-58.

#### 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.

**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.

**Attractive American Indian female anchor reporter** is ready to move to bigger market with greater creative challenges. If interested, contact Box L-24.

**Meteorologist** seeking full time sunbelt position. AMS television seal. Ten years experience small, large markets. Box L-44.

**Sports director** in top 40 market desires move up. Major college play by play experience (ten years). Top references and background. Box L-35.

**Milwaukee freelancer** looking for sports position in small, medium market. Enthusiastic, hard working, ready to move. For tape, resume, call Dave 414—228-1502.

**Assignment editor** seeking employment in the Wash./Balt. area. TV & radio experience. Will consider relocating. 301—523-8212.

**Top ten market radio newswoman** looking to get into TV. Age 26, M.S. from Syracuse. 713—782-8919.

**Veteran large market radio ND** wants move to TV as ME, AE, or ND. Quick-thinking, creative, visualizer, motivator. Twenty years of street savvy, budgeting and personnel development. 901—794-4695.

**Experienced TV and radio meteorologist** in top 50 market seeks position in medium or large market. Box L-49.

**Research assistant/writer.** Experienced in all phases of broadcasting. Medium-large market. Newhouse grad-Syracuse University 1980. Please contact Michael Mostow, 8200 Wisconsin Ave., #914, Bethesda, MD 20814. 301—951-8661 or 530-0303.

**News director/EP:** 18 years as talent, producer, ND. Good with people, living within budget & understanding station goals. Box L-59.

**Anchor/reporter.** Former print reporter and radio news reporter in mid-40s available for TV. Good opportunity for station needing a mature anchor at moderate bucks. Excellent on-camera presence. Will relocate. James Lewis 405-848-5737.

**AMS member** now serving as a non meteorologist and talk show host/producer at top 20 ABC station is seeking a move up. 15 years broadcast experience. 12 years television. Call 916-972-1733.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**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.

**Photographer/editor.** Seven years experience currently employed in forties market seeks position in Europe or other interesting locale. 814-677-5027.

**Experienced media researcher** and writer with Ph.D. in communications. Excellent people skills. Seeks challenging position in programing, research, corporate communications. Willing to relocate. Box L-48.

**Quality minded production manager** produces profits through cost effective management. Call 914-331-8601.

#### MISCELLANEOUS

**Primo People** now seeking authoritative, accurate, personable anchors from all markets. Send tape and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

## ALLIED FIELDS

#### 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 INSTRUCTION

**Expert in television community service** for professor of journalism and inaugural Leonard H. Goldenson Chair of Local Broadcasting. Candidate should have established national reputation with vision and energy to guide innovative venture. Goal is to provide continuing mid-career educational and research service to help broadcasters upgrade their skills and better serve their communities. Duties include serving as national spokesperson for the concept, conducting workshops and seminars, and teaching broadcast issues. Requires bachelor's degree and extensive experience in local television, preferably in both news and management. Prefer master's and some teaching experience, too. Open until filled. Send resume to Rod Gelatt, Chairman, Broadcast Department, University of Missouri School of Journalism, P.O. Box 838, Columbia, MO 65205. AA/EOE.

**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 qualification. 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.

**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/EOE) Minorities and women are especially encouraged to apply.

#### 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.

**Videographer/editor.** In addition to shooting and editing, duties will include lighting and training production assistants in these areas. Bachelor's degree; 2-5 years as a videographer/editor; training or industrial background helpful. Salary 18,000 - \$22,000. Send resume, three letters of recommendation, official transcript(s), and demo tape by Nov. 17, 1986: Donald Nickason, Monroe Community College, 1000 E. Henrietta Road, Rochester, NY 14623. AA/EOE/SUNY.

**Odetics Inc.,** a leading manufacturer of commercial cart machine changers is seeking an operational trainer to travel to on-site locations. Good communication skills, the ability to work independently, and 1 year experience required. Send resume to Linda, Odetics Inc., 1515 S. Manchester, Anaheim, California 92802.

#### 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.

#### MISCELLANEOUS

**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.

**Break into broadcasting...** great job tips for everyone! Send \$4 to PO Box 588 Clifton NJ 07012.

**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

**3000 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 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.

**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.

**1" videotape.** Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

**Wanted for standby** used FM one kw or more. KNPT Box 1430, Newport, OR 97365.

#### FOR SALE EQUIPMENT

**AM and FM transmitters—used,** excellent condition. Guaranteed. Financing available. Transcom, 215-884-0888. Telex 910-240-3856.

**25KW FM-Harris FM25K(1986),** Harris FM25K(1983), Sparta 625(1975) McMartin BF 25K\*10KW FM-Harris 10 H3\*\*5Kw-Bauer 605 B, RCA BTF 5E1, AEL 5KE, CSI 5000E, RCA BTF 5B\*\* 2.5 FM-Sparta 602A\*\*1KW FM Syntronics 1.5KW, Gates FM1B, RCA BTF 1E, Transcom Corp. 215-884-0888.

**10KWAM -RCA BTA 10H-on air\*\*5KW-RCA BTA 5T1-on air\*\*250W-Collins 250G,** 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, 1KW AM, 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 station brokerage. Thanks again, Bill Kitchen, Quality Media 303-665-3767

**New TV startups.** Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303-665-3767.

**Silverline UHF transmitters** new, best price, latest technology, 30kw - \$195,000, 60kw redundant - \$385,000, 120kw redundant - \$585,000. Bill Kitchen, Quality Media, 303-665-3767.

**New RCA 110kw UHF transmitter.** RCA closeout. Fast delivery. Price: \$550,000 - includes tubes. Bill Kitchen, Quality Media, 303-665-3767.

**New RCA TTG-30H Hi-band VHF transmitter.** RCA closeout. Fast delivery. Price reduced to \$125,000. Bill Kitchen, Quality Media, 303-665-3767.

**CCA 10Kw FM transmitter:** Completely rebuilt, new tubes, new exciter, tuned to your channel. \$14,000. Bill Kitchen, Quality Media, 303-665-3767.

**Townsend UHF TV transmitter:** 110KW, immediate availability. Possible financing. Call Bill Kitchen, Quality Media, 303-665-3767.

**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.

**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.

**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.

**RCA TTU110 transmitter** for sale and will be available mid March 1987. Unit currently on the air 24 hours per day. For full information., please write Box K-45.

**Blank tape, half price!** Perfect for editing, dubbing or studio recording, commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes, \$6.99. Elcon 3/4 videocassettes guaranteed broadcast quality. To order, call Carpel Video, Inc. 301-845-8888, or call toll free, 800-238-4300.

**Towers:** (New) 931' extra heavy duty 7' face designed for 40% guying. (Used) 180' 36" face microwave. 250' 36" face, base insulator, top 50' pole AM/FM. 550' Andrew LDF HJ-7-50A 1-5/8" air Dielectric. 512-646-9693.

**IKE HL-79DAs**, one 79A left. Sony BVH-500A, TCR-100s, HR-200s, Chyron 4000. GMC motor coach, Grass and Vital switchers, Panasonic AS-6100 switcher. Call for a complete inventory of equipment. Marvin Luke 919-977-3600.

**1-Singer GPL995 Interface.** 1-Sony VCK2100 with 15-170 zoom lens. 1-Sony DVC2400 camera. 3-Shibaden Viewfinder cameras. 2-TUC Model FM-10 rear controlled zoom lenses. 1-Shibaden 50mm lens. 2-Sony AVC3210. 1-Sony Rover IIltery. 1-Sony AV/3650. 2-Sony AV/3400 videocorders. 1-Sony AVC3400 Rover II camera. 2-Sony AVC4600 cameras. 1-Sony AVC4600 studio VTR camera. 2-Sony AVC4600 cameras. 1-Sony AVC3650 videorecorder. 1-Sony AVC3450 camera/lens. Everything including tripods, wiring, suitcases, etc., \$5,000. FOB, Chicago, IL. Box L-30.

**Cable, Hellax** 3 1/8 dia. with EIA fittings, 1600 ft all or part \$12 per ft. Call 205-879-1621.

**Used or new equipment..** from cart machines to towers. For your specific needs, call Dale Hendrix, Holt Technical Services at 215-866-2131. A division of the Holt Corporation.

**Grass Valley 100:** One year old with borderline generator. Excel ent. \$9000. 212-265-3676.

**AM transmitters:** 50, 10, 5, 2.5, 1, .5, and .25 kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

**FM transmitters:** 25, 20, 15, 5, 1, and .25 kw. Continental Communications, Box 78219, St. Louis, MO 63178 314-664-4497.

## TELEVISION

### Help Wanted Sales

### HEAD OF SALES

Domestic distribution. Aggressive major independent television distribution company with large library currently involved in syndication, 1st run & network seeks head for it's domestic distribution arm. Salary commensurate with experience \$100K/yr plus. Opportunity to grow with company. Excellent fringe benefits. Send resume with salary history to: Box L-29. Strictly confidential.

### SENIOR SALESPERSON

TEN, The Entertainment Network, seeks an experienced professional to cover major markets in the Eastern and Midwest territories. Knowledge of first-run and features a must. We offer excellent compensation, exciting saleable properties and no politics. Position to be based in New York.

Reply in confidence to:

**Roger B. Adams**  
Senior VP/National Sales Manager  
TEN MEDIA  
20 East 53rd Street  
Penthouse  
New York, NY 10022

## Help Wanted Sales Continued

### DIRECTOR OF RESEARCH

TEN, The Entertainment Network, a growing syndication company, requires an experienced and creative professional to head its research department. Those considering this opportunity should have an extensive background in effective presentation writing for first-run and features. Our company deals in both cash and barter programing. This is an exciting and responsible position with plenty of authority and input into company policy.

Position to eventually be based in Los Angeles. When applying, please include samples of your work. Reply in confidence to:

Roger B. Adams  
Senior VP/National Sales Manager  
TEN MEDIA  
20 East 53rd Street  
Penthouse  
New York, NY 10022

### 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.

**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).**

### 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

### 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.

### Help Wanted Management

### 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.

## Director of Creative Services

WCVB-TV in Boston is looking for a Director of Creative Services who is a little crazy, very brilliant, and always daring.

We are looking for a hot ticket in television station advertising and marketing. Someone who is solution-oriented, but also knows how to manage and live within a substantial budget. This person must be artistic, yet commercial and results-oriented. This person must be able to create, supervise, and above all, recognize truly great advertising campaigns which cause viewers to watch truly great television programs and news broadcasts.

If this description fits you and you have a proven track record of success at stations which care about their audience, send your resume and tape to S. James Coppersmith, VP and General Manager, WCVB-TV, 5 TV Place, Needham, MA 02192. No phone calls please.

An Equal Opportunity Employer M/F

# WCVB 5 TV

## Help Wanted Technical

# TECHNICAL MANAGER NETWORK NEWS

The National Broadcasting Company, a communications industry leader, has an excellent opportunity for an experienced and versatile Network News Manager.

Responsibilities will include supervising the technical operations of all network news programs, both in the studio and in the field. This will require a working knowledge of audio and video, recording, post-production, and satellite systems. The individual selected will participate in establishing technical facility and crew requirements, and recommending various technologies and operating methods to production and editorial units. Will also act as liaison between news and engineering, and troubleshoot and solve problems prior to air time and during programs.

Candidates should possess a Bachelor's degree, preferably in Engineering or Communications; significant TV technical operations experience; 3-5 years' management background; and strong interpersonal skills. Must be capable of working flexible and changing schedules.

NBC offers a competitive salary, comprehensive benefits and excellent advancement opportunities. For prompt consideration, please forward your resume to: Mark Zulli, Administrator, Technical Recruitment, Suite 1601.



NBC

30 Rockefeller Plaza  
New York, New York 10112

*NBC is an equal opportunity employer*

## Help Wanted News Continued

### 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 News

### CO-ANCHOR

Long-time dominant news operation has opportunity for co-anchor-producer with five years experience to compliment current male anchor.

We are a group owned station which is well equipped and committed to news.

Applicant must possess strong people relation skills and be willing to work diligently both in the newsroom and the community. Five years experience required in reporting, producing and anchoring.

Please send resumes, along with cover letter and tape to Personnel Dept., KFDM-TV, P.O. Box 7128, Beaumont, TX 77706.

### NEWS DIRECTOR

News director moves to general manager within group and KFDM-TV seeks manager and broadcast journalist to continue dominant TV news operation. Staff of 29, large budget, and major equipment.

Individual should be mature leader with excellent people skills, fiscal responsibility, and journalism management experience including evaluation and training.

We seek long term commitment. People with less than five years news management experience need not apply.

Send resume and letters to Personnel Dept., KFDM-TV, P.O. Box 7128, Beaumont, TX 77706.

### WEATHER PERSON

KBMT-TV 12 in Beaumont, Texas is looking for a weekday weather person. Meteorology degree is preferred...but not essential. Here's your chance to move with an active, highly professional eyewitness news team in a growing Sunbelt market. Send resumes, tapes and salary requirements to: News Director, KBMT-TV, P.O. Box 1550, Beaumont, TX 77704.

EQUAL OPPORTUNITY EMPLOYER

# KBMT TV 12

For Fast Action Use  
**BROADCASTING'S  
Classified  
Advertising**

## 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 Programing,  
Production, Others**

**WRITER/  
PRODUCER-  
TELEVISION**

CORNELL UNIVERSITY seeks experienced, creative, energetic writer/producer to work with a talented production team and state-of-the-art facilities on public relations, recruitment, development and marketing projects. Exceptional creative writing and producing skills required. Outstanding benefit package. Beautiful campus.

Salary commensurate with experience. Please send cover letter, resume, 1/2" VHS videotape, and writing samples or call-in-confidence by November 14, 1986 to: Esther L. Smith, Staffing Services, 607-255-6874, CORNELL UNIVERSITY, 160 Day Hall, Dept. 421-B, Ithaca, NY 14853-2801.



**Cornell  
University**

An Affirmative Action /  
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.

**EARLY DEADLINE  
SEE PAGE 114**

**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**



**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

**TV MASTER CONTROL OPERATOR**

The Christian Broadcasting Network, Inc. has an immediate opening for a master control operator with a minimum 3 years experience as master control switcher, tape operator in a medium TV market. Successful candidate must have demonstrated ability to read, interpret and react to wave form and vectorscope video displays. Requirements include minimum 3 years experience in 3/4", 1" and 2" videotape playback and editing. If CBN's mission excites you, send resume and salary history, in confidence, to:

**The Christian Broadcasting Network, Inc.  
Employment Department-Box MCO  
CBN Center  
Virginia Beach, VA 23463**

**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 Management

### VICE PRESIDENT & G.M.

Motivating... creative sales & programing ideas... I've increased the value of my current radio station (by no small amount). Talk to me about opportunities at your company.

Box L-33

## Situations Wanted Announcers

**Personality Jock**  
over twenty years experience  
A.C. or C.W. will relocate  
John Garner 817—382-7374

## ALLIED FIELDS

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

### MULTI-ETHNIC RADIO PROGRAMING PLUS NEW REGGAE MUSIC PACKAGE!

Hear them 24 hrs./day on Satcom I-R.  
For more information, contact:  
**SAGAMORE SATELLITE SYSTEMS**  
516—922-4477.

## Employment Services

### JOB HUNTING?

If you need a job, you need MediaLine. 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. MediaLine, P.O. Box 10167, Columbia, MO 65205-4002.

**MediaLine**  
THE BEST JOBS ARE ON THE LINE

## Consultants

### FM 80-90 APPLICATIONS

Exclusive applications guaranteed \* Special price on group of 12. \* 180 page Demographics book available for \$100.00. Contact Darrell Bauguess.



Telecommunications and Broadcast Consultants  
4401 East-West Highway, Suite 308  
Bethesda, MD 20814, 301—654-0777

## Consultants Continued

### NEED IT YESTERDAY?

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

## Help Wanted Technical

### JULES COHEN & ASSOCIATES, P.C.

Consulting Electronics Engineers has an opening for a staff engineer. EE degree holder preferred but qualifying experience in AM, FM and TV will be considered. Salary open. Send resumes to: 1730 M St., NW, Suite 400, Washington, DC 20036.

## Help Wanted Programing, Production, Others

## 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

## Miscellaneous

### IMMEDIATE CASH FOR 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

### VENTURE CAPITAL DEBT FINANCING

For broadcasters  
**Sanders & Co.**  
1900 Emery St., Ste. 206  
Atlanta, GA 30318  
404—355-6800

## Business Opportunities

### FM APPLICATIONS

Satellite Systems Engineering, Inc. is now preparing FM radio applications for FCC BC Docket 80-90 (689 new FM locations).

Contact:  
Bob Napp,  
(301) 652-4660



Newly formed Central Illinois corporation is seeking investor/partners with experience in radio management, sales, news or engineering for the acquisition of a broadcast facility. All replies confidential. Send particulars to Box L-31.

## For Sale Stations

**NORTHWEST**  
Class C FM/Fulltime AM  
\$700,000

Good facilities and top-rated stations in prosperous market of over 136,000. Diversified economy with industries ranging from agriculture to tourism and all winter and summer outdoor sports. Absentee-owned with substantial upside potential. Terms available. Contact Roy Rowan, Blackburn & Company, Inc. 213—274-8151.



# The Holt Corporation

## SOUTHERN FM/AM

\$3,000,000

Call Mark O'Brien at 215-865-3775

Suite 205  
The Westgate Mall  
Bethlehem, PA 18017

Washington Office:  
7809 Frechollow Drive  
Falls Church, VA 22042

One Tower Park  
Route 9 - Box 34  
Winchester, VA 22601



813-949-9311

**Florida AM/FM**  
in Sportsman's Paradise  
**\$450,000 Dn**  
Underdeveloped

**Donald K. Clark, Inc.**  
Media Broker  
P. O. Box 340617, Tampa, FL 33694



**R.A. Marshall & Co.**  
Media Investment Analysts & Brokers  
Bob Marshall, President

**Combination AM/FM located**  
in small Southeastern single  
station market. Positive  
cash flow, real estate includ-  
ed. **\$875,000.**

508 Pineland Mall Office Center  
Hilton Head Island, South Carolina 29928  
803-681-5252

**AM Stations**  
Phoenix and Dallas  
Markets  
For Sale or Trade For  
Radio or Real Estate.  
Box L-38

### UHF INDEPENDENT

Single station resort market with potential to expand. New equipment and excellent image. Need to sell all or part to experienced startup broadcaster. Limited capital needed or might trade equity for a small AM/FM station.  
Box L-61

### ARIZONA FM

Covers I-10 between two major cities. Potential major market signal.  
Reply Box L-39.

- Class Cs in AL, CA, TX.
- 50,000 watt ERP plus fulltimer. Western MD. \$1.75 million.
- AM/FM combo in Nebraska. \$1.3 million.

**Business Broker Associates**  
615-756-7635, 24 hours

Heart attack forces sale of long established 5kw AM stereo in top 100 markets. East coast location with dual network affiliation. Sizeable facility with all new equipment and 3 transmitters. Signal includes 700,000. Available on excellent terms due to health to qualified buyer. Class C FM application on file. Jack Rockwell 305-744-8751.

### SOUTHWESTERN TV CP

Full power broadcasting license  
Call 919-376-6016  
Ask for Steve

### First Time Offered

Fulltime 5KW AM station Northeastern California \$375,000. Fully automated underdeveloped great opportunity for working couple. Billing with no real effort approximately \$150,000. Phone 916-836-1019 or 916-238-1370 Ralph Wittick.

### NORTH CENTRAL OHIO

AM stand alone, exclusive format excellent price for cash. Terms can be negotiated. Great Lakes community ready to sell or trade before the new year.  
Box L-32

### 1,000 Watt AM Daytimer

Covers major Mid South market. Near middle of dial, valuable real estate, good financing with modest down. Less for cash. 601-895-6483.

### Need an Appraisal?

512/327-9570

**JAMAR RICE CO.**  
Media Brokerage & Appraisals

110 Wild Basin Rd. # 245 • Austin, TX 78746

# NEW LISTINGS

## MISSOURI OFFICE

- Midwest, Class C FM and full time AM, tall tower, profitable, \$1.8 million cash, (Oklahoma).
  - (Michigan) Price lowered on Class A FM in Michigan, metro area, \$475,000 with \$150,000 down.
  - (Missouri) AM/FM small MW town, \$40,000 down, \$200,000 assumable note, profitable, outside metro area.
  - Cablevision systems for sale in MW.
- Call CHARLES EARLS**  
314/888-3224

## TEXAS OFFICE

- Gulf Coast "C" FM CP, \$1,500,000.
- Texas Gulf Coast Combo Class C & Daytimer. \$500,000.
- Large Market Daytimer. \$1,500,000.  
Low Dial Position  
Profitable  
Power upgrade CP in hand
- Small Market Combo. \$425,000.  
Profitable, county seat  
Motivated seller, terms available

George **MOORE**  
& Associates, Inc.

12900 Preston Rd., Ste. 1040      Route 1 - Box 173  
Dallas, Texas 75230      Kennett, Missouri 63857  
(214) 661-8970      (314) 888-3224

"25 YEARS EXPERIENCE  
GOES INTO EVERY SALE"

*A. B. La Rue,*  
*Media Brokers*

TV • RADIO • CABLE • APPRAISALS

<b>EAST</b>	<b>WEST</b>
500 East 77th Street Suite 1909 New York NY 10021 (212) 288-0737	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.**

## For Sale Stations Continued

Location	Size	Type	Price	Terms	Contact	Phone
SW	Met	FM	\$3200K	Cash	Bill Whitley	(214) 680-2807
SE	Met	AM/FM	\$2800K	Terms	Ernie Pearce	(404) 998-1100
West	Sm	AM/FM	\$2600K	Terms	Greg Merrill	(801) 753-8090
MW	Met	AM/FM	\$2000K	Terms	Peter Stromquist	(818) 366-2554
NW	Met	AM/FM	\$1725K	\$500K	Greg Merrill	(801) 753-8090
Rky Mtn.	Met	AM/FM	\$1500K	\$300K	Greg Merrill	(801) 753-8090
MW	Sm	AM/FM	\$1150K	\$275K	Bill Lytle	(816) 941-3733
MW	Med	AM/FM	\$975K	\$230K	Bill Lytle	(816) 941-3733
NE	Sm	AM	\$375K	Cash	Ron Hickman	(201) 579-5232
MW	Sm	FM	\$300K	\$35K	Bill Lytle	(816) 941-3733

For information on these properties, please contact the Associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 8425 Dunwoody Place, Atlanta, GA 30338. 404-998-1100.



### RADIO & TV STATIONS

Medium mktts to small.. Tex, La, Miss, Ala, Ark, Mo...Prices range from \$14M cash to \$200K with very little down pmt.

**John Mitchell or Joe Miot**

**MITCHELL & ASSOCIATES**

318-868-5409                      318-869-1301  
Box 1065, Shreveport, LA 71163

**BOB KIMEL'S  
NEW ENGLAND MEDIA, INC.**

#### BUYERS AND SELLERS

There's never any obligation when talking to any of our professional staff.

8 Driscoll St. Albans, VT 05478  
(802) 524-5963

### C.P. AVAILABLE

For Channel 61 in Saginaw/Bay City/Flint. Forward inquiries to Ed Karlik, Chase Communications, One Commercial Plaza, Hartford, Connecticut, 06103. 203-549-1674.

**BILL - DAVID  
ASSOCIATES  
BROKERS-CONSULTANTS**

303-636-1584  
2508 Fair Mount St.  
Colorado Springs, CO 80909

### EARLY DEADLINE NOTICE

Due to holiday, Thursday, November 27, 1986, the deadline for classified advertising for the December 1 issue will be noon, Friday, November 20, 1986.

## 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-

dressed 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

**Peter K. Orne**, president and general manager, WTHN(TV) New Haven, Conn., joins WISH-TV Indianapolis as president and general manager.



Orne



DeSchepper

**James L. DeSchepper**, program and operations manager, Park Communications' WTVR-TV Richmond, Va., named VP and general manager, co-owned WLSL-TV Roanoke, Va., and corporate VP, Roy H. Park Broadcasting.

**Gary R. Bolton**, VP/television operations, Roy H. Park Broadcasting, Ithaca, N.Y., joins WOTV(TV) Grand Rapids, Mich., as president and general manager.

**Robert J. Lind**, general manager, WEZW(FM) Milwaukee, joins WWMX(FM) Baltimore as VP and general manager.

**Doyle Rose**, regional VP, Emmis Broadcasting, Indianapolis-based owner of four FM stations, named VP, station operations. He will operate at Emmis's WLOL(FM) Minneapolis.

**Charles W. Banta**, president, Community Pacific Broadcasting Corp., Salinas, Calif.-based owner of five AM and four FM stations, adds duties as general manager, Community Pacific's KTOM-AM-FM Salinas. **Bob Sherry**, sales manager, named station manager.

**John D. Bortel**, general manager, noncommercial KLRE-FM Little Rock, Ark., joins noncommercial WMUB(FM) Oxford, Ohio, as director of broadcasting and general manager.

**John Ramsey**, chief engineer, noncommercial WWH(FM) West Hartford, Conn., named general manager.

**Eric Buchter**, station director, noncommercial WECI(FM) Richmond, Ind., joins noncommercial WFUV(FM) New York, as assistant general manager.

**Robert Eoff**, program director, WREG-TV Memphis, named VP, station operations.

**James Petro**, general manager, Colony Communications Inc.'s Fall River, Mass., system, named regional manager, Copley/Colony Inc., Costa Mesa, Calif., cable system and joint venture of Colony and Copley Press Electronics Co. **Cheryl Roderiques**, general manager, Copley/Colony Cablevision of Cy-

press (Calif.), named general manager. Copley/Colony's Wilmington, Calif., system. **Denise L. McCafferty**, operations manager, Copley/Colony Cablevision of Lomita (Calif.), replaces Roderiques at Cypress system.

**Richard Glascock**, general manager, Jones Intercable's Oxnard, Calif., cable system, joins United Cable Television Corp. of Michigan as general manager of its Downriver, Mich., system.

**Jay Christian**, program director, WGKX(FM) Memphis, joins WGAR-AM-FM Cleveland as operations manager and program director.

**Warren Schroeger**, announcer, WJIB(FM) Boston, joins WRCQ(AM)-WRCH-FM New Britain, Conn., as operations manager.

**Mary Ellen Amos**, development specialist, Children's Hospital of Louisiana, New Orleans, joins noncommercial WLAE-TV there as director, development.

**Bruce Kaplan**, manager, research and sales promotion, Viacom Cablevision, Pleasanton, Calif., named director, research, sales and promotion. **Suzanne Berger**, manager, sales strategy, Vicom's Long Island, N.Y., cable system, named marketing director, Cleveland system.

**Jo Ellen Stephens**, membership manager, noncommercial WPHY-TV Huntington, W. Va., named development director.

## Marketing

**Charles J. Elkins**, marketing manager, DFS/Wegner Agricultural Group, New York, named senior VP and group supervisor.

**Gary Shillet**, administrator, creative services, FCE/Leber Katz Partners, New York, named VP.

**Robert H. Brueckner**, senior copywriter, D'Arcy Masius Benton & Bowles, St. Louis, named VP.

**George Parker**, VP and creative director,

Carter Callahan Advertising, San Jose, Calif., and **Sheldon Baker**, from Daniel J. Edelman Public Relations, San Francisco, form Baker & Parker Communications, Mountain View Calif., advertising agency.



Aaby

**Jim Aaby**, senior VP and creative group head, Wells, Rich, Greene Inc., New York, named executive VP and creative director.

**Josephine Cummings**, executive VP/executive creative director, Tracy-Locke Inc., Dallas, named executive VP/chief

creative officer. **Patrick Derby**, independent consultant, Los Angeles, joins Tracy-Locke, Dallas, as senior VP/executive creative director.

**Thomas S. Maxwell**, VP, Ross Roy Advertising, Detroit, joins Sarris & Associates Advertising, Bloomfield Hills, Mich., as VP, client development.

**Phillip Keeler**, VP, Arellano/Ted Bates, Mexico City, joins Foote, Cone & Belding/Mexico there as general manager.

**Marcia Herman** and **Kirk Combs**, co-New York sales managers, Hillier, Newmark, Wechsler & Howard, named regional managers, New York. **Sharon Wienzveg**, Los Angeles sales manager, named regional manager, Los Angeles.

**Joe Medeiros**, senior copywriter, Scharfberg & Associates Ltd., Jenkinstown, Pa., named associate creative director.

**Liz Rooney**, assistant manager, Masla Radio, Chicago office, named manager, Los Angeles office.

**Hyla Solganick**, broadcast supervisor, Lord Geller, Ferico Einstein Inc., New York, joins G.S. Schwartz & Co. there in same capacity.

**Connie Bosley**, film editor, Image Express,

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Southfield, Mich., joins W.B. Doner & Co., Detroit, as producer, production department.

**Anita Bowman**, media assistant, Abramson Associates Inc., Washington, named junior broadcast buyer.

**Sandy Weggeland**, account executive, Durpetti & Associates, Los Angeles, named sales manager.

**Christopher D. McCoy**, corporate marketing manager, John Morrell & Co., Northfield, Ill., joins Noble & Associates, Springfield, Mo., as account supervisor.

**Judie Handman**, local sales manager, KKGQ(FM) Los Angeles, named general sales manager.

**Jeff Clark**, general sales manager, KIMN(AM)-KYGO(FM) Denver, joins KYUU(FM) San Francisco in same capacity.

**Julio Bermudez**, national sales manager, KTXH(TV) Houston, named general sales manager. **Barry Goppman**, national sales manager, KMSB-TV Nogales, Ariz., replaces Bermudez. **Baron Brown**, from KRIV-TV Houston, and **Benny Herzog**, from Houston Cable Advertising Interconnect, join KTXH as account executives.

**Giora Breil**, director, advertising and promotion, KVEA(TV) Corona, Calif., adds duties as general sales manager.

**Krys Keller**, general sales manager, KLAX-TV Alexandria, La., joins WVUE(TV) New Orleans as general sales manager.

**Brenda Adriance**, local sales manager, KTRH(AM) Houston, named general sales

manager. **Barbara Kelley**, regional manager, Torbet Radio, Houston, joins KTRH as national sales manager.

**Art Jones**, account executive, McGavren-Guild Radio, Los Angeles, joins KKL(TV) Phoenix as general sales manager.

**Steve Parrott**, national sales manager, WJKA(TV) Wilmington, N.C., named general sales manager.

**Bruce W. Grindle**, local sales manager, WTEN(TV) Albany, N.Y., joins WPTZ(TV) North Pole, N.Y., as general sales manager.

**Gail Hagen Durham**, local sales manager, KELT(FM) Harlingen, Tex., named general sales manager.

**Lou Morlino**, national sales manager, KARE(TV) Minneapolis, named local sales manager.

**Michael J. Hanrahan**, sales manager, John Blair & Co., Chicago, joins KARE as national sales manager.

**Jerry Jones**, national sales manager, KTVU(TV) Oakland, Calif., joins WSMV(TV) Nashville as local sales manager.

**Alex Pryor Klemmer**, retail and agency sales executive, WMEX(AM)-WMJX(FM) Boston, named national sales manager.

**Robert J. Reckert**, account executive, WINS(AM) New York, named sales manager.

**J. Michael McKoy**, senior account executive, KMRY(AM)-KJY(FM) Des Moines, Iowa, named sales manager.

**Paul H. Sladkus**, business manager, metropolitan division, noncommercial WNET(TV)

Newark, N.J., joins noncommercial WNYC-FM New York as director, leased time marketing.

**Todd Mallinson**, account executive, WBEC(AM) Pittsfield, Mass., named sales manager.

**Matthew DeLine**, from KSDO-AM-FM San Diego, joins KYXY(FM) there as account executive.

**Steve Oates**, account executive, KVI(AM)-KPLZ(FM) Seattle, joins KJET(AM)-KZOK(FM) there as account executive.

**Trina R. Beall**, sales representative, Porta-Medic, Charleston, W. Va., joins WCHS-TV there as account executive.

**Ron Albertson**, operations manager, KBXT(AM) Duluth, Minn., joins WRVI(FM) Virden, Ill., as account executive.

**Elizabeth Jackson**, senior account executive, WFOG(FM) Suffolk, Va., joins WVEC-TV Hampton, Va., as account executive.

**Nancy Thornton**, from WPSK-FM Pulaski, Va., joins WBLB(AM) there as sales executive.

## Programing

**Jeff Bewkes**, VP, corporate and financial planning, and treasurer, HBO Inc., New York, named senior VP and chief financial officer.

**Ralph Cohen**, freelance producer, joins HBO as director, production, East Coast.



Bewkes



Evans

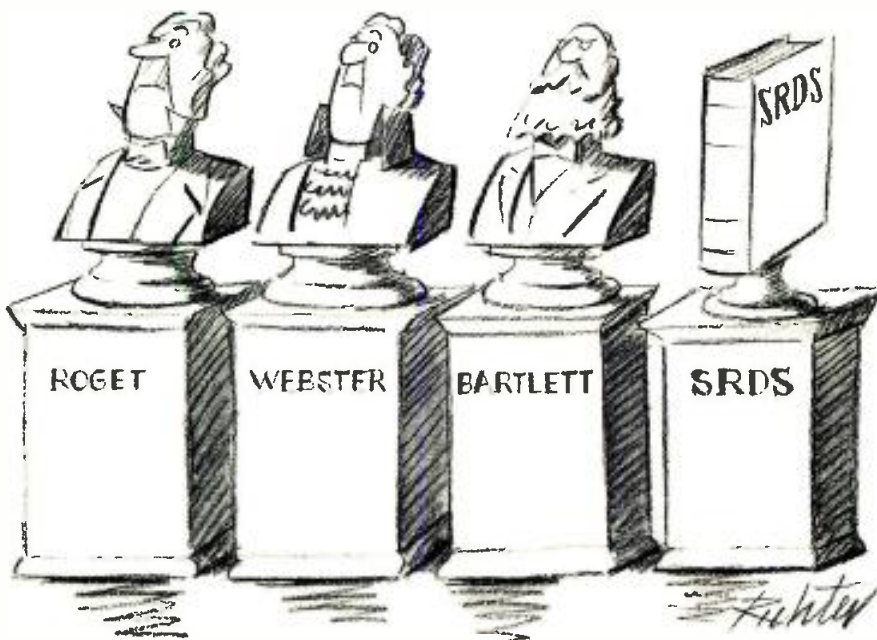
**Richard H. Evans**, chairman, president and CEO, Radio City Music Hall Productions, New York, joins Madison Square Garden Corp., New York subsidiary of Gulf + Western Inc., as president and CEO. Madison Square Garden Corp. owns and operates Madison Square Garden Network, cable sports service.

**Lisa Freiberger**, director, talent and casting, CBS Entertainment, Los Angeles, named VP, casting.

**Jimmy Veres**, director, development, Green/Epstein Productions, Los Angeles, joins Tri-Star Pictures, TV division, there as VP, creative affairs.

**Gary Barton**, VP, motion picture production, Walt Disney Pictures, Burbank, Calif., named senior VP, TV division, and head of *The Disney Sunday Movie*. **Laurie Younger**, director, business affairs, named VP, business affairs, TV division.

**Phillip S. Press**, VP and general manager, KTVU(TV) Oakland, Calif., joins Columbia Pictures Television, Burbank, Calif., as VP, first-run sales and marketing. **Scott Holtzmann**, assistant general counsel, Columbia Pictures Industries Inc., Burbank, named VP, legal affairs, Columbia Pictures Music



Group. Appointments at Screen Gems division, Columbia Pictures Television: **Charles Lore**, associate programming director, Blair Television, New York, to East Coast sales and marketing executive; **Donna Barrie**, VP, marketing, Colex Enterprises, Los Angeles, to director. West Coast sales and marketing; **Jack Ellison**, retired VP, Columbia Pictures Television, to sales representative, South and Southwest regions.

**Patrick Murray**, VP, finance, West Coast, HBO Inc., Los Angeles, joins Ruby-Spears Enterprises Inc., Hollywood division of Taft Entertainment Co., as VP, business affairs. **Jerry L. Rife**, director, production finance, Paramount Network Television, Los Angeles, joins Taft Entertainment there as director, production finance.

**Lillah McCarthy**, program executive, current comedy, ABC Entertainment, New York, named director, current comedy.

**Robby London**, executive story editor and associate producer, Filmation Studios, Reseda, Calif., joins DIC Enterprises Inc., Encino, Calif., as VP, creative affairs.

**Sid Amira**, executive director, EventTelevision, Los Angeles, joins Telstar Corp. of America there as executive director.

**Dale W. Laachman**, production manager, Tribune Entertainment Co., Chicago, named director, operations. **Lee Smith**, sales manager, Seltel, Los Angeles, joins Tribune Entertainment Co. as sales account executive.

**Dave Lynch**, station manager, WGRB(TV) Campbellsville, Ky., joins Trans World Teleproductions, Charlotte, N.C., as director, syndication.

**Christine R. Fahey**, news writer and editor, Independent News Network, New York, joins Shopping Line, Northvale, N.J., syndicated home shopping service, as senior producer.

**Rob Correa**, supervisor, program coordinators, USA Network, New York, named manager, program acquisitions.

**Sharon Yokoi**, promotion coordinator, Buena Vista Television, Los Angeles, named manager, station relations.

**Russell Breault**, sales manager, TeleCable, Columbus, Ga., joins Christian Broadcasting Network as Southern affiliate manager. He will be based in Jackson, Miss.

**Douglas K. Miller**, regional director, affiliate relations, HBO Inc., New York, joins Hit Video USA Houston as director, affiliate relations, Southern region.

**David J. Toye**, from Columbia Pictures Television, Screen Gems division, Los Angeles, joins ITC Entertainment, New York, as Eastern division sales manager.

**Scott Lanken**, VP, Northeast regional sales, Lorimar-Telepictures, joins Four Star International as Southern division manager.

**Diane Lamb**, communications librarian, ESPN Inc., Bristol, Conn., named staff assistant communications department.

**Jeff Collins**, director, news, sports and features, WFIL(AM)-WUSL(FM) Philadelphia, joins WSFM(FM) Harrisburg, Pa., as program director.

**Jon Bengtson**, operations manager, WEYI-TV Saginaw, Mich., named program manager.

**Robert E. Swayze**, from WSYM(TV) Lansing, Mich., joins WJRT-TV Flint, Mich., as director, production department.

**Barbara Koster**, producer/director, *Good Afternoon Detroit*, WXYZ-TV Detroit, joins WDIV(TV) there as senior producer, programming department.

## News and Public Affairs

**Michael W. Pulsipher**, anchor, political editor and assignment editor, CBS's KCBS(AM) San Francisco, named reporter, CBS News, radio, New York.

Appointments at NBC Sports, New York, for 1988 summer Olympics coverage: **Michael Bass**, sports reporter, *San Diego Union*, to associate producer, profile and research; **Jeff Zucker**, recent graduate, Harvard University, Cambridge, Mass., and **Sam Flood**, associate sports producer, Turner Broadcasting and Cable News Network, New York, to Olympic researchers.

Appointments at Associated Press: **Alison Smale**, Moscow correspondent, to Vienna bureau chief; **Kevin Noblet**, news editor, Buenos Aires, to Santiago, Chile, bureau chief; **Paul Simon**, news editor, Dallas, to assistant bureau chief, Los Angeles; **Deborah Shannon**, former news editor, Oklahoma City, to Columbia, S.C., correspondent.



Livingston

**Victor Livingston**, cable and special products editor, *Television/Radio Age* magazine, New York joins Financial News Network there as news director.

**Kirk Varner**, managing editor, *SportsCenter*, sports news program, ESPN Inc., Bristol, Conn., named news

director.

**Rod Hansen**, news director, WJR(AM) Detroit, named manager, news and information services, WJR and co-located WHYT(TV). **Robert Schuman**, news director, WHYT, adds duties as WJR news director.

**David Friend**, senior producer, Independent News Network, New York, joins WABC-TV there as 5 p.m. news producer. **Dorothy Lucey**, reporter, *Sports World*, NBC Sports, New York, joins WABC-TV as general assignment reporter.

Appointments at KSLA-TV Shreveport, La.: **Al Henkel**, reporter, KTUL-TV Tulsa, Okla., to assignment editor; **Wray Post**, assignment editor, KSLA-TV, to community relations/public affairs coordinator; **Linda Zecchino**, from CBS News, New York, to news producer.

**Tracy Egan**, reporter and anchor, WABC-TV New York, joins WRGB(TV) Schenectady, N.Y., as anchor.

**Robert Vizcon**, from WSCV(TV) Fort Lauderdale, Fla., joins WINK-TV Fort Myers, Fla., as news producer.

**Pia Winters**, public affairs producer, WUSA (TV) Washington, joins WMAR-TV Baltimore, as associate news producer.

**Bob Phillips**, host and producer, *4 Country Reporter*, weekly local news feature program recently canceled by KDFW-TV Dallas, joins WFAA-TV Dallas to host and produce *8 Country Reporter*. Moving with Phillips from KDFW-TV to WFAA-TV: **Jamie Aitken**, co-producer; **Jason Anderson**, field producer, and **Larry Aitken**, photographer.

**Ann Burke**, news producer, WEWS(TV) Cleveland, joins WKYC-TV there as special projects producer, news department.

**Phil Dawson**, reporter and weekend anchor, WPIX(TV) New York, and **Kelly Cooper**, reporter, WAFF(TV) Huntsville, Ala., named co-anchors, 10 p.m. newscast, WAFF. **Mark Powell**, writer/producer, Cable News Network, Atlanta, joins WAFF as reporter and weekend anchor. **Jeff Rhodes**, reporter and weekend sports anchor, KATV(TV) Little Rock, Ark., joins WAFF in same capacity.

**Steve Aveson**, producer, Group W's WBZ-TV Boston, joins co-owned WJZ-TV Baltimore as host, *Evening Magazine*, public affairs show.

**Audrey Barnes**, from WSOC-TV Charlotte, N.C., joins WDIV(TV) Detroit as general assignment reporter.

**Sandra Maas**, weekend reporter, KSBY-TV San Luis Obispo, Calif., named weekday anchor. **Cory Thompson**, from KCCI-TV Des Moines, Iowa, joins KSBY-TV as general assignment reporter.

**Lori Thomas**, reporter, WBTV(TV) Charlotte, N.C., and **Mike Collins**, morning announcer, co-owned WBT(AM) Charlotte, named co-hosts, *BT AM*, morning news program on WBTV.

**Deb Arnold**, reporter and producer, WCTO(TV) Cincinnati, joins WOAY-TV Oak Hill, W. Va., as anchor and producer.

**Janet McGill**, weathercaster, WKEF(TV) Dayton, Ohio, adds duties as weathercaster, WDAO(AM)-WWSN(FM) there.

**Chris Edwards**, from WTAF-TV Philadelphia, joins WISN-TV Milwaukee as weekend meteorologist.

**Melanie Granfors**, from KHON-TV Honolulu, joins KIRO-TV Seattle, as reporter.

**Ernie Grunfeld**, former member of National Basketball Association's New York Knicks, joins Madison Square Garden Network, New York regional sports network, as color commentator for Knicks games and community relations representative.

## Technology

**Richard T. DiBona**, chairman, president and CEO, M/A Com Inc., Burlington, Mass., resigns for medical reason. DiBona had been on leave from company since February when he suffered stroke.

**Steve Saake**, senior VP, Mitsubishi Electric Sales America Inc., Cypress, Calif., named vice chairman. **Terry O'Flynn**, VP, sales, audio/video group, replaces Saake as senior VP. **Kevin Sullivan**, regional VP, audio/video group, Piscataway, N.J., replaces O'Flynn as VP, sales.

**John Kelly**, treasurer and chief financial officer, Kleinewefers Corp., Pittsburgh, joins Advanced Communications Engineering

Inc., Melbourne, Fla., distributor of satellite-telecommunications ground equipment, as VP, finance. **George A. Franco**, senior VP, operations, General DataComm Systems Inc., Millbury, Conn., joins Advanced Communications as VP, operations.

Appointments at Integrated Technologies Inc., Santa Clara, Calif.: **Jesse Blount**, VP, marketing, Aurora Systems, San Francisco, to VP, general manager and director of company; **Joe Hanf**, product manager, Quantel, Palo Alto, Calif., to director, video engineering and manufacturing; **Jon Teschner**, Southeast regional manager, Aurora, to director, graphic design.

**Brad Lewis**, producer, VCA Teletronics, New York, post-production facility, named executive producer, special effects.

**John O. May**, senior director, network analysis, GTE Talknet Communications Corp., Reston, Va., joins Comsat Technology Products Inc., Clarksburg, Md., as director, service planning and evolution.

**Jody Blanchard**, sales executive, Sony Corp., New York, joins A.F. Associates Inc., Northvale, N.J., broadcast equipment distributor, as product sales executive.

**Eugene R. Myler**, marketing representative, Eastman Kodak, Rochester, N.Y., joins Computer Art & Animation Studio, Atlanta, as sales and marketing representative.

## Promotion and PR

**Craig Martinelli**, supervisor, satellite productions and special presentations, ABC Public Relations, Los Angeles, named manager, stations/broadcast publicity.



Bender

**Janice Bender**, manager, media relations, West Coast, HBO Inc., Los Angeles, named director, press information, West Coast.

**Jasmine Isobe**, senior associate, Hager, Sharp & Abramson, Washington public relations agency, named assistant VP.

**Sarah Lesch**, executive assistant to senior VP Gary Claussen, The Lippin Group, Los Angeles, named public relations account executive.

**Craig Kuhl**, managing editor, KNUS(AM) Denver, joins Tracy-Locke there as senior account executive, public relations.

**Bobby Stone**, production assistant, WJKA(TV) Wilmington, N.C., named promotion manager.

**Jeff Lovins**, research director, WFAA-TV Dallas, adds duties as audience development director.

**Neal Zoren**, independent newspaper, TV and radio columnist, Philadelphia, joins WBBM-TV Chicago as assistant director, press relations.

**Pamela Malkin**, special events director, Boscov's department store, Dover, Del., joins



**No place like home.** Bob Newhart (l), star of CBS's *Newhart*, and Fran Allison of TV's *Kukla, Fran and Ollie* show of 1940's, 50's and 60's, were among many guests of "You Can Come Home Again" party held to benefit Museum of Broadcast Communications, Chicago. Broadcast newsmen, entertainers and executives who worked in Chicago early in their careers gathered to help raise funds for museum, which is scheduled to open in spring 1987.

WXVY(FM) Baltimore as promotion director.

**Henry Dane**, on-air promotion producer, WQTV(TV) Boston, joins WPRI-TV Providence, R.I., as producer, advertising and promotion.

**Teri Hansen**, audience development coordinator, WINK-TV Fort Myers, Fla., named community services director.

## Allied Fields

**James W. Carter**, VP and general counsel, Nielsen Media Research, Northbrook, Ill., named to board of directors.

**Nat Waterston**, creative business manager, Doyle Dane Bernbach, New York, joins Jerry Fields Associates, New York advertising and marketing executive search firm, as senior VP, creative.

Officers elected to board of directors, Cable-television Advertising Bureau, New York: **Edward A. Bennett**, executive VP and chief operating officer, Viacom Cable, chairman; **Fred Vierra**, president, United Cable Television Corp., vice-chairman; **Donald Sbarra**, president, Multimedia Cablevision Inc., secretary. Directors elected to CAB board: **Bonnie Axthelm**, VP and general manager, Cable Networks Inc.; **James Gray**, president, Warner Cable Communications; **Barry Lemieux**, president, American Cablesystems Corp.; **Terence McGuirk**, VP, Turner Broadcasting, and president, Turner Cable Network Sales; **Donald Mitzner**, president, Group W Satellite Communications; **Robert Roganti**, president, MTV Network Operations; **Kevin Rorke**, executive VP, American Television & Communications Corp.; **Robert A. Stengel**, VP, programming, Continental Cablevision; **Charles Townsend**, Colony Communications, and **Doug Wenger**, senior VP, marketing, Storer Communications.

**Rupert R. (Rip) Ridgeway**, former VP, research, Arbitron Ratings, New York, joins Owens Cablemetrics Inc., New York cable TV research firm, as president.

**Mary C. Lyons**, associate, Leventhal & Senter, Washington communications law firm, named partner. **Steven A. Lerman** and **Dennis P. Corbett**, from disbanded firm of McKenna, Wilkinson & Kittner, Washington, join Leventhal & Senter as partners. Firm will change its name to Leventhal, Senter & Lerman.

**Richard J. Mack**, from Equitable Life Assurance Society, New York, joins Broadcast Music Inc. there as VP, systems and data processing. **Thomas G. Annastas**, operations manager, broadcast licensing, Broadcast Music Inc., named assistant VP, general licensing.

**Rita Weisskoff**, director, children's advertising review unit, which reviews accuracy in children's advertising for Council of Better Business Bureaus, Arlington, Va., named VP, children's advertising review.

**Bill O'Boyle**, sales manager, Caribiner Inc., New York, joins Imero Fiorentino Associates, New York consultancy, as VP, business communications group.

Appointments at Arbitron Ratings: **Bill Carleton**, from WWL-TV New Orleans, to client service manager, New York; **Alan Kraut**, client service representative, New York, Arbitron, to manager, meter and diary services; **Scott Turner**, account executive, Arbitron, Chicago, to senior account executive, Dallas; **Rick Gardner**, San Francisco regional sales manager, KOME(FM) San Jose, Calif., to account executive, San Francisco.

## Deaths

**Paul Frees**, 66, voice of Pillsbury Doughboy and host of other animated characters, died Nov. 2 of heart failure at his home in Tiburon, Calif. Frees was also long-time voice of "Toucan Sam" for Pillsbury's Fruit Loops cereal and "Mr. Goodwrench" for General Motors. For Walt Disney Productions he was voice of animated character, Ludwig von Drake. At Disney Land and Disney World he provided voices at "Haunted House" and "Pirates of the Caribbean" attractions and voice of Lincoln at "Hall of the Presidents." He provided voices for *Bullwinkle* cartoon series in early 1960's. For Rankin & Bass, New York-based animation producer, Frees provided several voices for animated series *Jackson Five*, *The Osmonds* and was voice of two of "Fab Four" in *The Beatles*. Other Rankin & Bass animations in which he participated include *The Hobbit*, *Rudolph the Rednosed Reindeer* and *Santa Claus is Coming to Town*. He is survived by son and daughter.

**Charles Knowles**, 76, retired account executive, NBC, Washington, died Oct. 29 of cardiac arrest at Washington Hospital Center. He is survived by wife, Eleanor, and son.

**Kenneth W. Stowman**, 80, retired general sales executive, Triangle Stations (now absorbed into other groups), died Sept. 10 of Alzheimer's disease in Broomall, Pa. He is survived by wife, Peg, and daughter.

## Nobody does it better

Television news grew up with David Brinkley. Revered for his work at NBC, most prominently as the other half of *The Huntley-Brinkley Report*, Brinkley continues as a journalistic eminence as anchor of ABC's *This Week With David Brinkley*.

Sunday, Nov. 16, marks the five-year anniversary of *This Week with David Brinkley*, the Sunday morning news, talk and interview program that dominates its genre and its time. According to Brinkley, the show works because of executive producer Dorrance Smith and the contributions of ABC White House correspondent Sam Donaldson and ABC news analyst George Will.

But Brinkley's modesty belies what most observers feel is the series' strong suit. Brinkley has, says Will, "a kind of journalistic X-ray vision" that enables him to get to the heart of the matter. What impresses the Washington columnist even more is that Brinkley has no "wasted emotion...David has lived through a few epics; he's seen an awful lot, and knows not to get excited." And, Will says, "he's good at what he does."

Brinkley has done a lot in his 45 years in broadcast journalism. The 66-year-old Wilmington, N.C., native began writing for the local newspaper, the *Wilmington Morning Star*, when he was still in high school.

By the time he entered the University of North Carolina in 1940, he was bent on a journalism career. But his studies were interrupted by the draft. After a year in the Army, he was discharged for medical reasons. He returned to the *Morning Star*.

In 1941, he joined United Press in Atlanta as a writer for its radio wire. Brinkley's assignments with UP also took him to Montgomery, Ala., and Nashville. In the meantime, he continued a peripatetic education, attending Emory University in Atlanta, Vanderbilt University in Nashville and George Washington University in Washington. "I had a checkered and somewhat incomplete college career," says Brinkley.

He joined NBC News in Washington in 1943. For the 23-year-old Southerner it was the beginning of a 38-year association with the network. As a newswriter, he prepared scripts for announcers. "It was tough," he says, "because announcers then read the words, not the meanings. If you read a sentence one way you can change the whole meaning of it. I had to work very hard to see that they didn't screw it up."

In addition to his responsibilities as a newswriter, Brinkley was a White House correspondent. Starting early in the morning, he wrote two 15-minute news broadcasts and then headed for the White House. Later, he also delivered a daily 10-minute newscast on NBC Radio.

As the fledgling television medium grew, so did Brinkley's prominence. By 1950 he was Washington correspondent for NBC's *News Caravan*, a 15-minute TV news broad-



DAVID McCLURE BRINKLEY—anchor, *This Week with David Brinkley*, ABC News, Washington; b. July 10, 1920, Wilmington, N.C.; attended University of North Carolina, Chapel Hill, 1940; U.S. Army, Fort Jackson, S.C.: 1940-41; reporter, United Press, Atlanta, Nashville and Montgomery, Ala., 1941-43; attended Emory University in Atlanta, Vanderbilt in Nashville and George Washington University, Washington, 1941-1943; positions, NBC News, Washington: newswriter, White House correspondent, and correspondent, *NBC News Caravan*, 1943-56; co-anchor, *Huntley-Brinkley Report*, 1956-1970; co-anchor, *NBC Nightly News*, 1971; news commentator, *NBC Nightly News*, Aug. 1971-June 1976; co-anchor, *NBC Nightly News*, 1976-1979; *NBC Magazine with David Brinkley*, 1980-81; joined ABC News, September 1981; present position since November 1981; m. Susan Benfer, June 10, 1972; children from previous marriage: Alan, 37; Joel, 34; John, 31; from present marriage, Alexis, 17.

cast anchored by John Cameron Swayze. "I was lucky, in a way," recalls Brinkley, "because I learned how to do television before there was anybody watching. The audience was very small. People would call in after the program and have no comments about what you said but comments about the fact that 'we really can see you well out here in Bethesda [a Washington suburb].' It was just a new toy."

The toy became more sophisticated. In 1956, NBC was looking for an anchor team for its political convention coverage. The choice of Brinkley and the late Chet Huntley as co-anchors attracted widespread attention. "It worked," says Brinkley, "and we got very good reviews. In those days news executives didn't believe their own people were any good until *The New York Times* said so." The *Times* indeed said so, in a review of Huntley-Brinkley, and the evening newscast, *The Huntley-Brinkley Report*, was born. "You might say I got my job through *The New York Times*," says Brinkley.

For almost 14 years (Oct. 29, 1956 through Aug. 1, 1970) the Huntley-Brinkley team was a fixture on NBC and in American

households, first as a 15-minute show and, after 1963, as a half-hour, with Huntley reporting from New York and Brinkley from Washington. The show's sign-off—"Good night, Chet"—"Good Night, David," its order alternating night by night, was the hallmark of what became the most popular newscast on television until CBS's Walter Cronkite caught up to it in the fall of 1967.

And what made the team a success? It may have been, he says, that "it was the first real news program. Prior to that, news programs were essentially jokes." The two personalities, he continued, "had something to do with it, but I don't know what nor how. He [Huntley] was very serious, and I was somewhat less so, so I guess the two approaches to the news paid off."

The show ended in 1970 following Huntley's announcement that he would retire. For Brinkley, the next decade brought frustrations. The network replaced the program with the *NBC Nightly News*, featuring a three-man team of Brinkley, John Chancellor and Frank McGee. It was, Brinkley says, "the worst excuse for a news program." He objected to the format's alternating anchors. "People got confused; they didn't know what program they were looking at," he says. Brinkley wound up doing commentary and special reports for the network. In 1976 he returned to a co-anchor spot with Chancellor on the *NBC Nightly News*.

As the years progressed, Brinkley grew restless and in 1980 took on a new assignment as anchor of *NBC Magazine with David Brinkley*. But the network's scheduling of the show (it was pitted against CBS's *Dallas*) coupled with Brinkley's dislike for William Small, NBC's News president at the time, pushed him to the brink. Small was someone Brinkley "could not stand and refused to work for. The worst disaster that NBC News ever had was Bill Small," is Brinkley's summary. (Small takes a more philosophical view of that time. He feels Brinkley blamed him for decisions made by earlier managements, and says "Brinkley's nose has been out of joint ever since.")

Brinkley gave the network an ultimatum. "I said: Either Small or me." They said they couldn't fire him." So in September 1981, Brinkley's career with NBC came to a close. It was a difficult decision, he says. "I shed a few tears."

But NBC's loss was ABC's gain. Brinkley readily accepted that network's offer for a Sunday morning news program, and has flourished in the time period.

When asked what his legacy to broadcast news might be, Brinkley hesitates, then answers: "Except for the fact that there were two of us rather than one [on *The Huntley-Brinkley Report*], every news program on the air looks essentially as we started it. We more or less set the form for broadcasting news on television which is still used. No one has been able to think of a better way to do it." ■

Nielsen Media Research reports **VCR usage has declined slightly**, based on tracking during July 1986. Recording and playback dropped two minutes each from July 1985, according to NMR. It said households spent about two hours and 12 minutes of recording time and four hours and 16 minutes of play time per week. Nielsen noted that 56% of all recordings were done while TV set was turned off; 31% with set tuned to same channel and 13% to different channel. **Network programing accounted for 69% of all recorded programing; independents, 12%; public television, 5%; pay services, 11%, and cable origination, 3%.**

**ABC** announced some expected programing moves last week—**Life with Lucy** and **The Ellen Burstyn Show** will leave schedule after Nov. 15 broadcasts. Programs may be brought back later, network said. But in mean time, two Friday comedies will shift to Saturday where **Lucy** and **Burstyn** have been—**Sidekicks** at 8 p.m. and **Sledge Hammer!** at 8:30 p.m. Both have been renewed for full season. Two new comedies are being added to schedule on Friday nights, effective Dec. 5—**Dad's**, from Victoria Productions Inc. and Summa Enterprises in association with Columbia Pictures Television (starring Barry Bostick) at 9 p.m., and **Gung Ho**, from Paramount, based on film of same title, at 9:30 p.m. Network will vamp for two weeks with specials.

Two more full season **renewals** announced by **CBS**—**Designing Women** and **Adderly**. Latter show is part of network's first-run, late-night schedule. Earlier in week, CBS said it was committed to **My Sister Sam** and **Equalizer** for full season.

FCC source said it was hoped that **must-carry order** will be released this week.

Late Friday (Nov. 7) afternoon, **Harte-Hanks Communications** announced it would **divest number of businesses** which collectively

**Honeymoon over at NBC?** *Inside sources confirmed last week that the relationships between new president and chief executive officer Robert Wright and several incumbent senior management executives have been severely strained during the ongoing budget-making process for fiscal 1987. Word circulating both inside and outside the company last week was that executive vice presidents Raymond Timothy and Robert Walsh may be on their way out because of clashes with Wright over budget cuts.*

*"I've heard the rumor; You've got pretty good sources," said one network executive last week. At deadline, the executive said he could not confirm, however, whether Walsh or Timothy or both were actually on their way out. Both men declined to return phone calls last week. An NBC spokesman, however, denied the reports, which began circulating shortly after Wright wrote a memo to senior managers critical of their efforts to find cost savings for next year's budget.*

*An NBC source who read the memo confirmed that Wright addressed his strained relations with the management team. In budget meetings, Wright said he had been "uncomfortable when you arrive at meetings with no hard data to back up your positions. . . . You have to sit down and pick through all your cost centers line by line to determine what must stay and what can be reduced or eliminated." Wright went on to pound home a theme he's embraced almost since the start of his short tenure at the network: "This business is in a mature cycle, a cycle often characterized by inflexibility, reverence of the past, isolation from realities. You must be intolerant of waste, bureaucracy and those who do not carry their fair share of the load." The source confirming the memo suggested that as far as senior management changes are concerned, "things should fall into place" in the next couple of weeks. "It's been difficult," he said, of the latest budget sessions.*

contributed roughly 15% of revenue and operating profit. Properties, for which San Antonio, Tex.-based company said it would begin **seeking buyers** include: **KYTV-TV Springfield, Mo.**; trade magazine, **Radio and Records**, and **25 small cable systems**, half in Arizona, with the rest in Colorado, Tennessee, Oklahoma, Ohio, North Carolina and Georgia. Systems being sold serve 43,000 basic subscribers, which would leave Harte-Hanks with larger systems serving 100,000 systems. Company said divestitures were part of corporate strategy to focus efforts on smaller number of operating units in larger markets. Company's 1985 revenue was \$551 million.

U.S. district court judge in Newark, N.J., ruled last week that **public figure cannot recover for punitive damages in libel cases against news organizations unless injury to that public figure's reputation can be shown.** Lawyers said ruling—by Judge H. Lee Sarokin—**adds significant protection for news media against suits by public figures.** It is not binding on courts beyond U.S. district involved, but it could influence decisions in other jurisdictions. Decision came in case in which **Schiavone Construction Co.** of Secaucus and one of its owners, Ronald A. Schiavone, **sued Time Inc.** because of article carried in *Time* magazine in 1982. Sarokin last year ruled against plaintiffs on question of compensatory damages. In ruling last week, Sarokin said that if individual could not prove he was entitled to compensatory damages—that his reputation had suffered injury—he was not entitled to punitive damages. Sarokin made it clear he was aware of chilling effect of potential of punitive damages. He said threat of libel suits is enough to dampen enthusiasm for vigorous reporting, for if "spectre of punitive damages, awarded with unbridled discretion by juries," were added, he said, "the chilling effect may turn a reporter's zeal to ice."

**HBO** said last week that in "**first criminal prosecution brought under anti-piracy provisions of Cable Communications Policy Act of 1984,**" U.S. attorney in Salt Lake City charged two men with unauthorized interception of satellite programing. Defendants Richard Dale Petersen and Bobbie L. Huggins have pleaded guilty in U.S. District Court for District of Utah, Northern Division, to violating section 705 of Cable Communications Act, HBO said. HBO had alerted attorney general's office to commercial theft of its programing service, HBO said, adding that sentencing is set for Nov. 28. Maximum penalty for crime is one-year imprisonment and \$100,000 fine, HBO said.

**Gustavo Godoy**, former news director of **SIN's** nightly half-hour news program, **Noticiero SIN**, who said he was forced to resign from SIN two weeks ago, has **joined with other recently resigned SIN employees to form Hispanic-American Broadcasting Network.** Godoy, who will be president and news director of HBN, said new network will offer news service broadcast in Spanish, with bureaus throughout world. "Prime financial" backing for HBN comes from Florida businessman Amasio Victory Suarez and businessman Charles Fernandez, who will be chief executive officer, and VP-financial officer, respectively, of HBN, Godoy said. Josie Goytisoló, former SIN assistant news director, who also resigned from SIN, will be executive VP-assistant news director, Godoy said. He added that HBN has "absorbed" 33 people who have resigned from SIN, following their protest of SIN's plans to merge SIN news division into new international news organization under direction of Mexican news anchor Jacobo Zabludovsky. (SIN spokeswoman in New York said network had no comment on resignations, but said that number was "less" than earlier published reports that about 20 had left.) Godoy said HBN plans to syndicate its news service to independent stations, and that HBN currently has commitments from stations in five "major markets" with large Hispanic populations. He is starting HBN because of "necessity for Hispanic population in the U.S. to be informed in order to be part of the American society," Godoy said.

**FCC decision granting permit for AM station in Orange, Calif., to Orange County Broadcasting was unanimously affirmed** last week by three-judge panel of **U.S. Court of Appeals** in Washington. Orange County was one of five mutually exclusive applicants competing



for right to operate on 830 khz in Los Angeles area. FCC's review board based its decision favoring Orange County on Section of Communications Act (307(b)) that requires commission in comparative hearing cases to consider relative need of each applicant's proposed community of license for new transmission service. Commission upheld board's decision. New Radio Corp., which was seeking grant for station in La Mirada, appealed, citing *Huntington* doctrine, under which suburban community is so closely integrated with central city as to be mere appendage of it. However, court said that New Radio invoked argument too late in proceeding—not until case was before commission—and that, in any case, New Radio had failed to make any showing as to relationship between competing applicants' communities and central city of Los Angeles. In process, however, court criticized commission's implementation of 307(b) policy. Panel said it would have found case more difficult if New Radio had raised *Huntington* earlier, since commission's policy on assigning licenses to communities in metropolitan areas "once again appears to be in a state of confusion."

**Dick Clark Productions** filed last week with Securities and Exchange Commission for initial **public offering of common stock**. Burbank, Calif.-based company plans to offer 1.6 million shares at \$8-to-\$10, net proceeds of which would be used to increase TV production. Among shows company currently produces are *American Bandstand* and *Puttin' on the Hits*.

**Heritage Communications** announced last week it had completed tender offer for **Rollins Communications**. Acquisition now makes Des Moines-based Heritage 10th largest MSO, with 950,000 basic subscribers.

So far, some **22 distributors** have said they will participate in **first-run syndication night during winter TV critics press tour Jan. 14** at Century Plaza hotel, Los Angeles. Also, it was announced last week that two public relations firms have been retained to help coordinate activities: Bender, Goldman & Helper, Los Angeles, and Hale & Husted, New York.

Press Broadcasting Co., licensee of **WJLK-AM-FM Asbury Park, N.J.**, has petitioned FCC for rulemaking to require **radio manufacturers to "use AM stereo technology capable of receiving and delivering both Motorola C-Quam and Kahn AM stereo systems."** Press Broadcasting said marketplace had successfully narrowed AM stereo systems down to two. "The commission is now in a position to insure the success of AM stereo by requiring that radios be able to receive AM stereo in whatever system it is broadcast," Press said.

In initial decision, FCC Administrative Law Judge Joseph Stirmer has **granted application of Leininger-Geddes Partnership for new TV on channel 42 in Little Rock, Ark.**, denying competing application of Capitol Communications Corp. Leininger-Geddes prevailed on integration grounds. Dale Leininger owns 51% of winning partnership. He is self-employed Mobile, Ala., business consultant. Darrell Geddes owns remaining 49%. He is part-time pastor of Solid Rock Assembly of God church in Little Rock. He also delivers newspapers and works as freight driver. Neither has other mass media interests.

**London Multimedia Market**, autumn international programing exhibition, will **cease operations after five-year run**, following purchase of that market's organizer, Button Design Contacts Limited, by England's TVS. TVS also recently acquired MIDEM organization, which runs MIPCOM, another autumn international programing market, in Cannes.

Reports surfaced last week that **CBS News commentator Bill Moyers may stay with network after all**, at least in some capacity. Moyers has committed to do series of programs for PBS and stressed last week he intends to honor that commitment. But

possibility remains that he may continue doing commentary or reporting for CBS at same time. Moyers would not rule out possibility last week. *New York Times* quoted Laurence Tisch last week as saying he would continue to try to persuade Moyers to stay with network. "Everybody wants him to stay," Tisch was quoted as saying. "I've spoken to him on a number of occasions, and if I had to guess, I think he will stay with CBS."

**UPI announced naming of new president last week—Milton R. Benjamin**, 44, former UPI reporter and editor. Most recently, Benjamin was partner in Washington-based management consulting firm, Anderson, Benjamin, Read & Haney, that has been advising UPI owner Mario Vazquez Rana since last spring, shortly before he took control of wire service. Benjamin **replaces Maxwell McCrohon**, who joined UPI in 1983 as editor in chief, becoming president earlier this year. Last week, he issued statement supporting Vazquez Rana, saying he "deserves to have his own team place" at UPI. McCrohon will be retained as "adviser" to UPI. Also departing last week was UPI managing editor Ronald Cohen, reportedly dismissed by current editor-in-chief Malcolm Hughes.



Benjamin



Rogers

**Thomas S. Rogers**, senior counsel with House Telecommunications Subcommittee, **joins NBC** in newly created position as vice president for policy planning and business development on Jan. 1. Rogers, who joined subcommittee as counsel in 1981, will be based in New York. Subcommittee's chairman, Timothy Wirth (D-Colo.), won Colorado Senate seat in mid-term election last week.

**Campaigning, according to Cuomo.** *New York Governor (and potential Democratic presidential nominee) Mario Cuomo, who won reelection last Tuesday with 65% of the vote, had the electronic media much on his mind as the campaign wound down. On election eve, on a flight with three newspaper and two wire service correspondents, the governor was quoted as saying:*

*"Don't flatter yourself into thinking you're the best way to reach the public, because you're not. Rather than the 800 words you'll file tonight with your newspapers I'm probably better off with 10 seconds on radio tomorrow morning. Because those are my words. And when I talk to you those are your words. Why do you think President Reagan does it that way? There's no question that from the point of view of the public official that's the more efficient communication."*

*Still on the subject of communications the day after the election, the governor called in to the morning show on WVOX(AM) New Rochelle, N.Y., and was asked: "What do you think accounts for negativism in recent campaigns?" His response:*

*"Our communications are now geared to quick takes. You call them bites in radio and television. That requires that you be simple and if you're going to be simple, negativism is one of the simplest of all emotions. Hate, I think, is easier to project than love. I think love is more subtle than hate and negativism and is easier to project than the affirmative. Everybody responds to it. Everybody understands it. Quickly. And I think that's where the answer is. If you've got to communicate in 28 seconds, then negativism is probably a good bet."*

# Editorials

## Looking for freebies

The votes hadn't been counted in last week's election before cries went up for something to be done about the high cost of campaigning by television. The first "something" mentioned, no one should be surprised, was a reduction or elimination of the prices charged for political advertising time. Bob Squier, who must have made a personal killing as political consultant to half a dozen Democratic winners of Senate and gubernatorial races, was in front of the pack of professed reformers. "If broadcasters are smart," said Squier, as quoted elsewhere in these pages, "they'll bleed some of the money out and ask for self-regulation. Otherwise Congress will do the job for them—with a meat cleaver."

It is a rerun of a rerun of a rerun.

Demands for free political time were being made of radio before television was invented. They have escalated in shrillness since television came along. In 1969 a special commission financed by the Twentieth Century Fund institutionalized the clamor with a report, "Voters' Time," proposing that each major-party presidential and vice presidential candidate be given six half-hours of prime time simultaneously on every broadcast station and cable system in the country and that minor-party candidates be given one or two half-hours, depending on prior party record. The federal government would buy the time at 50% of the commercial rate or at the lowest rate charged to a commercial advertiser, whichever was lower. Candidates for other offices could not be charged more than 50% of the commercial rate.

The government-sponsored half-hours for presidential and vice presidential candidates vanished, for many good reasons, when the Federal Election Act of 1972 was passed. The proposal for other candidates emerged as the existing law that prohibits broadcasters from charging any candidate more than their lowest unit rate during campaign periods.

Clearly the lowest unit rate is not low enough for those of the Squier persuasion. Never mind what newspaper ads, billboards, fund-raising parties, hired jets and lesser forms of transportation cost these days: Put the arm on television.

Wonder how Squier would react to a law prohibiting political consultants from charging candidates more than the minimum wage.

## Heavy weather

Among Washington representatives of the Fifth Estate, the party line last week was that broadcasters and cable operators have nothing to fear in the reorganization of the Senate and the affirmation of Democratic control of the House. Maybe so, but there are changes in the political environment that bear watching.

Now that Democrats own both Senate and House, their mission in the next two years is to capture the White House. It would be an unnatural act of self-denial to resist introducing any bill or calling any hearing that is apt to cast Democrats as good guys and anyone else as bad. Is there violence in society? Get it off television. Is Johnny unable to read? Cancel *Galaxy Rangers* for a Peggy Charren talk show. For every social problem, a quick fix can be promised by reregulating TV. Many newspapers will be glad to cooperate.

Congressional ventures of the type described above can usually be contained by clever defenses. Obtaining desirable legislation is, of course, another matter. If anybody besides Mark Fowler had been wishing for a friendly word from Capitol Hill on relief from that lingering frustration, the fairness doctrine, all hope may be

abandoned now. If the Commerce Committees wind up, as expected, with Fritz Hollings and John Dingell in charge, the following scenario is presented:

The appellate court, stopping short of ruling whether the fairness doctrine violates the First Amendment, tells the FCC it has the power to repeal the doctrine on public-interest grounds. The FCC does so. Congress in the next 24 hours puts fairness in the law. How long will it take to get that law before a court for a test of constitutionality?

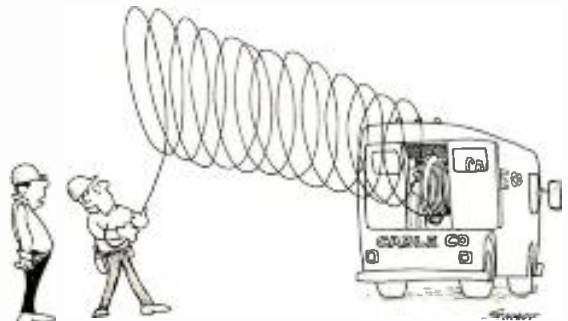
Next question.

## Vive la difference

Those in favor of responsible, professional, stylish and even rip-roarin' journalism will want to stand in tribute to CBS News's demonstration of all those virtues during its election night coverage last Tuesday. Those who hope that example will soon be emulated by its competitors have less to cheer about. CBS, which along with cable's CNN was one of the two organizations to go full bore in covering the election, ranked third among the three major networks in its ratings for the night. Ironically, it even ranked second (to ABC) when the three networks finally came alive, journalistically, at 10 p.m. That, of course, was because of *Moonlighting*, a thoroughly delightful series that could charm any audience away from such serious business as the nation's.

But it is our purpose here to applaud CBS, not to scold ABC and NBC for doing business almost as usual. We have historically supported the right of editorial organizations to make editorial judgments, and their decisions to downplay off-year election results surely fall into that category. One might wonder what would have happened to the nation's awareness of itself if CBS, too, had opted out, but such speculation is idle at best.

The key is that CBS opted in, and in so doing reminded us of what the broadcasting medium looks like when it's operating on all cylinders, improving upon the pioneering accomplishments of earlier Fifth Estate generations in making radio and television the media to which most of the public turns for most of its news and information. At the same time, it reminded us of how barren the media landscape would be if everyone were to take a minimalist approach. There's a time to cater to Caesar and a time to pull out the stops for professionalism. CBS demonstrated the difference last Tuesday.



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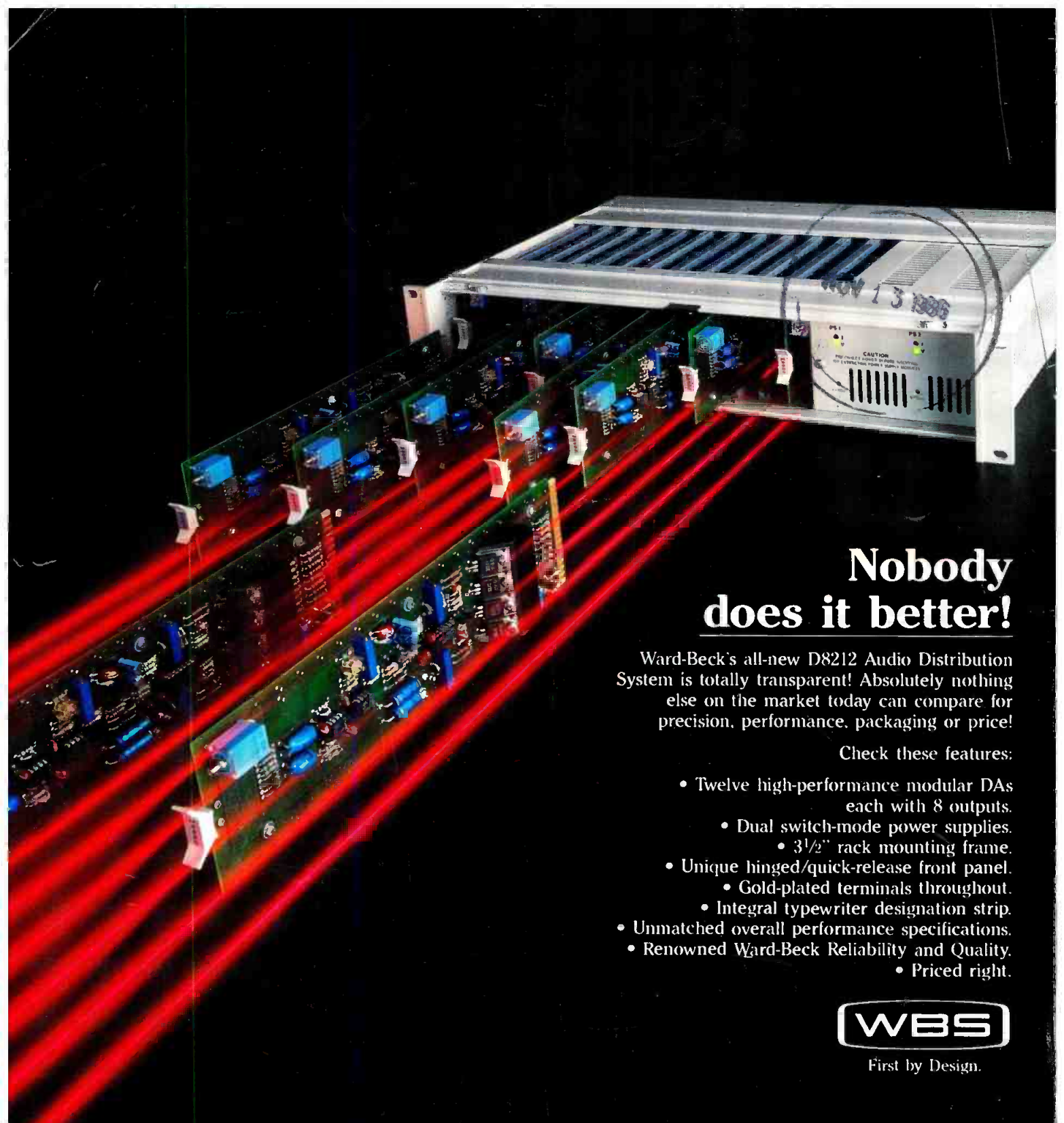
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